

# The Billboard

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## Juke Boxes Missing Boat on Standards?

Operators Exploring Other Than Hit Programs Find Digging Can Bring Gold

By BOB DIETMEIER

CHICAGO—Juke box operators may be missing the boat when it comes to programming records other than current hits.

Evidence is mounting which suggests that relatively few operators are experimenting with tunes in the other-than-hit classifications—old favorites, show tunes, jazz, semi-classics—in an effort to find better returns in this segment of programming enlarged greatly by the 200-selection machine.

At the same time, of the operators who are exploring new possibilities in these classifications, the majority report such experimentation can be very rewarding.

### Up Program Time

The fact is that most operators are spending more time on programming activities than last year, largely because of the bigger demands of the 200-selection juke box. But, more often than not, this additional time is spent in changing records. It is not spent in trying out new programming approaches in these musical categories.

Operator testimony points to the fact that most operators are prone to let location-owner requests—as opposed to tested customer preferences—seasoned with an eenie-meeny-miney-moe philosophy dictate programming choices of tunes which are not current top pop hits.

The primary reason for this, according to operators loathe to change their hit-tune-only programming outlook: Hits are the top juke box money-makers, with usually a small percentage of the total number programmed accounting for the lion's share of the receipts. So why bother much with dozens of other selections in the other-than-hit categories? Why not fill them with a changing parade of traditional old-time favorites and

## Key Artists To All Ages

CHICAGO—Operators delving into the mysteries of top-money standard programming on juke boxes come up with some clearly defined rules about which artists get the best play in locations classified by ages of customers.

One operator, for example, Irving Taube, of Manchester Music, Manchester, N. H., says it simply: "For an older crowd we pick a large number of Lawrence Welk or Guy Lombardo extended plays; for a young adult group, jazz such as Shearing offers; for teenagers, Pat Boone, Elvis Presley and Little Richard EP's go best."

whatever the location-owner likes and cut down both on servicing and record costs?

### Outdated View

That philosophy may already be outdated, according to operators who are concentrating on other-than-hit programming. Findings of these operators suggest that it is.

The simple fact is, the experimenters claim, that on 200-selection music machines especially; it is necessary that the other-than-hit selections begin paying their keep. What value are 200 selections if half of these selections are virtually ignored by operators, and in turn by customers?

Another reason advanced for the experimentation is that operators are beginning to take a long, hard look at age-groups in their locations to check income against musical preferences. Results of what they see are often surprising.

For example, in a spot check by The Billboard of 16 operators in as many cities, it was learned that half of these operators figure their best income locations are principally peopled with persons in their 20's and early 30's.

### Teen Spots

Teen spots, traditionally felt to be way out front in point of income with nearly all operators, were voted by just five of the 16 operators as being best.

Musical preferences divided sharply by age groups. [These 16](#) (Continued on page 124)

## APPLY THEATER ANGEL SLANT FOR FILM CASH

NEW YORK — Independent movie producers here are beginning to use theater money-raising techniques to get funds for their productions. Everett Chambers, David Cogan and Charles Weiss recently completed production of "Run Across the River," a feature length film which raised a large portion of its capital by selling 140 shares at \$100 each to numerous investors.

The initial shooting cost of the feature was \$6,000 which included only necessary expenses, the rest being deferred salaries and costs. Among those who bought \$100 shares were a Chinese bartender, a policeman's widow, a teacher, a secretary, a delicatessen counterwoman, TV extras, and such well-known Broadway actors as Jack Warden and Nita Talbot.

Each share of preferred stock carries an impressive seal and signature. Each \$100 investor gets a first money position, as well as common stock which enables him to share in profits. The producers decided to raise the money in small sums when they had difficulty attracting large investors. The final cost of the picture which uses 17 new faces will require considerable additional financing but most of that money is being contributed by large investors who will have seen rough cuts of the picture. Everything was shot on location. The picture is a chase melodrama filmed documentary style.

## 'Where Do We Go From Here?' Is A. & R. Question

Undefined Trends, Hybrid Records Pose Current Repertoire Problem

By REN GREVATT

NEW YORK—Repertoire-wise, the music business is currently in a less stable position than at any time in the past three years. Seldom has there been more hybrid type records and fewer clearly defined trends than now, a fact which has led many traders to ask: "Where do we go from here?"

Many in the trade have pointed to a decline in the popularity of rock and roll. The artists associated with the idiom continue to do fabulously well in personals and on the package circuit, the current Billboard best-selling pop chart line-up shows a definite upsurge in non-rock and roll material.

### Changing Pop Picture

The changing character of the pop music picture first became noticeable as much as eight months ago—not in terms of pop chart listing, but rather in the varying types of material being released. The market was suddenly deluged with calypso disks, both singles and albums. Calypso clubs sprang up right and left and fans went on a West Indies musical binge. However, of literally hundreds of calypso disks released, few made any substantial sales headway.

Later, there was talk of a so-called new sound — skiffle. The British import of an originally American form got itself exposed on a few disks here, only one of

which made the pop charts. Now, some months later, skiffle is still strictly a British fad with no following to speak of in the United States. At the present moment, there is even some talk of a new Hawaiian movement with such tunes as "In the Middle of an Island," and "No Hu-Hu," receiving some action on disks. It is too early, however, to detail such a trend.

### Ballad Trend

The one definable change, which seems to have made solid headway on singles, is one which many felt started a year ago, with the Vic Damone hit of "On the Street Where You Live." This ballad trend now appears to have made itself felt not only with artists but with country and rhythm and blues performers as well.

Much of the material which was once considered strictly country or rock and roll has gradually been absorbed into the pop fold with increasing use of pop-styled backings of full orchestra and chorus support. The noticeable upsurge of waltzes and blues material also falls into the all-inclusive pop category with the use of smoother pop instrumentations and arrangements.

Meanwhile, many labels are quietly but firmly putting increased emphasis on jazz recordings, not only in their traditional album packaging, but in single form as well. All of the major labels have focussed increasing emphasis on jazz in full package programs and

(Continued on page 51)

## NEWS OF THE WEEK

### Weaver Pitches First Show; No Sponsor Catching Yet . . .

Sylvester (Pat) Weaver is having his troubles launching his Program Service Network. His major nighttime property, the hour and a half Saturday night dance party from Chicago's Aragon Ballroom, is pushing hard for network clients, with no takers as yet. . . . [Page 2](#)

### TV Webs to Get \$40,000,000 In Filter Cigarette Billings . . .

The cigarette companies will be spending an estimated \$40,000,000 on network TV next fall for advertising their rampaging filters which are rolling up massive sales gains. . . . [Page 2](#)

### Additional Fall Plans Unveiled Six More Labels in Package Push . . .

Bonus disks, special quantity and blanket discounts and dealer extended billing dates feature various plans announced this week. Half dozen fall programs include those from London, Liberty, Brunswick, Golden Crest and Concert Hall labels. . . . [Pages 49, 50, 51](#)

### H. & R.-Witmark Suit May Cue New Legal Inheritance Battles . . .

A suit involving renewal rights to more than 400 songs written by the late Ernest A. Ball was filed in New York Federal Court last week by Ross Jungnickel, Inc. (Hill & Range) against M. Witmark & Sons. The action is the first of what may develop into a flock of legal battles as a result of the U. S. Supreme Court's decision last year awarding equal rights to widows and children of composers and authors. . . . [Page 50](#)

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## Pop Charts' Broad Scope

NEW YORK—The Billboard's best selling pop record chart this week shows a broad scope of repertoire, ranging from Mantovani to Little Richard, from the Everly Brothers to Debbie Reynolds. The contrasts bear out the currently fluid state of pop disk preferences.

A rough tally shows a dozen rock and roll items, including three rhythm and blues entries by Little Richard, Larry Williams and Fats Domino, a pair of what might be termed quiet rock and rollers—Pat Boone and Nat Cole, and 11 legitimate pop ballads. Also included are several entries each in the country and rockabilly fields, as well as a straight novelty disk—Buchanan and Goodman's "Flying Saucer."

## NO PUFF EITHER

# Filters to Barrage TV Nets With \$40,000,000 Volley

NEW YORK — An estimated \$40,000,000 barrage of network programming for the leading filter cigarette brands will be launched on the major networks this fall, marking what tobacco industry execs feel will be the turning point in the rocketing five-year growth of filter smoking.

The regular brands of two industry leaders, Lorillard and Brown & Williamson, will actually be eclipsed this fall on the networks by filter brands, straight or mentholated, from the same concerns. And, the race for TV budgets within firms like American Tobacco and Liggett & Myers is now virtually a dead heat between the filters and the veteran regulars. (See special chart elsewhere on this page.)

Consumer switching to filter brands — a phenomena likely to spell \$2,000,000,000 in filter sales and a 40 per cent share of the total cigarette market this year, 10 times the 1953 level—is also causing a far-reaching shake-up and face-lifting of shows and TV talent.

### L&M Series

Two veteran Liggett & Myers series long associated with Chesterfield, "Dragnet" and "Gunsmoke," are being quietly shifted over to L&M filters with major merchandising campaigns on the lines of "I've switched to L&M" being planned for stars Jack Webb and James Arness. Dean Martin will carry the banner on NBC with a new series for the new mentholated filter, Oasis, with the same brand featured on the new Sinatra series, which is basically for Chesterfield.

American Tobacco's Pall Mall, long a king-sized sales hit, is shifting from "Big Story," which it dropped, to a lower-priced "Manhunt" series. The firm's new filter entry, Hit Parade, will take over on the musical show from which its name was derived, having already generated a complete re-vamping of the "Hit Parade" cast—which American Tobacco is said to have feared was too closely identified with the regular Lucky brand — and a media shakeup at Batten, Barton, Durstine & Osborn. Hit Parade will also take full sponsorship of the "Bachelor Father" series alternating with the Lucky-sponsored Jack Benny show.

### Lorillard Moves

Lorillard is making one of the most drastic moves toward full filter sponsorship of TV shows by its brands. Always a so-so brand in sales, Old Gold regulars won't even have a major network showcase this fall, having dropped out of their Jackie Gleason sponsorship. At the same time, OG filters are slated as the major product on "Court of Last Resort," with the firm's Kent filters—now moving

rapidly upward in sales, thanks to a big plug in a recent Reader's Digest story—taking the prime spot on "\$64,000 Challenge," with mentholated Newport taking a minor spot.

Only Philip Morris and R. J. Reynolds are really putting a major budget share behind regular brands. Philip Morris will have two web shows, "Suspicion" and the Mike Wallace series, this fall for the veteran regulars, but is putting a sizable network campaign behind Marlboro.

R. J. Reynolds is in an unusual position. Their Camel brand is the leader in regular cigarette sales; their Winston brand heads the list of filters. Accordingly, the firm's six-show line-up is fairly evenly divided between these brands, with the mentholated filter Salems playing a minor role to both Camel and Winston on network vehicles.

### Market Change

With tobacco industry officials

predicting that anywhere from 65 per cent to 90 per cent of the cigarette admen have been understandably switching network ad dollars from regular brands to filters and creating new network budgets for new brands.

Backstopping network activity by the filter brands will be nearly \$15,000,000 worth of TV spot campaigns, using everything from participations in local telefilms and features to station breaks and I.D.'s. In spot, the filter activity will add up to more than half of all the cigarette non-network activity in TV.

The commercial "sell" in the heavy filter penetration of TV is not likely to be of the scare or hard-sell nature. Fall filter commercials being lensed are generally location jobs featuring sports, outdoor scenes, water skiing, nice young people and a sort of understated "health" theme tied in with nature.

# Weaver Target Set; Shoots for Sponsors

CHICAGO—Pat Weaver has set September 21 as target date for launching a major, weekly variety show from Chicago's Aragon Ballroom over his still theoretical Program Service network, but several big "ifs" are still dangling loose. The biggest "if" is pinning down sponsors. But if he can get them, it is understood that Weaver has cleared 16 stations, possibly 18, to carry the show. Also, it was learned, potential sponsors have already huddled with Weaver and Aragon ballroom officials to work over program plans, so inkings may be imminent.

The show would be a 90-minute musical extravaganza from 9:30 to 11 p.m., Central time. Centerpiece attraction would be a big name band, rotating a different one each show. Variety acts would be spotted thruout, but a general rule would require that all acts be accompanied by danceable music, so dance party listeners can soak up the music without gaping at their screens if they wish. Emphasis will be placed on musical names from the record world.

To buttress this appeal, Weaver appears to have Howard Miller, top Chicago disk jockey, ready to sign as emcee. Besides his local radio segs, Miller bows this week as toastmaster on NBC's daytime "Club 60" and he conducts a record show each morning on the CBS radio net. Miller has indicated great eagerness to tie up with the

Weaver effort as a step toward cracking big time TV in his familiar role as a power in the record field.

A special advantage to Weaver of Miller's presence as emcee would be Miller's formidable clout in lining up musical talent with what will probably be an economy budget, at least in the early months. Miller's disk shows are recognized for being among the few which can have critical value in determining the success of records, a clout which Miller is skilled in employing.

Weaver's clearance of stations, however, is contingent upon the signing of sponsors. Besides, as one interested party put it, "when you buy up that much in telephone lines, you've got to be prepared to pay for them."

Last week Weaver was forced to cancel his network debut of Frances Horwich's "Ding Dong School," originally scheduled for August 26, because of apparently falling short of sufficient sponsorship to force clearance of station time and covering line and production costs. The show will be carried on WGN-TV locally as a demonstration showcase.

Because Weaver requires no network option time of his informal affiliates, he is saddled with the difficult burden of having to heavily sell a show before it exists over a network which itself is not yet a reality. He's optimistic, however, that the Saturday Aragon show will be his breakthrough.

## NBC Nears 'Wagon' Sale

NEW YORK — NBC-TV this week reportedly was on the verge of wrapping up its first sale of "Wagon Train," Wednesday 7:30-8:30 p.m. to the Drackett Company. The advertiser intends to buy 13 alternate half hours of the property, seven to be used in the fall and the remaining in the spring.

The advertiser has had good success with its other network TV buys. Young & Rubicam is the agency.

## 'NEW LOOK' TO CIGGIE WEB SHOWS AS FILTERS MOVE IN

Filter cigarettes compete strongly this fall with regular brands on networks shows. The chart below, compiled by The Billboard, lists the top tobacco firms and their key brands, as well as brand activity on the web vehicles signed for the upcoming season. See story elsewhere on this page for background of the boom in filter tip dollars on TV.

- AMERICAN TOBACCO** (Luckies, Hit Parade, Pall Mall, Tareyton)  
 Jack Benny, alt wks, CBS. Lucky Strike exclusively.  
 Bachelor Father, alt wks, Benny, CBS. Hit Parade exclusively.  
 Trackdown, alt wks, CBS. Luckies major, hitchhikes for Tareyton.  
 Manhunt, alt wks, NBC. Pall Mall exclusively.  
 Hit Parade, alt wks, NBC. Hit Parade exclusively.  
 Wells-Fargo, alt wks, NBC. Pall Mall exclusively.
- BROWN & WILLIAMSON** (Raleigh, Viceroy, Kools, Du Maurier)  
 The Line-Up, alt wks, CBS. Viceroy majors, possible Kools minors.  
 CBS News, 3 a wk, CBS. Viceroy exclusively.
- LIGGETT & MYERS** (Chesterfield, L & M Filters, Oasis)  
 Dean Martin, alt wks, Polly Bergen, NBC. Tentatively Oasis Only.  
 Frank Sinatra, weekly. Some Bulova, ABC. Chesterfield major, Oasis minor.  
 Dragnet, alt wks, NBC. L & M Filters exclusively.  
 Eddie Fisher-George Gobel, NBC. On Fisher shows, Chesterfield major, Oasis minor. On Gobel shows, minor for L & M Filters with RCA-Whirlpool.  
 Gunsmoke, alt wks, CBS. L & M Filters primarily.
- P. LORILLARD** (Old Gold, OG Filters, Kent, Newport)  
 Court of Last Resort, NBC. Old Gold Filters major, reg. OG minor.  
 \$64,000 Challenge, CBS. Kent Major, Newport minor.
- PHILIP MORRIS** (Philip Morris, Marlboro, Spuds, Parliament, B&H)  
 Suspicion, alt wks, NBC. Long-size Philip Morris exclusively.  
 Mike Wallace, ABC. Regular Philip Morris exclusively.  
 Playhouse 90, CBS. Participations for Marlboro.  
 Professional Football, CBS. Shared sponsorship for Marlboro.  
 Game of the Week, regional on NBC. Shared sponsorship for Marlboro.
- R. J. REYNOLDS** (Camels, Winston, Salem, Cavalier)  
 Phil Silvers, alt wks, CBS. Camel exclusively.  
 Bob Cummings show, alt wks, CBS. Winston exclusively.  
 I've Got a Secret, CBS. Winston major, hitchhikes for Salem.  
 Harbormaster, alt wks, CBS. Camel major, Salem minor.  
 Adams and Eve, alt wks, CBS. Winston major, possible Salem minor.  
 People Are Funny, alt wks, NBC. Salem exclusively.

## ON THE INCREASE

# Spot Dough Up 10% Over 1956 Quarter

NEW YORK—A 10 per cent increase over the second quarter of 1956 in spot expenditures by national and regional advertisers was reported for the same quarter of 1957 by Television Bureau of Advertising. Total spending for the 320 stations reporting was \$118,870,000.

Many sponsors are taking advantage of plan discount buys, giving them greater frequency and larger discounts, the TvB analysis states. Participations enjoyed the largest dollar increase. For the first time, Scott Paper, Tidewater Associated Oil, Helene Curtis, Oakite Products, Bymart-Tintair, Wilson & Company and Interstate Bakeries appeared among the top 100 spot spenders.

Doubling their spot expenditures over the same quarter of 1956 were Continental Baking, Lever Bros., Phillips Petroleum and Anheuser-Busch. Tripling their spot expenditures were American Chicle, Quaker Oats, American Tobacco, Seven-Up and P. Lorillard. In the 31 major product classifications, clothing-furnishings was up 54 per cent over last year, gasoline-lubricants was up 52 per cent, confections-soft drinks was up 42 per cent.

Procter & Gamble remained the No. 1 spot advertiser (\$6,519,000), followed by Brown & Williamson, Continental Baking, General Foods and Sterling Drug. Filling out the top 10 were Lever Bros., National Biscuit, Colgate-Palmolive, Carter Products and Miles Laboratories.

CBS-TV o.&c. stations also report a 16 per cent rise over last year, according to Craig Lawrence, web vicep in charge of o.&c. geographically spread in New York, Milwaukee, Los Angeles, Chicago and Hartford, Conn.

TvB, which computes expenditures at the gross one-time rate, based its figure of 10 per cent on the 279 stations common to both years out of the 320 reporting.

### NEW STEP

## ABC Starts Sponsored Sun. Daytime

NEW YORK—ABC-TV moves into Sunday daytime with sponsorship for the first time this fall. First results of a concerted web sales drive are Hartz Mountain Products' buy of a new Paul Winchell comedy stanza for the 4:30-5 p.m. slot and Park & Tilford's buy, for Tintex, of the 6-6:30 p.m. time period, the property as yet undetermined.

ABC is committing itself to its stations for network shows in the 4-4:30 and 6:30-7 p.m. slots. It abeyance are a number of public service shows, including Deal Pike, Bishop Sheen, "College News Conference" and "Open Hearing," which may be utilized in spots.

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OFF-BEAT PAYS

Creative Style Of GB&B Pulls In New Acc't

SAN FRANCISCO — Agency standing in the creative TV field continues to be a strong factor in landing new business.

Guild, Bascom & Bonfigli—one of the hottest medium-sized agencies and now billing up to 85 per cent in TV of its annual \$10,000,000 total—is landing a major regional beer, Heidelberg Brewing, because of its familiarity with TV-minded beer marketing and its TV track record.

Heidelberg, whose account is worth over \$1,000,000 annually, moves officially to GB&B on October 1 from Chicago's MacFarland, Aveyard. It is the latest coup in the GB&B new business program started early in 1956 which has already bagged Best Foods' Nucoa, part of Max Factor, Mary Ellen's Jams and Breast-O-Chicken Tuna.

Acquisition of Heidelberg also marks a neat recoupment of the recent loss, by resignation, of the Regal Pale account. The Regal-GB&B strains developed, one source reports, because of differences over the agency's lively and sometimes-unconventional approach to TV selling. One completed GB&B film commercial for example over which Regal split was a no-dialog, all-visual take-off on TV Westerns. The result is said to be hilarious—but was never aired on TV, as Regal got cold feet about the lack of spoken "sell."

Heidelberg officials frankly admit they were attracted by the "unconventional creative approach," so GB&B may have considerable freedom in its TV department.

Partly as a result of new business boosts, GB&B expects to double the space and personnel in the agency's Hollywood offices, is opening a New York branch, expanding its home office and opening a Seattle service branch. The agency billed \$200,000 in 1949, its first year.

Carter for Slot Prior To CBS Pro Football

NEW YORK—Carter Products has purchased the quarter hour before the National Professional Football games on CBS-TV this fall. The advertiser will program "Highlights of Football," a vidfilm package. The buy was made thru Sullivan, Stouffer, Colwell & Bayles.

'Live Barter' Puts TCH Into Business

FORT LAUDERDALE, Fla.—A "live barter" deal now being underwritten to the extent of \$3,250,000 by a Florida real estate firm is putting Television Clearing House into the national field with a prefabricated program package of 40 different live formats for local telecasting on as many as 144 stations.

The deal follows the familiar pattern of film bartering, but with a live switch. Lou Dahlman, TCH topper, has closed deals with a number of small live program packagers for the rights to mostly quiz, half-hour formats with titles like "Win the World," "Happy Go Lucky," "My Child Has Talent," "Stars in the Streets" and Dahlman's own, formerly NBC "City at Midnight."

Formats will be combined by

Kramer, G-T Talk Hr. Pix

HOLLYWOOD—Talks are under way between Goodson-Todman, Inc. and Stanley Kramer for the production of an hour-long anthology series.

The program, tentatively titled "Stanley Kramer Presents," would feature Kramer in host-director chores, and would probably be built along the same lines as the Alfred Hitchcock series.

Irvin Hoff Shifts to Warner-Lambert

NEW YORK—Irvin W. Hoff, the Colgate-Palmolive Company's advertising manager, last week resigned to move over to Warner-Lambert. He will become vice-president in charge of its merchandising.

Hoff was the No. 2 man in Colgate's advertising department, topped only by Stuart Sherman, its advertising veepee.

STATION ALERT

Look to Pricing, Says McFadden

NEW YORK — TV stations should take a careful look at their pricing structure to work out ways and means of making the medium even more attractive to advertisers, according to Thomas McFadden, NBC vice-president in charge of its o&o stations and its Spot Sales division.

The station executive pointed to the existing softness in spot sales during the second quarter of 1957 as an indication of advertiser caution in making commitments this year. It was his belief that the availabilities on other facilities, the recent comeback of radio and the ability of advertisers to buy spots in TV markets where new stations are now programming but where they were at a premium in past years are mainly responsible for the relatively slow upturn in advertiser buying so far this summer.

McFadden, however, maintained that stations generally were having a healthy hear, tho they were not scoring the sensational gains of past years. Tho WNBT, he said, could not count on an approximately 25 per cent hike in billings as between 1955 and 1956, McFadden observed, he expected it to do as well as 1956 when the station had its most prosperous year.

Tape Looms Large in Plans For CBS' Tele City Addition

HOLLYWOOD—The new addition to CBS Television City on the West Coast will be geared specifically to the coming era of TV tape. This, basically, is the reason for the present re-evaluation of network needs being conducted by the Robert Heller Associates management engineering firm.

The reason why construction on the TV City extension was suddenly halted last June—after the ground had already been cleared—is apparently twofold: The excellent results obtained from TV tape in experiments, recordings and actual integration into live shows, and the belief that costs are nearing their ultimate level and cannot be allowed to climb much higher.

Officially the network is maintaining a "no comment" attitude. Howard Meighan, vice-president in

charge of West Coast operations, avers that all such reports are "speculation," and that "there are only half a dozen persons who know the real reasons, and I assure they're not talking." He adds: "We're in a highly competitive business and we're certainly not going to tip our hand."

Nevertheless, even tho the pieces have to be jigsawed together, enough are available to lead to the conclusion that the moves being contemplated by CBS could have a profound effect on the industry.

The net's execs apparently have come to the conclusion that the best way to cut costs, yet still maintain quality, is to convert as much programming as possible to tape. This includes the probability of some film series.

In line with this, the network appointed Jack Foreman to the newly created post of West Coast director of film production operations last week. His duties will be to determine the availability, adequacy and cost of film production facilities.

Likely Conversions

Prime candidates for conversion from film to VTR—which, at a minimum, is probably two years off—would be such programs as "December Bride," the Eve Arden Show, et. al., that are now being shot in front of a live audience, basically using live technique.

These programs—or other similar ones which may have replaced them by that time—would be moved into Television Center,

where unity of production facilities would enable a further cut in costs. The web is already moving in that direction by gradually taking over casting and other above-the-line operations of its film series.

Fitting into the over-all picture is the recent increase by the net in its order of Ampex video tape recorder production models from 7 to 13. With the five prototypes now on hand CBS will have a total of 18 recorders.

Altho the production models will not be capable of frame by frame editing—something for which the Ampex recorder is not geared—they will be equipped with devices making simple, or scene by scene editing possible. Further, the field of electronic editing has only started to be explored.

No serious union problems are anticipated, IBEW, which controls the cameramen, has already given its okay for stop-and-go recording; that is, taping which is not merely a continuous recording of a live program. Talks between IBEW and IATSE, the other principal union involved, are being held in the East to iron out any conflicts that may exist. An IATSE spokesman on the Coast declared, "We've never attempted to tell the networks what they can do at their own facilities."

If the net's long-range plans don't hit a snag, CBS could very well steal a march on the other webs, even tho NBC's Burbank facilities are the most modern in TV today, and ABC is planning a \$30 million TV Center. It's, of course, much too early to tell to what degree the telefilm industry itself might be affected.

'Party' Adding Sunday Stanza

HOLLYWOOD — Art Linkletter's "House Party," CBS strip produced by John Guedel, is adding a Sunday afternoon show, the first daytimer to find a slot in programming.

The show is scheduled for 1:30-2 p.m. (during the week it's 2:30-3 p.m.), and will retain basically the same format. It's a new wrinkle in stripping, and Guedel says it's being undertaken in the belief that Sunday afternoon is still a relatively unexplored field in programming.

The Guedel organization is also prepping another daytime program, "Anybody Can Play," with George Feneman emcee. The show was first tried out locally on KBCA, Los Angeles, several years ago on a 13-week basis.

NBC Steps Up Program Plugs

NEW YORK — NBC-TV is in the mids. of a saturation campaign to promote its fall program line-up, using every one-minute availability between August 1 and September 1 for airing of 12 special films dealing with segments of the upcoming schedule. The campaign, dubbed "August Theme," was developed by the on-the-air unit of the web's advertising and promotion department. Edward Vane, manager of Audience Advertising, was the braintrust behind the idea.

Each fall show, both new and old, will get 30 exposures in the 370 spots during the month. The web's seven o&o stations will devote all availabilities locally to the same campaign, beginning August 16. Closing of this campaign will dovetail with the start of individual show promotions.

McFadden believes that heavy spot buying on the part of national advertisers will begin about August 15 this year, as against the beginning of August last year and even earlier in past years. In talking about the NBC's owned-and-operated stations and their profit picture for the year, he pointed out that all these stations had installed color equipment to service their communities at considerable cost.

The executive does not feel that any of the printed media are gaining at the expense of TV stations and cited print linage losses to bolster his belief.

No Sub for Miss Clooney

NEW YORK—Mike Nidorf, Jo Stafford's manager, last week vehemently denied that she would replace Rosemary Clooney at the start of the season for Lever Bros., Thursday 10-10:30 p.m. NBC-TV.

Nidorf stated that a report printed in The Billboard that she had been set for the stint was erroneous. "It's not true. She's never been approached, and if she were I wouldn't consider it for her."

He further reported that Miss Stafford has under consideration an hour network show, subject to time clearances. The female vocalist will make her first appearance for Ed Sullivan on his September 22 show from Hollywood and will return for an appearance from New York some months later.

Miss Clooney, meanwhile, is recovering from childbirth sooner than expected and will be ready for the September 26 debut of the show.

VHF outlets in Detroit, Los Angeles, Denver, Syracuse and other major markets, and even such New York outlets as WATV and WPIX. Also under security is Dahlman's sponsor list, but this, too, is said to be replete with manufacturers of small electric appliances, luggage, gift items and household products.

Backstopping the operation are Mike Michaels, former New York attorney, and lumberman Louis G. Gordon, partners in Fort Lauderdale's Broadview Park development.

TCH, which has specialized in planting prizes on quiz shows in barter deals, with all the physical production aids needed for local staging — sets, props, furniture, scripts, prizes and so on. Stations provide local talent for the shows, and pay off TCH in bartered spot time, which TCH will trade out to a list of manufacturers.

The trade-out, incidentally, does not concern the live-show package. Time on these half-hours will be sold by the local station at card rate. Barter time is at the discretion of the station and will probably include many marginal and otherwise hard-to-sell slottings at a big discount.

Dahlman is keeping under wraps the list of stations known to be interested in the live barter deals, but they are said to include

The Billboard

The Amusement Industry's Leading Newsweekly

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NBC is the only television network that increased its national average audience rating, both nighttime and daytime, during the 1956-57 season.

The average audience rating of each of the other two networks decreased.



### Saturation Plugs For Nail Polisher

NEW YORK — Harrison Labs has begun a saturation campaign of indefinite length for Ten-Day Press-On nail polish here, using WRCA, WCBS, WABC and WABD for 20-second, one-minute and 10-second I.D. announcements, backed by heavy radio and newspaper advertising.

The cosmetics newcomer just completed a similar test successfully in Cleveland.

### CBS Weighs Youth Symph

NEW YORK—CBS-TV is considering the programming of the Philharmonic Youth Concerts on Saturday mornings over its network during the coming season. It is not known exactly how many concerts will be programmed, but they are presented about once monthly during the winter and spring season. William Paley, CBS topper, is a member of the board of the Philharmonic Society of New York.



## REVOLUTION

There are all kinds, but in Southern California there's a viewing revolution going full blast...

It's those serials...

You remember. Every Saturday you fell into ranks at the neighborhood theatre to see the latest cliff-hanger. Pretty good, huh?

Well, they're back and KTTV has 'em... 406 fast-action episodes. New to Los Angeles, these serials have been clobbering competition in 40 television markets.

Let's look at the marquee...

- RED RIDER GANGBUSTERS
- TAILSPIN TOMMY
- THE PHANTOM RIDER
- LOST CITY OF THE JUNGLE

For depth in the afternoon, KTTV programs an episode from each of three different serials each day. Dick Whittinghill, top KTTV sales personality, is on stage to turn your sales story into gold.

Join the revolution. Your Blair agent has complete inflammatory literature...

**KTTV**  
Los Angeles Times-MGM  
Television  
Represented nationally by BLAIR-TV

### The Billboard Continuing

## COST-PER-THOUSAND

### Analyses of Network TV Shows in Class A Time

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

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

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

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

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

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

## ADVENTURE, SUSPENSE, WESTERN SHOWS

### COST PER 1,000 HOMES PER COMMERCIAL MINUTE

1. WYATT EARP (Gen. Mills, P&G, ABC).....	\$ 2.01
2. GUNSMOKE (Sperry-Rand, Liggitt & Myers, CBS).....	2.23
3. CLIMAX (Chrysler, CBS).....	2.42
4. THE LINEUP (P&G, Brown & W'mson, CBS).....	2.54
5. ALFRED HITCHCOCK (Bristol-Myers, CBS).....	3.11
6. LASSIE (Campbell, CBS).....	3.20
7. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	3.28
8. DRAGNET (Liggitt & Myers, Schick, NBC).....	3.37
9. BROKEN ARROW (Miles, Assoc. Pmts., ABC).....	3.44
10. ZANE GREY (Gen. Foods, Ford, CBS).....	3.51
11. WELLS FARGO (Amer. Tob., Gen. Foods, NBC).....	3.55
12. LONE RANGER (Swift, Gen. Mills, ABC).....	3.78
12. PANIC (Max Factor, Liggitt & Myers, NBC).....	3.78
14. ON TRIAL (Campbell, Lever, NBC).....	3.81
15. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	3.88
16. ROBIN HOOD (J&J, Wildroot, CBS).....	4.00
17. WEST POINT (Gen. Foods, CBS).....	4.23
18. BIG STORY (Amer. Tob., Ralston, NBC).....	4.40
19. RIN TIN TIN (Nat'l Biscuit, ABC).....	4.74
20. BUCCANEERS (Sylvania, CBS).....	4.86
21. WIRE SERVICE (Miller, R. J. Reynolds, ABC).....	4.97
22. JIM BOWIE (Chese-Ponds, Amer. Chicle, ABC).....	5.27
23. CIRCUS BOY (Reynolds Metals, NBC).....	5.34
24. BOLD JOURNEY (Ralston, ABC).....	5.67
25. CONFLICT (Chese-Ponds, Gen. Elec., ABC).....	6.14
26. ROY ROGERS (Gen. Foods, NBC).....	6.22
27. SGT. PRESTON (Quaker, CBS).....	6.74
28. THE VISE (Sterling, ABC).....	6.91
29. SIR LANCELOT (Lever, Amer. Home Prods., NBC).....	8.90
30. BENGAL LANCERS (Gen. Foods, NBC).....	14.42

### COST PER 1,000 MEN PER COMMERCIAL MINUTE

1. GUNSMOKE (Sperry-Rand, Liggitt & Myers, CBS).....	\$ 2.24
2. WYATT EARP (Gen. Mills, P&G, ABC).....	2.42
3. CLIMAX (Chrysler, CBS).....	2.90
4. THE LINEUP (P&G, Brown & W'mson, CBS).....	3.38
5. ALFRED HITCHCOCK (Bristol-Myers, CBS).....	3.50
6. BROKEN ARROW (Miles, Assoc. Pmts., ABC).....	3.95
7. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	3.97
8. DRAGNET (Liggitt & Myers, Schick, NBC).....	4.48
9. ZANE GREY (Gen. Foods, Ford, CBS).....	4.50
10. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	4.80
11. WELLS FARGO (Amer. Tob., Gen. Foods, NBC).....	4.85
12. BIG STORY (Amer. Tob., Ralston, NBC).....	4.97
13. LASSIE (Campbell, CBS).....	5.10
14. ON TRIAL (Campbell, Lever, NBC).....	5.25
15. WIRE SERVICE (Miller, R. J. Reynolds, ABC).....	5.79
16. WEST POINT (Gen. Foods, CBS).....	6.02
17. BUCCANEERS (Sylvania, CBS).....	6.90
18. LONE RANGER (Swift, Gen. Mills, ABC).....	7.00
19. PANIC (Max Factor, Liggitt & Myers, NBC).....	7.17
20. ROBIN HOOD (J&J, Wildroot, CBS).....	7.20
21. JIM BOWIE (Chese-Ponds, Amer. Chicle, ABC).....	7.22
22. BOLD JOURNEY (Ralston, ABC).....	7.35
23. ROY ROGERS (Gen. Foods, NBC).....	8.16
24. CIRCUS BOY (Reynolds Metals, NBC).....	8.37
25. CONFLICT (Chese-Ponds, Gen. Elec., ABC).....	9.10
26. RIN TIN TIN (Nat'l Biscuit, ABC).....	9.31
27. SGT. PRESTON (Quaker, CBS).....	10.54
28. THE VISE (Sterling, ABC).....	13.08
29. SIR LANCELOT (Lever, Amer. Home Prods., NBC).....	15.02
30. BENGAL LANCERS (Gen. Foods, NBC).....	22.17

### COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

1. GUNSMOKE (Sperry-Rand, Liggitt & Myers, CBS).....	\$ 1.91
2. CLIMAX (Chrysler, CBS).....	2.11
3. WYATT EARP (Gen. Mills, P&G, ABC).....	2.20
4. THE LINEUP (P&G, Brown & W'mson, CBS).....	2.35
5. ALFRED HITCHCOCK (Bristol-Myers, CBS).....	2.74
6. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	3.48
7. DRAGNET (Liggitt & Myers, Schick, NBC).....	3.50
8. ZANE GREY (Gen. Foods, Ford, CBS).....	3.55
9. BROKEN ARROW (Miles, Assoc. Pmts., ABC).....	3.59
10. PANIC (Max Factor, Liggitt & Myers, NBC).....	3.66
11. ON TRIAL (Campbell, Lever, NBC).....	3.76
12. LASSIE (Campbell, CBS).....	3.82
13. WELLS FARGO (Amer. Tob., Gen. Foods, NBC).....	4.02
14. WEST POINT (Gen. Foods, CBS).....	4.21
15. BIG STORY (Amer. Tob., Ralston, NBC).....	4.39
16. JIM BOWIE (Chese-Ponds, Amer. Chicle, ABC).....	4.69
17. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	4.96
18. ROBIN HOOD (J&J, Wildroot, CBS).....	5.11
19. WIRE SERVICE (Miller, R. J. Reynolds, ABC).....	5.17
20. LONE RANGER (Swift, Gen. Mills, ABC).....	5.65
21. BOLD JOURNEY (Ralston, ABC).....	6.33
22. CIRCUS BOY (Reynolds Metals, NBC).....	6.76
23. CONFLICT (Chese-Ponds, Gen. Elec., ABC).....	7.10
24. BUCCANEERS (Sylvania, CBS).....	7.18
25. RIN TIN TIN (Nat'l Biscuit, ABC).....	7.98
26. SGT. PRESTON (Quaker, CBS).....	8.13
27. THE VISE (Sterling, ABC).....	8.14
28. ROY ROGERS (Gen. Foods, NBC).....	8.49
29. SIR LANCELOT (Lever, Amer. Home Prods., NBC).....	12.52
30. BENGAL LANCERS (Gen. Foods, NBC).....	19.21

### COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

1. LASSIE (Campbell, CBS).....	\$ 2.10
2. WYATT EARP (Gen. Mills, P&G, ABC).....	2.14
3. RIN TIN TIN (Nat'l Biscuit, ABC).....	2.74
4. LONE RANGER (Swift, Gen. Mills, ABC).....	2.77
5. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	3.03
6. BROKEN ARROW (Miles, Assoc. Pmts., ABC).....	3.20
7. GUNSMOKE (Sperry-Rand, Liggitt & Myers, CBS).....	3.27
8. CIRCUS BOY (Reynolds Metals, NBC).....	3.31
9. ROBIN HOOD (J&J, Wildroot, CBS).....	3.37
10. BUCCANEERS (Sylvania, CBS).....	3.66
11. WELLS FARGO (Amer. Tob., Gen. Foods, NBC).....	3.91
12. ZANE GREY (Gen. Foods, Ford, CBS).....	4.21
13. JIM BOWIE (Chese-Ponds, Amer. Chicle, ABC).....	4.26
14. ROY ROGERS (Gen. Foods, NBC).....	4.33
15. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	4.50
16. THE LINEUP (P&G, Brown & W'mson, CBS).....	4.80
17. WEST POINT (Gen. Foods, CBS).....	5.27
18. CONFLICT (Chese-Ponds, Gen. Elec., ABC).....	5.29
19. DRAGNET (Liggitt & Myers, Schick, NBC).....	5.79
20. PANIC (Max Factor, Liggitt & Myers, NBC).....	5.93
21. CLIMAX (Chrysler, CBS).....	5.98
22. WIRE SERVICE (Miller, R. J. Reynolds, ABC).....	6.37
23. BOLD JOURNEY (Ralston, ABC).....	6.91
24. ALFRED HITCHCOCK (Bristol-Myers, CBS).....	7.01
25. SGT. PRESTON (Quaker, CBS).....	7.49
26. ON TRIAL (Campbell, Lever, NBC).....	8.25
27. SIR LANCELOT (Lever, Amer. Home Prods., NBC).....	8.34
28. BIG STORY (Amer. Tob., Ralston, NBC).....	9.95
29. BENGAL LANCERS (Gen. Foods, NBC).....	13.10
30. THE VISE (Sterling, ABC).....	13.56

## NEWS, SPORTS AND MISCELLANEOUS SHOWS

### COST PER 1,000 HOMES PER COMMERCIAL MINUTE

1. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	\$ 2.23
2. WED. NIGHT FIGHTS (Miles, Mennen, ABC).....	2.58
3. PERSON TO PERSON (Time, Amer. Oil, CBS).....	2.77
4. DISNEYLAND (Amer. Dairy, Derby, Swift, Amer. Motors, ABC).....	3.34
5. RED BARBER (State Farm, NBC).....	4.51
6. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS).....	4.72
7. YOU ASKED FOR IT (Best Foods, ABC).....	4.96
8. MIKE WALLACE (Phil. Morris, ABC).....	6.01
9. NBC NEWS (Amer. Can, Miles, Sperry-Rand, NBC).....	6.27
10. JOHN DALY NEWS (Gen. Cigar, Du Pont, ABC).....	9.83
11. SEE IT NOW (Pan Amer., CBS).....	19.57

### COST PER 1,000 MEN PER COMMERCIAL MINUTE

1. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	\$1.92
2. WED. NIGHT FIGHTS (Miles, Mennen, ABC).....	2.13
3. PERSON TO PERSON (Time, Amer. Oil, CBS).....	3.83
3. RED BARBER (State Farm, NBC).....	3.83
5. DISNEYLAND (Amer. Dairy, Derby, Swift, Amer. Motors, ABC).....	5.38
6. YOU ASKED FOR IT (Best Foods, ABC).....	5.62
7. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS).....	6.01
8. MIKE WALLACE (Phil. Morris, ABC).....	6.53
9. NBC NEWS (Amer. Can, Miles, Sperry-Rand, NBC).....	8.43

### COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

1. PERSON TO PERSON (Time, Amer. Oil, CBS).....	\$2.46
2. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	3.34
3. WED. NIGHT FIGHTS (Miles, Mennen, ABC).....	4.20
4. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS).....	4.59
5. DISNEYLAND (Amer. Dairy, Derby, Swift, Amer. Motors, ABC).....	4.73
6. YOU ASKED FOR IT (Best Foods, ABC).....	4.80
7. MIKE WALLACE (Phil. Morris, ABC).....	5.77
8. NBC NEWS (Amer. Can, Miles, Sperry-Rand, NBC).....	6.28
9. RED BARBER (State Farm, NBC).....	7.53

### COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

1. DISNEYLAND (Amer. Dairy, Derby, Swift, Amer. Motors, ABC).....	\$ 2.23
2. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	6.91
3. YOU ASKED FOR IT (Best Foods, ABC).....	8.29
4. PERSON TO PERSON (Time, Amer. Oil, CBS).....	10.02
5. WED. NIGHT FIGHTS (Miles, Mennen, ABC).....	11.46
6. RED BARBER (State Farm, NBC).....	12.40
7. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS).....	23.44
8. NBC NEWS (Amer. Can, Miles, Sperry-Rand, NBC).....	29.14
9. MIKE WALLACE (Phil. Morris, ABC).....	50.26

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COMING COST PER THOUSAND ANALYSES:

Aug. 26: The Top Hundred for July

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Sponsor Groups

Food & Beverage
Drug & Remedy
Automotive & Accessory

FOOD & BEVERAGE SPONSORS

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

DRUG & REMEDY SPONSORS

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

AUTOMOTIVE & ACCESSORY SPONSORS

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

Nat Cole Nips Into 'Question'

NEW YORK—NBC-TV's Nat (King) Cole is cutting into the Tuesday 10-10:30 p.m. dominance of "The \$64,000 Question" on CBS-TV. The singer came up with a 14.1 Trendex and a 27.8 share of audience on his Tuesday (6) stanza, which featured Harry Belafonte as guest and Pearl Bailey.

Sylvania 'Open Houses' To Preview 'McCoys'

NEW YORK — Sylvania has scheduled 50 "open houses" in top markets to preview its upcoming "Real McCoys" series for dealers and distributors. The August parties will cost the electric company \$50,000, with arrangements being handled by advertising director Terry Cunningham and Sylvania's agency, J. Walter Thompson.

1 WONDERFUL BUY!!

GETS YOU ALL OF



KEL-O-LAND

It takes five airlines and as many railroads to criss-cross huge, hustling KEL-O-LAND. It takes more than a million people to ring up its \$1,220,150,000 annual retail sales. Yet Joe Floyd and his 101-man crew deliver all of KEL-O-LAND to you for your one wonderful single-market buy.



and KEL-O-LAND's new, big radio voice is KELO-AM. KELO Radio's 1,000-ft. Tower 13,600-Watt Power, Etc.

Sioux Falls, S. D. JOE FLOYD, President. Represented by H-R

DIFFERENT TWIST

# Ziv Combines Old, New in Rerun Plan

NEW YORK—The traditional "39 and 13" pattern of network vidfilms may be blown wide open this season by a new rerun formula from Ziv-TV. The new pattern is quietly being pitched on the soon-to-expire "West Point" series, but applies just as easily to scores of vidfilm shows which last for two or more seasons, as does another case in point, "My Friend Flicka," recently bought by NBC-TV for Sundays 6:30-7 p.m. (This property, of which at least 39 half

hours are available, can be bought with 13, 26 or 39 new programs in the series.)

"West Point" would film 26 episodes for a possible second year of the USMA-located series in the Monday, 7:30-8 p.m. slot on ABC-TV, where it would shift from CBS-TV and General Foods sponsorship under an option deal with ABC.

Under the plan, if a sponsor signs, Ziv will select 13 rerun shows from the 26 films not re-

peated by General Foods in the present cycle. This group, plus the 26 new shows, will give a basic 39.

At this point, a sponsor can elect to knock off for a 13-week summer hiatus. Or, if he wants a full 52-week cycle, 13 shows for the summer of 1958 can be selected from the new batch of 26, to avoid double repeats. A year-long scheduling could even be worked out so that the series has a fresh show every other week, and a rerun in the alternate spot.

Others to Follow?

If the idea catches on, many film series going into their second or third seasons may borrow Ziv's stunt. There are several advantages to it. It enables Ziv to keep a show on a network for another season at less than the cost of a 39-episode shooting schedule. It gives the sponsor an immediate price break of up to \$250,000,

since half of a year-round schedule would be paid for on a rerun basis as against the usual 13 weeks. The lengthy time span involved might well tend to freshen up the 13 reruns from the first-year batch.

Benton & Bowles brass is said to have eyed Ziv's novel proposal with interest, altho most B&B clients have long since committed their fall TV budgets.

## Gen Genovese Readies 'Flying Tigers' Series

NEW YORK — Gen Genovese is preparing "Flying Tigers," a half-hour vidfilm series, with the pilot script written by Allan Sloane. The property was programmed some years back on the DuMont Television Network. Genovese was a member of the Flying Tigers during World War II.

# WCBS Starts New Discount Plan on Spots

NEW YORK—WCBS-TV here has inaugurated a new discount plan to lure the big national advertisers with heavy coin to spend on saturation spot campaigns. The station's maximum discount previously was 45 per cent for sponsors who bought 12 spots a week anytime but between 7:30 and 11:15 p.m.

Now the station has created new discount lures for sponsors who buy 24, 48 and 72 spots weekly. In addition to the usual 45 per cent of gross, advertisers who buy 24 spots per week will receive a 10 per cent net discount, those who buy 48 spots per week a 20 per cent net discount and the purchasers of 72 spots, a 30 per cent net discount.

WCBS-TV believes the new discount plans will interest clients who buy the station up to its previous maximum discount, but go shopping elsewhere with their extra appropriations. The station, meanwhile, has been booking fall business heavily. Among the new clients are the National City Bank, the Manufacturers Trust Company, Rheingold Beer and Proctor Electric.

## WHO FOR WHAT

# ARB Tallies Audiences' Preferences

NEW YORK—More than half of the summer audience of "Arthur Murray Party," "Private Secretary" and the Vic Damone show is women. There are as many kids in the audience of "Blondie" as there is for the "Lone Ranger." And "What's My Line?" captures somewhat more male viewers in its summer audience than does the male-slanted "Gunsmoke."

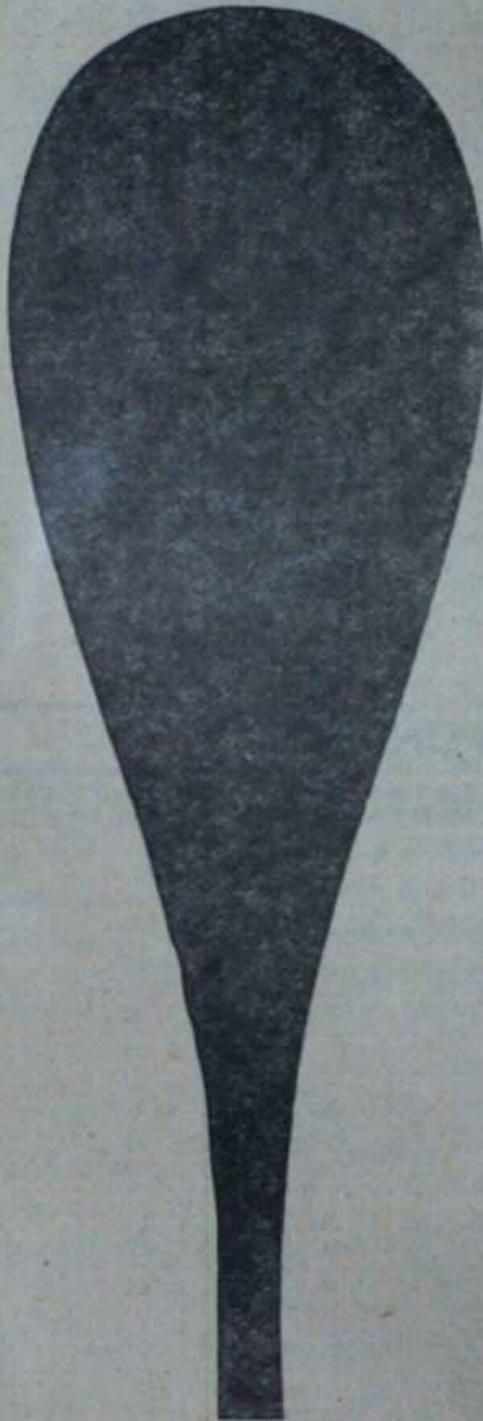
These are highlights of current analysis by American Research Bureau of summer network viewing which reveals sharp differences in the ability of shows to attract audience segments.

Dramatic shows like the Kraft and Lux vehicles, musicals like Vic Damone and "Name That Tune," plus panel and quiz shows, appealed strongly to women, with the leaders drawing 49 per cent or more of their audience from the ladies. Male viewing fancy turned to sports, with seven out of the top 10 male-appeal shows being sports-slanted. Top of the moppet-appeal list was "Rin Tin Tin," which drew 51 per cent of its audience from the kids, but a "Blondie"-Lone Ranger tie with 48 per cent was a close runner-up, with shows like "Disneyland," "Lassie" and "Robin Hood" following the leaders.

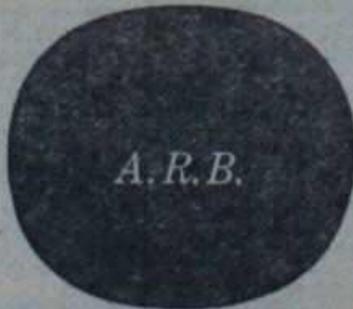
# Storer Outlets Name Mgrs.

CLEVELAND — Peter Storer has been named general sales manager of WJW-TV, here, outlet of the Storer Broadcasting Company. Frank Barron will serve as local sales manager and Bill Kelley as New York sales manager.

Lewis P. Johnson, of the Storer Midwest sales office, has become sales manager for WPFH, new Storer station in the Philadelphia-Wilmington, Del., market. Glenn Lau will be local sales manager for WPFH, being replaced in the New York sales office by Robert Buchanan.



# CLEAN SWEEP



WRC-TV's share of audience: 37.9%. A 20.7% advantage over second station. A 23.4% advantage over both of the other two stations combined!

WRC-TV's share of audience: 36.3%. A 5.5% advantage over second station. A 16% advantage over both of the other two stations combined!

WRC-TV's share of audience: 36.5%. A 6.4% advantage over second station. A 25.4% advantage over both of the other two stations combined!

This clean sweep is clear evidence that your product stands to gain a greater share of customers on WRC-TV.

# WRC-TV-4

WASHINGTON, D. C.

SOLD BY  SPOT SALES

*Famous on the local scene...  
yet known throughout the nation.*

Plymouth Rock... just another rock on the New England shore... until the Pilgrims touched it.  
Then it became a national monument.

Broadcast stations, too, lie unknown as "rocks," or achieve national recognition— depending upon how they are "touched"—and by whom. Storer stations are known to have the "touch."

A Storer station is a local station.



## STORER BROADCASTING COMPANY

**WSPD-TV**  
Toledo, Ohio

**WSPD**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJW**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WJBK**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WAGA**  
Atlanta, Ga.

**WIBG**  
Philadelphia, Pa.

**WPFH-TV**  
Wilmington, Del.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8589

**NO. 1 IN RATINGS — NO. 1 IN RENEWALS!**

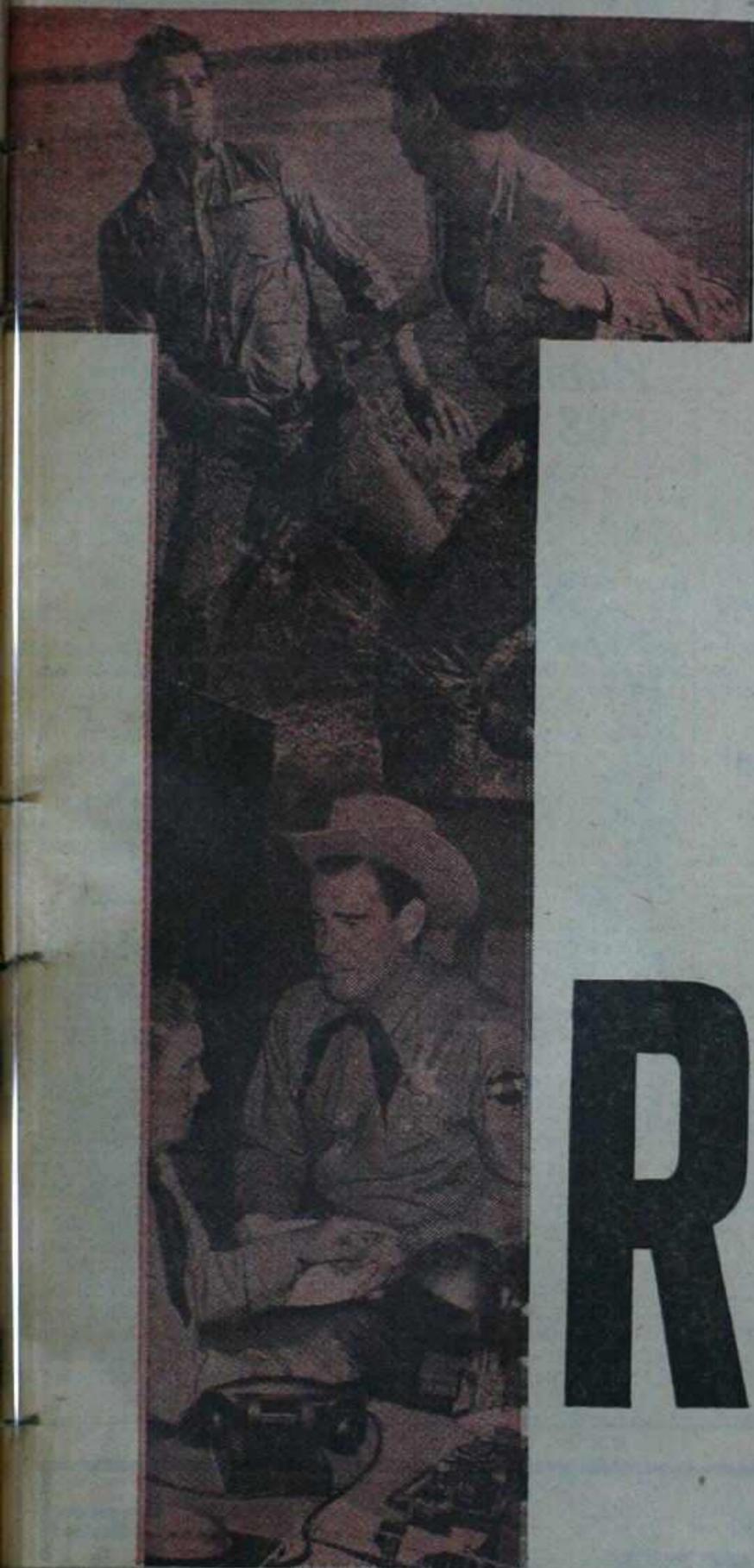


**TATE**



**RENEWED IN 72 MARKETS BY FALSTAFF — FOR 52 MORE WEEKS!** Falstaff, America's 4th largest brewing company, is moving up . . . with STATE TROOPER. Terrific sales success for 52 weeks, now Falstaff wants 52 more! So does 3-state sponsor Schmidt & Sons, Brewers. So do dozens of other regional and local STATE TROOPER sponsors. *It sells!*

**NO. 1 NATIONALLY, AND "TOP 10" IN 120 ARB REPORTS!** Check all the rating services . . . ARB, Videodex, Pulse . . . they *all* rate this MCA TV thriller right up at the top. STATE TROOPER is the No. 1 adventure hit — highest rated! — in St. Louis 40.7, Milwaukee 20.4, Pueblo 56.9, Chicago 19.9, Boston 23.3, Cleveland 20.9, Davenport-Rock Island 29.6, San Antonio 32.3, Santa Barbara 26.3, Columbia-Jefferson City 40.1, Jackson 38.3, Peoria 38.0, Chico 57.3, Birmingham 34.2, Minneapolis-St. Paul 17.2, Philadelphia 18.7, Atlanta 22.7, Montgomery 37.0, Phoenix 28.1, Jacksonville 41.3.



**JUST ADDED:  
39 MORE  
ALL-NEW  
ADVENTURES  
...78 HALF-HOURS  
NOW  
AVAILABLE!**

# ROOPER

**starring ROD CAMERON**

*Write, wire, phone*

*Thrill your market, sell your market with STATE TROOPER*

**mca**  
**tv**

**FILM SYNDICATION**



*America's No. 1 Distributor of TV Film Programs*  
598 Madison Avenue, New York 22, N. Y. PLaza 9-7500  
and principal cities everywhere

*This program is produced with the cooperation of the Sheriffs' Association of the State of Nevada.*

**\$35,000,000 IN '58**

## Barter to Make Up 20% of Spot TV, Says Forecaster

NEW YORK—Twenty per cent of all spot television time bought in 1958 by national advertisers will be lined up thru telefilm barter deals involving annual net cash expenditures totaling over \$35,000,000 predicts Dick Rosenblatt of Time Merchants, Inc., the leading time-for-film swapper.

Rosenblatt's crystal-balling is already being borne out in the ranks of top national and regional video spot clients compiled by Television Bureau of Advertising, a check-up by The Billboard reveals.

Latest TvB findings for the second quarter of 1957 show total expenditures of \$118,870,000, of which an important slice is in barter or semi-barter dealings. In 12th ranking, for example, is International Latex with a gross (but

not net) spending of \$1,380,000 for the quarter, primarily in a barter deal with C&C Television's features. Other bartering clients like Sterling Drug, Charles Antell, Corn Products, Helaine Seager and Bymart-Tintair are now making a strong bid on the TvB list, with gross spending totaling over \$4,500,000.

### Major Deals

Major barter deals, meantime, keep rolling along in an ever-swelling tide. Guild Films is reported closing two deals, each involving net cash spending of more than \$500,000 and many of Guild's top film series. One is with a pairing of Glamorene, Inc., and cosmetic-making Nestle-LeMur thru

Product Services agency. The other is a deal with Bon Ami that was handled directly, and not thru the Ruthrauff & Ryan agency. And, the Exquisite Form deal for bartered time with NTA telefilms cooked up by the Grey Agency is now said to have reached the 50 per cent level in terms of its spot targets of over \$4,000,000 in gross time.

In the near future, telefilm industry sources expect to see a number of new entries in the lists of bartering clients, notably such firms as Warner Foundations, Burlington Mills, B.V.D. Underwear and Peter Pan Bras, plus a number of small cosmetic firms and appliance makers.

## HOT MOVIES

### Films for TV Arouse Racial Issue Question

NEW YORK—The racial nervousness surrounding such current films as "Island in the Sun" is causing new Jim Crow hurdles in TV.

United Artists is now offering stations south of the Mason-Dixon border permission to drop two features out of existing UA packages—if the stations deem them likely to stir off racial hassles.

Two films involved are "Go, Man, Go," a Dane Clark starrer about the Harlem Globetrotters, and Mort Briskin's "The Jackie Robinson Story." Actually, neither feature contains any racial dynamite, UA execs point out, and certainly no miscegenation as does "Island." Both have played theatrical circuits in the South without incident.

But the current tinderbox stage of black-white feelings on questions of segregation is causing some local-level TV execs in the Deep South to walk a tightrope—and to take no chances. Rather than air a film in which whites and Negroes are seen on any kind of an equal, compatible basis, some outlets south of Washington apparently would rather duck the issue, UA brass learned in recent personal contacts with station men.

The situation isn't likely to upset telecasting plans for such other films as Metro's "Cabin in the Sky"

or NTA's upcoming Shirley Temple foursome of "holiday specials" in which Shirley dances with the late Bojangles Robinson. Such films are either all-Negro, or portray the Negro in a servant role.

### 'Trooper' Regional Sold to Paper Co.

NEW YORK — MCA-TV last week sold "State Trooper" to the Fort Howard Paper Company for a limited regional deal—Milwaukee, Madison, Green Bay and Wausau—all in Wisconsin.

The property recently has been renewed in 72 markets by Falstaff Brewing and in six markets by Schmidt & Sons Brewers.

### SG 'H'wd Serial, 'Casey' on Upbeat

NEW YORK — Screen Gems last week continued its sales upbeat with "Casey Jones" and its "Hollywood Serial Parade." "Casey" is now in 45 markets, the latest being WGN-TV, Chicago; KGNC-TV, Amarillo, Tex., and KOAT-TV, Albuquerque, N. M.

"Serial Parade," now in 52 markets, has been bought by WBZ-TV, Boston, and the Storer stations in Cleveland and Philadelphia.

## SEEING DOUBLE

### Sponsors Turn to 2-Outlet Exposure

NEW YORK—There is a growing trend among advertisers toward double exposure in the top markets of the country, industry solons say, with the two-station pattern becoming more popular than telecasting a program twice on the same station.

Many sponsors are asking stations to line up second outlets in a given market. In at least three instances this summer, a station

here has bought a property, only to discover that willing sponsors want the double exposure. The first station has had to negotiate a deal and allow the second station to schedule the series earlier in the week and in a better time period.

The coming season will see an increase in New York and Los Angeles use of this device, with firm footholds gained in almost every four-station market. WABC-TV here, for example, carried double exposures this past season on "Passport to Danger," "Corliss Archer," "Dangerous Assignment" and "Hawkeye," with the number of shows expected to increase to seven this fall.

### Usually Half-Hour

Past and present deals have been confined to half-hour films, but many execs believe variations are due this year, such as three-station buys, 15-minute and 60-minute films and expansion to multi-market use of the device. Some advertisers, like General Mills with "Lone Ranger" and Sterling Drug with "The Vice," have used networks for double exposure.

Other advertisers pioneering this device include Rheingold, one of the very earliest experimenters with "Douglas Fairbanks Presents," Faultless Starch with "O. Henry Playhouse," Continental Oil currently with "Whirlybirds," Hamm's Beer with "My Little Margie" now "Harbor Command," McCormick, August Wagner Breads and Seaboard Drugs.

### Ziv Vidfilm Shows Score in Britain, Sell to Germany

NEW YORK—Two Ziv vidfilm shows are scoring in the United Kingdom. "Highway Patrol" has been bought by ATV for the third straight year, and "Cisco Kid" by Associated Rediffusion for the second year in Birmingham.

Also, a highly successful trial run of "Favorite Stories" on the German National TV network resulted in the purchase of the entire series by the Northwest Deutscher Rundfunk in Hamburg. Ziv International has increased its sales 42 per cent over last year, according to Ed Stern, its head.



## Now! J. Carrol Naish The NEW adventures of CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.



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

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

## ACADEMY THEATRE

ONE OF THE 5 "FANTABULOUS" WEEK-END FEATURE FILMS ON CHANNEL 11

5 great films are presented every week-end on WBAL-TV. Besides Academy Theatre there is 20th Century Theatre at 11:15 pm, and Million Dollar Movie from 1:00 to 2:30 pm, both on Saturdays and Sundays.

A great and enthusiastic audience watches these shows eagerly to see wonderful films like "Laura", "Snakepit", "How Green Was My Valley". Each and every one is an outstanding spot for your commercials.

6:00 to 7:30 p.m. SATURDAYS

all available for prime one-minute participations

WBAL-TV CHANNEL 11 BALTIMORE  
Nationally Represented by EDWARD PETRY & CO. INC.



NO. 1 PULSE JUNE  
NO. 1 ARB JUNE  
NO. 1 VIDEODEX JUNE

## DR. HUDSON'S SECRET JOURNAL

HIGHEST RATED  
FILM DRAMA IN THE U. S.  
WITH A 21.1  
NATIONAL AVERAGE

"Realistic and dignified portrayal . . .  
an outstanding contribution to the  
public interest and welfare."

*American Medical Association*

"These human interest tales have an  
uncommonly high degree of credibil-  
ity."

*Variety (recent issue)*

"Can't recommend the show or John  
Howard's cooperation too highly."

*Wilson & Co. (29-market sponsor)*

RENEWED by Wilson & Co. in 29 markets  
. . . RENEWED by Bowman Biscuit Co. in  
17 markets . . . RENEWED by Carolina  
Power & Light in 4 markets . . . RENEWED  
by Sunshine Biscuits, General Electric,  
Drewrys Ale & Beer, Sears Roebuck,  
Meister Brau, Kraft Foods, Sun Drug Co.,  
General Tire & Rubber Co. and scores  
more!

### "TOP 5" EVERYWHERE!

	Rating	Rank
BOSTON	27.1	1
MILWAUKEE	25.5	1
BIRMINGHAM	36.4	1
CHICAGO	17.0	2
KNOXVILLE	27.4	2
SAN FRANCISCO	20.6	3
CINCINNATI	23.8	1
DALLAS	23.6	1
OMAHA	34.1	2
GRAND RAPIDS	30.1	1
OKLAHOMA CITY	29.2	2
LITTLE ROCK	37.0	2
SAN ANTONIO	25.2	4

78 HALF-HOURS NOW AVAILABLE!

Be "No. 1" in Your Market with

# mca tv

Film Syndication  
598 Madison Avenue  
New York 22, N. Y.  
PLaza 9-7500

and principal cities everywhere

Starring JOHN HOWARD

## TORONTO OKAY

## TPA Plans to Extend Film Work in Canada

HOLLYWOOD — Canadian production has proven itself both practical and of good quality during the past year, and TPA plans to continue filming at least one series a year in Toronto, Leon Fromkess, v-p. and executive producer of the company, said last week.

According to Fromkess, "Hawkeye, Last of the Mohicans," shot there last season, and "Tugboat Annie," currently in production, are easier to produce in Toronto than they would be in Hollywood because of locations and unspoiled scenery available in Canada.

Producer, director, writer and stars of the programs are all American, but supporting casts and crews are Canadian.

The actual filming is done by a Canadian corporation, Normandie Productions, a joint venture of the CBC and TPA. Audio Films Studio, containing two stages, the only in existence in Toronto, is used for indoor production. The studio, strangely enough, is owned

by an American producer, Alex Gottlieb, who recently helms the "Gale Storm Show."

Films are processed by labs in Toronto, with rushes available for viewing the next day. Weather generally has not proved a deterrent to production, altho shooting has been done in snowstorms on occasions when the script called for blizzard conditions.

Altho labor and talent costs are lower in Canada than in the United States, the ultimate cost is about the same, since key personnel are imported from the U. S., and production is slower, the average half hour taking five days to shoot in Canada as against three here.

There are three definite advantages, however, which ultimately result in reduction in cost: (a) Financing by the CBC; (b) placement of the show on the Canadian network and qualification under the quota system for Great Britain, and (c) freedom from residual payment on subsequent runs of the series.

## SG SERIES

## Viewers to Get 'Shock' Treatment

NEW YORK — The programming plans made for "Shock" by KRON-TV, San Francisco, the initial purchaser of the first Screen Gems-Universal package of 52 features, indicate the manner in which many other stations will use the group. KRON expects to program the features Thursday 10:30-12 midnight under the title "Nightmare."

The group maintains a consistent horror theme and has a large number of "Frankensteins," "Mummies" and "Draculas" in addition to a "Frozen Ghost," "Mad Ghoul," "Mad Doctor," "Spider Woman" and a "She Wolf."

Screen Gems feels this group of gimmick pictures will provide a strong audience attraction that goes beyond individual stars who, more or less, cancel themselves out. The intention is to throw heavy promotion behind the package. The distributor also has another package of 52 pictures with the same theme that will be made available to stations once this group is played out. It is also considering packaging another group of 52 comedy films to star such talent as W. C. Fields and Abbott and Costello.

## G-K Commercials Tally 350G Since First of the Year

HOLLYWOOD — Income of Gross-Krasne from television commercials since the first of the year now tops \$350,000, with 70 spots having been produced thus far.

Some of the sponsors for whom commercials have been filmed are Pacific Gas & Electric, Serta Mattress Company, Tesco Chemicals, Chase Federal Savings & Loan, Bank of America, Fisher Foods and Robert Burns Cigars.

A G-K commercial also took first prize for regional advertisers in awards made by the Advertising Association of the West.

## TPA Adds to Foreign Sales

NEW YORK — Television Programs of America has sold "Mystery Is My Business," the retitling of the Ellery Queen series, to all outlets of the United Kingdom. Previous TPA sales to Britain include "Lassie," "Susie," "Fury," "Lone Ranger," "Hawkeye," "Count of Monte Cristo," "Charlie Chan" and "Bamar."

TPA also racked up four Latin-American sales last week. "Stage 7" to Banco Salvadoro in San Salvador and Corporation Publicitaria in Venezuela, "Fury" to WAPA-TV in Puerto Rico and "Monte Cristo" re-sold to General Electric in Puerto Rico.

## Foreign Sales At ABC Film

NEW YORK — ABC Film Syndication racked up eight foreign sales last week in the Philippines, Guatemala, Venezuela and Puerto Rico. Corona Brewing bought "Code 3" and "Sheena," in Spanish, for Puerto Rico, with the Lee Optical Company purchasing the dubbed "Three Musketeers."

"Sheena," "Code 3" and "Racket Squad" were bought by DLAG-TV, Manila. In Caracas, Viceroy cigarettes bought "Passport to Danger," the same series going to Ford Motors for TBOL-TV, Guatemala.

## MCA Activity Jams Studio

HOLLYWOOD — MCA-TV unprecedented TV film activity has jammed Republic Studios to such an extent that, for the first time, two of the company's series will be lensed away from the San Fernando Valley lot.

The syndicated "State Trooper" and new "Mickey Spillane" shows are being moved to Paramount Sunset Studios, opened to telefilm production about a year ago, in Hollywood.

## BIG SHOWS

## Film Specs' Production At \$3 Mil

HOLLYWOOD — Filmed "special" shows and spectaculars will account for approximately \$3 million of production this season, the first year during which the big shows are being mass-recorded on celluloid. Only two specs to be filmed thus far were "Christmas Carol" and one by Bing Crosby two years ago. (A pair of features, "Richard III" and "The Magic Box," had their premieres on TV last season.)

This year there'll be five Desi Arnaz-Lucille Ball extravaganzas, costing \$250,000 apiece; from 13 to 16 Shirley Temple "Fairy Tales" produced by Screen Gems for Henry Jaffe, and possibly as many as three 90-minute shows produced by the Hal Stanley-Perry Como combine.

The latter involve the most ambitious project of all. The first of the specs, "The Pied Piper," being filmed in color for Liggitt & Myers' Chesterfield, has a budget of \$500,000.

Music and lyrics are by Stanley and Irv Taylor, based on Edward Grieg's Peer Gynt suite. Dialog is in meter, with Van Johnson, Claude Rains, Kay Starr, Lori Nelson and Jim Backus cast in starring roles.

An unusual aspect of the spec is that it is being produced entirely independently and, tho it will be telecast (possibly twice) on NBC, it was sold to Chesterfield outside of network channels. Subsequently the pic will be released theatrically.

One reason for the new interest in filming specs is obviously the success of such programs as "Peter Pan" and "Cinderella," which could probably have been rerun any number of times had they been on film.

NEW YORK — The Trans-Lux TV Corporation has sold its entire Encyclopedia Britannica library to KING-TV, Seattle, and KGW-TV, Portland, Ore., putting the films in a total of 52 new markets this year. Both stations are prepping formats into which to place groups of the 700-odd properties.

## BARTER and TRADE-OUT

## There is a difference

A Statement by TELEVISION CLEARING HOUSE, INC.  
157 West 57th Street  
New York 19, N. Y.

There has been much talk in advertising circles and among national sales representatives about Barter and Barter merchants.

The industry has been consumed in the last months by rumor, hearsay and prejudice relative to the bartering of television time and the downgrading of the card rate.

Nowhere has there appeared a complete DEFINITION of this new misused word. We, therefore, as consultants to the programs of 139 Television Stations find it necessary, since we are involved in a form of barter, to clear the air.

## There are two types of Barter:

(1) The exchange between a station and a film company whereby the station purchases large amounts of film product and pays for this product in time. This time is then resold at a variety of discounts depending on the sales department or the appointed sales representatives of the film company. There is a possibility that despite the controversy over this transaction, the film company is performing a distinct and necessary service for the station and that the station, by reselling the film to its sponsors, gets back to card rate.

(2) The job given to a company by a station to secure for its PROGRAM DEPARTMENT, not Sales Department, many elements of production and promotion, e.g. large quantities of premiums for its current local clients on the air so that they can be merchandised; furniture, props, and physical elements of production to enhance the looks and quality of local live programs; prizes and giveaways for their participation shows; contest ideas, promotion ideas and program ideas; LIVE, EASY-TO-PRODUCE FORMATS COMPLETE WITH THE PHYSICAL AIDS TO PRODUCE THEM; and the function of a merchandising department located in a principal market which is generally inaccessible to the station. For these services to the station it is inadvisable to use the term "Barter" since the station does not swap time. Instead it recognizes the fact that the needs expressed above must be paid for and does so in the traditional fashion of radio and television stations since the birth of the industry on a LIMITED TRADE-OUT of a minor portion of its time, extending the right to offer such a trade-out to manufacturers or firms with the merchandising company as an agent.

This trade-out time is quickly recaptured by the increased value of the local programs and is and WAS ALWAYS an invaluable aid to the local sales department of the station. THIS TRADE-OUT IS DONE WITHIN THE EXISTING CARD RATE OF THE STATION!

The latter is what Television Clearing House does for the programs of 139 Television Stations.

In conclusion, we do not believe that all barter is good, but on the other hand we most firmly maintain, ex officio, the right of any program department to enhance the value of its local programs so that it can better sell its local advertisers.

L. J. Dahlman, President

Let it be noted that whether barter or trade-out is involved, the protection of agencies and station sales representatives lies in the fact that the bartered or traded-out spots are PRE-EMPTIBLE.

NOW in the East it's... MOVIELAB

for

**COLOR**

- 16mm-35mm EASTMAN COLOR Negative-Positive Processing
- Staffed by experienced COLOR technicians.
- Also KODACHROME and ANSCO COLOR Printing.

**MOVIELAB**  
COLOR CORPORATION

MOVIELAB BUILDING, 619 W. 54th ST., NEW YORK 19, N. Y.  
JUDSON 8-0360

# Over 40% of WPIX's Sked in Half-Hr. Films

NEW YORK—With four first-run properties recently signed and with others being examined for possible fall slotting, New York's indie WPIX will give over the biggest single segment of its weekly schedule—more than 40 per cent—to the showcasing of half-hour telefilms as sponsor vehicles or spot carriers.

The quartet of new shows — "Grey Ghost," "Decoy," "Tomahawk" and "Casey Jones"—will be backed by such continuing first-run syndicated shows as "Code 3," "Whirlybirds" and "Highway Patrol," as well as such rerun telefilms as Four Star anthologies, Abbott and Costello, "Amos 'n' Andy" and "City Detective."

The film total for the station will be further swelled by the weekly NTA "Premiere Performance" network series, the "Popeye" evening strip, now due to be stretched to a seven-day affair, and the four Shir-

ley Temple "Specials" from NTA. The balance of the schedule is filled with Madison Square Garden events, newscasts and other live features.

### Strong Bid

The heavy film scheduling on WPIX is expected by station officials to be a strong bid for national TV spot business and to snag some 75 per cent of station revenue from this area. And, with the emphasis shifted away from sports, it's also expected to serve notice on the New York Giants, currently flirting with a shift to L. A. and pay-as-you-look TV, that the station can operate successfully in New York without the entrepreneurs of Coogan's Bluff — if their bluff is called.

# WBKB Sells Half of 'V.I.P.'

CHICAGO—WBKB sold half of Norman Ross' "V.I.P.," interview show featuring class celebs, to Talmann Federal Savings & Loan Association.

What makes the show significant is its Sunday night spotting directly on the heels of the "Mike Wallace Interview," taken off the ABC net, thus extending a local variation on a network theme thru an additional 30 minutes. Previous guests have included architect Frank Lloyd Wright, author Ben Hecht and pianist-conductor Rudolph Ganz. When the new sponsor bowed last night (11), guest was Mrs. Robert R. McCormick, widow of The Chicago Tribune publisher.

Interview tone employed by Ross is a gentle one, avoiding the Wallace needle technique.

# Laura Entertains With Soft Lights 2 Nights a Week

MILWAUKEE—Want a midnight date with a pretty bachelor girl in her apartment, complete with soft lights and intimate atmosphere?

This is what Milwaukee's WITI-TV is presenting free to viewers every Sunday and Monday at 11:30 p.m. A new five-minute live series, titled "With Love, Laura," features a witching hour chat with "Laura," a cute local mystery gal who will "visit" with viewers in a setting that is supposedly her apartment. WITI is using the capsule show to wrap up its evening TV fare, and it's out pitching it to local sponsors.

A similar stunt was tried a couple of seasons back by New York's WRCA-TV, featuring model Nancy Berg.

# 'Talent Co-Op' Plan at TPA

NEW YORK—Talent will win three ways, via salary, own show profits and participation in worldwide operation profits, in Television Programs of America's new plan to attract big-name production and acting personnel. TPA hopes to sign stars for vidfilm series via this "creative talent co-operative" which lessens the tax bite by means of stock interest and long-term profit sharing.

TPA prexy Milton A. Gordon, who just bought out partner Edward Small for about \$2,250,000, is alloting a healthy part of Small's stock for this purpose, the first time talent has ever been offered part of over-all company profits.

# Governor TV Gets Distrib Rights to Hickman Series

NEW YORK—Governor Television Attractions has acquired distribution rights to "On the Goal Line With Herman Hickman," 13-week, 15-minute football forecast series packaged by Derel Producing Associates. Ten station sales have been made during the first week of selling.

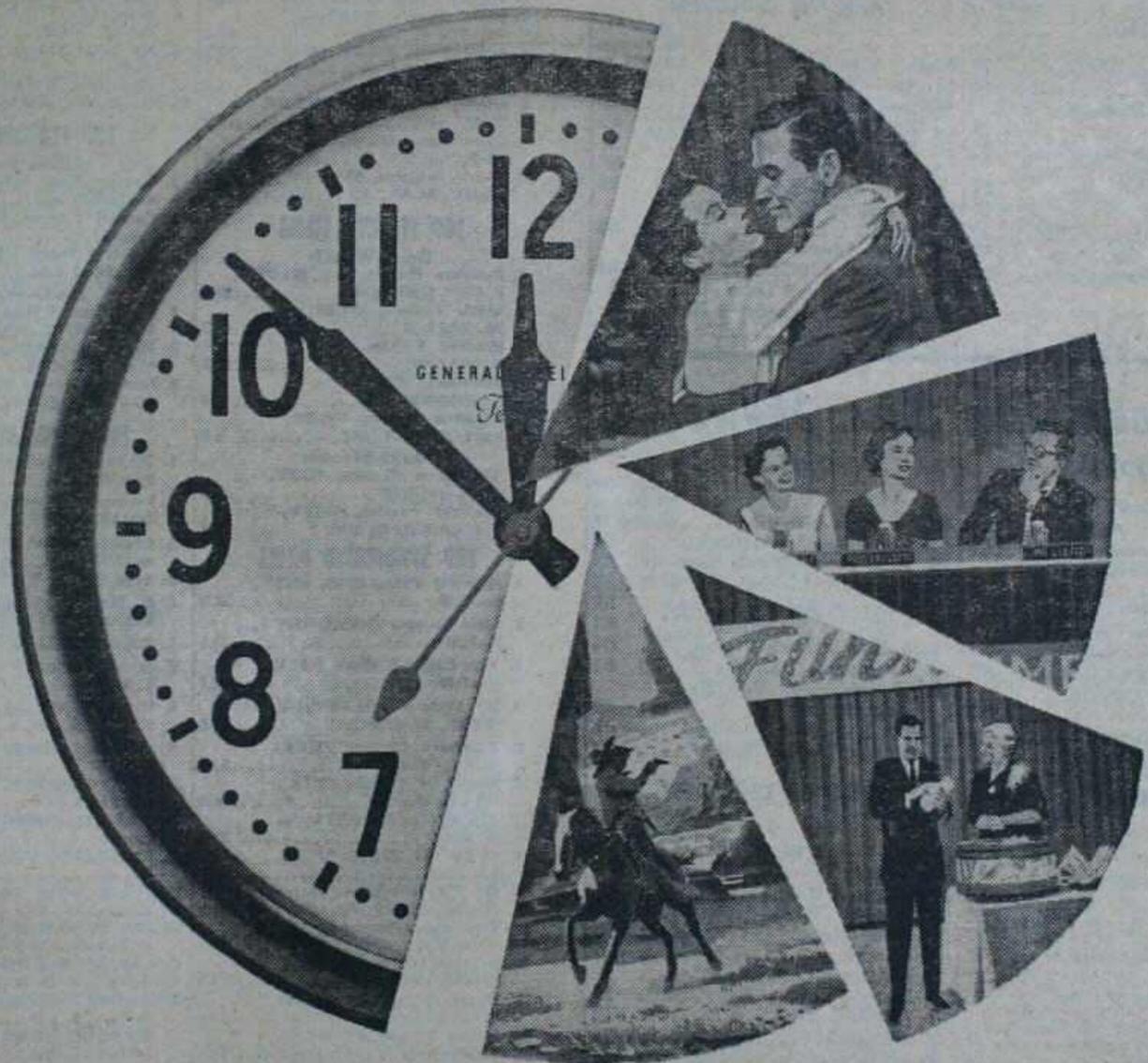
Derel is prepping "Crime Club," a new half-hour series based on the Doubleday mystery novels.

**TV PROGRAMS At ONE DOLLAR A MINUTE!**

- 26** 1/2 HOURS OF BOXING  
Jock Drees, famous ABC Sportscaster at Ringside
- 52** FULL HOURS OF WRESTLING  
Both Men and Women's Bouts
- 26** 1/2 HOURS OF COUNTRY MUSIC  
Tennessee Ernie—Homer and Jethro—Pee Wee King Tex Williams and other great stars
- 44** 1/4 HOURS OF MUSICAL ENTERTAINMENT  
All Girl Orchestra—one of the country's finest
- 26** POWERFUL DRAMATIC VIGNETTES

**174** PROGRAMS ON FILM READY FOR IMMEDIATE DELIVERY AND IT'S ALL AVAILABLE AT KLING AS LOW AS ONE DOLLAR A MINUTE!  
Right now—Write NOW—Wire or call collect, Seeley 8-4181

**KLING**  
FILM PRODUCTIONS  
8058 W. Washington Boulevard  
Chicago



# Latest Bell System control units speed accurate network switching



New Bell System control unit permits network switches to be set up and double-checked in advance.

Network switches can be set up in advance and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began oper-

ation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.



BELL TELEPHONE SYSTEM

Providing intercity channels for network radio and television throughout the nation

PULSE FILM RATINGS

for May

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

The Pulse Audience Composition Studies

Syndicated Film Western Shows

MAY RATINGS

Table with columns: Rank, Show & Distrib., Ave. Rtg. Lists top 10 western shows like Sheriff of Cochise, Cisco Kid, etc.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists western shows popular with men.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists western shows popular with women.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists western shows popular with children.

Syndicated Film Misc. Shows

MAY RATINGS

Table with columns: Rank, Show & Distrib., Ave. Rtg. Lists miscellaneous shows like Popeye, Rosemary Clooney, etc.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists miscellaneous shows popular with men.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists miscellaneous shows popular with women.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists miscellaneous shows popular with children.

STATION SIGNALS

WSVA-TV, Harrisonburg, Va., unveiled a unique visual presentation to the press demonstrating the station's exclusive coverage of the Shenandoah Valley area and adjacent regions.

Mike Schaffer, promotion director of WDBJ-TV, Roanoke, Va., has resigned to take over the promotion and publicity duties of WAVY-TV, Portsmouth, Va.

Walter C. Dumbar, sports director of WBET-TV, Brockton, Mass., is moving to the new station in Jacksonville, Fla., WFGA-TV, in the same capacity.

WTRI-TV, Troy, Schenectady, Albany, N. Y., has purchased Screen Gems' "Hollywood Serial Parade," a package of 31 cliff hangers.

26-week series of "The Silent Service" over KIMA-TV, Yakima, Wash. ... A special series of four programs aimed at helping thousands of Hoosier drivers pass their newly imposed driver's test.

French Buy U. S. Pix; One Dubbed, Some Not

NEW YORK—Radio Diffusion Francais has bought the Guild Films musical package (Liberace, Florian Zebach, Frankie Laine) for French network telecasting this fall.

DeVinny Sets Up Own Willie Wonderful Co.

CHICAGO—Robert C. DeVinny, who resigned recently as Midwest sales manager of Guild Films, has set up his own film distribution company under the name of Willie Wonderful Productions, Inc.

The films were originally produced by comic Eddie Bracken, whose voice is used over the hand puppets. DeVinny bought out all rights to the films from Bracken.

tions airing cartoon and comedy strips for kids, for integration into such shows.

The new firm will open New York offices shortly, but is currently headquartered at 230 LaTrobe Street, Northfield, Ill.

Roizman to Head Transfilm Editorial

NEW YORK—Morrie Roizman, currently supervisor of short subjects at NTA, will become director of the editorial department of Transfilm, Inc., effective August 19.

While at NTA, Roizman produced the pilot of the George Jessel show, now being pitched as a fall series. Earlier, he was supervising editor on a free-lance basis for the "Mr. Lincoln" series aired on "Omnibus."

PULSE LOCAL RATINGS FOR JUNE

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

JACKSON, MISS.

2 TV STATIONS—37,300 TV HOMES. Population—163,000 (131st in U. S.) Buying Income—\$217,896,000 (144th)

Above figures include following counties: Hinds.

TOP NETWORK SHOWS

Table with columns: Rank, Show & Distrib., Rtg. Lists top network shows in Jackson, Miss.

TOP MULTI-WEEKLY SHOWS

Table with columns: Rank, Show & Distrib., Rtg. Lists top multi-weekly shows in Jackson, Miss.

TOP FEATURE FILMS

Table with columns: Rank, Show & Distrib., Rtg. Lists top feature films in Jackson, Miss.

TOP SYNDICATED FILMS

Table with columns: Rank, Show & Distrib., Rtg. Lists top syndicated films in Jackson, Miss.

LOUISVILLE

2 TV STATIONS—195,300 TV HOMES. Population—675,500 (28th in U. S.) Buying Income—\$1,117,330,000 (133d)

Above figures include following counties: Clark and Floyd, Ind.; Jefferson, Ky.

TOP NETWORK SHOWS

Table with columns: Rank, Show & Distrib., Rtg. Lists top network shows in Louisville.

TOP MULTI-WEEKLY SHOWS

Table with columns: Rank, Show & Distrib., Rtg. Lists top multi-weekly shows in Louisville.

TOP FEATURE FILMS

Table with columns: Rank, Show & Distrib., Rtg. Lists top feature films in Louisville.

TOP SYNDICATED FILMS

Table with columns: Rank, Show & Distrib., Rtg. Lists top syndicated films in Louisville.

MIAMI

4 TV STATIONS—217,800 TV HOMES. Population—743,700 (125th in U. S.) Buying Income—\$1,386,015,000 (22d)

Above figures include following counties: Dade.

TOP NETWORK SHOWS

Table with columns: Rank, Show & Distrib., Rtg. Lists top network shows in Miami.

TOP MULTI-WEEKLY SHOWS

Table with columns: Rank, Show & Distrib., Rtg. Lists top multi-weekly shows in Miami.

TOP FEATURE FILMS

Table with columns: Rank, Show & Distrib., Rtg. Lists top feature films in Miami.

TOP SYNDICATED FILMS

Table with columns: Rank, Show & Distrib., Rtg. Lists top syndicated films in Miami.

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

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

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

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

OKLAHOMA CITY

3 TV STATIONS—119,100 TV HOMES
Population—394,000 (155th in U. S.)
Buying Income—\$662,111,000 (154th)
Retail Sales—\$506,348,000 (53d)
Food Sales—\$101,389,000 (58th)
Drug Sales—\$18,321,000 (46th)
Automotive—\$106,755,000 (50th)
Above figures include following counties: Oklahoma.

TOP NETWORK SHOWS

- 1. Father Knows Best, KWTU, T., 40.4
2. Ed Sullivan, KWTU, Su., 37.3
3. Private Secretary, KWTU, T., 34.8
4. \$64,000 Question, KWTU, T., 33.5
5. Perry Como, WKY, S., 32.3
6. Jerry Lewis, WKY, S., 32.1
7. What's My Line? KWTU, Su., 32.0
8. Gunsmoke, KWTU, S., 29.7
9. I Love Lucy, KWTU, M., 29.0
10. Groucho Marx, WKY, Th., 28.3

TOP MULTI-WEEKLY SHOWS

- 1. News (10 p.m.), WKY, M-F., 23.2
2. News (6 p.m.), WKY, M-F., 21.4
2. Weather, Sports (10:15 p.m.), WKY, M-F., 21.4
4. Weather, Misc. (10 p.m.), KWTU, M-F., 21.1
5. Weather, Misc. (6:15 p.m.), WKY, M-F., 20.9
6. News, Scoreboard, KWTU, M-F., 20.2
7. NBC News, WKY, M-F., 17.3
8. Helen O'Connell, WKY, M-F., 15.2
9. News (12:00 Noon), WKY, M-F., 14.0
10. Weather (12:15 p.m.), WKY, M-F., 13.1

TOP FEATURE FILMS

- Once-Weekly
1. Sunday Nite Show, WKY, Su., 8:30-10:00, 17.2
2. Million \$ Movie, KWTU, Su., 1:00-2:30, 14.2
3. Mystery Playhouse, KWTU, S., 11:30-12 mid., 10.5
4. Western Trails, KWTU, S., 3:15-5:00, 9.9
4. Saturday Nite Show, WKY, S., 11:00-12 mid., 9.9

Multi-Weekly

- 1. Million \$ Movie, KWTU, M-F., Su., 11:00-12 mid., 11.3
2. Giant Kids' Matinee, WKY, M-F., 5:00-6:00, 10.2
3. Movietime Oklahoma, KGeo, M-F., Su., 9:30-11:00, 8.6
4. First Show, WKY, M-F., 3:30-5:00, 8.1
5. Family Movietime, KWTU, M-F., 4:00-5:30, 6.5

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KWTU, Th., 8:30, 32.0
2. Whirlybirds (CBS), KWTU, T., 8:30, 31.9
3. Death Valley Days (U. S. Borax), WKY, M-F., 8:30, 28.5
4. State Trooper (MCA), WKY, F., 9:00, 27.9
5. Frontier (NBC), WKY, F., 9:30, 24.4
6. Science Fiction Theater (Ziv), WKY, W., 9:00, 23.8
7. Sheriff of Cochise (NTA), WKY, F., 7:00, 23.5
8. Dr. Christian (Ziv), KWTU, Th., 9:30, 23.4
9. Dr. Hudson's Secret Journal (MCA), KWTU, F., 9:00, 22.9
10. Men of Annapolis (Ziv), WKY, T., 8:30, 20.3
11. O. Henry Playhouse (Gross-Krause), WKY, W., 9:30, 17.5
12. Annie Oakley (CBS), KWTU, Th., 6:00, 14.8
12. Studio 57 (MCA), WKY, S., 10:30, 14.8
14. Captain David Grief (Guild), KWTU, F., 7:00, 14.2
15. Code Three (ABC), WKY, Su., 3:30, 13.9
16. Superman (Flamingo), KWTU, F., 6:00, 13.7

PHOENIX, ARIZ.

4 TV STATIONS—131,900 TV HOMES
Population—505,000 (146th in U. S.)
Buying Income—\$705,500,000 (152d)
Retail Sales—\$525,567,000 (51st)
Food Sales—\$119,684,000 (50th)
Drug Sales—\$104,208,000 (40th)
Automotive—\$19,707,000 (152d)
Above figures include following counties: Maricopa.

TOP NETWORK SHOWS

- 1. Perry Como, KVAR, S., 31.6
2. What's My Line? KOOL, Su., 29.7
3. Red Barber, Misc., KVAR, F., 28.3
4. Boxing, Misc., KVAR, F., 28.2
5. Ed Sullivan, KOOL, Su., 26.5
6. \$64,000 Challenge, KOOL, Su., 26.2
7. Lawrence Welk, KTVK, S., 26.0
8. Boxing, Misc., KTVK, W., 24.7
8. Studio One Summer Theater, KOOL, M., 24.7
10. Gunsmoke, KOOL, S., 22.9

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KTVK, M-F., 16.7
2. Art Linkletter, KOOL, M-F., 14.0
2. Our Miss Brooks, KOOL, M-F., 13.0
4. Final Edition, Weather, Sports (10:30), KOOL, M-F., 12.8
5. It's Wallace, KPHO, M-F., 12.7
6. Queen for a Day, KVAR, M-F., 12.6
7. Headlines (10 p.m.), KPHO, M-F., 12.2
8. Tennessee Ernie, KVAR, M-F., 12.0
9. As the World Turns, KOOL, M-F., 11.8
10. Big Payoff, KOOL, M-F., 11.7
10. Movietime, Misc., KPHO, M-F., 11.7

TOP FEATURE FILMS

- Once-Weekly
1. Stardust Theater, KPHO, T., 7:00-8:30, 16.9
2. Best of M-G-M, KPHO, Th., 7:00-9:00, 15.0
3. Movie Masterpiece, KPHO, M-F., 7:00-8:30, 14.9
4. NTA Feature, KPHO, Su., 10:15-12 mid., 13.8
5. 20th Century-Fox Theater, KPHO, W., 7:00-8:30, 13.2

Multi-Weekly

- 1. Movietime, KPHO, M-F., 10:30-12 mid., 11.9
2. Million \$ Movie, KOOL, M-F., 10:15-12 mid., 10.5
3. Afternoon Movietime, KPHO, M-F., Su., 2:00-4:00, 8.2
4. Ladies' Matinee, KOOL, M-F., 3:30-5:00, 8.1
5. Academy Theater, KVAR, M-F., 10:45-12 mid., 6.6

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), KOOL, T., 9:00, 21.5
2. New Orleans Police Department, (NTA), KOOL, Th., 10:00, 20.2
3. I Search for Adventure (Bagnall), KOOL, S., 8:30, 19.5
4. State Trooper (MCA), KOOL, M., 9:00, 18.7
5. Badge 714 (NBC), KVAR, W., 9:00, 18.5
6. Star Performance (Official), KPHO, Th., 9:30, 18.2
6. Highway Patrol (Ziv), KPHO, T., F., 9:30, 18.2
8. Code Three (ABC), KOOL, S., 9:00, 17.7
9. Dr. Hudson's Secret Journal (MCA), KVAR, Su., 9:00, 17.5
10. I Led Three Lives (Ziv), KVAR, M., 9:00, 15.9
10. Men of Annapolis (Ziv), KOOL, F., 9:30, 15.9
12. Dr. Christian (Ziv), KVAR, M., 9:00, 15.8
13. Studio 57 (MCA), KOOL, Th., 8:00, 15.2
14. I Spy (Guild), KOOL, M., 10:00, 14.9
15. Captain David Grief (Guild), KOOL, Su., 9:00, 14.7
16. Top Plays of '57 (Screen Gems), KPHO, W., 8:30, 14.5
16. Annie Oakley (CBS), KOOL, Su., 6:30, 14.5

PITTSBURGH

4 TV STATIONS—432,400 TV HOMES
Population—2,292,900 (18th in U. S.)
Buying Income—\$3,969,271,000 (9th)
Retail Sales—\$2,537,520,000 (8th)
Food Sales—\$664,343,000 (8th)
Drug Sales—\$76,905,000 (9th)
Automotive—\$456,532,000 (8th)
Above figures include following counties: Allegheny, Beaver, Washington and Westmoreland.

TOP NETWORK SHOWS

- 1. Perry Como, KDKA 56.0; WJAC 1.7, S., 57.7
2. Jerry Lewis, KDKA 54.5; WJAC 0.9, S., 55.4
3. \$64,000 Question, KDKA 49.7; WSTV 4.2, T., 53.9
4. Steve Allen, KDKA 48.4; WJAC 5.3, Su., 53.7
4. West Point, KDKA 49.5; WSTV, 4.2, F., 53.7
6. Alcoa Hour, KDKA 50.0; WJAC 2.7, Su., 52.7
7. Loretta Young, KDKA 50.2; WJAC, 2.2, Su., 52.4
8. Dragnet, KDKA 49.7; WJAC 2.2, Th., 51.9
9. Groucho Marx, KDKA 49.5; WJAC 2.3, Th., 51.8
10. Marriage, KDKA 49.5; WJAC 0.7, S., 50.2

TOP MULTI-WEEKLY SHOWS

- 1. News Tonight (11 p.m.), KDKA, M-F., 36.2
2. News at Noon, KDKA, M-F., 24.6
3. Guiding Light, KDKA, M-F., 23.3
4. Kay Dee Cartoons, KDKA, M-F., 23.1
5. Search for Tomorrow, KDKA, M-F., 23.0
6. Big Adventure, KDKA, M-F., 22.9
7. Gateway Studio, KDKA, M-Th., 21.6
8. Queen for a Day, KDKA 19.5; WJAC 0.7, M-F., 20.2
9. Strike It Rich, Misc., KDKA 15.2; WSTV 1.3, M-F., 16.5
10. Secret Storm, KDKA, M-F., 15.9

TOP FEATURE FILMS

- Once-Weekly
1. Star Diamond Theater, KDKA, S., 6:00-7:00, 30.0
2. Starline Theater, KDKA, F., 11:15-12 mid., 25.6
3. Weekend Western, WSTV, S., 2:00-3:30, 3.4
4. Weekend Western, WSTV, Su., 4:00-5:00, 3.1
5. Willard Theater, WSTV, T., 11:15-12 mid., 2.1
5. Armchair Theater, WJAC, S., 11:30-12 mid., 2.1

Multi-Weekly

- 1. Big Adventure, KDKA, M-F., 5:00-7:00, 22.9
2. Gateway Studio, KDKA, M-Th., 11:15-12 mid., 21.6
3. Big Movie, KDKA, M-F., 1:00-2:30, 14.1
4. Tri-State Theater, WSTV, W., Th., Su., 11:15-12 mid., 2.6
5. Armchair Theater, WENS, T., F., S., 9:00-10:00, 1.7

TOP SYNDICATED FILMS

- 1. I Spy (Guild), KDKA, F., 9:00, 48.2
2. Highway Patrol (Ziv), KDKA, W., 9:00, 45.5
3. Studio 57 (MCA), KDKA, T., 9:00, 45.4
4. Man Called X (Ziv), KDKA, T., 10:30, 42.9
5. State Trooper (MCA), KDKA, Su., 10:30, 41.5
6. I Search for Adventure (Bagnall), KDKA, M., 9:30, 40.2
7. Sheriff of Cochise (NTA), KDKA, M., 8:00, 39.5
8. Dr. Christian (Ziv), KDKA, M., 9:00, 38.9
9. Combat Sergeant (NTA), KDKA, Su., 7:00, 37.5

SEATTLE-TACOMA

4 TV STATIONS—311,600 TV HOMES
Population—777,800 (24th in U. S.)
Buying Income—\$1,628,460,000 (19th)
Retail Sales—\$1,071,272,000 (22d)
Food Sales—\$219,877,000 (22d)
Drug Sales—\$32,967,000 (24th)
Automotive—\$165,873,000 (27th)
Above figures include following counties: King.

TOP NETWORK SHOWS

- 1. Warner Brothers, KING, T., 35.3
2. Wyatt Earp, KING, T., 33.4
3. Perry Como, KOMO, S., 32.1
4. Disneyland, KING, W., 31.0
5. E. Sullivan, KTNT, Su., 26.8
6. Top Tunes and New Talent, KING, M., 26.0
6. Boxing, KING, W., 26.0
8. Broken Arrow, KING, T., 25.4
9. Lawrence Welk, KING, S., 24.3
10. Groucho Marx, KOMO, Th., 24.1

TOP MULTI-WEEKLY SHOWS

- 1. Early Edition (6 p.m.), KOMO, M-F., 19.0
1. Mickey Mouse Club, KING, M-F., 19.0
3. All Star Movie, Misc., KTNT, M-F., 12.5
4. Stanley Boreson, KING, M-F., 12.2
4. World, Harwood (10:30 p.m.), KING, M-F., 12.2
6. Cartoon Festival, KING, M-F., 11.5
7. KING'S Performance, KING, M-F., 11.3
8. NBC News, Misc., KOMO, M-F., 10.9
9. Deadline, KOMO, M-Th., 10.6
10. Wanda Wanda, KING, M-F., 10.2

TOP FEATURE FILMS

- Once-Weekly
1. Andy Hardy Theater, KING, S., 9:30-11:00, 15.6
2. Armchair Theater, KING, Su., 4:00-5:30, 14.6
3. Premiere Performance, KTNT, S., 10:30-12 mid., 13.1
4. Major Studio Preview, KOMO, S., 10:00-11:30, 11.7
5. Midday Matinee, KING, S., 3:00-4:30, 10.3

Multi-Weekly

- 1. All Star Movie, KTNT, M-F., 9:30-12 mid., 12.5
2. Curtain Time, KOMO, M., T., Su., 9:30-10:30, 11.6
3. KING'S Performance, KING, M-Su., 10:45-12 mid., 11.0
4. Queen's Movie, KING, M-F., 10:00-11:00 a.m., 5.7
5. Movietime 13, KTVW, M-F., 10:15-12 mid., 4.9

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KOMO, Th., 7:00, 26.0
2. Silent Service (NBC), W., 7:30, 24.1
3. Life of Riley (NBC), KING, Th., 7:30, 21.9
4. Sheriff of Cochise (NTA), KING, M., 7:00, 21.7
5. Wild Bill Hickok (Kelloz), KING, Th., 6:00, 20.7
6. Death Valley Days (U. S. Borax), KOMO, Th., 8:00, 20.5
7. Whirlybirds (CBS), KING, Th., 8:30, 19.5
8. Studio 57 (MCA), KING, F., 7:00, 17.9
9. Badge 714 (NBC), KING, Su., 9:30, 17.4
10. Last of the Mohicans (TPA), KING, M., 6:00, 16.9
11. Superman (Flamingo), KING, T., 6:00, 16.8
12. Annie Oakley (CBS), KING, F., 6:00, 16.6
13. Waterfront (MCA), KTNT, F., 9:00, 16.2
13. Code Three (ABC), KING, Su., 10:00, 16.2
15. Man Behind the Badge (MCA), KTNT, M., 9:00, 14.7
16. King of the Sea (Guild), KOMO, W., 9:30, 14.6

TAMPA-ST. PETERSBURG

3 TV STATIONS—161,000 TV HOMES
Population—552,800 (39th in U. S.)
Buying Income—\$785,996,000 (48th)
Retail Sales—\$681,146,000 (36th)
Food Sales—\$139,031,000 (44th)
Drug Sales—\$23,756,000 (33d)
Automotive—\$138,822,000 (34th)
Above figures include following counties: Hillsborough, Pinellas.

TOP NETWORK SHOWS

- 1. I Love Lucy, WTVT, M., 34.0
2. \$64,000 Challenge, WTVT, Su., 31.5
3. Gunsmoke, WTVT, S., 31.4
4. \$64,000 Question, WTVT, T., 30.5
5. Red Skelton, WTVT, T., 29.5
6. Alfred Hitchcock, WTVT, Su., 29.2
6. G.E. Theater, WTVT, Su., 29.2
6. Playhouse 90, WTVT, Th., 29.2
9. Ed Sullivan, WTVT, Th., 29.1
10. Godfrey's Talent Scouts, WTVT, Su., 28.9

TOP MULTI-WEEKLY SHOWS

- 1. Newsroom (6 p.m.), WTVT, M-F., 18.5
2. CBS News, WTVT, M-F., 18.4
3. Weather, Sports (6:30 p.m.), WTVT, M-F., 17.3
4. Sports—Fleishman (6:45 p.m.), WTVT, M-F., 15.8
5. Nite Desk News (10:30 p.m.), WFLA, M-F., 14.3
6. Sports, Misc. (10:45 p.m.), WFLA, M-F., 14.1
7. Tic Tac Dough, WFLA, M-F., 13.7
8. Garry Moore, WTVT, M-F., 13.6
8. Tennessee Ernie, WFLA, M-F., 13.6
10. Captain Kangaroo, WTVT, M-F., 13.3

TOP FEATURE FILMS

- Once-Weekly
1. Saturday Matinee, WFLA, S., 12:30-5:00, 10.6
2. Best of Hollywood, WTVT, S., 11:00-12 mid., 9.3
3. Malone Sunday Movie, WSUN, Su., 9:30-11:00, 9.1
4. Premiere Performance, WSUN, Th., 10:30-12 mid., 9.0
4. Boots and Saddles, WFLA, Su., 12:30-1:30, 9.0

Multi-Weekly

- 1. Siesta Theater, WFLA, M-F., 12:00-1:30, 10.4
2. Premiere Theater, WFLA, S., Su., 10:30-12 mid., 10.1
3. Matinee Show, WTVT, M-F., 4:00-5:30, 9.2
4. Circle 8 Ranch, WFLA, M-F., 5:00-6:00, 8.3
5. Early Bird Theater, WSUN, M-W., F., S., 10:30-12 mid., 7.2

TOP SYNDICATED FILMS

- 1. Crusader (MCA), WTVT, S., 9:30, 29.2
2. Dr. Hudson's Secret Journal (MCA), WTVT, T., 9:30, 26.0
3. State Trooper (MCA), WTVT, M., 10:00, 25.7
4. Highway Patrol (Ziv), WFLA, Th., 10:00, 23.9
5. Mr. District Attorney (Ziv), WTVT, T., 10:00, 22.5
6. Badge 714 (NBC), WSUN, F., 9:30, 19.7
7. Crosscurrent (Official), WTVT, M., 10:30, 19.5
8. Soldiers of Fortune (MCA), WTVT, Su., 10:00, 18.7
9. Martin Kane (Ziv), WTVT, W., 10:00, 18.4
10. Annie Oakley (CBS), WFLA, Su., 5:30, 17.9
11. Famous Fights (Winik), WSUN, W., 9:45, 17.7
12. Overseas Adventure (Official), WTVT, T., 10:30, 17.0
12. Count of Monte Cristo (TPA), WFLA, W., 10:00, 17.0
14. Stage 7 (TPA), WSUN, T., 9:30, 16.7
15. Whirlybirds (CBS), WTVT, F., 10:00, 16.5
15. Superman (Flamingo), WSUN, Th., 6:30, 16.5
17. Sky King (Nabisco), WFLA, S., 6:00, 16.0

SHORT SCANNINGS

Sig Mickelson, CBS vice-president in charge of news and public affairs, was an honored guest at the Air Force Association's annual convention in Washington last Friday. Mickelson received the A.F.A. Award for CBS-TV's 26-part "Air Power" documentary series. . . . Cole Porter has been signed to write the music and lyrics for "Aladdin," the 90-minute musical

to be shown on CBS February 21. As previously announced S. J. Perelman will write the book.

Because of illness in his family, Bill Weldon, of Blair-TV, is taking an indefinite leave of absence. Jack Denninger will take over during his leave. . . . Everett Sloane has been signed as the star of the new National Telefilm Associates' "Official Detective," syndicated film series. He will portray an investigator for Official Detective magazine, rather than an enforcement officer. . . . Dr. Frank Baxter will become the host and narrator on "Telephone Time," the Bell System's weekly TV series on ABC.

Oliver A. Unger, executive vice-president of National Telefilm Associates, was scheduled to arrive in London on August 11. He will also visit Paris during his month-long

business trip abroad. . . . Jerry Lee Lewis, Sun Records' newest singer, has been signed by the William Morris Agency. . . . Keith G. Dare has joined the ABC net as an account executive. Dare was formerly with the Katz Agency since 1952. . . . Reed M. Roberts Jr., formerly a senior associate of Cresap, McCormick & Paget, management consultants, will head up the newly formed budgeting services department of CBS.

Clifford W. Davis has been appointed a senior vice-president of Lennen & Newell. Davis comes to Lennen & Newell from General Foods where his 20-year career included numerous sales capacities. . . . Robert J. Flood, formerly public relations director of Dancer-Fitzgerald-Sample, has opened a new public relations agency at 22 East 49th Street, New York. . . . Bob Rich, general sales manager of A.A.P., Inc., is in Los Angeles for conferences with the West Coast office.

70% of Proctor's Ad Dough for TV

NEW YORK—By the end of 1957, Proctor Electric will have spent more than 70 per cent of its advertising appropriation on TV spots. Miami and Salt Lake City are being added to the 22 major markets currently on Proctor's schedule.

UPA-created films are called largely responsible for a 35 per cent increase in business over 1956.

Drink's Closed-Circuit

NEW YORK — Canada Dry becomes the first beverage firm to use closed-circuit TV, with a September 10 nine-city show for bottlers. Western meetings will see the hour-long telecast via kinescope a week later.

2 Sales on 'Boots'

HOLLYWOOD — California National Productions has made its first two sales on "Boots and Saddles" to WNAC-TV, Boston, and KRCA, Los Angeles.

The adult Western was put into first-run syndication sales last week, with 39 stanzas in production beforehand.

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Hotshot typist, stenographer, contact person, right-hand man or woman in dingy, frantic public relations office. Tremendous possibility for genius who should have some background in TV. Low starting salary \$75, but steady increases up to \$125 in one year to the right person. Write

Box 114, The Billboard 1564 Broadway New York 36, N. Y.

“Let us  
raise a standard to which  
the wise and honest  
can repair”

*G. Washington*

1787



**KUDNER AGENCY, INC.**

NEW YORK • DETROIT • LOS ANGELES

SAN FRANCISCO • WASHINGTON

## CLOSER RATING BATTLES, HIGHER COSTS PREDICTED

By SAM CHASE

The 1957-1958 network TV season undoubtedly will see narrower rating differentials between the three webs than any in the past, at least in one observer's crystal ball.

ABC will likely be in the midst of the scramble in more time slots than in the past, due in part to a stronger schedule and to a better station line-up than it had had previously.

NBC, coming up with a big influx of hard-fisted bread-and-butter properties, also is due to improve itself.

CBS knows it is in for a battle and has been preparing for it confidently as well as assiduously.

The advertiser's outlook would therefore seem to call for greater interpolation of what's delivered for his dollar, rather than on any hope for outstanding rating domination. Perhaps in no previous season have cost per thousand and audience composition played so vital a role as they are apt to do in the coming year.

Costs will continue to rise. The time and talent cost for the average evening half-hour show this fall is expected to run between \$90,000 and \$105,000 weekly, depending upon time discounts accruing to the advertiser. The figure which perhaps most nearly can be regarded as the likely average is \$94,000.

On the whole, a 5 per cent rise in costs may be considered average for last season's stanzas which have survived to start the new season. This is the result of such factors as increasing station line-ups, talent escalator clauses, and generally rising program costs.

The latter point is most aptly reflected in the outlook for hour-long shows. These, during the 1957-'58 season, are likely to cost well over twice the tab for a half-hour show's time and talent. This is a unique situation, inasmuch as a half-hour show's time charges are considerably higher, proportionately, coming in at 60 per cent of the hourly time rate. The difference is more than made up, however, in the snowballing trend toward more elaborate and more costly hour-long productions.

## Features: The Few And the Far-Between

Paramount Uncertain, But Deals  
Brew in New Universal, UA Blocs

By CHARLES SINCLAIR

The star-studded flood of pre-1948 pictures released for TV last season has slowed to a trickle, with TV stations largely forced to husband their feature film resources carefully for the fall-winter period ahead. Only one major studio backlog—the Universal-International pictures, totaling some 650 titles—is due to be filtered into the TV market this year, thru a deal with Screen Gems.

The only other sizable pre-1948 backlog is that of Paramount Pictures, now busy maintaining a security curtain around its TV plans while its executives shop for the best dollar deal on the 500 or so pictures in its Hollywood vaults. There's little likelihood of a Paramount distribution formula before the end of the year but it's a strong bet for the spring of 1958, film buyers believe.

As always, the big question mark hangs over the estimated 2,700 pictures that have been turned out by the movie industry since 1948. Few major studios—and few individual producers, for that matter—are in a position to control full negative rights and TV rights on these films, and packages of such pictures will be few and far between until the "spring-em-for-TV" formulas are perfected.

For one thing, a trend to independent production has left many of the biggest post-1948's surrounded by a legal welter of involved contracts covering a yard-long list of producer's rights, talent participations, union agreements, foreign co-production payments and other factors. Clearing such new films for TV often must be done strictly on a one-at-a-time basis, as every case is different. For another, many of the postwar films are actually low-cost "program" films slanted at a teen-age audience and which, with jazzy titles like "Drag Strip Girl," "The Cool and the Crazy," and "I Was a Teen-Age Werewolf," are not likely to appeal to the conservative, basically adult audience watching telecast features.

Some break-thrus will be made. United Artists, which spearheaded the indie trend and which as re-

leased a total of 91 films made after 1948 in two packages of 39 and 52, is said to be building another premium-price group of 26

(Continued on page 36)

## VIDFILMS UP 600% IN VALUE

### \$100 Mil Barrier Is Smashed by Booming Telefilm Production

By BOB SPIELMAN

A total of 39 different production companies will turn out 108 separate television film series valued at approximately \$115 million this season. As the television industry thus moves into the 10th year of production, it marks the first time that its gross is expected to top \$100 million.

It was only in December, 1947, that Jerry Fairbanks filmed the first pilot, "Public Prosecutor," a 20-minute chase and mystery drama, at a cost of \$8,000. Five years later, for the 1952-'53 season, 29 shows (18 network, 11 syndicated) were being turned out at a cost of approximately \$20 million. Thus, in the past five years, the number of filmed programs has increased more than 350 per cent, their value almost 600 per cent. (In effect, production cost has almost doubled, altho quality of the shows has, generally, also improved markedly.)

In the past year alone film production value has risen some 27.5 per cent from the \$90 million mark of 1956. Whether this season will prove to be the high water mark, or merely another step on the stairway upward, will most likely be determined in how the film shows up against the live programs (musicals-variety-quiz). The battle lines are fairly clearly drawn.

One of the more notable aspects of the coming season is that it will see, for the first time in any quantity, the filming of special shows, such as the Desi Arnaz-Lucille Ball hours at a cost of \$250,000 each,

and the Shirley Temple "Fairy Tales" series Screen Gems is producing for Henry Jaffe Enterprises. (Bing Crosby filmed a spec, which received generally bad reviews, two seasons ago.)

There is also a trend, it appears, of doing more and more one-hour programs on film. There will be no less than seven hour series (plus 13 one-and-one-half-hour "Playhouse 90's") on celluloid, most of them Westerns.

A breakdown by type of the vidpix shows these results: Westerns, 21; comedy, 20; detective-mystery, 19; adventure, 13; kid programs, 11; anthology dramas, 10; series dramas, 8; miscellany, 4, and musicals, 2.

The only mild surprise is that comedy, altho having declined in over-all programming, still ranks right among the top in film, altho it does not dominate as it did three years ago. Film anthologies seem also to be making a comeback.

#### Production Spreads

The great preponderance of the series is being produced in Hollywood, but telefilm production has become almost globe-circling: There are shows filmed in Europe (7), in Africa (3), in New York (3), in Arizona (1), in San Francisco (2) and in Canada (1).

In Hollywood itself, only three studios (Allied Artists, the 20th Century-Fox main lot, given over largely to oil drilling, and U-I, which concentrates on turning out TV commercials) now do not have telefilm production companies on them. Even such studios as Paramount (main studio) and RKO-

"Maverick" and "Wagon Train," such half-hour entrants as "Track-down"; "Have Gun, Will Travel," and "Colt .45" are carrying the hopes of major network sponsors. They must contend not only with excellent network Westerns now being telecast, but with a heavy crop of filmed horse operas seen via syndication on local stations. Each new oater must be individual—but not too different. A massive search for new Western story material is thus currently under way in Hollywood.

Worthy of note is the late rush to the musical-variety format, a not-unlooked-for development in the face of the success of Steve Allen, Perry Como and Lawrence Welk. Among the newer entrants in this category are Rosemary Clooney, Pat Boone, Dean Martin,

Gisele MacKenzie, and George Gobel and Eddie Fisher. This last is a new form of musical-variety in that it pairs two performers, one a comedian, the other a singer, in a major-minor relationship from week to week. Just as Westerns will compete among themselves, musical-variety shows will be in the same fix, but the competition will be mainly for name guests. Interestingly enough, most of the musical-variety shows will be headlined by performers who accent the soft sell. A good deal of the emphasis in these shows is likely to be on the "how" of utilizing talent. This would enable idea men to showcase old talent in new ways, one approach to the problem of getting personalities.

New mystery-adventure entries include such programs as the hour-long Perry Mason, "Man-hunt," "Suspicion," "Court of Last Resort" and "Thin Man." The last-named combines comedy with mystery. These programs will not be under as much pressure from other shows currently on TV which are in the same category.

There will be a few new shows with great potential which do not belong to any of the three categories mentioned. They include the Walter Winchell Show, and in the field of situation-comedy "Sally," "Leave It to Beaver," "The Real McCoys" and "Dick and the Duchess."

What do the advertising agencies expect from their selections? They are hoping for respectable ratings, pleased clients and no major debacles. The time has long since passed when they have tried for smash hits. They now seek to administer the TV budgets of their accounts so as to minimize the risks. And their clients, many of whom have been burnt in the past season, are now utilizing several agencies to help them with their choices.

With so much programming carefully selected so as not to alienate anyone, and which is geared to follow in the hoofprints of successful program types, indications are that viewers will have to be content with the stereotypes they have liked in the past. The industry is making certain that it does not get out of step with the tastes of its audiences, and, if anything, wants viewing tastes to show the way before any investments are made in programming.

The probability is that the new season will not see as many casualties as during 1956-'57. Three-network competition is being intensified, and viewers are likely to show more interest in TV this fall purely on the novelty of the new attractions. Individual ratings of most old shows are likely to feel the pressure of the new properties, however.

## ANNUAL TELEVISION

# program showcase

... a world-wide window on the values and trends  
of the 1957-1958 season

## NETS FACE DECISIVE RACE WITH 37 ENTRIES

Music, Mysteries and Oaters Are  
'Play-It-Safe' Web keystones

By LEON MORSE

The upcoming season may well be a decisive one for network TV.

After a year in which programs fell by the wayside in flocks, the season will begin with a minimum of 37 new programs making their debuts. And since networks, agencies and sponsors are all playing it safe in their selection of programs, it will be up to a majority of those programs to deliver, or else the succeeding year will likely see revolutionary changes take place in the medium.

The fall network programming trends are clearly established, featuring Westerns, musical-variety and mystery-adventure shows. And it is the first programming type of which the most is being asked. Such hour-long Westerns as

Teleradio (Gower Street lot), which are not engaged in TV production themselves, are renting space to vidpix makers.

Some studios such as Republic (which, despite the fact that feature production has ceased almost completely there, is in the midst of an expansion program) and Motion Picture Center are bulging at the seams. Desilu, for instance, which owns MPC, has the overflow scattered over three other studios now.

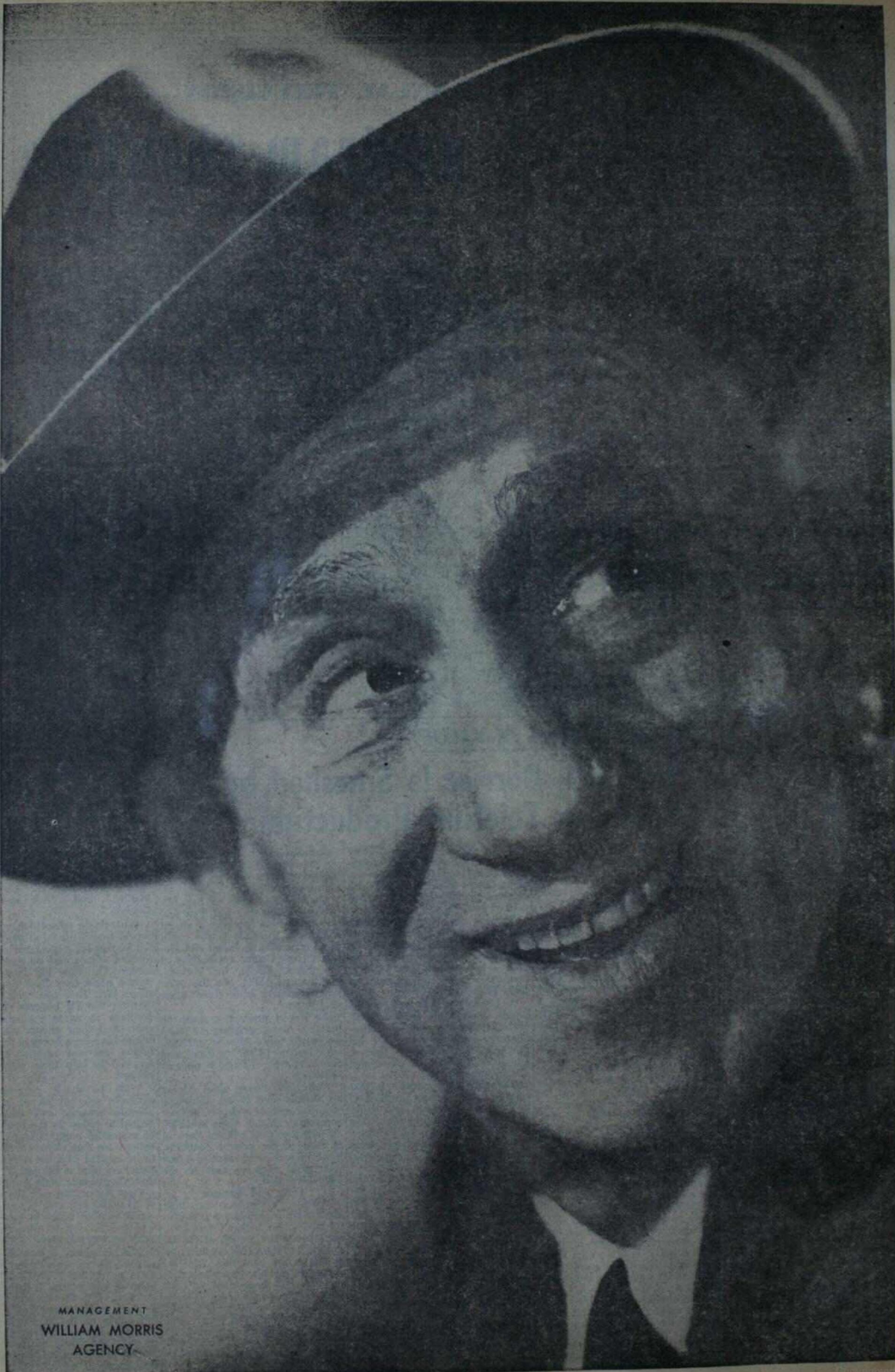
The largest production company by far is Revue, grinding out series (estimated gross \$20-plus million), with Desilu, 13 (\$15 million) and Screen Gems, 11 (\$10 million) following.

Costs this season, altho edging up slightly due to an automatic wage increase in mid-year, are not appreciably higher than in 1956-'57. Another year will see the end of most of the present contracts, however, and could result in a new cost spiral such as that of the 1954-'56 period.

#### Costs and Sponsor

Whether advertisers can bear any further such increase is doubtful (tho so far higher prices have not stymied the growth of the industry), and the guilds are as aware of this as the producers.

One factor often overlooked is that a rise in basic costs, such as labor, automatically result in comparable increases in indirect costs, which make up 35 to 40 per cent of any package—15 per cent ad agency commission, 10 per cent agent's commission and 10 to 15 per cent studio overhead.



MANAGEMENT  
WILLIAM MORRIS  
AGENCY

The Billboard

# ALL-WEB COST-PER-THOUSAND AVERAGES

By Audience Composition, for 6 Program Types and 7 Sponsor Groups

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

## HOW TO USE THE ALL-WEB COST-PER-1,000 AVERAGES

There are myriad uses for the chart which runs below. This chart represents a pioneer effort to break down the efficiency quotient of Class A Time network TV shows by indicating the relative costs for each web of each key program type and each basic sponsor group. The chart also shows the averages for these divisions on all networks combined, and breaks down the audience by cost-per-thousand homes, men, women and children.

An advertiser or agency may utilize this chart to determine how his own properties compare with the average of other advertisers of the same group. He can also make comparisons with other programs on the same network as his own, and on other networks.

This chart can also be utilized to see which type of shows are "best buys" for reaching specific segments of the audience, and on which networks the best results have been achieved. It discloses similar information about sponsor groups.

For best results, this information should be used in conjunction with The Billboard's continuing cost-per-thousand analyses which break down the costs of each individual network program and sponsor using Class A network time. The current issue carries analyses of two program types and three sponsor groups; the issue of August 26 commences publication of new figures, based on July measurements of American Research Bureau, with all July figures covered over four issues.

The cost figures shown here represent the actual cost for reaching 1,000 TV homes, men, women or children per minute of commercials. The figures result from dividing the net commissionable costs for each show by its number of commercial minutes, and then by the number of homes, men, women and children reached, as determined by ARB. Shows of the same type, or sponsored by advertisers of the same kind, have been averaged together, as have shows on each network.

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

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## Quiz Shows, Cleanser Sponsors Prove Tops in Cost Efficiency

The average network show in Class A time during June cost its sponsor \$4.52 for each commercial minute to reach 1,000 TV homes. This is a key result of the analysis of all 117 such programs in the all-web cost per 1,000 analysis chart published below.

Here are some other outstanding facets of the study:

The cost of reaching 1,000 women is considerably less than to reach the same number of men or children, the \$4.51 running more than \$1.50 per thousand less than the cost of reaching 1,000 men.

CBS produced the lowest cost figure of the three networks for reaching all four groups: Homes, men, women and children. It also dominated most program types and sponsor groups.

The most efficient program buy was a quiz or panel show, directed at reaching women, and aired via CBS. Average for such shows was only \$2.62 per 1,000 women, the best figure on the chart.

Similarly, among sponsor groups, the most efficient specific score was racked up by automotive and accessory sponsors playing to female audiences via CBS, with a

\$2.77 cost per thousand figure.

In terms of reaching homes, the aspect studied most by advertisers and agencies, the advertiser category that made the most efficient buys was the household cleanser and polish group. At a cost of \$3.51 per 1,000 homes, this group was substantially better than the next sponsor category, toiletry and toilet goods advertisers, whose shows averaged \$3.85 per 1,000 homes.

However, quiz and panel shows easily topped all other program types in cost efficiency, not only in reaching homes, but also in reaching men, women and children viewers. While these shows also proved most efficient on both CBS and NBC, they ran behind the adventure-suspense-Western category on ABC, in terms of reaching homes.

There were a few other surprises, too. Altho CBS has garnered a considerable reputation for astuteness in programming its news and special events programs, in that category it ran behind NBC in its efficiency in reaching both homes and men. NBC's dramas, similarly, had more apparent female appeal per dollar invested than those of the other webs.

CBS showed up best in most advertiser categories, but NBC evidenced superiority among cigarette

and tobacco sponsors across the audience composition board, and also did best in reaching homes and men for home, building and general sponsors.

On behalf of ABC sponsors, that web did best for the toiletry and toilet goods group in reaching homes, but only by a 1-cent average margin over the automotive and accessory sponsors. This result was all the more surprising in view of the outstanding cost-per-thousand success of Dodge with its two Lawrence Welk programs on ABC.

With women viewers continuing to outnumber the males, and apparently dominating the purchasing habits of many families, bankrollers are keenly interested in who and what succeeds best with the ladies. After quiz and panel shows, an outstanding first, general dramas racked up the best averages, with comedy shows running third.

Cigarette and tobacco sponsors seem to have succeeded in their efforts to key their shows to the ladies' attention, since their shows' average among women proved best, followed closely by toiletry and toilet goods sponsors. The tobacco bankrollers also proved tops in reaching men efficiently, but in the program category, the news, sports and miscellaneous group was the runner-up to quiz and panel shows among males.

	COST PER 1000 HOMES PER COMML. MIN.				COST PER 1000 MEN PER COMML. MIN.				COST PER 1000 WOMEN PER COMML. MIN.				COST PER 1000 CHILDREN PER COMML. MIN.			
	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC
<b>AVERAGE OF ALL WEB SHOWS IN CLASS A TIME (117 SHOWS)</b>	4.52	5.15	4.10	4.51	6.04	6.79	5.21	6.14	4.51	4.98	3.78	4.72	8.59	8.76	7.14	9.92

### COST-PER-1000 ANALYSIS BY PROGRAM TYPE

	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC
General Drama (23 Shows)	4.44	5.97	3.72	4.25	6.20	8.39	5.46	5.69	4.40	5.92	4.08	3.91	9.77	9.08	7.45	11.97
Comedy (18 Shows)	4.65	6.20	4.31	4.41	7.28	11.12	6.17	7.20	4.54	6.09	4.11	4.48	6.18	7.83	6.54	4.48
Variety & Music (22 Shows)	5.64	11.13	3.67	4.23	6.94	12.94	5.17	5.17	5.22	9.93	3.73	3.89	10.55	19.89	7.62	7.74
Quiz & Panel (13 Shows)	3.17	5.29	2.85	3.19	3.84	4.76	3.64	3.94	2.90	4.18	2.62	3.03	3.85	7.45	7.71	17.71
Adventure-Suspense-Western (30 Shows)	4.69	4.55	3.68	5.98	6.89	6.73	5.23	8.94	5.56	5.38	4.11	7.37	5.48	4.98	4.73	6.94
News, Sports, Miscellaneous (11 Shows)	6.07	5.34	9.02	4.34	4.85	4.92	4.92	4.73	4.74	4.88	3.52	5.72	17.12	18.04	16.73	16.15

### COST-PER-1000 ANALYSIS BY SPONSOR GROUPS

	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC
Cigarette & Tobacco (23 Shows)	4.22	6.17	3.94	3.55	5.06	5.71	5.04	4.79	3.88	5.30	3.73	3.48	9.54	20.39	8.74	5.86
Home-Building-General (37 Shows)	5.83	9.33	5.16	4.41	6.88	11.46	5.61	5.49	5.44	8.98	4.24	4.48	11.92	12.55	7.96	13.96
Toiletry & Toilet Goods (49 Shows)	3.85	4.73	3.50	3.86	5.72	7.21	5.20	5.67	3.94	5.14	3.55	3.88	7.28	6.38	7.72	7.17
Household Cleanser & Polish (18 Shows)	3.51	8.20	3.59	3.95	6.02	15.79	4.63	5.70	4.05	7.70	3.57	3.91	7.72	8.09	9.80	7.06
Food & Beverage (35 Shows)	5.66	7.96	3.79	5.58	7.89	10.20	5.51	8.37	6.02	8.13	3.76	6.58	7.58	10.04	5.68	7.36
Drug & Remedy (19 Shows)	5.92	8.85	4.64	5.34	7.39	9.99	4.95	7.71	5.85	8.41	3.63	6.05	11.39	13.93	8.56	12.60
Automotive & Accessory (22 Shows)	4.66	4.74	3.08	5.56	5.90	6.12	4.07	6.82	4.32	4.20	2.77	5.15	8.68	8.41	5.47	10.33

## PREVIEW REPORT:

# Musical Season Upcoming at NBC

Major musical packages have a numerical edge in the new roster of telecasts bowing on NBC this fall, spearheaded by the Eddie Fisher-George Gobel live series, in which Lonesome George will make a new bid for viewer interest, and the showcases of chanteuses Gisele MacKenzie and Rosemary Clooney, and singer Dean Martin.

Previews of NBC shows below were gathered by The Billboard in contact with network, producer and talent sources, and are arranged by day and time.

**THE PRICE IS RIGHT (LIVE)**

Monday, NBC, 7:30-8 p.m.

A nighttime version of the very successful daytime across-the-board show, "Price Is Right" will maintain the same basic format. It consists of two parts; studio contest-

ants guessing the retail prices of objects, and home contestants guessing the total retail prices of a special group of related objects. Bill Cullen may emcee the Goodson-Todman nighttime quiz show, in addition to the daytime series.

**RESTLESS GUN (FILM)**

Monday, NBC, 8-8:30 p.m.

John Payne will be "The Restless Gun," another of network TV's quick-drawing heroes. Situations will center around Payne, who will also act as executive producer. David Dortort will supervise this series about a rambling cowboy whose fast reflexes deal death to frontier villains.

**ALCOA-GOODYEAR THEATER (FILM)**

Monday, NBC, 9:30-10 p.m.

The 1957-'58 Alcoa-Goodyear video vehicle will be an anthology series produced by Dayton Productions, a subsidiary of Four Star Productions. The big attraction of the series is the stars connected with it. Jack Lemmon, Robert Ryan and David Nivens will star in a total of eight shows. Jane Powell will be starred in five, and Charles Boyer in three. The rest of the dramas will feature names of

similar stature. Producer is Robert Fellows.

**SUSPICION (FILM)**

Monday, NBC, 10-11 p.m.

"Suspicion" is an hour-long mystery anthology series which will utilize top writing, production and acting names. Of the 42 hour dramas to be produced, Alfred Hitchcock and Alan Miller will film 10 each. The remaining 22 shows will be presented live with S. Mark Smith as executive producer and Mort Abrahams as producer. Stories by such writers as John Steinbeck, Patrick Hamilton and Daphne du Maurier have already been purchased for adaptation. Dennis O'Keefe will be host.

**EDDIE FISHER-GEORGE GOBEL (LIVE)**

Tuesday, NBC, 8-9 p.m.

This musical-variety show is something new in that it combines the talents of a singer and a come-

dian, each of whom will have his own weekly show, but complement the other on the week each is not featured. Consequently on one show Gobel and comedy will be featured, with Fisher for support, and on the next Fisher and musical-variety will be featured, with Gobel for support. The Gobel shows will be produced by Alan Handley.

**THE CALIFORNIANS (FILM)**

Tuesday, NBC, 10-10:30 p.m.

San Francisco and the California gold camps of circa 1850 will be featured in this new Western series. Playing the lead will be Adam Kennedy as young Dion Patrick. Sean McClory will be his pal Jack McGiver. The Californians, a Marterto Production, will be produced by Robert Bassler. Louis Edelman and Robert Sisk will be executive producers.

**WAGON TRAIN (FILM)**

Wednesday, NBC, 7:30-8:30 p.m.

A class Western series budgeted at \$75,000 per hour, "Wagon Train" is the story of pioneers and prairie schooners making their way to California in the 1850 period. An anthology, it will star Ward Bond and feature Robert Horton. Names will be featured in each story, with Ricardo Montalban set for the first show, Ernest Borgnine the second and Michael Rennie the third. Richard Lewis is the producer.

**TIC TAC DOUGH (LIVE)**

Thursday, NBC, 7:30-8 p.m.

This Barry-Enright daytime package has now made the grade at night. Its evening version, however, will not feature Barry as emcee because of product conflicts with his daytime sponsors. A new emcee and production team is being sought by the packagers. "Tic Tac Dough" lets the studio audience play "Tic Tac Toe" with rewards for those participants who complete the three-in-a-row lines.

**ROSEMARY CLOONEY SHOW (LIVE)**

Thursday, NBC, 10-10:30 p.m.

"Come-On-A-My-House" girl will have her second TV show, now live, her first being a vidfilm property which is being retrieved from syndication. The program will be musical-variety. No production or performing talent has been signed by Miss Clooney, but Nelson Riddle and his ork men may get the call to handle the musical chores.

**COURT OF LAST RESORT (FILM)**

Friday, NBC, 8-8:30 p.m.

This favorite brainchild of mystery, writer Erle Stanley Gardner and magazine publisher, Harry Steger, will consider cases in which men who consider themselves unjustifiably sentenced ask their cases be reopened. There will be a board of crime detectors and a chief investigator to be played by Lyle Bettger. Jules Goldstone will produce for Walden Productions.

**MANHUNT (FILM)**

Friday, NBC, 9-9:30 p.m.

A police-action mystery program, "Manhunt" will consist of material taken from files of the Chicago Police. Star will be rangy film actor Lee Marvin, with Howard Smith a possibility as his superior officer. Setting is present-day Chicago. Producing will be Lee Marvin and Michael Abel for Revue Productions.

**THIN MAN (FILM)**

Friday, NBC, 9:30-10 p.m.

TV will welcome two old M-G-M favorites, Nick and Nora Charles, who will now be played in this vidfilm series by Peter Lawford and pretty Phyllis Kirk. Based loosely on the literary property by Dashiell Hammett and the old Powell-Loy films, "Thin Man" will concentrate on the adventures of this charming couple who consist-

(Continued on page 26)

# THE DANNY THOMAS SHOW

FIFTH YEAR ON TELEVISION

Produced by

MARTERTO ENTERPRISES, INC.

**CBS-TV**

STARTING OCT. 7

# CAPITOL RECORDS

*...clearly the nation's most successful producer of albums!*

## AGAIN — PROOF FROM DEALERS

In the recent issue of *Billboard* containing the results of its 1957 record-phono dealer survey, dealers rated Capitol *first* in the categories that count:

*Billboard's* comment: "Capitol can take a bow for coming up 'first' in half of the categories — a record equaled by no other company. It's interesting to note that they far out-pointed the other companies in providing display material and 'packaging'."

Packaging (one point for each mention)				Display materials (one point for each mention)			
	Total Stores	Over \$50,000	Under \$50,000		Total Stores	Over \$50,000	Under \$50,000
Capitol...	120	31	89	Capitol...	126	28	98
RCA Victor...	31	6	25	RCA Victor...	76	11	65
Angel...	20	7	13	Columbia...	44	12	32
Columbia...	10	5	5	Mercury...	11	5	6
London...	4	0	4	Decca...	7	2	5

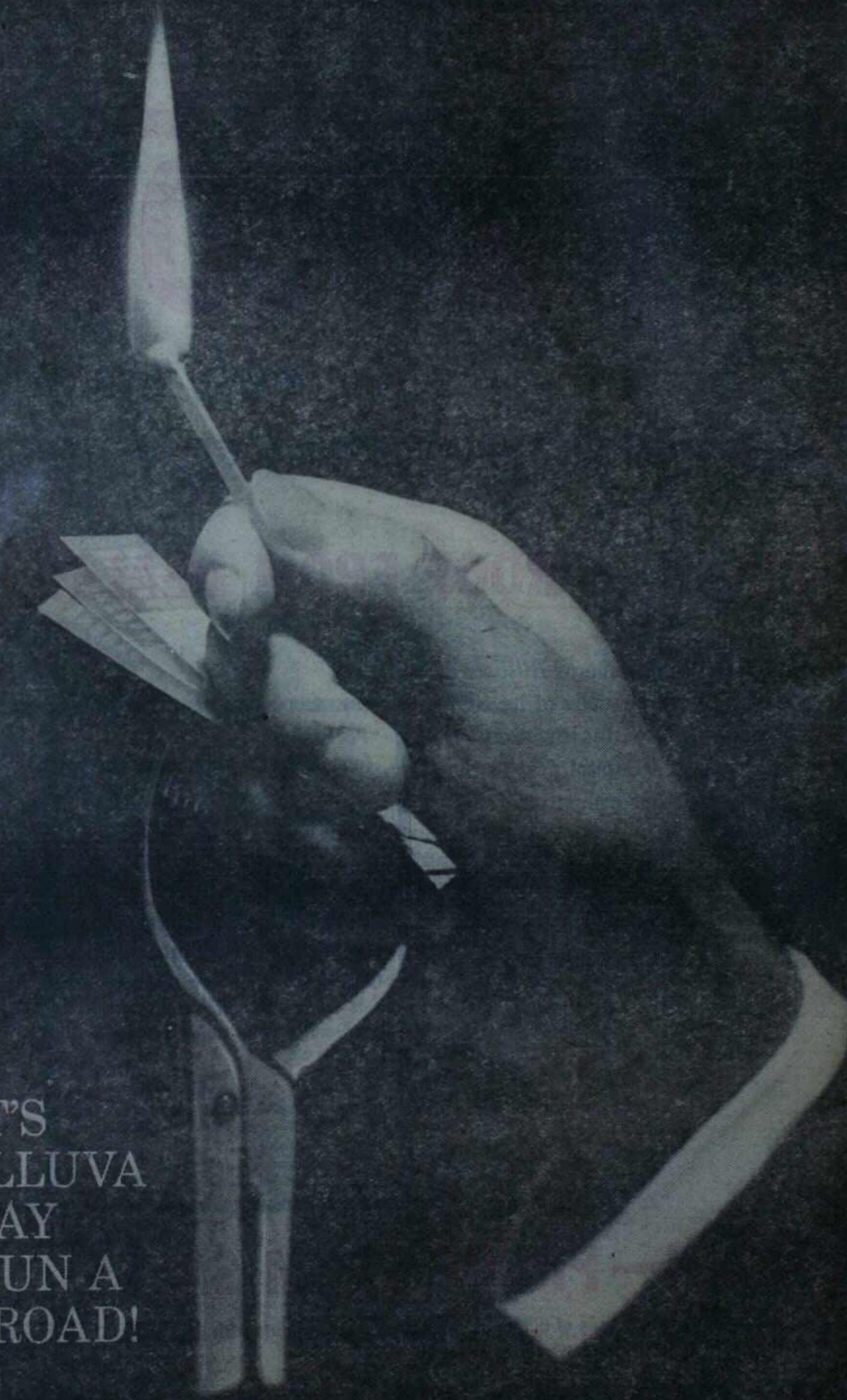
  

Co-ordination of promotion (deejay exposure, point-of-sale material and other sales aids) with delivery of merchandise (one point for each mention)				Quickest service (one point for each mention)			
	Total Stores	Over \$50,000	Under \$50,000		Total Stores	Over \$50,000	Under \$50,000
Capitol...	65	19	46	Capitol...	104	21	83
RCA Victor...	57	16	41	RCA Victor...	69	11	58
Columbia...	24	6	18	Columbia...	42	11	31
Mercury...	7	2	5	Decca...	20	13	7
London...	6	5	1	Mercury...	18	4	14

## AGAIN — PROOF FROM SALES

In the same issue of *Billboard*, Capitol topped the charts with **66<sup>2</sup>/<sub>3</sub>%** of the country's best-selling albums!



A black and white photograph of a hand holding a lit match. The hand is positioned in the center-right of the frame, with the thumb and index finger gripping the matchstick. The match is lit, with a bright, pointed flame at the top. The background is a dark, textured surface. The hand is wearing a dark-colored sleeve with a light-colored cuff. The overall mood is dramatic and focused.

IT'S  
A HELLUVA  
WAY  
TO RUN A  
RAILROAD!

To us, there's only one way to operate a train, and that's to get all the bugs out, *ourselves*, place it squarely on the tracks, turn on the lights and let 'er rip on a pre-established course.

Others seem to prefer starting out by putting a blueprint of a caboose before a hypothetical iron horse,

Then calling in a lot of potential ticket-buyers to suggest ways and means.

But the trouble is, what if some of them insist on square wheels and outside latrines?

That's why, even though our new syndicated series, "Boots and Saddles—the Story of the Fifth Cavalry," is just now released for sale, we're already deep into the actual production of "Union Pacific."\*

It's not that we're ambitious to be flamboyantly prolific.

It's simply that "Union Pacific" passed all our own home-grown tests of what makes a fine show (and show is what we're in the business of) so we're makin' it.

And mind you, we not only don't have a customer for it, we don't even know when we'll go looking for one to purchase a stake in it.

The CNP method of running a railroad is to create entertainment and produce it on film at a pace that's at least steady,

And have it ready to go when the market is ready.

We like to think that over the long haul our ticket-buyers enjoy a ride with all lights showing;

That is, they have a reasonably accurate idea of what they're riding in and also where they're going.

\*with apologies to Ogden (Utah)

NBC TELEVISION FILMS A DIVISION OF

**CNP**

CALIFORNIA NATIONAL PRODUCTIONS, INC.

## PREVIEW REPORT:

# Oaters Ride Tall In ABC Corral

ABC has hog-tied another passel of Westerns to blaze the trail among new shows upcoming on that network this fall, with five new entries—from "Tombstone Territory" to "Colt .45"—now slated. Musical entries, primarily the Frank Sinatra showcases, are also strong in the new ABC crop, with scattering of drama, mystery and comedy rounding out the picture.

The "preview capsules" below of new ABC fall programs were gathered by The Billboard from network, producer and talent sources, and are arranged by day and time.

**MAVERICK (FILM)**

Sunday, ABC, 7:30-8:30 p.m.

James Garner starts as Bret Maverick, a handsome gambler whose

basically decent instincts put him on the side of the law whenever a crook appears on the scene. William Orr is producing the adult Western for Warner Bros.

**GUY MITCHELL SHOW (LIVE)**

Monday, ABC, 8-8:30 p.m.

Recording star Guy Mitchell will sing and chat in a variety format, with guest stars recruited from the pop music field and Hollywood.

**SUGARFOOT (FILM)**

Tuesday, ABC, alternate weeks, 7:30-8:30 p.m.

A companion Western to "Cheyenne," this adventure stars Will Hutchins as an easy-going, naive cowboy who wanders the cattle towns. Every new job he takes brings trouble. Another Warner Bros. series.

**TOMBSTONE TERRITORY**

Wednesday, ABC, 8:30-9 p.m.

An adult Western anthology from Ziv-TV with cast and story-

line not yet definite, but with a location in Tombstone, Ariz., in the 1870's.

**WALTER WINCHELL FILE (FILM)**

Wednesday, ABC, 9:30-10 p.m.

Drama and mystery stanzas, based on newspaper stories covered by Winchell as a reporter. He will act as host-narrator for the half-hour films, and occasionally appear as a character in the plot (as himself). Bert Granet is producing at Desilu.

**ZORRO (FILM)**

Thursday, ABC, 8-8:30 p.m.

A serial from Walt Disney, with cliff-hanger endings. Guy Williams stars as Don Diego Vega, scion of a wealthy Spanish family in early California, who masquerades as Zorro, the masked rider. Based on a popular novel of 1919 and several feature film hits.

**THE REAL McCOYS (FILM)**

Thursday, ABC, 8:30-9 p.m.

Walter Brennan heads the cast as Grandpa McCoy in this situation comedy series about a Virginia family which inherits a California farm. Kathy Nolan is his romantic granddaughter, Mickey Winkleman his impish grandson. Irving Pincus produces.

**PAT BOONE SHOW (LIVE)**

Thursday, ABC, 9-9:30 p.m.

Teen-age idol and new movie star, Pat Boone will sing his way thru a thread of a plot each week, with guest stars joining in warm, relaxed chatter.

**O. S. S. (FILM)**

Thursday, ABC, 9:30-10 p.m.

Ron Randell stars in an adventure-mystery show based on wartime intelligence service exploits of the O.S.S. LSC Productions is shooting the series on location in Europe.

**PATRICE MUNSEL SHOW (LIVE)**

Friday, NBC, 8:30-9 p.m.

Metropolitan Opera star and seasoned TV guest, Patrice Munsel will cavort in a musical comedy format with guest stars, combining opera and pop music. Live.

**FRANK SINATRA SHOW (LIVE AND FILM)**

Friday, ABC, 9-9:30 p.m.

The versatile Sinatra will host ten dramatic stanzas, host and star in 13 musical variety shows and two hour-long specials and appear in about ten dramas in roles ranging from bit parts to leads. Live and film.

**COLT .45 (FILM)**

Friday, ABC, 10-10:30 p.m.

Wayde Preston stars as Christopher Colt, nephew of the maker of the gun that roled the West. He pretends to be a salesman, but is in reality President Grant's special agent. A Warner Bros. film production.

## NBC Shows

• *Continued from page 22*

antly get into and out of trouble. Dialog and situations are often mildly racy. Executive producer is Metro's Sam Marx; producer, Ed Beloin.

**DEAN MARTIN (LIVE)**

Saturday, NBC, 9-9:30 p.m.

The singer, minus partner, will be starred in a number of half hours next season. The show will be basically musical-variety, with no special gimmicks and an emphasis on big name guest stars. No production team has been assigned by Martin, who will probably use his old associates.

**GISELE MACKENZIE SHOW (LIVE)**

Saturday, NBC, 9:30-10 p.m.

A veteran recording artist and TV performer, Miss MacKenzie has finally gotten her own show. To be produced by Charles Isaacs for Jack Benny's J. & M. Productions, the musical-variety show will showcase the relaxed talents of versatile Miss MacKenzie and guest stars. Joe Landis will produce.

**WHAT'S IT FOR! (LIVE)**

Saturday, NBC, 10-10:30 p.m.

Entertainment Productions' new show for next season is a panel session to be emceed by Hal March, if agreement can be reached with Revlon. Panelists, as yet unselected, are supposed to tell the purpose for which various inventions were conceived. No production staff assigned as yet.

**SALLY (FILM)**

Sunday, NBC, 7:30-8 p.m.

"Sally" will combine the talents of Joan Caulfield and Marian Lorne, with Miss Caulfield as traveling companion to Miss Lorne whose role is that of a whimsical and wealthy lady. Producer of the situation-comedy is Frank Ross. Director is William Asher. Location shooting is expected to be involved.

The  
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and  
GRACIE ALLEN  
SHOW

The  
BOB CUMMINGS  
SHOW

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(A LAURMAC PRODUCTION)

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PEOPLE'S CHOICE

Starring  
JACKIE COOPER  
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IRVING BRECHER  
(A NORDEN PRODUCTION)

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AL SIMON  
For NBC

The  
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SHOW

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**Carol Channing Show**

Created by George Burns

Written by Norman Paul

**June Havoc Show**

Created and Produced by

William Spier

**The Plumber and the  
Four Models**

with Howard McNair and Four Dolls

Created by George Burns

COURAGE

(Dramatic Anthology)  
Created by  
AL SIMON

MAGGIE

Starring  
Margaret O'Brien &  
Leon Ames

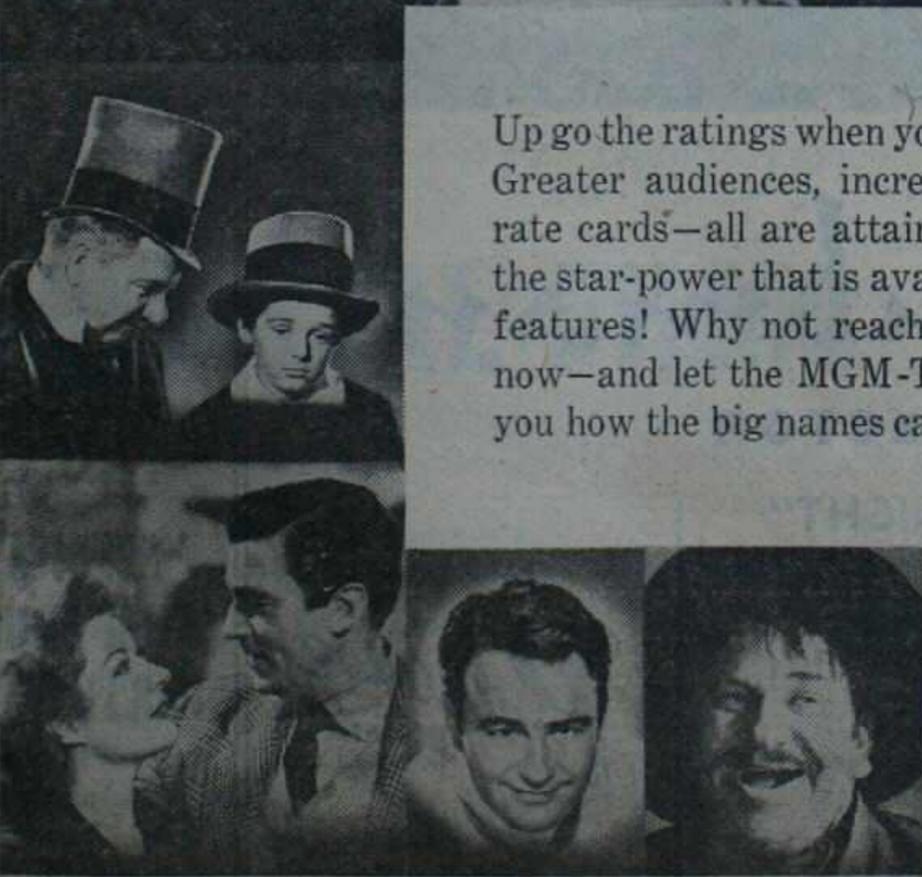
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## PREVIEW REPORT:

# Comedy Highlights CBS Fall Sked

Having carved out a sizable slice of viewer interest in the past few seasons with situation comedy shows, CBS is continuing its fondness for the type with comedies easily taking the numerical lead among the new program entries making their appearance on CBS this fall. Newcomers in the chuckle field on CBS range from the new Eve Arden series about a lady lecturer to Sheldon Reynolds' comedy-mystery about an American investigator married to a titled British beauty.

A sprinkling of Westerns, straight mysteries and dramatic vehicles rounds out the CBS roster of fall hopefuls, as noted in the "preview capsules" below, gathered by The Billboard from network, producer and talent sources, and arranged by day and time.

**THE EVE ARDEN SHOW (FILM)**

Tuesday, CBS, 8:30-9 p.m.

Eve Arden returns this fall in a new series based on the Emily Kimbrough autobiography, "It Gives

Me Great Pleasure." The show consists of her adventures and misadventures as a widowed lecturer. Supporting Miss Arden will be the veteran character comedian, Allyn Joslyn, and Frances Bavier. Ex-

ecutive producer is Robert Sparks; producer, Julian Claman, and director, Sheldon Leonard, best known for movie gangster roles.

**THE BIG RECORD (LIVE)**

Wednesday, CBS, 8-9 p.m.

This major musical show encompasses everything in the world of records from Bach to bop, with, of course, the emphasis on current recordings and recording talent. Executive producer is Lester Gottlieb; producer, Lee Cooley and director, Jerry Shaw.

**HARBOURMASTER (FILM)**

Thursday, CBS, 8-8:30 p.m.

"Harbourmaster" concerns the New England adventures of David Scott, a municipal functionary responsible for all the maritime activities within a harbor. The action-adventure series was lensed entirely on location near-Cape Cod. Barry Sullivan is featured and Paul Burke will play his sidekick in the

Ziv production. It is to be co-produced and co-directed by Felix Feist and Henry Kessler from an idea developed by William Esty's Sam Northercross.

**LEAVE IT TO BEAVER (FILM)**

Friday, CBS, 7:30-8 p.m.

This warm family comedy has been described as portraying the life of adults as seen thru the eyes of two brothers, six and eleven. The youngsters are played by Paul Sullivan and Jerry Mather, who portrays Beaver, the six-year-old. Created and written by Joe Connelly and Bob Mosher, the show is owned by Gomaleo Productions and will have Harry Ackerman as executive producer.

**TRACKDOWN (FILM)**

Friday, CBS, 8-8:30 p.m.

Set in Texas of the 1870's, stories in this series will be concerned with Texas Ranger Hobe Gilman and his efforts to deal with

Texas wrongdoers. It is based on the files of the Texas Rangers, and will feature extensive location photography. Robert Culp will star, Vincent Fennelly will produce and Thomas Carr direct.

**PERRY MASON (FILM)**

Saturday, CBS, 7:30-8:30 p.m.

Another of the Erle Stanley Gardner properties due to appear on TV, this new series has as its central character the famous two-fisted legal eagle, Perry Mason, portrayed by Raymond Burr. His secretary, Della Street, will be played by Barbara Hale, another experienced movie performer. Ben Brady will produce and Ted Post direct.

**DICK AND THE DUCHESS (FILM)**

Saturday, CBS, 8:30 p.m.

One of the few network film newcomers to be produced entirely abroad—in England, to be specific—"Dick and the Duchess" has been created and packaged by Sheldon Reynolds. It concerns an American insurance investigator and his pretty, titled English wife. The leading roles will be played by two newcomers to TV screens here, Pat O'Neal and British actress Hazel Court. Reynolds will again function as producer-director. Writers are Ray Allen and Harvey Bullock. Executive producer is Nicole Millinaire, who produced Reynolds' "Sherlock Holmes" series.

**HAVE GUN, WILL TRAVEL (FILM)**

Saturday, CBS, 9:30-10 p.m.

Richard Boone plays a sophisticated Western man-about-town, Mr. Palladin, with an equal taste for wine and women in "Have Gun, Will Travel." He is outfitted with an all-black monkey suit and holster to match, as well as a taste for rare china. Producer is Julian Claman, director Andrew V. McLaglen.

**BACHELOR FATHER (FILM)**

Sunday, CBS, 7:30-8

A new entrant which shares the time with Jack Benny, "Bachelor Father" stars actor John Forsythe as a contented bachelor who suddenly inherits the custody of his bouncy teen-age niece. Harry Ackerman will be the executive producer of this situation-comedy. The property is owned by Revue Productions.

## The August 26 Issue of The Billboard Will Spotlight . . .

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Trouble With Father  
The Star And The Story  
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## 1957 PRODUCTION SCHEDULE

### Films

**THE ADVENTURES OF ROBIN HOOD**  
Third Series

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**HAWKEYE AND THE LAST OF THE MOHICANS**

*(in association with Television Programs of America)*

**THE ADVENTURES OF CHARLIE CHAN**

*(in association with Television Programs of America)*

**O. S. S.**

*(in association with L.S.Q. Productions and Flamingo Films)*

**WILLIAM TELL**

*(produced for I.T.P. by Ralph Smart)*

**SWORD OF FREEDOM**

*(in association with Hannah Weinstein, Sapphire Films Ltd. and Official Films Inc.)*

### Live Shows

**SUNDAY NIGHT AT THE LONDON PALLADIUM**

**JOAN AND LESLIE**

**THE JACK JACKSON SHOW**

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CIRCLE 6-5058

# Gov't or Private? TV Systems Vary

Veteran Adman Surveys Worldwide TV Growth Patterns, Finds 3 Key Systems

By JAMES VON BRUNN  
Formerly TV Film Producer,  
McCann-Erickson Int'l.  
Now associated with  
Erwin, Wasey & Co., Inc.

There are three fundamental structures of TV systems around the world. These are: the multiple enterprise system (as used in the United States and Latin America), the monopolistic system (as used in Belgium and France) and the combination system (as used in Italy and Great Britain).

These systems are financed either by: 1) Advertising revenue; 2) Revenue from licensing of sets and/or taxing sets and sale of equipment; 3) Grants from public funds; or 4) Combinations of these.

In the United States and most Latin American countries, newspapers, motion picture companies and equipment manufacturers produced the original capital for setting up TV stations. Educational TV was initiated by State Departments of Education, universities and private foundations.

Under the multiple enterprise system, the principal object of programming is to obtain commercial profit, that is, to satisfy the demand of advertisers for a maximum audience at the lowest cost per unit, expressed in audience ratings.

In order to capture the full attention of the audience, advertisers spend millions of dollars on research. A relatively new area in motivation research, which is concerned with our psyches, our hidden anxieties, repressions, aspirations and frustrations. Its findings sometimes dictate: Don't sell cosmetics, sell hope; don't sell automobiles, sell a sense of prestige or power.

Many countries regard the multiple enterprise system with considerable apprehension because they feel it tends to degrade programming. If television appeals only to the mass mind, will it not have a debasing effect on our greatest cultural advances?

However, if broadcasters do not reach a large audience, they fail to utilize the basic nature of TV, which, by necessity, is a medium of mass communication. Herein lies the rub.

## "Combination" Systems

Great Britain's answer is the combination system. Prior to 1955, British TV viewers on a particular night were treated to a 1½-hour program called "The Development of the Lung Fish." Viewers were either left gasping for breath or irrevocably opposed to "culture" in such large doses.

And many Britishers still turn blue when they recall the TV program of the thrilling matches at Wimbledon and the cricket play-offs occurring simultaneously a few years ago. Thru TV mobile units, the audience was switched visually from one field of play to another, between innings and sets. The games reached a pitch of excitement, the United Kingdom was glued to TV sets—when the announcer interrupted and said: "We now return you to our studios for the regularly scheduled children's hour."

It's rumored that at least one frustrated sports fan in Wales thereupon blew his brains out.

In September, 1955, the British government decided to form the ITA—Independent Television Authority. ITA, a government agency under the Postmaster General, owns all TV facilities.

ITA normally doesn't broadcast but grants concessions to four private program contractors. These

companies get their revenue from commercials sold adjacent to, or within their programs.

ITA now regularly commands 70 to 90 per cent of the TV audience. Older sets that can only receive BBC-TV are now being converted at the rate of 2,500,000 a month. Altho \$28 million in advertising was sold the first year, this fell about \$8 million short of the break-even point.

According to Sir Robert Fraser, this was because of lack of experience in planning campaigns and failure to judge costs in relation to sales. Sir Robert believes that commercial TV will break even this year, make up its initial loss next year, and go swimmingly on from there.

On February 16 another decision was reached. The 6 to 7 p.m. hiatus in TV programming designed to get the children to bed was declared unsuccessful. A survey showed that the children peeked thru bannister railings, and in general stayed up by the thousands watching TV until 10 p.m. or later.

The great difference in U. S. and British TV is that ITA forbids program sponsorship. Advertisers, therefore, do not control programming.

In Italy (another example of the combination system), only four commercials are transmitted each day between 8:50 and 9:00 p.m., seven days a week, falling between the news and the big show of the evening. No live commercials are allowed. The film commercial is two and one-fourth minutes long but only 20 seconds of this time may be devoted to actual selling, the remaining one minute and 55 seconds of the "commercial time" can show anything considered quality entertainment.

No commission is allowable and the ad agency must negotiate with their client for charges. Radio Television Italiana (RAI) also receives revenue from licenses on receivers and taxes levied on sales of equipment. The peak Italian TV audience is 8,000,000, and averages about 4,000,000.

## Monopoly Control

Radiodiffusion Television Francaise depends directly on the Ministry of Information and is a good example of the monopoly system of TV control.

No commercial broadcasting is allowed.

By 1959 there will be 45 transmitters covering 95 per cent of the population. At present there are 443,000 receivers. TV clubs have developed and 700 schools have receivers.

Regular telecasts were first made in 1935, therefore it is one of the oldest services in existence. General programs are varied in scope and content, including drama, films, newsreels, sports, panel shows and Eurovision. France produces its own equipment, and licenses its receivers.

RTF and BBC-TV pioneered Eurovision programs, a network linking together eight European countries: The United Kingdom, Switzerland, Netherlands, Italy, German Federal Republic, France, Denmark and Belgium. This network has stimulated TV in all countries concerned and has been enthusiastically received by all who view it.

Eurovision and similar projects elsewhere offer great hope for a world of peace and mutual understanding. There is an increase of broadcasts between the U. S. and Canada, a Stratovision relay to Cuba, increasing exchange of film

# international

## TV FILM SPOTLIGHT

# TALLYHO! BRITISH-U. S. JOINT FILMING BOOMS

Seven Co-Productions Rolling For Anglo-American TV Markets

By LEIGH VANCE

LONDON—With the end of the second year of commercial television here due in a few weeks, there is an increasingly heavy influx of American capital and talent now flowing this way after the hiatus which followed some of the disastrous joint Anglo-American film ventures which marred the early days.

Altho individual film deals vary widely, the kind now generally being set between American and British interests involves an equal investment stake. For this the American backer gets the full U. S. return and the British contractors—who generally chip in use of their own studios as part of the deal—get the screening of the series for their own stations here plus proportionate global TV and screen rights elsewhere.

Some scared producers claim that the benefits of production here are almost equally offset by the snags, but the remaining plusses

seem high enough to attract a steady flow of American film makers and would-be producers, who hit town bearing anything from a synopsis on the back of an envelope to a full, signed distribution deal. Because the unions have not yet got around to an effective global residual contract the cost advantages to producers from that field alone can be substantial. On the other hand, production costs are no longer sensationally lower than those of an equivalent-quality series in the States.

But despite this there is a growing tide of joint Anglo-American series being lensed here this moment. At British National studios there is Jules Buck's "O. S. S.," sharing the roof with Television Programs of America's "New Adventures of Charlie Chan." Official Films has just lensed the first thrust in the "Sword of Freedom" series at Twickenham, while continuing that Sherwood evergreen "Robin Hood" over at Nettlefold, in deals with Hannah Wein-

stein, Sapphire Films and I. T. P. The camera has just opened its eye on Sheldon Reynolds' "Dick and the Duchess" on the M-G-M lot in Boreham Wood, while across the way at their own studios the Danziger brothers are into their fourth year of the London-located "Mark Saber" series. At Associated British "The New Adventures of Martin Kane," produced by Harry Alan Towers in association with Ziv, has racked up the thirtieth picture in the first British-based series ever deliberately designed for American syndication sale.

There are also some fancy projects stacking up in the wings. Screen Gems, which has Jack Kron planning a big schedule which should see six series in production by the end of 1958, is currently readying "Ivanhoe" under the executive hand of Irving Starr. Bernie Luber's Ardleigh Films, whose first 13 "Overseas Press Club" are now being screened on ABC Television here are waiting to

(Continued on page 48)

# U. S. Vidfilm Branch Offices Selling in Other Lands

Death of a Salesman—that might well be the story of foreign-based sales reps for U. S. companies selling language-dubbed telefilms in the overseas market. With the exception of a handful of companies like CBS Film, Screen Gems and Ziv, most American vidfilmers can't afford to maintain a full-time or even part-time salesman in a permanent overseas location.

The existing world-wide market, however, is usually covered by means of another type of sales exec—high-level sales brass who travel on a smile and an international plane ticket. Making periodic sales swings, such veterans as TPA's Manny Reiner, NTA's Sam Gang, Official's Seymour Reed, an exec v.-p., Guild's Art Gross are likely to pop up in Rio or Hong Kong or Monaco to close telefilm sales deals, with a New York cable address as their home base.

As the foreign market expands, these jet-age "drummers" are likely to be in charge of growing teams of permanently based overseas salesmen. Meanwhile, list of sales offices below—which excludes purely British and Canadian reps—are chief telefilm outlets in foreign lands.

and kinescopes between countries. There is a tremendous move to increase relays between nations.

In the near future, a twist of the dial may bring you a horse race from Cuba or a Geisha dancer from Tokyo.

## CBS TELEVISION FILM SALES

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Castillano Hilton Hotel  
Henri Grunman, Sales Dir.

(Covers Spain, and covers as well Latin-American market)

STOCKHOLM: CBS Television Film Sales

18 Sturegatan  
Wilfrid Fleisher, Sales Agent  
(Covers Scandinavian countries)

PARIS: CBS Television Film Sales

116 Champs Elysees  
Jean-Paul Blondeau, Sales Agent  
(Covers Continental Europe)

## FREMANTLE OVERSEAS TV

LONDON: Paul P. Piech & Assoc.

156 Kingshill Dr.  
Kenton, Middlesex  
Paul P. Piech  
Phone: Wordsworth 0489  
(Covers Great Britain and Europe)

CARACAS: TV Programs de Venezuela

Apartado 2769  
Jules Rosen  
Phone: 56-315  
(Covers Venezuela and Latin-America)

## GUILD FILMS

LONDON: Guild Films, Ltd.  
41-43 Wardour Street  
Geoffrey Bernerd, Manager  
(Covers Europe)

PANAMA CITY: Guild Television International, S. A.  
8-40 Central Ave., Carolus, S. A.  
(Covers Latin and South America)

## SCREEN GEMS INTERNATIONAL

MEXICO CITY: Screen Gems de Mexico, S. A.

Monterrey 104, Desp. 107  
John Manson, v.-p. and sales manager  
Phone: Mexico City 11-8804  
(Covers Mexico and Latin-America)

LONDON: Screen Gems, Ltd.  
142-150 Wardour Street  
John Cron, managing director  
Phone: Girard 4321  
(Covers Great Britain and Europe)

## ZIV INTERNATIONAL

MEXICO CITY: Ziv International de Mexico, S. A.

Villalongin 196  
Monte Kleban, Sales Dir.  
Phone: 11-4409  
(Covers Latin and Central American market)

PARIS: Ziv International

PARIS: Ziv International de France Cie.  
11 Rue Jacques Dulud  
Neuilly s/Seine, Paris  
Joseph Brandel, Sales Dir.  
(Covers European area)

CARACAS: Ziv International de Venezuela, S. A.  
Apto. 6353  
Don Omeara, Sales Div.  
(Covers South America)

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"BOSTON BLACKIE" 	Starring Kent Taylor as "Blackie", Lois Collier as "Mary", Frank Orth as "Farraday"	"MAN CALLED X" 	Starring Barry Sullivan	"YESTERDAY'S NEWSREEL"
"MR. DISTRICT ATTORNEY" 	Starring David Brian	"EDDIE CANTOR COMEDY THEATRE" 	Starring Eddie Cantor	"FAVORITE STORY"

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- CERVECIA CUAUHEMOC, S.A.
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- CERVECIA TROPICAL
- PHILIPS RADIO & TV
- HAZEL BISHOP
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LAST YEAR OVER 10,750  
ZIV HALF HOURS APPEARED  
ON FOREIGN TV SCREENS!

# EIGN LANGUAGES!

## ZIV SHOWS GET RATINGS, RENEWALS, RESULTS!



Starring  
Wendell  
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With a  
brilliant new  
cast every  
week.

"I LED 3 LIVES"



Starring  
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Television  
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Yesteryear!

"DR. CHRISTIAN"



Starring  
Macdonald  
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with your  
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Starring  
Ann Baker as  
"Corliss"  
Bobby Ellis as  
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- "CISCO KID" RENEWED 4TH YEAR IN PUERTO RICO BY PET MILK. In special "autograph photo" offer, CISCO pulled 134,000 Pet Milk labels.
- "FAVORITE STORY" SPONSORED BY GENERAL ELECTRIC IN MEXICO CITY completely sold out entire stock of steam irons within two weeks . . . a heavily taxed "luxury item" in the Mexican market.
- "HIGHWAY PATROL" RENEWED 3RD YEAR IN UNITED KINGDOM. Consistently rated among England's "TOP TEN," HIGHWAY recently rated No. 3 among all programs all week in London.

WHERE RATINGS ARE AVAILABLE  
**ZIV SHOWS ARE FAVORITES**

HIGHWAY PATROL . . . . . 53.5 in London  
I LED 3 LIVES . . . . . 51.0 in London  
SCIENCE FICTION THEATRE . . . . . 42.0 in Mexico City  
CISCO KID . . . . . 69.5 in Puerto Rico

WHEREVER YOUR MARKET . . .  
WHATEVER ITS LANGUAGE  
**ZIV SHOWS ARE  
READY TO WIN  
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**Over 1200 Great Motion Pictures**

**WARNER BROS. FEATURES\***

The best pictures from the best years of Hollywood's foremost studio! Over 40 major Academy Awards. Grossed a Billion Dollars in admissions. Hundreds of the finest stories ever filmed. Dozens of the world's most famous stars. Great entertainment now drawing millions of Americans to television screens and theatre box-offices. Setting new records everywhere.

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A harvest of Hit Movies from United Artists, RKO, Fox, Universal, Paramount, Allied Artists and other top producers. Loaded with internationally famous stars. Overflowing with all-time high audience entertainment values.

**Thousands of Great Cartoons and Shorts**

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The best loved cartoon characters in all the world! Merrie Melodies and Looney Tunes, Bugs Bunny, Porky Pig, Sylvester The Cat, Tweety, Elmer Fudd, Pepe le Pew, Foghorn Leghorn, Daffy Duck, Henery Hawk, Sniffles, Hippety Hopper, Yosemite Sam and all the other favorites.

**POPEYE CARTOONS\***

The beloved and laughable spinach-eating sailor known all over the world through comics and films. His heroic and laugh-provoking antics have made him a favorite with children and adults. With Olive Oyl, Wimpy, Bluto, Sweet-pea and all the other familiar comedy characters.

**WARNER BROS. SHORT SUBJECTS\***

The cream of the audience-pleasing one-, two-, three-, and four-reelers to which this great studio has devoted as much care as to its features. Many exciting and wonderful subjects—humor, sports, music, history, adventure, travel and many more.

\* Rights reserved by producers in certain territories.



# Artists Productions, Corp.

## Distributor of Films for Television and Theatre.

# World Television markets major studio film vaults!

*on theatrical release and re-release*

### Hundreds of Great Made-for-Television Programs

#### "DOUGLAS FAIRBANKS, Jr. PRESENTS"

One of the top internationally famous stars has personally produced this high-ranking series of half-hour dramatic plays. In addition, he acts as host and frequent star of the dramas, set in the most glamorous and exotic world capitals. A long-time favorite United States and United Kingdom television program.

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The be-whiskered star has built a motion picture and television following of millions and millions in his long and colorful acting career. In this specially-produced series of half-hour television Westerns he combines authentic Western action and adventure with laughs and human interest, aided by some of the old-time great Western heroes, including Hoot Gibson, Buster Crabbe, Eddie Dean, Tex Ritter and others.

#### "CANDID CAMERA"

People in their unguarded moments are often more fascinating than the best of contrived stories and elaborate productions. The hidden camera catches people from all walks of life in unrehearsed reactions to unusual situations in this extremely well received series of half-hour and fifteen-minute films.

#### "JOHNNY JUPITER"

Space travel is the newest and most interesting subject to hold the attention of younger television viewers, as has been amply proved on stations in every part of the United States. This specially-produced series of half-hour space-adventure films aimed at children attracts a good share of adults as well.

#### JAZZ SERIES

Nothing cuts across international borders of language and customs as quickly as good American jazz. This series of one-reelers features such musical greats as Billy Eckstein, Lucky Millinder, Dizzy Gillespie, Ann Mae Winburn and others, playing and singing the music that is America's greatest contribution to international entertainment.

For complete details on the  
exhibition of these pictures for  
television or theatre, write or cable today.  
MR. NORMAN KATZ, Foreign Department

**a.a.p.** inc.

Distributors for Associated Artists Productions Corp.  
345 Madison Ave., New York City

CABLE ADDRESS "ELIHYMAN"



# U. S. TELEFILMS DUBBED INTO OTHER LANGUAGES

The list below is a summary of American telefilms dubbed into foreign languages for sale in the overseas market. Virtually all, unless noted otherwise, are half-hour telefilms. All are 16 mm. versions. The number of episodes available follow the title.

Listings are divided by the four language groups which represent about 85 per cent of the re-voicing of sound tracks which has been done to date—Spanish, French, German and Italian. Not listed are English-language versions for English-speaking markets—which is usually any and every film property to which a distributor has overseas rights—and subtitled films and features for use in countries not as yet economically able to support dubbing operations.

U. S. telefilms, using subtitles to hurdle the language barrier, are now available from Ziv International, Screen Gems, NBC Television Film and others in a wide variety of other languages, ranging from Danish and Portuguese to Japanese and even Tagalog. Other firms like Official, Guild or CBS Television Film frequently sell telefilms to run in English on overseas, non-English-speaking TV outlets. These are primarily films which are fairly obvious in their meaning to audiences, such as action shows, cartoons, or music.

## SPANISH

### ABC FILM SYNDICATION

Passport to Danger (39)  
Racket Squad (39)

### CBS TELEVISION FILM SALES

I Love Lucy (39)  
You Are There (39)  
The Whistler (39)  
Assignment Foreign Legion (26)  
San Francisco Beat (39)

### FREMANTLE OVERSEAS TV

Armchair Adventure (104)  
Jungle (39)  
Animal Time (104-15 mins.)  
Movie Museum (160-15 mins.)  
Crusade in the Pacific (26)  
The Big Fights (52)  
Encyclopedia Britannica (300-1 reel)  
Feature Films (Approx. 100-subtitled)

### GUILD FILMS

Captain David Grief (Dubbing 39)  
I Spy (Dubbing 39)  
Kingdom of the Sea (Dubbing 39)

### MCA-TV, LTD.

Alfred Hitchcock Presents (Dubbing 39)  
Dragnet (Dubbing 39)

### NATIONAL TELEFILM ASSOCIATES

Sheriff of Cochise (78)  
Official Detective (39)  
China Smith (39)  
Feature Film Package (9-Sub-

titled) (Contains "Trio," "Encore," "Good Sam," "Guest Wife" with deals pending for Kramer group including "High Noon.")

### OFFICIAL FILMS

Foreign Intrigue (3 cycles of 39 ea.)  
This Is Your Music (26)  
Robin Hood (39)

### SCREEN GEMS INTERNATIONAL

Adventures of Rin Tin Tin (78)  
All Star Theater (121)  
Father Knows Best (39)  
77th Bengal Lancers (26)  
Jungle Jim (26)  
Circus Boy (36)  
Tales of the Texas Rangers (26)  
Patti Page Show (78-15 min.)  
Feature Film Packages (Subtitled)

General Features—49  
Mystery Features—32  
Other types—20  
TV Cartoons (English)  
Krazy Kat, Scrappy—156

### TELEVISION PROGRAMS OF AMERICA

Count of Monte Cristo (39)  
Fury (39)  
Hawkeye and the Last of the Mohicans (39)  
New Adventures of Charlie Chan (39)  
Lassie (26)  
Susie (39)  
Stage 7 (39)  
Mystery Is My Business (32)  
Lone Ranger (39)

### ZIV INTERNATIONAL

New Adventures of Martin Kane (39)  
Science Fiction Theater (78)  
Harbor Command (39)  
Cisco Kid (104)  
Boston Blackie (52)  
The Unexpected (39)  
Favorite Story (78)  
Highway Patrol (117)  
Man Called X (39)  
Mr. District Attorney (78)  
I Led Three Lives (39)  
Dr. Christian (39)  
Yesterday's Newsreel (104)

## FRENCH

### ABC FILM SYNDICATION

John Kieran's Kaleidoscope (104)  
Three Musketeers (39)

### CBS TELEVISION FILM SALES

Brave Eagle (26)

### FREMANTLE OVERSEAS TV

Armchair Adventure (39)  
Movie Museum (160)  
Animal Time (104)  
The Big Fights (26)  
Hopalong Cassidy Features (27-Subtitled)  
Cartoon Shorts (100-Subtitled)

### GUILD FILMS

Kingdom of the Sea (Dubbing 39)

### MCA-TV, LTD.

Alfred Hitchcock Presents (Dubbing 39)

### NBC TELEVISION FILMS

Life of Riley (39)  
Victory at Sea (39)

### SCREEN GEMS INTERNATIONAL

Adventures of Rin Tin Tin (78)  
All Star Theater (84)  
Patti Page Show (78)  
Circus Boy (78)  
Feature Films (Various) (Total 60)

### TELEVISION PROGRAMS OF AMERICA

Count of Monte Cristo (39)  
Hawkeye & the Last of the Mohicans (39)  
Ramar of the Jungle (39)

### ZIV INTERNATIONAL

Mr. District Attorney (13)  
Science Fiction Theater (13)  
Cisco Kid (13)

## GERMAN

### ABC FILM SYNDICATION

Douglas Fairbanks Presents (13)  
Three Musketeers (26)

### FREMANTLE OVERSEAS TV

Movie Museum (160)  
Encyclopedia Britannica (300-various length)

### SCREEN GEMS INTERNATIONAL

Adventures of Rin Tin Tin (39)  
All Star Theater (26)  
Circus Boy (13)  
Big Playback (52)  
Patti Page Show (78-15 min.)  
Father Knows Best (26)

### TELEVISION PROGRAMS OF AMERICA

Lassie (6)  
Fury (6)  
Susie (6)

### ZIV INTERNATIONAL

Favorite Story (13)  
Mr. District Attorney (13)

## ITALIAN

### SCREEN GEMS INTERNATIONAL

Adventures of Rin Tin Tin (26)  
All Star Theater (26)  
Circus Boy (13)  
Jet Jackson (13)  
Jungle Jim (13)  
77th Bengal Lancers (13)  
Feature Films (various) (30)  
Krazy Kat, Scrappy Cartoons (156-English)

### ZIV INTERNATIONAL

Cisco Kid (26)  
Boston Blackie (7)  
The Unexpected (13)  
Favorite Story (26)  
Mr. District Attorney (6)  
Science Fiction Theater (13)  
Highway Patrol (13)

# AROUND THE WORLD IN 80 SECONDS VIA VIDEO

Penetration of television as a communications medium is now world-wide. Including the U. S., more than 60,000,000 families now look to TV for entertainment, information and news.

Set figures on world-wide TV below were compiled by The Billboard from various industry sources, including film distributors, TV broadcasters and UNESCO. Arranged by geographic areas, they represent a conservative estimate of operating sets.

## International TV Set Count

### European Area—Total 9,047,125

Algeria	125	Holland	100,000
Austria	10,000	Italy	500,000
Belgium	135,000	Luxembourg	1,500
Denmark	40,000	Monaco	5,000
Finland	2,000	Morocco	5,500
France	550,000	Norway	500
Great Britain	6,600,000	Poland	6,000
Germany (West)	1,000,000	Spain	3,000
Germany (East)	100,000	Sweden	30,000
		Switzerland	25,000

### Latin-American Area—Total 1,672,000

Argentina	100,000	El Salvador	1,000
Brazil	650,000	Guatemala	12,500
Colombia	100,000	Mexico	300,000
Cuba	350,000	Panama (Canal Zone)	3,500
Dominican Republic	5,000	Venezuela	150,000

### Eastern Pacific Area—Total 791,000

Australia	75,000	Korea	1,000
Hong Kong	2,500	Philippines	12,500
Japan	700,000		

### U. S. and Canada—Total 47,000,000

Canada	2,750,000	United States	44,000,000
Puerto Rico	250,000		

# Features: The Few And the Far-Between

• Continued from page 19

titles for January release, possibly tapping such titles as "Barefoot Contessa," "Summertime," "Alexander the Great" and Sheldon Reynolds' feature-length "Foreign Intrigue," as well as the Hecht-Hill-Lancaster output, including "Marty."

Atlantic Television is now putting a 13-title package into release which, according to v.p. Dave Bader, will consist of films—mostly leased overseas with American stars in the leads in various co-production deals—all of which are only a year or two old, except for two titles dating previously. Titles include "Court Intrigue" with Madeleine Carroll, "Men of Sherwood Forest" with Don Taylor, "Passport to Treason," with Rod Cameron, and "Devil and Miss Jones" with Jean Arthur.

In the "possibility" category of post-1948 product for TV release is J. Arthur Rank Film Distributors of America. This U. S. distribution offshoot of the British film giant is currently avoiding talk of TV—preferring to concentrate on theaters, with such films as "Third Key" and "Doctor At Large"—but is reportedly thinking of starting a trickle of film to TV in small packages in about six months.

Rank film product has already played TV circuits in previous deals set by Robert Benjamin and J. Arthur Rank, Inc. (not the same firm) with ABC, which includes such titles as "Man in the White Suit," "Seventh Veil" and "Great Expectations."

Universal's first batch for TV via Screen Gems is likely to be in the

form of a special package of hair-raisers and horror films, featuring the "Frankenstein" cycle, the "Dracula" and "Mummy" pictures, and various other filmed fugitives from Charles Addams, nearly all leased before 1948. In the works, too, is an across-the-board package of about 50 "general" features to be released by Screen Gems, probably a mixture of Columbia Pictures and Universal product ranging from a few first-rank blockbusters down to some studio potboilers to fill out the list. Similar "general" packages are due to come out of Screen Gems every six months or so until the combined Columbia-Universal backlog—some 1,300 films—is in circulation.

Stations which have bought the Warner or Metro libraries will have regular controlled feedings of film product coming their way. Associated Artists Productions has been holding back 52 titles, like "Casablanca" and "White Heat," for theatrical distribution until after Sept. 15 (it's next July 15 in the New York market), and many of these will be finding their way onto TV screens this fall. Metro will also feed some key titles along in small batches in a deal that stretches over five years, with the first 13 pictures due to come some two years after a station signs for the Metro buy.

A further checkup by The Billboard among other feature distributors shows a number of deals for new and old product being hatched, but nothing having developed to a package stage.

# HONG KONG CALLING!

Following is an excerpt from a letter received by Screen Gems Sales Vice-President, John H. Mitchell, from Roy Dunlap who, Mr. Mitchell states, "runs the television station in Hong Kong."

"In the June 10 issue of THE BILLBOARD, we noticed a full page advertisement on "The Adventures of Pow Wow," being 5 minute animated cartoons for Children. These look interesting, and we wonder what the license fee might be for the entire service."

*In any Language...*  
*This address means profits for you!*



## NATIONAL TELEFILM ASSOCIATES, INC.

60 WEST 55TH STREET • NEW YORK 19, N. Y. • PLAZA 7-2100 • CABLE: NATTELFILM

BRANCH OFFICES  
 BOSTON, MASSACHUSETTS  
 CHICAGO, ILLINOIS  
 DALLAS, TEXAS  
 HOLLYWOOD, CALIF.  
 MEMPHIS, TENN.  
 WINDSOR, ONTARIO, CANADA

### To Our English TV Friends:



We're now making available, for TV and Theatrical Exhibition, great feature films, exciting half-hour programs, famous short subjects and favorite cartoons. When you deal with NTA, you always want what you buy because you only buy what you want. Your showmanship picks the hits that serve you best. Check the list. Cable us for details.

Oliver A. Unger  
 Executive Vice President

### A Nos Amis Français de la Télévision,



Nous mettons maintenant à votre disposition des films à long métrage, des programmes passionnants d'une demi-heure, des films documentaires célèbres et des cartoons animés préférés du public, dans votre langue, à l'usage de la télévision et pour projection dans les cinémas. Quand vous négociez avec la NTA, vous voulez toujours ce que vous achetez parce que vous n'achetez que ce que vous voulez. Votre discernement vous permet de choisir les succès qui serviront vos intérêts. Examinez la liste. Télégraphiez-nous pour les détails. Veuillez agréer, Messieurs, l'expression de nos sentiments les plus distingués.

Oliver A. Unger

### Ai Nostri Amici Italiani della Televisione:



Desideriamo informarvi d'avere ora disponibili nella Vostra lingua, per proiezioni televisive e cinematografiche, film di successo a lungo metraggio, affascinanti programmi di mezz'ora, famosi cortimetraggi e popolari cartoni animati. Nel trattare con la NTA, vorrete sempre quanto comprenderete perché acquisterete solamente ciò che vorrete. Il Vostro buon giudizio Vi guiderà nella scelta dei successi atti a darVi il miglior servizio. Studiate l'elenco. Telegrafateci per ulteriori informazioni. In attesa di Vostro gradito riscontro, distintamente Vi salutiamo.

Oliver A. Unger

### A nuestros amigos de la TV en español:



Nos es muy grato comunicarle que actualmente tenemos disponibles en su idioma, para la televisión y para exhibir en teatros, destacadas películas de largo metraje, extraordinarios programas de media hora, interesantísimos tópicos cortos, y las cintas favoritas de caricatura. Cuando usted trata con la NTA, siempre quiere lo que compra porque solamente compra lo que quiere. Usted mismo es el que escoge las films que más le sirven. Vea usted la lista. Cablegráfienos solicitando detalles. Siempre a sus gratas órdenes, nos subscribimos ss. ss. y amigos.

Oliver A. Unger

### An unsere deutschen Fernsehfreunde:



Wir stellen Ihnen jetzt grosse Spielfilme, atemberaubende halbstündige Programme, aktuelle Kurzfilme und die beliebtesten Trickfilme in Ihrer Sprache für die Fernseh- und Lichtspielhaus-Vorführung zur Verfügung. Wenn Sie von NTA beziehen, so werden Sie immer befriedigt, denn Sie bestellen ja nur, was Sie wirklich wünschen. Ihre Geschicklichkeit wählt die erfolgreichen Nummern, die Ihnen am besten dienen (siehe Liste). Kabeln Sie uns um Einzelheiten.

Mit freundlichen Grüßen  
 Oliver A. Unger

#### MOTION PICTURES

##### HIGH NOON

Gary Cooper  
 Grace Kelly

##### BELLS OF ST. MARY'S

Ingrid Bergman  
 Bing Crosby

##### CYRANO DE BERGERAC

José Ferrer

And Many Others of Equal Quality

#### HALF-HOUR PROGRAMS

##### OFFICIAL DETECTIVE

Exciting new action-packed thriller produced for NTA by Desilu.

##### THE SHERIFF OF COCHISE

(in Spanish)

Terrific adventure series that will duplicate its great success in the U.S.

##### HOW TO MARRY A MILLIONAIRE

"Oh, those beautiful girls" — produced for NTA by 20th Century Fox.

#### CARTOONS AND SHORT SUBJECTS

##### LITTLE LULU

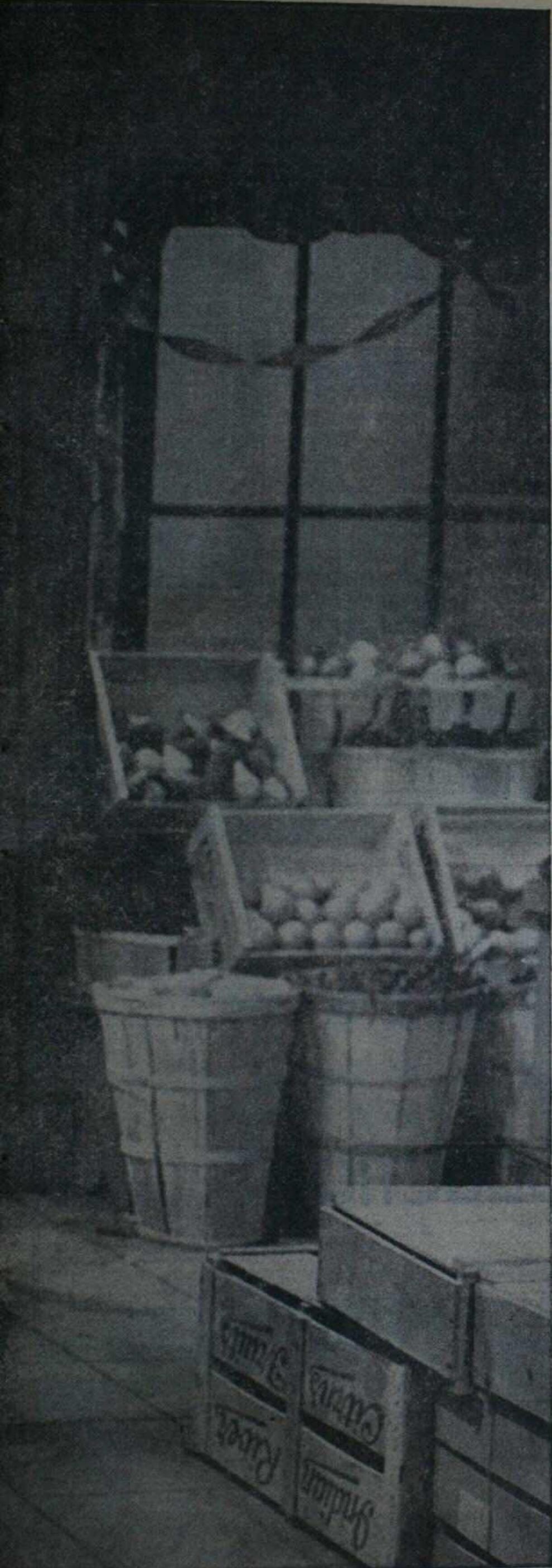
##### UNUSUAL OCCUPATIONS

Fascinating ways people earn a living all over the globe.

##### SPEAKING OF ANIMALS

The academy award winning series in which the animals talk.





# Smart customer...

Trust MAMA to spend money wisely. Her newly syndicated series is helping advertisers across the nation get the most for their dollars. Nationwide Insurance Company has bought MAMA in 32 markets in a ten-state region, and a number of other major areas have been sold, but your market may still be available. If you're a smart customer, you'll place your order now for 26 half-hours of MAMA (16 are brand-new). Because, as *Variety* notes, "MAMA is burning up the syndicated track!"\*

## **CBS Television Film Sales, Inc.**

*"...the best film programs for all stations"* 

*\*Here are three other typical press comments:*

HARRIET VAN HORNE, N. Y. WORLD-TELEGRAM & SUN: "I wouldn't dream of going out and missing Mama. Here is television at the top of its form."

BEN GROSS, N. Y. DAILY NEWS: "Mama is one of the most entertaining series on television."

TV GUIDE: "Probably no other show in history has wormed its way more solidly into the affections of the viewing public."

*Audiences agree. Mama averaged first in her time period during a four-year run on CBS Television, with an average 45.3% Nielsen share of audience.*

## NEW FACES, ANYONE?

## Strong, Silent Types Rule Roost on Webs

By BOB BERNSTEIN

There was a time in TV when bright young musical comedy types got the big break on regular TV shows in droves. Jonathan Winters, Pat Carroll, Jeannie Carson, Dick Shawn and a hundred others were catapulted into 10 million homes and new faces became new stars by renewal time. The coming year promises introduction of a smaller number of

newcomers than any of the past five seasons, few, if any, headed for song, dance and snappy patter exposure. Hugh O'Brian will be multiplied tenfold by the ascendancy of strong, silent Western heroes, followed by a few trenchcoat debuts and a couple of comedy characterizations. But the week-to-week jokesters, the zanies, the twinkletoes and the song belters will be confined to video veterans.

The three networks have com-

bined efforts to promote a film leading man, whose composite is a 6'2" rugged darer, with black hair, slow smile, cleft chin and low-pitched voice. Into this composite, with minor variations, fall the idols of our coming fan clubs:

Wayde Preston, "Colt '45"; James Garner, "Maverick"; Guy Williams, "Zorro"; Will Hutchins, "Sugarfoot"; Ron Randell, "O.S.S."; Lee Marvin, "Manhunt"; Bob Horton, "Wagon Train"; Adam Kennedy, "The Californians"; Pat O'Neill, "Dick and the Duchess"; Robert Culp, "Trackdown"; Raymond Burr, "Perry Mason."

They're mostly contract players or free-lancers working for major Hollywood studios. Some, like Randell and Burr, have a healthy list of feature film credits but no real national fame in any media.

Their average age, 33, is a half-dozen years above the revue performers nurtured by the webs in past seasons.

Showcases for live talent will be absent, except for the perennial Ted Mack "Amateur Hour" and Arthur Godfrey "Talent Scouts." Guest performers will be utilized more than ever, but the webs, producers, hosts and sponsors want big names. Debut opportunities will come, however, to European stars unknown here, with a mad rush on this summer by the Ed Sullivans and Steve Allens to line up acts from the Continent.

The one performer who may emerge in a regular berth on the live TV side is Dick Clark. He's 6'2", rugged, slow smile, cleft chin and low-pitched voice, too, tho his ABC-TV "American Bandstand" is

daytime variety rather than Western or mystery.

A rash of stars will be getting series for the first time, including Guy Mitchell, Pat Boone, Gisele MacKenzie, John Forsythe, Walter Brennan, Patrice Munsel and John Payne, but it's a stretch to call them new faces, even in television.

With the emphasis of fall programmers weighted heavily toward quiet virility, the fair sex takes a talent beating this year. The mere handful of pretty girls who will be afforded a stepping-stone to weekly exposure includes Hilda Court, "Dick and the Duchess"; Kathy Nolan, "The Real McCoy"; Barbara Hale, "Perry Mason," who is new to TV but a minor Hollywood luminary, and Phyllis Kirk, "The Thin Man."

The casts of the numerous film series include many old hands on TV. Some, like Paul Burke, are getting a second chance at making weekly friends. Burke was featured in "Noah's Ark" last year; now he has a plum role in "Hambourmaster," supporting Barry Sullivan. Others, like Sullivan, Evelyn Arden and Joan Caulfield, will reappear this fall in new TV guise.

CBS-TV, which expanded its casting department last year and leaked plans for a talent development program, and NBC-TV, which gave up the ghost on its active talent development program, are seemingly relaxing all such efforts in favor of "name" performers. "They are and always will be insurance," says one NBC exec. Even audience participation producers are sticking to names for new quiz hosts, panelists and variety emcees.

The bright spot on the horizon is "Your Hit Parade," which has gathered an entirely new cast such as Tommy Leonetti and J. Corey—and staff, after riding for years with a bunch of regular

## BOSTONIANS ARE WATCHING TOP STARS IN GREAT FILMS ON WBZ-TV

BOSTON



"Hollywood Playhouse"	Mon.-Fri. 1:00 P.M.
"Boston Movielime"	Mon.-Fri. 4:45 P.M.
"Hollywood's Best"	Everynite 11:15 P.M.
"Saturday Movielime"	Sat. 5:30 P.M.
"Pleasure Playhouse"	Sun. 5:30 P.M.



FOR AVAILABILITIES CALL JIM ALLEN, WBZ-TV SALES MANAGER, at ALgonquin 4-5670, or A. W. "BINK" DANNENBAUM, WBC Vice-President — Sales, Murray Hill 7-0808, New York.

### WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, Fort Wayne; KEX, Portland, Oregon; KPIX, San Francisco; WIND, Chicago; WJZ-TV, Baltimore; WBZ-TV • WBZ + WBZA, Boston; KDKA • KDKA-TV, Pittsburgh; KYW • KYW-TV, Cleveland;

KPIX represented by THE KATZ AGENCY, INC.

All other WBC Stations represented by PETERS, GRIFFIN, WOODWARD, INC.

# CORONET PRODUCTIONS



# 26 MEN

**thundering  
out of  
the West**



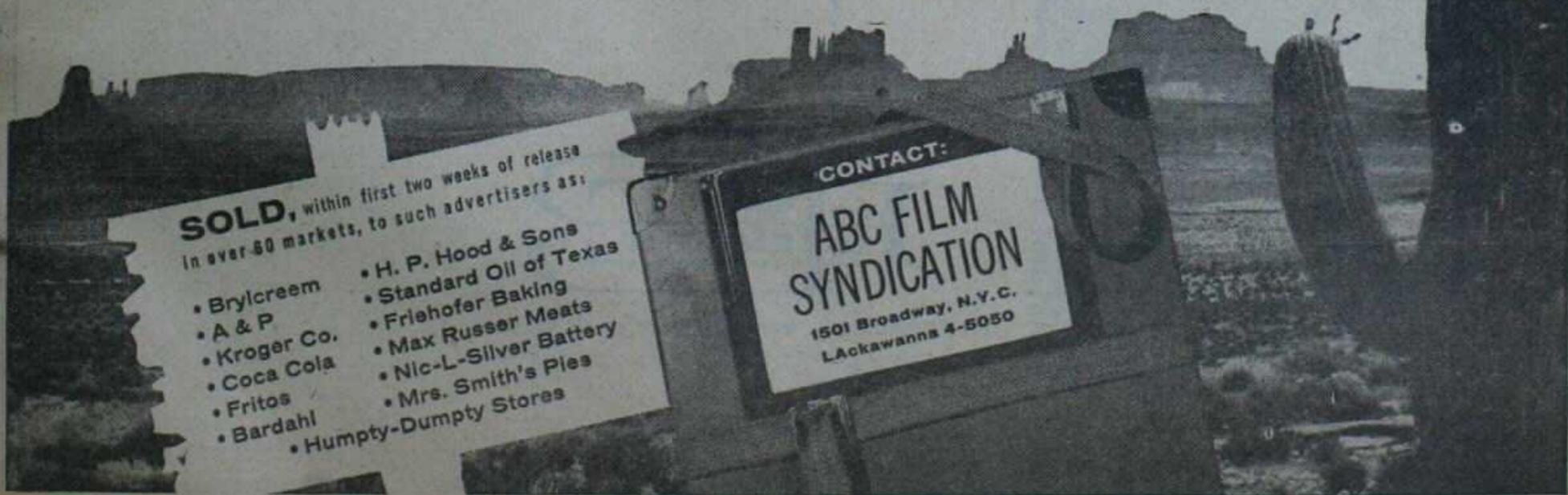
... The 26 daring Arizona Rangers tamed America's last wild territory... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

*new!* **ADULT** *action!*  
**WESTERN**

**SOLD**, within first two weeks of release  
in over 80 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- H. P. Hood & Sons
- Standard Oil of Texas
- Frihofer Baking
- Max Russel Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies
- Humpty-Dumpty Stores

**CONTACT:**  
**ABC FILM  
SYNDICATION**  
1501 Broadway, N.Y.C.  
Lackawanna 4-5050



# Syndication Upbeat: Buyers Face 31-Show Choice Today

## Station Purchases, Client Interest Spark 25-40% Gain in Launchings

There will be an increase of at least 25 per cent, and possibly as much as 40 per cent, in first-run product made available for syndication this fall. The figure is especially significant in that, for the previous three years, the number of new programs released remained exactly the same (see accompanying chart.)

According to a check of distrib-

utors, 31 first-run syndicated series will be made available to stations this season. Altho a few of these are still indefinite, it appears that the past year's total of 22 will be topped by at least four or five new programs.

Actually, the fact that over the span of the 1956-'57 season 22 first-run shows were produced for syndication is perhaps more re-

markable than anything else. Only a year ago many execs in the industry felt that syndication was a sick creature, and might not even survive.

What has happened to change the picture since syndication stood at the crossroads a year ago? At that time it was felt that there were seven factors contributing to the letdown in business:

(1) The lapse of time between investment and income for a producer; (2) a paucity of Class A time on stations; (3) rising production costs, not balanced by a concomitant increase in income; (4) the 40 per cent distribution fee; (5) the opening of more network time to sponsors, due to the rise of ABC; (6) the trend toward multiple sponsorship, and (7) the net practice of spotting reruns as strip shows.

Unmentioned, but perhaps as significant as all the above factors combined, was the indecision on the part of producers and distributors because of the flood of feature films, and how they would affect the buying habits of sponsors and stations.

### Underwritten Costs

Most of these factors have now

been resolved to varying degrees. The emergence of station buying groups (KTTV-Westinghouse, Du Mont-Paramount, General Telera-dio) is enabling producers to have a large part of the cost of their shows underwritten prior to production and, possibly, even pre-financed by the stations, thus easing the investment-income lapse.

Stations also, by and large, are running first-run programs in Class A time (Billboard, June 3). As ABC-TV has gained strength and more channels have gone on the air, stations have found that they needed to increase the quality of their programming in order to hold the audience. Syndicated series have proved excellent shows to lead into and follow the net schedules. In some instances, by no means isolated, stations are knocking off net programs to make way for syndicated product.

The nets, by using reruns, have actually helped to create a more favorable climate for first-run product. Multiple sponsorship and the availability of more network time have not hurt the syndicator to any great extent. Altho a few spot sponsors, e.g., Socony-Mobil, are using the webs for the first time, others, e.g., Alka-Seltzer, have gone into spot. Distributors and advertising agencies have become adept at setting up multiple and alternate sponsorship patterns in syndication as well (e.g., "Sheriff of Cochise"). Some programs are being sold to one sponsor on an alternate basis, then to individual stations for local sponsorship on the open week, a resolution which in some cases has simplified the problem considerably.

Features, altho they have drawn some money away from the networks, do not fit into the pattern of most regional sponsors, and have infringed only superficially on the syndicated film field. As a result of this, and the growing

(Continued on page 43)

## BOSTONIANS ARE WATCHING TOP STARS IN GREAT FILMS ON WBZ-TV

**WBZ-TV**  
BOSTON



"Hollywood Playhouse"	Mon.-Fri. 1:00 P.M.
"Boston Movielime"	Mon.-Fri. 4:45 P.M.
"Hollywood's Best"	Everynite 11:15 P.M.
"Saturday Movielime"	Sat. 5:30 P.M.
"Pleasure Playhouse"	Sun. 5:30 P.M.



FOR AVAILABILITIES CALL JIM ALLEN, WBZ-TV SALES MANAGER, at ALgonquin 4-5670, or A. W. "BINK" DANNENBAUM, WBC Vice-President — Sales, MURRAY Hill 7-0808, New York.

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### Many Thanks

... to all of the advertisers, ad agencies and TV Stations who voted TWENTY ONE "Best Quiz or Panel Show" in Billboard's 5th Annual TV Program and Talent Awards Competition.

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Producer, Narrator  
NBC-TV Wednesday, 10 P.M. E.D.T.

**"IT COULD BE YOU"**

Bill Leyden, Emcee  
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12:30 P.M. E.D.T.

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Bob Barker, Emcee  
NBC-TV Monday through Friday  
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Available Immediately

**"END OF THE RAINBOW"**

**"BONANZA"**

**"PLACE THE FACE"**

**"FUNNYBONERS"**

**"FORTUNE UNLIMITED"**

## FILMS SHOOTING NOW FOR 1957 SEASON

Following is a complete list of Film series in production for the upcoming season, broken down by production companies, and also showing the studio or location at which each is being shot.

A question mark (?) indicates a series that is not yet definitely set.

- |   |  |
|---|--|
| <b>Advenco Prods.</b><br>Bold Journey ..... Gen. Svc.   | <b>Walt Disney Prods.</b><br>Disneyland ..... Disney Studios<br>Mark of Zorro ..... Disney Studios<br>Mickey Mouse Club ..... Disney Studios   |
| <b>Arsia Prods.</b><br>Citizen Soldier ..... Europe   | <b>Robert J. Enders, Inc.</b><br>Best of the Post ..... M-G-M  |
| <b>Brennan-Westgate Prods.</b><br>The Real McCoys ..... RKO-Pathe   | <b>Don Feddersen Prods.</b><br>Date With the Angels (filmed by Desilu) ..... Mot. Pict. Ctr.<br>The Millionaire ..... Republic   |
| <b>California National Prods.</b><br>Boots & Saddles ..... Calif. Studios<br>Life of Riley ..... Calif. Studios<br>Union Pacific ..... Calif. Studios   | <b>Filmaster Prods.</b><br>Gunsmoke (for CBS) ..... Calif. Studios<br>Have Gun, Will Travel ..... Calif. Studios   |
| <b>Caul-Ross Prods.</b><br>Sally ..... Paramount  | <b>Filmcraft Prods.</b><br>You Bet Your Life ..... Filmcraft Studio  |
| <b>CBS Film</b><br>The Grey Ghost   | <b>Flamingo Films</b><br>O. S. S. .... Europe  |
| <b>CBS-TV</b><br>Phil Silvers Show ..... New York   | <b>Four Star Films</b><br>Alcoa-Goodyear Theater ..... RKO-Pathe<br>Hey! Jeannie ..... RKO-Pathe<br>Richard Diamond (?) ..... RKO-Pathe<br>Trackdown ..... RKO-Pathe<br>Zane Grey Theater ..... RKO-Pathe<br>Mr. Adam & Eve (for Bridget Prods.) ..... RKO-Pathe |
| <b>Desilu, Inc.</b><br>December Bride ..... Mot. Pict. Ctr.<br>Lucille Ball-Desi Arnaz Show ..... Mot. Pict. Ctr.<br>Official Detective ..... Mot. Pict. Ctr.<br>Sheriff of Cochise ..... Mot. Pict. Ctr.<br>Those Whiting Girls (?) ..... Mot. Pict. Ctr.<br>Walter Winchell File ..... Paramount Sunset<br>Whirlybirds ..... Mot. Pict. Ctr.<br>The Californians (for L. F. Edelman) ..... RKO-Gower<br>Jim Bowie (for L. F. Edelman) ..... RKO-Gower<br>Wyatt Earp (for L. F. Edelman) ..... Mot. Pict. Ctr.<br>Eve Arden Show (for CBS) ..... Mot. Pict. Ctr.<br>The Lineup (for CBS) ..... RKO-Pathe<br>Danny Thomas Show (for Marterto) ..... Mot. Pict. Ctr. | <b>Gallu Prods.</b><br>Navy Log ..... Gen. Svc. Studios  |
|   | <b>Gross-Krasne</b><br>African Patrol ..... Kenya<br>Jungle Boy ..... Kenya  |
|   | <b>John Guedel Prods.</b><br>People Are Funny ..... PAF Playhouse  |
|   | <b>Guild Films</b><br>Captain David Grief ..... Goldwyn Studios  |

- |   |
|---|
| <b>Russell Hayden Prods.</b><br>26 Men ..... Cudia Studio, Phoenix  |
| <b>Hebart Prods.</b><br>Frank Sinatra Show ..... Goldwyn Studio   |
| <b>Lewislor Films</b><br>Loretta Young Show ..... Goldwyn Studio  |
| <b>McCadden Prods.</b><br>Bob Cummings Show ..... Gen. Svc. Studio<br>Burns & Allen ..... Gen. Svc. Studio<br>Panic (for Al Simon) ..... Gen. Svc. Studio<br>People's Choice ..... Gen. Svc. Studio   |
| <b>MGM-TV</b><br>The Thin Man ..... M-G-M   |
| <b>Official Films</b><br>Big Story ..... New York<br>Decoy ..... New York<br>Robin Hood ..... Grt. Britain<br>Sword of Freedom ..... Grt. Britain   |
| <b>Revue Productions (MCA)</b><br>Alfred Hitchcock Presents ..... Republic<br>Bachelor Father ..... Republic<br>Dragnet (Mark VII) ..... Republic<br>G.E. Theater ..... Republic<br>Manhunt ..... Republic<br>Mickey Spillane ..... Republic<br>The Restless Gun ..... Republic<br>Schlitz Playhouse ..... Republic<br>Soldiers of Fortune ..... Republic<br>State Trooper ..... Republic<br>Studio 57 ..... Republic<br>Suspicion ..... Republic<br>Wagon Train ..... Republic<br>Wally and the Beaver (for Gomalco) ..... Republic<br>Wells Fargo (Overland Prods.) ..... Republic<br>Jane Wyman Theater ..... Republic |
| <b>Sheldon Reynolds Prods.</b><br>Dick and the Duchess ..... Europe   |
| <b>Hal Roach Studios</b><br>Gale Storm Show ..... Roach<br>Telephone Time ..... Roach   |
| <b>Bernard L. Schubert Prods.</b><br>White Hunter ..... Africa  |
| <b>Screen Gems</b><br>Casey Jones ..... Columbia<br>Circus Boy ..... Columbia<br>Danger Is My Business ..... Columbia<br>Father Knows Best ..... Columbia<br>Ivanhoe ..... Grt. Britain<br>Playhouse 90 (for CBS) ..... Columbia<br>Ranch Party ..... Columbia  |

## SYNDICATED FILM BY PROGRAM TYPES

Following is a breakdown of the number of syndicated film series made available for sale year by year beginning with 1952. These are shown by each type of syndicated film series. Shows listed under the letter "N" are those which were new or first-run films. Those listed under "R" were reruns.

	1952		1953		1954		1955		1956		1957	
	N	R	N	R	N	R	N	R	N	R	N	R
Drama	2-3	2-1	1-0	4-1	5-5	5-6						
Comedy	0-0	1-3	3-0	2-6	0-2	0-4						
Miscel.	1-0	0-0	5-0	1-0	1-0	0-0						
Musicals	0-0	0-0	5-0	0-0	2-0	2-0						
Adventure	1-0	0-0	1-0	6-0	4-1	10-2						
Detective-Mystery	4-0	2-5	6-0	4-1	4-2	6-2						
Westerns	0-0	0-0	1-0	2-0	4-1	6-0						
Kid Shows	3-0	3-2	0-0	1-0	2-1	1-1						
Document.	0-0	1-0	0-0	2-0	0-0	0-1						
<b>Totals</b>	<b>11-3</b>	<b>9-11</b>	<b>22-0</b>	<b>22-8</b>	<b>22-12</b>	<b>31-16</b>						

- |   |   |
|---|---|
| Bin Tin Tin ..... Columbia  | Sgt. Preston of the Yukon ..... Paramount Sunset  |
| Shirley Temple Fairy Tales (for Jaffe Enterprises) ..... Columbia | <b>Ziv-TV</b><br>Harbor Command ..... Ziv Studios<br>Highway Patrol ..... Ziv Studios<br>Martin Kane ..... Grt. Britain<br>Harbourmaster ..... Ziv Studios<br>Tombstone Territory ..... Ziv Studios |
| Tales of the Texas Rangers ..... Columbia                         |   |
| Wild Bill Hickock ..... Columbia                                  |   |

- |   |
|---|
| <b>Sharpe-Lewis Prods.</b><br>Meet McGraw (Filmed by Desilu) ..... Mot. Pict. Ctr.<br>Wire Service (?) (Filmed by Desilu) ..... Mot. Pict. Ctr. |
| <b>Stage 5 Prods.</b><br>Ozzie and Harriet ..... Gen. Svc. Studios  |
| <b>TCF-TV</b><br>Broken Arrow ..... TCF-Western Ave. Studio<br>Perry Mason (for CBS) ..... TCF-Western Ave. Studio                              |
| <b>TPA</b><br>Adventures of Tugboat Annie Fury ..... KTTV Studios<br>New Adventures of Charlie Chan   |
| <b>Walden-Paisano Prods.</b><br>Court of Last Resort ..... Paramount Sunset   |
| <b>Warner Bros.</b><br>Cheyenne ..... Warner's<br>Colt 45 ..... Warner's<br>Maverick ..... Warner's<br>Sugarfoot ..... Warner's                 |
| <b>World Video Prods.</b><br>Treasures Unlimited ..... KTTV Studios   |
| <b>Jack Wrather Prods.</b><br>Lassie ..... KTTV Studios<br>Lone Ranger ..... KTTV Studios   |

### Syndication '57

Continued from page 42

awareness of stations that syndicated programs serve a specific need, syndication is today probably in the healthiest state it's ever been.

#### Adventure Hot Item

Adventure shows form the backbone of the new product, with mysteries, Westerns and series dramas close behind. It's interesting to note that not a comedy has been produced for syndication in the past two years, and only a total of six since 1952, the year when the field is generally regarded to have become an important one in the industry.

The amount of new product available this year triples the 1952 figure. Of the companies that were in the field then, only four, CBS Film, Guild Films, MCA-TV and Ziv-TV, remain on the active list today.



**REED HADLEY**  
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**69 Half-Hours of Excitement-Jammed Courtroom Drama!**

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**GUY LOMBARDO IN HI-FI**  
**DECADE ON BROADWAY**

Direction



Publicity, David O. Alber Associates; Gene Shefrin

THANKS ...  
station,  
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# THE PERRY COMO SHOW

BEST COMEDY, VARIETY  
OR MUSIC SHOW  
DURING 1956-'57  
SEASON

Produced and Staged by  
**ROBERT S. FINKEL**



*James C. Petrillo*

President

AMERICAN FEDERATION OF MUSICIANS

## SYNDICATED FILM FROM 1952 THRU 1957

Following is a complete list of all syndicated film shows being released this season, as well as of those issued in each of the five preceding years. A question mark (?) indicates that release for this season is not yet definitely set. (R) indicates rerun series. (C) indicates a new cycle of a previously issued series.

### 1957

**ABC Film**  
New—26 Men; Exclusive (?).

**Arsla**  
New—Citizen Soldier.

**CBS Film**  
New—The Grey Ghost; Assignment Foreign Legion (?); Whirlybirds (C); Fire Fighters (?).  
Rerun—Air Power (avail. March); The Brothers; The Honey-mooners; Mama; Our Miss Brooks; San Francisco Beat (C).

**California National Productions (NBC Film)**  
New—Boots and Saddles; Union Pacific (avail. Winter).  
Rerun—Medic (?); Badge 714 (C).

**Gross-Krasne**  
New—African Patrol.

**Hollywood TV Service**  
New—Famous Sheriffs and Outlaws (?).

**MCA-TV**  
New—Mickey Spillane; State Trooper (C); Soldiers of Fortune (C).  
Rerun—If You Had a Million (C); On Trial (?).

**NTA**  
New—Official Detective; Sheriff of Cochise (C); The Big Little Show; The George Jessel Show.  
Rerun—20th Century Fox-Hour.

**Official Films**  
New—Big Story; Decoy; Sword of Freedom.  
Rerun—The Buccaneers (?); Sir Lancelot (?).

**RKO Teleradio**  
New—Sailor of Fortune.

**Bernard L. Schubert**  
New—The White Hunter.

**Screen Gems**  
New—Casey Jones; Ranch Party; Tales of the Texas Rangers (C).  
Rerun—77th Bengal Lancers; Ford Theater (C).

**TPA**  
New—New Adventures of Charlie Chan; Tugboat Annie.

**Ziv-TV**  
New—Harbor Command; The Sea Hunt (?); Highway Patrol (C); Men of Annapolis (C ?).  
Rerun—West Point (?).

### 1956

**M&A Alexander**  
Byline, Steve Wilson (R).

**CBS Film**  
Whirlybirds; Brave Eagle (R); San Francisco Beat (CR).

**Gross-Krasne**  
O. Henry Playhouse.

**Guild Films**  
Captain David Grief.

**Hollywood TV Service**  
Frontier Doctor.

**Medallion TV**  
High Road to Danger.

**MCA-TV**  
State Trooper; Dr. Hudson's Secret Journal (C); The Rosemary Clooney Show; Soldiers of Fortune (C); The Crusader (R); If You Had a Million (R).

**MPO (UM&M)**  
The Tracer.

**NBC Film**  
The Silent Service; Frontier (R); Badge 714 (CR).

**NTA**  
Sheriff of Cochise; Lillie Palmer Theater.

**Official Films**  
Vagabond.

**RKO General Teleradio**  
Aggie; The Big Idea; Screen Directors Playhouse (R).

**Screencraft**  
Mickey Rooney Show (R); Judge Roy Bean.

**Screen Gems**  
Tales of the Texas Rangers (C).

**Bernard L. Schubert**  
Reader's Digest (R).

**TPA**  
Last of the Mohicans; Foreign Legionnaire (R); Susie (CR).

**Ziv-TV**  
Dr. Christian; Men of Annapolis; Highway Patrol (C); Martin Kane.

### 1955

**ABC Film**  
Sheena, Queen of the Jungle; Three Musketeers.

**CBS Film**  
Long John Silver; San Francisco Beat (R); Life With Father (R).

**Douglas-Lesser**  
I Search for Adventure.

**Guild Films**  
Confidential File; I Spy; The Goldbergs.

**MCA-TV**  
Dr. Hudson's Secret Journal; Mayor of the Town; Ray Milland Show (R).

**NBC Film**  
The Great Gildersleeve; Steve Donovan, Western Marshal.

**NTA**  
Police Call.

**Official Films**  
The Scarlet Pimpernel; Margie (R); Trouble With Father (R); Willy (R).

**RKO General Teleradio**  
Gangbusters; Uncommon Valor.

**Screen Gems**  
Jungle Jim; Tales of the Texas Rangers.

**TPA**  
Count of Monte Cristo; Susie (R); Halls of Ivy (R).

**UM&M**  
New Orleans Police Department.

**Ziv-TV**  
Highway Patrol; I Led Three Lives (C); Science Fiction Theater.

### 1954

**ABC Film**  
Passport to Danger.

**CBS Film**  
The Whistler.

**Guild Films**  
Florian Zschabach; Frankie Laine.

**Hollywood TV Service**  
Stories of the Century.

**Jan Productions**  
This Is Your Music.

**MCA-TV**  
Man Behind the Badge; Pride of the Family; Touchdown; Telesports Digest; Guy Lombardo Show.

**MPTV**  
Paris Precinct; Sherlock Holmes.

**NBC Film**  
Badge 714 (C).

**Official Films**  
The Star and the Story.

**Telefilm Enterprises**  
Fabian of Scotland Yard.

**TV Co.**  
Tales of Tomorrow; This Is Charles Laughton.

**UTP**  
Where Were You?

**Walter Schwimmer Assoc.**  
Championship Bowling; Eddy Arnold Time.

**Ziv-TV**  
Meet Corliss Archer; Eddie Cantor Comedy Time; I Led Three Lives (C).

### 1953

**ABC Film**  
Racket Squad.

**CBS Film**  
Art Linkletter and the Kids; Amos 'n' Andy; Annie Oakley.

**Guild Films**  
Life With Elizabeth; Joe Palooka.

**MCA-TV**  
Follow That Man.

**MPTV**  
Flash Gordon.

**NBC Film**  
Badge 714 (R); Captured (R); Inner Sanctum (R); Watch the World; The Visitor (R).

**Official Films**  
My Hero (R); Terry and the Pirates.

**TPA**  
Ellery Queen.

**UTP**  
Waterfront; Rock Jones, Space Ranger; Lone Wolf.

**Ziv-TV**  
I Led Three Lives.

### 1952

**Arrow Productions**  
Ramar of the Jungle.

**William Boyd Enterprises**  
Hopalong Cassidy.

**Bing Crosby Enterprises**  
Crown Theater (R); Hank McCune Show.

**CBS Film**  
Files of Jeffrey Jones.

**Explorer Pictures, Inc.**  
The Big Game Hunt.

**Guild Films**  
Invitation Playhouse (R).

**Interstate TV**  
Ethel Barrymore Theater.

**MCA-TV**  
City Detective; I'm the Law.

**Lou Snader**  
Dick Tracy.

**UTP**  
Hollywood Off Beat (R).

**Louis Weiss & Co.**  
Craig Kennedy.

**Ziv-TV**  
Favorite Story.

WILBUR

JERRY

# STARK-LAYTON

INC.

Film, Television & Radio Productions

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OXford 7-6860

## EDITORIAL

## TV Film—Our Year 6

For some time prior to June 1952, The Billboard had been covering on a fairly consistent basis the development of film programming for television. From the beginning, it appeared to us that this was an area which would grow in significance, both financially and in terms of its impact on the audience. It was in the June 14 issue in 1952 that we formally began coverage of TV Film as an entity in the television field.

You may remember the issue. A lot of the companies represented with advertising in that issue are still around and doing mighty well. There were Ziv, Screen Gems, NBC Film and CBS Film, among others. And quite a few companies which have since merged or undergone other basic structural changes. In all, we kicked off our formal coverage of TV Film with a 32-page special section, which was the first direct TV business paper recognition of the field.

And here we are now, starting our *SIXTH* year of coverage of the TV Film industry. There were a few jokers around in 1952 who told us there wouldn't even be a TV Film business in another five years.

Very conservatively, The Billboard has run more than *THREE MILLION* words of editorial coverage on TV film in that span. Plus better than 25,000 column inches of chart material, to help indicate the directions in which the industry has been moving during these seasons. This is pretty near as much as all the other papers in the field, combined.

We're also extremely proud of the fact that The Billboard, over the years, has carried more advertising messages from the TV Film industry to more of the buying influences, than any other business paper in the field.

We have, thru our coverage of TV Film, learned that each business paper has its own *raison d'être*. Ours is specialization in one single facet of the TV business: Programming. We happen to think that this is the most important single commodity of this industry. What we learned about this from our coverage of TV Film has subsequently been employed in our editorial coverage of all other facets of the TV business, local as well as network, with what we hope have been worthwhile results.

It's been a challenging five years for us. It's been challenging for our contemporaries, too. The fact that The Billboard took the lead in covering TV Film—and, in fact, covered it all alone for so many years—finally made

it mandatory for the other papers to provide at least token coverage of the field, however grudgingly. We're glad we had a part in bringing this about.

We won't forget the NARTB Convention in Washington in May of 1955. When TV Film discussions were dropped from the regular agenda, we were able to make a move that kept film one of the most talked-about subjects anyway. We're glad we were able to stage the film panel at that Convention, with some of the biggest and brightest names in the industry.

Only this year, when the NARTB again was about to cut TV Film off the agenda due to time limitations, we were once more glad to be instrumental in our personal protest on behalf of the TV Film industry, and the film panel went back on the agenda. That it still got insufficient time we know very well; we're fighting even now for a much-expanded film agenda at next year's Convention.

We're mighty proud that we've played a part in chronicling the fantastic growth and increased stature of the TV Film industry over the past five years, and that we've done it with thoro and accurate news coverage, honest analysis and really useful service features, most of which were inaugurated at the request of the industry or our readers.

We look forward with tremendous anticipation to the years ahead, to more of the same excitement that has marked the past years of formative growth. In doing so, we feel it might not be amiss to look backwards just once more. Here is what we printed in that very first TV Film section of The Billboard, just over five years ago, when we stated our policy relative to coverage of TV Film:

*"The Billboard wishes, and intends to strive with every facility at its command, to publish genuinely useful material which will be truly helpful to the greatest possible number of people in the industry. Without co-operation on the part of the people in the industry, there is little any trade paper can do to be of real service."*

*"And conversely, with co-operation on the part of industry leaders, a conscientious and honest trade newspaper may make an invaluable contribution toward solving industry problems, improving industry standards, and helping all participants to operate more profitably."*

Looking back from today's vantage point, The Billboard can say, with immense gratitude, that the co-operation we sought five years ago was forthcoming—with enthusiasm and with understanding.

We trust we are not being totally immodest in hoping that we also, at least in some measure, have met the challenge which we set for ourselves half a decade ago.

## The August 26 Issue of The Billboard Will Spotlight . . .

. . . a type of programming that has done an outstanding job, selling an endless variety of products and services for many, many advertisers in all television markets.

You'll find scores of valuable facts and figures to help you in your day-to-day buying . . . in the statistical and feature material on . . .

## SYNDICATED FILM PROGRAM PARTICIPATION

in the August 26 issue of  
The Billboard

sheldon  
Reynolds  
PRODUCTIONS

DICK and the  
DUCHESS

on C.B.S.  
sat. 8:30 pm.

# The Billboard Scoreboard

# TV PROGRAM REVIEWS

## LOCAL REVIEW

### Delinquency Problem Skimmed by WCBS

By LEON MORSE

WCBS-TV, New York, Sunday (4) 11-11:30 p.m., EDT (Caught again).

This local show grabbed a hot issue, but barely began to explore it. The subject was juvenile violence — neurotic, hat-filled delinquency that erupted into three murders within the last week. It has been selling plenty of papers and causing adult consternation here. Local TV stations, in the main, however, have been asleep at the switch. They have not been alert to be of some service to the community and to take advantage of natural interest in the subject.

### Kraft Theater (Net)

NBC-TV, 9-10 p.m., PDT, Wednesday (7) (Caught again).

Up there in the mountain country they count sort of strange; like three and three makes six, and what's the difference till some flatland furriner comes along and starts raisin' a mighty holler 'bout it all.

That's the basis for John J. Morrin's satiric "Sextuplets," a Thornton Wilderish teleplay about what happens to a family when it appears six children have been born at the same time.

Actually Frank Jeffers (Fred Gwynne) and his kin think nothing of it, until a gushing television engineer (William Iedfield) stumbles onto the find. What he doesn't know is that, altho all six babies were born the same day, three belonged to Jeffers' sister, who died in childbirth, and are supposedly little bastards.

When the news gets out the cabin is beset by invasion, but Jeffers stands off the Army, and the governor, who threatens to have the family declared a "natural resource." It all ends happily when the late sister is discovered to have had a husband, and the father is put to laundering diapers.

The production was handsomely mounted and, except for some jarring film clips, contained both scope and pace. Morrin's drama, despite its good many faults, points up some of the puerile conceptions still extant in TV—e.g., that "audiences can't take satire" or that "comedy can't be done"—and if it serves to knock even a small breach in the wall it will have done its job.

Bob Spielman,

### To Tell the Truth (Net)

CBS-TV, Tuesday (30), 9-9:30 p.m., EDT (Caught again).

What started as a mild, vaguely familiar panel show has developed into a fascinating game with fun and suspense. In addition viewers can play while watching, a valuable device long forgotten or distorted by such shows.

Ralph Bellamy, frequent panelist here, served as emcee on the stanza caught and did a wonderful job for the vacationing Bud Collyer. His ease and geniality fitted neatly with the relaxed air of regulars Hy Gardner, Polly Bergen and Kitty Carlisle. Mary Ellen Moylan, prima ballerina of the Met Opera, made a particularly piquante guest contestant.

Guessing which of three strangers is the real guest is a simple, almost childlike basis on which to hang a series. But it's amazingly absorbing and delightful and wears well from week to week. The Geritol commercials remain irritating.

Bob Bernstein.

## As Others See Us (Net)

Commentator, interviewer and narrator: Joe Michaels. Guest: Sen. William Knowland. Producer, Larry Picard. Director, Robert Priault. Cameraman, Sy Avnet. Sustaining via the NBC-TV network. (NBC-TV, 4:30-5 p.m., EDT, August 4.)

How the people of the world, exclusive of our hemisphere, view the United States was the subject of this program. The opinion poll was gleaned thru film interviews conducted by Joe Michaels, who also did a fine job as narrator and commentator of the show.

It was interesting, amusing and dismaying to see the extent of the misinformation prevalent in the world about this country. One female university professor, an Indian, claims that the United States is responsible for the current world influenza epidemic. Another of her compatriots believes we furnished arms to Pakistan so that it could attack India. An Egyptian maintains that World Zionism controls this country.

An interview with a Formosan showed the extent of the resentment over the Reynolds case which caused a major riot there. Europe was the one area where we seemed to have friends. Even there, however, a young German claimed America had no culture, and a smirking British Laborite remarked on our selfishness.

### Senator Surprised

Sen. William Knowland interviewed near the end of the half hour displayed surprise that so few of America's positive qualities had been sold abroad. His reaction was similar to Michael's, who felt the necessity for the American story to be better told in Asia. The necessity is apparent, but whether America can compete against the massive propaganda machines, the simple-mindedness and jealousy of the have-not countries is an open question.

Leon Morse.

## COMMERCIAL CUES

### JUNE FAVORITES

In the June tally of favorite TV commercials, conducted by the American Research Bureau, Hamm's, Piels and Dodge maintained the "top three" positions they held in May. Then, as now, Hamm's was No. 1, with Piels and Dodge following. A new-found favorite, Colgate, appears for the first time in the 20th position. Ford moved from eighth place in March to fourth in June. Winston jumped from 10th place to fifth and Bardahl went from 18th spot to 14th in June. Results were tabulated from answers to a special question in ARB's diary of television viewing for the week of June 1-7. The figure represents preference and does not reflect audience size or resulting sales. ARB changes its sample families with each survey, resulting in votes submitted each time from a different cross-section of the TV public.

### BLURB READING

H. B. Humphrey, Alley & Richards, has completed a new book entitled "An Introduction to Commercial Television Advertising." The book is designed to act as a primer for the inexperienced TV advertiser and as a guide to the initiated. The 13 chapters cover many facets of the medium, including the cost of commercials, viewing habits, programming and the brand image to the future of color. Altho the book is intended primarily for the agency's TV clients, additional copies will be

made available to qualified advertisers.

### AWARDS

Sweepstakes Trophy for the best TV commercial for 1957 has gone to Animation, Inc., for a spot produced for the Kroger Company. In awards made by the Advertising Association of the West. Animation also took first place with a color spot made for H. J. Heinz Company.

The Society of Motion Picture and Television Engineers has selected Wadsworth E. Pohl, technical director of the Motion Picture Division of Technicolor Corporation, Hollywood, to receive its Herbert T. Kalmus Gold Medal Award. The award is given each year to "an individual who has made an outstanding contribution in the development of color films, processes, techniques or equipment useful in making color motion pictures for theater or TV use."

The Fifth Annual film festival of the Screen Cartoonists Guild will be held September 28 at the Ambassador Hotel in Los Angeles. A total of 25 U. S. animation studios, plus several foreign firms, will screen reels. . . . Glenn Grossman has joined the staff of Animation, Inc., as production manager. He was formerly with the Hughes Aircraft Company. . . . Paul J. Sommers has moved from Swift-Chaplin Productions to Song Ads, Inc.

## NETWORK REVIEW

### 'Bandstand' Sociology But Not Entertainment

By BOB BERNSTEIN

Host, Dick Clark. Director, Edward Yates. Producer, Tony Mammarella. Sponsors, participating. (ABC-TV, 3-4-10 p.m., EDT, August 5.)

As a sociological study of teenage behavior, the premiere was a mild success. As relaxation and entertainment, it wasn't. Except for an hilarious series of scrambled commercials, which paired sound on picnics with hospital film and sound on Boy Scouts with nail polish film, the record show was rough going.

Dick Clark, a handsome and personable host who deserves a better network debut, chatted briefly with two guest acts before they mimed to their own platters. The bulk of the 90 minutes was devoted to colorless juveniles trudging thru early American dances like the

### Studio One (Net)

CBS-TV, Monday (5), 10-11 p.m., EDT (Caught again).

"My Mother and How She Undid Me" was true to the traditions of "Studio One" in presenting pleasantly off-beat entertainment on its summer series. The Eddie Bracken starrer (Bracken was heard, but not seen) was particularly appealing to any parent who has sweated thru the aftermath of a blessed event with do-it-yourself determination and a well-thumbed copy of Dr. Spock.

Ted Apstein's script was a melange of relatively familiar situations surrounding new parents Larry Blyden and Anne Jackson, who carried off the roles of young suburbanians with more conviction than is usually found in half-hour situation comedies, and such cast members as Grandma Margaret Hamilton and Family Doctor Fred Stewart, who were frequently hilarious with bits of character TV business.

Off-beat quality of the script came mostly thru the disembodied running comments of Eddie Bracken as the new baby, whose veteran comedy timing and squeaky voice made him a good choice.

The moral of the story—that a tyrant baby could be effectively squelched by proper budgeting of mommy's time, complete with a grimly efficient example of a modern mother—made for a tidy wrap-up, but is likely to cause post-show guffaws from many a moppet's parents.

Charles Sinclair.

### Oiler Takes 'Kingdom' For Saudi Arabia TV

NEW YORK — The Arabian American Oil Company has bought "Kingdom of the Sea" for telecasting in Saudi Arabia, beginning this fall. The Guild Films underwater series will be played in English, tho it's currently being dubbed in several languages.

. . . Robert Schultz has been named sales manager of Shamus-Culhane Productions. . . . Roger Wade Productions has added three new staffers in line with its recently announced expansion plans. They are: Bill Buckley as production chief, Frank Furio as art director and David C. Bigelow as production co-ordinator.

Lindy and the box step, to recorded tunes of the day. If that's the wholesome answer to the "horrors" of rock 'n' roll, bring on those rotating pelvises.

Technically, the opener was shambles, reportedly due to an engineering strike at the show's point of origination, Philadelphia. A local smash, the series isn't going to help that city's reputation nationally as a quiet town. ABC-radio has just banned records. Why doesn't ABC-TV?

### Sports Final (Local)

Sportscaster and producer, Chris Schenkel. Sponsor, Marlboro cigarettes (Philip Morris) thru Leo Burnett Company. (WABC-TV, New York, 11:10-11:15 p.m., EDT, August 7.)

Another concise wrap-up sports show was, not exactly a TV necessity, but this one makes an appropriate companion to the John Cameron Swayze newscasts at 11 p.m. Chris Schenkel relies on his written notes too much, but he delivers ball scores and anecdotes with clarity and sincerity.

The chief virtue of the show is its unhurried air, no mean feat for a five-minute stanza. Schenkel deserves an Emmy for conquering the out-of-breath style which leaves viewers gasping at so many other news, weather and sports shows. The sponsor's insignia is liberally strewn about the set.

### \$64,000 Challenge (Net)

CBS-TV, Sunday (4), 10-10:30 p.m., EDT (Caught again).

Recent changes of rules and procedure haven't helped the suspense and excitement quotient. The players answer different questions instead of the same ones, also pronouncing their rivals' answers right or wrong. Why the complication is a mystery; it drags each round out longer.

Ralph Story is a likable, serious emcee who does his best to keep things moving. Former quiz kid Joel Kupperman, currently a classical music expert, makes an unsympathetic contestant, a quality whose sheer novelty lifted the stanza caught into the realm of interest. Those girls who open the doors and act as seeing-eye dogs remain visual assets, but the chief ingredient of this program type—drama—seems to have been diluted.

Bob Bernstein.

### Joint Filming

• Continued from page 31

clinch a deal to shoot the remaining 26 of the series in the fall. Guild Films is planning a "Sabotage" series to be lensed in Britain.

So far the only direct American invasion into British live packaging has come from MCA-TV whose ambassador, Bob Foshko, is hassling with the problems of readying a serial for network production via Granada Television in September.

Altogether, this constitutes a fairly active and healthy report on Anglo-American co-operation, altho, so far, there is only one major venture in the opposite direction. Associated-Rediffusion, which programs the London station Monday thru Friday, is setting up the "Tugboat Annie" series in Canada jointly with Television Programs of America. Many executives here look forward to this being the spearhead of equal participation on both sides of the Atlantic.

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## 45 RECORD CLUB

### Membership in Teen-Age, MO Deal Grows

HOLLYWOOD — The Forty-Five Record Club, which made its debut here recently, already has a membership of some 2,500, according to C. S. McClellan, president of the Santa Monica-based firm. He predicts an enrollment of 10,000 by the end of the year. Firm deals only in 45 r.p.m. records, and thus far has restricted its mail order operation to teen-age publications. Ads are currently running in such books as Dig, Modern Teen, Teen Magazine, Song Craze, Hit Parade and the Ideal fan magazine group.

Ads list 20 popular records, from which potential club members select two records which will be sent to them free. As a member of the club, fans will receive the firm's publication, "The Record Review," with membership fee costing \$1. In addition to the free two records, members also will receive four records they have selected from the same list on an approval basis. These records may be returned if the club member decides he does not care to keep them. Four records are priced at \$3, three records at \$2.50, two records at \$1.75 and one record at 89 cents.

With each purchase of records. (Continued on page 52)

### RCA 'Best Buy' Huddles on Way

NEW YORK — RCA Victor's annual fall "Best Buy" program will be unveiled for the company's distributors this week at regional meetings.

The program, complete details of which will be carried in these columns next week, involves a total of 34 new LP's, 22 EP's, and eight stereo orthophonic tapes.

Introducing the plan will be album planning manager D. J. Finn, album department manager W. W. Bullock, ad manager Bill Alexander, Red Seal artists and repertoire manager Allan Kayes, Personal Music Service manager John Trifero, manager of field sales G. L. Parkhill and West Coast manager Robert Yorke.

Immediately following the meets, each distrib will schedule his own confabs for local dealers.

## LIBERTY UNVEILS PROGRAM

### Disc'ts to 12%, 26 New LP's High't Fall Agenda

HOLLYWOOD — Liberty Records unveiled its fall merchandising program this week, with dealers and distributors offered discounts ranging up to 12 per cent and a roster of 26 new albums for release during August and September.

Theme of the program is "Lucky Thirteen for You." Under the provisions of the program, record dealers who purchase a minimum of 10 LP's of the 13 to be released during August and September will receive one LP free, purchase of 25 will earn three free LP's, and a purchase of 100 will entitle dealers to 13 free packages. Similar

### MISS HAMILTON TO DOT VEEPEE NOT CAPITOL

NEW YORK — Last week's issue carried an incorrect headline. Christine Hamilton was elected vice-president of Dot Records and not Capitol Records, as reported in the headline.

Miss Hamilton has been with Randy Wood's firm since its inception in 1949.

### Golden Crest Offers 2-Part Dealer Hype

HUNTINGTON STATION, N. Y. — Golden Crest Records, effective immediately, is kicking off a two-part fall sales plan involving special pre-pack selections and bonus disks. It will run thru August 31.

According to President Clark Galehouse and Sales Manager Harold Friedman, first segment of the pitch is a "Special Starter Deal," aimed at dealers who have not carried the line previously. This is a pre-pack of 25 LP's, sampling the entire catalog, including the special \$4.98 lab series, plus doubles of the two G. C. best sellers, Phil Krauss "Percussive" and Lou Carter's "Louie's Love Songs." List price of this pre-pack would run \$101.50. Under the fall deal, it will cost distributors \$32 for resale to dealers at a suggested price of \$40.

Number of these deals sold to distrib will be limited, based on (Continued on page 52)

### Pabst Will Put a Head on Tony Cabot

NEW YORK — One beer claims to have "made Milwaukee famous." Now another outfit, Pabst Blue Ribbon, proposes to do the same thing for an RCA Victor album artist, Tony Cabot.

Three albums of college football songs, first released last year, are the peg of a big football season push, on which the brewery will carry the ball. The pitch will blanket all media, and will hit several million beer consumers via Pabst cartons. Disk jockeys, the 2,000-plus who are on Victor's pop

album plug list, will receive free six-packs of either Pabst Blue Ribbon Beer, or the same company's Old Tankard Ale.

Pabst dealers are getting 90,000 window banners and pole-toppers, with illustrations of all three albums covers. About two million Pabst six-packs will carry a picture, plus a special coupon offering any one of the three albums for \$2.50, which includes mailing and handling. The carrying handle from the ale packs carries a similar deal.

Consumers will be urged, in most of the ads, to visit their RCA Victor dealer. Such plugging took off with a full-minute spot during the TV broadcasting of the All-Star game. Two commercials are scheduled on NBC's George San- (Continued on page 52)

discounts apply to the entire Liberty catalog.

Liberty plan for distributors varies slightly, with the latter group requested to order all of the firm's new releases for August and September, with discounts on merchandise applied in the same ratio as for dealers; 10 per cent, 11 per cent, and 13 per cent.

The number of free LP's will be determined by the order placed for each catalog number, free LP's to be of the same number. After an initial order of 26 different LP's has been placed all subsequent orders of any LP released in August (Continued on page 52)

## Major Hassle Brews in AFM Threat Over Default in New Wage Scale

### Diskeries Balk on Orchestrator-Copyist Pay Hike; Union Sets Deadline

By JOEL FRIEDMAN

HOLLYWOOD — The American Federation of Musicians "will refuse the services of any of its members" to those recording companies in default of their payments to the union, latter due under the new scale for orchestrators and copyists in effect since July 8.

While the ultimatum was not construed to be a threat of a strike by union officials, there could be no doubt as to the intent of the union to firmly adhere to the scale raise put thru last month. Union served notice to diskeries here that unless such payments were received by the close of business on Thursday, August 8, its members would not play for any recording

sessions. At press time no compromise has been arrived at. Among those companies held to be in default by the union are RCA Victor, Capitol, Dot, Liberty, MGM and a lengthy list of independents. Other diskeries contacted revealed they would refuse to pay the increase.

Issue involved is the hike in scales for orchestrators and copyists, increased recently to \$5 per page for scoring instruments, \$3 per page for voices and 90 cents per page for instrumental copying. Latter increase ranges from 5 to 30 per cent over the old scale. The diskeries have balked at paying the new rates, contending that their contract is with the Federation and that Local 47 has no au-

thority to set new scales. Union points to the fact that Eliot Daniel, proxy of Local 47, has been authorized to represent the Federation and that no violation of the basic recording agreement is involved.

#### Quinn Statement

R. D. Quinn, director of industrial relations for Capitol Records, declared: "We have no dispute with any of the members of the musicians' union. We have an agreement with the national Federation which governs the employment of musicians and the scale for arrangers and copyists in the recording industry. We are abiding by this agreement. This is a national agreement that was negotiated in 1954 and will not be open for renegotiation until December 31, 1958."

The position of Capitol Records is one that is expected to be similarly carried out by the other major diskeries involved, namely not to pay orchestrators and copyists under the new scale.

Two meetings have been held between representatives of the recording industry and the union, and a third to have been held was recently called off at the behest of the disk biz reps. Latter claimed that the increase should at least have been a matter for negotiation. Union merely notified the industry of the new rates and gave them approximately 30 days in which to comply.

Despite the deadline issued by the AFM, recording sessions were in progress late Thursday night. Radio Recorders, Master Recorders and the Capitol studios were all active. A number of musicians contacted revealed that they would not observe any strike call by the union, but would continue recording.

Asked whether such "refusal of services" would also include musicians in New York and Chicago, union officials declared the language of their statement referred to all members of the AFM regardless of geographical location, and thus ostensibly would include recording activity anywhere in the jurisdiction of the AFM.

### Am-Par Gives Middlemen New Break

NEW YORK — ABC-Paramount Records last week inaugurated a new return privilege policy—retroactive to July 1, 1957—whereby distributors will be given a flat 10 per cent on net purchases semi-annually for the periods ending June and December. The 10 per cent covers LP's, EP's, 45's and 78's.

At the same time, Am-Par has rescinded its exchange policy on LP's. Henceforth a charge of 20 cents will be made for each LP and 7½ cents for each EP returned for new jackets. Overstock will be accepted semi-annually only as part of a distributor's return privilege.

An interesting aspect of the new Am-Par return privilege policy is that if a distributor's return is below 10 per cent of his purchases, the label will allow him a bonus in the form of a cash credit equal to one half of the difference between his actual return and 10 per cent. For example, if a distributor's purchases total \$100,000, his allowable return would be \$10,000. (Continued on page 52)

### London Gives Dealers Extra 10% P'kge Break

NEW YORK — An extra 10 per cent discount, with extended payment dates of the first day of November, December and January, is being offered dealers by London Records in connection with its fall release of 27 new packaged items.

Lee Hartstone, veepee in charge of sales for the label, said: "The element of quotas is completely absent from the program. A dealer can get the extra discount even if he purchases but a single LP."

Because of the volume of new and catalog merchandise, London is dividing its fall push into five separate programs, of which the current plan, extending from now

until September 1, is the first. Only in the current promotion, however, will new releases be involved. Selections to be promoted for the balance of the campaigns, each running for approximately three-week consecutive periods and carrying thru the Christmas program from November 4 to November 22, will all be catalog material.

#### 'Alceste' Tops Classics

Current release carries 12 pop and 15 classical packages. The latter is headed by the four-LP set of the complete version of Chuck's opera, "Alceste," with Kirsten Flagstad, and a five-disk package of the complete opera "Die Frau Ohne Schatten," by Richard Strauss.

Other sets include performances of Benjamin Britten's "Prince of the Pagodas" ballet; Vaughan-Williams' Symphony No. 8; Hayden Symphony Nos. 44 and 55, as well as sonatas of Mozart, Brahms, Franck and works by Chopin, Bach, Honegger and Stravinsky.

On the pop side are four sets of Scottish material by Kenneth McKellar, Calum Kennedy, Seumas MacNeil and the Jim Cameron Scottish Dance Band; "The Green Isle," by Fred Hanna's Irish Dance Band; sets by Graeie Fields, Frank Chacksfield, Robert Farnon and calypso chanter Frank Holder, and three jazz packages, including "The Third Festival of British Jazz," with an all-star lineup.

### Vik Execs Set Distrib Huddle

NEW YORK — Vik Records executives will hit the road this Friday (16) to begin meetings with their distributors to introduce their fall "Sound Buy 1957" program. Sessions will run thru August 29.

Full details of the plan, which will launch Vik as a potent force in the package market, will be disclosed next week. It's known to include 22 LP's and 44 EP's, featuring such artists as Eddie Cantor, Gisele MacKenzie, Helen O'Connell, Julie Wilson, Marty Gold, Sid Bass, Dick Maltby, Neal Hefti, Russ Case, Art Blakey and the Jazz Messengers, George Si-ravo and Teddy Randazzo.

### Tony Perkins Cuts First Victor Sides

NEW YORK — Movie actor Tony Perkins, formerly under contract to Epic, has been signed by RCA Victor. He is cutting his first two sides — "Moonlight Swim" backed by "First Romance"—immediately in Los Angeles. Perkins, who is currently starring in "Desire Under the Elms" with Sophia Loren, is rated Hollywood's No. 1 new male star property, and Victor hopes to build him on wax, a la Tab Hunter.

# H&R-Witmark Suit on Ball Tunes Cues New Legal Inheritance Battles

## DeSylva Decision Seen Precedent for Composers' Widows-Children Hassle

By JUNE BUNDY

NEW YORK—A suit involving renewal rights to more than 400 songs written by the late Ernest A. Ball was filed in Federal Court here last Friday (2) by Ross Jungnickel, Inc., (Hill & Range) against M. Witmark & Sons (Music Publishers Holding Corporation).

H. & R. acquired all renewal rights to Ball's songs from his four children earlier this year, while the songwriter's widow, Mrs. Maude Lambert Ball (not the mother of the children) assigned her renewal rights to Witmark some years ago.

The action is regarded by traders as the first of what may develop into a flock of legal battles as a result of the Supreme Court's decision last year in the DeSylva case (see The Billboard, June 23, 1956) awarding equal rights to widows and children of composers and authors.

At that time, lawyers filing amicus curiae briefs for the American Society of Composers, Authors and Publishers, the Songwriters' Protective Association and the Music Publishers' Protective Association, predicted an unholy snarl of interests, which would bring "chaos" to publishers involved in renewal contracts with widows of composers.

A considerable sum is involved in the H. & R.-Witmark suit, since Ball died (in 1927) prior to the beginning of the 28th year of the copyright of any of his tunes. Hill & Range, which acquired the Stephen William Ballentine's share of the DeSylva renewals prior to the U. S. Supreme Court's 1956 decision, is asking for an accounting of all renewal royalties paid out by Witmark on the Ball tunes since the first day of the renewal period

of each of the copyrights, claiming the children's share was 80 per cent of the share attributable to Ball on any of the songs.

**Charge Witmark**

Following H. & R.'s acquisition of renewal rights from the four Ball children (Ernest A. Jr., Roland, Mrs. Ruth Mary Ingraham and Mrs. Helen Jewett) last May, the complaint claims that the plaintiff demanded an accounting of all sums received from the use of the Ball tunes, but that Witmark has refused and still refuses to make an accounting or make a payment to the Ball heirs.

It is interesting to note that H. & R. currently is involved in

litigation against MPHC in re an accounting of renewal royalties due young Ballentine on the DeSylva tunes.

Another interesting angle of the case is that the Ball children have been sharing in ASCAP revenues from their father's songs, although they have never received any payment from Witmark.

Among the hundreds of copyrights involved are such famous standards as "When Irish Eyes Are Smiling," "Will You Love Me in December As You Do in May," "Love Me and the World Is Mine," "Boy of Mine," "Mother Machree," "A Little Bit of Heaven," and many others.

# POP DISK ARTISTS HIT SILO CIRCUIT

## Warblers Proving Potent Legit Draws; Pitch Boosts Disk Sales

NEW YORK—Pop record artists are on a Stanislavsky kick this summer, with several major platter names toiling in silo circuit this season. The move appears to be mainly motivated by a desire to demonstrate and develop their dramatic ability, thereby enabling the warblers to move in on TV dramatic shows and the movies, a la Elvis Presley, Tommy Sands, etc.

Trodding the barn boards this summer are Tony Bennett, Eartha Kitt, Fran Warren, Jaye P. Morgan, Eileen Barton, Tony Travis, Julie Wilson, June Morgan, Sylvia Sims, Vaughn Monroe, Gisele MacKenzie, Lillian Roth, Denise Lor, and Dorothy Collins, while Les Paul and Mary Ford and Art Mooney's Orchestra play Manhattan's new Central Park Theater this week.

Also scheduled for summer stock appearances later this summer are Jim Lowe and Betty Johnson, Jill Corey, Tommy Leonetti, June Valli and several other artists were forced to cancel summer stock engagements because of personal appearance and TV dates.

The legit department of General Artists Corporation, under the direction of a vehicle to an artist's measure. He also notes that sales of artists' records have picked up in areas where they appear in stock, since their platters are plugged in areas where they appear in stock, since their platters are plugged in areas where they appear in stock, since their platters are plugged in areas where they appear in stock.

## Set Plans for WSM DJ Fest Nov. 15-16

NASHVILLE—Officials of Station WSM last weekend mapped preliminary plans for their Sixth Annual National Disk Jockey Festival to be held here November 15-16 in celebration of the 32d anniversary of the station's "Grand Ole Opry." As in the past several years, more than 1,200 disk jockeys and representatives of recording companies, music publishing firms and trade and fan-publications are expected to attend the two-day event.

Jack Stapp, former WSM program director, has been called in (Continued on page 52)

Treffisen reports that to date disk artists have proven potent box office attractions along the summer circuit, and notes that in at least two spots—Municipal Opera Theater, St. Louis, and Starlite Theater, Kansas City, Mo.—the platter artists' pay almost equals their night club fees.

**Helps Disk Sales**

In many cases, says Treffisen, producers are so eager to sign up record stars that they offer to heavily by the theaters before and during their dates.

Jaye P. Morgan made her legit (Continued on page 52)

# NLBA Gets in Juke Exemption Picture

## Minimum Requirements on O'Mahoney Bill Seem as 'Conciliatory Step'

By DELORES NEWCOMB

WASHINGTON—The juke box exemption from performance royalties came in for more attention last week when the National Licensed Beverage Association announced that it had set up a schedule of rates for inclusion in pending copyright legislation.

At a meeting in Milwaukee July 22-24, director of NLBA instructed their Governmental Affairs Committee to oppose the O'Mahoney bill unless it includes three minimum requirements:

1. Protection of the location owner from infringement suits.

## Savoy Special Fall LP Bonus

NEWARK, N. J.—A special album bonus plan for dealers highlights Savoy Records' fall LP promotion program. Dealers can get any two albums free in the entire Savoy \$4.98 catalog of 110 12-inch LP's for any 15 ordered at regular price.

The program, which lasts 30 days, starts August 15. Dealers get the benefit of a 30 and 60-day deferred billing plan. The plan also applies to the label's August release of six new packages.

## MORE IMPETUS TO KEOUGH BILL

WASHINGTON—The Keough Bill, which would aid music publishers by exempting them from the personal holding rate when royalty take constitutes 50 per cent or more of the firm's gross intake, was approved by the tax-writing House Ways and Means Committee last week (7).

Bill is a stronger version of legislation proposed by Keough earlier this year. (The Billboard, March 23-August 5.) Measure now faces action in the House.

## HE DEPLORES

# Lubinsky Says 'No' to 78 Price Hike

NEWARK, N. J.—Herman Lubinsky, veteran disk man and operator of the Savoy label here, lashed back at various competitors last week for raising the price of 78 r.p.m. disks to \$1.15.

Pointing out that many distributors and dealers are operating on the \$1.15 price across the board, whether or not the label itself has authorized the increase, Lubinsky roundly deplored the practice. "We're sticking to the 98 cent price," he declared. "We owe it to the dealers and the public to show who hasn't raised the tab." Lubinsky averred: "We have no intention of placing any obstacle in the way of people buying our artists or products."

Backing up his "stand pat" policy, Lubinsky said that his sales in the spiritual field are 90 per cent in 78's and in the r.&b. field 70 per cent in 78's.

# Mercury Brass On 'Take All' Goodwill Tour

CHICAGO—Virtually the whole corps of top Mercury brass took to the road last week for a five-day tour (5-9) designed to get their ears to the ground in 14 major cities. Main effort went into refreshing deejay relations and touting nine new pop singles, which the company figures to be its most potent release of new material in some time.

In Chicago, only Irving B. Green, pressy, and Irwin Steinberg, treasurer, stayed home to mind the store. Art Talmadge, executive vicepres, headed for Cleveland, Detroit, Washington and Baltimore. Sales Veep Morris S. Price made Milwaukee, Buffalo and Toronto. Kenny Myers, sales manager of singles, hit Minneapolis, Omaha, Kansas City and St. Louis, while Johnny Sippel, album sales chief, did Pittsburgh; Charlotte, N. C., and Cincinnati.

From New York, regional director Lou Klayman covered Gotham as well as Newark, N. J., and Hartford, Conn., while Bob Shad, Eastern a.&c. chief, went to Boston.

(Continued on page 52)

## BLUEPRINT

# Lansing Pub Plots New Disk Club

LANSING, Mich.—Harger Publishing, a local book publishing outfit, is readying plans for a new nation-wide LP record club this fall. The club will be introduced via a premium offer, focal point of a \$200,000 advertising campaign primarily built around ads in Sunday sections of leading metropolitan newspapers.

The operation, as yet untitled, is expected to start in September. Meanwhile Harger is lining up record labels. The club will be set up so that record distributors will receive some kind of bonus for every member enrolled in their territories.

The new record club operation is part of a multi-million dollar expansion program recently undertaken by Arthur J. Harger Company, parent firm of Harger Publishing. Thomas Rasmussen, plans-veep of the parent company will helm the record club until a permanent manager is named to the post.

# Unique Sales Deal Unveiled By Concert Hall

NEW YORK—Concert Hall Records has unveiled a unique Dealer Stock-Protection Plan, as part of its fall LP program.

At any time during the run of the plan, from August 15 to September 30, dealers may order a small sampling of the label's new releases as well as current catalog items, all at an extra 10 per cent discount. As soon as a dealer finds out which items move best in his territory, he can re-order those specific disks, still at the 10 per cent extra price break. He then may order again and gain on the same discount structure until the expiration of the plan.

Dealers are advised by the diskery to try the plan which allows them to "wait and see" which disks are best. After October 1, normal discounts apply.

## Cap Adds Three to Artist Roster

HOLLYWOOD—Capitol Records added three names to its artist roster last week, inking Joel Gray, Don Carroll and the Ben Hall Trio to term recording contracts. Gray has previously recorded for a number of labels, and will etch both singles and packages for Capitol. Both Carroll and the Ben Hall group will record under the supervision of Ken Nelson, director of e.&w. repertoire.

# Angel Skeds 22 Albums For September Release

NEW YORK—After a summer hiatus on product, Angel Records is breaking one of its biggest releases—22 new LP's for September.

Heading the list in general interest is the complete La Scala recording of "La Boheme," with the label's top stars, Maria Callas and Giuseppe Di Stefano, plus Anna Moffo, in the leading roles. It will be a two-disk set.

The 50th anniversary of Grieg's death will be marked by a miscellany of his music batoned by Sir Thomas Beecham, with soprano Ilse Hollweg, chorus and the Royal

Philharmonic. There also will be two sets of the composer's Lyric Pieces, played by the late pianist, Walter Gieseking.

The orchestral section will be headed by a hi-fi special, Mousorgsky's "Pictures at an Exhibition," by the Philharmonia under Von Karajan. A group by the Paris Opera Orchestra, under Chytenis, will carry five Berlioz Overtures. The well-received series of Mozart Symphonies conducted by Klemperer will be continued with a

(Continued on page 52)

## GRANZ BOILS NEWPORT DISKINGS TO 11 LP'S

NEW YORK—Quantity-wise, at least, the Newport Jazz Festival has produced a disk bonanza for Norman Granz' Verve Records outfit. The jazz impresario, who signed up the recording rights to the fourth annual "all-star jazz circus," has edited the proceedings down to no less than 11 LP's.

Verve will issue these simultaneously, along with a specially-selected group of five disks in a single separate package, on or around November 1.

Here's the lineup:

Volume I will be "Dixieland at Newport" with the bands of George Lewis, Turk Murphy and Red Allen, plus Kid Ory. Volume II will be "Ella and Billie at Newport," with Misses Fitzgerald and Holiday, respectively. Volume III will couple the Teddy Wilson Trio and the Gerry Mulligan Quartet with Bob Brookmeyer. Volume IV will be "Dizzy Gillespie at Newport," with Mary Lou Williams. Volume V is "Count Basie at Newport," with guest stars Jimmy Rushing, Joe Williams, Lester Young, Illinois Jacquet, Jo Jones and Roy Eldridge.

Volume VI is a grouping of performances by Toshiko, Mat Mathews, Eddie Costa, Rolf Kuhn and Dick Johnson. Volume VII has the Giggly Gryce-Don Byrd Jazz Lab and the Cecil Taylor Quintet. Volume VIII is "Jackie Paris, Don Elliott and Leon Sash at Newport." Volume IX, Oscar Peterson Trio plus Roy Eldridge, Sonny Stitt and Jo Jones. Volume X, Coleman Hawkins, Roy Eldridge, Pete Brown All-Stars and the Ruby Braff Octet with Pee Wee Russell.

Volume XI will be "Spirituals at Newport."

Conspicuous by their absence are such artists as Louis Armstrong, Stan Kenton, Mahalia Jackson, Dave Brubeck, Jimmy Giuffre, Jack Teagarden, Sarah Vaughan, Chris Connor, Bobby Hackett, Erroll Garner and several others. Problems were several: some of the artists could not get releases from their regular disk labels; some elected to play only material they had already recorded, and others demanded "unreasonable" payment.

Granz, in return for disk rights, picked up the personal appearance fees for all of the talent he waxed. The same procedure was followed last year by Columbia Records. The shorter Festival then limited Columbia's diskings to four LP's, all of which became best sellers. In fact, today, one year later, they are still leaders.

## Brunswick Fall Plans High't Quantity Discount, 8 New LP's

NEW YORK—A special 10 per cent quantity discount and a release of eight new LP's highlight Brunswick Records' fall package

## Crix Lix Flip Hip

CRANITE SPRINGS, N. Y.—The Chalet, a roadside club in this Northern Westchester County village, normally operates on a live combo and juke box dancing kick but on the evening caught Saturday (3), the feature group suddenly caught fire and put on a sensational display of showmanship for a large and appreciative audience (including friends and relatives of the men on the stand).

Bill Simon and his quartet had the fans with them from the start with a sharp display of versatility and musicianship. The group, consisting of maestro Simon, doubling on tenor and alto sax; Danny Rizzi, drums; Duke Jessup, piano, and Jerry Levine, bass, played waltzes, rumbas, polkas, tangos—literally anything the crowd wanted. Highlights were Simon's sly warbling of "I've Got a Rose Between My Toes," and a mad spree of honking, rock and roll tenor sax, winding up in a blaze of "One o'Clock Jump." The only style missed was the square dance, but there wasn't a square in the house, anyway. At one point, when somebody turned on the juke box during a set, the band rose to the challenge and blasted the box off its hooks.

Intermission combo of Howie Cook on piano and Burt Korall on drums gassed the crowd with a great display of modern technique. Proprietor Erich Meier quickly signed the group for a series of return engagements and a bevy of top guest stars are in the offing.

Other highlights of the show were classy vocals by practically everybody and an informal Charleston display by one of the less inhibited female patrons.

Ren Greatt.

program outlined to distributors this week. Five new EP's are also included in the release.

Dealers are offered the 10 per cent price break on purchases of 20 or more LP's or any combination of LP's and EP's in the amount of \$50 or more. The discount is in effect from August 12 to October 12. A special extended dating plan is available to dealers thru distributors. For distributors who handle both Brunswick and its parent label, Coral, the programs for the two labels are consolidated as far as discount orders are concerned.

The LP release is headed up by "Let's Get Acquainted," with the Lennon Sisters and "Make Room for Tiny," featuring Big Tiny Little, pianist with the Lawrence Welk band. Others in the group are "The Swingin' Herman Herd," with Woody Herman; "Here's Charley," with Charley Ventura; "Jackie Cain and Roy Kral"; "Passion," with Herb Jeffries; "That's Auld," with Georgie Auld, and "Concert Jazz," with such artists as Tony Scott, Terry Gibbs, Don Elliott, Coleman Hawkins, Dick Hyman and others. The group of eight LP's brings the Brunswick package catalog to a total of 35 albums.

The EP release consists of one-pocket sets by Ray Conniff, Teddi King, Cathy Carr, the Diamonds and the Lennon Sisters, the latter of which contains selections from the LP by the same group.

## Troy L. Martin To Southern-Peer

NASHVILLE—Troy L. Martin, veteran music man, well known in the country music field has resigned as vice-president in charge of Eastern operation of Golden West Melodies to accept a position as representative for Southern Music Publishing Company and Peer International.

Martin has been with Golden West the past three years, and prior to that had been with Southern Music and Peer International.

## Shifting Taste Picture Poses Difficult Repertoire Charting

• Continued from page 1

more indies are active in the jazz field than at any recent time. Prestige, Savoy, Blue Note and Atlantic have all recently released jazz singles or EPs, as a direct result of distrib and juke operator requests.

Admittedly, the music market today is highly fluid and uncertain. Tradesters point up at least two important reasons for the condition. The disk business, particularly at the singles level, has gone thru something of a slump since last spring. Record men outwardly believe this will all be cleared up by fall. But the knowledge of slumping sales and the fact that there are more new labels coming on the market than ever sharpens the scramble to come up with something new, that may take the buying public by storm. Thus diskeries and cleffers for that matter, are probing, seeking soft spots in public taste, in a desperate attempt to come up with a new trend or at least a new aspect of a current trend that will catch on.

### Adult Jockey Appeal

Secondly, and perhaps most important, is the growing pressure on disk jockeys by station management to broaden the appeal of their programming to include the adult, as well as the juvenile mar-

ket. It's a known fact that many advertisers have put the heat on stations to program material to attract grow-up listeners rather than teen-agers. "How can you sell cars or television sets to teen-agers" is the general query.

Record men, conscious of the value of jockeys in the over-all disk sales picture, are becoming aware of the pressure against such idioms as rock and roll. Thus they are trying to come up with ideas that have over-all appeal. In short, the singles field may more closely ap-

## Pic Moguls Ask AFM Relief on '5% Formula'

NEW YORK — A meeting sought by the major motion picture producers, with the American Federation of Musicians, seeking relief from the "5 per cent formula" on post-1948 pictures released for TV use, was held Tuesday (6) at the AFM offices here.

The original agreement by the producers to pay the musicians 5 per cent of gross TV time charges in addition to recording fees, was made more than 10 years ago, prior to the emergence of TV as a prime feature film market.

Now the producers, faced with increasing costs, and contract renewals early next year with other categories of production personnel, seek a new agreement with Petrillo which would ease the provisions of the old formula.

Reportedly, no headway was made at the meeting, but Petrillo invited the producers to come back with specific proposals which would be fair to the musicians as well as to the producers. He said he "would be glad to listen to any proposals."

No definite dates were set for future meetings. proximate the wide appeal of album repertoire now being released in ever-growing amounts.

The next definite trend in singles can't be strictly anticipated. But it's safe to say that perhaps less

## 'POP PARADE' BILL SOCK DRAW IN MILWAUKEE

MILWAUKEE—The "Pop Parade of Stars" held here last Tuesday (6) drew 19,000 people to pack the Temple of Music in what reportedly was the biggest turnout for such an event in Milwaukee history. The bill featured RCA Victor recording stars exclusively.

Event was emceed by Julius LaRosa, who also sang, appearing along with such as Pat O'Day, the Lane Brothers, guitarist Chet Atkins with the Rhythm Rockers, comic Jackie Kannon and guest conductor Hugo Winterhalter.

Winterhalter, who conducted the 68-piece Milwaukee Symphony, so impressed the locals that he was booked back for a separate guest appearance with the orchestra next year.

The event co-sponsored by Victor, the Park Commission and the Milwaukee Journal, will be repeated next year, and may become an annual affair.

of the wilder types of rock and roll and the crazy gimmicks will make headway. More refined and polished stylings may hold sway in the pop market, with the rhythm and blues and country fields reverting to more of the accepted traditional and authentic fare, for buyers in those specific fields.

It is also a safe bet that the gathering impetus of jazz at the personal appearance level in both clubs and outdoor affairs, is going to make itself felt in the disk field. Jazz, contrary to rock and roll and its offshoots, does have a broad acceptance that goes considerably beyond the limited confines of the teen-age market. Distributors, dealers and juke operators have shown interest in more jazz and their requests are being met.

As one tradester put it, jocks may one day greet the word "teen-ager" with a shudder. This thought in itself may be a guiding factor in forthcoming disk trends.

## Eydie, Steve Set Up Own Pub Firms

NEW YORK — Singers Eydie Gorme and Steve Lawrence have formed their own individual publishing firms. Each will have an ASCAP and BMI company. Both artists are managed by Ken Green-grass.

Miss Gorme's companies are Twinkle Music, Inc. (BMI) and Fortuna Music Corporation (ASCAP). Lawrence's firms are Maxana Music Corporation (ASCAP) and Pixie Music, Inc. (BMI).

Stanley Catron, formerly with Jerry Lewis, will be general manager of the four companies and an officer of the corporations.

The companies will not be limited to songs recorded by the artists. A number of writers are being signed to exclusive contracts.

## Cook Sues on 'Lights' Disk

NEW YORK—An infringement suit was filed in Federal Court last week against Bregman, Vocco & Conn, Sammy Gallop, Chester Conn, Capitol Records, and Capitol Records Distributing Company tunesmith by Charles L. Cooke.

The alleged infringement concerns the recent Nat (King) Cole disk "Night Lights," which the plaintiff charges was copied from "Sweetness," a tune co-authored with the late Bernie Grossman in 1951. The rights were assigned to Handy Bros. Music Company, Inc. in 1951 and returned to the composer in 1956 according to the complaint.

## Fete Wright On Mil Mark

HOLLYWOOD — Vet organist George Wright will be feted at ceremonies here this month, marking the cumulative sales of 1,000,000 of his albums.

The figure, according to High Fidelity Recordings prexy, Richard Vaughn, covers a two-year span since his company started in business and is derived from seven albums that have been issued on Wright.

Vaughn will release two new packages by Wright later this month, "The Genius of George Wright," and "Hymns That Live."

# ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Don Robey, of the Houston-based Duke-Peacock empire, has unveiled the new "Back-Beat" label. First release carries three singles, by Doug and Josie, a girl-boy duo; Tic and Toc, a rocking male duo, and the Rob Roys, a rock-and-roll vocal group. Robey said: "The artists appearing under our new label are in most instances 'teen-agers' in actual age count or at heart. And as such, our new baby—'Back-Beat'—is dedicated to the teen-age market."

Cleffer, personal manager, band leader Buck Ram has been not only a busy, but a widely traveled operator as well. Last week he was on the West Coast for film studio meetings on the latest pic effort by the Platters, to be filmed on location in the Argentine and Brazil. Working title of this flick is "The Flying Platters," and Ram is setting up appearances in the film of pop acts in those South-of-the-Border nations. He returns to South America in three weeks. Meanwhile, Ram has arranged for representation of his New York and Los Angeles pubbing and talent enterprises in Latin America. Under a reciprocal deal, he'll work thru Ediciones Internacionales Fermata in Argentina and Fermato Do Brazil in Brazil. While on a recent trek in Latin America, Ram signed Tito Madi; referred to as "the Frank Sinatra of Brazil," for world management. Madi's disks are in the top 10 of Brazil and he is also billed as a top cleffer. First two disks for American consumption are "Senorita" and "Sad River," both on the Rio hit parade in Portuguese versions. In addition to these frantic activities on the international scene, Ram is busy

here plugging his new band's Camden EP release.

Calypso apparently is still alive. Lenore Martin, of Buffalo, reports she has cut "The Lovely Moon in Kingston" for the Ace label. . . . Mop Dudley, whose organ trio works in the Hotel Dixie, Annapolis, Md., is interested in road bookings by interested agents. . . . Aladdin has brought out the first release of its new pactee, Johnny Flamingo. Sides are "My Teen-Age Girl" and "When I Lost You." Other new releases from the label are by the Velvetones and vocalist-pianist Aggie Dukes. . . . Little Richard, without benefit of newspaper or radio advertising, drew 1,800 paid admissions to the Veterans Auditorium in Des Moines. (Continued on page 94)

## Angel Skeds 22

• Continued from page 50

coupling of Nos. 38 ("Prague") and 39.

In the "soloists" section are several artists who will make highly-publicized Stateside appearances next season. These include violinist Johanna Martzy, who does two Schubert Sonatas in the first of three scheduled albums of the composer's violin works, and Russian violinist Leonid Kogan, who couples the Prokofiev Concerto No. 2 and the Mozart No. 3. A novelty is the two horn concerti of Richard Strauss, played by Dennis Brain with the Philharmonia.

### Vocal Sets

Among the vocal sets is a group of Wolf lieder sung by Fischer-Dieskau, with Gerald Moore at the piano, and a set of madrigals, folk songs, etc., by the English Singers of London. Tenor Di Stefano does a collection of "Songs of Naples."

The budget "Library Series" includes Vol. 4 of Boccherini Quintets, some Bach clavichord music, and poet-dramatist T. S. Eliot reading his Four Quartets.

A program of "symphonic caricature," described as "a sort of highbrow Spike Jones vein," is "The Hoffnung Music Festival Concert." Angel also has a new collection by the Deutschmeister Band of Austria, which will tour the States next season. Among the more "popular" releases is a group of original songs sung in French by Varel and Bailly, who appeared here last year at the Waldorf, and who will tour the country this season.

## Exemption Picture

• Continued from page 50

posed to changes, but if changes are necessary, "the requirements outlined would have to be part of the change" if NLBA is to be content.

Spokesmen for the Senate Judiciary Committee, currently studying the O'Mahoney bill, label the NLBA proposal as a "step toward conciliation." They would neither confirm nor deny rumors that hearings would be held on the bill after Congress adjourns.

Juke activity came in the House, too, when Rep. Ralph Gwinn (R., N. Y.) introduced a bill identical to the O'Mahoney measure. Both bills are substantially the same as the old Kilgore bill. New versions, however, would protect the location owner from liability unless the proprietor owns the juke on location in his establishment. They also free proprietors of hotels, taverns, "milk bars" and other locations where no admission is charged, from any liability in performance of mechanical music.

## WSM DJ Fest

• Continued from page 50

by WSM execs to again handle arrangements for the deejay conclave. He has had a hand in convention planning since its inception. Stapp recently left the station to devote his full time to his Tree Publishing Company, with headquarters here.

To accommodate the huge turnout expected, WSM's festival planners will move the Friday morning welcome and awards meeting and the Friday afternoon Disk Jockey Clinic to the 2,000-seat War Memorial Auditorium directly across the street from WSM's studios.

Official headquarters for festival registration will again be set up in the lobby of the Andrew Jackson Hotel. As in previous years, WSM's invitation to the festival will be mailed a month prior to the big weekend. Pre-registration forms will follow the invitations by a week.

D. Kilpatrick, director of the "Grand Ole Opry," has announced that the entire "Opry" cast will be on deck that weekend to greet festival guests.

Plans for the entertainment events will be finalized and announced early in September.

## Mercury Brass

• Continued from page 50

Philadelphia, Los Angeles and San Francisco.

One reason the front office corps scheduled the good-will tour now, said Steinberg, is that local branch and distributor personnel are flooded with work arising from the apparent overwhelming success of Mercury's "Five for One, Take-All Plan" announced a week ago. The plan allows dealers to turn in old 78 wax of any label for 71 cents credit per piece against the purchase of Mercury LP merchandise. Credit up to one-fifth the purchase price of the LP's is allowed.

After six days of the plan, Steinberg said, the dealer response huddled the company's expectations for the whole month-long campaign. He predicted that when the deal closes August 31, orders will amount to three times what the company had originally planned for.

## Teen-Age Deal

• Continued from page 49

the club member is sent a new approval card, listing a completely new selection of records for members to choose from.

According to McClellan, records are purchased thru normal distribution channels at the existing trade prices. In some cases, distributors have indicated discounts would be available.

McClellan declared that he expects the club membership to substantially increase when he gets a big advertising campaign under way this fall. Tho it's premature, he averred, plans have been discussed to include TV advertising, other national media, and if and when the club gets big enough, a record company of his own would be organized.

## Golden Crest

• Continued from page 49

a percentage of their total number of active accounts.

Second part of the program is an "Incentive Plan." Thereby, dealers may get two albums free for every 10 purchased. Terms are offered: one half due in 30 days, and the balance in 60 days. All sets carry the line's standard 100 per cent exchange privilege.

New albums released in August will be included in the plan as they become available.

## SCREEN TAPES

### Jazz Fest Seeks New Talent

NEW YORK—Randall's Island Jazz Festival promoter, Don Friedman, will present one completely unknown group at his upcoming two-day bash, set for August 23 and 24.

Friedman has been screening a number of audition tapes sent him from various sectors of the country. The final group of tapes will be judged by a special panel of jazz experts Tuesday (13) at Greenwich Village's Cafe Bohemia.

The panel will consist of Don Elsen, of The New York Daily News; Dom Cerulli, Downbeat; Bill Coss, Metronome, Jazz Today; Leonard Feather and jockeys Mort Fega and Jack Lazar. Tapes will be played over a special hi-fi system and tho the club is normally closed on Tuesdays, the doors will be open to anyone who wants to listen.

Winning combo will get a special booking at the club in September.

### Pop Disk Artists

• Continued from page 50

dramatic debut a couple of weeks ago at the Cape Playhouse, Dennis, Mass., in "The Tender Trap." Last month Eileen Barton played the fem lead in "Oh Men, Oh Women" at Lake Hopatcong, N. J., while Vaughn Monroe made his legit debut in "Annie Get Your Gun."

Gisele MacKenzie, veteran of several stock seasons, again played "Annie Get Your Gun" at the Dallas State Fair. Julie Wilson appeared in "Panama Hattie" last week at the Starlite in Kansas City, with Tony Bennett starring in "Silk Stockings" at the same theater shortly.

In line with this, GAC has arranged for Julie Styne to fly out and catch the show, with an eye towards putting Bennett into his forthcoming legit musical on Broadway this fall.

Dorothy Collins plays her namesake, Dorothy, in "The Wizard of Oz" this month at the Starlite and the St. Louis Municipal Opera Theater.

### Liberty Unveils

• Continued from page 49

and September will be entitled to free LP albums in the same ratio.

Similar plan prevails regarding catalog merchandise, with distributors required to order not less than 10 each of 26 different albums, with the same discount schedule (in free merchandise) prevailing.

New August albums include wax by Bill Ward, Eddie Cochran, the Spencer-Hagen orchestra, Jeff Chandler, Russ Garcia, Rud Wharton, Myrna Fox with Mouty Kelly, Lionel Newman, Bill Perkins & Richie Kamuca, Irv Orton, Gracie Fields and two classical sets.

September release has packages by Julie London, Martin Denny, Johnny Duffy, Don Swan, Calvin Jackson, Spencer-Hagen, Meg Myles, Si Zentner, Barney Bigard, David Seville, Tommy Hendrix, and two additional longhair sets.

### Correction

Last week's review of the Jimmy Bowne recording, Roulette 4017, "Ever Since That Night" b/w "Don't Tell Me Your Troubles," erroneously reported that "Don't Tell Me Your Troubles" was from the artist's latest album. The flip side, "Ever Since That Night," is the number in the album.

## Pabst and Cabot

• Continued from page 49

ders Theater later in the summer and early fall. The Chicago area will get plugs via the "This is Your Town" show. On radio, there will be 40 spots on NBC's "Monitor" between now and Thanksgiving, and additional plugs on broadcasts of all Green Bay Packers games, which broadcasts are now sponsored by Pabst.

Pabst's "Football Facts" book, of which 250,000 are distributed annually, will advertise the albums with a full-page spread. This will be a straight consumer ad plugging Victor dealers.

The redemption coupons for albums are governed by State laws, and thus will only be valid in 23 States. Other States, however, will get just as heavy plugging for Cabot.

The Cabot albums are "Tony Cabot Swing (East)," "Tony Cabot Swings (Midwest)," "Tony Cabot Swings (South and West)." Deal applies to the single LP's and also to the equivalent material on three single EP's for each LP.

Deal was set up for Victor by ad manager Bill Alexander.

## Am-Par Gives

• Continued from page 49

However, if his actual return is only \$9,000, he will receive a cash credit of \$500, and Am-Par will consider his return complete for the period.

The new return privilege policy does not apply to Colonial, Chancellor, or any of the other labels distributed by Am-Par. The return privilege on these labels will remain 6½ per cent of net purchases. The policy also remains the same on the Mickey Mouse catalog, with Am-Par continuing to accept exchanges on this merchandise but no returns.

Meanwhile, Am-Par prexy, Sam Clark, reports that the label's new "Lucky Seven" album promotion, whereby dealers receive one additional album free for each seven albums bought during August and September, is sparking immediate action sales-wise.

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  - Dick Hyman (MGM) #K-12516
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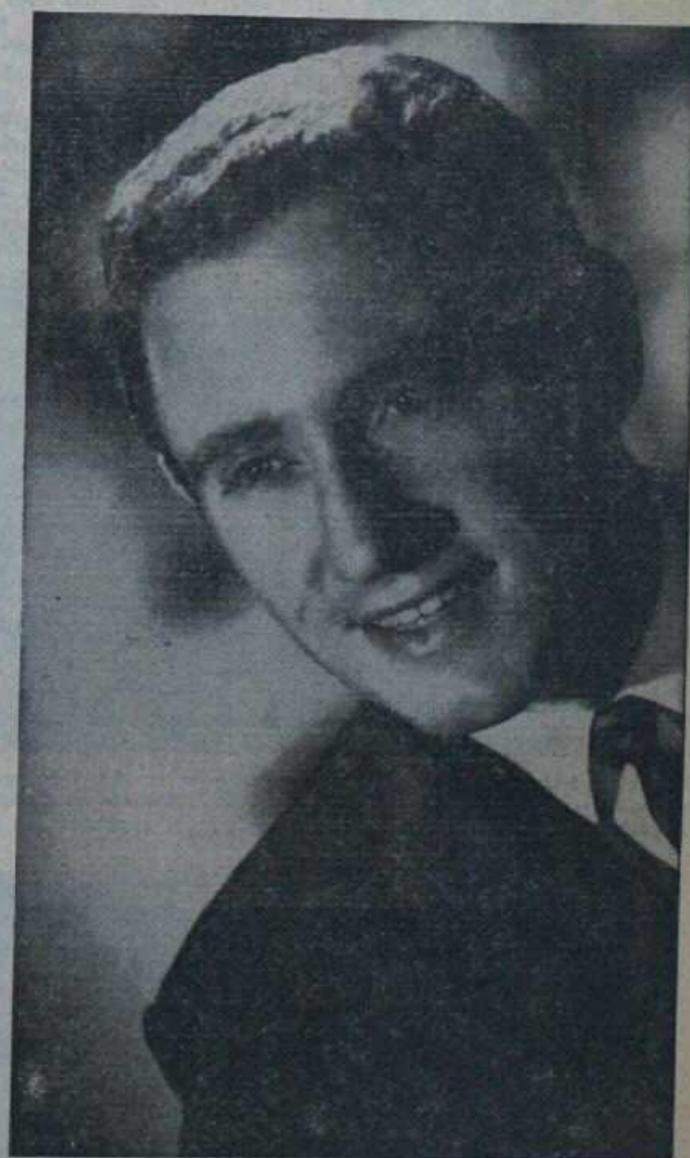
# RUNNING FOR A HIT!



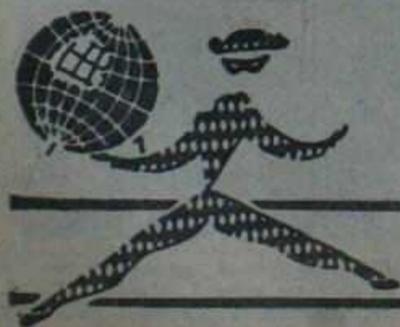
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vocal with Anita Kerr Singers,  
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## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## Columbia Makes Pitch on Phonos

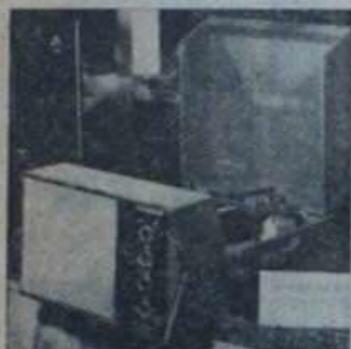
Columbia Records has scheduled meetings thruout the country during August to acquaint dealers with their new phono line. The extensive line debuted before an enthusiastic distributor meeting in Miami Beach, Fla., two weeks ago. The line embraces 38 different models ranging in price from \$29.95 to \$1,995. Included are portables, table models and consoles; radio-phonos combinations, radio-phonograph combinations, stereophonic tape recorder reproducers

and a transistor portable radio. In creating what they refer to as the "industry's most comprehensively priced line," Columbia has developed models for 24 price categories in which they had no representation heretofore. The result is an easy step-up in price from model to model.

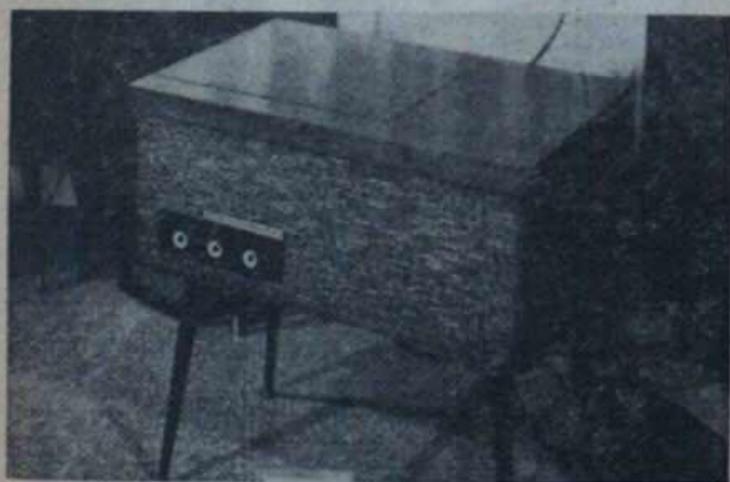
One of the important innovations in the line is a speaker set-up referred to as DEP. The letters stand for directed electromotive power which, in terms of results, means an unusual smoothness in bass frequencies without the use of large, space-consuming loudspeaker cones. The DEP system is used in 14 of the models priced above \$159.95.

Columbia's tape recorder-stereo players are self-contained, i.e., they are capable of playing back a stereophonic tape without using other amplifier-speaker facilities. However, the firm has also incorporated a stereophonic tape input jack in its phono models priced above \$159.95, so that the customer has a choice of using either the tape recorder facilities or the higher-powered phono amplifier and speaker system.

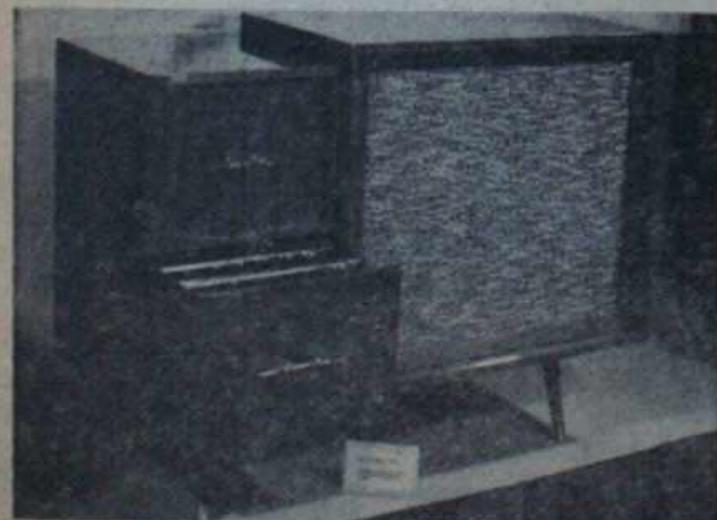
Three important models from the Columbia phono line are illustrated below.



In the under-\$100 class, the Model 518 is a popular model. The unit shown here is the 518 R, which includes radio. It features slide-rule station tuning; has four controls, eight-inch speaker and tweeter coaxially mounted.



Columbia's 542 is a four-speed console, boasting the DEP speaker system. Stereo and tuner input jack are provided. The six-watt amplifier is capable of six-watt peaks. Completely automatic. Suggested list price is \$159.95.



The Model 710 console is an AM-FM radio-high-fidelity phono combination. It has five speakers, including the DEP system. The 25-watt amplifier is capable of 40-watt peaks. Tuner contains what the firm calls a "hyper-active" AFC for non-drift tuning in FM channels.

## NEW AIDS

## Firms Offer Sales Aids

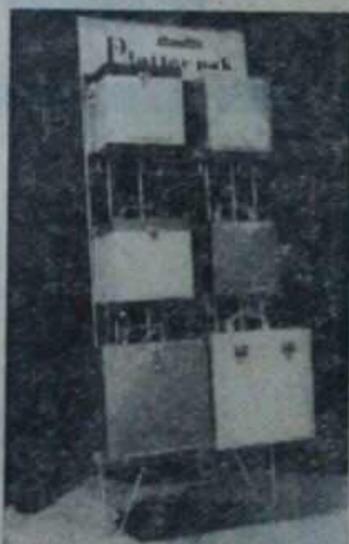
Among the new dealer aids for fall business are those from Fidelity, Amberg File and Index Company, and Audio Books.

Fidelity is packaging several record care items in a single, flip-up box that converts into a counter-top display carton.



Placed next to the cash register, the colorful carton attracts lots of impulse dollars.

The Amberg File and Index Company, manufacturers of Amfile record-carrying cases, is introducing the wire display rack shown here. Amberg picks up part of the cost of the rack; the



distributor also picks up part and the dealer gets it for a nominal amount. The rack makes it possible to display all the various units in the Amfile line. Ask your Amfile distributor about it.

The Audio Book Company has a display rack that ships flat with a representative order of its "talking books." The firm expects to



ship a lot of these. Most of the new phonographs on the market today include the 16 $\frac{2}{3}$  r.p.m. talking-book speed at which Audio Books spin, and dealers report good action on the line. This display piece reminds the customer to ask for a demonstration, helps turn inquiries into sales.



These browsers are located in the main traffic area in the front of the store and contain bargain disks—samplers and low-priced labels. These promotional disks are successful in pulling in customers, the Music Room reports.

## Dealer Club Has Important Twist

By RALPH FREAS

**SOUTH BEND, Ind.** — Al Kester, owner-manager of the Music Room, has a disk club of his own with an important, sales-potent twist. He places a time limit on the collection of club benefits.

### Club Similar to Others

Kester's club operates the same as most dealer clubs, i.e., he gives a free \$3.98 LP after the customer purchases 10 LP's at full price. The club membership card states the terms of the deal, but contains the proviso that the records must be purchased within the four-month period between the date of the customer's joining the club and the date four months hence.

### Time-Limit Benefit

All duplicate club cards, kept on file in the store, are arranged according to date. A month before the expiration date, a reminder card is sent to the customer. This serves to jog the customer's memory about the free offer—a service that customers appreciate. It also is a reminder that the Music Room is the place to buy records.

The club isn't old enough (it was started in April) for Kester to determine how effective the time-limit gimmick will work. So far, he has enrolled about 300 customers. Fifteen have so far qualified for the free disk. Whether or not this 5 per cent return is due to the time limit is moot. Kester thinks it is effective and will continue the plan indefinitely.

### \$25 Purchasers Rewarded

Another free record gimmick used by the Music Room is the gift of a \$3.98 LP with every purchase of \$25.

"When we sell four or five LP's for \$16 or \$20," Al Kester explains, "it is pretty easy to push the customer up to a \$25 purchase to qualify him for a free record." The Music Room averages about one \$25 customer a day because of the gimmick, Kester says.

### Unexpected Opposition

A relative newcomer to the retailing scene in South Bend, Kester has tried a number of promotion stunts regarded as unorthodox by his well-established com-

petition. After having been in business for a while, he decided to get rid of the dogs on his shelves by offering them at a discount. He figured he would release the money he had tied up in the bad buys and put in fresh new merchandise.

He advertised the special discount on a local radio station. Then, as he tells it, "the roof fell in." Other disk dealers in town complained to their distributors and the distributors threatened to cut Al off if he didn't stop advertising the discounts. Not would they allow him to advertise the cut-price merchandise with signs in his window. So he withdrew the deal.

Now he relies on clever displays and promotionally priced lines.

"I fell I can sell anything," he says. "Take bullfight records. I had a lot of them and they weren't moving. I put in a special bullfight window, with posters and that sort of thing, and I completely sold out of bullfight records."

He carries Camden, Somerset and Grand Award as promotional lines. These are prominently displayed in browsers right in front of store. If a customer looks into the store, he can't miss seeing them.

The Music Room has been open only a year in South Bend. But in that short time Al Kester has convinced everyone that he means business.



Dolores Ritschard is chief clerk and big aid to owner-manager, Al Kester. She has her finger on the local musical pulse and handles the all-important buying function. She shows how the Music Room demonstrates records from behind the service counter.



Having pegboard on the walls simplifies the job of racking up the 45 singles. A title strip and hook are all that are needed to make a good, efficient display. Teen-agers often are reminded of additional disks they wanted when they see them on display.



# CASH IN WITH COMO

Now you can offer  
40 Perry Como hits  
for \$5 with every  
RCA Victor  
Fabulous 45  
"Victrola"® you sell.



Charcoal gray-and-coral, black-and-gray or antique white-and-flame red. (7EY1) \$32.95. With larger speaker, more powerful performance, model 7EY2. Two-tone gray or two-tone green. \$36.95.

IT'S ONLY NATURAL—people come clamoring when you offer them real value. That's what this new promotion is—a real dollars-and-cents bargain. Here's the story: every time you sell a new Fabulous 45 "Victrola," your customer is entitled to a special Perry Como album of ten "45" EP records for just \$5—a fraction of the \$14.90 value. There are songs like "Hot Diggity," "Temptation" and "Talk Of The Town."

As an extra bonus, the album also includes a fascinating booklet about Perry and his songs. EVEN THE "VICTROLAS" HELP YOU SELL. The RCA Victor Fabulous "45" is a great buy in itself. It offers more music for less money—world's most popular, most trouble-free automatic record system—Hi-Fi or "Golden Throat" tone—almost 2 hours of music with one full load of "45" EP records.

POWERFUL ADVERTISING, TOO! Nation-wide ads and commercials will back you.

CASH IN on this profit-making promotion—contact your RCA Victor distributor now!

**RCA VICTOR**  
Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. Suggest RCA Victor New Orthophonic High Fidelity recordings. © RCA trademark for record players.



**LOW-PRICED PORTABLE** automatic 45 "Victrola." Luxurious luggage-style case in rust-and-pebble white or green-and-pebble white. Model 8EY31 \$39.95.



**DELUXE PORTABLE** automatic 45 "Victrola." Luggage-style case is richly fashioned in rich brown-and-tan, two-tone blue, or two-tone green simulated leather. Model 6EY3 \$42.95.



**DELUXE** automatic 45 "Victrola." Extra-powerful performance. Smartly styled in black-and-gray or maroon-and-buff. Model 8EY4 \$49.95.



**MULTI-SPEAKER "45" HI-FI.** 3 wood finishes. Mark VIII (7HF45) \$79.95 in Mahog. Portable "45" Hi-Fi—Mark XII. (8HF45P) \$69.95.

# MEET THE MONEY-MATE



## *New RCA Victor 2-speed "Victrolas" specifically designed to*

Today's biggest value in music is RCA Victor's great new 2-speed "Victrola." It's entirely new—an automatic "45" that also plays one 33 $\frac{1}{2}$  rpm record automatically. That means you can now offer customers the two speeds they want most, for little more than the price of a "45" alone.

**Practical!** As a "45," the 2-speed "Victrola" plays up to 2 hours of "45" EP's. As a 33 $\frac{1}{2}$ , it plays any 10- or 12-inch record. Your customer pays only for his favorite speeds—not for a speed he doesn't use.

**Easy to operate—virtually trouble-free!** World's most dependable record changer. Tone arm is feather-light to protect records. Deep, clear "Golden Throat" tone adds new brilliance to records.

**Open a complete new market.** Sell the people who want both "45's" and 33 $\frac{1}{2}$ 's but who don't want to pay for outdated or less popular speeds. Order 2-speed "Victrolas" from your RCA Victor distributor now.



**Lowest priced 2-speed attachment.** Plugs into en Throat" tone. Charcoal-phonograph jack of radio. Black- and coral or green-and-white, and-white. (9JD1) \$32.95.

**Low-priced with "Gold-attachment.** Plugs into en Throat" tone. Charcoal-phonograph jack of radio. Black- and coral or green-and-white, and-white. (9ED1) \$44.95.

**Extra-powerful. Tur-quoise-and-antique white or sandalwood-and-terra cotta. (9ED2) \$49.95.**

**RCA** **RCA VICTOR**

Manufacturer's nationally advertised list prices shown, subject to change without notice. Slightly higher for West and South. \*RCA trademark for record players.

# TO THE FABULOUS "45"

*Priced in the range most of your customers are ready to pay—\$32.95 to \$54.95*



Portable 2-speed "Victrola"® in 2-tone blue, or tan and brown simulated leather. Model (9ED31) \$49.95. Extra-powerful deluxe model (9ED32) \$54.95.

*give your customers the speeds they want most—33<sup>1</sup>/<sub>3</sub> and "45"*



## Perry Como helps you sell! Offer 40 hits for \$5

All your customers do to get in on this great offer is buy any automatic "Victrola" (including 2-speed models). Then, for just \$5, you give them an album of ten "45" EP records (original cost \$14.90). Album includes all-time hits like "Hot Diggity," "Temptation" and "Prisoner of Love."



## Mighty advertising program helps pave the way to sales

RCA Victor backs your selling effort with a "powerhouse" national campaign in publications like: Life, Reader's Digest, and Seventeen. TV and radio shows like: Monitor, The George Gobel Show, and The Eddie Fisher Show.

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## Best Selling Pop Albums

FOR SURVEY WEEK ENDING AUGUST 3

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

1. LOVING YOU—Elvis Presley.....RCA Victor LPM 1515
2. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
3. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
4. HYMNS—Tennessee Ernie Ford.....Capitol T 758
5. A SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
6. MY FAIR LADY—Original Cast.....Columbia OL 5090
7. FILM ENCORES—Mantovani.....London LL 1700
8. SPIRITUALS—Tennessee Ernie Ford.....Capitol T 818
9. THE KING AND I—Sound Track.....Capitol W 740
9. SONGS OF THE FABULOUS FIFTIES—Roger Williams.....Kapp KXL 5000
11. OKLAHOMA!—Sound Track.....Capitol SAO 595
12. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
13. HERE'S LITTLE RICHARD—Little Richard..Specialty SP 100
13. \*JUST A CLOSER WALK WITH THEE—Pat Boone.....Dot DEP 1056
13. \*\*PEACE IN THE VALLEY—Elvis Presley..RCA Victor EPA 4054

\* Not available as a Pop Album. Available only on RCA Victor EPA 4054.

\*\* Not available as a Pop Album. Available only on Dot DEP 1056.



## Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 3

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

- Dukes of Dixieland, Vol. 3.....Dukes of Dixieland Audio Fidelity AFLP 1851
- For Dancers Also.....Les Elgart Columbia CL 1008
- Lena Horne at the Waldorf Astoria.....Lena Horne RCA Victor LOC 1028
- New Girl in Town.....Original Cast RCA Victor LOC 1027

## Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 3

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

1. SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
2. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
3. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
4. RING AROUND ROSIE—Rosemary Clooney & The Hi-Lo's.....Columbia CL 1006
5. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
6. ABOUT THE BLUES—Julie London.....Liberty LRP 3043
7. STEADY DATE WITH TOMMY SANDS—Tommy Sands.....Capitol T 848
8. JUNE, FAIR & WARMER—Junie Christy.....Capitol T 833
9. EYDIE GORME—Eydie Gorme.....ABC-Par. EPA 150
10. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's.....Columbia CL 052

## Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Popular Albums

**OTHER VOICES (1-12)**—Erroll Garner with Ork. Columbia CL 1014

Garner's debut with full orchestra is the artist's best commercial effort to date. Lush settings by Mitch Miller allow the pianist more area for his inventive mastery. "Concert by the Sea" is still high on the best selling jazz chart, and this set figures to go even better with its greater appeal in pop markets. Selections include "On the Street Where You Live," "Misty" and the album title tune.

**SONGS OF THE SEA (1-12)**—Norman Luboff Choir. Columbia CL 948

Solid merchandise here. The Luboff choir follows up a series of previous successes on specialized song fare with 14 of the great seas chanteys, beautifully arranged and rendered. Excellent programming combination of rollicking sailor songs and soft, simple folkish ballads. Sole accompaniment is by George Van Eps on guitar and Dom Frontiere on accordion, both of whom add much color to the material. Handsome cover. Highly recommended.

### Classical Albums

**THE ROMANTIC MUSIC OF RACHMANINOFF (1-12)**—Andre Kostelanetz Ork. Leonid Hambro, pianist. Columbia 1001

Columbia's August "Buy of the Month" at \$2.98 blends the infallible attractions of Kostelanetz and Rachmaninoff for a smash package. Program draws on excerpts from popular orchestral works and transcriptions of piano and vocal originals. Leonid Hambro provides deft pianistic assist.

**GLIERE: SYMPHONY NO. 3 ("LLYA MURMETZ")**—The Philadelphia Orch. Eugene Ormandy, cond. Columbia ML 5189

Superb playing, dramatic reading and first-rate recording combine for potent effect. Popular Russian "symphony," actually closer to tone-poem, benefits from breadth of conception and of recorded sound. Without excessive opposition, should do well in shops.

### Classical Special Merit Albums

**SCHUBERT: ROSAMUNDE, OVERTURE "THE MAGIC HARP," SERENADE, PSALM 23.** Diana Eustrati, Alto; Michael Raucheisen, Piano; Berlin Phil. Orch. Fritz Lehmann, Cond. Decca DXB 144

Complete recording of incidental music for "Rosamunde" includes exquisite "Romance" for solo voice and three delightful choruses, in addition to more familiar instrumental selections. Good contributions by all performers are adequately recorded. Dealers have no problem of competition here for customers who accept two-record set.

**MOZART: 6 QUINTETS FOR STRING QUARTET AND VIOLA (COMPLETE) (3-12)**—Budapest String Quartet. Columbia M3L-239

Each multi-disk "complete series" release by the Budapest has been a major event for the chamber music connoisseur. This grouping, with Walter Trampler as the added violist, is another monumental achievement, especially since it includes, in the G Minor and the other three of the later quintets, some of the greatest music ever written. Earlier edition of several of these by the group left little to be desired, but collectors will want the complete set with the uniformly good sound of the new versions.

### Country & Western Albums

**RAY PRICE SINGS HEART SONGS (1-12)**—Ray Price. Columbia CL 1015

Price has been a powerful seller this year, and altho "Crazy Arms," his big pop single, is not

included in this collection, the effect of that smash will surely help to melt the present package right off the shelves. The tunes are country torch songs—weepers, a country blues with a Yancey bass figure in the guitar, Hank Williams' "Mansion on the Hill," "Letters Have No Arms," etc., in the traditional country style. Strong merchandise.

### Rhythm & Blues Albums

**THIS IS FATS (1-12)**—Fats Domino. Imperial 2040

A collation of several previously released Fats Domino singles and others cut for this set, which his legion of fans is certain to gobble up in short order. "Valley of Tears," an instrumental cutting of "As Time Goes By," "Hey La Bas" and other gems in the inimitable Domino manner, are included. Sell on sight.

### Special Merit Jazz Album

**RAY BRYANT TRIO (1-12)**. Prestige 7098

Bryant, a fast-maturing modern pianist, in a set of sensitively turned performances. Especially laudable for his excellent touch and development of ideas to a point of eloquence without unnecessary adornment, Bryant is most compelling in his ballad renderings, i.e. "Angel Eyes," "Django," and notable on the faster selections for the rhythmic thrust and vigor of his playing. Support of bassist I. Isaacs and the exceptional drumming of Specs Wright add appeal.

### Special Merit Jazz Documentary

**ESCAPADE REVIEWS THE JAZZ SCENE (1-12)**—Various Artists. Liberty SL 9005

A highly interesting symposium on the many facets of jazz, moderated by Bobby Troup, with Ziggy Elman, Johnny Otis, Jack Teagarden, Jack Costanzo and Howard Rumsey performing and discussing swing, rhythm and blues, Dixie, Afro-Cuban and modern music respectively. The commentary is loose and not hampered by any rigid requirements such as a script may have imposed. The musicians take a 12-bar blues theme and play in the various idioms. There's good pro and con for jazz buffs to follow, and likewise some excellent music to be found. An excellent idea, and one well worth promoting.

### — Album Cover of the Week —



**SONGS OF THE SEA**, Columbia CL 948—Norman Luboff Choir. The covers for the previous Luboff sets, "Songs of the West" and "Songs of the South," proved successful attention getters. This beautiful color photo of the sea follows the same formula of relating cover art to contents without copy, and should spark as much curiosity. Group display of series, or individual exposure of the covers should attract.

## Reviews and Ratings of New Albums

Popular	Classical	Jazz
<p><b>BOY MEETS GIRL</b>..... 85 Sammy Davis Jr. and Carmen McRae (1-12) Decca DL 8490 Powerful package joins two great personalities in numbers aptly chosen for duo treatment. Voices and styles blend well, both artists project lyrics (Continued on page 60)</p>	<p><b>TCHAIKOVSKY: SERENADE IN C FOR STRING ORCH.; BORODIN: NOCTURNE FOR STRING ORCH.; BARRER: ADAGIO FOR STRINGS; VAUGHAN WILLIAMS: FANTASIA ON GREENSLEEVES (1-12)</b>—Strings of the Philadelphia Orch., Eugene Ormandy Cond. Columbia ML 5187..... 82 (Continued on page 64)</p>	<p><b>ROLLINS PLAYS FOR BIRD</b>..... 77 Sonny Rollins Quintet, Kenny Drew, Max Roach (1-12) Prestige 7095 A substantial set featuring a seven-selection tribute medley to late "Bird" Parker, provocatively handled by Rollins and emphatic colleagues: K. Drew (Continued on page 94)</p>



*introducing  
a new teen-  
sensation!!!*

# JOEL GREY

with Orchestra Conducted by Jack Marshall

## EVERYTIME I ASK MY HEART

c/w **MOONLIGHT SWIM**

record no. 3777



The Girl with the  
Voice full of "Heart"

# Martha Lou Harp



First with a vocal version

# BY THE BEND OF THE RIVER

PREP #F113

**PREP**

RECORDS, INC.

## Reviews and Ratings of New Popular Albums

Continued from page 58

knowingly in numbers featuring "You're the Top," "Baby, It's Cold Outside," "People Will Say We're in Love," "Two Sleepy People." Should prove a top seller.

**TAMMY AND THE BACHELOR AND INTERLUDE** ..... 78  
Sound Tracks (1-12")  
Coral CRL 57159

Here's one of the first double deck sound-track jobs, all on one album. Each side of the package is a separate color cover which allows for double display value. Inside, there are two listenable, if not monumental tracks, the "Tammy" side of which contains the Debbie Reynolds hit version of same. Either side, the material qualifies as good background music and names of pic stars Debbie Reynolds ("Tammy" side) and June Allyson and Rossano Brazzi on the flip will help sales.

**AN AFFAIR TO REMEMBER** ..... 78  
Sound Track (1-12")  
Columbia CL 1013

Beautiful score by Harry Warren and Harold Adamson includes the already popular title song sung by Vic Damone. Interest in the picture as a result of flattering reviews will help with sales. Several charming new melodies and themes are also included in the set which should move well.

**MR. DEE GOES TO TOWN** ..... 76  
Lenny Dee (1-12")  
Decca DL 8497

Dee displays his usual, attractive organ wizardry with a nicely varied and very listenable selection of tunes including "This Can't Be Love," "Melody of Love" and "Peanut Vendor." The sides are a danceable grouping and can score with those seeking dance sets. Hi-fi bugs will probably like the organ reproduction.

**A YOUNG MAN'S FANCY** ..... 75  
Frank Comstock Ork. (1-12")  
Columbia CL 1021

Comstock's stock has risen as his work for the Hi-Lo's has become recognized. This set, however, is fairly routine instrumental mood fare, without many of the expected modernisms. Nevertheless, a nice airy quality pervades the several combinations used, and the tunes will appeal to many. Includes, for example, "Touch of Your Lips," "Let's Take a Walk Around the Block," etc. As part of the label's full push, must command some attention.

**THE FOLLIES GIRL** ..... 73  
Bill Snyder (1-12")  
Decca DL 8495

Tunes gathered from Ziegfeld Follies (1907 to 1927) are worked over in Bill Snyder's very popular piano style, with orchestral backing. Among the better-known songs are "Shine On Harvest Moon," "Hello Frisco," "Ooh, Maybe It's You" and "A Pretty Girl Is Like a Melody." Snyder's many fans will want this and jocks could find it useful for nostalgic sessions.

**THE JOLSON STORY "AMONG MY SOUVENIES"** ..... 73  
Al Jolson (1-12")  
Decca DL 9050

Collection stressing wistful, sentimental side of Jolson's varied repertory includes title song, "Roses of Picardy," "Little Pal" and "That Old Gang of Mine." Original Kraft Music Hall Broadcast material "not available on any other single or long-play record today."

**DANCING ON A RAINBOW** ..... 71  
Roger King Mozian (1-12")  
Decca DL 8556

A tasty package for dancers that should strike a positive chord with a wide audience on strength of diverse program and colorful orchestral writing of leader Mozian. D.J.'s have a good selection for a dance segment here. "Feelin' Kinda Blue" is an excellent demo-band.

**DRETFWOOD AND DREAMS** ..... 72  
Henry Mancini Ork. (1-12")  
Liberty LRP 3049

A musical tour of Shangri-La, dominated by nautically inspired tunes, e.g., "Off Shore," "Ebb Tide," "Sleepy Lagoon." Set is a superbly recorded mood piece, capturing the fluid sounds of accordion, organ, guitar and a number of obligatos by Lulu Jean Norman. Well worth stocking.

**REMEMBER WAIKINI** ..... 72  
Ray Kinney and His Coral Islanders (1-12")  
Liberty LRP 3054

One of the better Hawaiian sets being rushed on the market, by an excellent group. The Hawaiian evergreens are there, "Lovely Hula Hands," "Cockeyed Mayor," and "Little Brown Gal," with Kinney's songs and melody authentic for even the most discerning. This one is well worth featuring.

**MEET ME DOWN ON MAIN ST.** ..... 72  
The Mellomen Barber Shop Quartet (1-12")  
Disneyland WDL 3012

Another package aimed at selling both the music and Walt Disney's Disneyland amusement park. Tunes are venerable standards long sung by barbershop quartets, with the vocal effort reasonably appealing. A four-color booklet entitled "The Story of Disneyland" is enclosed with each package and may be used as bait.

**GOLDEN HORSESHOW REVIEW** ..... 71  
Various Artists (1-12")  
Disneyland WDL 3013

Attempt to capture the spirit of an old-fashioned Western review is above par here, with songs by tenor Donald Novis, Betty Taylor, the Mellomen, the Strawhatters, and a bit by Wally Boag. Package is a frivolous one and should gain great favor with oldsters who remember when. Good cover art heightens the exposure possibilities.

**BEAU JAMES** ..... 70  
Sound Track (1-12")  
Imperial LP 9040

Package is disappointing from an aural viewpoint, with much of the schmaltzy heart songs offered by Bob Hope and Vera Miles lost in a maze of distortion. Name value of the artists in combination with such gems as "Manhattan," "Sidewalks of New York," and "Someone to Watch Over Me," helps some, tho it would have been better if they could be decently heard.

**DEBUT** ..... 69  
Marcy Lutes (1-12")  
Decca DL 8557

Miss Lutes' debut album is pleasant, but not momentous. Former band singer has a light, pleasant quality, and on ballads sometimes reminds of Teddy King. Ork'ing by such as Ralph Burns, Marion Evans and Gil Evans is a break for thrush, but she still lacks scope to sustain interest over a 12-inch disk. Good tune selection may help some.

**HAPPY PIERRE IN HI FI** ..... 68  
(1-12")  
Liberty LRP 3052

Another foray into the gay '60's field via wired piano, rhythm and sound effects. The name is a masquerade at best, tho it's in keeping with the repertoire and the mellow mood of the set. Fidelity is excellent. The sections with the exception of "My Man" will be foreign to Ameri-

can audiences. Limited market appeal here.

**STRINGS OF MY HEART** ..... 68  
Mimi Allen at the Harp (1-12")  
Decca DL 8562

Realistic recording of fairly elaborate harp arrangements of standards like "Penthouse Serenade," "Begin the Beguine," "Sweet Sue" and "I Can't Give You Anything But Love." Capable soloist, with occasional aid from guitar and violin, creates good material for mood-music field.

### Children's

**CAPT. BURL IVES' ARK** ..... 85  
(1-12")  
Decca DL 8587

Ives contributes a number of his happy animal songs—"The Monkey and the Elephant," "Missouri Mule," "The Whistling Rabbit," for the benefit of the kiddie audience. There are 17 tunes in all and Ives' unique delivery—almost like telling a story to a youngster on his knee—make the album a good selection for the very young. Name is strong enough to lure a good many "grown-up" gift buyers.

**CLOONEY TUNES** ..... 78  
Rosemary Clooney  
Columbia CL 969

Miss Clooney sings a dozen kiddie tunes, most of which have had success as singles. The gal is truly a pro with her handling of the material despite the lack of distinction between this and her "grown up" style. Cover is an attractive two-sided art job with photos of the singer. Tho title doesn't necessarily stamp this as kiddie fare, a selling job by dealers should bring good sales movement.

**A DAY AT DISNEYLAND** ..... 74  
Walt Disney and Jiminy Cricket (1-12")  
Disneyland ST 3901

An ultra de luxe triple jacket, featuring for-color art of a musical tour thru Disneyland at the established \$3.98 list. Walt Disney narrates along with Cliff Edwards as Jiminy Cricket.

(Continued on page 64)



On Long Play

ATLANTIC'S  
EXCITING  
**new**  
VOCAL  
DISCOVERY  
SENSUOUS

**CAROL STEVENS**  
with Phil Moore's Music

that satin doll  
atlantic 1256

After a Swingin' Summer, a Frantic Fall!

Available Under  
ATLANTIC'S FALL PLAN:  
Buy 8 Different  
LP's and Get 1 FREE!

Atlantic RECORDING CORP.  
157 W. 57 ST., N. Y., N. Y.

# A New Smash!

## For **JULIE LONDON**

*(The Gal That Makes Hits Out of Standards)*

# "IT HAD TO BE YOU"

*b/w*

*"DARK"*

F-55076



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

# LIBERTY'S LUCKY

**13** SENSATIONAL NEW LP ALBUMS  
FOR YOU IN AUGUST

**13** EXCITING NEW LP ALBUMS  
FOR YOU IN SEPTEMBER

**13** % PROFIT BOOSTING DISCOUNT PLAN  
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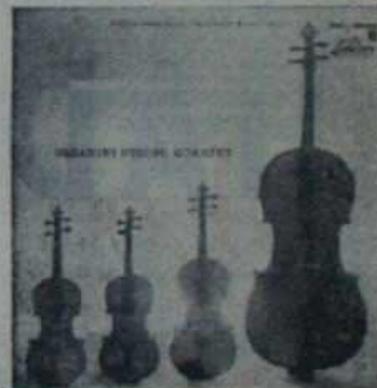
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		LBP-3005	NIGHTFALL— Harry Sukman at The Steinway Concert Grand			LBP-3023	ROCK AND ROLL BEACH PARTY— Nino Tempo and His Orchestra			LBP-3030	THE DAZZLING SOUND— Keith Williams and His Orchestra
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		LBP-3007	V.I.P. (VERY IMPORTANT PIANIST)— The Conley Graves Trio			LBP-3025	AFFAIR-A STORY OF A GIRL IN LOVE— Abbey Lincoln			LBP-3043	ABOUT THE BLUES— Julie London, with Russ Garcia Orchestra
		LBP-3008	ALEXANDER THE GREAT— Tommy Alexander and His Orchestra			LBP-3026	DO-RE-MI— Words and Music by Bobby Troup			LBP-3044	SITTIN' ON TOP OF THE WORLD— The Jones Boys, with The Spencer-Hagen Orchestra
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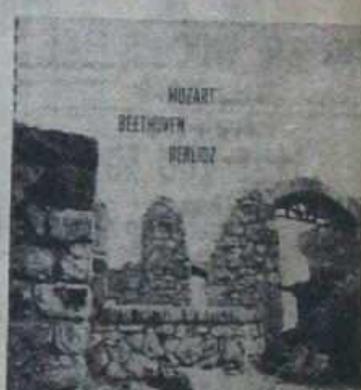
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Irvorton and His Orchestra



LRP-3059—OUR GRACIE—  
Gracie Fields



SWL-15002  
MOZART—Symphony No. 25 in G Minor  
K. 183  
BERLIOZ—Overture to Waverly, Op. 1  
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tra. Conducted by Nikolai Rabinovitch.

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		LEP-1-3006	JULIE IS HER NAME— Julie London with Barney Kessel
		LEP-3-3006	JULIE IS HER NAME— Julie London with Barney Kessel
		LEP-3-3006	JULIE IS HER NAME— Julie London with Barney Kessel
		LEP-1-3012	LONELY GIRL— Julie London with Al Viola
		LEP-3-3012	LONELY GIRL— Julie London with Al Viola
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		LEP-1-9002	CALENDAR GIRL— Julie London with Pete King Orch.
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b/w  
**AW! SHUCKS BABY**  
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**• Reviews and Ratings of  
New Popular Albums**

• *Continued from page 60*

with mood music by Camarata, George Bruns and Oliver Wallace. Kids who have been to the park will delight in it, and for those who haven't it is certain to whet their appetites.

**Latin American**

**FANTASIA ESPANOLA** ..... 69  
Orq De Camara De Madrid; Jose Luis Lloret, Cond. (1-12")  
Moultilla FM 100

Set includes folk, popular, classical and semi-classical selections by some of Spain's outstanding composers: Granados, Vives and Guerrero. Settings vary from lush mood to exciting bolero tempos, and all are attractively presented. Package should move fairly well in limited market.

**Sacred**

**HYMN TIME** ..... 84  
Jimmie Davis and the Anita Kerr Singers (1-12")  
Decca 8572

Jimmie Davis' status in the sacred field is secure, and his fans will love this addition to his albums. The material comprises sacred and gospel songs, sung with taste and high dignity. Included are "The Lord Has Been Good to Me," "Led by the

Master's Hand," "I Will Not Be a Stranger," etc. Strong merchandise for both the country and sacred markets—including many urban outlets.

**Folk**

**FLAMENCO** ..... 80  
Carmen Amaya (1-12")  
Decca DL 9925

Exceptional presence of recording projects atmosphere created by expert dancer and singer, Amaya, aided by fine Flamenco guitarist, Sabicas. Sounds of castanets, hand-clapping, stamping of heels and exhortations by company aid illusion. Cover photo successfully carries thru theme.

**EP**

**SONGS FROM SOUTH PACIFIC** ..... 85  
Giorgio Tozzi (1-EP)  
RCA Victor EPA 4063

Tozzi, Metopera bass-baritone, starred opposite Mazy Martin in California production of musical, and biggest initial sales figure to come from Coast. Beautiful warbling, schmaltzy cover, and popular title insure great track action. Strong EP merchandise. Includes "Some Enchanted Evening," "Bali H'ai," "Young Juan Springtime" and "This Nearly Was Mine." Not duplicated on LP.

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**Semi Classical**

**MIRREL PIATRO CONDUCTS A  
"POPS" CONCERT IN HI-FI** ..... 75  
Decca DL 8573

Contents of disk are divided between familiar works of classical origin and more popular semi-classical and novelty selections. Among former are Ravel's "Favane" and Bizet's "Intermezzo From Carmen Suite No. 1"; latter includes Robert Farnon's "Jumping Bean" and Dinicu's "Hora Staccato." Skilled instrumentalists perform glibly for acceptable "pops" package.

**Specialty**

**DOM FRONTIERE  
PLAYS THE CLASSICS** ..... 64  
Dom Frontiere (1-12")  
Liberty LRP 3032

A potpourri of wathorse light classical pieces, e.g., "Valse Brillante," "To a Wild Rose," "Minute Waltz," paired with OP 71A from "The Nutcracker Suite," in a listless accordion presentation. There may be a market for this among students, but not for the broad middle-of-the-road album buyer.

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

• *Continued from page 58*

Splendid recording not only shows off prowess of Philadelphia Orchestra's string section, but also enhances excellent lyrical program. Dealers might go beyond anticipated classical sales by suggesting high quality package to some semi-classical (or even mood-music) buyers.

**THE MAGIC FLUTE BY MOZART**  
(1-12")—Rita Streich, Maria Stader, Dietrich Fischer, Dleskan Kim Borg, etc. RIAS Symphony Orch., etc. Ferenc Fricasy, Cond. Decca DL 9932 .79

Excerpts from the distinguished complete recording which has enjoyed wide acceptance. Among selections are the Overture; "Der Vogelhändler Bin Ich Ja"; "O Isis und Osiris"; and the Aria of the Queen of the Night. This alternative to the three-record album should enjoy lively sales, intensified by the absence of competition.

*(Continued on page 94)*

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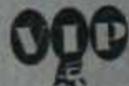
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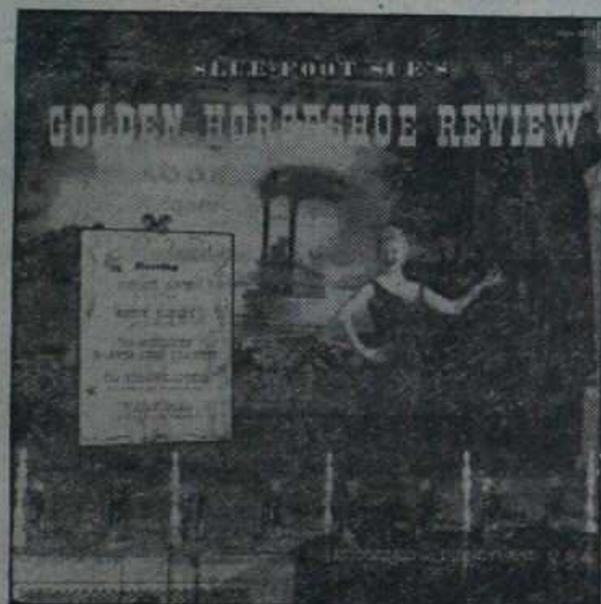


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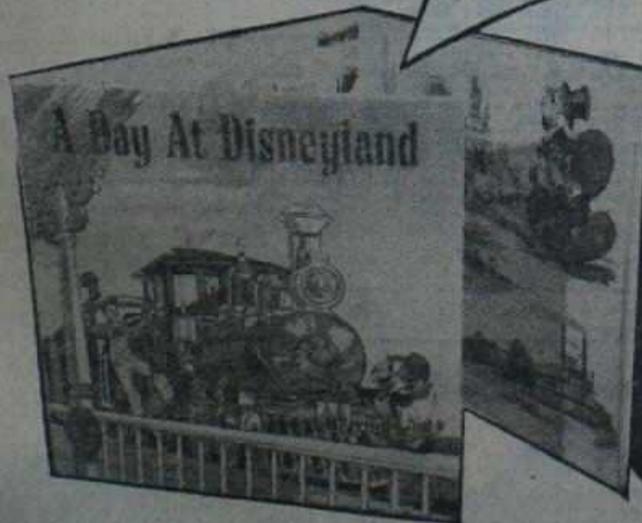
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XLLA 46 (5-12")		R. Strauss: DIE FRAU OHNE SCHATTEN — complete opera Soloists, Vienna Phil. Orch. — Böhm	LL 1402		THE VOICE OF SCOTLAND King The Bluebells of Scotland, Dream Angus, O' The Thistle O' Scotland, Granny's Highland Home, Bonnie Strathmore, The Old House, Scotland The Brave, Phil The Fluter's Ball, The Cameronians, Railway Boy, The Bloom is On The Rye, For Way Isle, Come Home To The Highlands, Narag's Foery Glen. Kenneth McKellar.
XLL 1651/2		Honegger: LE ROI DAVID Stravinsky: L'HISTOIRE DU SOLDAT — Concert Suite Soloists, Chorus, Orch. Suisse Romande — Ansermet	LL 1582		HIGHLAND BAGPIPES Reville, First Meal Pipers, Second Meal Pipers, Officers' Mess Pipers, Dress For Parade, Staff Parade, Fall In, Bonawe Highlands, Fair Maid of Barra, John Morrison of Assynt House, MacGregor of Ruera, Sandy Cameron, 10 others. Seamus MacNeil.
LL 1690/1		Britten: THE PRINCE OF THE PAGODAS — complete ballet Royal Opera House Orch., Covent Garden — Britten	LL 1581		GAY GORDONS Scottish Waltz, 2nd, Gay Gordons, Ladies Fancy, Canadian Three-Step, Bluebell, Waltz Country Dance, Grand March, Irish Whispers, Boston Two-Step, Green Grow The Bushes, The Bottom of The Punch Bowl. Jim Cameron Scottish Dance Band.
LL 1642		Vaughan Williams: SYMPHONY No. 8 IN D MINOR Vaughan Williams: PARTITA FOR DOUBLE STRING ORCHESTRA London Phil. Orch. — Bault	LL 1578		THE GREEN ISLE Irish Military Two-Step, Hills of Glenwillie, Tipperary Far Away, Ireland, Live On, The Blarney Roses, Irish Marches, Star of Donegal, Little Town in Old County Down, O'Donnell Abu, 7 others. Fred Hanna Irish Country Dance Band (with vocals).
LL 1640		Haydn: SYMPHONY No. 55 IN E FLAT "Schoolmaster" Haydn: SYMPHONY No. 45 IN F SHARP MINOR "Farewell" Aldburgh Festival Orch. — Britten	LL 1614		LOVELY LADY I'm In The Mood For Love, Lovely Lady, On The Sunny Side Of The Street, Don't Blame Me, I Can't Give You Anything But Love, Blue Again, I'm Shooting High, A Lovely Way To Spend An Evening, Cuban Love Song, Exactly Like You, I Can't Believe That You're In Love With Me, Good-Bye Blues, I Couldn't Sleep A Wink Last Night, Dinner At Eight. Frank Chacksfield and his Orchestra.
LL 1671		OPERATIC HIGHLIGHTS FOR ORCHESTRA No. 3 Verdi: LA TRAVIATA — Preludes Acts 1 & 2 Mascagni: CAVALLERIA RUSTICANA — Intermezzo Mancinelli: CLEOPATRA — Overture Verdi: I VESPRE SICILIANI — Overture Mortucci: NOTTURNO Ponchielli: LA GIOCONDA — Dance of the Hours London Sym. Orch. — Gamba	LL 1667		PICTURES IN THE FIRE Pictures In The Fire, Love Is A Many Splendored Thing, To A Young Lady, Hey There, Secret Love, Lazy Day, Friendly Persuasion, Sophistication Waltz, When I Fall In Love, A Summer Love, The Story of Tina, The Nearness of You. Robert Farnon and his Orchestra.
LL 1609		Mozart: QUINTET IN E FLAT FOR PIANO AND WINDS (K.452) Mozart: TRIO IN E FLAT FOR PIANO, CLARINET & VIOLA (K.498) Members of the Vienna Octet	LL 1677		OUR GRACIE Pedro The Fisherman, Come Back To Sorrento, The Biggest Aspidochelone In The World, The Wickedness Of Men, Count Your Blessings, Bless This House, Red Sails In The Sunset, Only A Glass of Champagne, I Took My Harp To A Party, Walter, Walter, At The End Of The Day, Now Is The Hour. Gracie Fields.
LL 1569		Brahms: SONATAS Nos. 2 & 3 FOR VIOLIN AND PIANO Ritzi — Katchen	LL 1712		FRANK HOLDER SINGS CALYPSO Gumbie Lay, Johnny Game, Red Beans And Rice, Nice Woman, Come Back Lisa, Jamaica Farewell, Caterpillar Bush, Sweetie Charlie, Kingston Market, Bangolee, Ah Passin', Tick Tick, Arima, Jump In The Line.
LL 1628		Franck: VIOLIN SONATA; Faure: VIOLIN SONATA No. 1 Elman — Seiger	LL 1639		THE THIRD FESTIVAL OF BRITISH JAZZ Manteco, Phil Seaman Quintet, Savin Doll, Walk Easy, Alan Clare Quartet, Struttin' With Some Borebas, Courtlay-Seymour Orchestra, Doggin' Around, Swingin' The Blues, Jazz Today Unit, Fast Of The Sun, Jimmy Walker Quartet, Jo-Du, George Chisholm-Keith Christie Quintet.
LL 1629		MISCHA ELMAN ENCORES Dvorak: SLAVONIC FANTASIA; Mendelssohn: SONG WITHOUT WORDS; Miller: CUBANAISE; Kreisler: LIEBES-LIED; Elman: TANGO; Espajo: AIRS TSGANES; Sammartini: CANTO AMOROSO; Wieniawski: CHANSON POLONAISE; Benjamin: FROM SAN DOMINGO; Smetana: FROM MY HOMETLAND No. 2 with J. Seiger, piano	LL 1672		KINSEY COMES ON Love For Sale, In A Mellow Tone, No-Name Flyer, Cambridge Blue, Take The "A" Train, Nice Work If You Can Get It, Sweet And Lovely, You Are Too Beautiful, Caravan, The Tazy Kinsey Quintet.
LL 1630		Brahms: SONATAS Nos. 2 & 3 FOR VIOLIN AND PIANO Elman — Seiger	LL 1673		KEN MOULE ARRANGES FOR ... Nice Work If You Can Get It, Makin' Whoopee, Son Of Parozle, Prelude To A Kiss, Cobby, The Tired Badger, Lulu's Back In Town, My Funny Valentine, You've Done Something To My Heart, Lullaby Of The Leaves, High Ratio.
LL 1631		MISCHA ELMAN RECITAL Sammartini: PASSACAGLIA; Vivaldi: CIACCONNA; Handel: SONATA IN D; Bach: AIR ON THE G STRING with J. Seiger, piano			
LL 1556		WILHELM BACKHAUS PLAYS CHOPIN 3 Mazurkas; Waltz in A flat; Ballade in G minor; 12 Etudes			
LL 1637		WILHELM BACKHAUS PLAYS BRAHMS 9 Intermezzi; Ballade in G minor; Capriccio in B minor; Rhapsody in B minor			
LL 1638		WILHELM BACKHAUS PLAYS BACH English Suite No. 6; French Suite No. 5; Preludes & Fugues 15 & 39			
LL 1499		Chopin: NOCTURNES — Vol. 3 Kotin, piano			

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2 SIDED HIT!**

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IMPERIAL RECORDS  
6425 Hollywood Blvd., Hollywood, Calif.

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

For survey week ending August 3

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1.		7	6.		4
<b>Teddy Bear</b> By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) <b>BEST SELLING RECORD:</b> Elvis Presley, Vic 47-7000.			<b>White Silver Sands</b> By C. Matthews—Published by Fellows-Peer (BMI) <b>BEST SELLING RECORD:</b> Don Rondo, Jubilee 5288. <b>OTHER RECORDS AVAILABLE:</b> Owen Bradley, Dec 3036; Dave Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.		
2.		4	7.		9
<b>Tammy</b> By Jay Livingston-Ray Evans—Published by Northern (ASCAP) <b>BEST SELLING RECORD:</b> Debbie Reynolds, Coral 61831; Ames Brothers, Vic 20-6930. <b>RECORDS AVAILABLE:</b> Richard Hayman, Mercury 71123; Joseph Gershenson Ork, Coral 61845; Pat Kirby, Dec 30317.			<b>Around the World</b> By Victor Young—Published by Victor Young Publications (ASCAP) <b>BEST SELLING RECORDS:</b> Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. <b>RECORDS AVAILABLE:</b> George Barnes, Dec 30198; Charlie Carl, Songbird 309; R. Charles Singers, M-G-M 12507; D. Costino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1926; Manny Lopez, Vic 20-6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741.		
3.		14	8.		10
<b>Love Letters in the Sand</b> By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP) <b>BEST SELLING RECORD:</b> Pat Boone, Dot 15570 <b>RECORDS AVAILABLE:</b> Charlie Carl, Songbird 207; Vi Vienne, V.I.P. 1003; Mac Wiseman, Dot 15578.			<b>Old Cape Cod</b> By Rothrock-Wakus-Jeffrey—Published by George Pincus & Sons (ASCAP) <b>BEST SELLING RECORD:</b> Patti Page, Mercury 71101.		
4.		7	9.		13
<b>I'm Gonna Sit Right Down and Write Myself a Letter</b> By Joe Young-Fred Ahlert—Published by De Silva & Brown & Henderson (ASCAP) <b>BEST SELLING RECORD:</b> Billy Williams, Coral 61830. <b>RECORD AVAILABLE:</b> Larry Storch, Roulette 4014.			<b>So Rare</b> By Jerry Hersi-Jack Sharpe—Published by Robbins (ASCAP) <b>BEST SELLING RECORD:</b> Jimmy Dorsey, Fraternity 755.		
5.		11	10.		12
<b>Bye Bye Love</b> By B. Bryant & P. Bryant—Published by Acuff-Rose (BMI) <b>BEST SELLING RECORD:</b> Everly Brothers, Cadence 1315. <b>RECORDS AVAILABLE:</b> Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.			<b>It's Not for Me to Say</b> By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) <b>BEST SELLING RECORD:</b> Johnny Mathis, Col 40851. <b>RECORDS AVAILABLE:</b> Jane Morgan, Kapp 185; Cyril Stapleton, London 1734.		

### Second Ten

1.	12	6	17.		17
<b>Send for Me</b> By Allie Jones—Published by Winneton (BMI) <b>BEST SELLING RECORD:</b> Nat (King) Cole, Cap 3737.			<b>Dark Moon</b> By Ned Miller—Published by Dandelion (BMI) <b>BEST SELLING RECORD:</b> Gale Storm, Dot 15558. <b>RECORDS AVAILABLE:</b> Bonnie Guitar, Dot 15550; Hawkshaw Hawkins, Vic 20-6910.		
2.	11	11	17.		1
<b>Searchin'</b> By Leiber-Stoller—Published by Tiger (BMI) <b>BEST SELLING RECORD:</b> Coattets, Alco 6067.			<b>Whole Lotta Shakin' Goin' On</b> By D. Williams-S. David—Published by Marilyn (BMI) <b>BEST SELLING RECORD:</b> Jerry Lee Lewis, Sun 267.		
3.	13	6	19.		1
<b>Short Fat Fannie</b> By Mary Williams—Published by Venice (BMI) <b>BEST SELLING RECORD:</b> Larry Williams, Specialty 608.			<b>In the Middle of an Island</b> By Zarnick & Acquavita—Published by Edw. H. Morris (ASCAP) <b>BEST SELLING RECORD:</b> Tony Bennett, Col 40965. <b>RECORDS AVAILABLE:</b> Tennessee Ernie, Cap 3762; Stan Wilson, Verve 10068.		
4.	19	2	19.		1
<b>Rainbow</b> By Ron Hulme—Published by Robbins (ASCAP) <b>BEST SELLING RECORD:</b> Russ Hamilton, Kapp 184. <b>RECORDS AVAILABLE:</b> Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5290.			<b>Love Me to Pieces</b> By Endley—Published by Acuff-Rose (BMI) <b>BEST SELLING RECORD:</b> Bill Corey, Col 40955. <b>RECORDS AVAILABLE:</b> Janis Martin, Vic 20-6832; Rusty & Doug, Hickory 1008.		
4.	14	4	19.		4
<b>Whispering Bells</b> By S. Lowery-C. Quick—Published by Gil-Freese (BMI) <b>BEST SELLING RECORD:</b> Del Vikings, Dot 15592.			<b>Stardust</b> By Hoagy Carmichael-Parish—Published by Mills (ASCAP) <b>BEST SELLING RECORD:</b> Billy Ward, Liberty 55071.		
6.	29	3			
<b>Diana</b> By Paul Anka—Published by Pamco Music, Inc. (BMI) <b>RECORD AVAILABLE:</b> Paul Anka, ABC-Paramount 9831.					

### Third Ten

2.	17	5	27.		7
<b>Shangri-La</b> By Sigman, Mainec, R. Maxwell—Published by Robbins (ASCAP) <b>RECORD AVAILABLE:</b> Four Coins, Epic 9213.			<b>Jenny Jenny</b> By Johnson-Tenneman—Published by Venice Music (BMI) <b>RECORD AVAILABLE:</b> Little Richard, Specialty 606.		
3.	23	9	28.		3
<b>Gonna Find Me a Bluebird</b> By Marvin Rainwater—Published by Acuff-Rose (BMI) <b>RECORDS AVAILABLE:</b> Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12412.			<b>Bernardine</b> By Johnny Mercer—Published by Palm Springs (ASCAP) <b>RECORD AVAILABLE:</b> Pat Boone, Dot 15570.		
3.	28	5	28.		13
<b>Fallen Star</b> By Joiner—Published by Tree (BMI) <b>RECORDS AVAILABLE:</b> Hilltoppers, Dot 15594; Ferlin Husky, Cap 3742; Bill Monroe, Dec 30327; Jimmy Newman, Dot 15574; Nick Noble, Mercury 71124; Ray Price, Col 2137.			<b>Four Walls</b> By Marvin Moore & George Campbell—Published by Sheldon (BMI) <b>RECORDS AVAILABLE:</b> Dorothy Collins, Coral 61828; Jim Lowry, Dot 15566; Bill Monroe, Dec 30327; Jim Reeves, Vic 20-6874.		
5.	25	3	28.		1
<b>Flying Saucer</b> By Buchanan & Goodman—Published by Crazy Music <b>RECORD AVAILABLE:</b> Buchanan & Goodman, Lunivette 105.			<b>Mr. Lee</b> By Bobbettes—Published by Progressive (BMI) <b>RECORD AVAILABLE:</b> Bobbettes, Atlantic 1144.		
6.	-	16	28.		12
<b>White Sport Coat</b> By Marty Robbins—Published by Acuff-Rose (BMI) <b>RECORDS AVAILABLE:</b> Johnny Desmond, Coral 61835; Don James, Eas 287; Marty Robbins, Col 40864.			<b>Teenager's Romance</b> By Gilliam—Published by Aztec (ASCAP) <b>RECORD AVAILABLE:</b> Ricky Nelson, Verve 10047.		

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

# SIZZLING



## BUDDY KNOX

# HULA LOVE



b/w DEVIL WOMAN Roulette 4018



## JIMMY BOWEN

# DON'T TELL ME YOUR TROUBLES

b/w EVER SINCE THAT NIGHT Roulette 4017

*Spin a Winner*



659 Tenth Ave. New York, N. Y.



# Best Sellers in Stores

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

FOR  
SURVEY WEEK  
ENDING  
AUGUST 3, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEDDY BEAR (ASCAP)—Elvis Presley . . .	1	8	10. WHISPERING BELLS (BMI)— Del Vikings . . . . .	10	5	20. DARK MOON (BMI)—Gale Storm . . . . .	17	15
LOVING YOU (BMI)—Vic 20-7000			Don't Be a Fool (BMI)—Dot 15592			Little Too Late (BMI)—Dot 15558		
2. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone . . . . .	2	14	11. WHITE SILVER SANDS (BMI)— Don Rondo . . . . .	12	3	21. TEENAGER'S ROMANCE (ASCAP)— Ricky Nelson . . . . .	16	15
BERNARDINE (ASCAP)—Dot 15570			Stars Fell on Alabama (ASCAP)—Jubilee 5288			I'M WALKIN' (BMI)—Verve 10074		
3. BYE BYE LOVE (BMI)— Everly Brothers . . . . .	3	12	12. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis . . . . .	11	12	21. LOVE ME TO PIECES (BMI)— Jill Corey . . . . .	—	1
I Wonder If I Care as Much (BMI)— Cadence 1315			Warm and Tender (ASCAP)—Col 40851			Love (BMI)—Col 40955		
4. SEARCHIN' (BMI)—Coasters . . . . .	4	13	13. RAINBOW (ASCAP)—Russ Hamilton . . . . .	28	2	23. JENNY, JENNY (BMI)—Little Richard . . . . .	15	8
YOUNG BLOOD (BMI)—Atco 6187			We Will Make Love (ASCAP)—Kapp 184			MISS ANN (BMI)—Specialty 608		
5. TAMMY (ASCAP)—Debbie Reynolds . . . . .	6	3	14. OLD CAPE COD (ASCAP)— Patti Page . . . . .	13	10	23. AROUND THE WORLD (VOCAL) (ASCAP)—Decca 30262		
French Heels (ASCAP)—Coral 61851			WONDERING (BMI)—Mercury 71101			Victor Young . . . . .	20	4
6. SEND FOR ME (BMI)— Nat (King) Cole . . . . .	8	7	15. STARDUST (ASCAP)—Billy Ward . . . . .	14	4	25. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett . . . . .	—	1
MY PERSONAL POSSESSION (BMI)— Cap 3737			Lucinda (BMI)—Liberty 55071			I Am (ASCAP)—Col 40965		
7. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams . . . . .	9	8	15. DIANA (BMI)—Paul Anka . . . . .	18	3	26. TAMMY (BMI)—Ames Brothers . . . . .	—	1
Date With the Blues (ASCAP)—Coral 61830			Don't Gamble With Love (BMI)— ABC-Paramount 9831			ROCKIN' SHOES (ASCAP)—Vic 6930		
8. SHORT FAT FANNIE (BMI)— Larry Williams . . . . .	5	6	17. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis . . . . .	25	3	27. MR. LEE (BMI)—Bobbettes . . . . .	—	1
HIGH SCHOOL DANCE (BMI)— Specialty 608			It'll Be Me (BMI)—Sun 267			Look at the Stars (BMI)—Atlantic 1144		
9. SO RARE (ASCAP)—Jimmy Dorsey . . . . .	7	18	18. FLYING SAUCER— Buchanan & Goodman . . . . .	21	3	28. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone . . . . .	—	1
Sophisticated Swing (ASCAP)—Fraternity 755			Martian Melody—Luniverse 105			There's a Gold Mine in the Sky (ASCAP)— Dot 15602		
			19. GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater . . . . .	—	3	29. SHANGRI-LA (ASCAP)—Four Coins . . . . .	30	4
			So You Think You've Got Trouble (BMI)— M-G-M 12412			First in Line (ASCAP)—Epic 9213		
						30. AROUND THE WORLD—Mantovani . . . . .	25	4
						The Road to Ballingarry (ASCAP)— London 1746		

# Most Played by Jockeys

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

FOR  
SURVEY WEEK  
ENDING  
AUGUST 3, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEDDY BEAR (ASCAP)—Elvis Presley . . . . .	1	15	10. DIANA (BMI)—Paul Anka . . . . .	—	1	19. WITH ALL MY HEART (ASCAP)— Jodie Sands . . . . .	17	9
Loving You (BMI)—Vic 7000			Don't Gamble With Love (BMI)— ABC-Paramount 9831			More Than My Friends (ASCAP)— Chancellor 1003		
2. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone . . . . .	2	14	11. TAMMY (ASCAP)—Ames Brothers . . . . .	10	4	20. SHORT FAT FANNIE (BMI)— Larry Williams . . . . .	15	4
Bernardine (ASCAP)—Dot 15570			Rockin' Shoes (BMI)—Vic 6930			High School Dance (BMI)—Specialty 608		
3. TAMMY (ASCAP)—Debbie Reynolds . . . . .	6	4	12. RAINBOW (ASCAP)—Russ Hamilton . . . . .	20	2	20. AROUND THE WORLD (ASCAP)— Victor Young . . . . .	16	5
French Heels (ASCAP)—Coral 61851			We Will Make Love (ASCAP)—Kapp 184			Around the World (Vocal) (ASCAP)— Decca 30262		
4. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams . . . . .	3	8	13. SEARCHIN' (BMI)—Coasters . . . . .	11	11	20. WHISPERING BELLS (BMI)— Del Vikings . . . . .	—	1
Date With the Blues (ASCAP)—Coral 61830			Young Blood (BMI)—Atco 6987			Don't Be a Fool (BMI)—Dot 15592		
5. OLD CAPE COD (ASCAP)—Patti Page . . . . .	4	11	14. SHANGRI-LA (ASCAP)—Four Coins . . . . .	14	5	23. WONDERFUL, WONDERFUL (BMI)— Johnny Mathis . . . . .	23	18
Wondering (BMI)—Mercury 71101			First in Line (ASCAP)—Epic 9213			When Johnny Gets Blue (BMI)—Col 40784		
6. BYE BYE LOVE (BMI)— Everly Brothers . . . . .	5	11	14. LOVE ME TO PIECES (BMI)— Jill Corey . . . . .	24	2	24. MY PERSONAL POSSESSION (BMI)— Nat (King) Cole . . . . .	21	2
I Wonder If I Care as Much (BMI)— Cadence 1315			Love (BMI)—Col 40955			Send for Me (BMI)—Cap 3737		
7. WHITE SILVER SANDS (BMI)— Don Rondo . . . . .	9	3	16. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis . . . . .	—	1	25. WHITE SILVER SANDS— Owen Bradley Quintet . . . . .	18	3
Stars Fell on Alabama (ASCAP)—Jubilee 5288			It'll Be Me (BMI)—Sun 267			Midnight Blues (BMI)—Decca 30763		
8. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis . . . . .	6	12	17. SEND FOR ME (BMI)— Nat (King) Cole . . . . .	12	5			
Warm and Tender (ASCAP)—Col 40851			My Personal Possession (BMI)—Cap 3737					
9. SO RARE (ASCAP)—Jimmy Dorsey . . . . .	8	15	18. AROUND THE WORLD (ASCAP)— Mantovani . . . . .	13	4			
Sophisticated Swing (ASCAP)—Fraternity 755			The Road to Ballingarry (ASCAP)—London 1746					

**WHICH  
SIDE  
HAS  
THE HIT...**



**Don Gibson's**

**TOO SOON TO KNOW**

*or*

**BLUE, BLUE DAY**

20/47-7010

*P.S. - Could be both?*



**RCA VICTOR**  
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# MGM Records

MARVIN  
**RAINWATER**  
**MY LOVE**  
**IS REAL**  
 and  
**MY BRAND OF BLUES**



Still Sock Seller  
**GONNA**  
**FIND ME A**  
**BLUEBIRD**  
 K12412

K12511 • MGM 12511

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Hit single from  
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**SAM (THE MAN) TAYLOR**  
**TANGANYIKA**  
 and  
**A TOUCH OF**  
**THE BLUES**

K12529 • MGM 12529

**MURRAY ARNOLD**  
**QUARTET**

(From album "Overheard in a  
 Cocktail Lounge")

**MOONLIGHT**

**BILLBOARD SPOTLIGHT**

K12530



**DAVID ROSE**  
 AND HIS ORCH.

**A NIGHT IN**  
**TRINIDAD**

and  
**CAPTAIN'S PARADISE**  
 K12525 • MGM 12525



**CHUCK ALAIMO**  
**QUARTET**

**HOW I LOVE YOU**

and  
**LOCAL 66**

K12508

**RAY CHARLES**  
**SINGERS**  
**MOUNTAIN**  
**GREENERY**  
 and  
**LAZY**  
**AFTERNOON**  
 K12524

**DOUG HUDSON**  
**HONEY LOVE**  
 and  
**WHAT THE**  
**EYES DON'T**  
**SEE**  
 Vocals with The Chicks  
 K12521

**ROSALIND**  
**PAIGE**  
**WE COULD**  
 and  
**LATE DATE**  
 K12522

**DONN REYNOLDS**  
**ROSE OF**  
**OL'**  
**PAWNEE**  
 and  
**ALL ALONE**  
 K12512



## Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 3

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

**BOSTON**

**Bye Bye Love**, Everly Brothers, Cdc.  
**Diana**, Paul Anka, ABC-Para.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Rainbow**, Russ Hamilton, Kap.  
**Short Fat Fanny**, Larry Williams, Spe.  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**That'll Be the Day**, Crickets, Brk.  
**Whole Lotta Shakin' Goin' On**  
 Jerry Lee Lewis, Sun  
**Young Blood/Searchin'**, Coasters, Atco

**CHICAGO**

**Bye Bye Love**, Everly Brothers, Cdc.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**It's Not for Me to Say**, Johnny Mathis, Col.  
**Love Letters in the Sand**, Pat Boone, Dot  
**Rainbow**, Russ Hamilton, Kap.  
**Stardust**, Billy Ward, Lib.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**White Silver Sands**, Don Rondo, Jub.

**DETROIT**

**Bye Bye Love**, Everly Brothers, Cdc.  
**In the Middle of an Island**  
 Tony Bennett, Col.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Old Cape Cod**, Patti Page, Mer.  
**Send for Me**, Nat (King) Cole, Cap.  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**Whispering Bells**, Del Vikings, Dot  
**White Silver Sands**, Don Rondo, Jub.

**EAST TEXAS**

**Bye Bye Baby**, Nappy Brown, Sav.  
**C. C. Rider**, Chuck Willis, Atl.  
**Farther Up the Road**, H. B. Bland, Duke  
**Miss You So**, Lillian Offitt, Exc.  
**Searchin'/Young Blood**, Coasters, Atco  
**Send for Me/My Personal Possession**  
 Nat (King) Cole, Cap.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**Think**, Five Royals, King

**FLORIDA**

**Bye Bye Love**, Everly Brothers, Cdc.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**It's Not for Me to Say**, Johnny Mathis, Col.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Tammy**, Amas Brothers, Vic.  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear**, Elvis Presley, Vic.  
**Teenager's Romance**, Ricky Nelson, Vrv.  
**To the Aisle**, Satins, Emb.

**LOS ANGELES**

**Bye Bye Love**, Everly Brothers, Cdc.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Searchin'**, Coasters, Atco  
**Send for Me/My Personal Possession**  
 Nat (King) Cole, Cap.  
**So Rare**, Jimmy Dorsey, Fty.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**Whispering Bells**, Del Vikings, Dot

**NEW YORK AND NEWARK**

**Bye Bye Love**, Everly Brothers, Cdc.  
**Diana**, Paul Anka, ABC-Para.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**It's Not for Me to Say**, Johnny Mathis, Col.  
**Searchin'**, Coasters, Atco  
**So Rare**, Jimmy Dorsey, Fty.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**Whispering Bells**, Del Vikings, Dot

**NORTHERN NEW YORK STATE**

**Bye Bye Love**, Everly Brothers, Cdc.  
**Dark Moon**, Gale Storm, Dot  
**Love Letters in the Sand**, Pat Boone, Dot  
**Send for Me/My Personal Possession**  
 Nat (King) Cole, Cap.

**Searchin'/Young Blood**, Coasters, Atco  
**So Rare**, Jimmy Dorsey, Fty.  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**White Silver Sands**, Don Rondo, Jub.

**NORTHERN OHIO**

**Bye Bye Love**, Everly Brothers, Cdc.  
**Love Letters in the Sand**, Pat Boone, Dot  
**Short Fat Fanny**, Larry Williams, Spe.  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear**, Elvis Presley, Vic.  
**That'll Be the Day**, Crickets, Brk.  
**White Silver Sands**, Don Rondo, Jub.  
**Whole Lotta Shakin' Goin' On**  
 Jerry Lee Lewis, Sun

**NORTHWEST**

**Bye Bye Love**, Everly Brothers, Cdc.  
**C. C. Rider**, Chuck Willis, Atl.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Old Cape Cod**, Patti Page, Mer.  
**Searchin'/Young Blood**, Coasters, Atco  
**Send for Me**, Nat (King) Cole, Cap.  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.

**PHILADELPHIA**

**Around the World**, Victor Young, Dec.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**In the Middle of an Island/I Am**  
 Tony Bennett, Col.  
**It's Not for Me to Say**, Johnny Mathis, Col.  
**Old Cape Cod**, Patti Page, Mer.  
**Rainbow**, Russ Hamilton, Kap.  
**Send for Me/My Personal Possession**  
 Nat (King) Cole, Cap.  
**So Rare**, Jimmy Dorsey, Fty.  
**Stardust**, Billy Ward, Lib.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**White Silver Sands**, Don Rondo, Jub.

**SAN FRANCISCO AND OAKLAND**

**Bye Bye Love**, Everly Brothers, Cdc.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**Jenny Jenny/Miss Ann**, Little Richard, Spe.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Over the Mountain**, Johnnie & Joe, Chs.  
**Searchin'/Young Blood**, Coasters, Atco  
**Short Fat Fanny**, Larry Williams, Spe.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.

**SOUTHERN OHIO**

**Bye Bye Love**, Everly Brothers, Cdc.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Love Me to Pieces**, Jill Corey, Col.  
**Old Cape Cod/Wondering**, Patti Page, Mer.  
**Searchin'/Young Blood**, Coasters, Atco  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.

**ST. LOUIS AND KANSAS CITY**

**I Like Your Kind of Love**  
 Andy Williams, Cdc.  
**I'm Gonna Sit Right Down**  
 Billy Williams, Cor.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Stardust**, Billy Ward, Lib.  
**Tammy**, Debbie Reynolds, Cor.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**White Silver Sands**, Don Rondo, Jub.  
**Young Blood/Searchin'**, Coasters, Atco

**WASHINGTON AND BALTIMORE**

**Around the World**, Victor Young, Dec.  
**Bye Bye Love**, Everly Brothers, Cdc.  
**Love Letters in the Sand/Bernardine**  
 Pat Boone, Dot  
**Rang Tang Ding Dong**, Cello, Apo.  
**Short Fat Fanny**, Larry Williams, Spe.  
**So Rare**, Jimmy Dorsey, Fty.  
**Teddy Bear/Loving You**, Elvis Presley, Vic.  
**Young Blood/Searchin'**, Coasters, Atco

**SAVE MONEY**  
**ORDER YOUR**  
**BILLBOARD**  
**SUBSCRIPTION**  
**TODAY**



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (12 issues).

I enclose \$15 payment (saves \$3.20 on single copy rates). 75¢

payment enclosed  bill me

Name \_\_\_\_\_

Occupation or title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

His 4th Coral  
"Smash"  
In a row—

**Steve  
Lawrence**

*Singing*

**FRAULEIN**

**I'M BLUE  
REMEMBERIN'  
YOU**

**CORAL 9-61876**



**WITH THESE BLOCKBUSTERS  
YOU'RE THE LEADER  
IN YOUR TERRITORY!!**

Checker #872

**"HAPPY HAPPY  
BIRTHDAY BABY"**

Tune Weavers

Argo #5273

**"IT WON'T BE LONG"**

b/w

**"I FOUND A HOME"**

Frog Man Henry

Argo #5277

**"FLAT FOOT SAM"**

Oscar Wills

Chess #1665

**"LONG LONELY NIGHTS"**

Lee Andrews and the Hearts

Argo #5275

**"MAID OF THE MIST"**

Johnny Kay

Argo #5276

**"DEAR ONE"**

b/w

**"THAT'LL BE THE DAY"**

The Ravens

**CHESS-CHECKER-ARGO**  
RECORD COMPANY

2120 So. Michigan Ave.

Chicago, Illinois

All Phones: CAumet 5-2770



**Top 100 Sides**

FOR SURVEY WEEK ENDING AUGUST 12

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Pos.	Song, Artist and Label	Pos. Last Wk.
1.	TEDDY BEAR, Elvis Presley, Victor	1
2.	BYE BYE LOVE, Everly Brothers, Cadence	3
3.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	2
4.	SO RARE, Jimmy Dorsey, Fraternity	4
5.	SEARCHIN', Coasters, Atco	3
6.	SHORT FAT FANNY, Larry Williams, Specialty	6
7.	TAMMY, Debbie Reynolds, Coral	12
8.	SEND FOR ME, Nat (King) Cole, Capitol	7
9.	WHISPERING BELLS, Del Vikings, Dot	9
10.	I'M GONNA SIT RIGHT DOWN, Billy Williams, Coral	8
11.	OLD CAPE COD, Patti Page, Mercury	18
12.	WHITE SILVER SANDS, Don Rondo, Jubilee	17
13.	STARDUST, Billy Ward, Liberty	16
14.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	11
15.	DARK MOON, Gale Storm, Dot	12
16.	JENNY JENNY, Little Richard, Specialty	15
17.	DIANA, Paul Anka, ABC-Paramount	33
18.	OVER THE MOUNTAIN, Johnnie & Jon, Chess	14
19.	FLYING SAUCER, Buchanan & Goodman, Luniverse	24
20.	TEENAGERS ROMANCE, Ricky Nelson, Verve	29
21.	RAINBOW, Russ Hamilton, Kapp	46
22.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	38
23.	WHOLE LOTTA SHAKIN' GOING ON, Jerry Lee Lewis, Sun	36
24.	YOUNG BLOOD, Coasters, Atco	23
25.	AROUND THE WORLD, Mantovani, London	30
26.	AROUND THE WORLD, Victor Young, Decca	34
27.	WHITE SPORT COAT, Marty Robbins, Columbia	18
28.	BERNARDINE, Pat Boone, Dot	32
29.	SHANGRI-LA, Four Coins, Epic	38
30.	START MOVIN', Sal Minno, Epic	25
31.	VALLEY OF TEARS, Fats Domino, Imperial	14
32.	ALL SHOOK UP, Elvis Presley, Victor	22
33.	LOVING YOU, Elvis Presley, Victor	37
34.	WHITE SILVER SANDS, Dave Gardner, Ol	28
35.	C. C. RIDER, Chuck Willis, Atlantic	20
36.	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	19
37.	FREIGHT TRAIN, Rusty Draper, Mercury	40
38.	IT'S YOU I LOVE, Fats Domino, Imperial	27
39.	TO THE AISLE, Five Satins, Ember	46
40.	FOUR WALLS, Jim Reeves, Victor	41
41.	TAMMY, Ames Brothers, Victor	51
42.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	28
43.	SUSIE Q, Dale Hawkins, Checker	42
44.	LET THE FOUR WINDS BLOW, Roy Brown, Imperial	44
45.	LOVE ME TO PIECES, Jill Corey, Columbia	74
46.	ISLAND IN THE SUN, Harry Belafonte, Victor	49
47.	FALLEN STAR, Ferlin Husky, Capitol	50
48.	GOODY GOODY, Teenagers, Gee	52
49.	MR. LEE, Bobbettes, Atlantic	60
50.	LITTLE DARLIN', Diamonds, Mercury	35
51.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	78
52.	SCHOOL DAY, Chuck Berry, Chess	48
53.	MY DREAM, Platters, Mercury	43
54.	COOL SHAKE, Del Vikings, Mercury	53
55.	WITH ALL MY HEART, Jodie Sands, Chancellor	45
56.	COME GO WITH ME, Del Vikings, Dot	39
57.	OH BABY DOLL, Chuck Berry, Chess	62
58.	ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	58
59.	BUILD YOUR LOVE, Johnnie Ray, Columbia	65
60.	AROUND THE WORLD, Bing Crosby, Decca	57
61.	I'M WALKIN', Ricky Nelson, Verve	56
62.	HE'S MINE, Platters, Mercury	74
63.	FALLEN STAR, Hilltoppers, Dot	72
64.	IS IT WRONG? Warner Mack, Decca	62
65.	THAT'LL BE THE DAY, Crickets, Brunswick	54
66.	FALLEN STAR, Jim Newman, Dot	66
67.	MY PERSONAL POSSESSION, Nat (King) Cole, Capitol	64
68.	GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	53
69.	REMEMBER YOU'RE MINE, Pat Boone, Dot	—
70.	RANG TANG DING DONG, The Cellars, Apollo	62
71.	TEARDROPS FROM MY HEART, Teresa Brewer, Coral	64
72.	WHITE SILVER SANDS, Owen Bradley, Decca	61
73.	DARK MOON, Bonnie Guitler, Dot	69
74.	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	—
75.	MISS ANN, Little Richard, Specialty	58
76.	BYE BYE LOVE, Webb Pierce, Decca	76
77.	DYNAMITE, Brenda Lee, Decca	76
78.	GONE, Ferlin Husky, Capitol	78
79.	FRAULEIN, Bobby Helms, Decca	89
80.	FOUR WALLS, Jim Lowe, Dot	68
81.	MISS YOU SO, Lillian Olfitt, Excello	66
82.	FARTHER UP THE ROAD, Bobby Blue Bland, Duke	98
83.	THINK, Five Royals, King	92
84.	WHAT WILL I TELL MY HEART? Fats Domino, Imperial	—
85.	I LOVE YOU SO MUCH IT HURTS, Charlie Gracie, Cameo	—
86.	LONG LONELY NIGHTS, Lee Andrews, Chess	—
87.	GOIN' STEADY, Tommy Sands, Capitol	78
88.	I'M WALKIN', Fats Domino, Imperial	81
89.	PASSING STRANGERS, Sarah Vaughan & Billy Eckstine, Mercury	98
90.	PLEASE SEND ME SOMEONE TO LOVE, Moonglows, Chess	83
91.	ARROW OF LOVE, Six Tones, Flip	87
92.	FABULOUS, Charlie Gracie, Cameo	84
93.	HONEYCOMB, Jimmie Rodgers, Roulette	—
94.	FIRST KISS, Norman Petty Trio, Columbia	64
95.	IT HURTS TO BE IN LOVE, Annie Laurie, De Luxe	98
96.	NEXT TIME YOU SEE ME, Little Jr. Parker, Duke	81
97.	WHAT CAN I DO? Donnie Elbert, De Luxe	81
98.	WHEN I SEE YOU, Fats Domino, Imperial	—
99.	GONNA FIND ME A BLUEBIRD, Eddy Arnold, Victor	—
100.	JUST TO HOLD MY HAND, Clyde McPhatter, Atlantic	89
101.	LUCILLE, Little Richard, Specialty	—
102.	ROCKING PNEUMONIA, Huey Smith, Ace	—
103.	SHISH KEBAB, Ralph Marterie, Mercury	94

# BLOCK OF BLOCKBUSTERS FOR A SALES-SIZZLING SUMMER!

9831

**DIANA**

c/w

**DON'T GAMBLE WITH LOVE**

NOW THIS SIDE'S GETTING A LOT OF PLAYS, TOO!

**PAUL ANKA**

9838

**HIGH SCHOOL  
ROMANCE**

c/w Everybody's Body

**GEORGE HAMILTON IV**

9837

**BLACK SLACKS**

c/w

Boppin' Rock Boogie

**THE SPARKLETONES**

9844

**I'LL WALK ALONE**

c/w

**LADDER OF LOVE**

**JOHNNY NASH**

9843

**SOMEDAY  
SWEETHEART**

c/w Roamin' Along With You

**EARL WILLIAMS**

9841

**THAT'S RIGHT**

c/w

**WHAT YOU'VE  
DONE TO ME**

(Vocal Assist by Paul Anka)

**MICKI MARLO**

9840

**LATER BABY**

c/w

**ALL THE TIME**

**JOHNNY JANIS**

9842

**DESERT FANTASY**

c/w

**THE CAMEL'S JUMP**

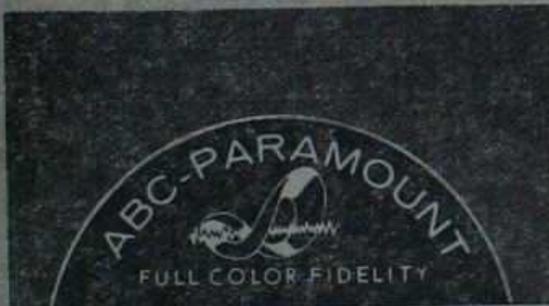
**TOMMY STEPHENS  
and Orchestra**

9832

**THE FOUNTAIN  
OF YOUTH**

c/w Oh, Boy

**DICK ROMAN**



Hottest Thing  
That's Happened All Summer—  
Climbing Like The  
Temperature!

CR-435

**1,000**

**CONCRETE BLOCKS**

c/w

In My Simple Way

**JOHNNY DEE**



Distributed by  
AM-PAR Record Corp.

Sure-Shot Follow-Up  
to "With All My Heart"!

C-1005

(Please Don't Say) **SAYONARA** (Goodbye)

c/w **IF YOU'RE**

**NOT COMPLETELY SATISFIED**

**JODIE SANDS**

Still Racking Up Stunning Sales!

**CUPID**

c/w Jivin' With The Saints

**FRANKIE AVALON**

C-1004

Distributed by  
AM-PAR Record Corp.

**CHANCELLOR**



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

# Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING AUGUST 3, 1957

## POPULAR

**GONNA FIND ME A BLUEBIRD**  
 \* MAEVIN RAINWATER \*  
 SO YOU THINK YOU'VE GOT TROUBLES  
 MGM 12412

**BYE BYE LOVE**  
 \* EVERY BROTHERS \*  
 I WONDER IF I CARE AS MUCH  
 Cadence 1315

**NEW HIT!**  
**LOVE ME TO PIECES**  
 \* JILL COREY \*  
 LOVE  
 Columbia 40935

**RAINBOW**  
 \* RUS HAMILTON \*  
 WE WILL MAKE LOVE  
 Kapp 184

**DARK MOON**  
 \* GALE STORM \*  
 LITTLE TOO LATE  
 Dot 15558

**I'm Gonna Sit Right Down and Write Myself a Letter**  
 \* BILLY WILLIAMS \*  
 DATE WITH THE BLUES  
 Coral 61830

**WHISPERING BELLS**  
 \* DEL VIKINGS \*  
 DON'T BE A FOOL  
 Dot 13592

**SHORT FAT FANNIE**  
 \* LARRY WILLIAMS \*  
 HIGH SCHOOL DANCE  
 Specialty 698

**AROUND THE WORLD**  
 \* BING CROSBY, VICTOR YOUNG \*  
 AROUND THE WORLD  
 Decca 30262

**NEW HIT!**  
**IN THE MIDDLE OF AN ISLAND**  
 \* TONY BENNETT \*  
 I AM  
 Columbia 40765

**SEND FOR ME**  
 \* NAT (KING) COLE \*  
 MY PERSONAL POSSESSION  
 Capitol 3737

**STARBUST**  
 \* BILLY WARD \*  
 LUCINDA  
 Liberty 55071

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

**SHANGRI-LA**  
 \* THE FOUR CORNS \*  
 FIRST IN LINE  
 Epic 9213

**TAMMY**  
 \* DEBBIE REYNOLDS \*  
 FRENCH HEELS  
 Coral 61851

**IT'S NOT FOR ME TO SAY**  
 \* JOHNNY MATHEIS \*  
 WARM AND TENDER  
 Columbia 40851

**JENNY JENNY**  
 \* LITTLE RICHARD \*  
 MISS ANN  
 Specialty 606

**WHITE SILVER SANDS**  
 \* DON RONDO \*  
 STARS FELL ON ALABAMA  
 Jubilee 5288

**LOVE LETTERS IN THE SAND**  
 \* PAT BOONE \*  
 BERNARDINE  
 Dot 15370

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

**OLD CADE COD**  
 \* PATTI PAGE \*  
 WONDERING  
 Mercury 71101

**TAMMY**  
 \* AMES BROTHERS \*  
 ROCKIN' SHOES  
 RCA Victor 6720

**NEW HIT!**  
**MR. LEE**  
 \* ROBERTS \*  
 LOOK AT THE STARS  
 Atlantic 1144

**SEARCHIN'**  
 \* THE COASTERS \*  
 YOUNG BLOOD  
 A&O 6067

**SO BARE**  
 \* JIMMY DORSEY \*  
 SOPHISTICATED SWING  
 Fraternity 725

**TEDDY BEAR**  
 \* ELVIS PRESLEY \*  
 LOVING YOU  
 RCA Victor 7000

**TEENAGER'S ROMANCE**  
 \* RICKY NELSON \*  
 I'M WALKIN'  
 Veeva 10047

**FLYING SAUCER**  
 \* BUCHANAN & GOODMAN \*  
 MARTIAN MELODY  
 Luniverse 105

**AROUND THE WORLD**  
 \* MANTOVANI \*  
 THE ROAD TO BALLINGARRY  
 London 1746

**NEW HIT!**  
**REMEMBER YOU'RE MINE**  
 \* PAT BOONE \*  
 THERE'S A GOLD MINE IN THE SKY  
 Dot 15602

## COUNTRY & WESTERN

**FALLEN STAR**  
 \* JIMMY NEWMAN \*  
 I CAN'T GO ON THIS WAY  
 Dot 15574

**FRAULEIN**  
 \* BOBBY WELLS \*  
 HEARTSICK FELLING  
 Decca 30194

**FALLEN STAR**  
 \* FERLIN HUSKY \*  
 PRIZE POSSESSION  
 Capitol 3742

**A WHITE SPORT COAT**  
 \* MARTY ROBBINS \*  
 GROWN UP TEARS  
 Columbia 40864

## RHYTHM & BLUES

**TO THE AISLE**  
 \* THE FIVE SATINS \*  
 WISH I HAD MY BABY  
 Ember 1015

**PLEASE SEND ME SOMEONE TO LOVE**  
 \* MOONGLAWS \*  
 MR. ENGINEER  
 Chess 1661

**LONG LONELY NIGHTS**  
 \* CLYDE McFLATTER \*  
 HEADACHES  
 Atlantic 1149

**MISS YOU SO**  
 \* LILLIAN OFFIT \*  
 IF YOU ONLY KNEW  
 Excello 2104

**C. C. RIDER**  
 \* CHUCK WILLIS \*  
 EASE THE PAIN  
 Atlantic 1130

## OPERATORS BEST BUYS

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

**BEST BUY**  
**BOBBY (DICK) BLAND**  
 FERRIS UP THE ROAD  
 Sometime  
 Duke 110

**BEST BUY**  
**JIMMY RODGERS**  
 Their Hearts Were Full of Spring  
 Roulette 4015

**BEST BUY**  
**CHARLIE GRACE**  
 I Love You So Much It Hurts  
 Wandering Eyes  
 Cameo 111

**BEST BUY**  
**GENE VINCENT**  
 Letta Lotta  
 Wear My Blue  
 Capitol 3783

## OPERATORS BEST NEW RELEASES

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

**OPINION**  
**FIVE KEYS**.....Face of an Angel  
 Boom Boom  
 Capitol 3786

**OPINION**  
**MICKI MARINO & PAUL ANKA**  
 MICKI MARINO  
 What You've Done to Me  
 That's Right  
 ABC-Paramount 9841

**OPINION**  
**BONNIE GIULIA**  
 There's a New Moon Over My Shoulder  
 Milder Fire Eyes  
 Dot 16572

**OPINION**  
**RICKY NELSON**  
 You're My One and Only  
 Honey Rock  
 Veeva 10070

**OPINION**  
**CLARENCE HENRY**  
 I Found a Home  
 If We'll Be Long  
 A&O 5273

**OPINION**  
**CARL SMITH**  
 Emotions  
 Why, Why  
 Columbia 40864

**OPINION**  
**BUDDY KNOX**.....Hula Love  
 Roulette 4018

**OPINION**  
**TUNE WEAVERS**  
 Happy, Happy Birthday, Baby  
 Or New River  
 Checker 872

## RECORDS ELIMINATED FROM LAST WEEK'S PANEL

While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

All Shook Up/That's When Your Heartaches Begin  
 Elvis Presley, RCA Victor 6870  
 I Like Your Kind of Love/Stop Tossin' Me  
 Andy Williams, Cadence 1323  
 Start Your Love Affair  
 Sal Mineo, Epic 9216

Valter of Tears/It's You I Love  
 Fats Domino, Imperial 5442  
 White Silver Sands/Earl Charles  
 Wonderful/Wonderful/When Sunny Gets Blue  
 Johnny Mathis, Columbia 40764

# DELLA DELIVERS



all over the Country

# AND THAT REMINDS ME

JUBILEE 5292

**jubilee** records 1650 BROADWAY, N. Y. C.  
COLUMBUS 5-8335

Product of JAY-GEE RECORD CO., INC.

*and I'm reminding you  
Mr. Dealer - Cash in on  
this smash - the fastest  
breaking hit in our history*  
Jerry Blaine

**NEW AND HOT!**

*Dot*

# FROM A JACK TO A KING

**Jim**

**Lowe**

## SLOW TRAIN

DOT 15611

**Their First  
on  
DOT**

**Don Robertson**  
and **Lou Dinning**

← *The Happy Whistler*

← *Of the famed  
Dinning Sisters*



# SO LONG

*and*

# LONGING TO HOLD YOU AGAIN

DOT 15609

*Dot*

# Dot's PARADE of BEST SELLERS

15602—**GOLD MINE** IN THE SKY—**REMEMBER YOU'RE MINE**—PAT BOONE

15606—**LOVE** BY THE JUKE BOX LIGHT—**ON MY MIND AGAIN**—GALE STORM

15592—**WHISPERING BELLS**—THE DELL-VIKINGS

15574—**A FALLEN STAR**—JIMMY NEWMAN  
15594—**A FALLEN STAR**—THE HILLTOPPERS

15570—**LOVE LETTERS** IN THE SAND—**BERNARDINE**—PAT BOONE

15610—**GOODY GOODY**—JANE GRANT

15586—**REBEL**—**WHIRLPOOL OF LOVE**—CAROL JARVIS

15538—**COME GO WITH ME**—THE DELL-VIKINGS

15604—**RHYTHM** IN MY HEART—**THE CRYIN' SIDE OF TOWN**—BILL TALAPAN

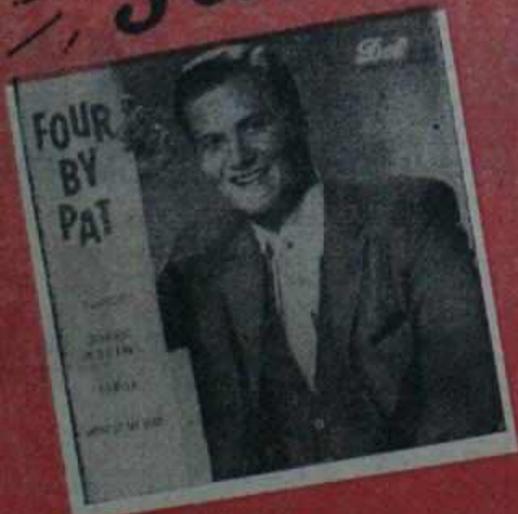
15588—**SAWING** ON THE STRINGS—**SWEETHEARTS IN HEAVEN**—DON RENO AND RED SMILEY

## NEW DOT RELEASES

16513—**WHAT'S THE USE**—**UNDER THE DOUBLE EAGLE**—LEON McAULIFF

16514—**ROCKIN' BOOGIE**—**MY FUNNY VALENTINE**—THE BROTHERS CANDOLI

*Best Seller!*



THE GREAT NEW E. P.  
ALL AMERICA IS TALKING ABOUT

## FOUR BY PAT

PAT BOONE

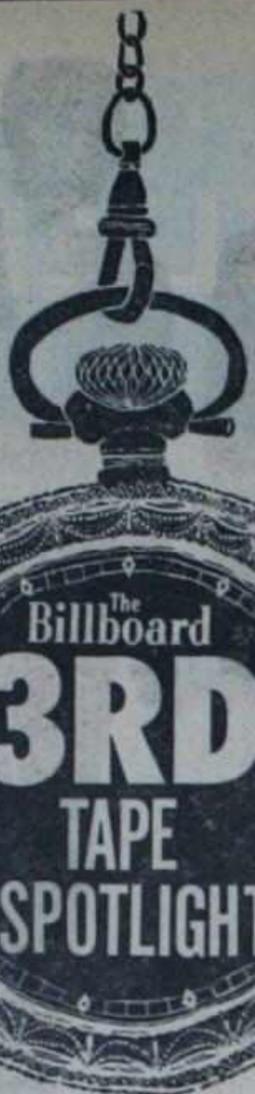
DEP-1057

← From *Bernardine*  
TECHNIQUE—CATHEDRAL IN THE PINES  
LOUELLA—WITHOUT MY LOVE

*Dot*

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181

THE NATION'S BEST SELLING RECORDS



IT'S TIME FOR

# TAPE

IT'S TIMED FOR TAPE  
AND TAPE RECORDER  
FALL SALES

ISSUE DATE, AUGUST 26

AD DEADLINE, AUGUST 20

The tape market today is big business and last year sold over \$17,000,000 worth of tape recorders. 2 out of 3 retailers in this market sell tape. All indications point to '57 being a banner year for tape and tape recorder sales.

GET YOUR TAPE MESSAGE across to this growing market.

GET YOUR TAPE RECORDER MESSAGE across to this expanding market!

PHONO-RADIO-RECORD RETAILERS WILL READ THIS THIRD TAPE SPOTLIGHT BECAUSE:

- Billboard will tell them the companies that make pre-recorded tapes, and the kinds they make and prices.
- Billboard will tell them ten ways for a dealer to increase tape recorder sales.
- Billboard will tell them what the New Tape Recorders offer the dealer and the consumer.
- Billboard will give the Tape Business Forecast for the fall.

USE THE BILLBOARD TO PRESENT A POWERFUL SALES MESSAGE TO THESE RETAILERS

This important issue of The Billboard delivers your advertising message to more record dealer PAID SUBSCRIBERS\* than the next three publications combined.

(RECORD RETAILING, CASHBOX AND VARIETY)

\*For proof of The Billboard's paid circulation, see your Billboard salesman.



THE COMMUNICATION CENTER  
OF THE MUSIC INDUSTRY

Your nearest Billboard salesman stands ready to give you any information or assistance you may want. Call him today!

Chicago 1, Ill.  
188 W. Randolph St.  
CENTRAL 6-9818  
Cliff Strom

Hollywood 28, Calif.  
1520 N. Gower St.  
HOLLYWOOD 9-5831  
Bob McCluskey

St. Louis 1, Mo.  
812 Olive St.  
CHESTNUT 1-0443  
Frank Joerling

New York 36, N. Y.  
1564 Broadway  
PLAZA 7-2800—Dan Collins,  
Bob O'Brien, Norm Wieland  
Ron Carpenter



REMEMBER—ADVERTISING CLOSING DATE . . . AUG. 20

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

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

This Week	Last Week	Weeks on Chart
1. AROUND THE WORLD (Young) . . . . .	1	8
2. LOVE LETTERS IN THE SAND (Bourne) . . . . .	2	12
3. TAMMY (Northern) . . . . .	4	4
4. OLD CAPE COD (Pincus) . . . . .	3	7
5. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (De Sylva-Brown-Henderson) . . . . .	5	4
6. WHITE SILVER SANDS (Fellows-Peer) . . . . .	9	4
7. SO RARE (Robbins) . . . . .	8	11
8. TEDDY BEAR (Gladys) . . . . .	7	4
9. BYE BYE LOVE (Acuff-Rose) . . . . .	6	8
10. IT'S NOT FOR ME TO SAY (Korwin) . . . . .	10	7
10. SEND FOR ME (Winneton) . . . . .	13	2
12. BERNARDINE (Palm Springs) . . . . .	11	3
13. DARK MOON (Dandelion) . . . . .	12	15
14. IN THE MIDDLE OF AN ISLAND (Morris) . . . . .	—	1
15. WHITE SPORT COAT (Acuff-Rose) . . . . .	13	8

## • Best Selling Sheet Music in Britain

(For week ending August 3)

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

Around the World—Sterling (Young)	All Shook Up—Belinda (Presley-Shalimar)
Mr. Wonderful—Chappell (Laurel)	Chapel of the Roses—Victoria (Triangle)
We Will Make Love—Melcher-Toff (Artists)	I'd Give You the World—Macmelodia (Shapiro-Bernstein)
Love Letters in the Sand—Day (Bourne)	With All My Heart—Bron (Dehmar)
When I Fall in Love—New World (Young)	Butterfly—Aberbach (Mayland-Presley)
Forgotten Dreams—Mills (Mills)	Dark Moon—Day (Dandelion)
White Sport Coat—Frank (Acuff-Rose)	You Tonight, Josephine—Berry (Astor)
Puttin' on the Style—Phox (Melody Trails)	Freight Train—Pan-Musik (Maurice)
Wonderful Wonderful—Lords (E. B. Marks)	Start Movin'—Bradbury Wood (Sheldon)
Island in the Sun—Feldman (Clara)	Ninety-Nine Ways—Good Music (Mayland)

## • Best Selling Pop Records in Britain

(For week ending August 3)

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

This Week	Last Week
1. ALL SHOOK UP—Elvis Presley (HMV) . . . . .	1
2. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa) . . . . .	5
3. LITTLE DARLIN—Diamonds (Mercury) . . . . .	4
4. WE WILL MAKE LOVE—Russ Hamilton (Oriole) . . . . .	2
5. LOVE LETTERS IN THE SAND—Pat Boone (London) . . . . .	6
6. TEDDY BEAR—Elvis Presley (RCA) . . . . .	3
7. ISLAND IN THE SUN—Harry Belafonte (RCA) . . . . .	8
8. BYE BYE LOVE—Evelyn Brothers (London) . . . . .	10
9. AROUND THE WORLD—Ronnie Hilton (HMV) . . . . .	7
10. LUCILLE—Little Richard (London) . . . . .	11
11. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips) . . . . .	13
12. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia) . . . . .	15
12. BUTTERFLIES—Tommy Steele (Decca) . . . . .	8
14. WHITE SPORT COAT—King Brothers (Parlophone) . . . . .	14
15. WITH ALL MY HEART—Petula Clark (Pye-Nixa) . . . . .	19
16. AROUND THE WORLD—Bing Crosby (Brunswick) . . . . .	16
17. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol) . . . . .	12
18. MR. WONDERFUL—Peggy Lee (Brunswick) . . . . .	18
19. START MOVIN'—Sal Mino (Philips) . . . . .	17
20. ALL STAR HIT PARADE—Beverly Sisters, Max Bygraves, Billy Cotton, Johnson Brothers, Tommy Steele and Jimmy Young (Decca) . . . . .	—

## • Tunes With Greatest Radio-TV Audience

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

Radio	Television
An Affair to Remember (R) (FM)—Feist—ASCAP	A Fallen Star (R)—Tree—BMI
Around the World (R) (F)—Young—ASCAP	A White Sport Coat (R)—Acuff-Rose—BMI
Band of Angels (R) (F)—Witmark—ASCAP	All Shook Up (R)—Shalimar-Presley—BMI
Bye Bye Love (R)—Acuff-Rose—BMI	Around the World (R) (F)—Young—ASCAP
Dancin' (R)—Brenner—BMI	Bye Bye Love (R)—Acuff-Rose—BMI
Every Little Movement (R)—Witmark—ASCAP	Chen-A-Luna Rock and Roll (R)—Longridge—BMI
Fascination (R) (F)—Southern—ASCAP	Dark Moon (R)—Dandelion—BMI
Forgotten Dreams (R)—Mills—ASCAP	Goody Goody (R)—DeSylva, Brown & Henderson—ASCAP
Gotta Get to Your House (R)—Larrabee—BMI	Hey Doll Baby (R)—Progressive—BMI
I Could Have Danced All Night (F) (M)—Chappell—ASCAP	Honeycomb (R)—Hawthorne—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter—DeSylva, Brown & Henderson—ASCAP	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
In the Middle of an Island (R)—Morris—ASCAP	I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
It's a Wonderful Thing to Be Loved (R)—Granmore—ASCAP	In the Middle of an Island (R)—Morris—ASCAP
It's Good to Be Alive (R) (M)—Valer—ASCAP	Island in the Sun (R) (F)—Clara—ASCAP
It's Not for Me to Say (R) (F)—Korwin—ASCAP	It's Not for Me to Say (R) (F)—Korwin—ASCAP
Just Night (R)—Feist—ASCAP	Just Between You and Me (R)—Winneton—BMI
Love Letters in the Sand (R) (F)—Bourne—ASCAP	Little White Lies (R)—Bregman, Voeco & Conn—ASCAP
My Heart Reminds Me (R)—Symphony House—ASCAP	Lonely Trumpet (R)—Moonlight—ASCAP
Old Cape Cod (R)—Pincus—ASCAP	Love Letters in the Sand (R) (F)—Bourne—ASCAP
Shangri-La (R)—Robbins—ASCAP	Love You Till I Die (R)—Amber—ASCAP
Soft Sands (R)—Weiss & Barry—BMI	On the Street Where You Live (R) (M)—Chappell—ASCAP
Swinging Sweethearts (R)—Morris—ASCAP	Rainbow (R)—Robin—ASCAP
Tammy (R) (F)—Northern—ASCAP	Send for Me (R)—Winneton—BMI
Tell My Love (R) (F)—Famous—ASCAP	Shangri-La (R)—Robbins—ASCAP
There's a Gold Mine in the Sky (R)—Bourne—ASCAP	Teddy Bear (R) (F)—Gladys—ASCAP
Through the Eyes of My Love (R)—Pickwick—ASCAP	Today I Love Everybody (R)—Harwin—BMI
Till (R)—Chappell—ASCAP	White Silver Sands (R)—Fellows-Peer—BMI
White Silver Sands (R)—Fellows-Peer—BMI	With a Little Bit of Luck (R) (M)—Chappell—ASCAP
Write to Me From Naples (R)—Bregman, Voeco & Conn—ASCAP	Worlds Apart (R)—Coliseum—BMI
(You Can't Love the Blues With) Colors (R)—Berlin—ASCAP	Zip Zip (R)—Pure—BMI

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CREWCUTS**

IN THEIR GREATEST RELEASE

**Hey, You Face**

AND

**I Sit In My Window**



MERCURY 71168

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DATED AUGUST 19

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2. Help program directors, disc jockeys and librarians in music programming
3. Help juke box operators keep abreast of fast-moving trends for better buying and programming
4. Plus an impressive array of other features all written to help dealers, disc jockeys and juke box operators

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Bob O'Brien, Norm Wieland  
Ron Carpenter



# VOX JOX

By JUNE BUNDY

**MANHATTAN JOCKS TALK BACK:** In reply to WERE, Cleveland, deejay Tom Edward's recent comments in Vox Jox anent New York spinners being behind the times, Jack Lazare, WNEW, New York, writes: "Tom's comments seem to me to be primarily the reason why out-of-town disk jockeys generally don't make it in New

sent to you with a full money back guarantee! If you are not completely satisfied in 10 days . . . tear off the unused portion of your radio dial and mail to us." The station has actually received a number of used radio dials. In view of this response, KOWH is understandably apprehensive over its up-coming gag-copy, which reads, "And—we fully guarantee our product. If you are not completely satisfied with the results in 10 days . . . mail us your oldest child, and by return mail you will receive a self-addressed, stamped disk jockey."

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

AUGUST 16, 1947

1. Peg O' My Heart
2. That's My Desire
3. I Wonder, I Wonder, I Wonder
4. I Wonder Who's Kissing Her Now
5. Chi-Baba, Chi-Baba
6. Across the Alley From the Alamo
7. Ask Anyone Who Knows
8. Tallahassee
9. I Wish I Didn't Love You So
10. Mam'selle

AUGUST 16, 1952

1. Auf Wiederseh'n Sweetheart
2. Half As Much
3. Walkin' My Baby Back Home
4. Botch-A-Me
5. Here in My Heart
6. I'm Yours
7. Wish You Were Here
8. Delicado
9. Kiss of Fire
10. Blue Tango

York—no matter what their home town reputation may be. The only disk jockeys who 'don't know what they are playing' are the ones who don't know what to play for their audiences.

"As far as someone else picking our records," he continues, "quite frankly I thought out-of-New York deejays had all their records picked for them. So maybe it's just that we don't know enough about each other. A little trade of information wouldn't be amiss instead of a somewhat derogatory and quite unknowing appraisal based on no experience. Two weeks as a sub for someone else hardly qualifies anyone in an area not his own."

**NEEDLE TIME:** U. S. publishers and record manufacturers fight for deejay "plugs," but in London the labels go after "needle time," according to Arthur Muslow, sales manager of Capitol Records in England. In line with this, the exec, who recently visited this country, said that it is hoped that more "needle time" will be available for disk programming this fall, via new arrangements with the unions.

At the present the BBC is only allowed to devote a comparatively brief period of time to wax shows. "With rare exceptions," Muslow said, "a new release is played only about once a month." Consequently, many labels (including Capitol) buy shows (featuring their own disks, of course) over Radio Luxembourg, which is heard in most parts of England.

**CHANGE OF THEME:** Leonard Cople has replaced Dick Camp as the "Night Mayor" of KOFA (formerly KOLD), Yuma, Ariz. . . . Bob Green, formerly with WPTV, Palm Beach, Fla., has joined WINZ, Miami, in the 7 to 11 p.m. slot. . . . Bob Johnson, formerly program director of KRIZ, Phoenix, Ariz., has joined KHEP, Phoenix, a top-rated country and western station of Arizona.

Meanwhile, KOWH, Omaha, has been spoofing its own commercials, via a gag-spot, reading, "KOWH, Omaha—

**PALLAN'S HOME-CROOVED THEME:** Art Pallan's new theme song for his KDKA, Pittsburgh, show, is a real do-it-yourself production. The theme was co-written by KDKA jockey Rege Cordic's own funnyman, Bob Trow, and his vocal quartet, with Cordic supervising the date. Trow and Warren Carson (a member of the quartet) wrote the theme which blends into a Les Brown recording of "Lullaby in Rhythm," over which Pallan greets his listeners. Trow is particularly proud of one line in the Pallan theme-lyric which ends with the devastating rhyme—"Here Comes the Man With All the Talent . . . Art Pallan."

**AUTO LOT HOPS:** Used car lots are evidently the new remote outlet fad for jocks. At any rate, Floyd Ryel, WHHH, Warren, O., recently aired his show from a local used auto dealer's lot, where he played records, interviewed the crowd and rode an elephant in a free circus held on the grounds. . . . Meanwhile, Herb Chafin, WRIC, Richlands, Va., staged a similar stunt on a local used car lot, which he "borrowed" for a Saturday afternoon "Open-air Hop." The dealer moved his cars off the lot, and Chafin broadcast his rock and roll dance party for three hours, while local police helped control traffic, estimated in size by Chafin as "about 1,000."

### 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:

- Billings, Mont. "No Hu Hu," Rusty Draper, Mercury.
- Oregon City, Ore. "So Rare," Tommy Dorsey, Fraternity.
- Eau Claire, Wis. "Tammy," Debbie Reynolds, Coral.
- Montgomery, Ala. "Something Wonderful Happened in Summer," Frank Sinatra, Capitol.
- Omaha "Old Cape Cod," Patti Page, Mercury.
- Cincinnati "Around the World in 80 Days," Victor Young, Decca.
- Phoenix, Ariz. "Fascination," Dinah Shore, RCA Victor.
- Jackson, Miss. "Love Letters in the Sand," Patti Page, Boone, Dot.
- Providence, R. I. "With All My Heart," Jodie Sands, Charcollor.
- West Palm Beach, Fla. "It's Not for Me to Say," Johnny Mathis, Columbia.

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**I WANNA DO  
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b/w

**COME ON BE NICE**

VIK X/4X-0285

**CLIMB  
LOVE  
MOUNTAIN**

b/w

**NEW SHOES**

VIK X/4X-0281

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# OH BOY,

**PAUL EVANS** sings **Caught** c/w **Poor Broken Heart** 47/20-6992



# OH BOY,

**DAVID HOUSTON** sings **Teenage Frankie & Johnnie** c/w **I'll Follow You** 47/20-7001  
(from the film "Carnival Rock")



# OH BOY,

**DAVE HOWARD** sings **Fourteen Hours** c/w **They Remind Me of You** 47/20-7004



# OH BOY!

**DAVID HILL** sings **By My Side** c/w **Everywhere I Go** 47/20-7005  
with Joe Riesman's Orchestra & Chorus

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RCA VICTOR



THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

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

## This Week's Best Buys

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

- HONEYCOMB** (Hawthorne, ASCAP)—**Jimmie Rodgers**—Roulette 4015—  
The record has broken out in major urban markets and has all the signs of becoming a hit disk. Flip is "Their Hearts Were Full of Spring" (Raphael, ASCAP). A previous Billboard "Spotlight" pick.
- LOVE YOU SO MUCH IT HURTS** (Melody Lane, BMI)—**Charlie Gracie**—Cameo 111—Gracie's version of the oldie has begun to click and is registering strongly in all of the top markets. Flip is "Wonderin' Eyes" (Lowe, Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.



## Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 3

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

- Allen Star** . . . . . **Ferlin Husky**  
(BMI) Capitol 3628
- Goody Goody** . . . . . **Teenagers**  
(ASCAP)—Gee 1039
- Honeycomb** . . . . . **Jimmy Rodgers**  
(ASCAP) Roulette 4015
- Love You So Much It Hurts** . . . . . **Charlie Gracie**  
(BMI) Cameo 111
- One Night** . . . . . **Jimmy Dorsey Ork**  
(ASCAP) Fraternity 777
- Long, Lonely Nights** . . . . . **Clyde McPhatter**  
(BMI) Atlantic 1149
- Oh, Baby Doll** . . . . . **Chuck Berry**  
(BMI) Chess 1664
- That'll Be the Day** . . . . . **The Crickets**  
(BMI) Brunswick 55009
- Go to the Aisle** . . . . . **The Five Satins**  
(BMI) Ember 1019
- What Will I Tell My Heart**  
**When I See You** . . . . . **Fats Domino**  
(ASCAP); (BMI) Imperial 5454

## Review Spotlight on . . .

### POP RECORDS

- RICKY NELSON** . . . Verve 10070 . . . . . **YOU'RE MY ONE AND ONLY**  
(Vivid, ASCAP)  
Nelson registers strongly on a medium-tempo rhythm ballad with Domino-type backing. Sock selling here can be a smash follow-up to his hit "Teen-Agers' Romance." Flip, "Honey Rock," is a danceable blues-rocker instrumental with a chick purring "Honey" thruout and should click with jocks. (Vivid, BMI.)
- BUDDY KNOX** . . . Roulette 4018 . . . . . **HULA LOVE**  
(Kahl, BMI)  
**DEVIL WOMAN** . . . . . (Kahl, BMI)  
Two strong renditions by the artist. Top side is a Hawaiian-type study theme in the rocker vein with listenable chorus backing. Flip is a rockabilly rhythm weeper delivered in an equally attractive manner. Previous efforts have gone well, and sides here can also score.
- BONNIE GUITAR** . . . Dot 15612 . **THERE'S A NEW MOON OVER MY SHOULDER**  
(Peer Intl., BMI)  
**MISTER FIRE EYES** . . . . . (Dandelion, BMI)  
Very attractive thrushing by the singer on two strong sides. "Moon," the oldie, has a distinct country flavor which could make it in this era of mixed idioms. Flip is a sweetly intoned effort of an unusual slice of material set against a rumbling guitar rhythm. Coupling has real potential.
- MICKI MARLO AND PAUL ANKA; MICKI MARLO** . . . ABC-Paramount 9841  
. . . . . **WHAT YOU'VE DONE TO ME**  
(Gil, BMI)  
**THAT'S RIGHT** . . . . . (Weiss & Barry, Pamco, BMI)  
Sexy rendition by Miss Marlo with a vocal assist from new success warbler Paul Anka on a cute Cajun-type country number is a strong bid. The thrush solidly belts a solo delivery on the flip, written by Anka, with fine rock and roll backing. Sides are bound to get plenty of attention and could pull a lot of coin.
- TUNE WEAVERS** . . . Checker 872 . . . . . **HAPPY, HAPPY BIRTHDAY, BABY**  
(Arc-Donna, BMI)  
See Review in POP spotlight section.
- FIVE KEYS** . . . Capitol 3756 . . . . . **FACE OF AN ANGEL**  
(Planetary, ASCAP)  
**BOOM BOOM** . . . . . (Danby, BMI)  
"Face," a pretty ballad, is beautifully interpreted by the group with soft, lush backing that could easily go over with teens. Side is their strongest pitch since "Wisdom of a Fool." The flip hits a danceable groove on a blues-rocker with cheerful backing.

### POP TALENT

- DAVID HILL** . . . RCA Victor 7005 . . . . . **BY MY SIDE**  
(Sheldon, BMI)  
**EVERYWHERE I GO** . . . . . (Duchess, BMI)  
Talented newcomer is a clefper and warbler and has a smart country-oriented, pop sound. "By My Side" shows a frantic vocal delivery with swift guitar and jew's harp backing. Equally effective is the warm chanting effort on the flip, a slow tender ballad. Both sides can have heavy teen-age appeal. Good coupling with talent worth watching. Hill, incidentally, clefped "Rockin' Shoes" and "All Shook Up," and cut his own version of latter tune for Aladdin.

The correct number for "One Is a Lonely Number," b/w "Acapulco," by the Marty Gold ork, which was a "Pop DJ Programming" pick last week, is Vik 0284.

## Reviews and Ratings

- FRANKIE LAINE AND JOHNNIE RAY**  
**Up Above Me Head**  
(I Hear Music in the Air) . . . . . 82  
COLUMBIA 40976 — First pairing of popular team is certain to get full deejay support. Tune is the exciting gospel concoction that was a big hit for Sister Tharpe a few years ago. An outstanding shout that could go all the way. (Beechmond, BMI)
- Good Evening Friends** . . . . . 74  
Starting on the familiar musical phrase, this number takes off for a rousing, happy side. Prime value would appear to be for a deejay opener and for the jukes. (Korwin, ASCAP)
- BRENDA AND EDDIE**  
**What You've Done to Me** . . . . . 82  
DOT 15615—Master, bought from publisher's Pincus Platters, is the original of opus also cut effectively by Micki Marlo and Paul Anka for ABC-Paramount. It will be a battle between the two versions. (Gil, BMI)
- Gee, I Love You** . . . . . 77  
Rather shrilly-recorded chant by r.&b.-accented team is quite effective. Strong rhythm and simple, direct material could do business. (Gil, BMI)

- RANDY SPARKS**  
**Once They Were Young** . . . . . 81  
VERVE 10066—Delicate, crooning style here with arpeggios of guitar in the backing. This voice could make itself felt with the teen-aged chicks. Worth watching. Sparks wrote both sides. (Oakland, ASCAP)
- Bright Moon, Bright Star** . . . . . 74  
A slightly offbeat tune that manages to pack a lot of lyrics into a line. Nice performance by Sparks, who has a strong teen-aged quality. Upbeat side might make some noise. (Oakland, ASCAP)
- THE CREWCUTS**  
**I Sit in My Window** . . . . . 81  
Mercury 71168—Cover of the tune which is going well for Russ Miller on VIP. Jimmy Gavin has also done the tune for Cameo. Version here could still attract big loot. (Hill & Range, BMI)
- Hey, You Face** . . . . . 70  
Gay calypso-type melody with cute lyrics gets a pleasant go by the group, but flip will probably be top side. (Sequence, ASCAP)

(Continued on page 86)

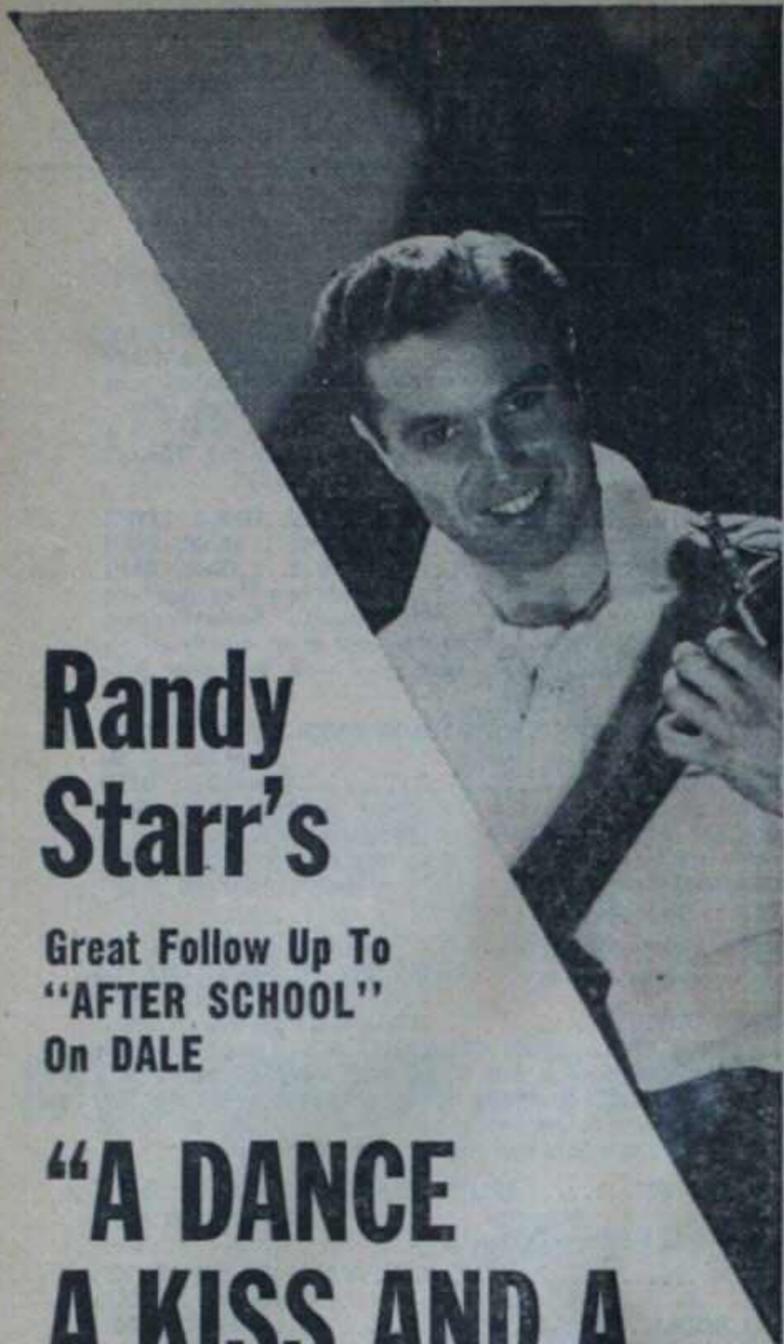
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"AFTER SCHOOL"  
On DALE

# "A DANCE A KISS AND A PROMISE"

and

# "DOUBLE DATE"

Dale No. 102

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Trade Press  
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SLEEPER OF THE WEEK  
"Sounds like another big one for Dale."

BILLBOARD SPOTLIGHT  
"Two strong sides . . . with sock appeal that should attract many spins."

VARIETY  
"Good jive angled tune slated for plenty of spins."

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N. Y., N. Y.  
(Phone: PL 3-2636)

## • Reviews of New Pop Records

• Continued from page 85

**ROSEMARY CLOONEY**  
Colors (You Can't Lose) . . . . .80  
the Blues (WB) . . . . .  
COLUMBIA 40981—Irving Berlin's first immersion in rock and roll is a fairly typical Berlin melody, set to a moderate-paced triplet backing. The Clooney gal handles it nicely and side is bound to get some attention dug to the clef angle. Jocks will give it a go. (Berlin, ASCAP)

**LES PAUL & MARY FORD**  
Strollin' Blues . . . . .80  
CAPITOL 3776—Thrush, backed by her own multi-tracked chorus, essays a leisurely-paced, old-timey type tune for best results in several tries by the team. If the jocks get on this one, it could easily put them back in the charts. Tune was written by the Easy Riders. (Monclaire, BMI)

**DAVID HOUSTON**  
I'll Follow You . . . . .80  
RCA VICTOR 7001—Dreamy, nostalgic waltz tune. Warm, convincing warble and classy backing set this apart. Has strong sleeper possibilities. (Towns, ASCAP)

**DON ROBERTSON & LOU DINNING**  
Longing to Hold You Again . . . . .80  
DOT 15609—Debut by pair on new label is a soft, appealing rendition of a weeper. Strong selling here makes side a strong contender. Has a Les Paul-Mary Ford sound. (Birchwood, ASCAP)

**ANITA KERR QUARTET**  
In the Middle of an Island . . . . .79  
DECCA 30417—Tony Bennett and Tennessee Ernie Ford are considerably ahead with this tune, but this very strong version by the Kerr group, with happy Hawaiian uke sounds, could cop plenty of play. (Mayfair, ASCAP)

**BOBBY BARE**  
A Buzzer . . . . .79  
CAPITOL 3771—Number, introduced some months back on a small label, is effective in a country-type rock and roll ballad styling. "Different" material is worth a try. (Lowery, BMI)

**STEVE LAWRENCE**  
Fraulein . . . . .78  
CORAL 61876—Another version of the much-recorded tune originally a country hit for Bobby Helms. Tho the platter follows other pop efforts of the tune, the smooth treatment here can still pull play. (Fairways, BMI)

**FOUR PREPS**  
How About That . . . . .77  
CAPITOL 3775—Group, styled somewhat like the Four Lads, turns in a ballad in the idiom of "No Not Much." If plugged could do some business. (Sherman, ASCAP)

**BILLY ECKSTINE**  
All of My Life . . . . .76  
MERCURY 71161—Strougest side for the singer recently. Slow ballad is given a warm, bluesy treatment and is backed by chorus. Change of pace for the singer is effective. (Raphael, ASCAP)

# can you TOP this talent for \$ALES?



chuck willis

**THAT TRAIN HAS GONE**  
Love Me Cherry  
1148



la Vern baker

**HUMPTY DUMPTY HEART**  
Love Me Right  
1150



ivory joe hunter

**EVERY TIME I HEAR THAT SONG**  
She's Gone  
1151

## ATLANTIC

ATLANTIC RECORDING CORP. 157 W. 57 ST., N. Y. 19, N. Y.

## Leon Miller and the MILLER BROS. with their new 4 Star Release



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featuring M-B TRIO  
B/W  
**TRIFLIN' KIND**  
JIM MCGRAW—vocalist  
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SAM GIBBS—1540 HANOVER—WICHITA FALLS, TEX. M-B TRIO

Sensational 2 Sider  
Charlie Gracie  
"I LOVE YOU SO MUCH IT HURTS"  
and  
"WANDERIN' EYES"

Cameo #111  
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Say You Saw It in The Billboard

(Continued on page 88)

LES MARY  
**PAUL FORD**

*on the blues*  
**STROLLIN'**  
**BLUES**

*and a waltz*  
**I DON'T WANT**  
**# YOU NO MORE**

record no. 3776



# COMING EVENTS

**Arkansas**  
 Booneville—South Logan Co. Livestock Show, Sept. 1-7. Glen M. Catlett.  
 Hope—Third Dist. Livestock Show, Sept. 23-28. Bob Daniels.  
 Little Rock—Ark. Livestock Expo. & Rodeo, Sept. 30-Oct. 5. Clyde E. Byrd.  
 Mammoth Springs—Soldiers, Sailors & Marines' Reunion, Aug. 12-17. E. E. Stetling.  
 Pine Bluff—S. Ark. Livestock Show, Sept. 9-14. George Hestand.

**California**  
 Modesto—Walnut Creek Festival, Sept. 16-22.  
 San Diego—Fiesta del Pacific, July 24-Aug. 10. Wayne Dallard.  
 San Francisco—Ali-Arabian Horse Show (Cow Palace), Aug. 3-4.  
 San Francisco—San Francisco Flower Show, Aug. 22-23. Walter G. Brendel, 1227 Hayes St.

**Colorado**  
 Denver—Food-O-Rama (Coliseum), Aug. 29-31. Continental Enterprises, 416 Mercantile Bldg.

**Delaware**  
 Wilmington—Delaware Home Show, Sept. 7-15. Paul Waters, 15904 Gulf Blvd., St. Petersburg, Fla.

**Illinois**  
 Bladinsville—Street Fair, July 30-Aug. 2.  
 Calumet City—Celebration, Aug. 29-Sept. 2. Lou Allen, Room 814, 32 West Randolph, Chicago.  
 Chicago—Associated Variety & Novelty Mrs. Show (Hotel Morrison), Aug. 4-5.  
 Cicero—Centennial, June 17-Sept. 32.  
 Maywood—Italian Festival of Chicago and, July 24-Aug. 4. Joseph De Serto, 1615 N. 18th Ave.  
 Newman—Centennial, Aug. 21-25.  
 Palestine—Celebration, Aug. 31-Sept. 2.  
 Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson.  
 Savanna—Celebration, Sept. 4-5.

**Indiana**  
 Columbia City—Old Settlers' Day & Legion Festival, Aug. 7-10. Byron Beaber.  
 Delphi—Old Settlers' Reunion, Aug. 7-10.  
 Huntington—VPW Street Fair, July 29-Aug. 1. W. O. Randol, Markle.  
 Odon—Old Settlers' Meeting, Aug. 14-17. Lex Bensel.  
 Paragon—Celebration, Sept. 2.  
 Petersburg—United Mine Workers' Picnic, Aug. 31-Sept. 2.  
 Terre Haute—Miners' Picnic, Aug. 1-4. Jack Wilton.  
 Veedersburg—Old Settlers' Day, Aug. 21.

**Iowa**  
 Salem—Old Settlers' Reunion, Aug. 30-31. M. Bailey.  
 Sibley—Oscarola Co. Livestock Show, Aug. 19-21. Gene Alexander.

**Kansas**  
 Wellsville—Franklin-Wellsville Picnic, Sept. 5-6. J. H. Cramer.

**Louisiana**  
 Kentwood—Tri-Parish Food, Feed & Dairy Show, Sept. 19-22. C. B. Temple.  
 Louisville—Winston Co. Livestock Show, Sept. 2-5. Claude E. Ming.  
 Natchitoches—La. Broiler Festival Assn., Sept. 26-28. L. J. Pleasant.  
 Starkville—Oktibbeha Co. Livestock Show, Sept. 30-Oct. 3. O. P. Parker.  
 Tallulah—Centennial, Aug. 26-30. M. C. Stone.  
 Ville Platte—La. Cotton Festival, Sept. 20-22. Dallas Deville.

**Maryland**  
 Baltimore—National Home Week Expo., Sept. 24-29. Patrick J. O'Toole, 1010 St. Paul.  
 Fair Hill—Cecil Co. Breeders' Fair, Sept. 7-14. William Shelton.

**Michigan**  
 Edwardsburg—Lions' Club Celebration, Aug. 23-25. H. T. Smith.  
 Flushing—Homecoming, July 30-Aug. 1.  
 Fowler—Centennial, Aug. 21-24.  
 Peltie—Saraga Co. Dairy Show, Aug. 7. Donald Lehto.

**Minnesota**  
 Buffalo—Celebration, Aug. 1-4.  
 Cokato—Celebration, Aug. 12-14.  
 Tracy—Box Car Days, Sept. 1-2.

**Mississippi**  
 Calhoun City—Calhoun Co. Livestock Show, Sept. 25-27. C. B. Duke Jr.  
 Houston—Chickasaw Co. Livestock Show, Aug. 28-31. Mrs. A. J. Harrington.  
 McComb—McComb State Dairy Show, Sept. 9-14. Dr. D. W. Williams.  
 Newton—Newton State Dairy Show, Sept. 16-21. Paul W. McMullan.  
 Pontotoc—Pontotoc Co. Livestock Show, Sept. 17-21. Ernest Weatherly.

**Missouri**  
 Concordia—Concordia Fall Festival, Sept. 26-28. Dr. F. G. Goemann.  
 Gallatin—Davies Co. Jr. Livestock Show, Aug. 26. Geo. H. Schmitt.  
 Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.  
 King City—Tri-County Livestock & Horse Show, Aug. 14-15. Herschel L. Yates.  
 Lucerne—Lucerne Stock Show, Aug. 29-31. K. K. Blanchard.  
 Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 16. Kenneth Walkup.  
 Monet—Lawrence-Barry Dairy Show, Sept. 6-7. Helen Sagar.  
 Mound City—Centennial, Aug. 23-25. Mrs. E. K. Griffith.  
 Montgomery City—Centennial, Aug. 30-Sept. 2. M. E. Anderson.  
 Queen City—Schuyler Co. 4-H Corn & Stock Show, Sept. 12-14. Rex Sloop.  
 Republic—Osarks FFA Fat Beef Show, Sept. 18. Vencil G. Mount.  
 Shelbina—Centennial, Aug. 4-7. Charles Oliver, 3612 Lafayette Ave., St. Louis.  
 St. Joseph—Buchanan Co. Livestock Show, Sept. 14. Webb Embrey.  
 St. Joseph—Interstate Home Economics Show, Sept. 17-18. Webb Embrey.  
 St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 17-19. H. M. Garlock.  
 Tusculum—Picnic, Aug. 1-3.  
 Wardell—Cotton Carnival, Sept. 23-25. Billie E. Crabtree, Rotary Club.

**Nebraska**  
 Bellevue—Sarp Co. Centennial, Aug. 8-10. Harold Pfander.  
 Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P. O. Box 5.  
 Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 20-29. J. J. Isaacson.

**New Mexico**  
 Gallup—Inter-Tribal Indian Ceremonial, Aug. 8-11. Edwards S. Merry.

**Las Vegas—San Miguel Co. Jr. Livestock Show, Sept. 17-18. James Ledger.**  
**Santa Fe—Santa Fe Fiesta, Aug. 30-Sept. 2. Mrs. Helens H. Baca.**

**New York**  
 Falconer—V. J. Celebration, Aug. 9-10.  
 Port Jervis—Sesquicentennial, Aug. 12-17.

**Ohio**  
 Cincinnati—Food and Home Show (Zoo), Aug. 13-26. J. F. Heuser.  
 Kalida—Pioneer Day Celebration, Sept. 4-7. Hubert H. Dickman, Box 187.  
 Nelsonville—Parade of Hills, Aug. 26-31.  
 Vandalia—Homecoming, July 29-Aug. 3.  
 Waseon—Street Celebration, Aug. 14-15.

**Oregon**  
 Portland—Portland Hi-Fidelity Music Show (New Heathman Hotel), Sept. 12-15. Jack Matlack.

**Pennsylvania**  
 Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 19. Rex Carter.  
 Olyphant—Northwestern Pa. Vol. Firemen's Federation, Aug. 26-Sept. 2. J. Chichilla.

**South Dakota**  
 Aberdeen—Jaycee Sportsmen's Show, Aug. 4.  
 Colton—Horse Show, Sept. 2.  
 Deadwood—Days of '76, Aug. 2-4.  
 Faith—Tri-County Stock Show and Rodeo, Aug. 9-11. Hugh Millard.  
 Flandreau—4-H Achievement Days, Aug. 14-15.  
 Gregory—4-H Achievement Days, Aug. 19-22.  
 Kadoga—Celebration & Barbecue, Sept. 2.  
 Lead—Celebration, Sept. 2.  
 Mitchell—4-H Achievement Days, Aug. 14-15.  
 Mitchell—4-H Show & Sale, Sept. 10-11.  
 Mitchell—S. D. Market Hog Show, Sept. 24.  
 Newell—Celebration, Sept. 2.  
 Newell—Western S. D. Stud Ram Show & Sale, Sept. 30-31.  
 Sisseton—Kiwanis Horse Show, Sept. 1.  
 Vermillion—Days of '59, Aug. 22-23.  
 Wagner—Celebration, Sept. 2.

**Texas**  
 Corsicana—Corsicana Livestock Show & Rodeo, Sept. 24-28. R. W. Knight.  
 Fredericksburg—Angora Goat Show and Sale, Aug. 1-3. P. E. Guley.  
 Kaufman—Kaufman Co. Livestock Show, Sept. 5-7. Wm. D. Percy.  
 Longview—East Tex. Quarter Horse Show & Races, Aug. 19-30. W. C. Holcombe.

**Utah**  
 Brigham City—Peach Days, Sept. 6-7. Ross Bowen.  
 Cedar City—Southern Utah Livestock Show, Sept. 6-7.  
 Ferron—Southeastern Jr. Livestock Show, Aug. 8-10.  
 Nephi—Utah State Suffolk Sheep Show & Sale, Sept. 6-7.  
 Richfield—Southern Utah Jr. Livestock Show, Aug. 21-24.  
 Salt Lake City—Food-O-Rama (Fairgrounds), Aug. 1-3. Continental Enterprises, 501 Newhouse Bldg.  
 Salt Lake City—Western Riding Club Show, Aug. 16-17.

**Virginia**  
 Culpepper—Tri-County Farm Show, Sept. 4-7. Herb Houser, Box 104.  
 Culpepper—Tri-County Farm Show, Sept. 4-7. Herb Houser, Box 104.

**Washington**  
 Forks—Wranglers Horse Show, Sept. 2.  
 Isaquah—Celebration, Sept. 1-2.  
 Monroe—Celebration, Sept. 1-2.  
 Morton—Loggers Jubilee, Aug. 31-Sept. 1.  
 Port Angeles—Centennial, Aug. 25-Sept. 1.  
 Wapato—Harvest Festival, Sept. 2.

**West Virginia**  
 Charles Town—Firemen's Celebration, Aug. 5-6.  
 Kingwood—Preston Co. Buckwheat Festival, Sept. 26-28. Alton J. Anderson.

**Wisconsin**  
 Reedsburg—Dairy Festival, Sept. 12-14. Earl Skinner.  
 Kewaunee—Wis. Historical team Rodeo, Sept. 7-8. Orwip C. Burmeister.

**Wyoming**  
 Casper—Rocky Mount Oil Show, Sept. 19-21.  
 Riverton—Square Dance Festival, Sept. 21.  
 Sheridan—All-American Indian Days, Aug. 3-4.  
 Thermopolis—Gift of the Waters Indian Pageant, Aug. 10-11.



**Sherman MASTER PAINTERS PRODUCTS**  
**FORMULA WITH TITANIUM.** Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, 4 gallon cans to carton, sold in carton lots only, \$135 per gallon.  
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**3-PIECE PAINT BRUSH SET.** Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton, \$1.50 per set. 25% dep., money order or bank check. Bal. C.O.D. F.G.B. Chicago check. Bal. C.O.D. F.G.B. Chicago check.  
**COOK BROS.** 916-S. Halsted St. Chicago, Ill.

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Learn at home in one evening. This is the most fantastic way of "selling" you ever heard of because you never have to make a "sales pitch"—anytime or anywhere.

With my plan you do all your selling by mail—to one customer—the United States Government. Even here there is no "selling" Uncle Sam is eager to buy all the old junk jewelry you send in at the established price of \$35.00 AN OUNCE for the gold in it.

Just follow my Plan and you can walk down any street in your town and come home with \$50 in gold in your pocket—not just one day, but every day in the year no matter where you live—small town or big city. If you want to make money like this, just let me know. I'll tell you where to find the gold—how much to pay for it—how to test it and how to mail it to Uncle Sam, who will pay you \$35.00 AN OUNCE SPOT CASH for all you send in.

You will be following the very same plan that I used when I was making \$20,000 a year. Everything I send you now is free and no salesman will call to try to sell you anything. Just put your name and address on a postcard and mail it to me. I think you'll say this is the most fabulous way of making big money a salesman ever dreamed of. Leslie Patton, 325 W. Madison St., P-197, Chicago 6, Illinois.

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**21" FRENCH POODLE**  
 Asst. col. orz. Chain and collar. \$24.00 dz.  
**32" SUPER BEAR**  
 Vinyl Rubber \$21.75 dz.  
 Painted Nose

**32" PLUSH BEAR**  
 Cotton stuffed. \$20.00 dz.  
 Asst. colors .. \$20.00 dz.  
 F.O.B. N.Y.C. 25% Dep. Bal. C.O.D.

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 White or gold finish.  
 Send \$15.00 for our complete engraving line.  
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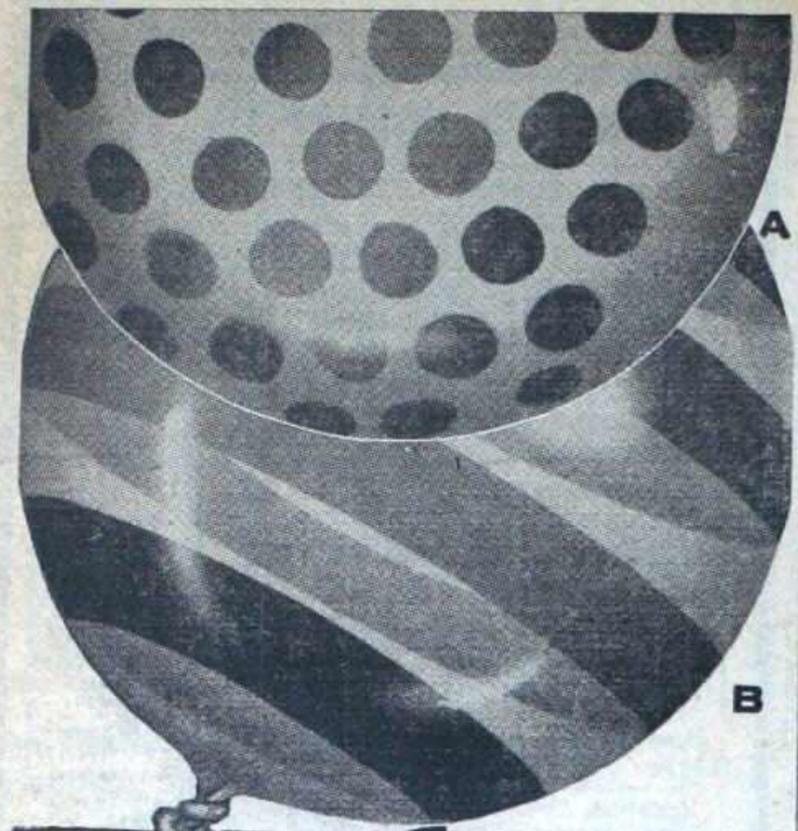
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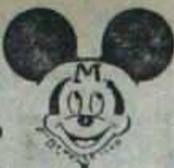
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S-T-R-E-T-M-E-N  
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Club Gr. \$ 7.50  
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Balloons  
Per 100..... 10.00  
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Workers Avail-  
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or agate 7.00  
#27 Paddle Polka  
Dot 7.00  
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Sticks .50  
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w/Hula Skirt



Gross  
7" \$13.00  
9" 20.00  
12" 33.00  
Feather back  
dresses 9.00  
6" dangling  
Hula Doll—  
White or  
Negro 15.00

5" black & white.  
Gr. \$18.00  
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7" Panda. Gr. 24.00  
11" Panda. Gr. 42.00  
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Sitting Panda w/voice.  
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4" plush Squeaker  
Dogs \$18.00 gr.  
7" plush Squeaker  
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Fine plush dangling  
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**FUR MONKEYS**

4" \$ 3.25 Gr.  
7" 8.00 Gr.  
10" 15.00 Gr.  
12" 27.00 Gr.



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7" \$9.00 Gr.  
15" 3.75 Dz.  
18" 5.00 Dz.



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7" \$1.80 dz., \$21 gr.  
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7" \$2.00 dz., \$21.00 gr.  
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MONKEY**  
w/rubber  
ball \$2.00 Dz.  
\$21.00 Gr.  
Drummer Bear w/rubber  
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Jumping rubber Donkey  
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Monkey Batting  
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**RUBBER SQUAWKER  
MONKEY**

w/bow tie  
\$21.00 gr.

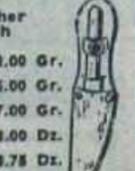


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3 Propellers.  
Gr. \$16.00  
4 Propellers.  
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4 point, decorated \$ 8.00 Gr.  
8 point, decorated 9.00 Gr.  
Lg. 8 pointer 10.00 Gr.

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Sheath  
4" Stag Handle \$13.00 Gr.  
4" Three-color handle. 15.00 Gr.  
4 1/2" Beaded Sheath 27.00 Gr.  
7" Hunting Knife 3.00 Dz.  
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SPARK GUN,  
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Without spark \$21.00 Gr.  
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Rubber Saber & Sheath  
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**SPARK  
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w/spark.  
Dz. \$3.75  
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w/Rubber.  
Gr. \$72.00  
24" double  
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12" PLASTIC  
CRUCIFIX  
\$6.00 doz.  
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CRUCIFIX  
\$3.25 doz.  
4" PLASTIC  
CRUCIFIX  
\$1.80 doz.  
4" PLASTIC  
CRUCIFIX  
75c doz.  
Water Balls—Made in Italy \$6.00 dz.  
Rosary Beads in Plastic Case 4.80 dz.



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7" Stuffed  
\$1.80 doz. \$21.00 gr.

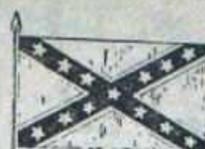


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Colors. Dz. \$ 3.75  
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Plastic Fencing Sword.  
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8x12 U. S.,  
\$10.00 gr.  
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8x12 Pirate,  
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Fire Chief Hat,  
\$13.50 gr.  
Heavy Grade  
w/Chin Strap,  
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Bubbling Boy,  
new style, Gr. \$24.00  
Corkscrew Boy,  
Jeweled, Dz. 3.75  
Zulu Girl, works  
with bulb, Dz. 1.50  
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Swinging Legs China Ashtray 5.40 Dz.  
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Peek-A-Boo w/photos 1.20 Dz.  
Photos in plastic key chain .75 Dz.  
Wolf Deck Playing Cards 12.00 Dz.  
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Burlesque Stripper w/squeeze  
ball, Dz. 1.25



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Batons, RWB w/bell. \$1.75 Dz. \$18.00 Gr.  
Whips, silk lash. \$1.50 Dz. \$17.00 Gr.

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Pennant Canes, \$13.00 per 1,000  
Bamboo Canes \$10.00 Gr.  
Bamboo Canes, Heavy 20.00 Gr.  
Birch Parade Canes 27.00 Gr.  
Extra heavy Birch Canes 45.00 Gr.  
36" Swagger Canes 10.80 Gr.

**PLUSH JOCKO  
MONKEYS**

8" stuffed, Gr. \$21.00  
11 1/2" stuffed, Gr. \$39.00  
10" fur trimmed satin,  
Gr. 21.00  
15" fur trimmed satin,  
Dz. 4.80  
10" brown & yellow  
plush, Gr. 24.00



**JOCKO CLOWNS**

7" Blue Satin,  
\$20.00 gr.  
12" Blue Satin,  
\$36.00 gr.



**INFLATE ELEPHANT**

w/Squawker  
& Tie \$21.00 gr.  
10" inflate  
Elephant \$21.00 gr.



**TELESCOPES w/Compass**

Two Section \$ 8.50 gr.  
Three Section, Chrome 20.00 gr.  
Three Section, Pearl. 21.60 gr.



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Pearl w/strap and  
compass \$22.50 Gr.  
Pearl w/chrome  
trim 27.00 Gr.  
Black Binoc. w/strap  
& compass 36.00 Gr.  
Black Super  
Binoc. 7.50 Dz.



**FLYING  
BIRDS**

Imported, Inside Whistle \$6.00 gr.  
310 Domestic, Stapled 7.50 gr.  
Plastic, Stapled 7.50 gr.  
Imported Nested Tissue Birds 6.00 gr.



**RUBBER SQUAWKER HORSE**

w/bow tie  
\$21.00 gr.  
Small inflate Horse.  
Gr. \$12.00  
Medium inflate Horse.  
Gr. 24.00  
Large inflate Horse.  
Gr. 45.00  
Donkey w/squawker  
& tie. 21.00



**RUBBER SQUAWKER  
BAMBI**

w/bow  
tie  
\$21.00 gr.



**MUSICAL INSTRUMENTS**

Rock & Roll Guitar \$4.80 Dz.  
Plastic Banjo 4.80 Dz.  
Plastic Violins 7.20 Dz.  
Rhythm set—Maracas &  
Claves 6.00 Dz.



**CHROME 3 KEY TRUMPET**

\$21.00 gr.  
Metal Trombone \$2.25 doz.  
Kazoo \$1.75 doz.



**BIRD CAGES**

Chirping Jap  
\$8.00 gr.  
Chirping Jap, Ige.  
\$20.00 gr.  
Domestic #456  
\$4.20 doz.



**DRUM MAJOR DOLL**

7" Stuffed  
\$1.80 doz. \$21.00 gr.



**HATS — NOVELTY, CARNIVAL — HATS**

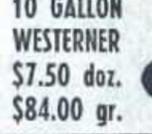
**STRAW HATS**  
Painted Cowboy—  
boys' sizes  
\$4.50 doz.  
Painted  
Cowboy  
toys' sizes  
\$4.50 doz.  
Natural Straw  
Cowboy  
\$24.00 gr.  
Silver, High  
Crown Cowboy  
\$36.00 gr.  
10 Gallon  
Panama Westerner \$16.50 doz.



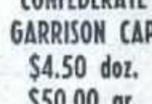
**COWBOY  
EMBROIDERED**  
\$5.50 doz.  
\$63.00 gr.



**10 GALLON  
WESTERNER**  
\$7.50 doz.  
\$84.00 gr.



**CONFEDERATE  
GARRISON CAP**  
\$4.50 doz.  
\$50.00 gr.  
**UNION GARRISON CAP**  
\$4.50 doz. \$50.00 gr.



**CONFEDERATE  
OFFICER'S HAT**  
\$7.50 doz.  
\$84.00 gr.  
**UNION OFFICER'S HAT**  
\$7.50 doz. \$84.00 gr.



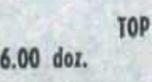
**ETON CAP**  
w/pompon  
\$2.25 doz.  
\$24.00 gr.



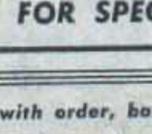
**JOCKEY CAP** \$2.25 doz.  
w/pompon \$24.00 gr.



**DERBIES**  
\$4.00 doz.  
\$45.00 gr.



**TOP HATS**  
\$6.00 doz. \$69.00 gr.



**COOLIE HATS**  
16" \$20.00 gr.  
12" 18.00 gr.  
8" 8.40 gr.  
6" 6.00 gr.



**STRAW SUNBONNET**  
Imported,  
\$20.00 gr.



**CALYPSO  
FUZZY HAT**  
\$1.50 per  
doz.  
\$25.00  
per  
bale  
250



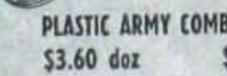
**ETON CAPS  
W/POMPON**  
Kiddie  
sizes \$2.75 doz.  
Men's  
sizes \$3.25 doz.



**PLASTIC  
CRASH HELMET**  
w/goggles for car races.  
\$3.25 doz.; \$39.00 gr.



**PLASTIC ARMY COMBAT HELMET**  
\$3.60 doz \$42.00 gr.



**FOOTBALL SOUVENIRS — FULL STOCK  
AVAILABLE WRITE FOR SPECIAL LIST**

25% deposit with order, balance C.O.D., F.O.B. New York

**CHARLES SHEAR**

150 Park Row, New York 7, N. Y.

Phone WOrth 2-2495

All orders shipped same day. All prices subject to change. Write for complete list.

SPECIAL PRICES TO QUANTITY PURCHASERS WHERE POSSIBLE



**EMPIRE MULTI-USE REVERSIBLE WINDOW FAN**

- Adjustable Exhausts state air
- Fresh air drawn in from outdoors
- No drafts, directs air up-down-straight
- Quiet four 8" blades for maximum volume
- 110-120 V. A.C. only
- Packed 1 to carton
- Carries price tag of \$39.95

**\$8.50** ea. in lots of 4  
Sample \$9.50 ea.

**EXCLUSIVE EXTRA FREE**  
Portable Steel Fan Stand Included, nothing to assemble.

25% dep., bal. C.O.D., F.O.B. Chicago  
**WRITE FOR FREE WHOLESALE PRICE LIST**  
**LOOP STAR SALES**  
27 S. Wells St. Chicago 6, Illinois



**AUTOMATIC ELECTRIC SKILLET**  
Complete with cover. Westinghouse Thermostat. Automatic controlled heat. Big capacity. Pilot light signal. Retail value \$39.95.

**\$6.25** ea. in lots of 4  
Sample \$7.50



**COPPERCLAD AUTOMATIC COOKER FRYER**  
Complete with FIRE-KING Oven Glass Cover, Westinghouse Thermostat. Large automatic signal light. Approved by Underwriters Laboratories. One-year written guarantee. Retail Price \$39.95.

**\$6.25** ea. in lots of 4  
Sample \$7.50 ea.

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St. Cincinnati 22, O.

- Ablett, Mrs. John (Al Martin Agency)
- Ackley, James W.
- Ackley, R. & Mrs.
- Allen, Bob
- Allen, Julia
- Archer, Evelyn & Whitely
- Arnott, John K.
- Ayers, Ray
- Bair, Clarence H.
- Barr, John Calvin
- Barrett, H. Hank
- Barrett, Thos. Lee (Lucky)
- Barry, Red
- Barton, Rusty
- Bay, Dick
- Bebe, Raymond W.
- Bender, Jay
- Benson, Sherry
- Bernard, Jack
- Bernard, Victor
- Berry, Ace
- Bishop, Jack E.
- Black, B. H.
- Blackburn, Hedgie & Mrs.
- Blackhall, T. S. & Mrs.
- Blatz, Leonia
- Bloom, Oscar
- Bluestein, Morris
- Boner, Ray
- Bostock, Jack
- Bowdry, Jack
- Bowen, Chester
- Bowen, Virginia May
- Bowman, Wm. H.
- Bradley, Lee
- Bray, Jack
- Brennan, Edw. C.
- Brennan, Helen
- Brooks, Nicky
- Broudy, Paul
- Brown, Chas. Wesley
- Brown, W. S.
- Budd, Elmer
- Bunch, Mrs. LaFreds
- Burns, G. N.
- Burridge, Frank H.
- Burridge, J. R.
- Burton, James
- Bush, Donald
- Butterfield, Mrs. Mamie
- Callaway, Marie C.
- Camelion, Wm.
- Campbell, Elsie
- Campbell, Ray
- Carawan, C. L. & Mrs.
- Carawan, Lee & Mrs.
- Carney, Bill & Bea
- Carr, Mrs. L.
- Cary, Mrs. Marie (for Cory)
- Cash, Maurice
- Cawdy, James
- Catalano, Alga
- Catalano, Peter
- Chalkie Jr., Bill & Mrs.
- Chambers, Robt. (Doc)
- Chapman, Victor I.
- Chinas, Mrs. May
- Church, Chas.
- Clark, Mrs. Della
- Coffman, Walter (Curly)
- Cole, B. B. (Brownie)
- Coleman, Geo. T. or Margie
- Collins, Lorna
- Collman, Tommie & Mrs.
- Coston, Chief
- Cortez, Pete (Katie)
- Cost, Jack
- Costa, Frank Gabriel
- Couster, Mrs. B.
- Crabb, Harold & Mrs.
- Crabtree, Bertram I.
- Crabtree, Wally
- Crowe, Mrs. Chas. H.
- Dameron, Lucy
- Dark, Walter (Curly)
- Daubenspeck, Robt. V.
- Davis, Ruby
- Davis, John M.
- Davis, Tommie E.
- Davison, Pete
- Day, Tommie
- DeLauter, John W.
- DeLator, Robt.
- Dennis, Mrs. J. W.
- Dennis, Jack
- Diaz, Ted
- Dillon, Loretta
- Dimmette, Jr. R. G.
- Dodd, Kenneth
- Dolman, Sammy
- Donaghy, Wm. Edw.
- Doolin, Rich
- Dunlap, Phyllis Duray
- Edlin, Ted
- Edwards, Joe
- Ehod, Mrs. C. H.
- Emawiler, Mrs. Sadie
- Ehriam, Tommy
- Eris, Carl & Hedy (Great Eric)
- Etienné, Jean
- Evans, Mrs. Annie
- Evans, Billie & Mrs.
- Evans, Edw.
- Fagan, Earl W.
- Farris, Jack
- Fawbush, Glen (Cowboy)
- Fernal, Jimmy
- Ferrow, Jerry & Mrs.
- Field, Curtis
- Fleth, Chet
- Fisher, Bud
- Fisher, Geo. Kyle
- Floyd & Wynna
- Fogle, Chas.
- Fowler, Carl Jack
- Fox, Wm.
- Frank, Tama
- Frawley, Dennis
- Fritz, Ben
- Froch, Chas. (Chuck)
- Gallagher, John Jos.
- Gantt, James Lee & Mrs.
- Garrison, Skip
- Gaston, Richard Gail
- Gentry, Rye
- George, Frank
- George, J. T.
- Gibson, Paul
- Girouard, Anthony
- Goodman, Helen & Louise
- Goodrich, Mr. Babe
- Gordon, Mrs. Betty J.
- Gorenson, Wally
- Gray, C. H. (From N. J.)
- Graves, Johnny
- Green, Johnny
- Griffin, Walter E.
- Groff, Johnny
- Grofo, Helen
- Haine, Margaret M.
- Hackett, E. J. & Mrs.
- Hale, D. D.
- Hale, F. J.
- Haley, Lloyd
- Hall, E. H.
- Hall, Louis E.
- Hamilton, Jack & Mrs.
- Hammond, Mrs. Vic
- Hanley, Leo S.
- Hanson, Mickey & Bill
- Hartman, Ralph
- Harvey, Jake
- Hawkins, Mrs. B. V.
- Hendrix, C. W.
- Hennessey, Mrs. John
- Herman, Al & Rosie
- Heskitt, Lawrence R.
- Hill, Floyd E.
- Hill, Wm. H.
- Hines, Thos.
- Hoagland, Mrs. B.
- Hoffman, Joe & Ruthie
- Holden, Jack E.
- Hollers, Gene (Animal Oddities)
- Howells, John W.
- Hughes, Peggy Brooks
- Humble, Mrs. L.
- Hunsh, H. L.
- Ingersoll, Dwight M.
- James, Al
- Jenkins, John
- Johnson, Mrs. Annie
- Johnson, Mrs. Eddie
- Johnson, Francis & Blanche
- Johnson, Mrs. Jean (Serpentina)
- Johnson, L. W.
- Johnson, E. T.
- Jones, John T.
- Kellam, Corky
- Keller, Pat & Herman
- Kelley, Chas. & Mrs.
- Kelly, Roughouse
- Kennedy, Sam P.
- King, Duffie
- Kingsberry, Luke
- Kinko
- Kipp, Stewart
- Kile, Gene
- Kieban, Harry
- Klein, Seymour
- Knapp, Jim
- Korman, Carroll
- Krim, W. E. (Blackie)
- Kutnick
- LaBrake, Kenneth & Mrs.
- La Rue, Blackie
- LaRue, Jack
- Lail, Ben & Marie
- Lamm, Charlie M.
- Langston, Mrs. Robert
- Larish, Mail (Dog & Pony Act)
- Lawson, Joe
- Lafield, Mike
- Lazella, Helen
- Leasure, C. C.
- Lee, Bob
- Levin, Jimmy
- Lewis, Vic
- Linguit, Happy
- List, Herman
- Litzenburger, John
- Lowrey, Mrs. Robert R.
- MacDonald, M.
- McCarthy, Oscar
- McDonald, Jack D.
- McDowell, Charles G. (Blisbee's Comedians)
- McFadden, Martha Lee
- McGee, Mr.
- McGraw, Harold
- McLaughlin, W. A.
- McNeese, Mrs. Gladys
- McSpadden, John R.
- McSpadden, R. N.
- McSpadden, Mrs. Virginia
- Mark, John & Mrs.
- Mark, Lefty E.
- Mason, E. J. (Blacky)
- Mann, Bob
- Manning, Pee Wee
- Mannuzza, Thomas
- March, Curly
- Marchese, Esquire
- MacAllister
- Markwell, Helen
- Marrs, J. B.
- Martin, Jack C.
- Martin, Ronald
- Mason, Norma
- Matter, Floyd Roy
- Mayer, Fred
- Meyer, Walter
- Meyers, Cecil
- Miklosche, Joseph
- Miller, Art
- Miller, Coia
- Miller, Mrs. E. (former add. Neisenville, O.)
- Miller, Eli
- Miller, Ephrum
- Miller, Frank
- Miller, Joe
- Miller, Steve
- Mitchell, Louis
- Mitchell, Shirley
- Modelle, Harry
- Molnar, Mrs. Beulah
- Mosiello, James T.
- Noore, Frank (1/2 Mrs. Bee Qualls)
- Morrisey, John A.
- Morris, Robert Leon (1/2 Pat. Helffoffer)
- Murray, Marion
- Nathan, Milton
- Nicholas, Ephrem
- Nichols, John
- Nichols, W. A.
- Niday, Mrs. R. B.
- Nix, Chester & Joan
- Noite, Irvin E.
- Oglin, G. W.
- Ohada, Kathryn
- Owens, Ralph W.
- Oyarth, Ralph
- Pallesen, Cynthia
- Pannebaker, G. D. & Mrs.
- Parker, Bill
- Parris, Bonnie
- Patrick, Judith
- Pauli, Ruby
- Pearman, Mike
- Peele, Chuck
- Perkins, Jr., Mrs.
- Phillips, Herman M.
- Phillips, Mr. Conna
- Pinkston, Earl
- Pitt, Al
- Paule, Whitley
- Porter, Glenn H.

- Prevz, Frank
- Priddy, Chester
- Pustett, Wayne
- Qualls, Mrs. Bee
- Quirk, Ralph
- Radcliffe, George
- Ramsayer, Earl
- Ray, H. R. (Ray's Circus Revue)
- Ray, Mildred
- Re, John J. (Mickey)
- Reed, Mrs. Billy
- Reed, James E.
- Regan, Mary
- Reiley, R. A. & Mrs.
- Renzus, Ricky & Mrs.
- Remold, Jos. F.
- Reynolds, Larry
- Rieth, Kathryn
- Richards, Whitley & Alma
- Riley, Harold
- Rhea, Pete & Vivian
- Rosch, C. A.
- Roberts, Boots
- Roberts, W. L.
- Roberson, Dellar
- Robinson, E. C.
- Rose, Nellie
- Rucker, E. H.
- Rubens, El
- Russell, Mrs. Fred
- Sadowsky, Pete
- Salsa, Wm.
- Sanders, Alfred
- Schiesinger, A.
- Schneider, Willie G.
- Schuch, Clarence J.
- Schubert, Wm. (Sonny)
- Shelton, Mrs. John
- Shimmel, Clarence & Mrs.
- Shipman, Cecil E.
- Shriver, C. H.
- Silva, Mickey
- Sivvers, Mrs. Louise
- Simpson, C. T.
- Smith, Melburne (Mel)
- Smith, Willie Mae
- Sniffen, Charlie & Mrs.
- Snyder, Mrs. Penny
- Spanton, Bill
- Sparkman, Robt. T.
- Stafford, Mrs. Ruth
- Stanley, J. & Mrs.
- Stanley, Geo.
- Star, Hedy Jo
- Stegall, George
- Stephens, A. L.
- Stokes, Miller & Mrs.
- Strain, Saine
- Sullivan, Joe (Ben Merchant's Circus)
- Sullivan, Scotty
- Sulton, Elmer Roland
- Swank, Harold Dean
- Swartz, Harry
- Sward, E. L. (Shorty)
- Sylvia, Howard
- Tate, June
- Tate, Mrs. L. O.
- Tavinier, Forest
- Taylor, W. E.
- Thompson, Howard
- Thompson, Mrs. Sylvia
- Timberman, Everett D.
- Townsend, Cal
- Traband, Chris
- Travis, Jimmie
- Trenholm, Jos. A.
- Vialer, Brose
- Vicko, Paul
- Vogt, Robt.
- Wagner, A.
- Walker, Phil & Mrs.
- Walker, Theo.
- Walker, Johnny R.
- Walsh, Mrs. Effie
- Webb, Ike
- Wellner, J. E.
- White, Red & Barbara
- Whitlock, E. F.
- Wildman, Arthur Louis
- Williams, Dewey
- Williams, Sam
- Wilson, Dick
- Wilson, Harry E.
- Womack, Charles T.
- Wright, Jack
- Wright, Jimmie & Mrs.
- Yeager, Robert
- Young, C. A.
- Young, Joyce
- Zarienco, Mrs. Sharon A.
- Zitovsky, Mrs. Shirley
- Gibson, William
- Jacobs, Terrell
- Jingo, James
- Jamieson, John
- Kolb, Fred
- Laverne, The Four
- Lahee, Buck
- McLaughlin, Alice
- McLean, John E.
- Murr, Jimmie
- Muse, Charles E.
- Rivers, Joseph
- Sherrick, Bud
- Stockton, Louis L.
- Sutton, Mrs. Kitty Harrison
- Weide, Johnny

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway New York 36, N. Y.

- Adamo, George L.
- Allen, Robert E.
- Ames, George
- Biney, R. W.
- Blaine, Robert
- Bradson, Frank
- Bradson, Jack P.
- Cannon, Thomas Emory
- Cook, Phil
- Davidson, Jimmie
- DuPont, Bert
- Earle, Beatrice
- Evans, Lee Barton
- Fineman, Bernie
- Gayner, Robert
- Geiger, Mrs. Rose
- Gill, Dave
- Gibson, William
- Jacobs, Terrell
- Jingo, James
- Jamieson, John
- Kolb, Fred
- Laverne, The Four
- Lahee, Buck
- McLaughlin, Alice
- McLean, John E.
- Murr, Jimmie
- Muse, Charles E.
- Rivers, Joseph
- Sherrick, Bud
- Stockton, Louis L.
- Sutton, Mrs. Kitty Harrison
- Weide, Johnny

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St. Chicago 1, Ill.

- Ansher, Joe
- Burns, Eunice
- Burns, Mr. & Mrs. Jim
- Burns, James R.
- Burns, Robert
- Burns, Ronald
- Bennett, H. A.
- Baldwin, Billie
- Bernardina, The
- Charles, Michael
- Duane, C.
- Freeman, James
- Gallagher, Reds
- Gargotto, Tony N.
- Grass, Joe
- Gillette, Arthur
- Heaney, The Great
- Hakes, Robert
- Hamilton, Leo
- Joseph, Herman
- Kushnir, Mrs. June
- Kourmpates, William
- Klippel, Jack
- Loeffler, John W.
- LaPearl, Jack
- Murr, Jimmie
- Murphy, David M.
- Mayers, Ray
- Nolan, James Leroy
- Roman, Mrs. M. J.
- Risen, Mrs. Cleo
- Sola, W.
- Sorrelta, Leland L.
- Shipley, Earl
- Tumby, Texas
- Wilno, Mr.
- Zacchini, Victoria

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg. St. Louis 1, Mo.

- Adams, Diane
- Adams, Patricia Ruth
- Allen, H. S.
- Anker, Mrs. M.
- Baggell, William E.
- Baker, Walter Elmer
- Beam, Merie A.
- Beeb, Ray W.
- Bellon, L. E.
- Bennett, Mrs. Virginia
- Betta, Leo Roy
- Blankenship, Bob
- Blood, Clarence & Delores
- Boudreau, Mr. A. A.
- Bozza, Tom
- Briley, Sunny
- Brown, Mr. & Mrs. Fred
- Buchanan, Paul
- Burns, Richard E.
- Burtis, Mr.
- Burton, J. C.
- Bussone, James A.
- Calolan, Carl
- Campbell, Bill & Myrna
- Cantrill, Fred
- Chambers, Louise
- Chase, Fay
- Clark, Mrs. Alma Leo
- Cole, Wiley C.
- Collins, Lorna
- Croighton, Mrs. Mamie
- Crowell, Mr. & Mrs. H. W.
- Daubenspeck, R.
- Davis, Mr. & Mrs. Lestie H.
- Deggeller, Irvin
- Doddington, Mr. & Mrs. Cecil
- Dunn, Dany
- Enquist, C. L. (Tiny)
- Flannagan, Mr. & Mrs. W. M.
- Followell, Leonard
- Fox, Andre J. & Norma
- Fox, Benny
- Gibson, Raymond E.
- Gilbert, Mrs. Al
- Gill, Milan W.
- Griever, Robert & Hammond, Ralph K.
- Herrick, Carl F.
- Hewitt, Roy M.
- Hollbrook, Specs & Bobby
- Hollenbeck, Harold C.
- Holstein, J. F.
- Houliker, Alfred
- Howard, Tex Harold
- Hoyt, Clyde
- Hoxworth, Wright
- Hubbard, Venice
- Irwin, Walter E.
- Jacoue, Galen
- Joplin, William E.
- Keweenaw, Jim
- King, Roy (Smoky)
- Laisher, Ralph
- Klos, M.
- Koch, Lindy
- Krieger, Albert
- LaBrench, Loyel
- LaGrou, Howard
- Lanester, L.
- Larson, Orvin Ray
- Lausher, William
- Legan, Eldon
- Leonard, Robert L.
- Lewis, L. D.
- Lewis, Nate
- Little, Grace
- Little Wolf, Joanne

- Littler, James L. Sr.
- Lee, James H.
- Loeb, Albert
- McArthur, Jack
- McCabe, Mrs. Ruth
- McMillan, R. J.
- Malibu, Edward
- Magid, Charles
- Mathews, Sport & Barbara
- Mayberry, Arnold W. & Christine
- Mayberry, Wayne
- Meyers, Mr. & Mrs. Bob
- Middleton, Odell
- Miller, Arthur I. or Ruby
- Miller, J. T.
- Mitchell, Dolly Sue
- Mitchell, Pat
- Mitchell, Red
- Mitchell, Sandra
- Moorehead, Buddy
- Moorehead, Mr. & Mrs. C. L.
- Neill, L. K.
- Nelson, Jack
- O'Haver, Dick
- Oshorne, Howard
- Palmer, Paul E.
- Patrick, Mickey
- Patterson, Mrs. Rose
- Pierce, Carl E.
- Pinto, Lillian
- Plunkett, Martin
- Rada, Elo
- Radeliffe, George
- Ratcliff, Curtis
- Bawlings, Robert
- Reed, Robert L.
- Reisinger, Albert
- Richards, Fred
- Robinson, Earline
- Rochman, Mrs. Al
- Rose, Louis
- Rower, Ray
- Rowe, Zala
- Sandusky, A. D.
- Schuch, Pete (Gypsy)
- Selfres, Fred
- Self, Rubin
- Stanley, Mrs. Barbara
- Sharpton, Charles
- Shepard, Mrs. Wm.
- Shepard, Donald
- Sickles, Bobby
- Silva, Mrs. Mickie
- Simons, Helen M.
- Smith, William D.
- Smith, Iola B.
- Stargis, Mrs. Jimmie
- Stanley, Jay
- Stein, Sam
- Stevens, Jo Anne
- Stewart, Raymond
- Stokes, William L. & Juan
- Sylvia, Mickie & Bill
- Taylor, Curtis
- Tice, Barbara
- Trans-World Auto
- Tranovic, Dore
- Travis, Cliff
- Trenholm, J. A.
- Vangness, K. O.
- Vinow, Jack
- West, Mrs. Verne
- West, Mrs. Ralph
- Wertheimer, Harold
- Whalen, Dicky
- Widaman, Arletta
- Wilson, E. T. (Tennessee)
- Wiswell, Mrs. Freda
- Zuravel, Steve

**TELE-CIGARETTE HOLDER**  
CLOSED

OPEN

**HELPS TO KEEP YOU AWAY FROM CIGARETTES!**  
It opens... it closes... it sells on sight!  
FORMERLY RETAILED FOR \$1.00.  
**ORDER NOW!**

NICKEL 12¢ (in quantities of 500 or more)  
PLATED 25¢ EA.  
25% Dep., Bal. C.O.D. Labels Available.

**paul a. PRICE co. inc.**  
55 Leonard St., N. Y. 13, N. Y. CORTLANDT 7-5147-8

**A NATURAL!**  
Now in demand for cars, home or office. Make attractive gift. Packed in cello... in many gay colors. Size 2 1/2" square with card.

**SPONGE DICE.** Price: \$4.00 per doz. \$45.00 per gross NET.

**ELVIS PRESLEY HATS:** \$4.20 per dozen. \$48.00 per gross.

**ROCK & ROLL CREW HATS:** \$5.50 per dozen. \$67.00 per gross. 25% with order, balance C.O.D.

**FREEDMAN NOVELTY CO.**  
formerly TRADER HORN  
1053-1055 Mission Street  
San Francisco, California  
Tel.: KLondike 2-1225  
IMPORTERS WHOLESALERS DISTRIBUTORS

**WORLD'S SMALLEST LITER**  
SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

**\$2.75** Doz. **\$30.00** Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per hr. extra. No Federal Excise Tax. Free catalog.

**STERLING JEWELERS**  
1975 East Main St. Columbus, Ohio  
Ideal for Engravers. State Your Business.

**FOR ENGRAVERS**

**Necklaces and Bracelets**  
Boy Alone - Girl Alone  
Or Combination

Made of Aluminum and Gold or Nickel Plated.

**MILLER CREATIONS**  
With It Since 1927  
7729 So. Avalon Ave. Chicago 15, Ill.  
Phone: Waterfall 8-8855  
DAY AND NIGHT SERVICE

**PAPER MEN**

Contact Don Knight for good deal on Tennessee and Kentucky State Farm Papers. Write

**STATE FARM PAPER UNIT**  
1529 Demanbraun Nashville, Tenn.

**ONLY \$8.80 FOR SAMPLE KIT #102**

10 of our latest and HOTTEST promotional items. Re-order just the items you desire. You must be delighted with our sample kit or money refunded immediately. Send us \$8.80 today for your kit or write for FREE listing.

When in Chicago Visit Our Modern Showrooms  
3341 W. Roosevelt Rd., Chicago 24, Illinois  
Phone: LAwnside 2-7377

**DIVISION SALES**

**WRITE FOR FREE LASKO FAN BROCHURE**

**LAST CALL WIRE BIRD CAGES**  
37 1/2¢ each

No. 290—4 1/2 x 5 1/2 x 5 1/2 inches. Assorted colors. In case lots of 200 cages, F.O.B. Houston, Texas. No less sold. Case lots F.O.B. Oklahoma City, 40¢ each. Packed knocked down, assorted colors.

Sm. Fur Jumping Dogs, 30 doz. to case, Per case \$50.00  
Lg. Fur Jumping Dogs w/voice, 1 gross to case \$42.00  
25% deposit with all C.O.D. orders.

Send all orders to  
**M-G NOVELTY COMPANY**  
17 South Walker Street Oklahoma City, Oklahoma  
Day FO 5-5884 Nite WI 3-3876

**WHOLESALE BUYERS' GUIDE**

**Gellman**

**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**NOTICE, ENGRAVERS—26 NEW NUMBERS READY AT LOWER PRICES**

**\$22.20** Gr. Heart or Round, 24 in. Neck.

Bracelets — polished Gold or Nickel plated, \$26.00 Gr.

"We Manufacture Ours."

**DEXECO, INC.**  
Manufacturers of Engraving Jewelry  
191 South St. Providence 3, R. I.

Girls, Ladies', Boys' & Men's Photo Idents—Chrome Plated \$4.50 Doz.  
Girls, Ladies', Boys' & Men's Expansion Idents—Chrome Plated \$4.50 Doz.

Catalog with new numbers ready for engravers and demonstrators. State your business.

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hossacks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Bell Gum, Special Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
2201 Washington Ave., St. Louis 3, Mo.

**CALYPSO HATS**  
(Formerly Mexican Beachcombers)

300 Hats to Bale. Shipped immediately from El Paso, Texas. Inquiries invited.

**S. NEPUS, IMPORTS**  
1484 S. Robertson Blvd., Los Angeles 35, California Phone: CRestview 42341

**RUBBER SQUAWKING ANIMALS**

w/bowtie



**HORSES**  
**ELEPHANTS**  
**MONKEYS**  
**BAMBIS**  
**DONKEYS**

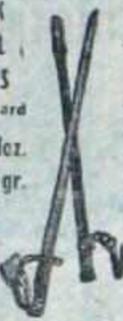



\$1.80 dz. \$21 gr.  
Special Jumbo Assortment, \$5.40 dz.

**CELLO HEAD MONKEYS**



**BLACK METAL SABERS**  
w/scabbard



\$1.75 doz.  
\$20.00 gr.

7" ..... \$ .70 \$ 8.00  
9" ..... 1.20 13.50  
12" ..... 3.40 27.00  
18" Jumbo Fur Monkeys ..\$4.20 dz.

**PANDAS**



5" \$1.60 dz. \$18.00 gr.  
7" 2.00 dz. 21.00 gr.  
8" 2.75 dz. 30.00 gr.  
10" 3.50 dz. 39.00 gr.  
12" 5.25 dz. 60.00 gr.  
Setting Panda, \$3.50 dz.

**STUFFED SCOTTIES**  
w/squeak



7"x5", \$3.25 dz.

5" Setting Scottie.....\$1.60 dz.  
6" Setting Scottie..... 2.00 dz.  
7" Setting Scottie..... 3.50 dz.

**RUBBER REINDEER**  
INFLATES



13" ..... \$ 1.75 dz.  
23" ..... 5.50 dz.

**SQUEEZE BALL ACTION TOYS**



\$1.60 dz. \$18.00 gr.

**MONKEY w/Maracas**  
Monkey Beating Drum  
Fido Beating Drum  
Clown Beating Drum  
Bear Beating Drum

**BUBBLING SQUIRT BOY**



\$2.00 dz.; \$22.50 gr.

**RUBBER HORSE INFLATES**



12" ..... \$1.25 doz. \$14.00 gr.  
15" ..... 1.80 doz. 21.00 gr.  
18" ..... 3.60 doz. 42.00 gr.

**TOYO CLOTH CAPS**  
for beach & sportswear



Packed 2 doz, assorted colors and sizes.  
\$2.25 doz. \$25.00 gr.

**11" TEDDY BEAR**  
w/overalls  
\$4.00 doz.



8" Plush Cuddle Bear w/Bell \$3.60 dz.  
8" Rag Doll \$2.75 dz.  
Dog & Cat Assortment 3.60 dz.  
Striped Zebra on elastic \$1.00 dz.

**HOPPING FUR DOG**



\$3 doz. \$35 gr.

Swiss Warblers ..... \$ .60 gr.  
Hopping Fur Cats w/Bee ..... \$3.25 dz. 36.00 gr.  
Plush Monkey playing drum.. 6.00 dz.

**SILVER 3 KEY TRUMPETS**



\$1.80 doz.  
\$21.00 gr.

**SILVER TROMBONES**  
\$2.00 doz. \$22.50 gr.

Plastic Banjos and Guitars, \$4.80 doz.  
Accordions, \$3.50 doz.

**SHRUNKEN HEAD**  
Replica of the Amazon



\$3.00 DOZ.



**CELLO HEAD CLOWNS**

8" Clowns \$21.00 gr.  
\$1.80 dz. \$21.00 gr.  
10" Fur Trimmed Clowns \$1.80 dz. \$21.00 gr.  
8" Cop in Uniform \$1.80 dz.  
8" Cowboy & Girl \$1.60 dz.

**INDIAN DOLLS**  
dressed in colorful red costumes



\$1.35 doz. \$15.00 gr.

Twin Indian Boy & Girl Doll \$2.50 dz. \$28.80 gr.

Imported Flying Birds	
Dz.	Gr.
American Made Flying Birds	\$ 6.00
Cowboy Lash Whips	\$1.50 17.00
Balons RWB w/Bell	1.75 18.00
Bamboo Canes	1.25 15.00
Heavy Bamboo Canes	1.80 20.00

**BALLOONS**



10 Mouse Head \$5.00 gr.  
15 Mouse Head 7.50  
Two-in-One w/Inside Mouse Head ..... 4.75  
Star Balloons ..... 4.00  
Circus Animal Print ..... 4.75  
Tiger Kat ..... 7.50  
Spiral Balloons, stretched ..... 4.50  
Atom Bomb Balloons ..... 5.00  
Jumbo Kat Balloons ..... 8.00  
11 Patriotic Stars & Stripes ..... \$4.50  
14" Clown Toss Up with Cardboard Feet ..... 7.20  
17 Paddle Tri-Color ..... 5.50  
14 Kat, Assorted Colors ..... 4.00  
11 Patriotic Stars & Stripes ..... 6.50  
Special: Slim Jim Balloons, \$5.00 gr., free worker w/each gross.

**RAYON PARASOLS**  
floral design—best made



25" Spread \$ 2.50 dz. 28.00 gr.  
29" Spread. 3.25 dz. 36.00 gr.  
33" Spread. 4.00 dz. 45.00 gr.

**RELIGIOUS ITEMS**



Gold Statuette on Cross in window box, Cathedral background.  
6" \$1.80 dz. \$21.00 gr.  
8" 3.25 dz. 36.00 gr.  
12" 6.00 dz.  
Crucifix on Stand, boxed ..... \$3.00 dz.  
Religious Water Balls on Stand 4.00 dz.  
Religious Altar 3.75 dz.

**CHIRPING BIRD IN CAGE**



Small, 75c dz.; \$8 gr.  
Large, \$1.75 dz.; \$21 gr.

**HI HAT FEATHER DOLLS**



6".....\$ .90 dz. \$10.00 gr.  
7"..... 1.20 dz. 13.50 gr.  
8"..... 1.35 dz. 16.00 gr.  
9"..... 1.75 dz. 20.00 gr.  
12"..... 3.00 dz. 33.00 gr.  
Feather Backs ..... 9.00 gr.  
6" Dangling Hawaiian Doll w/Bell \$1.20 dz. \$13.50 gr.

Maple Parade Canes	
Dz.	Gr.
Swagger Sticks	\$2.40 \$27.00
Fur Dogs, assf. colors	1.80 20.00
Felt Fireman Hats	1.35 15.00
Plastic Fireman Hats	1.75 20.00

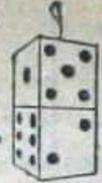
**FLAGS w/SPEAR:**

Dz. Gr.	
8/12 US Flags	\$ .90 \$10.00
8/12 Rebel or Pirate	1.35 15.00
8/12 Starter Checker	1.50 17.50
12/18 US Flags	1.60 18.00
12/18 Rebel or Pirate	2.00 22.50
12/18 Starter Checker	2.25 26.00
Wood Cork Pop Guns	1.60 18.00
Fee Wee Bubbling Babies	1.20 13.50
Tramp Clowns	1.80 21.00
Peek-a-Boo Telescopes	1.20 13.50
Boy at Out House	.80 9.00
Dog at Fireplug Ahhtray	.80 9.00
Toaster Salt and Pepper Set	4.50 50.00

**BADGEBOARD ITEMS**

Dz. Gr.	
Cub Knives w/Sheath	\$1.00 \$10.80
Cub Knives, plastic handle	1.35 15.00
Cub Knives, pearl handle	1.75 20.00
Fur Dogs, assf. colors	1.50 16.50
Padlock w/Keys	.75 8.40
2 Section Telescopes (75)	.75 8.40
3 Section, bronze	1.75 20.00
Miniature Knife Key Chains	.60 6.00
Miniature Harmonicas w/Chain	.60 6.00
Indian Tom Tom Drums	.75 8.40
Indian Dolls	.80 9.00
Cowboy & Girl Dolls	.80 9.00
Pearl Opera Glasses	1.65 18.00
5" Sailor Dolls	.60 6.00
Compass w/Spy Glass	.75 8.40
50L Buffons, Cowboy, Comic, Flag	per 100 1.75

**DANGLING SPONGE RUBBER DICE**  
for car ornament



\$4.00 doz.



**DANCING DAN**  
\$2.00 doz.

**New Design MOTORCYCLE CAP**  
Terrific Seller



Made of fine quality sanforised twill in Black, Orange, Heli, Red and Blue, with 3 straps, nickel buttons, embroidered emblem, white visor trimmed in black, white cording on cover with stars on front of cap.  
\$6.50 doz. \$75.00 gross

**ROCK & ROLL PORKIE PIE**



\$5.25 dz.; \$60 gr.  
Rock & Roll Crew Hats ..... \$ 6.00 dz.  
Rock & Roll Beanie 2.75 dz.

**UNION OFFICERS—CONFEDERATE OFFICERS**



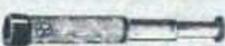
\$7.50 doz. \$84.00 gr.

**Union Garrison Caps—Confederate Garrison Caps**



\$4.50 dz.; \$50 gr.

**9" 3 SECTION TELESCOPES**



Bronze, \$1.75 doz.; \$20.00 gr.  
Pearl, \$1.80 doz.; \$21.00 gr.

**BEE BOP CAPS**  
w/pompon  
Polka Dot Design  
\$3.60 doz.



**ADMIRAL YACHT HATS**



\$6.25 doz.

**SAILOR GOB HATS**  
heavy twill, stitched  
\$5.25 doz.



**KIDDIE STRAW ETON CAPS**  
w/pompon  
\$2.75 doz.



**KIDDIE FELT ETON CAPS**  
w/pompon  
\$2.25 doz.; \$24 gr.  
Felt Jockey Caps w/pompon \$2.25 dz.



**JOCKO PLUSH MONKEYS**



7" \$1.65 dz. \$18.00 gr.  
8" \$1.80 dz. \$21.00 gr.  
10" \$2.75 dz. \$31.50 gr.  
12" \$5.40 dz. \$60.00 gr.

**METAL BREAK ACTION PISTOLS**



\$2.00 dz. \$21.00 gross  
SPARK SHOOTING CORK PISTOLS  
\$3.00 doz. \$33.00 gr.

**Tri Motor Bombers** ..... \$16.00 gr.  
**Five Motor Bombers** ..... 20.00 gr.



**CORK RIFLES**  
18" break action, \$3 dz.



20" Belt Action w/spark ..... \$3.75 dz.  
21" Break Action, shoots spark & smoke ..... 3.25 dz.  
29" Long Rifle w/double cork ..... 6.50 dz.

**HUNTER KNIVES**  
w/leather sheath



8" Painted Metal Handle \$3.60 dz.  
4" Stag Handle \$1.00 dz. \$10.80 gr.  
4" Plastic Handle, assorted colors \$1.40 dz. \$15.00 gr.  
4" DeLux Pearl Handle \$1.75 dz. \$20.00 gr.

**PEARLIZED OPERA GLASSES**  
Assorted colors w/compass & strap



3"x3 1/2" \$2.00 dz. \$25.00 gr.  
3"x4" 2.75 dz. \$31.50 gr.

**SAILOR DOLLS**



8" \$1.80 dz. \$21.00 gr.  
10" \$3.00 dz. \$33.00 gr.

PRICES F.O.B. NEW YORK 25% deposit with order.  
SEND FOR PRICE LIST  
**SCHATTUR NOVELTY CO.**  
144 PARK ROW NEW YORK 7, N. Y. PHONE: CORTLAND 7-8986

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

#### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.**

#### CASH WITH COPY

**FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more. **RATE: \$1 per agate line—\$14 per inch. Minimum \$10.**

#### CASH WITH COPY

(unless credit has been established)

#### ACTS, SONGS & PARODIES

LOOK! EITHER 1,000 ONE LINERS OR 1,000 Heckler Stoppers. \$1. Both, \$1.75. List free. Edmund Orrin, 2021 Filbert, San Francisco, Calif. au19

SONG REQUESTS GUARANTEE ROYALTIES on your songs. Instructions, two dollars. Howard Olenik, Clio, Mich.

WANTED—ACTS AND ORCHESTRAS TO list with us for fall-winter bookings in Rockford vicinity. Send photos, description and price per night here. Premier Orchestra & Entertainment Bureau, Box 561, Rockford, Ill.

#### AGENTS & DISTRIBUTORS

AMERICAN FLAGS—BEAUTIFUL LARGE outdoor U. S. Flags, finest quality; Navy surplus, wool, new; 3x12 foot; \$106 value, \$14.50 postpaid. B&L Surplus, Box 150, Ogden, Utah. au2

ATTENTION, HONEY! LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's Children's Hosiery. Nylon \$1 dozen up; sample order one dozen slightly imperfect Nylons packed in beautiful cello bags. \$3. prompt shipment and satisfaction guaranteed or money refunded. S. F. Pullard Mfg. Co. (5-1741), 1258 Market St., Channahoa, Tenn. ju29

AUTOMATIC LIGHTERS DOZEN \$2.75. Dollar halfpenns dozen \$1.20. Rainwater gross \$7.20. Samples, catalog 1,001 bargains \$1.00. Millisales, 889 Broadway, New York. ch-de9

CANES—OVERLOADED; SELL! MANUFACTURERS cost, 1/2-inch dia., 34 inches long; beautifully finished, strong. Fast seller, \$9 per 100. Samples, 5 for \$1. Herbert A. Hunter, 2408 Hillview Ave., Dayton 2, Ohio.

#### CLOSEOUTS! SPECIAL PURCHASE! 24 HOUR SERVICE

- B1 Earrings, ass't. \$1.00 dz.
- B2 Neck, Brace, Ear, ass't. Summer 1.50 dz.
- B3 Charm Brace, new styles 2.50 dz.
- B4 Pierced Earrings 1.75 dz.
- B5 Baked Enamel Pins, C/L 2.25 dz.
- B6 15 Famous Names Perfumes 7.20 dz.
- B7 Neck, Ear, Jeweled Pen, boxed 15.00 dz.
- B8 C/L, Tie Slide, Lighter, boxed 6.60 dz.
- B9 C/L, Tie Slide Set, boxed 6.00 dz.
- B10 Ladies' Cuff Link 3.75 dz.
- B11 2 pr Salt & Pepper, boxed 5.00 dz.
- B12 Girls' Stone Rings, ass't. 2.50 dz.
- B13 Spray Earrings, ass't. 1.50 dz.
- B14 Pins, ass't. 1.50 dz.
- B15 Gen. Cuff, Pearl Pins & Neck 2.50 dz.
- B16 Copper Cuff, Brace, & Ear 4.60 dz.
- B17 Tailored Necklaces, ass't. 4.80 dz.
- B18 Stoned Necklaces, ass't. 3.25 dz.
- B19 LaTausca Heart Pins 2.85 dz.
- B20 Tea Commandment Brace 4.95 dz.
- B21 12 ass't. Gadgets Boutique 3.40 dz.
- B22 Fancy Necklaces, Floral, Stoned 2.95 dz.
- B23 Ass't. Style Brace 2.75 dz.
- B24 Fancy Rings 3.00 dz.

20% dep. with order, bal. C.O.D. FREE DESCRIPTIVE BOOKLET. KAREN ORIGINALS, Dept. B, 45 No. Main St., Bristol, Conn.

KARRINGS — ASSORTED STONED and tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 121 Empire St., Providence, R. I. au5

EASIEST \$65 YOU'LL EVER MAKE! SHOW amazing new "Magical" Christmas Cards. 65 boxes pay \$65. Personalized Cards, 49 for \$1.50. Assortments on approval, free sample album. Sensational \$1.25 gift free for promptness. Southern, 478 N. Hollywood, Dept. 48-C, Memphis 17, Tenn. ju29

ELIAS EXCELS IN BOTANY! FASKOMELO Herb Sage Tea and Spice! 20¢ at your local store. Softies, 28 Washington, Hoboken, New Jersey. ju29

#### FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

- Earrings, assorted \$4.50 gross
- Tie Bars, carded 3.60 gross
- Charm Bracelets 7.20 gross
- Stoned Pins 7.20 gross

20% deposit with order, balance C.O.D.

#### SAMUEL SILVERMAN & CO., INC.

1828 Westminster St., Providence, R. I.

#### HUNTING HORNS—STEER, 14-INCH, \$3.

16-inch, \$3.50; saw blowing. Dealers, Clubs, special price, stamps. Frontier Products Co., 3102 Salinas, Laredo, Tex.

#### FAMOUS MFR. CLOSEOUTS

- Assorted Stoned Brooches \$1.75 dz.
- Stoned & Tailored Earrings 1.75 dz.
- Pierced Earrings on Display 1.50 dz.
- Charm Bracelets, ass't. 1.50 dz.
- Eng. Lord's Prayer Neck, boxed 3.00 dz.
- Children's Jewelry, boxed, ass't. 2.95 dz.
- Ass't. Tie Slides, carded 1.00 dz.
- Summer Sets, boxed 7.20 dz.
- Tie & Cufflink Set, ass't. 3.50 dz.
- 4-Pc. Rhinestone Sets, boxed 18.00 dz.
- Summer Earrings, ass't. 12.00 dz.
- Pearl Necklaces (domestic) 1.45 dz.
- Neck & Earrings, ass't., boxed 9.00 dz.
- Cufflinks, carded, ass't. 1.95 dz.
- Necklace, ass't. 1.50 dz.

Send for descriptive literature on other terrific values in jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1828 Westminster St., Providence, R. I.

JOKERS FUN SHOP — FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. ju29

LIVE MEXICAN JUMPING BEANS—1907 Crop. Free games and posters with packs or bulk beans. Write Dix Duck Importers and Distributors, Keok, Okla. Telephone: Orchard 4-2229.

MEN'S WALLETS—PLASTIC-ALLIGATOR Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. au5

PITCHMEN-SIDE LINE SALESMEN — Excellent demonstration item. Instant acceptance, needed by every woman. Write for details. Mastercraft, 233 Tyler, Trenton, New Jersey. ju29

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friends samples of our new 1957 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 8, Ferndale, Mich. ch-516

#### SHELL EARRINGS, HAND MADE

New Styles, new low price \$27.50 gross, \$25.00 in 10 gross lots prepaid. Samples 3 doz. \$10.00.

#### NORMA'S SHELL JEWELRY

3415 Gables Court Tampa 9, Fla.

SIGNATURE "RITE-O-STAMP" (POCKET applicator) \$1. Profitable, simplified "Rub-o-Stamp" Machine, \$29.95; nationally advertised, guaranteed, copyright 1957. ABCo., 67 Labelle, Buffalo 19, N. Y.

150 UNUSED ALUMINUM ARTIST OR Draftsman Drawing Stands with adjustable lights. Sample \$9.50 postpaid. Industrial, 61 Bowler, Fall River, Mass. au5

72 PIECES 10, RIBBON, \$3 A BOX; CARDED Rainhats, \$2 doz.; Hair Nets, \$3 gross postpaid. Coastal Supply, Tappan St., Manchester, Mass. ju29

3-LINE RUBBER STAMP, \$1; 1,000 BUSINESS Cards, \$3; Desk Nameplates, sample, \$1.50. Postpaid. No C.O.D.'s. Rubber Stamp King, Box 305, Compton, Calif.

#### ANIMALS, BIRDS, PETS

ALLIGATORS — 25% DISCOUNT THRU August. Snake Dent, \$28. Boss, Chameleons, Python, Dragons, Giant Rats, Penguins, Tortoises. Snake Farm, Laplace, Louisiana. au19

BABY BEARS, \$25; KINKAJOUS, \$50; Monkeys, \$18; Baby Tame Lion, 3 mos. old, feeds from bottle; Baby Chimps, Baby Kangaroos, Baby Leopards; Baby Red Fox, \$35; Black Fox, tame, \$25; Coyote, tame, \$25; Condor, tame, Page's, 258 Waterloo, Winnipeg, Can.

BABY CHIMPANZEE, MALE, 6 MONTHS, 10 lbs., super tame and affectionate, wears clothes, \$500. Mr. Mouty, 285 Beacon St., Boston, Mass.

BIG SNAKE DENN — 20 SNAKES, \$25; large Tortoises, doz. \$7.50; assorted large Turtles, doz. \$4; mixed Turtles, assorted size, doz. \$4; Armadillos, \$5; Wildcats, \$20; young semi-tame Ocelot, \$75; Flying Squirrels, doz. \$22.50; Boas, Anacondas, Guanas, Tegus, Ray Singletón, Raittemaka, Florida.

HEALTHY SNAKES, ALL KINDS; HORNED Toads, Alligators, Gila Monsters, Terrapins, Agouti, Fox Cub, Prairie Dogs, Armadillos, Peafowl, Monkeys, Guinea Pigs, Rats, Squirrels, White Doves, Ringneck Doves, Domesticated Skunks, Badgers, Wildcat, Kinkajou, Baby Raccoons, Olin Martin Luchs, Phone MA 4-523, New Braunfels, Texas. au19

HUNGARIAN SHEEP DOG, DOES EIGHTY tricks, \$100; Mangubey Monkey, rides tricycle, other tricks, \$250; will buy Mare Ponies, Box 2351, Fairfax, Va. ju29

MINIATURE CHIMP STUMPTAILS, YNG., \$65; young, hardy African Monkeys; Mynahs; 14 pairs Finches, \$35. Price list. Bronson Birds, 149A Fort George, New York 40, N. Y. Williams 2-1150. au12

PARAKEETS, 50¢ UP; MINIMUM ORDER 25 Birds; Cages, \$4.80 doz.; Canaries, Flash Cages, Rats, Mice, immediate shipment. Terms: part cash, balance c.o.d. National Pet Supply, St. Louis 3, Mo. au19

STUMPTAIL MACAQUE, \$35; RHESUS, \$30; Golden Gibbon, \$130; Baby Baboon, \$50; Sooty Mangabey, \$25; Tayra, \$25; Oria, \$5; Jack Adam, Box 821, Mesa, Ariz.

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., P. O. Box 232, Hermosa Beach, Calif. au12

TRAINED CHIMP, 65 LB. FEMALE, SACRIFICE, \$250; perfect condition. Can use Deer. Animal Forest Park, York Beach, Me.

#### TRAINED ANIMAL ACTS

Outstanding Dog Act. Five pure white reg. German Shepherds, 2 yrs. old, doing all feature tricks. With props and boxes, \$2,500. Beautiful 4 Pony Drill with pure white Stallions and 2 black Geldings, all 4 years old. Broke the best for \$2,400. R. S. LEONARD, 225 South Jefferson, Junction City, Kan. Phone: Cedar 9-3240.

1 PR. MALE MINIATURE CHIMPS; 1 FEMALE miniature Chimp, with white baby 6 weeks old; 1 pr. golden Baboons, 1 black Spider (female), 3 cinnamon Ringtails; 3 Java Monkeys, female; several domesticated skunks; White Rats and White Mice; 15 Chinchillas. City Veterinary Hospital, P. O. Box 464, Hot Springs, Ark.

#### BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greasiest doughnuts. Free recipes. North Bay, 3606 S. 15th, Minneapolis 7, Minnesota. au19

CARNIVAL AND PARTY SUPPLY STORE featuring Joker Novelties, Carnival Merchandise, Decorations, good values. Owner has other interests. Priced right at \$22.50. Ehrle's 1317 E. Sixth, Tulsa, Okla. au19

FOR SALE ON ACCOUNT OF DEATH, something different in a fast money-making skill group game, located at Buckeye Lake Park; no reasonable offer refused. Call Hebron 2023, E. Huston Box 487, Buckeye Lake, Ohio.

HOW TO MAKE MONEY WITH CONCESSIONS and Games! New Illustrated Showmen's Guide reveals trade secrets and short cuts. Gives attendance at principal Fairs, etc. Postpaid, \$2. Globe Concession Co., Marion 8, Ga.

PENNY ARCADE, CONEY ISLAND (N. Y.); good earnings; sacrifice due to illness, \$2,500. Est. 30 yrs. Box 37-211, c/o The Billboard, Cincinnati 22, Ohio. ch

60" SEARCHLIGHTS AND PARTS. Unused Sperry and G.E. Lights and Generator; complete line of Parts Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros. 13400 Hesperian Blvd., San Lorenzo, Calif.

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#### COSTUMES — BARGAINS

THEY HAVE TO BE MOVED BECAUSE WE HAVE TO MOVE. We have lost our lease. 60 days to sell 60,000 costumes, parts of costumes, props, hats, uniforms, drop curtains—everything in stock. Chorus wardrobe, period, character, historical, clowns. You name it—we have it and you can practically name your own price. Trunks, wardrobe crates, baskets, costumes for Halloween, pageants, dancing schools at less than a rental price. NO MAIL ORDERS. CASH AND CARRY. OPEN EVERY DAY. from noon until 5:00, except Sunday. You will save your fare from anywhere to grab up these bargains. THE COSTUME MART 67 E. Lake St. (2nd floor), Chicago

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#### CONCESSION SUPPLIES FOOD AND DRINK

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, Replacement Kettles for all Poppers. Kippy Korn, 120 S. Halsted, Chicago, Ill. au20

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MUST SELL A 2 MIN. PDQ CAMERA with comic & fire proof tent. Virginia Kael, 5700 Stockton Blvd., Sacramento, Calif. Phone: GI 9-0875.

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BUILD KIDDIE RIDES—TESTED PLANS: Carousel, Flying Horses, Airplane, \$100; Chairplane, Swan Swings, Rocket, Houdier, \$5 ea. Free 72-page catalog. Brill, Box 875, Peoria, Ill.

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#### BEST SELLERS

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Can be used for Den, Bedroom, Basement, Closet, Living Room, TV, Study, Vanity, Buffet, Nursery, Kitchen, Pin-Up or Spotlight.

Made of fiber glass, will not burn or break. U. L. approved wire safety feature, height 11 1/2 inches. Fiber Glass Shades. Packed in decorated window box. 24 in master carton.

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With Matching Expansion Band \$3.50 ea. in lots of 6 or more. Men's Jeweled Gold-Tone Watch with Leather Band. \$3.25 ea. in lots of 6 or more. Sample \$2.50. 25% dep., bal. C.O.D. F.O.B. Chicago. We Carry a Complete Line of Merchandise. Open Sundays. CENES TRADING CO., INC. 1344 S. Halsted St. Chicago 7, Ill. Phone: Taylor 9-1554

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BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49. All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample \$9.95.)

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WITH IT AND FOR IT FOR THIRTY-FIVE YEARS Attention: Carnival Men

- 28" Plush Bear \$24.50 per dz.
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LAVENDER SACHET BASKETS... Tightly woven bleached rattan baskets with plastic stoppers... Sherfy's 5601 University Way Seattle, Wash.

THE FIRST "NEW LOOK" PENNANTS in over 2,000 years... Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof.

\$139.50 VALUE NEW PRICE \$42.95... 6 Ant. Men's WATCHES... With Expansion Band, Ladies' with Cord Band.

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"CLOSEOUT EARRINGS" Also Scatter Pins, Necklaces and Bracelets, better grade, usually \$6.75 per doz. and over for \$3.75 per doz. LOW PRICE EARRINGS Stone & metal, well made, nice designs, non-tarnish, clean, \$1.80 doz.; \$20.00 gross.

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P D Q - World's Greatest PHOTO BOOTH CAMERAS Dependable - efficient - Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details. P D Q CAMERA CO. 1544 W. Cortez Chicago 32, Ill.

COMPLETE MINIATURE STEAM RAILROAD. 3 cars, 600 foot track, all accessories. Fred DeSantis, 97 West Main St., Wappingers Falls, N. Y.

FLYING RETURN ACT FOR SALE. Bigging in good condition, complete with net. Dale Felster, Route 4, Findlay, Ohio.

FOR SALE - ONE 10X10 CENTER JOINT Canvas Top with Awning and Bally and complete wood framework for same. Used 4 weeks. Also Counter Popcorn Showcase. Weidner Concessions, Hamburg, N. Y. Emerson 1755.

FOR SALE - SMITH CHAIRPLANE. 23". Like new, reasonable. Uehla, 126 Hamilton Ave., Stamford, Conn. au5

FOR SALE - 1952 OVERLAND KIDDE Fire Engine, \$1,500; seats 24 children. 110 Second St., South Orange, N. J. So 2-5411.

GIANT SEARCHLIGHT, SPERRY; KID Firetruck, Need Boatride, Coaster, Handcars, House trailer, Cabin Cruiser, F. Shafer, Mesker Park, Evansville, Ind.

"GOING OUT OF AMUSEMENT PARK BUSINESS" - Rides for Sale at Sacrifice Prices: (1) - G-16 Miniature (36) Passenger Train with engine and three cars with approximately 1,700 feet of double (12) pound track, complete with signal switch, track gauge, ties, spikes, etc. Approximately 8,000 actual miles. Manufactured by Miniature Train Co., Rensselaer, Ind. Like new. \$7,250.00 (2) - Mangle 32 ft. Merry-Go-Round, 20 horses, with sectional aluminum top, gasoline motor, good condition. \$3,500.00 (3) - Small Kiddie Rocket Ride 16 passenger, electric motor, with sectional aluminum top. \$600.00 (4) - Self-Driven Midget Motor Cars, manufactured by Hackney Mfg. Co., used one season. \$135.00 each (5) - Tank Boat Ride, electrically operated, with (4) boats recently painted, 12 passenger capacity. \$500.00 Must be sold for cash only. All Rides are now in operation and can be inspected at any time at Crutchfield Lakes Amusement Park, Burlington, N. C. Write: Logan E. Crutchfield, P. O. Box 481, Mebane, N. C. Phone: Logan E. Crutchfield, Telephone through Burlington, N. C. - Canal 66271.

KING TRAIN, 1956 MODEL, EXCELLENT condition. Ticket Box included, priced to sell \$1,000. Harold Thorpe, Box 232, Hillsboro, Ohio.

LITTLE DIPPER - GOOD CONDITION. NEW paint job, \$3,500. Or would consider location nearby. Ben Roberts, 1676 Noble Dr., N. E. Atlanta 6, Ga. au5

MERRY-GO-ROUND, OCTOPUS, KIDDIE Rides. All like new. Taylor, Rt. 1, Box 199-B, Spanaway, Wash. LENEX 7-6410, au5

MINIATURE TRAIN CARS FOR SALE. Adult size 14 inch gauge Wagner make equipped with air brakes. Now in operation at Chicago. \$500 each. In top operating condition. For pictures and details write Box C-218, c/o The Billboard, Cincinnati 22, Ohio. au5

PARKER M-G-R, 36 FT.; OTTOWAY Train, gasoline motor operated; Auto, Copier, Whirl, Truck, Van, Ticket Booth, House Trailer, Candy Floss, Shooting Gallery, etc., \$8,000. Carl Ferrara, 3726 Tularosa, El Paso, Tex. Logan 5-3402.

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RUSSIAN AUTOMOBILE, 1955, LIKE NEW 2030 Top Banners, PA System, Ticket Box. \$1,550. Orville S. Truesdell; Albert Lea, Minn.

TENT STAKES, "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. se8

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. au5

TRACKLESS TRAIN, KIDDIE AIRPLANE Ride, Cotton Candy and Popcorn Machine, Ford bus, cheap. Julian Bruce, 516-74 Place, Carmody Hills, Maryland. Phone: Redwood 5-8709.

I.A.B.T. SHOOTING GALLERY - JUST OFF location, complete with 4 Rifles, Compressor Canvas; in perfect working order. W. H. Frazier, 510 E. Uintah, Colorado Sprs., Colo. Melrose 3-5412. au5

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INSTRUCTIONS BOOKS & CARTOONS HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. au26

MAGICAL APPARATUS NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 338 South High, Columbus, O. jy29

VENTRILOQUAL FIGURES 36 INCHES, real hair, neatly dressed, \$17.50 and \$20. Brown, 1711 S. W. 16th St., Miami 45, Fla. jy29

MISCELLANEOUS SOUND SYSTEM AMPLIFIERS REPAIRED. Expert repair on all makes and models of sound system amplifiers regardless of age or condition. Send prepaid to Gottschalk Radio & TV Service, Faith, S. Dak.

PARTNERS WANTED PARTNER WANTED - NEED SERVICES and capital. Nets 500 weekly. Entertainment field. Bona fide proposition without design whatsoever. Box C-218, c/o The Billboard, Cincinnati 22, O.

PERSONALS ATTENTION - MR. JOHN K. BENNETT, please contact me. James V. Ehmman, 126 Binns Blvd., Columbus 4, O. au5

MR. HOPE, 555. ALL FUNDS RECEIVED: children growing; Deb's one year old; 1/2 fine. Always. F327.

REWARD - ANYONE KNOWING WHEREabouts or information leading to Bruno Taubert, probably in Florida. Please write Lou Taubert, Ranch Outfitters, Casper, Wyoming. jy29

WILLIAM "POPCORN BILL" MOORE, CALL, Express 7-5929, Memphis, Tenn. Urgent. M. Moore, 5364 Cesena Road.

PHOTO SUPPLIES DEVELOPING-PRINTING DIRECT POSITIVE OPERATORS IN OHIO, Indiana and Kentucky wanted for Christmas Picture Deal. Write at once, Stanley Attractions, 7240 Beechmont Ave., Cincinnati 30, Ohio.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W Cortez, Chicago 22, Ill. ch-17n

PRINTING A-1 TESTED SHORT RANGE TARGETS, \$5 per thousand; one day service. Free samples. Fine Arts Press, 1016 Donald, Peoria, Ill. au5

ALWAYS SPEEDIEST SERVICE ON QUALITY Window Cards. Three color 14x22 Posters, \$8 hundred; 17x26 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 357 Earl Park, Ind. se23

BALL POINT PENS IMPRINTED WITH your ad. Two dozen, \$5; 100, \$14. Postpaid. Marvin Lipkin, 769 Flatbush Ave., Brooklyn 25, N. Y.

POSTERS of all descriptions. In an age of specialization - Deal with "Specialists." Posters of all descriptions. IN A.M. - OUT P.M. WINDEX SHOW PRINT CO. 5809 Woodland Ave. Philadelphia 43, Pa.

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Maryland.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes \$3.75 black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. au12

1,000 EMBOSSED BUSINESS CARDS, \$3.75 postpaid. Quality printing, request free price list. John Peper, P. O. Box 822, Chattanooga, Tenn.

SALESMEN WANTED GOLDMINE OF 500 MONEY MAKERS - Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-oc28

TATTOOING SUPPLIES A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. se16

WANTED TO BUY ORGAN GRINDER MONKEY WANTED, fully trained, reasonable. Organ Grinder, 8040 Collinsville Road, East St. Louis, Ill.

WANTED - OLD BAND ORGANS, CALLIOPES, etc. Also Organ Rolls. Price and condition first letter. Box 23, Atlantic, Iowa. jy29

USED FERRIS WHEEL #5 OR SMALLER; 2 Lowboy Vans, any Games, Frames, Kid Rides, Concession Equipment. Box C-212, c/o The Billboard, Cincinnati 22, Ohio.

HELP WANTED REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word - Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

A-1 PHONOGRAPH MECHANIC; FLORIDA coastal city; good salary, hours, etc.; no drifters; mostly Seeburg & AMI. Our employees know of this ad. Box C-213, c/o The Billboard, Cincinnati 22, Ohio.

A-1 SIGN PAINTER - ART WORK ON buildings, sign painting. Work now to October 1. Living accommodations. Danbury Fair, 130 White St. Phone Jarvis person to person collect. Danbury, Conn., Pioneer 8-3533. jy29

MUSICIANS FOR TRAVELING DANCE Orchestras. Steady pay, finest transportation available. Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. jy29

SALES POSITION OPEN WITH MAJOR agency band department. Excellent opportunity for qualified individual. Salary, Details and references to Box C-267, c/o The Billboard, Cincinnati 22, O. jy29

SALESWOMEN - AGES 25-40. SELL NOVELTIES in booths; fairs Northern Ohio; August, September, October; salary, expenses and transportation; references required; write: Haase, Box 565, Kent, Ohio.

WANTED - SINGLE MALE SINGER TO team with songwriter for mutual promotion scheme. Write to Box C-215, c/o The Billboard, Cincinnati 22, O.

WANTED - YOUNG PIANO MAN, GUITAR and Tenor Sax; experienced; Florida location. Orchestra Leader, Valparaiso Inn, Hotel Valparaiso, Fla.

AT LIBERTY ADVERTISEMENTS 5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

AGENTS & MANAGERS EXPERIENCED AGENT DESIRES TO route and book attractions suitable for schools, civic clubs, etc. Interested in high calibre attractions; bands, modern or vintage type; have large clientele; have car; write or wire to Box C-210, c/o The Billboard, Cincinnati 22, Ohio.

CIRCUS & CARNIVAL SOLICITING OFFERS 1958 - RAYS CIRCUS Revue, two People, Dogs, Monkeys, Birds, Mule, Pony, Broucher on request. Box #351, Fairlee, Vt. se23

MISCELLANEOUS ANIMAL ACTS & VARIETY NOVELTY Acts of all description. Phone R-1196. Address 2015 Oliver St., Variety Artists, Ft. Wayne, Ind.

AVAILABLE WESTERN DJ, PART-TIME Announcer, barn dance Producer, Walter Toby Price, Reno Trailer Park, Carthage, Missouri. au5

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neize F. Diehl, Route 3, Staunton, Va. je2, '58

PERSONAL MANAGER OR PUBLICITY, OR agency salaried situation. Will relocate; Good, aggressive personality. Robert Adams, 59 W. North, Chicago. Superior 7-2680.

MUSICIANS AVAILABLE - TOP VIOLINIST. FORMERLY name bands, read, fake, beautiful tone; age 31, good personality. Violinist, 1704 N. Bissell, Chicago, Ill.

BASS MAN AVAILABLE IMMEDIATELY, double valve trombone, vocals, combo preferred. All offers considered. Swinger, Pat Patrick, 712 South Washington, Enid, Oklahoma. au5

COWBOY STUART AND HIS WESTERN swing dance band, the Beaver Valley Cowgirls, available for radio, TV and shows coast to coast. Write Box 111 Mars, Pennsylvania. au12

DRUMS - EXTENSIVE LATIN, BANGOS, Timbales, also shows, vocals. Prefer combo small hotel group, organ duo; location work only Photo, references. Lee Middleton, 2520 Jonesboro Rd., S.E. Atlanta, Ga. jy29

STRING BASSIST; AVAILABLE IMMEDIATELY. Interested locating eastern area preferably. Name, background, good appearance; locals #12 and 10. Musician, 353 Fairfax Ave., Norfolk, Va.

PIANIST, CORRECT CHORDS, GOOD TWO or four beat, read symbols OK. Commercial, no progressive, arrange; sober and serious. Wayne Powell, Irvine, Ky. Phone 195-J.

PIANIST, MALE, SINGLE, GENTLE; trained music and wide professional experience; popular, classic, soloist, accompanist; orchestra; teach. Box C-214, c/o The Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS ATTENTION, FAIRS, PARKS AND CELEBRATIONS. Wilma Lee and Stoney Cooper with Climax Mountain Clan, Hickory Records, stars of Grand Ole Opry; the Oklahoma Kids, Marion and Wallick, Australian Bull Whips, Knife Throwing and Trampoline; Archie Royer's Western Revue of Sharp Shooters, Educated Horses, Ponies, Performing Dogs and Monkeys, Chariot Races and Comedy Ford, available as complete show or single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, Ohio. jy29

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au19

FEARLESS STARS - HIGH CONTORTION Trapeze Act available for Southern Fairs starting Labor Day week. For open time contact Jerry D. Martin, Billboard Publishing Office, Cincinnati, O. au5

JAMES COGSWELL, STROLLING CLOWN Fairs, celebrations, special events. Write today for details, descriptive literature, etc. 1433 Rose St., Lincoln 2, Neb. au12

"MYSTERIES OF INDIA STAGE SHOW" presented by the amazing Scalzo, internationally famous illusionist, featuring 10 of the world's most famous and spectacular Mysteries (A Girl Burned Alive, the Floating Lady, Sawing a Woman in Half, Magical Fountain of Water, Shooting Thru a Girl, etc.) Combined with gorgeous costumes, special hi-fi music, beautiful curtains & stage settings, animals, comedy and 3 pretty N. Y. Models. Available for indoor and outdoor dates after Aug. 9. Currently playing leading Amusement Parks & Resorts. A proven crowd getter. Contact: Lee Richards Productions, 679 Northampton St., Easton, Pa. Phone: 3-6531.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

THE DEATH PLUNGE, AS FEATURED BY Fox Movie Tone, is bringing in more customers than some arenas, fairs and carnival celebrations can handle. It's the assignment stuntmen fear most. It really separates the men from the boys. Besides grabbing large chunks of audience attention here in U. S. it has made a hit in South America and drawn heavy patronage on the islands of Bermuda and Honolulu. This high diving presentation is talked about and discussed long after it has left a town. Contact Capt. Mac. Productions, 436 Lamplier Place, Warren, Ohio N. E. Tel. 45337. au12

VOCALISTS A & R MAN - SMALL CALIFORNIA Label, former president of Songwriters Club; salary open. 11216 Roma, Whittier, Calif. OXFORD 9-7254. au26

GIRL DEEJAY-ANNOUNCER, COUNTRY and Western Guitarist, Vocalist. No encumbrances. Go anywhere. What can you offer? Box C-217, c/o The Billboard, Cincinnati 22, Ohio.

THE NEW SENSATIONS FOR 1957-8 LIFETIME COIN PURSES - MITE MIDGET



Now you can make more profit than before. The famous Mite Midget zipper purse celebrates its million sales record with this reduction in price. These sales were possible due to its extra deep embossing, extra long zipper, extra neat hand lacing, authentic western design and its nice counter display. This is truly America's fastest seller. 3 1/2 inch size reduced to \$3.75 doz. 4 1/2 inch size reduced to \$5.75 doz. Jobbers' Prices on Request

We Are the West's Largest Distributor of Hand-Tooled Hand Bags FREE CATALOG ON REQUEST.

We have the biggest line of Western Bolo Ties in the country. Free catalog on request.

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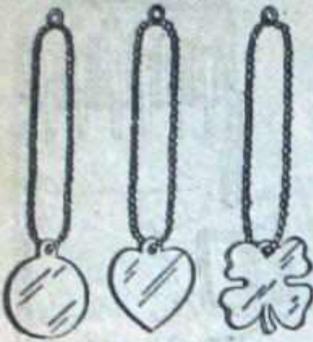
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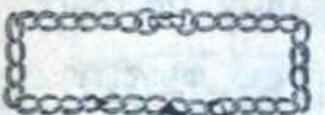
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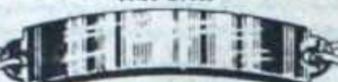
No. 3/100 Child's Aluminum Identals \$2.65 Gross



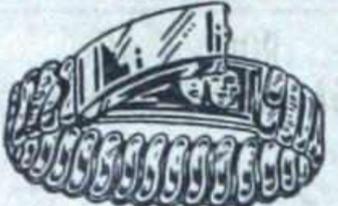
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# 1957 Fair Dates

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Continued from page 74

Enunclaw—King Co. Jr. Fair Assn. Aug. 23-25.  
Friday Harbor—San Juan Co. Fair Assn. Sept. 6-7. Cecil L. Carter.  
Grandview—Yakima Valley Jr. Fair Assn. Aug. 15-17. Mrs. E. A. Hardell.  
Kennewick—Benton-Franklin Fair & Rodeo. Aug. 23-25. John Neuman.  
Langley—Island Co. Fair Assn. Aug. 23-25. Benjamin Herring.  
Longview—Columbia Empire Fair Assn. Aug. 28-31. W. E. Rosebraugh.  
Menlo—Pacific Co. Fair Assn. Aug. 15-17. Mrs. Raymond Klemp.  
Monroe—Evergreen State Fair. Aug. 29-31. J. Paul Holloman.  
Moses Lake—Grant Co. Fair Assn. Sept. 5-7.  
Odessa—Tri-Co. Fair & Livestock Assn. Aug. 30-31. A. H. Lütten.  
Okanogan—Okanogan Co. Fair Assn. Sept. 13-15.  
Port Angeles—Callam Co. Fair Assn. Aug. 23-25. Nellie Parr.  
Port Townsend—Jefferson Co. Fair Assn. Aug. 18-19.  
Puyallup—Western Washington Fair. Sept. 14-22. John H. McMurray.  
Rockford—Southeast Spokane Co. Fair Assn. Sept. 20-22. Jack L. Olson.  
Ritzville—Adams Co. Fair Assn. Sept. 13-14. Mildred Wellcander.  
Spokane—Spokane Interstate Fair, Inc. Sept. 18-22. Chas. T. Meenach.  
Sumner—Pierce Co. Jr. Fair Assn. Aug. 15-17. Mrs. E. P. Andrews.  
Vancouver—Clark Co. Fair Assn. Aug. 22-25.  
Walla Walla—Southeastern Wash. Fair Assn. Aug. 29-Sept. 1. Howard Burgess.  
Waterville—North Central Washington Fair. Sept. 13-15. Mrs. G. Merton Dick.  
Yakima—Central Wash. Fair Assn. Sept. 25-29. J. Hugh King.

### West Virginia

Berkeley Springs—Morgan Co. Fair Assn. Aug. 14-17. Mrs. Foster L. Sirbaugh.  
Charles Town—Jefferson Co. Fair Assn. Sept. 26-28. Mrs. Marjorie McGarry.  
Circleville—North Fork Community Fair. Sept. 26-28. Byrl L. Law.  
Clay—Clay Co. Fair Assn. Aug. 8-10. W. M. Smith.  
Daybrook—Clay Dist. Fair Assn. Aug. 28-31. Nettie Tennant.  
Dunbar—Southern W. Va. Fair. Aug. 30-Sept. 7. C. Frohman Johnston.  
Elkins—Mountain State Forest Festival Assn. Oct. 2-5. Mrs. Darrel Hankey.  
Follansbee—Goodwill Grange Fair Assn. Aug. 29-31. W. A. Williams.  
Fort Ashby—Mineral Co. Fair Assn. Aug. 12-17. Mrs. William Welch.  
Gassaway—Gassaway Lions Club Free Fair. July 29-Aug. 3. David M. McElwain.  
Green Sulphur Springs—Green Sulphur Dist. Fair. Aug. 1-3. Mrs. Hazel Gwinn.  
Helvetia—Helvetia Community Fair. Sept. 13-14. Mrs. Arnold Betler.  
Lewisburg—State Fair of W. Va. Aug. 19-24. C. T. Sydenstricker.  
Mannington—Mannington Dist. Fair Assn. Aug. 20-24. Goffe H. Sturm.  
Martinsburg—Pocahontas Co. Fair Assn. Aug. 12-17. Mrs. Libby Rexrode.  
Martinsburg—Berkeley Co. Youth Fair. Aug. 28-30. Mrs. Harry Stauba.  
Matewan—Magnolia Fair, Inc. Aug. 12-17. Ralph Vinciguerra.  
Moundsville—Marshall Fair, Inc. July 31-Aug. 3. Blaine Allen.  
New Hope—Beaver Pond Dist. Fair. Sept. 5-7. C. P. Hyton.  
Oak Hill—Fayette Co. Fair Assn. Aug. 29-31. S. J. Crouse.  
Parsons—Tucker Co. Fair Assn. Sept. 4-7. Mrs. Louis A. Williams.  
Pennsboro—Hitchie Co. Fair Assn. Aug. 29-31. Rebecca Wesley.  
Pettersburg—Tri-County Fair Assn. Sept. 11-14. R. E. Spencer.  
Phillippi—Barbour Co. Street Fair. Sept. 18-21. L. Glenn Zinn.  
Princeton—Beaver Pond Dist. Fair. Sept. 5-7. C. P. Hyton.  
Pruntytown—Taylor Co. Fair Assn. Aug. 27-31. Mrs. Frances B. Waters.  
Rivesville—Paw Paw Dist. Fair Assn. Aug. 13-17. Mrs. Bower Thorne.  
Summersville—Nicholas Co. Fair, Inc. Aug. 5-10. Mrs. Jessie D. Hume.  
Sutton—Braxton Co. Fair Assn. Aug. 6-11. E. Morrison.  
Terra Alta—Preston Co. Fair Assn. Aug. 28-Sept. 2. Harry Sanders.  
Wadestown—Battelle Dist. Fair Assn. Aug. 28-31. Raymond D. Tennant.  
Webster Springs—Webster Co. Fair Assn. Sept. 2-7. Fern Dorsey.

### Wisconsin

Antigo—Langlade Co. 4-H Club Leaders' Assn. Aug. 2-4. Marvin C. Hanson.  
Athens—Athens A&A Assn. Aug. 22-25. Graydon Peterson.  
Baraboo—Sauk Co. Agri. Soc. Aug. 13-15. A. H. Thayer.  
Beaver Dam—Dodge Co. Fair Assn. Sept. 5-8. Forrest Kaapp.  
Black River Falls—Jackson Co. Agri. Soc. Aug. 22-25. Douglas Curran.  
Bloomington—Blake's Prairie Agri. Soc. Aug. 23-25. Mrs. Robert Brodt.  
Cedarburg—Ozaukee Co. Agri. Soc. Aug. 8-11. Arnold Oroth.  
Chilton—Columel Co. Agri. Soc. Aug. 30-Sept. 2. Herbert Harder.  
Chippewa Falls—Northern Wis. Dist. Fair Assn. July 20-Aug. 4. A. L. Putnam.  
Crandon—Forest Co. Agri. Soc. Aug. 1-4. Lester Grandine.  
De Pere—Brown Co. Agri. & Fair Assn. Aug. 14-18. R. O. Planert.  
Durand—Pepin Co. Jr. Fair Assn. Aug. 13-14. T. A. Parker.  
Eagle River—Vilas Co. Agri. Soc. Aug. 23-25. Herman H. Smith.  
Eau Claire—Eau Claire Co. Jr. Agri. Soc. Aug. 12-15. Willard Hamm.  
Elkhorn—Walworth Co. Agri. Soc. Aug. 30-Sept. 2. R. B. Harris.  
Ellsworth—Pierce Co. Fair Assn. Aug. 18-19. H. G. Seyforth.  
Florence—Florence Co. Fair Assn. Aug. 31-Sept. 2. Fritz Johnson.  
Fond du Lac—Fond du Lac Agri. Soc. Aug. 7-11. Wm. B. Schwefel.  
Friendship—Adams Co. Agri. Soc. Sept. 4-6. Robert W. Roseberry.  
Gays Mills—Crawford Co. Fair & Agri. Soc. Aug. 9-11. Paul L. Paulson.  
Glenfield—Oconto Co. Youth Fair Assn. Aug. 16-18. Otto Neuman.  
Glenwood City—St. Croix Co. Fair Assn. Aug. 9-7. Geo. Steffen.  
Grantsburg—Burnett Co. Co-Op Agri. Soc. Aug. 22-24. Marlin Sundquist.

Green Lake—Green Lake Co. Jr. Fair Assn. Aug. 2-4. Francis J. Ptacek.  
Hayward—Sawyer Co. Agri. Fair Assn. Aug. 19-21. Sherman W. Weiss.  
Iron River—Bayfield Co. Fair Assn. Aug. 18-19. Harry Lowe.  
Janesville—Rock Co. 4-H Jr. Fair. Aug. 6-10. Alfred Finger.  
Jefferson—Jefferson Co. Fair. Aug. 1-4. Adam Pancake.  
La Crosse—La Crosse Inter-State Fair Assn. Aug. 7-11. Joseph W. Frisch.  
Ladysmith—Rusk Co. Fair Assn. Aug. 28-29. Ed. Sivek.  
Lancaster—Grant Co. Agri. Soc. Sept. 8-8. A. S. DeBahr.  
Lodi—Lodi Union Agri. Soc. Sept. 27-29. Marie Habermann.  
Luxemburg—Kewaunee Co. Agri. Soc. Aug. 31-Sept. 2. Elroy G. Hoppe.  
Manitowoc—Manitowoc Co. Fair Assn. Aug. 21-23. Dr. A. F. Hank.  
Marengo—Ashland Co. Fair Assn. Aug. 30-Sept. 2. David H. Roll.  
Marshfield—Central Wis. State Fair. Aug. 28-Sept. 2. W. A. Uthmeier.  
Mauston—Juneau Co. Agri. Soc. Aug. 8-11. Francis Pfaff.  
Medford—Taylor Co. Co-Op Youth Fair. Aug. 23-25. Joe J. M. Tusa.  
Merrill—Lincoln Co. 4-H Leaders' Assn. Aug. 5-5. Wm. Steckline.  
Milwaukee—Milwaukee Co. 4-H Fair. July 30-31. Leonard Luce.  
Milwaukee—Wis. State Fair. Aug. 17-25. Willard M. Masterson.  
Mineral Point—Southwestern Wis. Fair Soc. Aug. 30-Sept. 2. H. S. Ivey.  
Mondovi—Buffalo Co. Agri. Fair Assn. Aug. 8-11. John Bollinger.  
Monroe—Green Co. Agri. Soc. July 31-Aug. 4. Wm. A. Brown.  
Neillsville—Clark Co. Agri. Soc. Aug. 9-11. Harold Hucksstad.  
Oshkosh—Winnebago Co. Fair Assn. Aug. 27-30. Taylor Brown.  
Phillips—Price Co. Agri. Soc. Aug. 22-25. L. P. Wimmer.  
Plymouth—Shoshong Co. Agri. Soc. Aug. 29-Sept. 2. Philip Anderson.  
Rhinelander—The Hodag Fair. Aug. 15-18. Harvey Becker.  
Rice Lake—Barron Co. Co-Op Agri. Soc. Aug. 22-25. Bruce Dalrymple.  
Richland Center—Richland Co. Fair Assn. Sept. 12-18. Ruby Tallidge.  
Rosholt—Rosholt Free Community Fair Assn. Aug. 31-Sept. 2. Russell Wrolstad.  
Saxon—Iron Co. Fair Assn. Aug. 23-25. Mrs. Florence Hardie.  
Seymour—Outagamie Co. Fair Assn. Aug. 1-4. Michael Burns.  
Shawano—Shawano Co. Agri. Soc. Aug. 30-Sept. 2. Robert Marots.  
Spooner—Washburn Co. Jr. Fair. Aug. 12-14. Wm. H. Dougherty.  
St. Croix Falls—Polk Co. Fair Soc. Aug. 3-4. Lucille McKenney.  
Sturgeon Bay—Door Co. Fair Assn. Aug. 22-25. G. I. Mullendore.  
Superior—Tri-State Fair Assn. Aug. 13-18. Sengar Swanson.  
Tomah—Monroe Co. Fair Assn. Aug. 1-4. R. L. Pingel.  
Union Grove—Racine Co. Agri. Soc. Aug. 1-4. Elwin G. Leet.  
Virgona—Vernon Co. Agri. Soc. Sept. 19-22. Fred Rogers.  
Waukesha—Waukesha Jr. Show. July 23-26. W. D. Rogan.  
Wausau—Marathon Co. Agri. Soc. Aug. 14-18. C. J. McAlvey.  
Wausaukee—Marquette Co. Agri. Soc. Aug. 16-18. Victor Quick.  
Wautoma—Waushara Co. Fair Assn. Aug. 15-18. Burnett Johnson.  
Webster—Central Burnett Co. Fair Assn. Aug. 15-17. Mrs. G. E. Malone.  
Westfield—Marquette Co. Youth Assn. Aug. 8-11. Al Tachudy.  
Weyauwega—Waupara Co. Agri. Soc. Sept. 5-8. A. A. Stroschein.  
Wilmet—Kenosha Co. Fair Assn. Aug. 8-11. Marlin Schnurr.

### Wyoming

Afton—Lincoln Co. Fair Assn. Aug. 23-24. Doyle F. Child.  
Basin—Big Horn Co. Fair. Aug. 19-21. Dr. M. B. Walker.  
Casper—Central Wyoming Fair. July 31-Aug. 3. Bob Honey.  
Douglas—Wyoming State Fair. Aug. 28-31. F. W. Tetreault.  
Evanston—Uinta Co. Fair Assn. Aug. 16-17.  
Gillette—Campbell Co. Fair Assn. Aug. 22-24. Bill Parks.  
Newcastle—Weston Co. Fair & Rodeo. Aug. 22-25.  
Quyon—Pontiac Exhn. Assn. Sept. 19-21. Gervase O'Reilly.  
Riverton—Fremont Co. Fair Assn. Aug. 21-23. W. L. Duncan.  
Sundance—Crook Co. Fair Assn. Aug. 23-24. Mrs. Dorothy Twiford.  
Thermopola—Hot Springs Co. Fair Assn. Aug. 16-17. Mrs. Alma Haynes.  
Torrington—Goshen Co. Fair & Rodeo. Aug. 22-24. Ken Klueber.  
Wheatland—Platte Co. Fair & Festival. Aug. 22-25.

### Alaska

Fairbanks—Tanana Valley Fair Assn. Aug. 15-18. Babetta LaVoie.

### CANADA

#### Alberta

Athabasca—Athabasca Exhn. Aug. 8-9. W. C. Donahue.  
Barrhead—Barrhead Exhn. Aug. 6-7.  
Battle River—Battle River Agri. Soc. Aug. 13-14. Hubert Dechant, Manning.  
Camrose—Camrose Agri. Soc. Aug. 3-7. J. E. Stuart.  
Cardston—Cardston Agri. Soc. Aug. 23-24. Bert Gibb.  
Darwell—Darwell Agri. Soc. Aug. 24. Dolly Klapper.  
Donnelly—Donnelly—Falher-Girouxville Agri. Soc. Aug. 8-9. Charles Cimon.  
Goose Creek—Goose Creek Agri. Soc. Aug. 14. David Black, Loughheed.  
Grand Centre—Grand Centre Agri. Soc. Aug. 6-7. Mrs. G. J. Adair.  
High Prairie—High Prairie Agri. Soc. Aug. 15-16. A. B. Turner.  
Lamont—Lamont Exhn. Aug. 2-3.  
Lonsdale—Lonsdale Agri. Soc. Aug. 21. Mrs. G. M. Green.  
Mayerthorpe—Mayerthorpe Agri. Soc. Aug. 21. A. E. Guntion.  
Oids—Oids Agri. Soc. Aug. 9-10. E. G. Miller.

(Continued on page 96)

### Enamel Lighters FREE

One included with every Men's Watch Set. Minimum order a A Cel-Max Extra!

Spotlight Value!

Packed with 'SELL' Priced for PROFIT!

### CEL-MAX Ensemble



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They Come in Two Sizes

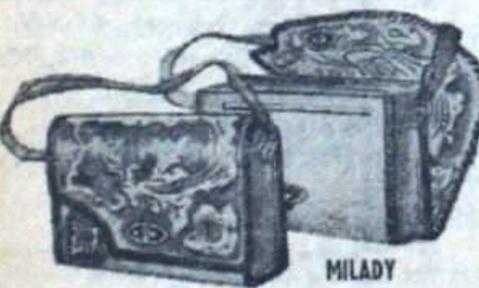
6" x 8" .....\$ 8.90 ea.

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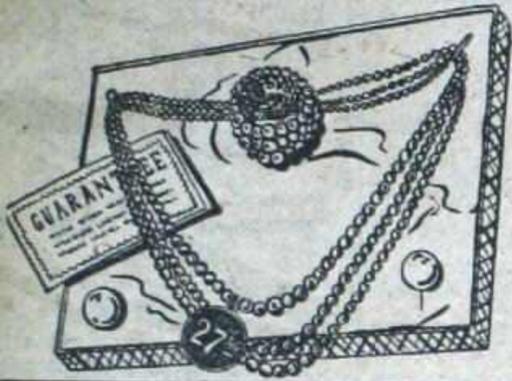
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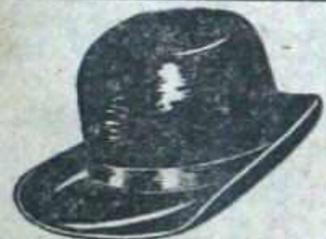


**7-Pc. MEN'S WATCH SET**  
Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set.  
2 Year Service Guarantee  
**\$5.50 per set**  
Sample Set, \$6.50  
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**SPECIAL FLASH!**  
**PEARL SET**  
**\$8.00**  
DOZEN  
**SAMPLE SET**  
**\$1.00**

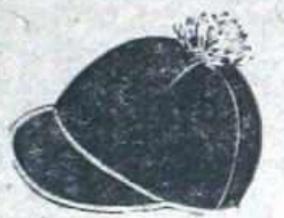
**SENSATIONAL LOW PRICE**  
Imported World Famous Miniature Candid Type  
**16MM "HIT" CAMERA**  
Takes clear, sharp pictures. For day or night use, indoor or outdoor, with many features of expensive models. Complete with pigskin carrying case and strap.  
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Film for above—12 Rolls, 90¢ per doz. Sample Camera and Film, \$2.25 post-paid.



**Men's Full-Size BLACK FELT DERBYS**  
With binding. This hat is now sweeping the country.  
**\$5.00 Doz. \$52.00 Gr.**



**HARRIS SPECIAL 4-PIECE COME & BRILLIANT STONE JEWELRY SETS**  
Necklace, Earrings & Flexible Bracelet to match, 24 Kt. gold plated. Satin lined gift box.  
**\$12.00 dozen**  
**\$1.50 sample set**



**KIDDIE FELT CAPS**  
with POMPONS  
Assorted sizes and colors.  
**Gross \$24.00**

**Fully Automatic CHROME POCKET LIGHTER**



**ENAMEL POCKET LIGHTERS**  
**\$5.00 per Dozen**

**RETRACTABLE BALL POINT PENS**  
All Colors  
**\$14.00 per gross**

**PLASTIC FOAM KOOL LID HATS**  
**\$6.00 doz. \$66.00 gross**

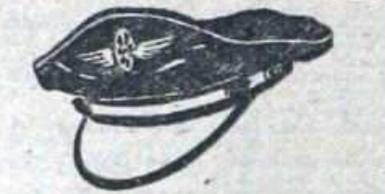
**PLASTIC FOAM DICE**  
**\$3.75 per dozen**

**BE BOP HATS**  
Assorted Colors  
**\$3.75 per doz. \$42.00 gross**

**Lord's Prayer Cathedral Pen**  
Read the Lord's Prayer magnified thru lens at top of Pen.  
**\$6.00 per dz.**



**The Dancing Ballerina BELLA**  
She whirls and she twirls. Watch her dance. Action Toy! Fun for all!  
**\$2.25 per doz. \$24.00 per gr.**



**MOTORCYCLE CAP**  
WITH TWO BANDS  
Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia. With stars and piping.  
**\$6.50 doz. \$75.00 per gross**  
These hats in colored material, pink, yellow, blue, black, etc.

**LADIES' 5-PIECE GENOVA WATCH SET**

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged loaf-like box which can be used as candy dish.

**\$6.00 Complete Set**  
Sample Set, \$7.00



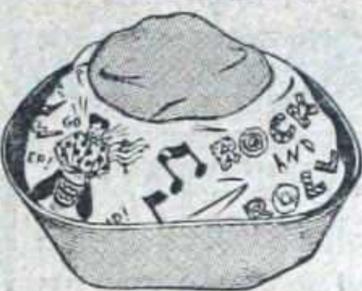
**PLASTIC FIREMEN'S HATS**  
with Fasteners  
**\$21.00 per gross**

**CUB HUNTER KNIVES**  
with Sheath  
**\$2.00 per doz. \$21.00 per gross**



**Lord Nelson or Mercury waterproof, shock-proof, anti-magnetic MEN'S WRIST WATCH**  
With split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life magazine. Boxed with \$49.75 price tag.  
**\$6.50 each Sample \$7.50**

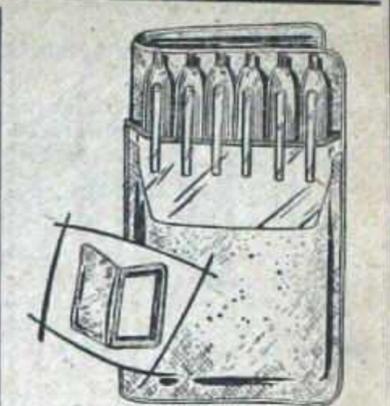
**ROCK & ROLL GABARDINE CREW HATS**



**LATEST CREATION**  
**SELLING LIKE WILDFIRE THRU-OUT THE ENTIRE COUNTRY**  
Assorted colors and sizes: Small, medium and large.  
**\$6.00 per doz. \$65.00 per gross**



**\$5.00 doz.**



**SEASON'S GREATEST VALUE**  
Most Sensational Pen Deal in Years, SIX PEN POCKET SECRETARY SET—Including:  
(1) Six Retractable Ball Point Pens, Gold Polish Metal Tops, Assorted Colors, Red, Green and Blue Inks.  
(2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.  
(3) Standard Memo Pad, handy & replaceable. This set is popular with every man both in business and socially.  
All Pens Fully Guaranteed.  
**Specially Priced, \$7.00 per doz. Sets Sample Set \$1.00 Postpaid. \$81.00 per gross**



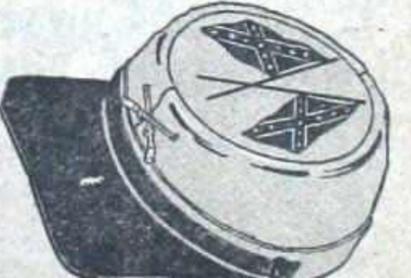
**SUN GLASSES**  
In beautiful Leatherette Case, gold finish Frame and adjustable flexible Ear Piece.  
**\$5.50 Doz. \$63.50 Gr.**  
Complete with Case.

**MEN'S JEWELLED GOLD TONE WRIST WATCH**  
Expansion Band to match.  
**\$4.00 each \$45.00 doz.**  
**LADIES' GOLD TONE WRIST WATCHES**  
With Expansion Band to match.  
**\$4.50 each**  
Add \$1.00 each for sample Watches.

**CONFEDERATE AND YANKEE HATS**

With crossed metal Guns. The best Confederate and Yankee Hats on the market.

**\$4.50 per dozen \$50.00 per gross**



25% deposit required—money order or cash.  
We Ship Same Day We Receive Order. We Ship All Over the World.  
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1102 ARCH STREET THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.  
Phones: Market 7-9848—WA 2-6970 Send for Latest Catalog

**STUFFED TOYS OF ALL KINDS**  
26" Bear, \$24 a doz.; 27" Bear, \$26 a doz.; Dart Balloons, 80¢ a gr. on 10 or more gross. Blankets, Hats, Balloons, Plaster, Swagger Sticks, Bators, Cares, large line of slum.  
Send for price list. We are still in the same location. Due to detour, come to 1500 block on So. East Street and west three blocks on Lincoln.  
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4 inch, hand painted, flexible figure which can be adjusted into a wide variety of different positions—sitting or standing.  
Made of rubber which will never break, peel or crack, nor will paint fade.  
Complete with removable 4" guitar  
**ONLY \$10.50 dozen prepaid.**  
Sample \$1.00 each, prepaid.  
Send check or money order.  
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SAVE AND COMPARE OUR LOW PRICES

	Dozen	Gross
Small round, two hand type pocket lighter	\$2.25	\$21.95
Small alligator key chain pocket lighter	3.75	40.00
Automatic pin-up girl's pocket lighter	5.00	55.00
Automatic chrome Ronson type pocket lighter	4.75	50.00
Pistol automatic pocket lighter, pearl handle	7.50	80.00
Zippe-type windproof pocket lighter	6.80	75.00
Automatic alligator Ronson type pocket lighter	5.40	57.00
Porcelain table lighter, part chromed	12.50	130.00
Horse head chrome table lighter	15.00	160.00
Camera type cigarette lighter, bakelite body	14.75	157.00

TERMS: 40% Deposit With Order, Balance C.O.D.  
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**GET ON THE BAND WAGON!**  
Sell a new, unique item, hot off the press. The "LOBSTER CLAW," all-plastic dress hanger. Designed for "off the shoulders." Made of hi-impact polystyrene, unbreakable. Retail \$1.98 for three. Terrific mark-up. Sells like wildfire. Write  
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WYOMING, PA.

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**LOWEST PRICES—WRITE FOR PRICE LIST & CATALOG**  
Manufacturers Of America's Finest Salesboards  
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AN INDEPENDENT MFG.  
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For your protection, we always maintain sizable inventory to insure prompt shipment to you. During fair season the demand is always heavy.



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**CHOP-O-MATIC**  
FOOD CHOPPER

So Play Safe  
**DON'T WAIT.**  
PLACE YOUR  
ORDERS NOW  
Call Sealey  
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Ten highly polished lightweight discs, each clearly inscribed with a Commandment on a fine quality curb chain. In Hamilton-gold plated, individually packaged in cellophane bags and packed in dozen lots.

Also PERSONALIZED JEWELRY  
135 Girls' Names Available.  
Ask for Catalog Sheet.

RETAILS FOR  
\$1.00  
YOUR PRICE  
\$4.25 DOZ.

Check or Money Order  
No. C.O.D.'s please  
IMMEDIATE DELIVERY!  
(If you are travelling  
give your address one  
week from order date.)

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The  
**PARACHUTE  
SHOOTER**

This  
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a good  
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demonstration

This Acme Parachute for the last 29 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company

with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

### THIS IS A GOOD FAIR AND CARNIVAL NUMBER

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The Magic Ball Parachute is something new and sensational in parachutes.

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For Toy Parachutes be  
sure and get Acme, the  
Time-Tested Product.

## Personal All-American Name Emblem Red Flock Shield on Wool Felt...



The Hottest Item for  
• Shows • Fairs • Carnivals

They sell on sight! Beautiful, in 2 colored embossed effect. They're a knockout! Size 5 inches by 3 inches. Personalized with assortment of 288 popular names. Also blanks to stamp in any name. Tremendous profits. Fastest selling novelty you ever saw.

Send for free sample, price list  
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**ACME EMBLEM CORP.**

18 East 16th Street New York 3, N. Y.

# 1957 Fair Dates

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Continued from page 94

Pincher Creek—Pincher Creek Exhn. Aug. 20-21.  
Priddis—Priddis-Millarville Agri. Soc. Aug. 24.  
Red Deer—Red Deer Agri. Soc. Aug. 1-3.  
Vauxhall—Vauxhall Exhn. Sept. 11.  
Vegreville—Vegreville Exhn. Assn. July 29-31.  
Westlock—Westlock Exhn. Aug. 13-15.  
Wetaskiwin—Wetaskiwin Agri. Soc. July 30-31.  
Wildwood—Wildwood Agri. Soc. Aug. 23.  
Willowton—Willowton Exhn. Aug. 19.

### British Columbia

Abbotsford—Central Fraser Valley Fair Assn. Sept. 4-6.  
Agassiz—Agassiz Agri. & Hort. Assn. Sept. 13.  
Aldergrove—Aldergrove Agri. Assn. Sept. 20.  
Armstrong—Interior Provincial Exhn. Sept. 18-19.  
Arrow Park—Arrow Park Agri. Soc. Aug. 31.  
Bella Coola—Bella Coola Fair Assn. Sept. 2.  
Bridge Lake—Bridge Lake Farmers Institute. Aug. 31.  
Burns Lake—Lake Dist. Fair Assn. Sept. 7.  
Castlegar—Castlegar & Dist. Fall Fair Assn. Sept. 20-21.  
Cawston—South Similkameen Fall Fair. Sept. 5.

Chase—Chase Fall Fair. Sept. 1.  
Chilliwak—Chilliwak Agri. Assn. Aug. 13-15.  
Cloverdale—Lower Fraser Valley Agri. Assn. Sept. 12-14.  
Cobble Hill—Shawnigan-Cobble Hill Agri. Assn. Sept. 4.  
Coombs—Arrowsmith Agri. Assn. Aug. 23-24.  
Courtenay—Comox Valley Fall Fair. Aug. 29-31.  
Crawford Bay—Crawford Bay Fall Fair. Sept. 5.  
Creston—Creston Valley Fall Fair Assn. Sept. 20-21.  
Dawson Creek—Dawson Creek Exhn. Assn. Aug. 15-17.  
Duncan—Cowichan Agri. & Ind. Exhn. Sept. 5-7.  
East Kelowna—East Kelowna Fall Fair. Oct. 12.

Edgewood—Inniskillin Farmers' Inst. Agri. Fair. Sept. 1-2.  
Fort Fraser—Fort Fraser Fall Fair. Aug. 24.  
Fruitvale—Fruitvale Fair Assn. Sept. 2.  
Pulford Harbour—Islands Farmers Institute. Aug. 28.  
Grand Forks—Grand Forks Dist. Fall Fair. Sept. 6.  
Ganges—Islands Farmers' Institute. Aug. 28.  
Gibsons—Sunshine Coast Fall Fair. Aug. 15-17.  
Honey—Maple Ridge Agri. Assn. Aug. 15-17.  
Hope—Hope & Dist. Fall Fair Assn. Sept. 7.

Intermere—E. Kootenay Agri. & Ind. Exhn. Aug. 15-24.  
Ladner—Delta Agri. Soc. Aug. 9-19.  
Ladysmith—Ladysmith Agri. Soc. Sept. 18-19.  
Langley—Langley Agri. Assn. Sept. 6-7.  
Lillooet—Lillooet Island Agri. Assn. Sept. 14.  
Lillooet—Lillooet Fall Fair Assn. Sept. 19-20.  
Louis Creek—N. Thompson Fall Fair Assn. Sept. 2.  
Luxton—Melchosa Farmers' Institute. Aug. 24.  
Mayne Island—Mayne Island Hort. Assn. Aug. 24.  
McBride—McBride Dist. Agri. Fair Assn. Aug. 27-28.  
Merrill—Nicola Valley Exhn. Assn. Sept. 2.  
Mission—Mission & Dist. Agri. Assn. Sept. 14.

Nanaimo—Vancouver Island Exhn. Assn. Sept. 12-14.  
Nelson—West Kootenay Agri. & Ind. Exhn. Sept. 12-14.  
North Burnaby—N. Burnaby Hort. Soc. Sept. 13-14.  
North Delta—North Delta Fall Fair. Sept. 19-20.  
North Peace—North Peace River Fall Fair. Aug. 14.  
Pemberton—Pemberton Fall Fair. Sept. 7.  
Peachland—Peachland Women's Institute. Aug. 30.  
Penticton—Penticton Dist. Peach Festival Assn. Aug. 15-17.  
Port Alberni—Alberni Dist. Fall Fair. Sept. 5-7.  
Port Coquitlam—Meridian Heights Farmers' Institute. Sept. 7.  
Powell River—Powell River & Dist. Agri. Assn. Sept. 5-7.

Prince George—Prince George Agri. & Ind. Assn. Aug. 30-Sept. 2.  
Quesson—Cariboo Agri. & Hort. Assn. Sept. 6-7.  
Revelstoke—Revelstoke & Dist. Agri. Assn. Sept. 2.  
Rock Creek—Rock Creek & Boundary Dist. Fall Assn. Sept. 18.  
Rossland—Golden City Fall Fair Assn. Sept. 10-12.  
Saanichton—N.S.S. Saanich Agri. Assn. Aug. 31-Sept. 2.  
Salmon Arm—Salmon Arm Fall Fair Assn. Sept. 19-20.  
Squamish—Squamish Valley Fall Fair. Aug. 31.  
Smithers—Bulkley Valley Agri. & Ind. Assn. Aug. 23-24.  
South Burnaby—S. Burnaby Hort. Assn. Sept. 20-21.  
Squamish—Squamish Valley Fall Fair. Sept. 2.  
Vancouver—Pacific Nat'l Exhn. Aug. 21-Sept. 2.  
Vancouver—Vancouver Hort. Soc. Sept. 27-28.  
Watch Lake—Watch Lake Fall Fair. Sept. 14.  
Westbank—Westbank Fair Board. Sept. 8.  
Westwood—Westwood Fall Fair. Sept. 2.  
Williams Lake—Cariboo Fair Assn. Aug. 30-31.

### Manitoba

Altona—Altona Exhn. Assn. Sept. 12.  
Arborg—Arborg Exhn. Assn. Aug. 14.  
Boissejour—Boissejour Exhn. Assn. Aug. 2.

Binscarth—Binscarth Exhn. Assn. Aug. 7.  
Hadashville—Hadashville Exhn. Assn. Sept. 7.  
Lundar—Lundar Exhn. Assn. Oct. 22.  
Plumas—Plumas Exhn. Assn. Aug. 2.  
Roblin—Roblin Exhn. Assn. Aug. 1.  
St. Agathe—St. Agathe Exhn. Assn. Oct. 17.  
St. Anne—St. Anne Exhn. Assn. Aug. 3.  
Swan River—Swan River Agri. Soc. July 30-31.  
Teulon—Teulon Exhn. Assn. Aug. 3.  
Waskada—Waskada Exhn. Assn. Oct. 18.  
Winkler—Stanley Agri. Soc. Sept. 6. J. R. Dyck.

### New Brunswick

Albert—Albert Co. Fair. Sept. 18-19.  
Bathurst—Gloucester Co. Agri. Fair. Sept. 3-4.  
Chatham—Chatham Exhn. Aug. 26-31.  
Fredericton—Fredericton Exhn. Sept. 2-7.  
W. R. Crowson.  
Gasquetown—Queens Co. Fair. Sept. 13-14.  
Kegwick—Kegwick Fair. Sept. 18-19.  
St. Andre—Madawaska Co. Regional Fair. Sept. 3-5.  
St. John—St. John Exhn. Aug. 26-31. D. R. Neal.  
Stanley—Stanley Fair. Sept. 10-11.  
St. Stephen—St. Stephen Exhn. Aug. 19-21.

### Nova Scotia

Amherst—Maritime Winter Fair. Nov. 2-9.  
Alex Thomson. Truro.  
Bear River—Digby Co. Exh. Sept. 11-12.  
H. G. York.  
Bridgewater—Lunenburg Co. Exh. Sept. 24-27. W. J. Crouse.  
Caledonia—Queens Co. Exhn. Sept. 17-20.  
Chas. Cushing.  
Lawrencetown—Annapolis Co. Exh. Aug. 20-23. R. H. Gibson.  
Lower Ohio—Sheburne Co. Exh. Sept. 18-20. F. W. Bower.  
Lunenburg—Nova Scotia Fisheries Exhn. and Fishermen's Reception. Sept. 19-14.  
William Cluett.  
Middle Musquodoboit—Halifax Co. Exh. Aug. 20-22. Greg Kelley.  
North Sydney—Cape Breton Co. Exh. Sept. 2-6. S. R. Jackson.  
Oxford—Cumberland Co. Exh. Sept. 10-13.  
Claude Thompson.  
Pictou—Pictou Co. Exh. Sept. 2-3. A. E. Gill.  
Truro—Nova Scotia Provincial Exh. Aug. 27-30. Alex Thomson.  
Windsor—Hants Co. Exh. Sept. 19-13. J. W. Maxner.  
Yarmouth—Yarmouth Co. Exh. Sept. 17-20. James Bullerwell.

### Ontario

Aberfoyle—Aberfoyle Exhn. Sept. 17-18.  
Acton—Acton Exhn. Sept. 20-21.  
Almona—Almona Exhn. Sept. 5-7.  
Alvinston—Alvinston Exhn. Sept. 27-28.  
Ancaster—Ancaster Agri. Soc. Sept. 20-21. Gordon Harkness.  
Apsley—Apsley Exhn. Sept. 5-7.  
Arnprior—Arnprior Exhn. Sept. 16-18.  
Arthur—Arthur Exhn. Sept. 24-25.  
Avonmore—Avonmore Exhn. Sept. 10-11.  
Aylmer—Aylmer Fair Soc. Aug. 19-21. H. R. Lashbrook.  
Ayton—Ayton Exhn. Sept. 20-21.  
Bar River—Bar River Exhn. Sept. 18-19.  
Barrie—Barrie Agri. Soc. Sept. 26-28. Mal E. F. Hersey.  
Bayfield—Bayfield Exhn. Sept. 25-26.  
Beachburg—Beachburg Exhn. Aug. 21-24.  
Beamsville—Lincoln Agri. Soc. Sept. 5-7.  
O. B. Annable.  
Beaverton—Beaverton Exhn. Sept. 12-14.  
Beeton—Beeton Exhn. Oct. 1-2.  
Belleville—Belleville Exhn. Aug. 12-15.  
Belmont—Belmont Exhn. Sept. 16.  
Blackstock—Blackstock Exhn. Aug. 21-24.  
Blith—Blith Agri. Soc. Sept. 17-18.  
Bobcaygeon—Bobcaygeon Exhn. Sept. 27-28.

Boton—Bolon Exhn. Oct. 4-5.  
Bonfield—Bonfield Exhn. Sept. 14.  
Bothwells Corners—Bothwells Corners Exhn. Sept. 20.  
Bracebridge—South Muskoka Agri. Soc. Sept. 12-13. Edith G. Simmons.  
Brampton—Brampton Exhn. Sept. 12-14.  
Bridgen—Bridgen Exhn. Oct. 1-2.  
Brighton—Brighton Agri. Soc. Aug. 27-28. Fred Meyers.  
Bruce Mines—Bruce Mines Exhn. Sept. 10-11.  
Brussels—Brussels Exhn. Sept. 26-27.  
Burford—Burford Exhn. Oct. 13 and 14.  
Burks Falls—Burks Falls Exhn. Sept. 11-12.  
Caledon—Caledon Exhn. Sept. 20-21.  
Caledonia—Caledonia Exhn. Sept. 26-28.  
Campbellford—Campbellford Exhn. Sept. 24-25.  
Carp—Carp Exhn. Sept. 27-28.  
Centerville—Centerville Exhn. Sept. 7.  
Chesley—Chesley Exhn. Oct. 3-4.  
Chesley—Chesley Exhn. Sept. 6-7.  
Chesleyville—Chesleyville Exhn. Sept. 3-4.  
Clarence Creek—Clarence Creek Exhn. Sept. 6-7.  
Clarkburg—Clarkburg Exhn. Sept. 17-18.  
Clifford—Clifford Exhn. Sept. 11-12.  
Clute—Clute Exhn. Sept. 3-4.  
Cobden—Cobden Agri. Soc. Sept. 24-25. Millan Durwell.  
Cochrane—Cochrane Exhn. Sept. 10-11.  
Coe Hill—Coe Hill Exhn. Aug. 30-31.  
Collingwood—Collingwood Exhn. Oct. 3-4.  
Comber—Comber Exhn. Aug. 22-24.  
Cookstown—Cookstown Exhn. Sept. 19-20.  
Drita—Delta Agri. Soc. Aug. 12-14. T. M. Grant.  
Demorestville—Demorestville Exhn. Sept. 25.

Denbigh—Denbigh Exhn. Sept. 19-20.  
Deseronto (Mohawk)—Deseronto Exhn. Sept. 21.  
Dorchester—Dorchester Exhn. Oct. 1.  
Drayton—Drayton Exhn. Sept. 14-15.  
Dresden—Dresden Exhn. Aug. 27-29.  
Drumbo—Drumbo Exhn. Sept. 25-26.  
Dryden—Dryden Exhn. Aug. 28-29.  
Duncluth—Duncluth Exhn. Sept. 19-21.  
Dundalk—Dundalk Dist. Agri. Soc. Oct. 2-3. Mrs. A. D. Koehler.  
Durham—Durham Agri. Soc. Sept. 27-28. Mrs. Gordon MacLean.  
Elmira—Elmira Exhn. Aug. 30-Sept. 2.  
Elmvale—Elmvale Agri. Soc. Sept. 22-26. Mrs. M. Finney.  
Embo—Embo Exhn. Sept. 14.  
Eno—Raitt River Agri. Soc. Aug. 19-21. R. Fisher.  
Emdale—Emdale Exhn. Sept. 14-17.  
Englehart—Englehart Exhn. Sept. 6-7.  
Erin—Erin Exhn. Oct. 11-14.  
Exeter—Exeter Exhn. Sept. 13-19.

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NO. 26—ROUND BARR FLASH!  
Beautiful mottled colors... inflates to Giant Size!

NO. 560—GIANT BARR FLASH!  
Assorted Knobbles and Spirals. Inflation up to 6"x60" in brilliant mottled colors... stretched out BIG!

NO. 12H—BARR FLASH LARGE MOUSE HEAD!  
Inflates to 15" new in design for no Larrys.

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Red, white and blue for top patriotic holiday sales!

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SECRETARY WALLET with alphabet index, pockets, memo pad and retractable ball pen. A fast \$1.00 seller. Gross sets complete, \$60.00. \$1.95 Value. DOZEN SETS, \$3.40. Deposit or payment FOB New York. Samples, catalog 1001 balloons, \$1.00.

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## MEN'S JWELED WATCH

With Expansion Band. One year written guarantee.

**\$3.50** ea. in lots of 6  
Sample \$4.00

Men's 4-Pc. Jeweled Watch Set. \$4.90 ea. in lots of 6 Sample \$5.50

Portable Radio with Powerful Speaker. \$10.50 ea. in lots of 6 Sample \$11.00

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Original Alps Rollover Mechanical Cat Doz. \$4.00

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Stretched Spiral Balloons Gr. 6.00

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Walking Cat w/Ball Dz. 6.50

7" Hula Doll Gr. 12.00

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Asstd. Rubber Animals with squeakers Gr. 21.00

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Metal Swords Gr. 18.00

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ALL ORDERS SHIPPED SAME DAY. ONE-HALF DEPOSIT REQUIRED

## CHINA TABLE LAMPS

with FIBER GLASS SHADES

Hand-painted 24 K gold decorations; decorated lustre finish. Comes in gorgeous assortment of styles and colors.

Hgt. 28" Overall #51

**\$2.95** ea. in doz. lots. Sample \$4.50 prepaid.

16-Piece Dinner Sets, 25 kt. gold, \$2.50 per set. Write for Catalog.

2000 China decorated modern and traditional lamps and shades, complete \$2.90 ea. 1500 Boudoirs as above \$1.00 ea.

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### MARTIN GAME FARM

Seattle, Wn.

Fairground—Fairground Exhn. Sept. 27.  
 Fenwick—Welland Co. Agrl. Soc. Sept. 10-14. R. H. Travers.  
 Fergus—Wellington Co. Fair Soc. Sept. 6-7. W. A. Trimble.  
 Faversham—Cesprey Agrl. Soc. Sept. 18-19. Mrs. Velma Hudson.  
 Florence—Florence Agrl. Soc. Sept. 24-26. Warren Ellensbee.  
 Forbwich—Forbwich Exhn. Sept. 28-29.  
 Forest—Forest Exhn. Sept. 17-18.  
 Fort William—Canadian Lakehead Exhn. Aug. 5-10. W. Walker.  
 Galt—Galt Exhn. Sept. 19-21.  
 Georgetown—Georgetown Exhn. Oct. 4-5.  
 Gorrie—Gorrie Exhn. Sept. 28.  
 Grand Valley—Grand Valley Exhn. Sept. 27-28.  
 Hamilton—Binbrook Fair Soc. Sept. 12-14. David Woodwork.  
 Hanover—Hanover Exhn. Oct. 4-5.  
 Harriston—Harriston Exhn. Sept. 18-19.  
 Harrow—Colchester-South Harrow Agrl. Fair. Aug. 29-31. J. L. Capstick.  
 Hearst—Hearst Exhn. Sept. 3-4.  
 Highgate—Highgate Exhn. Oct. 11-12.  
 Huntsville—Huntsville Exhn. Sept. 19-20.  
 Hymers—Hymers Exhn. Aug. 31 and Sept. 2.  
 Iderton—Iderton Exhn. Sept. 28.  
 Ingersoll—Ingersoll Exhn. Aug. 31 and Sept. 2.  
 Iron Bridge—Iron Bridge Exhn. Sept. 17-18.  
 Kemble—Kemble & Sarawak Agrl. Soc. Sept. 17-18. John Ireland.  
 Kenora—Kenora Exhn. Aug. 16-17.  
 Kincardine—Kincardine Exhn. Sept. 19-20.  
 Kingston—Kingston Exhn. Sept. 24-28.  
 Kinnmount—Kinnmount Exhn. Aug. 30-31.  
 Kirkton—Kirkton Exhn. Oct. 1-2.  
 Lakefield—Lakefield Exhn. Sept. 13-14.  
 Lansdowne—Lansdowne Agrl. Soc. Sept. 16-18. L. W. Moxley.  
 Langton—Langton Exhn. Sept. 25.  
 Leamington—Leamington Dist. Agrl. Soc. Sept. 2-7. Mrs. Ray Lockwood.  
 Lindsay—Lindsay Central Exhn. Sept. 18-22. Mrs. M. Jamieson.  
 Lions Head—Lion Heads Exhn. Sept. 11-12.  
 Listowel—Listowel Agrl. Soc. Sept. 23-24. L. Elmer Bean.  
 Lombardy—Lombardy Exhn. Sept. 13-14.  
 London—Western Fair Assn. Sept. 9-14. E. D. McGugan.  
 Lucknow—Lucknow Exhn. Sept. 24-25.  
 McDonalds, Corners—McDonalds Corners Exhn. Sept. 27.  
 McKellar—McKellar Agrl. Soc. Sept. 12-14.  
 Maberly—Maberly Exhn. Sept. 24-25.  
 Madoc—Madoc Exhn. Oct. 1-2.  
 Magnetawan—Magnetawan Exhn. Sept. 13-14.  
 Markham—Markham Exhn. Oct. 3-5.  
 Markdale—Markdale Agrl. Soc. Sept. 12-13. Russell Graham.  
 Marmora—Marmora Agrl. Soc. Aug. 31-Sept. 2. Thos. Bateman.  
 Matheson—Matheson Exhn. Sept. 10-11.  
 Massey—Massey Agrl. Soc. Sept. 20-21. Rev. Alan Scott.  
 Meaford—Meaford Exhn. Sept. 20-21.  
 Melbourne—Melbourne Exhn. Oct. 11.  
 Merlin—Merlin Exhn. Sept. 11-12.  
 Merrickville—Merrickville Exhn. Sept. 6-7.  
 Metcalfe—Metcalfe Exhn. Oct. 3-5.  
 Middleville—Middleville Exhn. Oct. 2.  
 Midland—Midland Exhn. Sept. 12-14.  
 Mildmay—Mildmay Exhn. Sept. 17-18.  
 Milton—Haltou Agrl. Soc. Sept. 27-28. Mrs. G. E. Readhead.  
 Milverton—Milverton Agrl. Soc. Sept. 20-21. W. J. Smith.  
 Minden—Minden Exhn. Sept. 7.  
 Mitchell—Mitchell Agrl. Soc. Sept. 24-25. K. J. Reaney.  
 Moorefield—Moorefield Jr. Fair. Sept. 19.  
 Mount Brydges—Mount Brydges Exhn. Oct. 1.  
 Mount Forest—Mount Forest Exhn. Sept. 21 and 23.  
 Murillo—Murillo Exhn. Aug. 22-24.  
 Napanee—Napanee Exhn. Sept. 2-4.  
 Navan—Navan Exhn. Aug. 30-31.  
 Neustadt—Neustadt Exhn. Sept. 12-14.  
 New Hamburg—New Hamburg Exhn. Sept. 13-14.  
 Newington—Stormont Agrl. Soc. Sept. 2-4. M. W. Helmer.  
 New Liskeard—New Liskeard Agrl. Soc. Sept. 12-14. G. C. Erick.  
 Norwich—Norwich Exhn. Sept. 24-25.  
 Norwood—Norwood Exhn. Oct. 11-14.  
 Oakwood—Mariposa Agrl. Soc. Sept. 16-17. W. E. Weldon.  
 Odessa—Odessa Exhn. Sept. 10-11.  
 Oshweken—Oshweken Exhn. Sept. 20-21.  
 Orangeville—Orangeville Exhn. Sept. 10-11.  
 Orillia—Orillia Agrl. Soc. Sept. 30-Oct. 2. W. P. Bacon.  
 Oro-Oro Exhn. Sept. 10-11.  
 Orono—Orono Exhn. Sept. 6-7.  
 Oshawa—Oshawa Exhn. Aug. 15-17.  
 Ottawa—Central Canada Exhn. Aug. 23-31. L. K. Clarke.  
 Ottawa Winter Fair. Oct. 28-Nov. 2. L. E. Clarke.  
 Owen Sound—Owen Sound Exhn. Sept. 23-25.  
 Paisley—Paisley Exhn. Sept. 16-17.  
 Palmerston—Palmerston Exhn. Sept. 30-Oct. 1.  
 Parham—Parham Exhn. Sept. 14.  
 Paris—Paris Exhn. Sept. 27-28.  
 Parkhill—Parkhill Exhn. Sept. 20.  
 Perth—Perth Exhn. Aug. 30-Sept. 2. 7-10.  
 Peterborough—Peterborough Exhn. Aug. 7-10.  
 Petrolia—Petrolia Exhn. Sept. 6-7.  
 Porquus—Porquus Exhn. Sept. 5-6.  
 Port Elgin—Port Elgin Exhn. Sept. 13-14.  
 Port Hope—Port Hope Exhn. Aug. 30-31.  
 Port Perry—Port Perry Exhn. Aug. 31 and Sept. 2.  
 Powassan—Powassan Exhn. Sept. 10-11.  
 Providence Bay—Providence Bay Exhn. Sept. 19-20.  
 Rainy River—Rainy River Exhn. Aug. 15-17.  
 Ramona—Ramona Exhn. Sept. 25.  
 Renfrew—South Renfrew Agrl. Soc. Sept. 11-14. A. R. Donnelly.  
 Riceville—Riceville Exhn. Sept. 20-21.  
 Richmond—Richmond Exhn. Sept. 19-21.  
 Ridgetown—Ridgetown Exhn. Aug. 30-22.  
 Ripley—Ripley Exhn. Sept. 27-28.  
 Rocklyn—Rocklyn Exhn. Sept. 26-27.  
 Rockton—Rockton Exhn. Oct. 12 and 14.  
 Rodney—Rodney Exhn. Sept. 24-25.  
 Rosemeath—Rosemeath Exhn. Sept. 27-28.  
 Rosseau—Rosseau Exhn. Sept. 12.  
 Russell—Russell Exhn. Sept. 13-14.  
 St. Marys—St. Marys Exhn. Sept. 8-6.  
 Seaford—Seaford Exhn. Sept. 19-20.  
 Severn Bridge—Morrison Agrl. Soc. Sept. 14. W. C. Kelworthy.  
 Shedden—Shedden Exhn. Sept. 20-21.  
 Shelburne—Dufferin Central Fair. Sept. 20-21. John Rose.  
 Simcoe—Nerford Co. Agrl. Soc. Sept. 30-Oct. 5. Harold I. Pond.  
 Smithville—Smithville Exhn. Aug. 23-24.  
 South Mountain—South Mountain Exhn. Sept. 5-6.  
 Spencerville—Spencerville Exhn. Sept. 13-14.  
 Sprucedale—Sprucedale Exhn. Sept. 13-14.  
 Strathroy—Strathroy Exhn. Aug. 19-21.  
 Stirling—Stirling Exhn. Sept. 20-21.

Stratford—Stratford Agrl. Soc. Sept. 16-18. Frank H. Bell.  
 Sunderland—Sunderland Exhn. Sept. 10-11.  
 Sundridge—Sundridge Exhn. Sept. 17-18.  
 Sutton West—Sutton Agrl. Soc. Aug. 8-10. Fred M. Wilmet.  
 Tara—Tara Exhn. Sept. 25-26.  
 Tavistock—Tavistock Exhn. Sept. 6-7.  
 Teeswater—Teeswater Exhn. Oct. 1-2.  
 Thedford—Hosanquit Agrl. Soc. Sept. 26-27. Mrs. Edna Love.  
 Thessalon—Thessalon Exhn. Sept. 12-13.  
 Thorndale—Thorndale Exhn. Sept. 31.  
 Tillsonburg—Tillsonburg Exhn. Aug. 27-29.  
 Timmins—Timmins Exhn. Sept. 18-20.  
 Tiverton—Tiverton Exhn. Sept. 26-27.  
 Toronto—Royal Agrl. Winter Fair. Nov. 15-23. James R. Johnston.  
 Toronto—Canadian National Exhn. Aug. 23-Sept. 7. H. E. McCallum.  
 Trout Creek—Trout Creek Exhn. Sept. 6-7.  
 Tweed—Tweed Exhn. Sept. 10-11.  
 Upsala—Upsala Exhn. Sept. 7.  
 Uxbridge—Uxbridge Exhn. Sept. 24-25.  
 Val Gagne—Val Gagne Exhn. Sept. 7.  
 Walkerton—Walkerton Exhn. Nov. 6-7.  
 Wallacetown—Wallacetown Exhn. Sept. 26-27.  
 Walsh—Walsh Exhn. Sept. 28.  
 Warkworth—Warkworth Exhn. Sept. 19-20.  
 Warren—Warren Agrl. Soc. Sept. 17-18. Mrs. R. Dale.  
 Watertown—Watertown Agrl. Soc. Sept. 17-18. W. H. Drummond.  
 Welland—Welland Exhn. Sept. 10-14.  
 Wikwemikong—Wikwemikong Exhn. Sept. 11.  
 Williamstown—Williamstown Exhn. Sept. 17-18.  
 Woodbridge—Woodbridge Agrl. Soc. Oct. 11-14. W. M. Myers.  
 Woodstock—Woodstock Exhn. Aug. 22-24.  
 Wyoming—Wyoming Exhn. Sept. 20-21.

## JOBBERS—PITCHMEN

NEW FOR '57

\* TWO TONE, FULLY AUTOMATIC top action retractable ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED.

\$15.84 per gross 10 gross lots  
—SAMPLE GROSS \$16.50—

\* 5-PIECE POCKET SETS  
3 different color ball pens with ink to match, handy comb and plastic pocket saver.

\$49.50 per gross 10 gross lots  
—SAMPLE GROSS \$51.00—

\* STANDARD GOLD CAP RETRACTABLES

\$13.50 per gross 10 gross lots  
—SAMPLE GROSS \$15.00—

Individually packaged  
SILVER TIP REFILLS, \$6.48 GR.  
Buy the box in bulk & Save \$35.00 M

### MODERN PEN MFG. CO., INC.

284 Broadway New York 12, N. Y.

## PRICES SLASHED!

SAVINGS UP TO 50%

\$1 Chrome Cigarette Lighters \$ 3.75 dz.  
 \$2 Enamel Cigarette Lighters 5.40 dz.  
 \$5 Boxed Leather Wallets 6.00 dz.  
 \$1 Asst. Deluxe Wallets 3.00 dz.  
 Boxed Scuffer Pin Sets 2.00 dz.  
 U. S. A. Earring Assortment. 7.20 gr.  
 \$1 Earring Assortment 17.50 gr.  
 Zipper Handbags 3.00 dz.  
 Slacky Bag & Wallet Set 7.80 dz.  
 Nylon Brush & Comb Set 3.60 dz.  
 Ladies' Dresser Set 7.20 dz.  
 \$20 Handbag & Umbrella Set 4.00 ea.  
 \$25 Musical Jewel Chest 5.00 ea.

9-pc. Steak Set in Chest—  
 Sheffield-Black & Gold 3.75 ea.  
 6-pc. Pen Secretary 7.20 dz.  
 10-pc. Comb Package 17.50 gr.  
 Needle Book w/threader 3.00 gr.  
 Jumbo Needle Book 7.20 gr.  
 7-pc. Watch Set 5.00 ea.  
 Rhinestone Jewelry Sets 18.00 dz.  
 \$1 Salt & Pepper Sets—ass'd. 4.00 dz.

25% Deposit—Bal. C.O.D.—  
 f.o.b., N. Y. C.

### IMPERIAL MDSE. CO.

893 BROADWAY—N. Y. C.

## WATCH SPECIALISTS

FOR 67 YEARS

Men's Copy \$275. Dia Watch, 3 New Styles  
 Every Looker A Buyer \$6.50; Boxed \$7.25  
 Neff Ad 10 pc Sets \$5.95; 8 pc \$4.60  
 Thin Model Men's \$9.95; Ladies' 7J \$8.95  
 Catalog Available

### RESULT SALES (Dept. B)

580 FIFTH AVE., NEW YORK 36, N. Y.

Sell \$7.50 bottle PERFUME for 1c  
 To introduce Gay Dawn PERFUME during July and August you can offer your customers a \$7.50 1-oz. bottle of this fine Perfume for just 1c with purchase of bottle at regular price. Your cost is \$2.50 per bottle. This promotion offers you two bottles for \$2.51. As samples, two bottles postpaid for \$3.00. Goodie offers direct salesmen over 400 items. Write: Goodie, Dept. BB, 400 N. Bishop, Dallas, Tex.

## ALY THE GATOR

ALY is a Genuine Alligator Stuffed and Preserved



ALY is so unusual, he attracts attention. Over 500,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:  
 15 inch ..... \$ .75 each  
 21 inch ..... .90 each  
 26 inch ..... 1.25 each  
 30 inch ..... 2.00 each

ORDER TODAY!

### PAN-COAST BAGS, INC.

30 N. E. 17th St. Miami, Florida.

Write For Catalog Sheets On Other Alligator Novelties

## INTRODUCING A NEW-NOVEL-SENSATIONAL PAIR OF UNBREAKABLE COMIC GLASSES

manufactured by Priff Novelty!

Nationwide Response Tremendous. Greatest Item to hit novelty business in years!

Slightest nod of head brings about complete opening and closing of eyes as shown at left. Stops and amazes the most uninterested customers—must see to believe!



Be the Life of the Party Have Fun!

LIVE ACTION FUN FOR ALL AGES!

Individually mounted on attractively illustrated multi-colored cards. 1 dozen packed to an attractive display box.

\$5.00 DZ.

SAMPLE DOZEN: \$6.00 POSTPAID

AVAILABLE! Battery operated demonstrators. Sell on sight! Write for particulars.

WE INVITE JOBBERS INQUIRIES

• FOB NYC, 25% dep., bal. COD.  
 • Ship open to retail accounts only.  
 When in N. Y. visit our large showrooms.

Manufacturers and Distributors of the Famous Gagmaster Products 1000's of items. Wholesale Only.

### JOKERS NOVELTIES

MAGIC TRICKS • PARTY GAGS  
 DISGUISES • PUZZLES • GAMES  
 TOYS • PROMOTION AND  
 ADVERTISING SPECIALTIES

### FREE CATALOG!

PRITTF NOVELTY CO., INC.  
 12 West 27th St., Dept. B  
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## ENGRAVERS

We Have the Highest Quality at Lowest Prices Possible

All Items Are Hot Nickel & Gold or Silver Plated.

Free Catalog Send for yours NOW!




#N1—Heavy Disc, 24" Chain, \$2.25 Doz.  
 #N4—Bridal Set, 24" Chain, \$3.00 Doz.

John J. Toner Jr. • 132 Pinewood Dr. • Levittown, Pennsylvania

## FAIR WORKER'S SPECIALS (FAST MOVERS)

Plastic Rainbonnets, cased \$ 7.20 gr.  
 Hong Kong Folding Fans 24.00 gr.  
 Pop-it Beads 1.50 dz.  
 Hearts on chain for engravers (gold and silver) 24.00 gr.  
 Assorted Earrings, \$2, \$2.50 or 3.00 dz.  
 Salad Sets (6 pieces) 8.00 dz.  
 Rings of all types 6.00 dz.

The new fantastic "STRUM-A-GUITAR" Salt and Pepper Shakers 8.40 dz.  
 Novelty Scuffer Pins 2.50 dz.  
 Bubbling Boys 2.00 dz.  
 Asstd. Genuine Leather Wallets 6.25 dz.

### ALL KINDS OF FLASH FOR MIDWAY JOINTS

25% Deposit Required with C.O.D.'s.

### BARBARA DELMAR'S CHAIN STORE NOVELTY CO.

19 West 24th Street New York, N. Y.

## FOX TAILS

JOBBER'S ATTENTION

We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today.

Established 1920

### HMJ FUR CO.

Dept. B, 150 W. 28 St., N. Y. City

## CARNIVAL JEWELRY GIVEAWAYS & RESALE

Slum Jewelry for all Games. Engraving, Rings and Religious for Straight Sales. Send for our 1957 Catalog.

### SAMUEL B. POCKAR CO.

477 Smith St. (rear), Providence 8, R. I.

## JEWELRY SALE

Pearl Necklaces ..... \$1.20 to \$3.60 dz.  
 Pearl Earrings ..... 1.20 to 1.80 dz.  
 Acetate Flower Earrings .60 to 1.80 dz.  
 Pearl Shine Color Bracelets ..... 1.20 to 3.00 dz.  
 Send \$5.00 for sample order.

### NATIONAL SOUVENIR MFG. CO.

P. O. Box 286 North Miami, Fla.

WE ARE MANUFACTURERS ALL KINDS FULL TICKET CARDS

• TIP CARDS •  
 BASEBALL CARDS

at very reasonable prices.  
 Phone: Wheeling—CEDAR 34282

### COLUMBIA SALES CO.

302 Main St. Wheeling, W. Va.

## Ark. Ops Detail Dime Conversion

Association Public Relations and Location Calls Cited Key Factors

LITTLE ROCK — Most of Arkansas is on dime play except a few counties and music operators in those are expected to make the conversion within a year or two, a recent survey by The Billboard disclosed.

Dime play has been spreading fast in the State since Little Rock operators made the change-over late last year.

The only known counties at this time which are not on dime play are St. Francis (Forrest City is the county seat), Phillips (Helena is the county seat), Miller (Texarkana is the county seat) and Columbia (Magnolia is the county seat).

There may be a few other counties, but information on those was not immediately available.

The important thing, operators over the State point out, is how well the public and location owners have accepted the change. That has accelerated it far more than it was believed anything could.

Arkansas has out-distanced its sister tri-States in the mid-South, Tennessee and Mississippi, in spreading dime play over the entire State with the exception of the few counties listed.

### Factors

Several factors have led to the fast Arkansas conversion, but the main ones are the good economic

(Continued on page 102)

## Calif. Ops, Servicemen To Unionize

V. Passaro Heads New Group; Plan AFL Affiliation

LOS ANGELES—Local No. 2, National Union of Automatic Equipment & Coin Machine Operators Service & Repairmen, is being organized here with Vince Passaro, former California Music Merchants Association local representative, to serve as the business agent.

Passaro, who resigned his CMMA post July 1, said that a charter for the union for California has been received at his office here on Monday (22).

The union, Passaro explained, will have in its membership both operators and servicemen. Voting will be limited to the servicemen.

NUAECMOSR is headed, Passaro said, by John Testo of Gary, Ind. At present there are 11 locals with the union heading for affiliation with the AFL when 25 units have been organized. Testo, who is the general organizer, is now in Knoxville. John Verek, third vice-president, is here to assist Passaro in the organizing of local music men.

The union will have its offices at 2822 West Pico Blvd., the former site of the CMMA local headquarters.

## New Quarters For L. A. Ops; Launch Drive

LOS ANGELES—Following a recent move to new quarters, the local division of the California Music Merchants' Association sailed into their planned expansion program with the launching of a membership drive, under the direction of local business manager, Harry M. Green.

Green said the drive would extend thruout the entire Southern California territory.

George Miller, State president and managing director of CMMA, said the move was needed by the Los Angeles chapter as a result of increased membership and planned expansion of association membership to offer increased operator services.

Association's new address is 3607 West Pico Boulevard. Phone number is the same.

## PAY \$200 IF JUKES TOO LOUD

CLEVELAND — The peaceful citizens of neighboring Maple Heights gave juke boxes and pinball machines a slap on the wrist last week.

A new law was passed by the city council providing for a \$200 fine if juke boxes are operated "too loud" in the community. Unfortunately the law did not specify just how many decibels of sound "too loud" meant. The fine also applies if pinball displays permit anyone under the age of 18 to play them.

## F. Marks Starts Conn. Operation

HARTFORD, Conn.—Veteran Connecticut coin machine man, Frank J. Marks, is listed as president and treasurer of a newly chartered operating company, Frank Marks Music Corporation, in New London. Subscribed capital is \$17,000.

Other officer is Joseph Cushman, Waterford, Conn. Directors are the officers and Marie E. Marks, also of New London.

## NO SPECIALISTS, BUT—

# Well Planned Route Runs Like Clock

By BENN OLLMAN

MILWAUKEE — Teamwork and planning have combined to single out P. & P. Distributing Company as one of the top ranking coin machine outfits in this territory. (Contrary to the name, the firm is an operator and not a distributor.)

A good number of music and games firms are in business here that outrank P. & P., if the only criteria used in comparison is the number of machines out on location. Talk to experienced coinmen here, however, and they will tell you that partners Joe Pelligrino and Bob Puccio are developing their 13-year-old firm into one of the most efficient, solid operations in the Beer City.

They perform all of their own maintenance and repair work in their modern, up-to-date shop. In addition, they are equipped and have the know-how that enables them to build and assemble their own speakers, cabinets and even

produce in quantity games of various types.

Responsible in large measure for P. & P.'s enviable position is the efficient pattern of operation they follow:

### 4 Points

1. Systematic planning of each day's work in advance for the firm's routemen and collectors enables them to cover their stops in a minimum of time.

2. Employee turnover is low. The 10 men who make up the personnel roster all receive experience "on the job training" in every phase of the coin machine business.

3. Record buying is carefully handled by Mary Pelligrino, Joe's sister, under the careful supervision of shop foreman Carl Betz, a veteran of more than 10 years in the business.

4. "We have no specialists here," says Joe Pelligrino. "The work is divided up in order to promote efficiency, but we train our men to be able to handle any of the repair and maintenance problems that arise on the routes and in the shop."

Marking their 13th year in business.

(Continued on page 100)

## OPS HOPEFUL

# Tourists May Bolster Minn. Coin Receipts

MINNEAPOLIS — Coinmen in Minnesota's vacationland area were keeping their fingers crossed as result of a sudden influx of tourists from almost every section of the nation to the resorts here.

The summer season to date has been a serious and miserable flop for the coinmen, principally because of the bad weather which has kept the entire State within its grip for weeks.

As a result, tourist business took a terrific beating at a time when normally they were playing to full houses—or, rather motels and cabins. And with the tourist business off, all other types of business fell, too, especially coin machines.

Last week, however, saw a sudden change in the picture. Vacationers from everywhere were heading for Minnesota's 10,000 lakes area for rest, relaxation and fun.

Operators who were contacted

(Continued on page 102)

## CMMA Appoints H. M. Green to Los Angeles Post

LOS ANGELES — Harry M. (Mike) Green has assumed duties as business manager of the Los Angeles division of the California Music Merchants' Association.

Green replaces Vince Passaro, who resigned. Passaro had held the post for 11 months, assuming the post in July, 1956, when it was vacated by Ben Chemers, the first local representative.

Prior to entering the music field, Green was in the investment business and also served with the United States Air Force.

# Lewis Feels FM Radio Can Solve Ops' Background Music Problems

NEW YORK—Don Lewis, head of the Multiplex Service Corporation is attempting to perform a marriage ceremony between the juke box and radio industries.

Lewis, who is a former musician, television executive and economics major at the University of Illinois, feels that may be an answer to the juke box operator's background music problems, and he is attempting to market his Multiplex radio

system to automatic music merchants.

The system, devised in 1950 by W. S. Halstead, enables one FM station to broadcast simultaneously two different programs. In operation, the main channel broadcasts a commercial program which may be received on any FM set. However, a sub-channel on the same frequency transmits background music which may be received only sets having the Multiplex adapter.

### Commission Set-Up

Lewis said he either sets up a station for an operator or enters into an arrangement with an existing FM station. The operator generally gets a base of about \$30 a month from each location, plus extra charges for installation. Multiplex gets a percentage of the gross, ranging from 10 to 20 per cent. Multiplex retains title to the station.

All programming is done by Multiplex, although suggestions from the operators are heeded. The receiver, which costs about \$130, is bought by the operator. The operator, not the location, retains title to the receiver.

Music is played on 14-inch reels with a Prasto tape machine. If two operators can use the same station, the cost for each operator is pared. Lewis explained, tho, that a minimum number of locations are required before the company will enter into a contract with an operator. Contracts are for three years.

Lewis explained that FM radio on a commercial basis is not always a paying proposition. By the same token, FM for background music doesn't always break even. However, by using the same frequency for commercial and background use, the possibilities of making money are strong.

Lewis says he has about 24 stations thruout the United States using the Multiplex system. The local outlet is WFMZ in the Hotel Pierre.

Even tho Multiplex will set up an FM station for an individual juke box operator, the firm will operate both the main and sub-channel. Lewis explained that the music machine operator knows about as much of the broadcasting business as the radio station owner

## FORE!

# 45 Attend Music Box Golf Fete

CHICAGO—Approximately 45 operators and record distributors attended a golf outing thrown by Music Box, Chicago one-stopper, at Navajo Country Club, July 8.

Operators and record men were treated to a full day of golf, along with dinner and refreshment, with Jim O'Dwyer, Music Box head, picking up the tab for the whole affair.

Joe Ceremi, office manager at Capitol Records, posted the low golf score of the day and walked off with the grand prize.

Numerous door prizes were awarded. Winners included Ed Bukala, East Chicago operator; Chuck and Al Pachki, Chicago operators; Frank Peters, Columbia salesman; Joe Moss, Mercury salesman; Phil Hohlman, of James H. Martin distributors, and Herb Chapman, Decca salesman.

Other operators at the event included Ray Gallet, Fred Tuffanille, Richard Kamingo, Steve Walsh, George Walsh, Lowell Scott, Ralph Kick, Morrie Lathowers, Irv Febrow, Ed Walker, Ed Bandyk and Larry Swanson.

Also representatives from Swing Music, Southtown Music Company, Blackstone Music Company, Boulevard Music Company, Little Amusements, Music Time, Inc., Acme Music, Royal Music, Universal Music Company and World Wide Phonograph Company.



## THE SHOWBOX "H-200"

*does these simple things:  
makes the patron's eye see faster...  
his ear hear truer... his hand  
move surer, swifter with the coins.  
by doing these simple things better,  
the ShowBox "H-200" gives you  
leadership... gives you more profit.*

**AMi** Incorporated  
1500 Union Avenue, S. E.  
Grand Rapids 2, Michigan

*Originator of the automatic selective juke box in 1927  
... known by operators for coin-operated music instruments  
of unrivaled dependability since 1909*

*Licensee: Jensen Music Automates—building the  
JMA-AMI Juke Box sold through Oscar Siesbye A/S,  
& Palaisgade, Copenhagen K., Denmark*

*the eye . . . the ear . . . the hand and the coin*



# Well Planned Route Runs Like Clock

• Continued from page 98

ness together, Joe Pelligrino and Bob Puccio this year realized a long held ambition when they moved into their new headquarters at 3726 West Pierce Street on Milwaukee's Near South Side. Their new place provides them with sufficient room to put into practice many of the ideas they were unable to institute in their former, cramped quarters.

Joe Pelligrino brought to the partnership 13 years ago when he joined forces with Bob Puccio a background of training and skills as a master cabinet maker. This knowledge and aptitude has been a major factor in keeping overhead costs down. His ingenuity and ability has helped P. & P. Distrib-

uting Company keep repair costs to a minimum from beginning.

### Own Repair

"The only repair work that we have to send out," says Joe Pelligrino, "is some of the more complicated amplifier work that has to be done on our music equipment."

In the past few years a large share of the shop and route supervisory chores have been turned over to foreman Carl Betz, who also possesses plenty of equipment and route savvy. Delegating inside responsibilities to Carl Betz has enabled Joe Pelligrino and Bob Puccio to devote more of their time and efforts to overall planning and route contact work. As a result, they have been rapidly boosting the number and quality of their locations.

There is nothing haphazard about the daily pattern of operation here:

First of all, on reporting for

work at 8 a.m., the collector and servicemen find their route schedules all laid out for them. Girl Friday Mary Pelligrino has busied herself the day before blueprinting the list of stops each man is expected to make. She has arranged and scheduled the records that are due to be changed, and set aside the keys for the equipment, along with a slip bearing pertinent information and instructions for each location.

A specially printed form is used on which notations are made when locations ask for special disks, or request service on equipment. Trouble calls phoned in are written on these slips and passed out each morning to the routemen to alert them to the problems they will face.

### Trouble Calls

According to Carl Betz, the bulk of the trouble calls are handled by the collectors when they make their stops. If any machine failures are considered serious enough to require removing equipment to the shop, the collector calls the office and the two-man crew of equipment movers haul it in.

"I feel that it is important to have the collectors be the only ones who contact the locations," says Carl Betz. "Location owners get to know the collectors and have confidence in them. It also cuts the extra work and time that would be taken up if the shop and servicemen were also directly contacting location owners with their problems."

### Final Instructions

Before leaving the shop with the records and call slips each morning, the routemen stop for a final check with foreman Carl Betz. Frequently he has additional in-

(Continued on page 102)



BOB PUCCIO (LEFT) AND JOE PELLIGRINO, partners in P. & P. Distributing Company, are shown looking over some of the amplifier wall boxes they produce in their completely equipped repair shop. The boxes were designed, built, assembled and finished by the firm. (Benn Ollman photo)



P. & P. DISTRIBUTING COMPANY foreman Carl Betz shown masking a juke box being prepared for a repainting job in the firm's finishing department. Old copies of The Billboard are used to mask the machines for two reasons, says Betz: "First of all, the pages are just the right size. Secondly, it's the only paper we have around here." (Benn Ollman photo)



A FILE BOX IS USED to store each location's new records, keys and other pertinent items at P. & P. Distributing. Mary Pelligrino is shown putting the next day's records for locations in their proper place. (Benn Ollman photo)



TITLE STRIPS ARE ALL TYPED OUT by Mary Pelligrino on her electric typewriter which she claims is just right for turning out neat, easily read copy. She is shown here preparing the selection of disks needed to service P. & P. Distributing Company location needs on the following day. (Benn Ollman photo)

# PROFITABLE

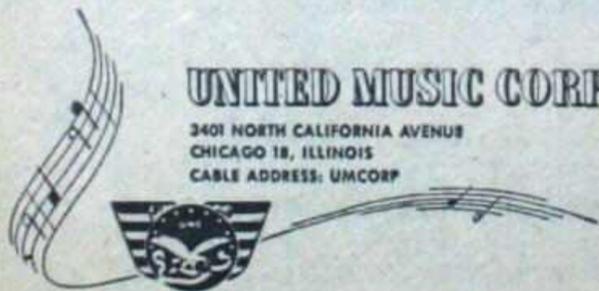
because it's

# DEPENDABLE

An engineering masterpiece of superb simplicity

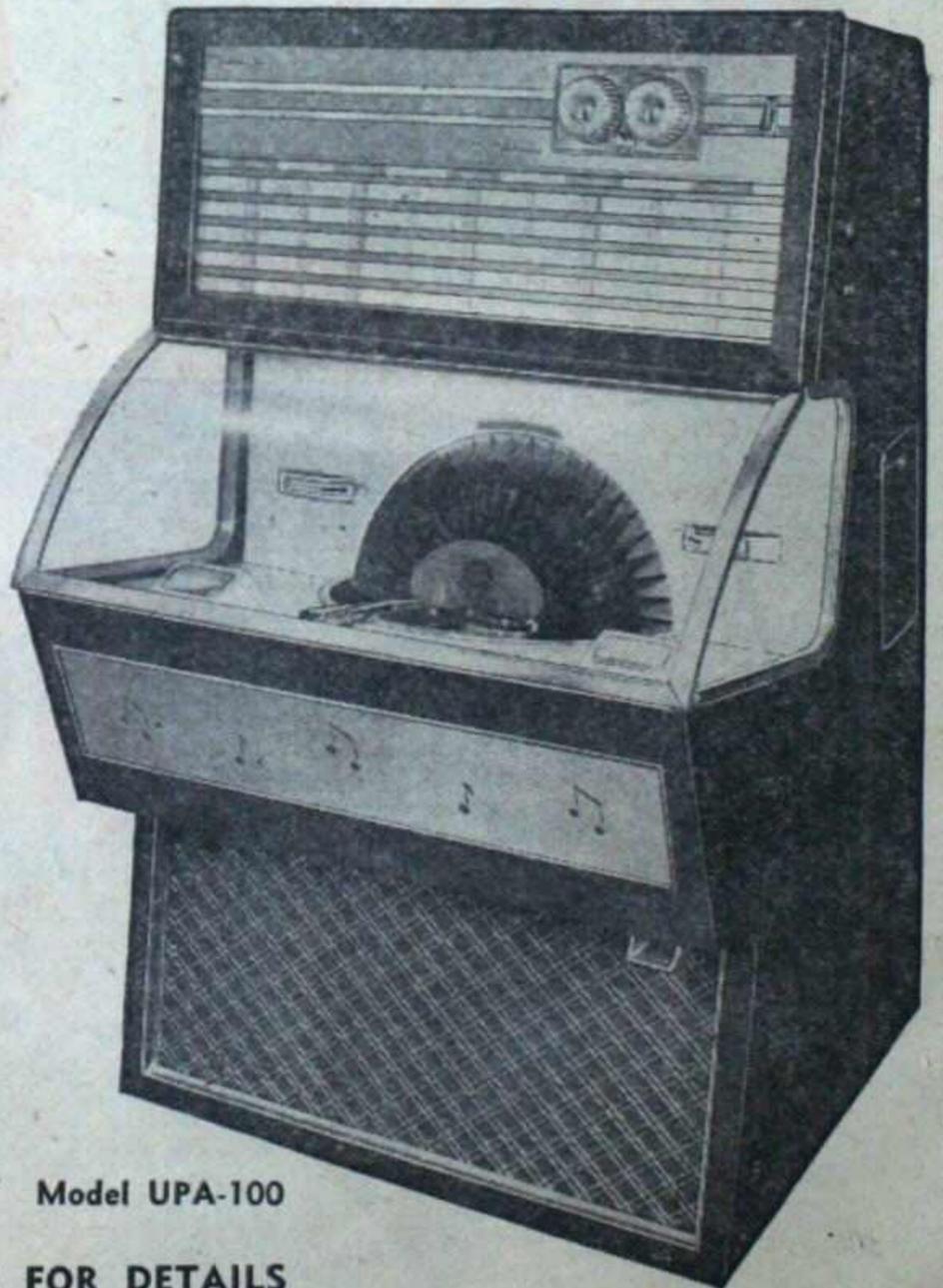
## United's New Hi-Fidelity PHONOGRAPH

Mechanically Correct... Easy to Service



UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE  
CHICAGO 18, ILLINOIS  
CABLE ADDRESS: UMCORP

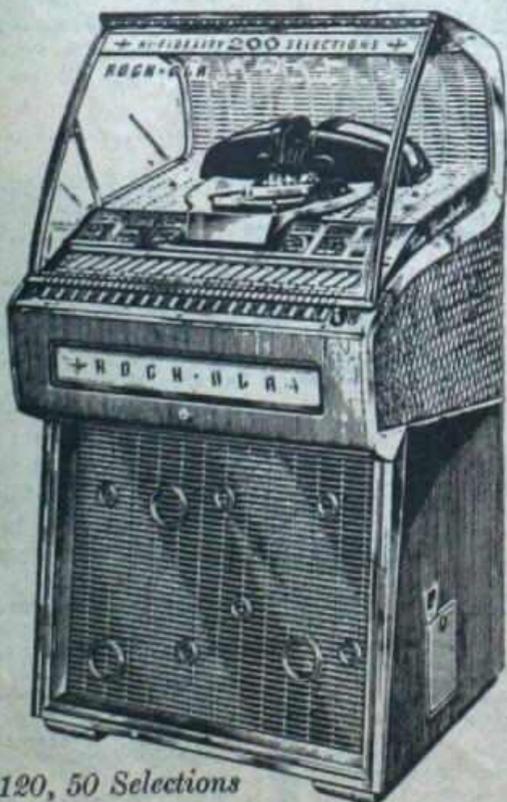


Model UPA-100

WRITE FOR DETAILS

# No Bull!

**servicing  
problems just  
"run away"  
when you  
operate a**



200, 120, 50 Selections

ROCK-OLA MANUFACTURING CORP.

800 N. KEDZIE AVENUE • CHICAGO 51, ILLINOIS

# ROCK-OLA

the Phonograph that proves itself on location with

- Proven time-tested mechanism *the original*
- Proven time-tested rotating magazine *the original*
- Proven time-tested rotating program *the only*
- Proven profits with single button selection system
- Proven service reliability

# Route Runs Like Clock

• Continued from page 100

formation for them concerning locations, such as whether certain spots are ripe for a switch to dime play, or a more realistic boost in commission rates.

The collectors check back at the office at 4 p.m., and spend another hour until 5 p.m. going over route needs with Mary Pelligrino, giving her the list of record requests that have turned up in the day's rounds, and checking in the day's route receipts.

Music programming gets high priority. Special requests from locations run very high, according to Mary Pelligrino. Part of her job is to fill as many disk requests as possible. "If it is not too much trouble to find a specific record, we will do so," she says. "After all, what we are basically selling to the public is music, and if a particular song or artist has been asked for, chances are it will keep a customer happy and earn money for us if we can get it."

A constant check of musical tastes and desires in each location is kept on file by Mary Pelligrino. Spots that cater to country and western music fans are increasing in number, she has found. As a

result, a heavy proportion of the disk purchases lately are of the e.&w. variety.

### Trend to Standards

A noticeable trend on the disk front, according to Carl Betz, has been the demand for standards by the public.

"We have spent a lot of money in the past couple of years in building up our library of standards," says Carl Betz. "We used to discard them, but with the heavy use of 100 and 200-play music machines we find we are reliving more and more on standards to keep the machines filled."

"Operators who overlook the importance of standards are missing a chance to earn more money. They bring especially good results in the plush lounges and nice dining spots."

### Front Money

In addition to the attention paid to more effective programming, P. & P. Distributing Company is also engaged in a drive to obtain front money in all of its locations.

"We guarantee every location that works with us on a front money basis, at least five new records per week," says Carl Betz.

"According to our experience, any location costs an operator a

# Ops Hopeful

• Continued from page 98

said the influx of tourists helped their business, too. The weather has been much better than it has been for some time, altho a heavy rain accompanied by strong winds did hit most of the State Friday night, July 19.

"We can take some rain if we don't have to take a fall-off in tourist trade with it," one operator said. "Business is far from booming and I doubt whether we will be able to catch up with what we have lost. At least there is some activity and if it continues we may be able to come close to breaking even for the season."

Another coinman wasn't quite as optimistic, however. He said that the resorts where his machines are on location are providing very little play from tourists who seem to keep watching their money more than they have in some time.

minimum of \$5 per week just to keep on the books. This figure is based on normal overhead, not taking into consideration the cost of new records. There is no sense in having a location that you can't afford to service properly."

# Ark. Ops Detail Conversion

• Continued from page 98

conditions of the State now compared to past times.

The conversion was set off approximately six or seven months ago by Little Rock operators, all of whom are prospering well under dime play.

They were aided in the move by George Sammons of Memphis, president of Sammons-Pennington Company, Seeburg distributor, who travels Arkansas once or twice a month calling on music and game operators.

Sammons made speeches to groups of operators throught the State, pointing out the great increase in operating costs compared to 1939. In almost every instance, he pointed out with details, costs were at least doubled—and on some items it was more.

### Ops' Move

The operators themselves got busy after that, talked to location owners, explained their precarious and unhealthy financial condition and the location owners went along. Public acceptance followed.

In some sections of the State, operators used newspaper ads in their public relations program to explain to the people why the conversion was necessary. There was little or no objection from the public. It was, as one operator said, just a matter of "getting the facts across."

Little Rock change-over was substantially aided by the Little Rock Operators' Association.

This group, which helped spread word of its conversion movement to other operators in the State, consisted of:

Harold Dunaway, Cecil Hill, J. D. Ashley, C. E. Craig, Dan Levin, C. W. Holmes, Andrew Cassinelli, Dutch Yancey, Robert Kirspel and Jeep Thomas.

The conversion in East Arkansas was carried out smoothly by the officers and members of East Arkansas-North Missouri Operators' Association. Leaders were Henry Hitchcock, John Brunner Jr., and the late Robert L. Eblin.

In subsequent weeks, change-overs took place at Pine Bluff, Paragould, Stuttgart, Brinkley, Newport, Hot Springs, Blytheville, El Dorado and other cities over the State. The move kept spreading until now it's almost solid.

# COINMEN YOU KNOW

## Chicago

By NICK BIRO

Al Warren, Genco sales manager reports Ken Brake, Rock City Distributing Company, Nashville, doing a whale of a job for the firm. Rock City is a relatively new Genco distributor. . . . Harold Schwartz, Atlas Music, said the firm was "swamped" with repair orders for hideaway installations following the recent record rains and floods in the area. Between 50 to 60 locations were involved, with Atlas personnel working overtime to complete all repairs within the week.

Gil Kitt, Empire Coin Machine Exchange chief, in the midst of a full-scale remodeling job on shop and showrooms. Joe Robbins, sales manager, making quick phone calls between blasts of noise from the construction crew.

Mike Spagnola, hard-working head of Automatic Phonograph on vacation, expected back July 29. . . . Fred Skor, games exec at World Wide, also taking time off for a trip to Wisconsin. . . . Joel Stern reports World Wide going strong in the export market, with 5-ball novelty pin games creating chief interest. . . . Ed Ratajack, AMI sales head, back from a trip to Grand Rapids, visiting the factory. Ed plans to start this week on another sales junket, visiting distributors and operators.

Joe Kline, First Coin Ma-  
(Continued on page 111)

"Your  
Ambassador  
of  
International  
Selling"

The Billboard  
INTERNATIONAL  
At  
Your  
Service



. . . new diplomat . . . world traveler . . . marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate \$55,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to bona fide outlets in more than 100 countries.

Moreover, because BILLBOARD INTERNATIONAL is designed to provoke world trade in a highly specialized field, it is printed in four languages—English, French, German and Spanish—insuring international absorption for your sales message.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL—the September number—is August 10, 1957

Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.

The  
Billboard  
International

CHICAGO  
188 W. Randolph St.  
CEntral 6-9818

NEW YORK  
1564 Broadway  
PLaza 7-2800

HOLLYWOOD  
1520 N. Cower St.  
HOLlywood 9-5831

ST. LOUIS  
812 Olive St.  
CHestnut 1-0443

WHAT'S NEW IN COIN MACHINES?  
WHAT ARE THEY GETTING FOR USED EQUIPMENT?  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in  
**The Billboard**

Order NOW at LOW Subscription Rates.  
Fill in and Mail Coupon Today!



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes  Please send me The Billboard for one year at \$15  
 (Foreign rate, one year, \$15) 728  
 Name.....  
 Address.....  
 City..... Zone..... State.....

## JUKE BOX OPERATORS

Get The Billboard's  
Music Record Programming  
and Buying Guide  
**NOW!**

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

Just Updated With Latest Information

Saves time, effort and money. Send in coupon today.

Merchandising Division  
The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio  
 Yes, I want ( ) copies of The Music-Record Programming and Buying Guide at \$1 each. My remittance is enclosed. Please rush to:  
 My Name.....  
 Company Name..... 733  
 Street Address.....  
 City..... State.....

# THE "BIG THREE"

ARE MAKING HISTORY  
WHEN IT COMES TO

# EARNING POWER



Each reflects the experience of Wurlitzer styling, engineering and tonal leadership. Each offers 50-cent play. Each represents a value which enables Wurlitzer operators to land, hold and reap outstanding rewards from any location.

# WURLITZER

**ALL-LOCATION LINE**

200-SELECTION MODEL 2100

200-SELECTION MODEL 2150

104-SELECTION MODEL 2104

THE WURLITZER CO.



NORTH TONAWANDA, N.Y.

ESTABLISHED 1856

## Rowe Open Sales, Service on Coast

Stanton Exclusive Rep; CAVA Members Hear Policies at Meet

LOS ANGELES — Rowe Corporation is making sales and service on its machines available on the West Coast with E. F. Stanton & Company named exclusive representatives.

Charles Brinkmann, Rowe vice-president, made the announcement to California Automatic Vendors Association members at a dinner meeting Friday evening (12) in the Colonial Room of the Ambassador Hotel here.

Frank G. Bonelli, California assemblyman, and Irving C. Bjork, U. S. Department of Commerce business analyst, also were featured speakers.

The installation of the show-rooms with factory-trained service personnel for the line completes the first step after 18 months in the campaign for such a set-up by the association and its president, B. J. (Bob) Grenier. The move to give immediate delivery and service on Rowe equipment in the area was praised from the floor by several of the CAVA members, indicating that, generally speaking, the Rowe company had gone beyond expectations in establishing the local division office. Edward F. Stanton, who heads the firm that bears his name with his son, F. F. Stanton Jr., also disclosed that larger quarters will be sought to properly serve the operators.

Seated with Brinkmann at the speakers' table was Joe Mendell, Rowe representative. He will work with the Stantons. The plan as

*(Continued on page 111)*

## FTC Approves Denver Firm's Consent Order

Prohibits Superior Distributing Corp. High Profit Claims

WASHINGTON — A consent order prohibiting Superior Distributing Corporation, Denver, from misrepresenting profits from its hot drink vending machines was approved last week (26) by Federal Trade Commission.

A commission complaint, issued in February, charged the company with falsely claiming that a purchaser of 10 of its machines would have a monthly income of \$1,834.73. FTC also charged that Superior does not give exclusive territories to purchasers, despite statements to that effect. (The Billboard, February 16.)

Under the terms of the consent

*(Continued on page 114)*

## FTC Charge Trust Violation: H. Tareyton

WASHINGTON — A complaint that "favored cigarette vending machine operators" were paid \$8 per machine in 1955 to promote Herbert Tareyton cigarettes was listed along with other charges made by Federal Trade Commission against American Tobacco Company, July 19.

FTC alleges that American Tobacco, headquartered in New York, "pays promotional allowances to some customers but not all." Complaint further alleges that when the company pays allowances, "it does so in amounts not proportionately equal."

### Proportional Allowances

The Robinson-Patman Act requires that promotional allowances, when given, must be made available to all competing customers on proportionately equal terms.

Names of vending machine operators in the complaint were not released by FTC. American Tobacco has 30 days to file an answer. A hearing is scheduled September 3, in New York City, before an FTC hearing examiner.

### NEW LOCATIONS?

## Detroit Eyes Second Chain Store Tests

DETROIT — A long ignored source of potential vending machine locations—chain store supermarkets—are receiving a significant trickle of interest from operators here.

In the space of less than a month, two vending machine companies, contracting with two different major chains have entered the field. And results to date have been reported as "encouraging" by both.

### Try Ice Cream

Latest entry into the field has been Quality Vending Company, with an installation of ice cream venders in a National Food Store. While installed on an experimental basis, early response has been excellent, according to Joann Mc-

*(Continued on page 105)*

## Industrial Vendors Sells IVI Interest

Schroeder Products Buys Stock; No Policy Changes Contemplated

CHICAGO—Industrial Vendors, Inc., Hammond, Ind., operating company, has sold its total stock equity in IVI Products Corporation, manufacturers of hot beverage venders, to Schroeder Products Company, Woburn, Mass. Schroeder is a supplier of vending coffee lines.

Albert Schroeder, president of IVI Products, and former head of Schroeder Products, said Industrial Vendors would continue to do the research, engineering and development for IVI Products, as well as spend increased time in engineering and field-testing new developments for the firm.

### Reasons

Reason for the change, said Schroeder, was the greater amount of time Industrial Vendors is devoting to their expanded route operations.

New officers of IVI Products

Corporation, are Albert L. Schroeder, president; George A. Schroeder, vice-president; Walter E. Daverin, treasurer, and Daniel V. Kelley, secretary and general manager.

Schroeder added that the basic policies of IVI would remain unchanged, and that the company would continue in production of all products.

## Federal Grand Jury Indicts Pittsburgh Ops

Charge Violation Of Antitrust Act In Cigarette Sales

WASHINGTON—Three vending machine corporations, an association and seven individuals were indicted by a Federal Grand Jury at Pittsburgh, Pa., July 17, on charges of violating the Sherman Antitrust Act, according to Justice Department.

The indictment charges that the "defendants and co-conspirators have engaged in a combination and conspiracy pursuant to which they fixed and maintained prices of cigarettes sold thru vending machines in the Pittsburgh area." Defendants allegedly pay a commission on cigarettes sold. The association's members operate over 60 per cent of the cigarette machines in the area, according to Justice.

### Defendants

Those named as defendants are: Automatic Merchandisers Association of Western Pennsylvania; Allegheny Cigarette Service Company, Pittsburgh; and Harry Rosen, its president; Royal Cigarette Service, Inc., also of Pittsburgh; and Irvin Frank, president; Pennsylvania Music Company; Gilmore Bales, trading as Washington Cigarette Vendors, Washington, Pa.; Lawrence Daurora, trading as Automatic Cigarette Sales Company, Pittsburgh; Andrew Karnavas, trading as A. Karnavas Company, Ambridge, Pa.; and Joseph McGlenn, trading as McGlenn's

*(Continued on page 105)*

## New England Vending Firm Thwarts Teamsters in Forcing Unionization

Union Bows to Company Demand for Employee Election; Pickets Withdrawn

MEDFORD, Mass.—The largest vending firm in New England this week successfully thwarted the strongarm tactics of the Teamsters Union to force unionization of its employee force of 150. The union has claimed jurisdiction over the vending industry and attempted to make Automatic Merchandising Corporation here accede to its demands.

Threatening to halt the firm's

operation by throwing pickets around the plant, the union claimed the workers wanted the "protection" of the Teamsters and refused to go into any discussion with AMC management. But William C. McConnell Jr., president took the stand that if the union was going to come into the plant it would do so in the legal way, that of holding a secret ballot.

After a couple of days of picket-

ing the Teamsters called off pickets when it became obvious that the firm was able to frustrate the moves to win over the workers. The trouble started with a few men who were recently hired.

Between the newly hired workers and a few who had been let go after they had proved unsatisfactory in the training period, union organizers claimed there was a demand to have the union in the plant. McConnell pointed out that while he was impartial in the matter of unionization, he was unwilling to let the employees sign away their rights without a secret ballot.

### Theater Violence

Despite the fact that McConnell told the Teamsters that the firm had filed a petition for an election with the Massachusetts Labor Commission the organizers refused to agree to wait for the result of a vote. They then served notice that the plant would be picketed and threatened violence and bodily harm to workers and their families, according to McConnell.

McConnell said the question of unionization wasn't too important to him since AMC paid as good, and in some classifications, better wages than the union called for. However, he said it was important to him and to the firm that the workers received a free choice in

*(Continued on page 107)*

## Reshuffle Cigarette Prices: Utah & Ark.

SALT LAKE CITY—Cigarette venders in Utah have recently been hit with the double-trouble of both a rise in cigarette prices and a new tax imposed by the last State Legislature.

This double price increase has forced complete revamping of vending price structure plus a new look at the general business picture.

Most vending machine operators have hiked prices directly to 30 cents per pack—no matter whether regular, king size or filter tipped. Former prices ranged from 25 cents for regular to 30 cents for king and filter—with 2 or 3 cents returned with the package.

A few operators now charge 28 cents for regular and 30 cents for king and filter.

### Tax Unpopular

The new tax is unique in Utah history. Legislators, scraping the bottom of the tax barrel and meeting irate disapproval of new property taxes, automatically went to the highest taxed items and added more.

For a number of years the State has had a four-cents-a-pack cigarette tax. But the Legislature, rather than add another penny stamp tax, merely changed the State laws to include cigarettes and beer (beer only when sold in grocery stores or similar establishments)

*(Continued on page 106)*

LITTLE ROCK, Ark. — An across the board penny hike by wholesalers caused Arkansas cigarette vending machine operators to take another look at their price structure, with many raising their prices as much as 2 cents per pack.

Most operators thruout the State were receiving 28 cents for all types—regulars, filters and kings. The 2 cents change from 30 cents was packed into the package.

A spot survey of top operating companies showed they will respond to the wholesale increase by

*(Continued on page 105)*

## Lyon Industries Cites Patent Infringement

NEW YORK—Lyon Industries, manufacturer of cup drink venders, last week charged that several major equipment manufacturers of both pre-mix and post-mix units are violating the patent rights of the firm.

Stuart G. Lyon, president, cited 13 patents which he says are owned by Lyon Industries. These Patents are 2,227,196; 2,321,844; 2,511,172; 2,571,283; 2,501,611; 2,278,013; 2,328,669; 2,532,118;

2,585,172; 2,284,880; 2,481,612; 2,548,241, and 2,475,511.

Unlicensed users will be given until September 1 to refrain from further manufacture, use and sale of drink machines or parts that embody features covered by the patents, Lyon said.

### 30-Day Notice

He added that retailers and wholesalers will be given an additional 30 days in which to dis-

*(Continued on page 114)*

## A.B.T. HIKES CHUTE OUTPUT FOR WASHERS

CHICAGO—Demand from washing machine manufacturers for coin chutes has tripled in the past three years, George Kozy, A.B.T. Manufacturing Corporation sales manager, reported last week.

He termed the demand "terrific" with output now at 4,000 to 5,000 coin chutes per month compared to a usual production of 1,000 per month for the washing machine trade.

The coin chutes are produced for washing machine manufacturers, makers of washing machine meters and dryers. The chutes are adaptable to any washing machine.

## CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model	165.00
ROWE 8-COLUMN CANDY, 120 capacity	60.00
NATIONAL CANDY, 9 column	75.00
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb.	97.50
DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column	87.50
WNEEDA 8-COLUMN "E" CIGARETTE, King Size	45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit balance C.O.D.

## NATIONAL

VENDING SERVICE CO.  
308 Furman St. Brooklyn, N. Y.  
TRiangle 5-1857

## Meade Soups Cuts Prices; Change Name

ESCONDIDO, Calif. — The name of the processors of Meade Soups has been changed to Meade Foods, Inc., from Barvend Foods, and a special 10-cent-per-pound reduction in the base price of the seven varieties will be allowed operators thru August, Roland Finch, Meade general manager, said here.

Finch declared that the reduction is applicable to each pound and is being made to help operators increase profits during the summer.

Meade soups available are beef onion, cream of chicken, cream of onion, pea, cream of potato, cream of tomato and chicken bouillon.

## Little Rock Prices

• *Continued from page 104*  
vending cigarettes at 30 cents a pack, across the board for all types.

The price increase on cigarettes also went up in retail stores, varying from 27 cents to 30 cents a pack.

### No More Pennyng

Cigarette vendors said they do not think the 2-cent price increase will hurt their business. Some king size filter brands were already selling at 30 cents a pack, they said. They said they will leave the stock in machines now with 2 cents change in each pack until they are sold. New stock will replace it and save vendors a great deal of time and labor in that the new cigarette packs will not have to be "penny-packed."

The major cigarette operators in Little Rock are: J. W. Renner, owner of Little Rock Cigarette Service; Andrew Cassinelli, owner of Little Rock Amusement Company; Frank Hofer, owner of Automatic Cigarette Service; June Lytle owner of Lytle Cigarette Service; C. E. Craig, owner of Arcade Amusement Company; and Robert Kirspeil, president of Kirspeil-Hollenberg Amusement Company.

## American Can Works On Can Vending Unit

NEW YORK—The American Can Company is currently attempting to develop vending machines for canned soft drinks. Five companies are now engaged in making canned drink machines, altho their output is limited.

Lead by Cantrell and Cochrane, several can manufacturers attempted to popularize tinned carbonated beverages three years ago, but the results were disappointing in most cases.

In 1955, some 340,000,000 soft drink cans were shipped. Last year, the figure slumped to 314,000,000.

However, according to J. Whitney King, sales and marketing manager of the American Can Company, this year's figures are running well ahead of 1955.

### Fittest Survive

Whitney feels that canned carbonated beverages got off to a slow start because many bottlers who were equipped to go into canning operations rushed in and fell flat on their faces. Now, he explained, the fittest have survived.

One factor which has slowed up the acceptance of canned soft

drinks has been the reluctance of the big three—Coca-Cola, Pepsi-Cola and Seven-Up — to go into domestic canning operations.

According to American Can, the biggest problem in can venders is the development of a can opener that can be made sanitary after each use. The manufacturers of hot food machines would also be interested in such a development.



the  
FUTURE  
with a  
promise

NAVY

## "RELIGIOUS MIX"

Consists of five Religious Items—1" Gilt Metal Miraculous Medal, 5/8" Gilt Miraculous Medal, 1" Gilt Metal Identification Crucifix, Gold Vacuum-Metalized Crucifix and Gold Vacuum-Metalized OVAL CROSS.

5,000 and Up  
\$6.25  
per 1,000  
1,000—4,000  
\$7.75  
per 1,000  
F.O.B. Jamaica

Religious Items Are Good Items

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.

## FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c	\$ 8.50
Acorn, 5c	10.00
N. W. Model 49, 1c or 5c	12.50
Master, 1c and 5c	8.50
3 Col. Hot Nut	22.50
Asco Hot Nut	7.50
Victor Model V	8.50
Du Grenier 6-Col., 1c Tab.	14.50
5c Card Machines, 3 for 5c	19.50
Mills 6-Col., 1c Tab.	17.50
Ass'd 1c Love Meters	19.50
Factory Reconditioned "Pop-corn Sez" Machines	\$125.00
Mills Drop Picture	19.50
Victor Baby Grand, 1c, B/C	10.00
Mutoscope Picture Machine	19.50
A. B. T. Total Score	22.50

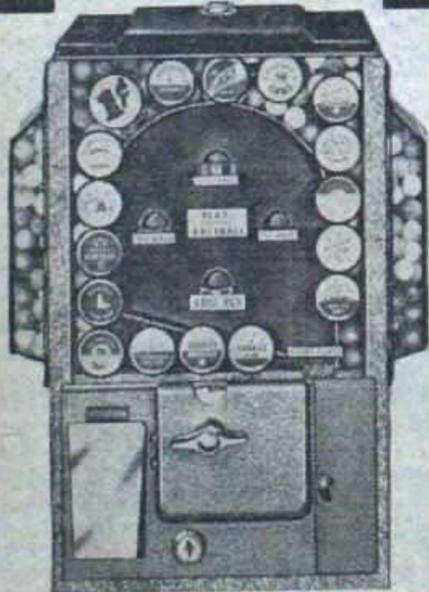
Send for 1957 Catalog-Mdse. List! All machines completely checked and ready for location. Order with complete confidence.

1/3 Deposit, Balance C.O.D.

## Rake Coin Machine Exchange

609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

## COIN SPECIALTIES BASEBALL VENDOR



FAST  
PLAY

BIG  
PROFITS

The small fry as well as grown-ups will stand in line waiting to drop pennies into this exciting and colorful vendor which delivers a ball of gum with every pitch... and every penny. Attractive front shows emblems of 16 American and National League ball clubs.

Vendor Holds 5 Lbs. of 210 Ball Gum

Takes In... \$31.50  
Cost of Gum .. 4.50  
Pay Location 25% .. 7.88  
Your Profit is .. 19.12

Max or Harry Hurvich for Ala. area.  
Birmingham Vending Co.  
840 Second Avenue No.,  
Birmingham 4, Ala.

• Three-view showcase display window attracts attention  
• Proven trouble-free mechanism and flipper  
• Size: 14" high, 10 1/2" wide, 9 1/2" deep  
• Packed two machines to a shipping carton  
CALL, WIRE OR WRITE TODAY!  
CONTACT YOUR NEAREST DISTRIBUTOR  
Moe Mandell for New York Area.  
Northwestern Sales and Service Co.  
446 W. 36th St., New York 18, N. Y.  
Ben Ross for Mass. area.  
Grobner Vending & Coin Machine Corp.  
1246 Washington St., Boston, Mass.

**KING & COMPANY**  
2700 W. LAKE STREET  
CHICAGO 12, ILL.

EXCLUSIVE  
DISTRIBUTOR

## New Locations

• *Continued from page 104*

Geagh, vice-president and general manager of Quality.

The Quality experiment follows on the heels of a multi-product outdoor installation, in a Kroger store, by Jobber Service, Michigan distributor for Vari-Vend (The Billboard, July 15).

Quality's set-up, consisting of only ice-cream machines, is nowhere near as elaborate as Jobbers Service's multi-product battery—but it is just as ambitious in scope.

While the firm is making no future promises, the current experiment is being eyed carefully, and will play a significant part in future plans.

### 7-Day Schedule

One advantage noted by Joann McGeagh, is that the stores are open seven days a week, considerably expanding the potential sales volume of most industrial locations that are on a five-day schedule.

She noted that Quality's machines were selling out, on the average of twice a week. Biggest buying day for the ice cream cones occurs midweek — Wednesday. But this could be just a local condition.

The store's family shopping incentive plan—offering double the usual trading stamps, on this day, could well be responsible for this.

Meanwhile, Jobbers Service's installation, at the Woodward Center's Kroger store, continues to flourish. The battery was installed July 2, and has been running continuously, ever since.

## Grand Jury Indicts

• *Continued from page 104*

Cigarette Service Company, Pittsburgh.

Victor R. Hansen, Assistant Attorney General and head of Justice's Antitrust Division, said: "Price fixing and other methods of tampering with prices are per se violations of the Sherman Act. It has long been the announced policy of this department to prosecute such activities by criminal proceedings."

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# COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

- July 29—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.
- August 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- August 1—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
- August 1—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- August 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.
- August 6—Washington Music Merchants' Association, monthly meeting, Seattle.
- August 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- August 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka.
- August 7—Summit County Music Operators' Association, monthly meeting, Akron.
- August 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.
- August 13—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- August 13—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati, O.
- August 13—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- August 14—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- August 19—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- August 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- August 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

# Salt Lake Cig Price Reshuffle

Continued from page 104

ishments) under the State sales tax program.

That means that the 2 per cent sales tax now applies on cigarettes and since the law requires payment of a cent on any item over 20 cents, the tax is a cent a pack on all vended cigarettes.

Lawrence Cracroft, manager of Hemenway and Moser, one of the largest tobacco and candy sales firms in the State and one of the largest such vending operators, said the firm moved prices up to 30 cents a pack for all kinds of cigarettes.

"It has not, apparently affected business much. A recent check indicates we are doing about the same business on individual machines as we did last year at the same time," he said. "The combination of sales tax, price increase and the probability of further price increase on some brands or types of cigarettes that we will have to absorb, precludes any thought of increasing commissions paid to locations."

Cracroft said the revolution in the cigarette business during the past two years has added to his problems. "We now have some 20 brands doing the business five did a few years ago, making it necessary to have larger, more expensive machines. In only one month this year we had to invest \$20,000 in new equipment and it takes a lot of sales to amortize that sort of investment," he said.

He noted that the old machines—which had been in use up to 15 years and might have been good for another 15—are so outdated they

have to be junked—unless a company wanted to cut its own throat by selling the old machines to locations.

Canteen Service of Utah, which has largely industrial accounts, is charging 30 cents for king and filter cigs, and 28 cents for regular. Phillip Saffron, manager of Cuban Cigar Company, said all their machines are charging a straight 30 cents per pack, no matter the type of cigarette.

"It hasn't affected business much," Saffron said, "since we have a large business now in the filters. When we were at 25 cents, we used as many regular sized cigarettes as possible to keep a profit. We might be able, unless prices keep going up, to increase the commission to the location."

Tobacco production is forecast by Agriculture at 1,661 million pounds, down nearly a fourth from last year and the smallest crop since 1943. Flue-cured, forecast at 963 million pounds, is down 32 per cent from 1956 production. Burley, estimated at 490 million pounds, is about 3 per cent below last year's production.

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# Almonds, Walnuts

California almond crop for 1957 is forecast by Agriculture Department at 44,000 tons, 25 per cent below last year's record crop, but 10 per cent above average. Production of walnuts is forecast at 77,600 tons, 8 per cent above last year, and 6 per cent above average.

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Cashew Butts . . . . . .48  
Peanuts, Jumbo . . . . . .42  
Spanish . . . . . .37  
Mixed Nuts . . . . . .37  
Tobby-Lets, 520 ct. . . . . .30  
Rainbow Peanuts . . . . . .32  
Boston Baked Beans . . . . . .32  
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Licorice Gems . . . . . .28  
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# N. E. Firm Thwarts Teamsters

Continued from page 104

the matter. He said he had no intention of signing away his employees' rights without their voice in the situation.

### Election

It soon became apparent that the workers wished to have the election and the Teamsters' organizers withdrew the pickets. Word is expected on an early date for an election from the Commission. It was also pointed out the AMC has been a prime target for organizers since it is the biggest operator in the area. The firm is in the process of a big expansion program and it was assumed that the Teamsters had sought to take advantage of this.

McConnell said they are naturally hiring a lot of help during this

period and a number of trainees are either let go because of being unsuitable to the work or leave of their own accord when they find they have no liking for the work. The Teamsters made the point that the firings constituted unfair labor practice and attempted to take over under this pretext.

The Teamsters have been active in the area for some time in the vending industry and have also done some negotiating with the music industry—so far unsuccessfully. They recently took over the employees of ABC Vending Corporation's branch in Cambridge and the Enterprise Cigarette Service, operated by Julius Karger in Revere. Picketing marked the acquisition of the Revere firm.

A spokesman for AMC said the firm would not object to the union if the workers voted for it, but he pointed out that he did not believe the union was committed to the best interests of the workers. In this area, he said, a private individual who could put up the money could be granted a charter and could then run the union as a private business paying only a small amount to the International union which, he said, exercised no supervision over the local so long as certain dues were paid.

Meanwhile, AMC is operating all of its routes without further interference from the Teamsters and is ready to hold the election as soon as the Labor Commission passes the word.



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## Ops Speak Out on Games, Current Market Conditions

### Hit 'Too Frequent' Design Changes By Manufacturers; Price Hot Topic

This article and the one to follow next week gives individual operator opinions on the current amusement game market. It is the second of three articles based on a spot survey of operators throughout the country. The first article, in last week's issue, outlined the results of the survey.

By KEN KNAUF

CHICAGO — Operator opinion of the current game market, while running from cold to hot, seems to center most often on two favorite topics: Design changes and price. Indications are that there exists a block of operators who feel that manufacturers make too frequent design changes on new model games; another block that calls for economy in new game prices.

In a nationwide spot survey, game operators were invited to express their views on current games and market conditions. While the survey was limited in numbers (75

questionnaires were sent, 29 returned), it does provide some definite patterns of thought from a representative group.

The majority of returns carried opinions in addition to replies to five questions related to new games and the current market.

#### Fast Depreciation Hit

A typical opinion, stressing design changes and pricing, was that given by John A. Zanot, Rimersburg, Pa. Said Zanot: "Manufacturers keep changing the same type of game many times, forcing operator to keep buying and making the operators' games depreciate more quickly."

Similar comment came from an Iowa operator: "Once a new game is out, and a hit, manufacturers then quickly bring out similar games with a new feature. This naturally forces down the value of the original machine without adding to operator income."

C. M. Wampler, Pearson &

Wampler Music Company, Harrisonburg, Va., said: "Too many new numbers force operators to buy too much equipment, and we can't make a decent return on investment."

More radical views were given by a Texas operator who preferred not to be quoted. He felt that "too many games fail to operate" *(Continued on page 110)*

## Pro & Con of Pins Disputed In Penn. Test

UNIONTOWN, Penn.—A test case on Pennsylvania pinballs, which intends to determine whether or not the games are gambling devices in the State is being heard here in Fayette County Court.

The State seized machines in a series of actions late in June, and is trying to prove that all pinballs are gambling devices in the same category as slot machines under law of the Commonwealth.

Prosecuting attorneys have maintained that proof of cash payoffs isn't necessary.

Should the State be upheld, *(Continued on page 110)*

## STOP, SHOP

### Signs Pull Sales Thru Op Window

ST. LOUIS — Sales of used equipment come in right thru the window for John Gazzolli, Star Novelty Company operator here.

One of the town's biggest and busiest operators, Gazzolli keeps his front showroom filled with used games, and with the help of signs drawing attention to the price of each game, attracts motorists and passersby.

Result: Many "impulse sales" from people who want an old game for their dens or recreation rooms. Gazzolli refinishes each machine and checks over electrical and mechanical parts before offering it to the public.

## COIN FRONTIER

### Will Games Move Into Store Chains?

CHICAGO—Chain stores pose as a new frontier to amusement game operators. Can they be sold on coin games? And would they be profitable locations? While the tavern, the old standby, is gradually fading as a high gross location, operators might do well to take a searching look at the many challenging new potential locations springing up. One such is the chain variety store.

Trade figures show that there were 12,527 such stores, operated by 1,873 chain companies in 1955,

doing an annual volume of \$3,191,335,000 in sales.

While coin-operated kiddie ride operators have been quick to cater to the chains as outstanding locations, game operators, who operate machines equally appealing to kiddies and grown-ups alike, have held back.

What is required? Kiddie ride operators have captured the chains thru solid sales effort, attractive equipment and top service.

Some ride operators have already combined their operations,

## EDITORIAL

### Needed: Round Table

We think the time is ripe for game manufacturers, distributors and operators to sit down together for a shirt-sleeves round table discussion on the coin-operated amusement game business.

This idea is not new. It has been suggested formally and informally by persons both within and outside the industry for a number of years. The last formal suggestion for such a meeting came from Al Schlesinger, managing director of the National Coin Machine Distributors' Association.

It is natural that this kind of industry-wide meeting would be widely suggested. It is also understandable that there should be some reluctance on the part of all three groups to meet for a discussion of industry problems. But thoughtful members in all groups feel that the potential benefits of such a meeting far outweigh possible bad feelings among some.

#### Poor Relationships

It is no secret that poor relationships exist between some manufacturers and some distributors; between many distributors and many operators, and between operators and manufacturers—all of which hurts the business. More often than not, each group is suspicious and resentful of the actions or motives of the other two. Little trust exists between the groups.

No Pollyanna meeting in which representatives of all groups warmly shake hands and exchange witticisms and clichés about the business will help.

What is needed, we think—and very badly needed—is for representatives of all three groups to get together—not once but regularly—for the purpose of understanding.

#### New Games

One primary objective of this publication thru the years has been to effect—wherever and whenever possible—a better level of understanding among these groups. Such is the purpose of the current series on what operators say they want in new games, the second article of which appears elsewhere on this page.

And such is our purpose in suggesting the industry-wide meeting. A widely-held precept of doing business in the coin-operated equipment field in many quarters for years has been to say little or nothing. The philosophy runs something like this: "Don't tell your enemies because they won't believe you and your friends don't need to be told."

We think this kind of thinking was all right for the 30's and 40's in this business. We don't think it works well in the 50's. And in all probability it won't work at all in the 60's.

#### Understanding Needed

There is a need for manufacturer, distributor and operator to understand each other better. For example, operators polled in the present survey overwhelmingly favor a brand-new type of game. Of course, they are not alone. Distributors surveyed by NCMDA last year voted overwhelmingly that what the industry needed most was a brand-new type of game. This topic, we think, would be at least a good starter for an industry-wide meeting. It might very well provide fuel for a number of meetings. And it might be very productive in terms of sparking some ideas for games.

At any rate, at the very least, the discussion would afford manufacturers an opportunity to discuss fully with both operators and distributors the exceedingly difficult job of designing new types of standard games, let alone a brand-new type of game that would be profitable and adaptable for location use. And by so doing, manufacturers could bring themselves much closer to both of the other groups.

Each of the three groups have plenty of questions to ask of the other two which are neither easily answered nor—in many cases—are nobody else's business. Therefore, while the meeting would have to be no-holds-barred in order to be of real value, it would also be wise to set up an agenda which participants would be required to stick to.

#### Where? When? Who?

Where should the meeting be held? The logical place for at least the first meeting would be Chicago at a hotel.

When? We think sometime in September for one day, possibly on a Monday or Saturday. If this time is too soon, it could be set back without any trouble. But the main thing would be to make definite plans to hold one soon.

Who should attend? We think representatives of all amusement game manufacturers, distributors representing all amusement game lines and any game operator.

How could such a meeting be set up? We think a logical choice of one to organize such a meeting would be Al Schlesinger. His first job would be to determine whether there was enough interest for such a meeting. If there were, he could then sit down with representatives of all three groups to work out an agenda, meeting place, date, invitations and other details.

What could be discussed? That would be determined by the all-industry committee mentioned above. But here are some possibilities: New games, distributors' operating, location selling, manufacturers, distributors and operators costs, operator buying practices, operator associations.

We think a modest attempt at openly discussing two or more of these subjects would be a great step forward in furthering the understanding among the three groups of the industry which is going to be more and more necessary in the years ahead.

providing gun games, novelty pieces and Arcade-type equipment along with their kiddie rides, and chains have been receptive.

Leading chains, based on sales volumes in 1955, were ranked in this order: Woolworth, Kresge, Grant, Murphy, Newberry, Kress,

Green, McCrory, Neisner, McLellan, Butler Bros. Individual chain sales among these organizations ranged from \$767,799,000 to \$34,002,000.

Two trends are evident in chain store development: Shopping cen- *(Continued on page 110)*

## Used Game Prices Show 6-Month Hike

### Only In-Line Pinballs Register Dip; Guns, Shuffles, 5-Balls, Arcade Units Up

CHICAGO — Prices on used games showed a decided boost over the past six months, with identical models holding steady and even rising in price rather than depreciating.

Only in-line pinballs show a decline in price over the past six months, reflecting the adverse federal tax action on these games.

Gun games, shuffle games, Arcade pieces and especially five-ball pinballs, are registering strongly on the used market.

Here are the reasons for steady and strong market for used games:

1. An equally strong export de-

mand for almost all types of used equipment.

2. A slowdown in new game market activity.

3. Absence of production on new shuffles, limited production of new Arcade pieces and gun games, and controlled production on five-ball pins.

The gradual drop on used in-line pins was beginning to be felt early in the year, when the U. S. Supreme Court indicated its intention to act on the Korpan Case.

This was brought to a head June 17, when the court ruled in-lines subject to the \$250 federal tax. Since free plays are not affected by the decision, five-ball pins and other games continue to fall into the \$10 federal tax category, with the exception that any game on which cash, merchandise or tokens are awarded as prizes are subject to the higher tax.

The rise in used game prices is reflected in The Billboard's Used Price Index.

Comparing mean average prices *(Continued on page 111)*

## NUDISTS NOT NEW TO BRITISH GAME BUSINESS

LONDON — Nudist Colonies are nothing new to our inventive British coin machine cousins. It seems that merry England had these things on coin operation long before America had heard of them.

The machines in question—Exhibit Supply's Nudist Colony machines, which expose to the viewer's eyes a colony of ants after the coin is deposited.

The Billboard referred to these machines as "new," but was rebuked by an English trade paper which pointed out that a Mr. Bryan of Kegworth produced ant colony machines years ago which operators have long had on location.

Actually, Exhibit imports the ants for the machines from England. The game first took shape as an American attraction at Riverview Park, Chicago, where several home-made colonies were set up several years ago, and got top reception.

THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGH AND LOWS.** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of July 22, 1957)

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM.....	\$ 99.50	\$ 35.00	\$ 75.00
Model B (48) 40 sel., 78 RPM.....	179.50	89.50	125.00
Model C-40.....	199.50	85.00	125.00
Model C (50) 40 sel., 78 RPM.....	135.00	89.50	125.00
Model D-80 (51) 40 sel., 78 RPM.....	325.00	145.00	295.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	265.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	395.00	295.00	375.00
Model E-120 (53) 120 sel., 45 RPM.....	450.00	350.00	395.00
Model F-80 (54) 80 sel., 45 RPM.....	595.00	545.00	545.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	395.00	595.00
<b>ROCK-OLA</b>			
1428 (48) 120 sel., 78 RPM.....	\$ 99.50	\$ 49.50	\$ 95.00
1434 (50-51) 50 sel., 78 RPM.....	300.00	149.50	225.00
1434 Fireball.....	195.00	175.00	195.00
1436 A- (53) 120 sel., 45 RPM.....	295.00	145.00	250.00
1438 (54) 120 sel., 45 RPM.....	395.00	395.00	395.00
1442 (54) 50 sel., 45 RPM.....	550.00	495.00	500.00
<b>SEEBURG</b>			
HM-100-A Hideaway.....	\$275.00	\$189.00	\$245.00
M-100-A (49) 100 sel., 45 RPM.....	225.00	169.50	179.50
M-100-B 100 sel., 45 RPM (50).....	450.00	340.00	410.00
M-100-G (52) 100 sel., 45 RPM.....	595.00	445.00	495.00
M-100-G (54) 100 sel., 45 RPM.....	625.00	545.00	625.00
M-100-R.....	725.00	650.00	695.00
M-100-W '53'.....	845.00	625.00	775.00
HF-100-G (53).....	775.00	645.00	735.00
M-100-G.....	625.00	595.00	625.00
<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM.....	\$ 95.00	\$ 39.50	\$ 65.00
1100 (47) 24 sel., 78 RPM.....	75.00	50.00	60.00
1250 (50) 48 sel., 45 or 78 RPM.....	145.00	75.00	125.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	165.00
1450 (51) 48 sel., 45 or 78 RPM.....	250.00	175.00	219.00
1500 (52) 104 sel., 45-78 RPM Mix.....	295.00	195.00	195.00
1550-A (53) 104 sel., 45-78 RPM Mix.....	345.00	245.00	285.00
1600 (53) 48 sel., 45 or 78 RPM.....	295.00	245.00	295.00
1650 (53) 48 sel., 45 RPM.....	395.00	285.00	295.00
1700 (54) 104 sel., 45 RPM.....	695.00	500.00	560.00
1800 (W) (2/55).....	795.00	495.00	675.00
<b>PINBALL GAMES</b>			
<b>BALLY</b>			
Atlantic City (5/22).....	\$100.00	\$ 35.00	\$ 65.00
Beach Beauty (1/55).....	300.00	225.00	275.00
Beauty (11/52).....	60.00	40.00	60.00
Big Time (1/55).....	225.00	100.00	185.00
Bright Lights (5/51).....	95.00	40.00	65.00
Bright Spot (11/51).....	95.00	35.00	85.00
Broadway (12/55).....	395.00	250.00	335.00
Dude Ranch (9/51).....	250.00	60.00	115.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	115.00	45.00	90.00
Gaytime (6/55).....	200.00	115.00	175.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ice Frolics (1/54).....	265.00	45.00	115.00
Miami Beach (9/55).....	225.00	125.00	195.00
Nite Club (3/56).....	455.00	295.00	395.00
Palm Beach (7/52).....	65.00	55.00	60.00
Palm Springs (11/52).....	235.00	49.50	120.00
Spot Lite (1/52).....	55.00	40.00	40.00
Surf Club (3/54).....	95.00	60.00	75.00
Variety (9/54).....	135.00	75.00	110.00
Yacht Club (6/53).....	65.00	45.00	60.00
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49).....	\$175.00	\$125.00	\$145.00

	High	Low	Mean Avg.
<b>EVANS</b>			
Saddle & Turf Club Model (10/53).....	\$150.00	\$145.00	\$145.00
<b>GOTTLIEB</b>			
Chinatown (10/52).....	\$ 75.00	\$ 40.00	\$ 75.00
Crossroads (5/52).....	75.00	45.00	60.00
Daisy Mae (7/54).....	155.00	125.00	145.00
Derby Day (4/56).....	240.00	215.00	240.00
Dragonette (6/54).....	225.00	125.00	175.00
Duette (3/55).....	265.00	185.00	225.00
Easy Aces (12/55).....	215.00	195.00	195.00
Flying High (2/53).....	99.00	64.50	85.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	110.00	75.00	110.00
Guys & Dolls (5/53).....	95.00	45.00	95.00
Gypsy Queen (2/55).....	210.00	165.00	185.00
Happy Days (7/52).....	95.00	60.00	95.00
Harbor Lites (2/56).....	215.00	175.00	210.00
Jockey Club (4/54).....	165.00	100.00	134.50
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	285.00	245.00	245.00
Marble Queen (6/53).....	135.00	75.00	95.00
Niagara (12/51).....	65.00	29.00	64.50
Quartette (2/52).....	110.00	59.50	110.00
Queen of Hearts (12/52).....	110.00	55.00	99.00
Quintette (3/53).....	99.00	60.00	95.00
Score-Board (3/56).....	275.00	225.00	250.00
Shindig (9/53).....	120.00	65.00	120.00
Skill Pool (8/52).....	75.00	35.00	65.00
Sluggin' Champ (4/55).....	190.00	175.00	175.00
Stage Coach (11/54).....	195.00	165.00	175.00
Sweet Add-A-Line (7/55).....	250.00	165.00	175.00
Toreador (6/56).....	295.00	275.00	275.00
Tournament (8/55).....	275.00	245.00	275.00
Twin Bill (11/55).....	225.00	125.00	185.00
Wild West (8/51).....	265.00	250.00	250.00
Wishing Well (9/55).....	245.00	165.00	205.00
<b>UNITED</b>			
ABC (2/52).....	\$ 75.00	\$ 25.00	\$ 50.00
Caravan (1/56).....	295.00	165.00	235.00
Havana (2/54).....	70.00	45.00	45.00
Hawaii (6/54).....	75.00	40.00	45.00
Leader (10/51).....	85.00	75.00	75.00
Manhattan (4/55).....	150.00	75.00	115.00
Mexico (3/54).....	60.00	45.00	60.00
Nevada (8/54).....	65.00	50.00	60.00
Pixie (9/55).....	185.00	110.00	150.00
Singapore (10/54).....	85.00	60.00	65.00
Stardust (4/56).....	245.00	165.00	225.00
Starlet (11/55).....	215.00	145.00	175.00
Stars (6/52).....	65.00	40.00	60.00
Tahiti (8/53).....	175.00	50.00	90.00
Triple Play (8/55).....	225.00	95.00	125.00
Tropicana (1/55).....	295.00	100.00	185.00
Tropics (7/55).....	75.00	45.00	50.00
Zingo (10/51).....	65.00	65.00	65.00
<b>WILLIAMS</b>			
Colors (11/54).....	\$125.00	\$125.00	\$125.00
Dealer (21) (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	125.00	89.50	125.00
Disk Jockey (11/52).....	75.00	50.00	75.00
Four Corners (11/52).....	80.00	65.00	70.00
Fairway (6/53).....	45.00	45.00	45.00
Grand Champion (8/53).....	95.00	75.00	90.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	35.00	75.00
Jolly Joker (10/55).....	140.00	95.00	95.00
King of Swat.....	245.00	225.00	245.00
Lazy Q (2/54).....	125.00	59.50	99.50
Major League (2/54).....	150.00	150.00	150.00
Peter Pan (4/56).....	225.00	134.50	175.00
Quarterback (10/49).....	285.00	215.00	215.00
Race the Clock (1/55).....	210.00	140.00	155.00
Regatta (10/55).....	145.00	145.00	145.00
Screamo (4/54).....	45.00	45.00	45.00
Sea Jockeys (11/51).....	75.00	40.00	65.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	65.00	65.00	65.00
Spitfire (2/55).....	75.00	65.00	75.00
Times Square (4/53).....	49.50	40.00	40.00
Thunderbird (5/54).....	165.00	110.00	135.00
Wonderland (5/55).....	175.00	140.00	140.00
<b>SHUFFLE GAMES</b>			
Ace Bowler (CC) (9/50).....	\$295.00	\$ 95.00	\$ 195.00
Banner (U) (8/54).....	135.00	105.00	115.00
Bikini (K) (6/54).....	130.00	75.00	75.00
Bonus Bowler (K) (3/54).....	95.00	95.00	95.00
Bonus Score Bowler (CC) (4/55).....	395.00	275.00	345.00
Capitol (U) (6/55).....	350.00	225.00	295.00
Carnival (K) (5/53).....	185.00	145.00	185.00
Champion (B) (5/54).....	300.00	125.00	195.00
Chief (U) (11/53).....	95.00	75.00	75.00

	High	Low	Mean Avg.
Clipper (U) (5/55).....	\$385.00	\$215.00	\$295.00
Clipper Deluxe (U) (5/55).....	425.00	225.00	325.00
Clover Shuffle (U) (1/53).....	125.00	39.50	75.00
Club (K) (4/53).....	50.00	45.00	50.00
Comet Targette (U) (11/54).....	350.00	125.00	250.00
Comet Deluxe (U) (11/54).....	345.00	125.00	245.00
Criss-Cross (CC) (11/53).....	135.00	95.00	135.00
Criss-Cross Targette Regular (CC) (1/55).....	95.00	75.00	85.00
Crown (CC) (4/53).....	150.00	45.00	85.00
Diamond (K) (5/53).....	235.00	100.00	175.00
Domino (K) (5/53).....	95.00	50.00	95.00
Fireball (CC) (11/54).....	225.00	150.00	225.00
Flash (CC) (9/54).....	335.00	195.00	195.00
Gold Medal (B) (3/55).....	195.00	175.00	195.00
Holiday Match Bowler (CC) (9/53).....	450.00	225.00	325.00
Hollywood (CC) (5/55).....	225.00	175.00	185.00
Imperial (U) (9/53).....	90.00	50.00	55.00
Jet Bowler (B) (8/54).....	350.00	175.00	200.00
King (CC).....	200.00	65.00	120.00
League Bowler (U) (1/54).....	135.00	75.00	95.00
Lightning (U) (2/55).....	295.00	225.00	275.00
Magic (B) (12/54).....	165.00	110.00	145.00
Mars Deluxe (U).....	195.00	195.00	195.00
Match Pool (Ge) (2/54).....	99.50	75.00	80.00
Mercury (U) (2/54).....	155.00	150.00	150.00
Olympic (U) (8/54).....	135.00	70.00	75.00
Pacemaker (K) (9/53).....	149.50	50.00	85.00
Rainbow Shuffle Alley (U) (8/54).....	265.00	99.50	175.00
Royal (U) (8/54).....	80.00	75.00	75.00
Score-A-Line (CC) (9/55).....	295.00	275.00	295.00
Shuffle Pool (Ge) (11/53).....	99.50	39.50	85.00
Six Player (CC).....	50.00	45.00	45.00
Six Player 10th Frame (U).....	75.00	55.00	70.00
Speedy (U) (8/54).....	325.00	150.00	165.00
Star 10th Frame (U) (9/52).....	110.00	29.50	60.00
Starlite (CC) (5/54).....	160.00	95.00	95.00
Super Bonus Deluxe (U).....	425.00	345.00	375.00
Targette (U).....	135.00	85.00	95.00
Team Bowler (U) (1/54).....	75.00	75.00	75.00
Team Bowler (K) (10/52).....	75.00	49.50	50.



# Rowe Opens Service on Coast

Continued from page 104

outlined by Brinkmann includes: Machines stocked for immediate delivery, installation of a parts depot, acceptance of trade-ins, reconditioning of equipment for secondary locations, aid operators in working out credit plans—6 per cent simple interest with 24 months or more in which to pay, and make available Rowe's experience in the field. On the credit

plan, Brinkmann said that accounts will be carried or that the Stanton organization can make arrangements with local banks for the handling of the notes.

As was expected at a meeting of operators, Brinkmann was questioned by several of the members as to what recognition independent operators would be given in the event canteen wanted equipment. The Rowe executive explained that the Rowe Corporation's sales included from 80 to 85 per cent those made to independent operators, and that this business was appreciated.

The Rowe Fresh Brewed Coffee machine was shown at the meeting, and was attributed with bringing out one of the largest crowds—definitely the greatest number of operators—to such a gathering. Don Reynolds, director of drink equipment research for Rowe; Ralph Phipps, Rowe field man; Ken Young, Stanton sales representative; Ed Stanton Jr., and Mendell were on hand to explain the new machine. The Rowe organization hosted the cocktail hour which preceded the dinner.

Bonelli, a member of the Assembly taxation and revenue committee, stressed the importance of vending operators making legislators cognizant of the value of vending in industrial plants. He urged that the operators, particularly those of the association, to familiarize themselves with the mechanics of legislation, particularly at the State level but without overlooking city and county governments.

Bjork gave a factual outline of the various divisions of the U. S. Department of Commerce. Under the Office of Technical Service, he said, the government is the largest research unit and concentrating on the study of meats, vegetables and fruits. The bureau is studying 26 items in Lathrop, Calif., and by 1960, Bjork predicted, will make these newly developed items available to the public. When the research is completed, foods in various forms, including prepared lunches and dinners, quite different from those now offered, are expected to be marketed.

At the speakers table, in addition to those named, were Jack Powell, CAVA vice-president; Sylvan Howard, association secretary-treasurer, and Hugh McManus, association legal counsel. James Esposito, Jay Friedman, Herbert Hyman and Ivan Wheaton Sr., newly appointed board members, were introduced and took bows.

# COINMEN YOU KNOW

Continued from page 102

chine Exchange, finally slowed up his frantic pace last week, when he broke his toe. Joe's easing about in slippers these days. What with brother Fred just recovered from injuries suffered in an auto accident, this has been a bone-breaking season for First.

## Salt Lake City

By STAN BOWMAN

Burt Taylor, Brigham City, Utah, recently sold out his music box and games route to Valley Music Company of Salt Lake City. . . . Most coin machine distributors note that the business is in the middle of the summer slump—steady, but not rising. They blame it on slower location business due to the summer fishing season, vacations and people going to the mountains. . . . Milo Nechaniki, operator of Canteen Service Company of Utah, is in Las Vegas for a brief vacation.

Tom Sheldon, music operator from Payette, Idaho, was in town on business last week. . . . In the opinion of Tommy Thompson, of R. F. Jones Company, Seeburg distributor, all top spots in the State have switched to dime play.

J. H. Rutter, of the Wurlitzer distributing company bearing his name, is on a business trip in Idaho this week. Speaking of Rutter, the one stop operated in conjunction with his business and managed by Laura Robinson, is going good. The one-stop has been in operation only four months but Laura said she now has accounts in Utah, Idaho, Wyoming, Nevada and Colorado. Besides, she is now getting orders from Montana, Kansas and Nebraska.

Laura said a new factor in her business is the record stores now ordering from her. "They are switching to my one-stop, so they tell me, because of the fast service and the fact that I have been averaging 90 per cent fill on the orders," she said.

## Memphis

By ELTON WHISENHUNT

Four top operators are scouting for a building to house a phonograph distributorship they're going in partnership on. They are Drew Canale, Canale Amusement Company; Jack Canipe, service man-

ager of Canipe Amusement Company; Edward H. Newell, Orinatt Amusement Company, and Johnny Novarese, Poplar Tunes Record Shop. . . . George Sammons, president of Sammons-Pemington Company, back in town briefly between trips. He took a swing thru North Mississippi recently.

Notes from West Tennessee: Charles Eaker is doing a good job building up P & N Music Company at Paris, Tenn. He bought it from his partner, Bill Pierce. Eaker is interested in going to dime play and plans to soon, when two or three others nearby change.

Jourd White, Jourd White Sales Company at Paris, says he will make the change to dime play when Eaker is ready to convert. White reports he is putting out some cigarette machines. . . . Paul Essary, Paul Essary Music Company at Lexington, owns a sporting goods store as well as his music and game route and reports the fishermen are giving both his businesses a big play. . . . Luther White, L & B Vending Company, Henderson, reports a good increase in his collections.

W. E. Foote, Foote Music Company at Selmer, Tenn., reports his business is going great guns what with many tourists flocking to Shiloh State Park. (This is the site of the famous Civil War battle of Shiloh.) Foote reports many tourists also come to the area for fishing and he's kept jumping all summer long.

Back to Memphis, Clarence A. Camp, president of Southern Amusement Company, enjoys the summer weekends at his cabin on Horse Shoe Lake in nearby Arkansas. He flies over in his private plane, even has a landing strip nearby he can use, thus averting all the heavy traffic motorists endure. . . . Douglas Highfill, popular owner of Rainbow Amusement Company, seen servicing a machine at a restaurant recently. He had it working again in short order.

Seen fishing recently was Allen Dixon, vice-president and general manager of S & M Sales Company. . . . Joe Cuoghi, who has a one-stop as well as a music and game route, reports the new Presley

(Continued on page 112)

dropped from \$149.50 to just \$140. Deeper drops were apparent in used in-line pin prices. No gains were noted, with Bally's Beach Beauty (early 1955) dropping \$60 from a January \$345; Big Time (early 1955) dipping \$35 from a January \$225; Gayety (early 1955) from \$110 to \$90, and Miami Beach (late 1955) from \$225 to \$195.

United's Caravan (early 1956) dropped from \$350 to \$235 in the six-month period; Pixie (late 1955) from \$195 to \$165, and Stardust (early 1956) from \$250 to \$225.

## Used Game Prices Show Hike

Continued from page 108

listed January 12, with prices in the July 22 issue, shows that many of the same games listed in both issues incurred only a slight price drop, remained steady, or in many instances jumped far ahead.

Here are some of the comparisons: Among the gun games, Genco's Big Top (late 1954) stood at \$325 in January, and increased in value to \$335 in July. Similarly, the firm's original Rifle Gallery (mid-1954) remained at \$175 over the six-month period. Sky Rocket, another Genco model (mid-1955) was listed at \$257 in January, \$235 in July. United's Carnival Gun (late 1954) remained at a steady \$175, from a \$195 January listing.

Other Arcade-type equipment which held steady or increased are Williams Sidewalk Engineer (mid-1955) which dropped only \$15 from its \$165 January listing; K O Fighter, which dropped \$25 from a \$350 January mark; United's Super Slugger baseball game (mid-1955) which skyrocketed from a

January listing of \$295 to a July figure of \$350. Genco's Champion Baseball slid from \$295 to \$225 and Telequiz from \$95 to \$90 in the six-month period.

In the shuffle game field, United's Lightning (early 1955) climbed from \$195 in January to \$275 in July. Chicago Coin's Fireball (late 1954) rose from \$195 to \$225 in the six months. Keeney's Diamond (mid-1953) jumped from \$165 to a July \$175, and Keeney's Carnival (mid-1953) jumped from \$75 to \$175. Some types of shuffles showed high depreciations, however.

Five-ball pin games remained steadiest of all, with little change in price of used models over the six-month period. Gottlieb's Derby Day (mid-1956) jumped from \$225 to \$240; Daisy Mae (mid-1954) climbed \$5 from a January \$145 mark; Gypsy Queen (early 1955) remained at \$185, Harbor Lites (early 1956) stayed at \$210. Williams' Wonderland (mid-1955)

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**COINMEN YOU KNOW**

Continued from page III

record is going fast as hot cakes. Elvis got back from Hollywood recently and it wasn't long before he jammed traffic wherever he went.

Parker Henderson, general manager of Southern Amusement Company, reports sales on the new 200 line he handles are better than any previous year. He attributes it to the all-round superior model this year. . . . Bill Forsythe, owner of Forsythe Music Company at nearby Millington, Tenn., is also on the city's Board of Aldermen. He reports political affairs in Millington are going smoothly and his music and game route doing well.

Operators from around the territory in Memphis for shopping recently included: John Stafford, F & W Sales, Bernie, Mo.; Bill Uttz, Dixie Novelty, Covington, Tenn.; John Dowdy, Ole Miss Music, Pontotoc; Guy Taylor, Taco Music, Oxford, Miss.; Johnny Allegrazza, Ace Music, Shaw, Miss.

Also, Sam Torjusen, B & T Amusement, Blytheville, Ark.; Charles Cole, Melody Music, Paragould, Ark.; Tex Dickens, Arkansas Music, Magnolia, Ark.; Grady Wallace, Wallace Amusement, Columbus, Miss.; John Haley, Haley Music, Canton, Miss.; H. C. Cresswell, Cresswell Music, Milan, Tenn.; James Howard, Dixie Amusement, New Madrid, Mo.; Joe Lavene, Lavene Music, Clarksdale, Miss.; Charles Gist, Gist Music, Helena, Ark.

Jack's Music Shop, 14 East Ninth Street, is being remodeled and air conditioned by its new owners, James R. Hill, Tom Bright Jr., C. W. Hays and Hershel Nation. Hill says the new owners plan to begin selling record players in the fall.

**Twin Cities**

By JACK WEINBERG

Congratulations are due to Harold Lieberman, head of Lieberman Music Company, and Mrs. Lieberman on the marriage of their eldest child, David, to Sara Silverman, in Chicago, July 14. The newlyweds are honeymooning on the West Coast and will live in Minneapolis on their return. David is assistant manager of the wholesale record division at Lieberman Music. Among the guests attending the wedding was Hy Sandler, wholesale record division manager, and Mrs. Sandler.

Solly Rose, Sandler Distributing Company, back from a swing thru Central and Northeastern Minnesota where the State's vacationland area is concentrated, reports mixed feelings among operators as to the kind of a season they will be able to salvage after a poor start due to weather. . . . Stan Woznak, Little Falls, reported business fair, generally, but great disappointment in results from the National Guard training site at nearby Camp Ripley where his equipment is on location. He said the guardsmen, from Illinois this session, are spending very little money.

Bun Mraz and Andy Theisen, operating Northland Music Company, at Brainerd, Minn., report tourist trade off because of bad weather, with income way behind that of last year at the same time.

. . . . Lew Ruben, of Lieberman Music Company, is traveling thru Southern Minnesota for several days. . . . Irene Lake, Lieberman bookkeeper, is on three-week vacation visiting in Las Vegas and

Los Angeles. . . . Operators who came to Minneapolis for the annual Imperial sessions of the Shrine included Norman Geffke,

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| Triple Play | 110.00   |
| Mexico      | 45.00    |
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| Auto Photo, Model 11 (Like Brand New) | Write      |
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| Blow Ball                       | 90.00   |
| Standard Metal Typewriter       | 225.00  |
| Wilcox Gay Recorder             | 75.00   |
| Jungle Joe                      | 75.00   |
| Love Meter (Set of 3)           | 90.00   |
| Bally Heavy Hitter              | 40.00   |
| Big Bronco Horse                | 295.00  |
| Bert Lane Zoo Ride              | 250.00  |
| Round the World Trainer         | 425.00  |
| Tale Quiz                       | 90.00   |
| Kiddie Whips                    | 225.00  |
| Super Jet (Space Ship)          | 250.00  |
| Horoscope                       | 75.00   |
| KO Champ (New Model)            | 295.00  |
| Voice O Graph (Post War)        | 250.00  |
| Bert Lane Merry-Go-Round        | 295.00  |
| Speedway Bomb Sight             | 95.00   |
| Seeburg Coin Hunt (Like New)    | 125.00  |
| Mutoscope Photomatic            | 295.00  |
| C. C. Championship              | 295.00  |
| United Regulation               | 245.00  |
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Sioux Falls, S. D.; Glen Addington, Bismarck, N. D.; Art Hagness, Grand Forks, N.D., and Ed Petek, Ely, Minn.  
 Frank Mager, Grand Rapids, Minn., is one tourist area operator who can't complain about business. He said it has been good. Mrs. Matt Huppert, Red Wing, Minn., wife of an operator is convalescing from a broken shoulder, sustained in a fall, which hospitalized her. . . . Business was just so-so for Fran Beffara, Hibbing, Minn., so he took time off to come to the Twin Cities for a golf game with Harold Lieberman. . . . Jack Tomar, Two Harbors, Minn., reported coin machine business off but his premium distribution enterprises doing well.

Music Company and Perry Music Company, among others, is venturing in a new direction and establishing the Chase Vending Company.  
 Albert A. Weidman, pioneer cigarette operator, writes hello from Vero Beach, Fla., where he makes his home. He manages to commute occasionally to Detroit where he still has a principal interest in Weidman National Sales, now under the management of his partner, Leo Fournier.

for candy, gum and similar products which were used in parks and resort areas, such as the St. Clair Flats, Mich., about 50 years ago. His widow, Frances, survives. Interment was in Mount Olivet Cemetery.

about the middle of August. From California they flew over the North Pole route direct to Copenhagen. Then they visited London, Madrid. (Continued on page 114)

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 1 Seeburg MH 100A . . . . . \$285.00  
 Machine converted to 45 R.P.M. with new Calcoin Conversion. 1/2 cash with order, balance C.O.D., F.O.B. L. A.  
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**Los Angeles**  
 By SAM ABBOTT  
 George Seedman of Rowe Service Company here and Mrs. Seedman are on an extended European tour and will return to Los Angeles

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 We have just completed a sale of 100 new phones, which leaves us with 100 A-1 used phones for sale.  
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 Seeburg V-200 . . . . \$600  
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 Wurlitzer 1600  
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 Wurlitzer 2000  
 Wurlitzer 1800  
**AMI**  
 AMI F 120  
 AMI E 80's  
 AMI D 80's  
**WE WILL SAVE YOU \$\$\$**  
 CALL US COLLECT FOR PRICES

Leo Barkovitch and Earl Berkowitz, B & B Novelty Company, at Ashland, Wis., have worked out a pretty good summer deal. Each one goes fishing every other day. They report business holding up in fair fashion. . . . Frank Davidson, Spooner, Wis., operator, who has a cottage on a lake eight miles from town, starts every day off with a dip in the lake as a means of continuing to progress from the illness which hospitalized him for so many months. . . . Mr. and Mrs. Floyd Shaw, Eden Valley, Minn., came to town to buy music and reported they are revamping their route. . . . Vern Howard, operator at Virginia, Minn., has opened a record and novelty store on the main street of his town.

Russell Cherity, Baldwin, Wis., bought new bowlers on his trip to town. . . . Earl Lackley, St. Paul, added music and bowlers to his route last week. . . . Harold Rose, Fargo, here with stories of what the tornado did to his city a month ago, bought games. . . . Al Stephen came in from La Crosse, Wis., for music. . . . So did Mike Young, Soldiers Grove, Wis. . . . Darwin Holsman, Bayport, Minn., bought games and bowlers on his stop-over. . . . Jim Stansfield, Winona, Minn., made a trip in for bowlers. . . . Clayton Norberg, C&N Music Company, Mankato, Minn., bought music on his visit here.

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 SEEBURG V 200 . . . . . \$795  
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 Write for special price  
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**BALLY IN-LINE GAMES**  
 A good supply is on hand, but because of day-to-day activity, please call for games available and prices.  
**USED BOWLERS**  
 Keeney Carnival . . . . . \$145.00  
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 United Team Bowler . . . . . 75.00  
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 Genco Skill Ball . . . . . 325.00  
**USED PHONOGRAPHS**  
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**Detroit**  
 By HAL REVES  
 James A. Passanante, who for years was one of the city's leading coin machine operators and distributors, was on the sick list with a severe cold upon his return from Portland, Ore. Mrs. Passanante, who has been suffering from arthritis, entered University Hospital at Ann Arbor for treatment. Louis Berman, veteran music operator, who has been a principal in Bell

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 LOCATION TESTED AROUND THE WORLD!  
 • Rotation Lite-Up Holes • Colored Rollers Lite Matching Color Pop Bumpers • Bull's-Eye Targets • High Score to 1900 Points • 2 Super-Powered Flippers and "Cross-Board" Cyclonic Kickers • Available with Twin Chutes.  
**BEGIN NOW TO BOOST YOUR EARNINGS—WRITE—WIRE—PHONE YOUR ORDER TODAY!**  
**NATIONAL COIN MACHINE EXCHANGE**  
 141-13 DIVERSEY BLVD. Phone: EQUingham 4-3567 CHICAGO 14

# Shaffer Guaranteed RECONDITIONED PHONOS

- ★ Mechanisms Completely Overhauled and Tested
- ★ All Worn and Defective Parts Replaced With New Parts
- ★ Amplifiers and Tone Arms Reconditioned or Replaced
- ★ Cabinet Refinished and Plastics, Glass Replaced Where Needed.

New Plex-Tone Finish

## SEEBURG

|              |          |
|--------------|----------|
| HF100R ..... | \$700.00 |
| HF100G ..... | 615.00   |
| M100C .....  | 525.00   |
| M100B .....  | 425.00   |

New Plex-Tone Finish

## WURLITZER

|                             |          |
|-----------------------------|----------|
| Model 2000 (200 Sel.) ..... | \$695.00 |
| Model 1900 .....            | 675.00   |
| Model 1800 .....            | 595.00   |
| Model 1700 .....            | 425.00   |
| Model 1250 .....            | 129.50   |



## SEEBURG 3W1

- 100 Wall Box Special
- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

**\$49.50**

## AMI

|                        |          |
|------------------------|----------|
| G-200 (200 Sel.) ..... | \$695.00 |
| G-120 .....            | 595.00   |
| E-80 .....             | 325.00   |
| E-120 .....            | 395.00   |

WRITE FOR ILLUSTRATED CATALOG

# Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

Columbus, Ohio    Cincinnati, Ohio    Indianapolis, Ind.  
 849 N. High St.    1200 Walnut St.    1327 Capitol Ave.  
 AXminster 4-4614    MAIn 1-6310    MEInse 4-3571

## COINMEN YOU KNOW

Continued from page 113

Rome, Florence, Venice, Lucerne, Frankfurt and Paris, according to the last report. From Copenhagen, Seedman reported. "Trip is fabulous and my survey of European vending machine operations is off to an interesting start. Denmark is a land of honest people. Automatic venders are everywhere, all on the outside of buildings and no one attempts to steal from them or tamper with them. Am learning much about how the other half operates."

The many friends of Johnny Ketchersid, Long Beach operator, will regret to know that he suffered a relapse and is again in the hospital. . . . Dick Norton, Whittier operator made a tour of the West Pico jobbers and distributors. . . . William R. Happel Jr. of Badger Sales Company is already planning his annual vacation which he will take soon after Labor Day. He plans to go to a spot on the Rogue River in Oregon to fish and relax. . . . A. J. Peterson

(Continued on page 115)

## Lyon Industries

Continued from page 104

pose of such merchandise before any liability for infringement will be incurred.

Lyon said that his firm is willing to enter into license arrangement with patent users. He added that court action is not contemplated at this time.

The action was taken as a result of consultation with the Lyon patent attorneys and with lawyers of the Worthington Pump Company, a 49 per cent stockholder in Lyon Industries.

Meanwhile, Lyon Industries announced the appointments of three new distributors. They are E. R. Barnes Sales Company for the St. Louis area; Forline Vending and Equipment Company, Oklahoma City, Oklahoma, and Kansas, and the Miller-Newark Distributing Company, Grand Rapids and Detroit, for Michigan.

## FTC Approves

Continued from page 104

order, Superior must not misrepresent earnings, or claim contrary to fact that it (1) obtains locations for machines, (2) trains purchasers (3) allots exclusive territories, or (4) conducts surveys where machines are sold. The order also requires the company to meet promised delivery dates.

Glenn E. Mercer, Superior president, was named in the order. According to FTC, the agreement is "for settlement purposes only and does not constitute an admission by the company or its president that they have violated the law."

## Williams

Now Delivering:

- ARROW HEAD 5-Ball
- HI-HAND 5-Ball with High Card Hand, "Wild" Joker!
- 1957 BASEBALL
- CROSSFIRE Gun Game
- 6-Pocket POOL TABLE

See Your Williams Distributor

## Williams

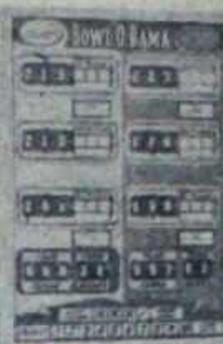
MANUFACTURING CO.  
 4242 W. Fillmore St., Chicago 24, Ill.

## BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

- WHY?
1. LIFE-TIME INCOME
  2. TROUBLE-FREE OPERATION
  3. ONLY 18"x18"

STANDARD HARVARD METAL TYPER, INC.  
 1318 N. WESTERN AVE.  
 CHICAGO 22, ILL.  
 EV 4-3120



KEENEY better for individual and team play . . . EARNS MORE!

## Bowl-O-Rama

6-PLAYER REGULATION BOWLER

FEATURING:

- TOTAL TEAM SCORING!
- TOTAL TEAM MARKS!
- ★ Jam-Proof Ball Lift
- ★ Actual Gutters
- ★ Colored Reels for Team Scoring
- ★ Black and White Reels for Team Marks

HAND-HIGH BALL RETURN BUTTON!  
 National Slug Rejector Coin Mechanisms

HINGED INSERT!



J. H. Keeney & CO., INC. 2600 W. FIFTIETH ST. CHICAGO 32, ILLINOIS

## NOTHING SOLD AS IS

All used merchandise thoroughly reconditioned—rails sanded and lacquered—equal to new. You will remember the quality long after price is forgotten.

### RIDES

|                              |          |
|------------------------------|----------|
| Bally Model T .....          | \$710.00 |
| Bally Space Ship .....       | 325.00   |
| Bally Motor Bike .....       | 775.00   |
| Bally Champion .....         | 425.00   |
| Capital Elsie .....          | 275.00   |
| Capital Palomino Horse ..... | 295.00   |
| Capital See-Saw .....        | 350.00   |
| Capital Donald .....         | 275.00   |
| Duck .....                   | 275.00   |
| Lane Lancer Horse .....      | 495.00   |
| Lane Miss America .....      | 330.00   |
| Lane Fire Engine .....       | 430.00   |
| Decca 3-Horse Carousel ..... | 325.00   |
| Decca 4-Horse Carousel ..... | 395.00   |
| Ex. Big Bronco .....         | 350.00   |
| C. C. Space Ship .....       | 295.00   |

### CIGARETTE MACHINES

|                            |          |
|----------------------------|----------|
| Lehigh 12 Col., new .....  | \$235.00 |
| Eastern 12 Col., new ..... | 289.50   |
| Eastern 22 Col., new ..... | 319.50   |

### USED

|                       |          |
|-----------------------|----------|
| Mercury 8 Col. .....  | \$195.00 |
| National 920 .....    | 95.00    |
| National 920 .....    | 110.00   |
| National 9 M .....    | 140.00   |
| PX 3 Col. .....       | 85.00    |
| PX 10 Col. .....      | 110.00   |
| Lehigh 12 Col. .....  | 130.00   |
| Electro 2 Col. .....  | 95.00    |
| Electro 10 Col. ..... | 125.00   |

### DRINK VENDORS

|                                                       |          |
|-------------------------------------------------------|----------|
| Specarb 2 Drink, 3D38 .....                           | \$325.00 |
| Specarb 4 Drink, 4D51 .....                           | 395.00   |
| Mills Hot Chocolate .....                             | 175.00   |
| Revco Ice Cream Cup, 109 .....                        | 95.00    |
| Bert Mills Coffee, Model 500 .....                    | 295.00   |
| Bert Mills Coffee, #201, with hot choc. attach. ..... | 195.00   |
| Bert Mills Coffee, M34 .....                          | 265.00   |

### MUSIC

|                       |          |
|-----------------------|----------|
| Seeburg R .....       | \$475.00 |
| Seeburg 300V .....    | 495.00   |
| AMI Model A .....     | 75.00    |
| AMI Model C .....     | 125.00   |
| AMI Model D-30 .....  | 325.00   |
| AMI Model E-120 ..... | 395.00   |
| AMI Model F-120 ..... | 475.00   |
| AMI Model G-200 ..... | 775.00   |

### CANDY VENDORS

|                             |          |
|-----------------------------|----------|
| Mills 3 Col. .....          | \$ 65.00 |
| U-Select-It .....           | 35.00    |
| Vandall, 8 Col. .....       | 95.00    |
| Stoner's & Co. .....        | 110.00   |
| DuGrenier 8 Col., new ..... | 225.00   |
| National 9 Col. .....       | 95.00    |

### ARCADE EQUIPMENT

Make this your Arcade Headquarters. We can completely equip and help finance.

|                                       |          |
|---------------------------------------|----------|
| Atomic Bomber .....                   | \$125.00 |
| Auto Photo .....                      | 1,795.00 |
| Bally Big Inning .....                | 85.00    |
| Bally Defender .....                  | 125.00   |
| Balloonomat .....                     | 295.00   |
| 3 Pl. Basketball .....                | 225.00   |
| Boomerang .....                       | 75.00    |
| Coon Hunt .....                       | 100.00   |
| C.C. Hockey .....                     | 75.00    |
| Champion Hockey .....                 | 125.00   |
| Chester Pollard Foot Ball .....       | 85.00    |
| C.C. 3-Man Hockey .....               | 295.00   |
| Dale Gun .....                        | 50.00    |
| Evans Bat-A-Score .....               | 145.00   |
| Ex. Hi Ball .....                     | 95.00    |
| Harvard Metal Typer .....             | 185.00   |
| Hayburners .....                      | 75.00    |
| Heavy Hitters .....                   | 35.00    |
| Wms. Jet Filter .....                 | 225.00   |
| Keeney Air Raider .....               | 125.00   |
| Keeney Submarine .....                | 125.00   |
| Life A League .....                   | 75.00    |
| Midget Movies .....                   | 125.00   |
| Mute. Card Vendors .....              | 30.00    |
| Auto. Photomat .....                  | \$235.00 |
| Mute. Lord's Prayer .....             | Write    |
| Mute. Voice Recorder .....            | 375.00   |
| Oracle of the Sphinx with cards ..... | 130.00   |
| Panograms .....                       | 225.00   |
| Pitch'm & Bat'm .....                 | 175.00   |
| Pop See .....                         | 65.00    |
| Genco Rifle Gallery .....             | 175.00   |
| Rock N Ball .....                     | 95.00    |
| Silver Bullets .....                  | 125.00   |
| Shoe Brush Up .....                   | 95.00    |
| Shoe Shine .....                      | 150.00   |
| Ex Shoot's Gallery .....              | 175.00   |
| Sidewalk Engineer .....               | 150.00   |
| Skill Jump .....                      | 45.00    |
| Silver Gloves .....                   | 195.00   |
| Spear the Dragon .....                | 125.00   |
| Undersea Raider .....                 | 125.00   |
| Foot Vibrator .....                   | 150.00   |
| Wms. Crane .....                      | 145.00   |
| AST Rifle Range .....                 | 1,250.00 |
| Zingo .....                           | 65.00    |
| Zodiac Vendors .....                  | 89.50    |

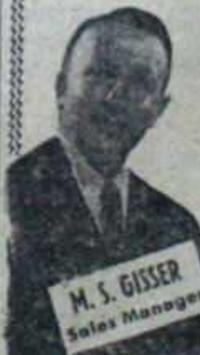
### BINGOS

FOR BALLY'S LATEST WRITE FOR SPECIAL PRICES

|                    |          |
|--------------------|----------|
| Big Shows .....    | \$425.00 |
| Beach Beauty ..... | 375.00   |
| Big Times .....    | 150.00   |
| Broadways .....    | 295.00   |
| Brasil .....       | 350.00   |
| Key West .....     | 475.00   |
| Miami Beach .....  | 160.00   |
| Nite Club .....    | 350.00   |
| Pinx .....         | 125.00   |
| Starlet .....      | 160.00   |

WE WILL ACCEPT IN TRADE ALL YOUR BINGOS AND 5-BALL PIN GAMES AGAINST PURCHASE OF SIX-POCKET POOL TABLES, MUSIC, SHUFFLE ALLEYS OR ANY ARCADE EQUIPMENT. CALL OR WRITE.

WURLITZER DISTRIBUTOR



## CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-6715

GIVE TO DAMON RUNYON CANCER FUND

### ROUTE FOR SALE

Including Music, Pin Balls and Shuffle Alleys In Midwestern State. Must sell because of health. No blue sky.

**BOX D-7**

c/o The Billboard, Cincinnati 22, Ohio

## COINMEN YOU KNOW

Continued from page 114

of the T. H. Specialty Company in Honolulu was a Los Angeles visitor recently. He stopped off at the Badger Sales.

Dave Yates, who was assistant to Jack Leonard in the Badger Sales parts department, has resigned and is now employed by one of the railroads. . . . Al Bettelman of C. A. Robinson Company returned from his vacation during which he combined pleasure and business. He spent several days in Chicago where he visited the factories of United, Chicago Coin and Exhibit. The trip to the Windy City was primarily made to attend the awarding of a Master's Degree to his kid brother-in-law at the University of Chicago. . . . Hank Tronick of C. A. Robinson reports that the second shipment of United Manufacturing Company's phonographs has arrived and is being shown. . . . Bill DeSelm, United Manufacturing Company's sales manager, left here for San Francisco and Chicago. Bob Beaver, United's factory representative, is remaining in this territory a few more days before returning to his home base in Salt Lake City.

Don Peters of Paul Laymon, Inc., service department, is on vacation in Colorado. . . . Jack Simon of Simon Distributing Company is on the road visiting operators in Northern California and Nevada. . . . Myron Forst is entering the hot foods field here on his own. He formerly worked for Davidson Bros. before going into the service. . . . The Western Vending Machine Operators Associations will hold their regular monthly meeting Tuesday night (30) at the Unique Restaurant at the corner of Washington and Figueroa. . . . Stan Rousso, Stoner sales representative, is out of

town on one of his frequent trips into the San Francisco and Northern California areas.

### Washington

By DELORES NEWCOMB

The tourist trade is still helping raise the profits of local coinmen. Roger Squite-

ro, secretary-treasurer of Hirsh Machines says sightseers did much to help business in May and June. The thousands of Boy Scouts who stopped in Washington this month on the way to and from their annual

(Continued on page 116)

### Panoram Operators!

**FOR SALE**

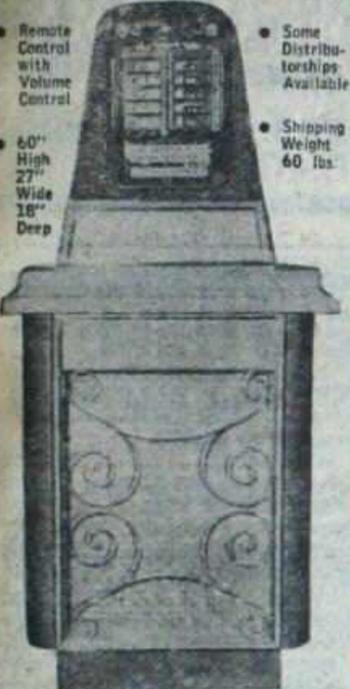
We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

**Phil Gould**

283 Market St. Newark 8, N. J. Market 2-4275

### "CONSOLETTA"

Replaces from 4 to 8 Wallboxes!



Write for Prices and Literature

**AUTOMATIC \$500.00**  
HOSTESS

COMPLETE STUDIO  
30 UNITS

4 Turntables 3 Switchboards  
Steel Record Racks, 1000's of Records,  
many extras.  
Will Sell at Any Reasonable Offer!

**REX**

COIN MACHINE DISTRIBUTING CORP.

821 So. Salina St. Syracuse 3, N.Y.

Telephone: Harrison 3-8255

## Phonographs

WURLITZER 2000 ..... \$695

WURLITZER 1900 ..... 675

WURLITZER 1800 ..... 595

ROCK-OLA 1448 ..... 595

**Atlas Music Co.**  
of Iowa

12th & Walnut Street  
Des Moines, Iowa  
Atlantic 8-3331

# WATCH GENCO!

for NEW and DIFFERENT GAMES

that give you

## MORE OF EVERYTHING!

MORE Player Appeal . . .  
MORE Exclusive Features . . .  
MORE Quality Construction . . .  
MORE Profit for the Operator!

## WATCH GENCO

for news of the NEWEST Industry Sensations.

— COMING SOON IN THESE PAGES!  
KEEP "ON THE GO" WITH GENCO.

## GENCO MANUFACTURING

Division of Chicago Coin Machine Company

2621 N. ASHLAND AVENUE

CHICAGO 14, ILLINOIS

IT'S 10 to 1  
"FIRST"  
HAS WHAT  
YOU WANT!

1 IT'S THE  
GREATEST!

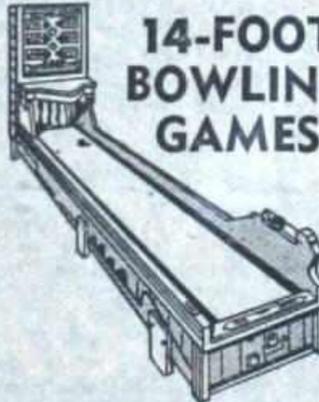
New Giant 2½-Pound  
Balls ACTUALLY HIT the  
New Giant Bowling Pins!  
BROTHER—THAT'S BOWLING  
with Chicago Coin's



## CLASSIC BOWLING LEAGUE

2 RECONDITIONED

## 14-FOOT BOWLING GAMES



WRITE OR PHONE FOR PRICE!  
QUANTITY LIMITED!

3 SHUFFLES

5-BALLS

POOL GAMES

BINGOS

Large selection available for immediate delivery. Write for listings and prices.

## WANTED!

GOTTLIEB and WILLIAMS  
5-BALL GAMES  
Also Late SHUFFLE GAMES

Cash or Trade

Write or Phone Today!  
for BEST DEAL!

4 GUNS

GENCO  
New DAVY CROCKETT Write  
STATE FAIR ..... \$325  
SKY ROCKET ..... 260  
SKY GUNNER ..... 125

EXHIBIT  
JUNGLE HUNT ..... \$395  
JET GUN ..... 110

WILLIAMS  
JET FIGHTER ..... \$185

SEEBURG  
SHOOT THE BEAR ... \$125

5 ARCADE

Mut. LORD'S PRAYER Write  
C. C. TWIN HOCKEY ... \$235  
C. C. STEAM SHOVEL ... 145  
Gen. 2-PL. BASKETBALL 185  
C. C. BASKETBALL CHAMP 125  
C. C. 4-PLAYER DERBY 145  
Cap. MIDGET MOVIES 125  
Evans SUPER BOMBER 115  
Evans BAT-A-SCORE ... 105  
TELEQUIZ w/Film ... 90  
Mut. ROCK 'N' ROLL ... 85  
Wms. QUARTERBACK ... 85  
Sc. BATTING PRACTICE ... 75

6 SPECIAL!

Exhibit's

## SLATE POOL

Original, authentic Exhibit  
Slate Bumper Pool, with  
specially designed  
cabinet. Recondi-  
tioned Like New! \$125



7 NEW GAMES

Gottlieb CONTINENTAL CAFE  
Bally SUN VALLEY  
Bally SHOW TIME—Special!  
Valley 6-POCKET POOL GAMES

8 NEW CLOSEOUTS!

Chicago Coin STEAM SHOVELS  
Genco DAVY CROCKETT GUNS  
Write—Phone for Special Prices!

9 SPECIALS!

Chicago Coin  
MIAMI SHUFFLE, Like New .... \$ 65

Exhibit  
RINGER BALL, Like New ..... 135

10 KAYE SUPER DeLUXE  
SLATE POOL GAMES

Most luxurious Bumper Pools ever  
made! Finest mahogany cabinet! Rich  
Furniture Finish! Genuine Slate Tops!  
Jumbo Plastic Bumpers!

**BRAND NEW! \$215**

IMPORTERS!



SEND FOR  
OUR BIG  
NEW  
CATALOG!

COMPLETELY ILLUSTRATED

# WANTED

★ It is imperative  
that we buy this  
equipment im-  
mediately.

### Gottlieb Pins

- 25 Rainbows
- 25 Auto Races
- 25 Derby Days
- 50 Aces High
- 25 Classy Bowlers
- 15 Frontiersmen
- 10 Easy Aces
- 10 Queen of Hearts
- 10 Dragonettes
- 10 Grand Slams
- 10 Gypsy Queens
- 10 Stage Coaches
- 5 Sluggin' Champs
- 10 Southern Belles
- 10 Sweet Add-A-Lines
- 10 Wishing Wells
- 5 Daisy Maes
- 5 Four Bells
- 5 Twin Bills
- 5 Gold Stars
- 5 Lady Locks

★ We will purchase quantities  
greater than  
those listed.

- Victory
- Champion
- Jet
- Rocket
- Magic
- Mystic
- ABC
- ABC Deluxe

### United Alleys

- Ace
- Chief
- Leader
- League
- Rainbow
- Shuffle Targette
- Speedy
- 11th Frame
- Lightning
- Clipper

★ If you have  
them, CALL,  
WRITE OR  
WIRE TO-  
DAY.

## INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY  
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
Rittenhouse 6-7712

Branch: 819-821 Lockwood Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.



# FIRST

COIN MACHINE  
EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE

CHICAGO 77 ILLINOIS

Dikens 2-0500



# WORLD WIDE Clearance VALUES!

## BINGO GAMES

QUANTITIES AVAILABLE—  
**LOW—LOW—LOW PRICES!**

|               |           |          |
|---------------|-----------|----------|
| SHOW TIME     | PARADE    | VARIETY  |
| KEY WEST      | NITE CLUB | BIG TIME |
| BIG SHOW      | BROADWAY  | BRAZIL   |
| DOUBLE HEADER | GAYTIME   | STARDUST |
| MIAMI BEACH   | GAYETY    | PIXIES   |

**IMMEDIATE DELIVERY!**

**WANT TO BUY—  
ALL TYPE 5-BALL GAMES  
WILL PAY HIGHEST DOLLAR!**

Cable Address  
"GAMES,"  
Chicago

Terms: 1/3 Deposit, Balance  
Sight Draft.



## COINMEN YOU KNOW

• Continued from page 115

jamboree also upped the take, Roger adds.

Michael Bushdid, operator of the Game Room at Washington's National Airport was recently awarded a contract enabling him to keep the operation going for five more years. Contract is awarded by the government, because the airport is on federal property. Bushdid is planning to add several new pieces of equipment, including 50-cent picture machines. . . . An extended spell of hot weather has hurt coffee sales at Kwik Kafe, says manager James Bowen. Milk sales are high, he adds.

### Milwaukee

By BENN OLLMAN

A dozen local music and games operators gathered recently at the Mayfair Lounge for their regular monthly meeting. Doug Opitz, Kendou, Inc., president of the group, presided over a discussion of current problems. No further meetings will be held during July, and perhaps the balance of the summer, according to Opitz. . . . Ray Ruch, M-G-M Records sales rep, claims that Marvin Rainwater's "My Love Is Real" is becoming a big juke box favorite all over his territory.

Karr Distributing Company, Woodruff, Wis., has added candy and tobacco jobbing to its list of activities. The firm will continue to operate a string of vending machines as well. To handle the new volume, Karr has recently built a big addition to their warehouse. . . . Don Reynolds, Wayne Candy Company, reports that venders

## BINGO MECHANIC WANTED

**GOOD PAY  
NO DRIFTERS**

★

**WRITE TO BOX 903**

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

## WE HAVE THEM

### 5 BALLS

|                             |          |
|-----------------------------|----------|
| Gottlieb HARBOR LITES . . . | \$210.00 |
| HAWAIIAN BEAUTY . . .       | 105.00   |
| CHINATOWN . . .             | 65.00    |
| HAPPY DAYS . . .            | 65.00    |
| SKILL POOL . . .            | 65.00    |
| SHINDIG . . .               | 65.00    |
| QUINTETTE . . .             | 65.00    |
| CROSSROADS . . .            | 55.00    |
| FOUR STARS . . .            | 65.00    |

### USED ALLEYS

|                                     |          |
|-------------------------------------|----------|
| Genco 6 Pl. DELUXE SKILL BALL . . . | \$395.00 |
| Chi. Coin 6 Pl. SKI BOWL . . .      | 395.00   |
| Exhibit RINGER BALL . . .           | 95.00    |
| United SUPER BONUS . . .            | 275.00   |
| LEADER . . .                        | 75.00    |
| 11th FRAME . . .                    | 95.00    |
| LEAGUE . . .                        | 100.00   |
| ROYAL . . .                         | 65.00    |
| Chi. Coin BULL'S-EYE . . .          | 350.00   |
| FIREBALL . . .                      | 150.00   |
| FLASH . . .                         | 115.00   |
| BOWLING TEAM . . .                  | 195.00   |
| THUNDERBOLT . . .                   | 195.00   |

### GUNS

|                            |          |
|----------------------------|----------|
| Genco RIFLE GALLERY . . .  | \$150.00 |
| Keeney SPORTSMAN GUN . . . | 175.00   |

### BASEBALL

|                                 |          |
|---------------------------------|----------|
| Williams 4 BAGGER . . .         | \$345.00 |
| Genco CHAMPION BASEBALL . . .   | 225.00   |
| United STAR SUPER SLUGGER . . . | \$325.00 |
| Genco HI FLY BASEBALL . . .     | 225.00   |

## UNIVERSITY COIN MACHINE EXCHANGE

858 N. HIGH ST., COLUMBUS 8, OHIO  
TEL. AXminster 4-3529.



Subject to  
AMUSEMENT TAX  
Only!

**BOOST YOUR EARNING POWER WITH  
GOTTLIEB'S TWO PLAYER**

# Continental Cafe

**LOCATION TESTED AROUND THE WORLD!**

- 3 Holes Lite in Rotation for 200 Points
- Red and Green rollovers Lite Red and Green Pop Bumpers to Score 10 Points
- 2 Bulls-eye Targets Score 50 Points for Center Hit
- High Score to 1900 Points
- 2 Super-Powered Flippers and "Cross-Board" Cyclonic Kickers
- Available with Twin Chutes

**D. Gottlieb & Co.**  
1140-50 North Kostner Avenue • Chicago 51, Illinois

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

**REDD-HOT SUMMER BUYS!**

**MUSIC**

10 ROCK-OLA 1446 .....\$495  
 WURLITZER 2000—1900—1800  
 1700—1500A—1550.. Write, Wire, Call  
 SEEBURG V-200 ..... Write, Wire, Call  
 AMI G-200—F-120—E-120.. Write, Wire, Call

**SPECIAL**  
 CHI. COIN  
 STEAM SHOVEL  
 In original crate

Clean-Reconditioned  
**BALLY**  
 CHI. COIN  
 UNITED  
 14 FT.  
 BOWLERS

**BINGOS**  
 200—Used  
 SHOWTIME KEY WEST  
 BIG SHOW NITE CLUB  
 BROADWAY  
 Write—Wire—Call

**WANTED**

CHICAGO COIN BLINKER—BULL'S EYE  
 6 PLAYER SKI-BALL

**Redd**

**DISTRIBUTING CO.,**  
 298 LINCOLN ST.  
 ALLSTON 34, MASS.-AL 4-4040



have been ordering heavy on his new Mint Cream Bar, a nickel seller.

New office gal in the Paster Distributing Company front office is Janice Lukaszek. Out-of-town operators stopping in last week to see Sam Cooper, included Harry Kososki, Niagara; Johnny Barros, Merrill; Dewey Wright, Wausau; Val Andreas, Oshkosh, and Joe Volk, Madison.

Avenue Arcade, says Ken Kulow, is being air conditioned this week. . . . Vending receipts are holding up well during the summer, report Carl Millman and Asher Rabin of Automatic Merchandising Corporation. Firm is experimenting with fruit juice vending, and getting good results with the Home Juice Company of Chicago's variety of half-pint and third-quart cartons of assorted juices at a dime.

Window Records is the label recently activated by Bill Schwartz in Sheboygan. Recent release by the Dick Metko band is getting a lot of juke box action, he claims. Numbers are "Happy Days Are Here Again" and "Yearning Heart." Distributor for the line is Don Smith, of Records Unlimited.

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 Williams 6-Pocket Slate Pool  
 Williams Hi Hand  
 Williams Yukon  
 Exhibit Tru Bowler  
 Chicago Coin Classic Bowling League  
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 Genco Gypsy Grandma  
 Genco Rotation Pool  
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 AMI D-40, 45 RPM ..... 224.50  
 AMI F-120 ..... 595.00  
 AMI G-80 ..... 650.00  
 AMI G-200 ..... 750.00  
 Wurlitzer 1100 ..... 50.00  
 Wurlitzer 1250 ..... 95.00  
 Wurlitzer 1500 ..... 195.00  
 Wurlitzer 1800 ..... 595.00  
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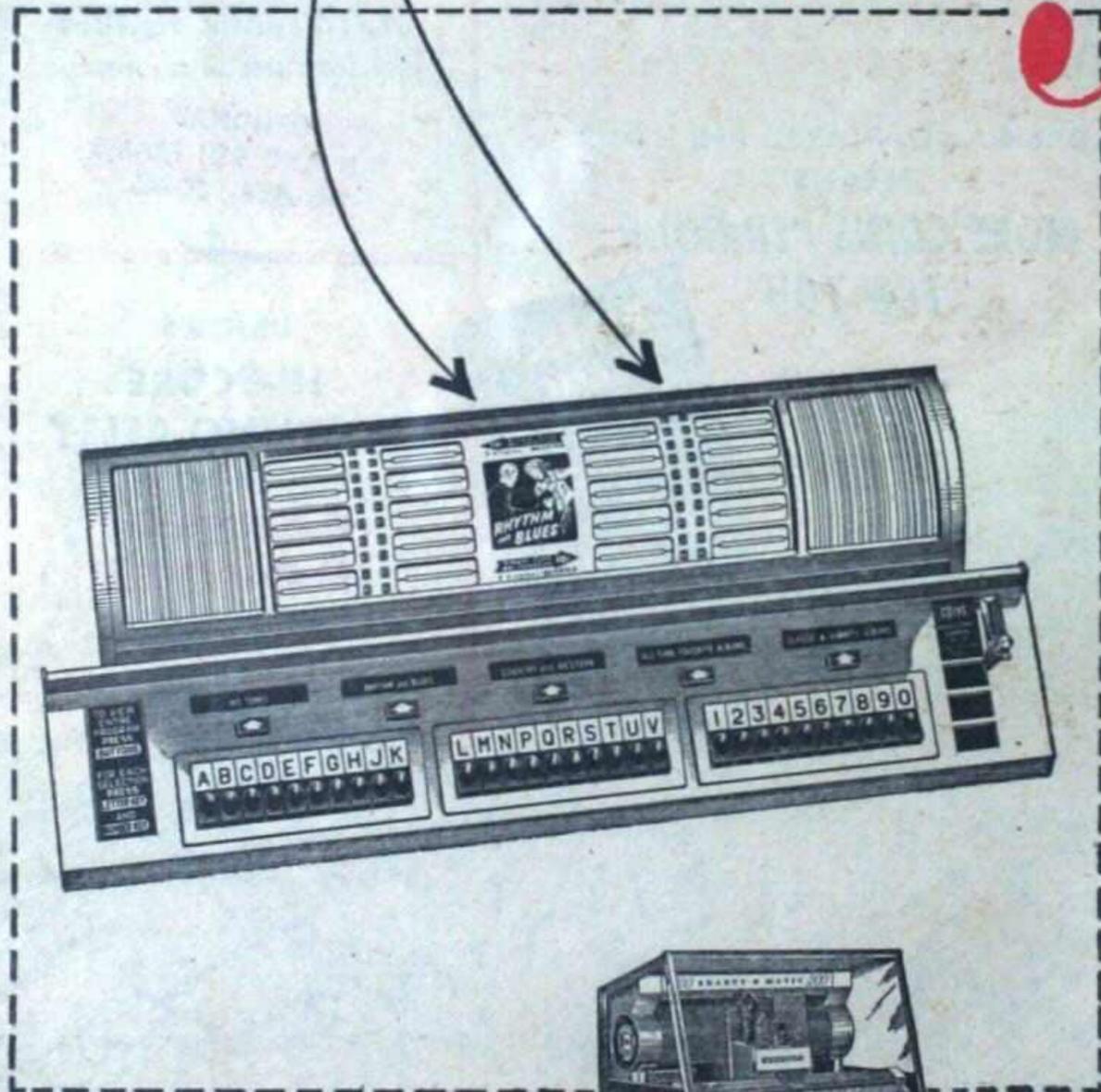
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