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Hambletonian Cues Huge Fair Turnout

Addition of Classic to Du Quoin Agenda Predicts Turnstile Bonanza

By HERB DOTTE

DU QUOIN, Ill.—A rare blend of Radio City, Indianapolis Speedway, and Long Island Sound, plus the Hambletonian, the richest of all harness horse races, will transform this town of 7,400 people into a mecca for some 400,000 persons for nine days, beginning Sunday, August 25.

Site of the fabulous Du Quoin State Fair, this town for years has jumped at summer's end as hundreds of thousands of people drawn from a wide area poured in to attend the fair—a private enterprise (despite its name) which is unique among the nation's many fairs.

This year, the addition of the Hambletonian—previously held at Goshen, N. Y.—will greatly swell the throngs and thrust the community into national prominence, a prominence which Goshen had been given annually as the eyes of the sports world—particularly of trotting and pacing enthusiasts—turned toward it and the most important event in harness horse racing.

Location Remote

On its own, Du Quoin State Fair long has been outstanding. Its location—228 miles from Chicago, 78 miles from St. Louis—is remote. Its immediate drawing territory is small in population. Yet, the fair annually has drawn several hundred thousand people for years, because it has provided one of the strongest attraction programs offered by any fair.

Long highly rated in harness racing circles, it has been the site

of Grand Circuit races—the big league of that world—for many years. Too, it has offered the cream of the nation's auto race drivers, drawn from the ranks of those who compete in the Indianapolis 500-mile classic.

It also has presented the biggest names in show business on its covered grandstand stage, one of, if not the first all-covered grandstand stages to be built on a fairgrounds.

It still offers top names, the best of auto races, and the Grand Circuit races, and this year in addition, will not only have the all-important Hambletonian but outboard boat races as well.

Plant Outstanding

The fairgrounds itself is a show place. It embraces some 1,200 acres of what once was strip coal mines but is now green in lawns, shrubs, flowers and trees. Its buildings are outstanding, some being in Colonial style architecture. And its stabling facilities are sufficient to handle all of the many horses that a costly Grand Circuit race meet draws.

The one-mile race track serves ideally for both horse and auto races. In addition, in the infield there is a water raceway, to be used this year for the first time for boat racing.

The grandstand seating capacity has been 8,000—or 600 more than the town's population. No difficulty has been experienced to fill it to capacity for each night of the fair's run.

This year because of the Hambletonian, the grandstand has been enlarged to about 20,000 persons. And the new addition has been

(Continued on page 61)

TV MOGULS SEE CHANGES IN TOP TEN GUEST LIST

NEW YORK—TV's most-seen guest stars this past year were Nanette Fabray, George Gobel, Nat (King) Cole, Peter Lawford, Julius LaRosa, Gordon MacRae, Guy Mitchell, Pat Boone, Ernie Ford and Fred MacMurray. Major talent agencies here agree that the Top Ten list for next season will have seven new names.

Boone, Lawford, Mitchell, Cole and Gobel are set with new shows of their own, while Ford is said to be confining himself almost completely to his nighttime series. LaRosa, MacRae and Miss Fabray will be back again with high totals in guest spots, while "periodic regulars" like Robert Merrill, Hugh O'Brian, Georgia Gibbs, Dorothy Kirsten and Boris Karloff will continue to turn up on variety, comedy and music shows.

Excluding certain sought-after guests like Mary Martin, who always says no, agency men project as the 1957-58 favorites the three held over, plus Janet Blair, Ann Sothern and Wally Cox, who all lost weekly shows recently; Julie London, Tommy Sands, Eydie Gorme, rising vocalists; and (surprise) Louis Armstrong.

Many popular stars, including Frank Sinatra, Lucille Ball and Desi Arnaz, Bob Hope, Dinah Shore and Big Crosby, actually appear much less frequently in TV guest spots than the public thinks, the talent moguls point out, calling it "the miracle of perennial fame and publicity." In all of this, no one made provision for Elvis Presley.

Hollywood Deluge; TV Thrives on Old Feature Film Plots

Ancient Flickers Hot Source For Video Program Material

By BOB BERNSTEIN

NEW YORK — The movie industry, which has in the past several years borrowed from television's every department for new stars, hot scripts and subjects of satire, is returning the compliment with a vengeance. Old feature film plots are now TV's greatest source of programming material.

"The Thin Man," "How to Marry a Millionaire," "Mother Is a Freshman," "Northwest Passage" and "Bulldog Drummond" are but a handful of the new teleseries in various stages of work. Hollywood alumni already with us include "Blondie," "Broken Arrow," "Fu Manchu," "Lassie," "My Friend Flicka," "Charlie Chan," "Topper" and "Rin-Tin-Tin."

Almost every production outfit has a movie-inspired show in the works. On the drawing boards: Andy Hardy and family, at MGM-TV; Raymond Chandler's detective, Philip Marlowe, at Goodson-Todman, and "Counsellor-At-Law" at Hecht-Hill-Lancaster.

"Inundation," Says Exec
What started the trend? ("More like inundation," says one network exec.) The earliest transfer of film characters and stories to TV series met with mixed results. Some, like "Cisco Kid," were successful. Some, like "King's Row," were not. The national exposure afforded by the parent movie didn't seem to be any kind of guarantee.

They kept coming. ("Like the lemmings headed for the sea," says

the veepee who prefers originals.) Video execs took courage from the switch to radio of stage and screen figures like Henry Aldrich and Corliss Archer. Then the major film companies entered TV and the trickle became a tidal wave.

From "Mr. and Mrs. North" to the "Count of Monte Cristo," everyone who was anyone on the silver screen became a potential living-room visitor. The only famous people not seriously proposed as TV leads at this date are Scarlet O'Hara and Rhett Butler. ("That's what you think," says the mystery exec.) Old movies became such a fraught source that Universal, in selling its library to Columbia, kept the TV series rights to its feature properties.

Not All Easy Sales

Despite the fact that the connection exists with one or more money-making, highly publicized feature films, some of these properties don't sell easily. "You Can't Take It With You," loaded with Oscars, affection and box-office gold, has been languishing in pilot form. That hasn't fazed Screen Gems or any other packager. And so in production are "Tugboat Annie," and "Ivanhoe."

The coming of age of feature films as TV fare in better time periods and with higher ratings has encouraged the trend. When an old movie racks up a surprising score among Nielsen, Trendex and their compatriots, the subject matter suddenly looks like a good bet for a half-hour series. Some of the feature hits in the days of TV's infancy, when 2.5 was a healthy rating, brought us "Sherlock Holmes," "Jungle Jim," "Scarlet Pimpernel" and "Boston Blackie" as weekly entries. ("Which led to 'Min and

(Continued on page 6)

Squaring the Movie Circle

NEW YORK—More TV series are inspiring theater release counterparts, in the manner of "Dragonet." Sheldon Reynolds came thru recently with "Foreign Intrigue." Now, Ziv-TV is prepping a movie version of "Highway Patrol," starring Broderick Crawford.

Movie moguls are now examining ratings and audience composition to see if the circle can be completed, and old movies transformed into TV series have whetted appetites sufficiently for the making of new full-lengthers. Suggested starters include "Sherlock Holmes," "Lassie," "Rin-Tin-Tin" and "Charlie Chan."

Vision Plus Fair Knowhow

DU QUOIN, Ill.—The Hayes brothers, Don and Gene, and their father, the late W. R. Hayes, shared a common enthusiasm for fairs and harness horse racing and also a common ability in how to make a purse out of what appeared to be a sow's ear.

Now a thing of beauty, the Du Quoin State Fair plant, which the brothers operate, was once unsightly mining land. The vision of Hayes and his sons transformed it into one of the finest fairgrounds in the country.

The fair's water raceway, another indication of the Hayes vision—was developed as a by-product of building the fair's mile horse and auto race track. Fill was needed to build it. Rather than dig in the infield, use the soil and rock taken out to construct it, and in the process built a water course.

This water course—five-eighths of a mile around—is eight feet deep and is 100 feet wide on the straightaways, thus amply sized for boat racing, which the fair will present for the first time this year.

NEWS OF THE WEEK

NBC Warns Kraft to Improve Ratings or Move Out . . .

"Kraft Theater" must come up with a healthier rating by January 1, warns NBC-TV, or it cannot survive in prime time against stiff dramatic show opposition. . . . Page 2

Screen Gems, Famous Artists Near to Co-Production Tie . . .

Screen Gems and Famous Artists are close to a deal to co-produce film series, tapping the agency's big name talent roster, headed by Kirk Douglas, John Wayne, Susan Hayward and Tab Hunter. . . . Page 2

NTA Reported Making Buy Of TV Station in Big Mart . . .

Latest move of National Telefilm Associates is said to be purchase of an indie TV station KMGM-TV, in Minneapolis. The outlet would be first to be signed by fast-growing NTA as the first step into multiple station ownership. . . . Page 10

Capitol Records' Sales Hits Record Figure of \$35,108,401 . . .

Capitol Records sales for the fiscal year ended June 30, 1957, hit an all-time high with a figure of \$35,108,401. The sales represented an increase of 37 per cent over the preceding

year, when the total reached \$25,647,468. Glenn Wallichs, Capitol president, cites teamwork among all segments of the company. . . . Page 15

Racks, Jukes Cue EP Comeback; Heavy Diskery Promotion Seen . . .

EP disks, once considered close to extinct by some labels, are experiencing a comeback. Increased interest is chalked up to the growing importance of racks as major sales mediums and the use of EP in increasing number by juke operators. Diskeries are marketing new releases in de luxe four-color jackets under the tag "Economy Package." Strong merchandising efforts push sales. . . . Page 15

DEPARTMENTS AND FEATURES

Amusement Games 94	Music Pop Charts—
Auto-Arena 67	Album Buying Guide . . . 28
Carnival 71	Honor Roll of Hits . . . 35
Circus 64	Best Seller Lists . . . 37
Coming Events 84	Tips on Coming Togs . . 51
Classified Ads 83	Parks & Pools 66
Coin Machine Market . . . 86	Pipes 80
Fairs & Exhibitions . . . 70	Radio 15
Film Circuit 65	Rinks 67
General Outdoor 80	Routes 63
Letter List 81	Television 2
Merchandise 80	TV Film 4
Music 15	TV, TV Film Reviews . . 14
Music Machines 85	Vending Machines . . . 90

MORE YANKS IN OFFING

NBC Warns Kraft of Move Unless Its Ratings Improve

NEW YORK—Again Kraft is said to have been warned by NBC-TV that its "Kraft Theater" must come up with a much improved rating by January 1 or be replaced by a property which will give the rest of the Wednesday evening line-up the lift said to be lacking now. The NBC caution is the second to be given a dramatic show recently, "Studio One" also having been put on notice by Westinghouse that it must produce by January 1 in the 10-11 p.m. slot, Mondays on CBS-TV or it too will be yanked.

The long running Kraft hour dramatic show, now in its 11th year, has upped its summer budget for talent to \$50,000 in an effort to better summer ratings and get an audience carryover into fall. The American Research Bureau rating for June shows Kraft with an average 16.5 in its Wednesday, 9-10 p.m. slot. "Father Knows Best," which precedes it, received a 30.5, and "This Is Your Life," which follows, a 28.5. The CBS-TV opposition, "The Millionaire" and "I've Got a Secret," received 25.3 and 31.0 respectively.

General Move

The pressure being put on these shows is part of the general network tendency to push hour-long dramatic stanzas out of prime time periods when their ratings have lagged. "Robert Montgomery Presents" and the famed "Alcoa-Good-year Playhouse" are two such major network dramas which will no longer be seen next season for this reason.

KPIX Gives Viewers Look Behind Bars

SAN FRANCISCO—Westinghouse outlet KPIX recently gave viewers to the station's public service "Adventures in Living" series a new slant on some Bay Area residents they hadn't met before: The inmates of San Quentin prison.

A KPIX production team headed by Bob Davy filmed a complete tour of the model penal institution, including interviews with the warden and inmates, and many scenes of the prison's progressive rehabilitation program.

Station officials scheduled a special screening for the 1,000 inmates when it was learned that the regular 3 p.m. Sunday telecast occurred at the same time as the prison's regular roll call period, and the men would be unable to see themselves on TV.

NBC once before applied pressure on Kraft, but this time the network seems ready to stick to its guns. The web's impatience, of course, is engendered by the tough current Wednesday competitive situation. Wednesday evening for the last several years has been very hard to sell by NBC, and this year selling seems even harder.

NBC will be facing "The Big Record," a new CBS big time variety show, Wednesday 8-9 next season, as well as two potentially strong new properties on ABC-TV, "Tombstone Territory" and "The Walter Winchell File." NBC is also making a major investment in "Wagon Train," and that investment needs as much support as possible.

The CBS and Westinghouse thinking is based on the same considerations. NBC-TV's "Suspicion" is expected to provide tougher competition for "Studio One" this fall than did "Robert Montgomery Presents," tho it will be telecast a half hour later. "I Love Lucy" will also be out of the CBS Monday night line-up.

Should both Kraft and "Studio One" be axed, it would mark the end of a high point in network TV — live drama. But audience tastes and demands are different in TV today than during the years when these shows were so successful. New programming patterns for live drama will perhaps be developed if these two shows do not meet the challenge of the medium.

STARS AND SHOWS

SG Sets Famous Artists Exclusive

NEW YORK — Screen Gems, fresh from talent and sales deals with the William Morris Agency and the General Artists Corporation, has reportedly set an exclusive deal with Famous Artists to co-produce star vehicles and handle all TV selling for that agency.

Famous Artists evolved from the union of Sam Jaffe and Charles Feldman, both long-time talent reps, with a roster of important name clients, including Van Heflin, Tab Hunter, William Holden, Susan Hayward, Rhonda Fleming, Jennifer Jones, Kirk Douglas, Dana Andrews, Celeste Holm and Irene Dunne.

Also, a group termed a natural for adult Western properties includes John Wayne, Randolph Scott, Jack Palance, Guy Madison and Arthur Kennedy. Greta Garbo is a famous Famous Artists client, inactive.

The non-exclusive pacts with Morris and GAC allow those agencies to sell any properties Screen Gems has agreed to produce, the shows to feature talent signed to those agencies. Morris clients are movie and TV names, GAC clients are pop music stars. In each case, filming costs are to be split between the agency and Screen Gems.

The proposed Famous Artists deal would give Screen Gems access to the kind of big name talent it hasn't been able to line up on its own—and in profusion. Columbia Pictures, its parent company, has currently only a handful of contract players, hence cannot supply stars to its subsidiary.

Other Famous Artists clients available for TV include Cliff Robertson, Dany Wynter, Terry Moore, Eva Marie Saint, Errol Flynn, Joan Collins and Richard Burton.

Factor Mulls 2d Nighttimer

NEW YORK—Max Factor, is considering a second nighttime show on ABC-TV this fall, currently mulling "Hey, Jeannie!" and the web-owned "Maggie." The advertiser last week wrapped up the Guy Mitchell music stanza move into its Monday 8-8:30 p.m. time purchase.

Factor is also huddling with ABC on a possible part-buy of the daytime strip version of "Do You Trust Your Wife?"

DEMANDS SUPPLY

Top Production Talent Scarce for Musicals

NEW YORK—With so many musical variety shows scheduled for telecasting next season, sponsors and their agencies have come to the conclusion that there is a shortage of top production and direction talent. One indication is the difficulty Chesterfield and Eddie Fisher are having finding a producer. Gobel, his alter ego in the Tuesday 8-9 NBC-TV slot, has already selected Alan Handley.

Lever Brothers and J. Walter Thompson are also having their troubles finding a top production talent for the Rosemary Clooney show, with Charles Meeker the designated target.

He would also handle the show that fills in until she's ready in late fall. The combination of Dean Martin and Polly Bergen, who are to alternate in the Saturday 9-9:30 slot on NBC, is also as yet without a production chief.

In some cases as, for example, the Clooney show, the problem is that the show was selected at such a late date that there hasn't been

C&W Picks Jergens' Plum

NEW YORK—Cunningham & Walsh came up with a \$4,000,000 plum last week when the Andrew Jergens Company named it to handle its advertising, exclusive of its deep cleanser and new product division which remains with Stockton, West & Burkhart. The appointment, effective December 1, will put Jergens back into the market for network TV which it wants to support its soap, lotion and hand cream products. The Robert Orr agency handled the account.

Meanwhile, the Helene Curtis Company was scanning agencies interested in its \$4,500,000 billings. The account was resigned by Erle Ludgin & Company, which had been handling Curtis products since 1954. A prime requisite here is an agency with a strong TV department to reverse the down trend in Stoppette sales and gain a larger portion of the market for Curtis' Spray Net.

The latter product has been buffeted by the success of Revlon's Satin Set on "The \$64,000 Question." Curtis has one new network property—alternate weeks of "Dick and the Duchess," Saturday 8:30-9 p.m. CBS-TV.

Philip Morris Into 'Suspicion'

NEW YORK — Philip Morris, Ltd., has bought an alternate half hour of "Suspicion," the Monday on NBC-TV. The network has already sold an alternate hour to the show to Ford Motors.

The cigarette advertiser will use the program for its Philip Morris brand. N. W. Ayer is the agency. NBC is also pitching hard at Drackett for an alternate half hour of "Wagon Train," Wednesdays 7:30-8:30 p.m.

NEW YORK—David Piel, who produced the "Captain Kangaroo" series for CBS-TV, has acquired a new property for animation. Piel will produce a series of 104 shorts, four minutes in length, based on Crockett Johnson's comic strip character Barnaby.

'TAINT SO

No Watering On Westerns, Rebuts ABC

NEW YORK—The women and kids who watch half-hour vidfilm Westerns are actually a bonus audience, rather than a minus value, since there are about four male viewers watching every five sets tuned to a network horse opera, reports ABC-TV's research chief, Don Coyle.

Taking issue with a recent story in The Billboard, which said that advertising efficiency of Westerns was watered down for male-appealing sponsors by the influx of moppets, Coule stated:

"Westerns command a high number of viewers-per-set—2.49. This means that the cost-per-viewer is extremely low, \$1.03. Since Westerns have as many male viewers per set as most other program types, it costs less for these half-hour Westerns to reach men.

Actually, the cost-per-thousand men viewers for the average program is about 60 cents higher than for Westerns.

"Are men outnumbered? Do the kids blunt the CPM value? The answer to both questions is a decided 'No.'"

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FALL NET SCHEDULES AS THEY CURRENTLY SHAPE UP

HOLLYWOOD—Here's the breakdown of the fall network schedules as they currently shape up. Each web's programming is shown here according to the number of hours programmed of each type of stanza:

	ABC	CBS	NBC	TOTAL
Adventure	1½	1	—	2½
Anthology	½	5½	2½	8½
Comedy	1	6	3½	10½
Detective-Mystery	½	2	4	6½
Kid Programs	2	1	—	3
Miscellany	1	½	½	2
Music	4½	1	4½	10
Quiz and Panel	—	2½	2	4½
Series Dramas	½	½	—	1
Variety	—	1½	2	3½
Westerns	5	2	2½	9½

SEEK PUBLIC REACTION

FTC Plans Survey On Filter Smoke Ads

WASHINGTON—A quiz program on "What Does Filtertip Advertising Mean to You?" is being packaged by the Federal Trade Commission, and will be presented to American TV viewers and consumers in general, when the agency okays the final format.

The consumer survey will be part of the Commission's "fresh approach" to the regulation of an annual \$85,000,000 in cigarette advertising. Acting Chairman Robert Secrest recently told a House Committee studying the cigarette-cancer tie-in. The Surgeon General's recent official warning on the dangers of smoking triggered the second look at cigarette advertising.

Although the Federal Trade's staff has not yet compiled the consumer survey questions on what the filtertip "terminology" means to them, speculation is high that John Q. Public will be asked about the impact of TV advertising of filtertips. The agency wants to know what filtertip ads mean to the consumer in terms of health protection. FTC hopes results of the survey will enable it to take steps to protect the public from deception in labeling or advertising of cigarettes, if it is found necessary.

TV and other ad claims for filtertips are getting scrutiny because of finding in test data by a "private publication" cited by FTC, as showing that tar and nicotine content were as high or higher in the filter type, as in the regular popular

STARS UNAVAILABLE

Lever Bros., Factor Hunt Singer Subs

NEW YORK—The market still continues bullish for musical talent on TV. Both Lever Bros. and Max Factor are looking for short-term replacements for their next season's program choices.

Rosemary Clooney, who received the nod for the Thursday 10-10:30 p.m. slot which is to be sponsored by Lever Bros., will not be available for a minimum of several weeks because of the birth of her child this week. Her replacement, Jo Stafford, will start the season.

Polly Bergen's case is different. She has a contract with CBS-TV which runs until December 31 and that web has refused to relinquish her. NBC and Max Factor both still want Miss Bergen, and MCA, her agent, is willing. Unless CBS has a change of heart, which is unlikely, MCA will have to find a number of male and female vocalists to fill in for her.

brand of cigarette put out by certain companies.

Also in prospect for policing the \$5,000,000,000 cigarette industry's advertising are possible "additional steps" to be taken by the FTC in this area. Secrest told the Blatnik (D., Minn.) Subcommittee on Legal and Monetary Affairs (26). Such steps might include requests for legislation from Congress, or requests for funds for more personnel and equipment to pursue scientific tests, FTC spokesmen believe. The agency told Congress it is frankly understaffed to deal with the ever-changing content of cigarettes and their advertising.

Praise was given the cigarette manufacturers and the advertisers for dropping the old "health" claim

(Continued on page 14)

'Ding Dong' Web Bow Delayed

CHICAGO — Sylvester (Pat) Weaver's Program Service Network has revised its plans for an early debut with "Ding Dong School." Instead of starting, August 26 on the affiliates in New York, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati, St. Louis, and WGN-TV, here, "Ding Dong School" will make its debut at that date on WGN-TV, only as a live show and be telecast for 13 weeks.

It will be sponsored by Cocoa Marsh, Climax Industries, and local bankrollers. The live WGN slotting is being used, however, to test the potential of the program since Cocoa Marsh has no distribution here. It is hoped that "Ding Dong" will start the cash registers bonging for the product. If "Ding Dong" produces the results expected, Weaver expects to have a potent sales story to sell other clients even while the show is still being seen live here.

Bates Clients Responding to Network Bids

NEW YORK—Ted Bates has had a rush of late buying interest in network TV on the part of several key clients who had large budgets allocated for spot TV, but who changed their minds because of the unusual deals offered by some of the webs.

Among these are Carter Products, Brown and Williamson, a stirring by Colgate for more network programming, and Whitehall Pharmaceutical, which is in a good position to find additional funds. Client most likely to make its purchase first is Carter.

FALL PROGRAMMING SCRAMBLE

Comedies Hold Their Own in Time Tussle With Westerns, Musicals

HOLLYWOOD — Despite the fact that comedy shows seem to have become the forgotten program type in the incoming rush of Westerns and musicals, the dominant web still seems to think enough of them to keep them as its dominant form of programming. Further, the outlook is that the laugh-seekers still will outnumber every other type of show come the new season.

An analysis of the forthcoming skeeds (see accompanying chart) indicates that the comedies still will be airing a half-hour more weekly on the networks than the second most active type of show, musicals.

These are followed, in order of most time occupied, by Westerns, anthologies and detective mysteries.

Obviously, it is CBS' emphasis on comedy, using more of this type of show than ABC and NBC combined, which has kept it at the top of the heap. The same web's favorable feeling about anthologies has made that the fourth strongest category.

ABC, with a batch of new sponsors, as might be expected is leading the music-Western trend, on which it started the industry off two years ago. NBC appears, in a sense, to have the most balanced

programming, altho music and detective-mysteries are the two top categories.

With the programming varying so markedly each of the three nets is, in a sense, on the spot, altho none is responsible for the entire schedule, with CBS probably exerting the most control and ABC the least.

Despite definite dominating categories, however, there appears to have been very little block programming. ABC still has its Western night on Tuesday, and what might be called a music one on Monday; CBS has its two and one-half hours of anthology on Thursday, and a comedy-quiz block on Tuesday; NBC is dominated by detective-mystery series Friday, and by music Saturday. On other nights, however, the programming is well shuffled.

TV Probe Pushed By Justice Dept.

WASHINGTON — In an exchange of letters released last week (1), the Justice Department told Senator Magnuson (D., Wash.) that it was progressing in all areas of investigation suggested by the Cox report on television network practices, forwarded to Justice by the Senate Commerce Committee.

Magnuson replied that he hopes for a further report from Justice and for any additional views it can give on the subject, prior to January, 1958, so that his committee can include Justice views in its activities on television.

Deputy Attorney General William P. Rogers told Magnuson that he hopes for "accelerated" progress in following Cox's recommendation for study of alleged net-tie-in between sales of time and sales of net-owned programs. Rogers noted that Justice investigation is continuing on "alleged preferences granted by networks to their own programs, and the acquisition of financial interests in independently produced programs as a condition to the broadcast of these programs over network facilities." (The Billboard, July 1.)

Rogers said Justice felt it unwise to comment on the recommendations made to the Federal Communications Commission in the Cox report. However, Justice is continuing its own investigation of the "challenged practices" of "must buy" and "option time," which also were singled out in the Cox report for special attention by the FCC. Investigation is not yet completed, Justice said, on allegations of independent stage service

suppliers that networks are shutting them out of business.

In general, Justice will carry out the request, made in the special report by Special Counsel Kenneth Cox, to investigate all complaints alleging "abuse of power on the part of the networks."

SAYS SARNOFF:

Shoe Leather, Not Talk, Will Aid Business

NEW YORK—"Networks possess no magic immunity from problems common to all business in these unsettled times," says Robert Sarnoff in his latest report to TV editors. What's needed to combat bad business conditions is "more shoe leather, less talk about inflated income" rather than replies to The New York Times, thinks the NBC president.

Agreeing with The Times article which called the current selling situation hard and the buying soft, Sarnoff points out that many advertisers are currently caught in "the squeeze between higher gross sales and lower net profits" and have "adopted a more cautious attitude toward major advertising in all media."

"A newspaper or magazine," says the web chief, "can curtail its number of pages. A network, sold or unsold, must program its prime viewing hours . . . and alone underwrite the heavy costs of non-sponsored shows." He sees no cause for hysteria "because a few facts about late selling find their way into print," urging "the fact that our annual sales volume will be higher than a year ago does not lessen the need for realization of our true role as a part of the American business economy, accepting in equal measure the problems and rewards of that economy."

Lewine May Head NBC Daytime Op

NEW YORK—Richard Lewine, vice-president NBC-TV network program department, will most likely assume full charge of the daytime operation at the web. He now supervises the nighttime area of programming, but the resignation of Mort Werner, the daytime chief, leaves a gap open that Lewine will probably fill.

YACHTS OF FUN FOR SUMMER

NEW YORK — The high point of summer madness was reached last week in an offer from Bell Productions to ad agencies everywhere. A luxury yacht sleeping seven, with two bathrooms, will go to the agency which comes up with a 13-week contract for Bell's new live series, "The Unstable Roundtable," by September 1.

"Unstable" is a panel show featuring quiz winner Teddy Nadler, five professors and a real Countess discussing such crucial issues as "The Role of the Dog in Society," "Job Opportunities in the Gobi Desert" and "The Future of the Big Toe."

The insanity of this approach to TV selling is reflected in The Billboard's request that the contest be opened to trade publications.



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

America's
10th TV Market
917,320 TV sets

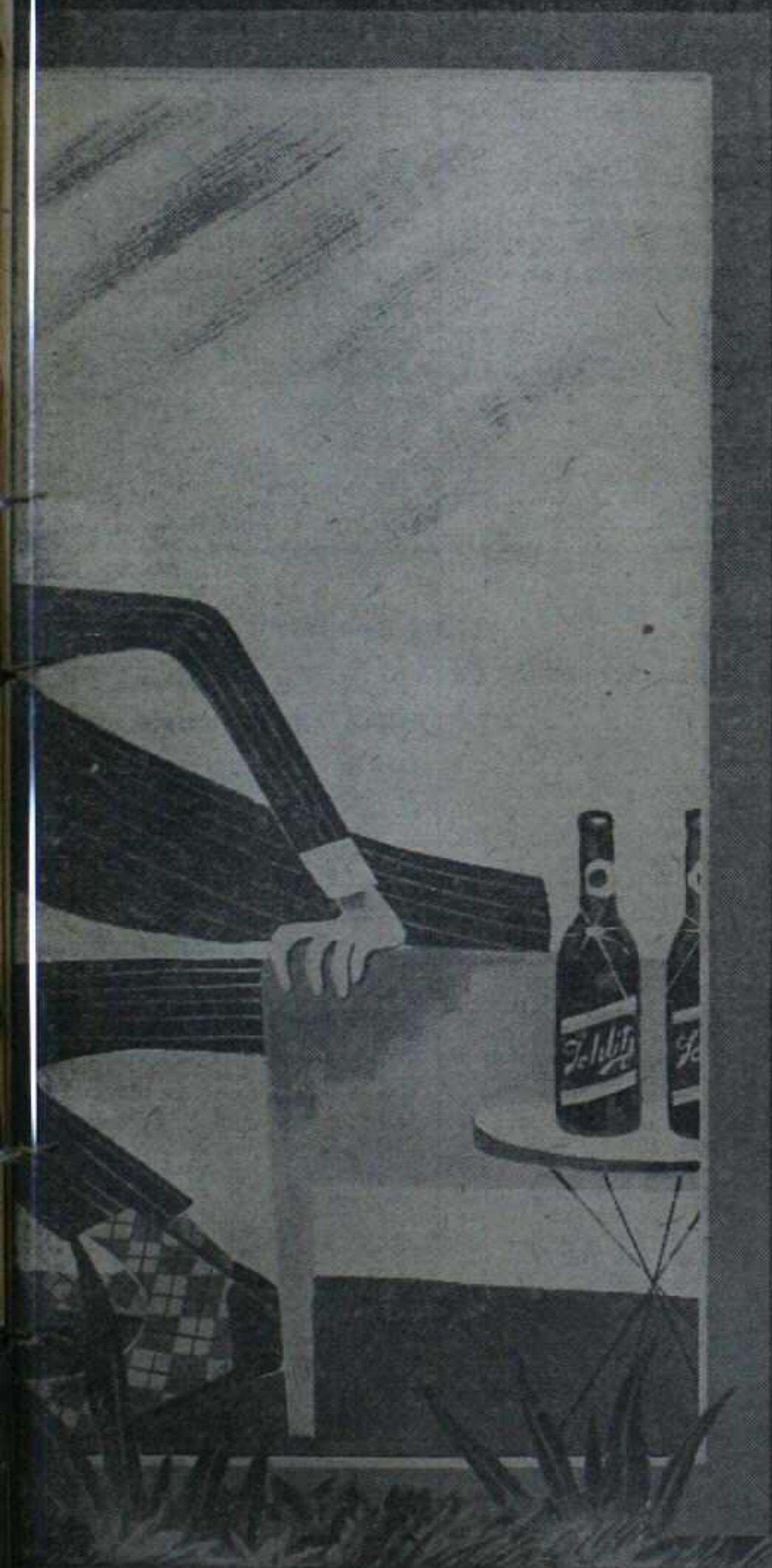
Lancaster
Harrisburg
York
Lebanon
Reading
Hanover
Gettysburg
Chambersburg
Waynesboro
Lewistown
Sunbury
Carlisle
Pottsville
Shamokin
Lewisburg
Hazleton
Mt. Carmel
Bloomsburg
Hagerstown
Frederick
Westminster

STEINMAN STATION
Glair McCollough, Pres.
Representative **MEEKER**
316,000 WATTS

still
they love



us in Milwaukee



The scene hasn't changed . . . and the Warner Bros. features rating picture on Schlitz Playhouse is bright as ever. In fact, ARB for May gives WTMJ-TV a 31.3 — higher than the combined ratings for all three major studio feature films competing against it at the same time — 9:30-11 Sunday night.

This serves to point up the continuing pulling power of Warner Bros. features . . . confirming what J. Walter Thompson — agency for Schlitz Beer — determined through a special three-week survey some months ago. And now as then, all major studio feature films are scheduled at the same time on Sunday nights.

Milwaukee tastes pretty much typify the preferences of viewers everywhere. To capture audience and sales alike in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIVERSIDE 7-8553
9110 Sunset Blvd., CREstview 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

Old Film Plots Top Source of TV Material

Continued from page 1

Bill and "Union Pacific," signs our frightened exec.)

Programmers are right in crediting the Hollywood originals as the deciding factor in launching these properties as TV shows. Even though many of them appeared first as books and plays, it was the movie which achieved maximum saturation. Of course, one must also remember that the audience which loved the movie was 15 years younger, in some cases 25.

M-G-M and 20th Century-Fox have become the numerical leaders in the "let's dip into our own literary files" move, partly because they have the ready facilities for the transfer to TV. Columbia, which got into the swim earlier, has the facilities thru Screen Gems, but the latter has pursued a search-everywhere policy for new properties.

Five summers ago there were available four pilots based on movies. This summer there are 18, with a dozen more committed for production.

Big Names Sign For 'Navy Log'

NEW YORK—"Navy Log" has already signed nine major names to act as hosts and introduce various shows in the drama series which will be seen Thursdays, 10-10:30 p.m. on ABC-TV this fall. The first show will be hosted by Sen. Jack Kennedy.

Other hosts who have been signed are Tyrone Power, Kirk Douglas, Lord Louis Mountbatten, Vice-President Richard Nixon, Henry Fonda, Ernest Borgnine, Gov. Joe Foss of North Dakota and Robert Montgomery. Sam Gallu, the producer, expects to get a big name to introduce the remaining 30 shows in the series. "Log" has 17 weeks available.

Sitrick to Serve As Doerfer Aid

WASHINGTON—Joseph M. Sitrick, NARTB publicity and special projects executive, will be legislative assistant to FCC chairman John Doerfer, effective August 26, 1957.

Sitrick's varied background includes over two years in press and public relations with the Television Association; a tour as assistant chief of International Press Service with U.S.I.A., and service as congressional liaison for the assistant secretary of state for public affairs. Before coming to Washington, Sitrick was at different times announcer, newscaster and assistant program director for Midwest radio stations.

Burr Leaves Y&R, Produces at CBS

NEW YORK—Gene Burr, Young & Rubicam program supervisor, last week resigned to join CBS-TV as one of its daytime producers. Burr's first assignment will be "The Verdict Is Yours," the replacement for the Bob Crosby Show, 3:30-4 p.m. across the board on the web.

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

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 commercial time and talent costs by its number of allocated commercial minutes and then by the total number of homes men, women and children under 18 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 reflecting the relative value of programs.

VARIETY AND MUSIC SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
1. L. WELK (Dodge, ABC) \$ 1.20	1. L. WELK (Dodge, ABC) \$ 1.17	1. L. WELK (Dodge, ABC) \$.93	1. L. WELK (Dodge, ABC) \$ 1.96
2. WELK'S TOP TUNES (Dodge, ABC) 1.69	2. WELK'S TOP TUNES (Dodge, ABC) 1.91	2. WELK'S TOP TUNES (Dodge, ABC) 1.42	2. PERRY COMO (S & H Stamps, Maxzema, Kimberly-Clark, Gold Seal, RCA, Sunbeam, NBC) 2.72
3. PERRY COMO (S & H Stamps, Maxzema, Kimberly-Clark, Gold Seal, RCA, Sunbeam, NBC) 2.12	3. ED SULLIVAN (Lincoln-Mercury, CBS) 2.31	3. PERRY COMO (S & H Stamps, Maxzema, Kimberly-Clark, Gold Seal, RCA, Sunbeam, NBC) 1.70	3. STEVE ALLEN (Drackett, Revlon, Polaroid, Greyhound, NBC) 3.34
4. ED SULLIVAN (Lincoln-Mercury, CBS) 2.27	4. PERRY COMO (S & H Stamps, Maxzema, Kimberly-Clark, Gold Seal, RCA, Sunbeam, NBC) 2.44	4. ED SULLIVAN (Lincoln-Mercury, CBS) 1.83	4. WELK'S TOP TUNES (Dodge, ABC) 3.72
5. STEVE ALLEN (Drackett, Revlon, Polaroid, Greyhound, NBC) 2.88	5. STEVE ALLEN (Drackett, Revlon, Polaroid, Greyhound, NBC) 2.92	5. STEVE ALLEN (Drackett, Revlon, Polaroid, Greyhound, NBC) 2.34	5. ED SULLIVAN (Lincoln-Mercury, CBS) 3.85
6. FIVE STARS OF SPRING (Bulova, NBC) 2.95	6. CHEVY *JW-PAT BOONE (Chevrolet, NBC) 3.16	6. CHEVY SHOW-PAT BOONE (Chevrolet, NBC) 2.44	6. FIVE STARS OF SPRING (Bulova, NBC) 4.39
7. CHEVY SHOW-PAT BOONE (Chevrolet, NBC) 2.99	7. FIVE STARS OF SPRING (Bulova, NBC) 3.43	7. FIVE STARS OF SPRING (Bulova, NBC) 2.55	7. CHEVY SHOW-PAT BOONE (Chevrolet, NBC) 4.89
8. RED SKELTON (S. C. Johnson, Pet Milk, CBS) 3.08	8. OZARK JUBILEE (Wmson, Dickie, Am. Chicla, ABC) 3.48	8. RED SKELTON (S. C. Johnson, Pet Milk, CBS) 2.85	8. RED SKELTON (S. C. Johnson, Pet Milk, CBS) 5.34
9. GODFREY'S SCOUTS (Lever, Toni, CBS) 3.19	9. RED SKELTON (S. C. Johnson, Pet Milk, CBS) 3.61	9. ERNIE FORD (Ford, NBC) 2.86	9. OZARK JUBILEE (Wmson, Dickie, Am. Chicla, ABC) 5.45
10. ERNIE FORD (Ford, NBC) 3.21	10. HIT PARADE (Amer. Tob., Warner, NBC) 3.84	10. HIT-PARADE (Amer. Tob., Warner, NBC) 2.90	10. ERNIE FORD (Ford, NBC) 5.99
11. HIT PARADE (Amer. Tob., Warner, NBC) 3.34	11. GEORGE GOBEL (Armour, Quaker, NBC) 4.05	11. GODFREY'S SCOUTS (Lever, Toni, CBS) 3.01	11. HIT PARADE (Amer. Tob., Warner, NBC) 6.22
12. OZARK JUBILEE (Wmson, Dickie, Am. Chicla, ABC) 3.51	12. ERNIE FORD (Ford, NBC) 4.12	12. OZARK JUBILEE (Wmson, Dickie, Am. Chicla, ABC) 3.06	12. CHEVY SHOW-D. SHORE (Chevrolet, NBC) 6.84
13. GEORGE GOBEL (Armour, Quaker, NBC) 3.76	13. CHEVY SHOW-D. SHORE (Chevrolet, NBC) 4.50	13. GEORGE GOBEL (Armour, Quaker, NBC) 3.24	13. GODFREY'S SCOUTS (Lever, Toni, CBS) 6.88
14. ARTHUR MURRAY (Spiegel, Purex, NBC) 3.94	14. GODFREY'S SCOUTS (Lever, Toni, CBS) 4.66	14. ARTHUR MURRAY (Spiegel, Purex, NBC) 3.35	14. JACKIE GLEASON (P. Lorillard, CBS) 7.19
15. SPIKE JONES (Liggett & Myers, CBS) 4.11	15. ARTHUR MURRAY (Spiegel, Purex, NBC) 5.13	15. SPIKE JONES (Liggett & Myers, CBS) 4.41	15. GEORGE GOBEL (Armour, Quaker, NBC) 7.67
16. ARTHUR GODFREY (Brist-Myers, Kellogg, Amer. Home Prods., CBS) 5.32	16. SPIKE JONES (Liggett & Myers, CBS) 5.52	16. ARTHUR GODFREY (Brist-Myers, Kellogg, Amer. Home Prods., CBS) 4.76	16. ARTHUR MURRAY (Spiegel, Purex, NBC) 8.64
17. CHEVY SHOW-D. SHORE (Chevrolet, NBC) 5.75	17. JACKIE GLEASON (P. Lorillard, CBS) 7.19	17. JACKIE GLEASON (P. Lorillard, CBS) 5.53	17. CIRCUS TIME (Hartz, ABC) 8.76
18. JACKIE GLEASON (P. Lorillard, CBS) 5.76	18. ARTHUR GODFREY (Brist-Myers, Kellogg, Amer. Home Prods., CBS) 7.75	18. VOICE OF FIRESTONE (Firestone, ABC) 6.41	18. SPIKE JONES (Liggett & Myers, CBS) 10.46
19. VOICE OF FIRESTONE (Firestone, ABC) 7.30	19. WASH. SQUARE (Royal-McBee, H. Curtis, NBC) 10.78	19. WASH. SQUARE (Royal-McBee, H. Curtis, NBC) 6.90	19. ARTHUR GODFREY (Brist-Myers, Kellogg, Amer. Home Prods., CBS) 13.77
20. WASH. SQUARE (Royal-McBee, H. Curtis, NBC) 7.77	20. VOICE OF FIRESTONE (Firestone, ABC) 11.78	20. DINAH SHORE (Chevrolet, NBC) 7.17	20. DINAH SHORE (Chevrolet, NBC) 15.28
21. DINAH SHORE (Chevrolet, NBC) 7.80	21. DINAH SHORE (Chevrolet, NBC) 12.55	20. CHEVY SHOW-D. SHORE (Chevrolet, NBC) 7.34	21. WASH. SQUARE (Royal-McBee, H. Curtis, NBC) 19.17
22. CIRCUS TIME (Hartz, ABC) 10.31	22. CIRCUS TIME (Hartz, ABC) 14.96	22. CIRCUS TIME (Hartz, ABC) 10.26	22. VOICE OF FIRESTONE (Firestone, ABC) 30.45

QUIZ AND PANEL SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
1. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) \$1.98	1. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) \$2.29	1. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) \$1.80	1. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) \$3.84
2. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.19	2. \$64,000 QUESTION (Revlon, CBS) 2.86	2. I'VE GOT A SECRET (R. J. Reynolds, CBS) 1.97	2. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 5.00
3. \$64,000 QUESTION (Revlon, CBS) 2.30	3. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.93	3. \$64,000 QUESTION (Revlon, CBS) 2.14	3. TO TELL THE TRUTH (Pharmaceuticals, CBS) 5.29
4. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 2.84	4. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 2.97	4. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 2.28	4. I'VE GOT A SECRET (R. J. Reynolds, CBS) 5.37
4. YOU BET YOUR LIFE (De Solo-Plym., Toni, NBC) 2.84	5. YOU BET YOUR LIFE (De Solo-Plym., Toni, NBC) 3.41	5. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 2.41	5. \$64,000 QUESTION (Revlon, CBS) 6.44
4. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 2.84	6. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 3.46	6. TWENTY-ONE (Pharmaceuticals, NBC) 2.51	6. TWENTY-ONE (Pharmaceuticals, NBC) 6.69
4. TWENTY-ONE (Pharmaceuticals, NBC) 2.84	7. TWENTY-ONE (Pharmaceuticals, NBC) 3.54	7. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 2.55	7. BEAT THE CLOCK (Hazel Bishop, CBS) 6.81
8. TO TELL THE TRUTH (Pharmaceuticals, CBS) 2.92	8. TO TELL THE TRUTH (Pharmaceuticals, CBS) 3.68	8. YOU BET YOUR LIFE (De Solo-Plym., Toni, NBC) 2.56	8. AMATEUR HOUR (Pharmaceuticals, ABC) 7.45
9. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 2.93	9. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 4.14	9. TO TELL THE TRUTH (Pharmaceuticals, CBS) 2.76	9. YOU BET YOUR LIFE (De Solo-Plym., Toni, NBC) 7.69
10. THIS IS YOUR LIFE (P & G, NBC) 3.24	10. THIS IS YOUR LIFE (P & G, NBC) 4.61	10. THIS IS YOUR LIFE (P & G, NBC) 2.77	10. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 10.21
11. MEET THE PRESS (Johns-Manville, NBC) 4.21	11. MEET THE PRESS (Johns-Manville, NBC) 4.70	11. AMATEUR HOUR (Pharmaceuticals, ABC) 4.18	11. THIS IS YOUR LIFE (P & G, NBC) 12.69
12. BEAT THE CLOCK (Hazel Bishop, CBS) 4.78	12. AMATEUR HOUR (Pharmaceuticals, ABC) 4.76	12. BEAT THE CLOCK (Hazel Bishop, CBS) 4.82	12. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 14.87
13. AMATEUR HOUR (Pharmaceuticals, ABC) 5.29	13. BEAT THE CLOCK (Hazel Bishop, CBS) 6.59	13. MEET THE PRESS (Johns-Manville, NBC) 4.90	13. MEET THE PRESS (Johns-Manville, NBC) 57.68

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COMING COST PER THOUSAND ANALYSES:

Next Week: Adventure—Suspense—Western Shows
News—Sports—Miscellaneous Shows.

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...

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...

provided to the Billboard on a confidential basis are average show costs over a 50-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.

By Sponsor Group

Toiletry, Toilet Goods, Household Cleanser & Polish

TOILETRY & TOILET GOODS 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 sponsors like Gillette, P&G, and Colgate.

HOUSEHOLD CLEANSER & POLISH 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 sponsors like Gold Seal, Drackett, and Lever.

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'WAGON TRAIN' RATES HIGH IN SCHWERIN TEST

NEW YORK — If the Schwerin program tests are correct, "Wagon Train," new NBC-TV Wednesday 7:30-8:30 entrant, has the earmarks of a hit.

Men and women liked the show equally. The Western received an even higher score among those people being tested who saw "I Love Lucy" and "Disneyland" the previous week.

WOI Scores In Iowa Mkt.

AMES, Ia. — WOI-TV, here, placed five network shows in the top 10 and five syndicated shows in the top 10, in a special American Research Bureau survey of the Des Moines market last month.

In prime time quarter-hours, WOI leads its two competitors by 50 per cent, according to ARB.

'Odyssey' Slated For Odd Intervals

NEW YORK — CBS-TV will telecast "Odyssey," its major public interest entrant of this season, at irregular intervals next season.

55% of NBC Fall To Be New Shows

NEW YORK — New programs will comprise 55 per cent of NBC-TV's nighttime schedule this coming season, according to Manis Sacks, programming vicepres.

Ovaltine Buys Last Of ABC Strip at 5

NEW YORK — The Wander Company, for Ovaltine, has bought the single open segment of ABC-TV's 5-5:30 p.m. new adventure strip, a quarter hour each week of the Tuesday telecast.

Kellogg has six, Sweets Company three of the previously sold quarter-hours.

BUNDLING BOARD?

NTA'S Pending KMGM Deal Would Bed 20th With MGM

MINNEAPOLIS — National Telefilm Associates is reported close to a purchase deal here for indie station KMGM-TV, a Channel 9 outlet which fills the bill of "VHF properties in cities of at least 500,000 population" known to be the yardstick Ely Landau has been using in scouting TV properties for sale.

If the deal firms, it may involve NTA in some of the oddest ownership pairings in the video field today. KMGM-TV, as its call letters suggest, is owned 25 per cent by Loew's, Inc., Metro's parent, in a deal made at the time the outlet, formerly KEYD-TV, signed up for the full Metro feature library. The remaining 75 per cent of the shares are held by an investment group headed by Sy Weintraub, who personally holds about 16 per cent and is president of KMGM.

If the Weintraub and friends group makes the sales deal with NTA, and Loew's, Inc., retains its interest, a unique situation will develop in which rivals M-G-M and 20th Century-Fox will suddenly find themselves in a TV bed together, since 20th owns a sizable interest in NTA, which co-produces and distributes various 20th product.

Ranks Third

On a rate-card basis, independent KMGM-TV ranks third in the four-station market of Minneapolis-St. Paul, with rates being slightly less than WCCO-TV and KSTP-TV, but substantially more than WCTN-TV. Unofficial estimates of the station's worth rate the physical equipment and Channel 9 frequency as good, but state that KMGM has not been an outstanding money maker, causing Wein-

traub to dig for cash to keep it operating smoothly, and to be willing to ask a relatively modest price. It's also common knowledge that Weintraub is anxious to concentrate on his current Teletars deals in the network centers of New York and Los Angeles.

How the station, if acquired, will fit into NTA's over-all plans isn't certain. NTA is in the network business successfully, although the film web has had no stations of its own to act as showcases for new sales formats or program development. NTA is strong in first-run syndication, with "Sheriff of Cochise" an assured success and "Official Detective" due for

launching. NTA is also in the re-run business, via Famous Films offshoot, and may want to control the setting up of special strip operations and/or barter deals on a showcase outlet.

Ted Cott

Also not certain is the role of Ted Cott, ex-NBC, ex-DuMont exec who is currently handling top assignments in both the network and program development realms at NTA. A fairly safe bet, however, is that Cott, a veteran of years of station operation, particularly with independents, will play an important role in this, or any other, station operation deal in which NTA is involved.

6 New Properties Due From Official in Year

NEW YORK — Official Films expects to launch as many as six first-run syndication properties in the next 12 months, with a step-up of 30 per cent or more in Official's activities in the co-production and co-financing field.

That's the prediction made this week to The Billboard by Seymour Reed, now executive v.-p. of Official's realm and the topper on its growing foreign telefilm sales, as well as treasurer and board member.

Also in the works, according to the ubiquitous exec, is a plan for Official to start exploration, possibly within the next two months, of overseas co-production deals in West Germany, Holland and Italy, as well as in the Latin-American TV nations, modeled on the successful Formula M evolved by Official with Hannah Weinstein's Sapphire Films and Britain's I.T.P. video programmers.

Solidity of the current Official Films position — a network show, three major and two smaller syn-

dicated properties, and a big re-run backlog are on tap for fall—is underlined, according to Reed, by the acceptance of Official Films paper by top bankers.

Currently, Official is paying only a straight 6 per cent on bank loans from sources like Chemical Bank & Trust in the neighborhood of \$2,000,000, as opposed to other telefilmeries, notably NTA, which has paid as much as 25 per cent interest on money deals.

WCBS Increases Day Lead in N. Y.

NEW YORK — WCBS-TV here has increased its daytime leadership, according to Nielsen figures, with its average rating up from 6.5 a year ago to 8.2, against WRCA-TV's gain from 3.9 to 4.2. Of the top 20 daytime shows, Nielsen gives 18 to WCBS.

In aggregate quarter-hours of women's daytime viewing, WCBS took 55.4 per cent last month, WRCA took 23.7 per cent, WABC-TV 6.7 per cent, WABD 5.6 per cent.

Marineland Completes 13 of Sea Color Series

ST. AUGUSTINE, Fla. — Marineland Films has completed here 13 half-hour color shows for TV release under the title "Wonders of the Sea." The series will be marketed by its parent company, Marine Studios, which produced "Secrets of the Reef," an award-winning feature film, last year.

ABC Adds 10 New Sales On '26 Men'

NEW YORK — ABC Film Syndication chalked up 10 more sales of "26 Men" last week, putting the new adult Western in 36 of the top 40 markets. August Wagner Breweries, which heretofore has never bought outside its home market of Columbus, O., made a five-market deal to put the show in Columbus and Zanesville, O., and Wheeling, Clarksburg and Charleston, W. Va.

The Kroger Company bought "Men" for Little Rock and Holsom Bread for Baton Rouge, La. New station sales were to WFAA-TV, Dallas; WPST, Miami, and KCCC-TV, Sacramento. Premieres are all mid-October.

MCA Revises Office Set-Ups

NEW YORK — MCA-TV is reportedly retrenching somewhat on its over-expanded national network of offices and its large staff of salesmen. Reports are trickling in from the field that MCA-TV will close its offices in Boston, Salt Lake City and Houston, and let most of its personnel go in those cities.

It is also expected that MCA-TV will make cuts in other offices which it feels are overstaffed for the volume of business they produce. The film distribution and production firm has recently put "The Mickey Spillane Show" into syndication.

CBS Pix Hits 2.8 Mil Sales During July

NEW YORK — CBS-TV Film Sales in the last month has racked up about \$2,800,000 in sales. "Grey Ghost" has grossed about \$1,000,000, a high figure but justifiable because of the premium prices being received for the series.

Jackie Gleason's "Honeymooners" has several regional clients for another \$1,000,000; "Mama" about \$400,000 and the co-sponsorship deal of "Annie Oakley" by Corn Products for its Bosco milk drink an estimated \$400,000.

Zoli Vidor to Look Europe Over for Likely MPO Ties

NEW YORK — Zoli Vidor, director of photography for MPO Television Films and MPO Productions, heads for Europe this month to investigate possible exchange agreements and co-production deals on commercials.

In addition to exploring Continental film processes adaptable for American production, Vidor will seek alliances with European film makers who want reciprocal deals for on-location shooting.

Cuba, U. S. Link Due for January

HAVANA — The relay system linking Cuba and the U. S. will be completed by January, with 150 hours of American TV shows beamed to Cuban viewers live during 1958. CMQ, Cuba's largest network, will transmit a limited number of Cuban shows to U. S. markets in exchange, most of them in English. The Havana-Miami telephone line system will run 170 miles to effect the transmission.

CBS-TV Holds Casting Reins

HOLLYWOOD — CBS-TV has launched on a program of extending its casting control over all network shows, both live and film, under direction of the web's new casting director, E. Charles Strauss.

The network has already taken over casting for "December Bride," "Perry Mason" and the new Eva Arden show, all filmed properties. It's felt that the centralized casting will result in better control and quality of talent used.

As part of this program the web has started a series of auditions to discover new faces for TV. So far two of these have been held, with some 20 actors and actresses seen and heard in each. According to Strauss, new talent has been shut out of television by the vicious circle of "What have you done, and if you haven't, we can't take a chance on you," yet audiences are being exposed to the same faces week after week, with letters from viewers commenting on this.

Strauss doesn't believe that it would be practical for a network to place a promising player under contract, as motion picture studios do, because he could not be placed in enough vehicles to make it worthwhile.

As far as talent for next season is concerned, the net's two big shows, "Playhouse 90" and "Climax," will stick to their \$10,000 and \$5,000 tops for stars, and Strauss doesn't envisage any more difficulty in obtaining players than in the past. He points out that this is far below the regular fees most top actors command, and that they have been attracted by good scripts rather than by the money involved.

CBS Makes Pitch to Hold Pan-Am Acc't

NEW YORK — CBS-TV is pitching hard to keep the business of Pan-American Airways. The advertiser's once-monthly sponsorship of "See It Now" ends in December.

CBS would like a "See It Now" renewal, or Pan-American sponsorship of another of its prestige stanzas. The web's try to move the advertiser into "Small World," Tuesday 10:30-11 p.m., has evidently missed fire. J. Walter Thompson is the agency.

Wyatt-Weill Form Firm to Produce Crime Confessions

NEW YORK — Jack Wyatt and Jules Weill have formed a new company, Confession, Inc., to produce a series of personal interview crime confessions involving the world's most notorious criminals. The film program is a continuation on a national scale of a live show which received impressive ratings in Dallas. Three of the half-hour shows have already been filmed, two in Dallas and one in Chicago. Thirty-nine will be finished by this fall.

'Capt. Grief' Sells To British Video

NEW YORK — "Capt. David Grief" has invaded Britain, with sales to Associated TV, Ltd., for Birmingham and Glasgow stations and to Granada TV for Manchester.

The Guild Films adventure show has also been bought by WRCA-TV, Philadelphia, putting the series in a total of 140 markets.

Audience Loyal To 'Disneyland'

NEW YORK — A status report on "Disneyland" at the completion of its third season gives the ABC-TV show the highest degree of audience loyalty, according to Nielsen full analysis reports. The series had 54.2 per cent of viewers watching three out of four telecasts, topping its nearest competition, "December Bride" and "\$64,000 Challenge," by one and two percentage points respectively.

Of all hour-long shows, "Disneyland" averaged 47.2 minutes per viewer per telecast, beating out Ed Sullivan (46.6), "Cheyenne" (45.8) and Perry Como (45.2).

Langendorf Eyes 'Ghost'

LOS ANGELES — Langendorf Bakeries, which has been sponsoring "Last of the Mohicans" in a large number of West Coast markets, is said to be interested in replacing it with "The Grey Ghost."

The CBS-TV Film Sales vidfilm series has now been sold in 47 markets and is owned in California by KTTV, Los Angeles.

ZIV sets the pace
with

4 OUT OF 9

top syndicated shows
IN CINCINNATI!



#1	MAN CALLED X	21.5
#3	SCIENCE FICTION THEATRE	19.5
#6	HIGHWAY PATROL	17.4
#9	CISCO KID	15.9

Time after time... in city after city

PULSE, April '57.

ZIV TELEVISION, INC.



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 2 weeks of release in over 60 markets, to such advertisers as:

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

CONTACT:

ABC FILM SYNDICATION
1801 Broadway, N.Y.C.
Lackawanna 4-8050



GUILDS TO GET WORD

MPPA Sets Formula For Post-'48 Pix

HOLLYWOOD—The Motion Picture Producers' Association reportedly has worked out a new proposal for submission to the guilds on release of post-1948 pictures to TV. It's believed first feelers on this were put out to the American Federation of Musicians at a meeting in New York last week.

The formula is graduated on a scale of 20 to 35 per cent of the gross of the pix in TV, the income to be divided among the guilds involved. Pictures whose production cost was \$300,000 or less would fall in the 20 per cent bracket, the films graduating up to the maximum 35 per cent, according to their original cost.

At the same time, the majors are reportedly dropping their demand that a feature must reach the break-even point before payments are made. (Many pix are today car-

ried on the books at hundreds of thousands of dollars loss following their theatrical run.) This has been one of the key stumbling blocks in previous talks between the MPPA and the guilds.

A big question is whether the guilds would be able to reach agreement among themselves on a split. Involved are the AFM, SAC, SDG, and WGA, with several of the craft guilds also now demanding a cut. The AFM already has an agreement for 6 per cent of the gross, and the MPPA is apparently trying for a revision of this so that it would fall in line with percentages that other guilds would receive.

The present Screen Directors' contract with the majors is due for renewal in March and, if not settled before then, it's likely that the problem of zero payments will come to a head at that time.

It's interesting to note that there are hundreds of post-1948 pix already in release without payment to the guilds. All of these were made either overseas or by independent companies, set up for the purpose of making one picture only, and then dissolved.

Altho many of these were financed by the majors, the guilds have no way of exerting their jurisdiction over them. With this type of production in greater practice than ever before, there are probably hundreds of post-'48 pix which have not yet been released—and could be—without guild agreement.

Brewery Sets 'Ranch Party' Regional Deal

NEW YORK—Griesedieck Bros. Brewery finally concluded its regional deal with Screen Gems for "Ranch Party." Nine markets have already been cleared, including St. Louis and Columbia, Mo., with the sponsor interested in purchasing an additional nine more markets in the South-Central region.

The show has also been sold to KLAS-TV, Las Vegas, Nev.; KID-TV, Idaho Falls, Idaho, and KMSO-TV, Missoula, Mont. Maxon is the agency for Griesedieck, whose last syndicated property was Ziv's Eddie Cantor series. "Western Ranch Party" stars Tex Ritter.

New Lexington Outlet in 5-Year Buy of SG Films

LEXINGTON, Ky.—WKXP-TV here, new outlet, bought the entire syndication catalog of Screen Gems for five years of multiple runs as its first film purchase. The purchase, which can provide 1,460 hours of first-run programming, includes 450 feature films, 135 Westerns, 343 half hour TV film stanzas, 679 serials and 390 cartoons. The independent station which goes on the air in September will rely on film for 90 per cent of its programming.

KETV Sept. 17 Debut

OMAHA—KETV debuts here September 17 with an 11-hour daily schedule. The ABC-TV affiliate, third station in the market, will be housed in its own just-completed building. Veepee and general manager is Eugene S. Thomas.

TCF to Make 2½-Hr. Series For NTA Web

NEW YORK—TCF-TV Productions has gotten the green light from the NTA Film Network to produce 39 episodes each of two new one-half hour series, "How to Marry a Millionaire" and "Man Without a Gun." The vidfilm series will be released over the 134 stations of the NTA film network beginning in January.

Complete recasting will take place on both shows, with the exception of Lori Nelson, who will play one of the starring roles of "How to Marry a Millionaire." A search is being conducted for two girls for "How to Marry," and for a star for "Man Without a Gun." Ben Feiner will produce the former show, and Peter Packer the latter.

Negotiations are being conducted for the sale of the Twentieth Century-Fox Hour as well as "Mother Was a Freshman." Among the other TCF-TV series in preparation are "Tales of Manhattan," a half-hour star-hosted anthology, "Mr. Belvedere" and "Tim Pan Alley."

NLRB Charges Against MPSC

HOLLYWOOD—The National Labor Relations Board last week charged the Motion Picture Screen Cartoonists Local 839 with requiring an excessive initiation fee that discriminates against entry of new craftsmen into the industry.

It was the first such complaint ever filed by the NLRB against a motion picture industry union, many of which limit membership thru various practices. If the case goes against the union, its repercussions could affect the entire industry.

The complaint stems from an increase in the initiation fee from \$50 to \$250 in July, 1956. It was originally filed by the Animated Film Producers' Association, whose members felt that demand for animators was outstripping supply, thereby driving prices upward.

Ken Schwartz, counsel for the NLRB, said that the case of each union would have to be judged separately, and that no action could be taken unless a complaint were filed by a company or an individual.

A hearing is scheduled for August 15. The case does not affect the rival Screen Cartoonists' Guild, which also charges a \$250 initiation fee.

'Cochise' for 9 More Markets

HOLLYWOOD—Los Angeles Soap Company, producer of White King soap, is adding nine new markets to its sponsorship of the renewed "Sheriff of Cochise" series (Billboard, June 10). The addition brings the total number of outlets to 38.

At the same time, A-1 Beer renewed its nine-area regional on "Cochise." Negotiations were handled by Robert L. Redd, Erwin-Wasey vice-president.

Autry, Davis for Fair

HOLLYWOOD—Two Western TV stars, Gene Autry and Gail Davis, have been set to headline the Los Angeles County Fair rodeo from September 23 to 29.

WCBS Spends 800G On New Sat. Movies

NEW YORK—In a concerted bid for viewer attention and participation ad dollars, flagship WCBS-TV has scheduled an additional Saturday slotting of its week night "Early Show." This wraps up a sudden burst of feature film activity which has seen the New York outlet investing a whopping \$800,000 in one week for a total of 100 features in three packages.

The new "Early Show," which brings the WCBS total of scheduled film segments to 22 sessions weekly, is due to bow on September 8 in the 5:30-6:45 p.m. period, preceding a newscast and the evening network line-up of CBS fare.

In addition, a new policy for the feature "Late, Late Show" is being given an on-the-air trial on Mondays, a night when WCBS-TV traditionally launches a prime film in the preceding "Late Show" to battle the kick-off of "Million Dollar Movie" on WOR-TV and the film showcases of WABC-TV and WATV. In the late-hour spot, WCBS is deliberately slotting features so ancient that have strong viewer appeal as museum pieces, with a typical selection being M-G-M's 1931 "Five and Ten," with Marion Davies.

Biggest Bloc

The biggest single bloc acquired by WCBS film buyer Bill Lacey is a 60-title Warner Bros. package from A.A.P. for \$500,000. A new group of 60 will be aired on both the early and late shows.

Roth Is WGN-TV Program Manager

CHICAGO—Edward J. Roth Jr. takes over Monday (12) as program manager of WGN-TV. For the past two years he has held a similar post at WNDU-TV, South Bend, Ind., the commercial station owned by Notre Dame University and a primary NBC affiliate.

Roth, 35, formerly was a director for WRCA-TV, New York. He replaces Jay Faraghan, who moved into the programming post at WFLA, Tampa, July 15.

WJZ-TV Tag for W'house in Balti.

WASHINGTON—The Federal Communication Commission has approved the use of WJZ-TV as the call letters for the new Westinghouse station in Baltimore, whose call letters were WAAM-TV. The call letters WJZ were assigned to the third Westinghouse radio station which went on the air October 1, 1921. WBC begins operating the ABC affiliate on Monday (5).

'Dragnet' Dubbed For Spanish M'kt

NEW YORK—MCA-TV, which until now has confined foreign sales to English-speaking markets, enters the foreign language race this month with the Spanish dubbing of "Dragnet," to be followed by "Alfred Hitchcock Presents." Whether the rest of its catalog will go Latin depends on the financial return from "Dragnet."

Willis Buys Gold Cup Race for ABC Airing

NEW YORK—Willis Motor, Kaiser subsidiary, has bought sponsorship of the Gold Cup race, originating in Seattle, to be televised August 11 over ABC-TV. The full network will carry the final lap of the hydroplane contest, with a West Coast regional hook-up for longer portions of the seven-hour race.

Rivaling this buy is the purchase for an estimated \$300,000 of 28 star-name features from United Artists, also due for slotting in the WCBS movie showcases. The package represents a fairly even split—rather than just the top half—of UA's "52 Award" package, already signed by nearly 50 other stations for a \$3,000,000 gross. Film buyer Lacey, for example, gets "African Queen" and "Moulin Rouge," but UA has plenty of sales wallops left for New York with titles like "Red River," "Return to Paradise" and "The Purple Plain."

WCBS' film spree wound up in a modest—by comparison—purchase of 12 pictures in a post-1954 package of British and European co-production features from National TV Station Reps, a package first reported in The Billboard. The price is reported to be \$40,000. The group originally consisted of 13 pix, but WOR bought one earlier for its across-the-board feature strip.

FCC Calls New Hearings On Boosters

WASHINGTON—The booster question was reopened again at the Federal Communications Commission Monday (29) when the agency decided to give low-power boosters on VHF channels another hearing. Rule-making will be considered on what are now called "low power television repeater stations."

The move was in response to pleas from Gov. Steve McNichols of Colorado, to allow a demonstration of the "very high" type of booster as more suitable to the rugged terrain of the Western States. The Commission had previously thrown out the VHF booster idea, in favor of "translators" which can operate on UHF frequencies only.

The FCC decided against holding hearings in Colorado, as requested by the Governor. The Commission feels it can decide after a review of comments submitted on the new repeater proposals. Comment is due October 1, and a reply comment a month later.

The FCC had previously rejected the VHF booster proposals as offering too much possibility of interference with other stations. Commissioners Hyde and Bartley dissented from the present proposal.



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.



Television Programs of America, Inc.
466 Madison Ave., N. Y. 22 • Laza 8-2100

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

Offices in principal cities throughout the United States

MCA-TV
Film Division

NEED A PART-TIME "RIGHT HAND!"

Available, evenings only, for typing, dictation, research, handling correspondence. Poised, fast, efficient. Background: Radio-TV, Music Biz, TV Film, Media Research, Advertising. References from top men in each. Write

BOX 110, The Billboard
1544 Broadway New York 26, N. Y.

New TV Spot Campaigns

Contracts Set in Every Region in Two Weeks Ending July 20

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

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

On Eastern Stations

Beechnut Baby Food thru Kenyon & Eckhardt (Ann.)
Blue Dot Duz, Procter & Gamble thru Compton (Ann., Part.)
Breeze, Lever thru SSC&B (Ann., Part.)
Cloros thru Honig-Cooper (Ann.)
Domino Sugar, Amer. Sugar Refining thru Ted Bates (Part.)
Grant Robot Gardner thru Arthur Meyerhoff (Ann., Part.)
Instant Maxwell House Coffee, General Foods thru Benton & Bowles (ID)
Ivory Soap, Procter & Gamble thru Compton (Ann., Part.)
Kool Cigarettes, Brown & Williamson thru Ted Bates (Ann., ID)
M & M Candy, Hawley & Hoops thru Ted Bates (Ann., Part.)
Maxwell House Coffee, General Foods thru Cunningham & Walsh (ID)
Philip Morris Cigarettes thru N. W. Ayer & Sons (Ann.)
Pontiac Cars, General Motors thru MacManus, John & Adams (ID)

Prell, Procter & Gamble thru Benton & Bowles (Ann., Part.)
Rinse N Set & Shampoo, Pharmacal thru Warner-Lambert (Ann.)
Rinse Blue, Lever thru J. Walter Thompson (Ann., Part.)
Rival Dog Food thru McCann-Erickson (Ann.)
Shell Gasoline & Oil thru J. Walter Thompson (Ann.)
Spic & Span, Procter & Gamble thru Young & Rubicam (Part.)
Tesaco thru Cunningham & Walsh (Ann.)
Trix thru Bristol-Myers (Ann.)
Vel, Colgate-Palmolive thru Carl S. Brown (Ann.)
Viceroy Cigarettes, Brown & Williamson thru Ted Bates (Ann., ID)
Windows, Wood-Coe thru Krote-Busch (Part.)
Wrigley Gum thru Meyerhoff (Ann., Part.)

On Southern Stations

American Bakeries Donuts thru Tucker Wayne (ID)
Amer. Character Dolls thru Webb (Part.)
Atlantic Gas (Ann.)
Hot Spot, Amer. Snuff thru Simon & Gwyn (Ann.)
Life Magazine, Time thru Young & Rubicam (Ann.)
M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)

Nifty School Supplies, Birmingham Paper thru Keegan (ID, Part.)
Remco Toys thru Webb (Part.)
Schlitz Beer thru J. Walter Thompson (Ann.)
Wheaties, General Mills thru Knox Reeves (Ann.)
White Lily Flour, J. Allen Smith thru Charles Tombras (Ann.)

On Midwestern Stations

Animal Health Conditioner, Western Condensing thru Klau, Van Pictor (Ann.)
Armstrong Tires thru Lennen & Newell (Ann.)
Baker's Instant Chocolate thru Young & Rubicam (Ann., Part.)
Beechnut Baby Food thru Kenyon & Eckhardt (Ann.)
Breeze, Lever thru SSC&B (Ann.)
Comar Insecticides thru Kushins, Anderson & Takara (Prog.)
Coronado Hotel thru Ladd, Southarch & Bentley (Ann.)
Drene, Procter & Gamble thru Compton (Part.)
Dot Zil Oven Magic thru Long (Ann., ID)
Duncan Hines, Procter & Gamble thru Compton (Ann.)
Heilemann Beer thru Compton (Ann.)
Hometown Bread, National Biscuit thru McCann-Erickson (Ann.)
Hutchinson's Wax thru Arthur Meyerhoff (Ann.)
Life Magazine, Time thru Young & Rubicam (Ann., ID)
Lipton Ice Tea, Lever thru Young & Rubicam (Ann.)
N. W. Bell Telephone Service thru BBD&O (ID)

Nyrol, Block Drug thru Grey (Ann.)
Phillips Milk of Magnesia, Sterling Drug thru Thompson Koch (Ann.)
Polident, Block Drug thru Grey (Ann.)
Pontiac Cars, General Motors thru MacManus, John & Adams (Ann.)
Prell, Procter & Gamble thru Benton & Bowles (Ann.)
Putina Dog Chow, Boston thru Gardner (Prog.)
Reader's Digest thru Schwab & Beatty (Ann., ID)
Rinso Blue, Lever thru J. Walter Thompson (Ann.)
Rival Dog Food thru McCann-Erickson (Ann., Part.)
Royal Crown Cola, Nehi thru Compton (ID)
Sealy Mattresses thru Carey Hill (Ann.)
Spic & Span, Procter & Gamble thru Young & Rubicam (Ann.)
White King "D" thru Erwin Wasey (Ann., Part.)
Wilson Hams thru Louis, Needham & Boroby (Ann.)
Wrigley Gum thru Meyerhoff (Ann.)
Zeres, Du Pont thru BBD&O (Ann., ID)
Zerone, Du Pont thru BBD&O (Ann., ID)

On Southwestern Stations

Ban, Bristol-Myers thru BBD&O (Part.)
Kool Cigarettes, Brown-Williamson thru Ted Bates (ID)
Lone Star Beer thru Glenn (Part.)
M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)
Nutri Tonic, Beauté Vues thru Hixon & Jorgensen (Ann., Part.)
Pin-It, Procter & Gamble thru Grey (Part.)

Royal Crown Cola, Nehi thru Compton (ID)
Schlitz Beer thru J. Walter Thompson (Ann.)
Twigger, Lanza (Ann., ID)
Wheaties, General Mills thru Knox Reeves (Ann.)
Yarborough's Coffee thru J. W. Rike (Ann., ID)

On Rocky Mountain & West Coast Stations

Acronized, Amer. Cyanamid thru Cunningham & Walsh (ID)
Arid Whiel In Deodorant, Carter thru Dancer, Fitzgerald & Sample
Bank of America thru BBD&O (Ann.)
Bar S, Seattle Packing thru Miller MacKay, Hoeck & Hartung (Part.)
Bill, Wilco thru Edward J. Robinson (Ann.)
Burgermeister Beer, S. P. Brewing thru BBD&O (Ann.)
Carnation Milk thru Erwin Wasey (Ann., Part.)
Chrysler thru McCann-Erickson (Prog.)
Cream of Wheat thru BBD&O (ID)
Draff, Procter & Gamble thru Dancer, Fitzgerald & Sample (Ann.)
Grant Robot Gardner thru Arthur Meyerhoff (Prog.)

John C. Robert Men's Shoes, International Shoe thru D'Arcy (Ann.)
Nabisco Crackers, National Biscuit thru McCann-Erickson (Prog.)
Prell, Procter & Gamble thru Benton & Bowles (Ann.)
Sonny Boy Fruit Drink thru Meyerhoff (Ann., Part.)
Various, Boyie Midway thru J. W. Thompson (Part.)
Velvet Blend Shampoo, Procter & Gamble thru Grey (Prog.)
Wheaties, General Mills thru Knox Reeves (Ann.)
Zeres, Du Pont thru BBD&O (Ann., ID)
Zerone, Du Pont thru BBD&O (Ann., ID)

'Davy Jones' Pilot Rolling

HOLLYWOOD—Pilot for new series titled "Davy Jones," with Buster Crabbe in the starring role, is now in production by Cambria Studios and will be available for

agency viewing late this month. Crabbe, who must recently headlined "Captain Gallant of the Foreign Legion," plays the manager of a savage company in the underwater show.

Another new program, titled "DLO," is being prepped by producer Harriet Parsons who obtained her release from TCF-TV in order to concentrate on the project.

Chairmen Push UHF Tax Nix

WASHINGTON — In a continuing push for removal of excise taxes on ultra high sets, chairmen of both Senate and House Interstate Commerce Committee paid a call on Rep. Aime Forand, chairman of the House Ways and Means' Excise Tax subcommittee. The informal visit was followed by an urgent letter from both Chairmen Magnuson and Harris asking UHF tax release as an "essential step in the full development of a nation-wide TV system" using both VHF and UHF channels (1).

"We cannot emphasize too strongly that time is running out," said the jointly signed letter. Failure to act now would mean that ultra-high service would continue to fall into disuse. "Many areas of the U. S. will be doomed to limited TV service, and a vast majority of our small business people will be unable to use television, particularly in the prime hours, to advertise their products."

On the alleged loss of revenue to the Treasury Department, by removal of the UHF excise, the Magnuson-Harris letter points to ultimately far greater tax revenue because of the increase in stations, increased sales of TV sets, parts and services, increased advertising billings and new employment.

WOR Buys Big Britannica Bloc

NEW YORK — TRANS LAX racked up its 50th sale of the Encyclopedia Britannica Library of 700 films this year, setting a five-year deal with WOR-TV here. The New York outlet is prepping a number of programming frameworks and new talent for live formats into which portions of the library will be placed. Sale price was about \$90,000.

Leasing arrangements to all the stations, including the deal closed last week with the five Time, Inc. stations, gives the buyers new product at the rate of one film a week added to the current 700. Most are in color.

Red Goose Buys 'Terry'

CHICAGO — Official Films, Inc., repped by Jack Garrison, sold 13 weeks of "Terry and the Pirates" for 60 markets to Red Goose shoes, a division of International Shoe Company, St. Louis. Agency is D'Arcy Advertising. In about half of the markets the series has been run before under other sponsorship.

Garrison said the deal is the largest campaign on a co-op basis with local dealers in the history of the shoe business.

Doan Pills Picks Two Mysteries for WPIX

BUFFALO — The Foster Milburn Company has chosen "Public Defender" and "City Detective" for a long-term participation campaign over WPIX, New York, for its Doan's Pills. The film commercials start next week.

H-R Opens 10th Office

DETROIT — H-R Television and H-R Representatives will open an office here this week, their 10th, headed by Andrew Gent, Detroit rep for Capper Publications. The automotive upward spiral in TV advertising was given as the reason for the new branch by H-R veepee Dwight S. Reed.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
DRUGS AND TOILETRIES			
Drugs and Remedies			
Wate-On, Weight Aids, Fleetwood	2 (60)	SA, LA	Fred Niles
Vick Chemical, VapoRub, Morse	2 (60)	FA(C)	James Love
Union Pharmaceutical, Saraka, Grey	2 (60), 2 (20)	LA, SA, M	Transfilm
5-Day Labs, 5-Day Deodorant, Grey (Broken Arrow)	2 (60)	LA, SA	Transfilm
Iso Aspirin, Intl. Latex, Aspirin	1 (20)	LA	Transfilm
Union Pharmaceutical, Imra, Grey	1 (60)	LA, FA, SE	Van Praag
		SA	Van Praag
		NA	Sarra
HOME BUILDING			
Appliances, Household Equipment, Supplies			
Kaiser Aluminum Foil, Young & Rubicam (Kaiser Alum. Hour)		NA	All-Scope
Montgomery Ward, Air Conditioners	1 (60), 1 (20)	LA	Fred Niles
West Bend Aluminum, Western	3 (60)	LA	Fred Niles
Boyle-Midway, Black Flag, Geyer		FA	Shamus Cullhane
Reed and Barton, Silver, Hockaday	1 (60), 1 (20)	LA	Roger Wade
Alcoa Aluminum, Fuller & Smith & Ross (Alcoa Hour)	2 (60)	LA	James Love
Corn Products Refining, Niagara Starch, C. L. Miller	3 (60)	LA, SA	Transfilm
American Motors, Keivinator Air Conditioner, Geyer	1 (60), 1 (45)	LA	Transfilm
E. I. du Pont de Nemours, Paint, BBD&O	3 (20)	LA, SA	Transfilm
Boyle-Midway, Black Flag, Geyer	1 (30)	LA, SA	Transfilm
Saran Wrap, MacManus, John & Adams	1 (60), 1 (20)		
	1 (10)	LA	Transfilm
Alcoa, Fuller & Smith & Ross		NA	Wilding
Westinghouse, Young & Rubicam		NA	Wilding
American Motors, Keivinator Washer, Geyer	7 (20), 1 (45), 1 (15)	LA	Wilding
Radios, TV Sets, Phonographs, etc.			
Smith-Corona, Portable Typewriters, Cunningham & Walsh	1 (50)	FA	Hankinson
Zenith Radio, Earl Ludgin	1 (60), 1 (50), 1 (20)	FA, LA	Ray Patin
Household Soaps, Cleansers, Polishes			
Johnson's Wax, Klear, F. C. & B.	2 (60)	LA, SE	Hal Roach
S.O.S., McCann-Erickson	10 (20)	LA	Hal Roach
APPAREL			
Apparel, Footwear, Accessories			
G. R. Kinney, Shoes, M. B. Scott	1 (60), 1 (50)	LA, SA, J	Transfilm
U. S. Rubber, Keds & Keddies, Fletcher D. Richards (Navy Log)	4 (60)	LA, FA, J, SE	Transfilm
Peters Shoes, Henri, Hurst & McDonald		NA	Wilding
Peters Div., City Club Shoes, Henri, Hurst & McDonald		NA	Sarra
BUSINESS, FINANCIAL			
Insurance, Banks, etc.			
Philadelphia Savings Funds Society, Gray & Rogers		FA	Shamus Cullhane
Banker's Trust, Rose-Martin (Red Barber)	1 (50), 1 (20)	FA, M	Transfilm
Industrial Materials			
Fuller Paint, Young & Rubicam (Men of Annapolis)		NA	All-Scope
U. S. Gypsum, Textolite, F. Morrissey	1 (60)	LA	Fred Niles
Westinghouse Elevators, McCann-Erickson (Studio One)	1 (90)	LA	James Love
U. S. Rubber Conveyor Belts, Fletcher D. Richards (Navy Log)	1 (60)	LA, FA, J	Transfilm

(To be continued next week)

Midwest Lag Due To Time Squeeze

NEW YORK — Midwest stations are the last to come thru both in syndication buys and network clearance, according to a spot check of web and distributor execs. There are two chief reasons, the time zone squeeze which finds coastal originations unavailable at late hours, and the ensuing chance to program prime time hours without network commitments.

Where the East and West have solved time problems for live shows originated elsewhere, the Midwest normally finds itself on its own after 9:30 p.m., in some States after 8:30 p.m. These stations juggle to include the best programs, fill their affiliate commitments, secure what they can from secondary affiliations, and often come out with open half-hours in prime time anyhow.

To reply to network requests for clearance, therefore, takes the Indiana or Iowa station longer. Because of similar artistic and mathematical problems, packagers and distributors can expect sales there to lag behind other parts of the

country. Here is where the stations of the Midwest States (numbered anywhere from six to 15, but considered by most to be 10 States) exercise power.

Fast-moving properties like "The Silent Service" and "26 Men," for example, proved their sales value by wrapping up 100 stations in the first few weeks. In both cases the Midwest was barely represented. One web clearance department reports this result in offering an important star prestige show starting this fall: Of 200 stations requested, 140 have cleared the live time, with 51 of the remaining 60 lying in the Midwest.

Some stations have taken advantage of the time zone problem to pick and choose among top shows of two and even all three networks. Others are making syndicators happy by beating web shows with whopping ratings that only prime time can give to a syndicated series. The arrival of tape has already helped; perhaps its wider use will eliminate this special situation.

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 Adventure Shows

Table with columns: Rank, Show & Distrib., Avg. Rating. Lists top 10 adventure shows like 'I Search for Adventure' and 'State Trooper'.

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists top 10 shows among men.

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists top 10 shows among women.

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists top 10 shows among children.

Syndicated Film Drama Shows

Table with columns: Rank, Show & Distrib., Avg. Rating. Lists top 10 drama shows like 'Esso Golden Playhouse'.

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists top 10 drama shows among men.

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists top 10 drama shows among women.

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists top 10 drama shows among children.

SHORT SCANNINGS

APPOINTMENTS

James A. Dearborn has been elected a veepee of Kenyon & Eckhardt, Inc. He is national account exec for Lincoln-Mercury.

creasing membership to 10! Robert L. Welch has joined the TV-Radio department of Ted Bates & Company in Hollywood.

TRAVELERS

On the heels of the earthquake, Art Gross, managing director of Guild Television International, flew to Mexico City to arrange Spanish dubbing of all Guild

PULSE LOCAL RATINGS FOR JUNE

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

BALTIMORE 3 TV STATIONS—419,900 TV HOMES. Population—1,481,600 (12th in U. S.). Buying Income—\$2,360,849,000 (13th).

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 network shows in Baltimore.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 multi-weekly shows in Baltimore.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 feature films in Baltimore.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 syndicated films in Baltimore.

Table with columns: Rank, Show & Distrib., Rating. Lists top 15 syndicated films in Baltimore.

CINCINNATI 3 TV STATIONS—309,800 TV HOMES. Population—997,000 (16th in U. S.). Buying Income—\$1,846,653,000 (18th).

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 network shows in Cincinnati.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 multi-weekly shows in Cincinnati.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 feature films in Cincinnati.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 syndicated films in Cincinnati.

Table with columns: Rank, Show & Distrib., Rating. Lists top 15 syndicated films in Cincinnati.

COLUMBUS, O. 3 TV STATIONS—173,600 TV HOMES. Population—585,300 (35th in U. S.). Buying Income—\$349,253,000 (29th).

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 network shows in Columbus.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 multi-weekly shows in Columbus.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 feature films in Columbus.

Table with columns: Rank, Show & Distrib., Rating. Lists top 10 syndicated films in Columbus.

Table with columns: Rank, Show & Distrib., Rating. Lists top 15 syndicated films in Columbus.

Films programs... He will visit South American markets this week. After a month in Paris and Rome, Jay Smolin, director of advertising for A.A.P., Inc., has returned to his desk in New York.

CASTING NOTES

Dorothy Carle, of ABC Film Syndication's promotion department, debuted last week as a nitery chanteuse at Number One Fifth Avenue. Songstress Judy Lynn has signed a long-term CBS contract to vocalize on "The Big Pay-off."

Indie KPHO 1st In 4-Station Phoenix Area

PHOENIX, Ariz. — KPHO-TV here, an independent in this four station market, claims that an American Research Bureau metropolitan area survey made in June, 1957, places it first in share of audience, seven days a week, from sign-on to sign-off.

The numerical breakdown, according to the ARB study, shows KPHO with 149 quarter hour wins or 43 per cent of the 351 total quarter hours available, the second station with 100 quarter hour wins or 29 per cent of the total, the third station had 61 or 17 per cent and the fourth station 36 wins for a percentage of 10. Five ties

3 Van Cort Stories Bought by Shamrock

WINTER PARK, Fla.—Shamrock Studios has bought three originals by Van Cort, prolific action-adventure writer, which it will use as the basis for an anthology series. One of the stories was published in Collier's, another in Argosy.

accounted for the final 1 per cent of the total. The indie leans heavily in feature film and syndicated shows. Among its local live shows "It's Wallace," a kids' stanza has cumulative daytime ratings of 35.1.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

The Billboard Scoreboard

CHARM, TALENT SHOWCASED

'Tonight' Up to Paar Again, Opens Strong

By LEON MORSE

Host and star, Jack Paar. Guests: Stanley Holloway, Franklin Pangborn, Louis Niles, Oleg Cassini, Genevieve, Teddi Thurman, Johnny Johnston, etc. Executive producer, Richard Linklorn. Producer, Perry Cross. Director, Garth Dietrick. Script, Jack Douglas. Music, Jose Melis and his oik. Announcer, Hugh Downs. Various participating sponsors. (NBC-TV, 11:15-1 a.m., EDT, July 30.)

NBC-TV's new "Tonight" stanza should give late night viewers a new interest. Its star, Jack Paar, has always been an extremely personable gent, and on his new showcase his charm and talent are even more in evidence.

Paar, aided and abetted by Jose

Senate Labor Hearings (Local)

Commentators, Matt Warren, Clark Mollenhoff. Originator, WTTG, Washington. (WABD, New York, 10 a.m.-12:30 p.m., 2:5 p.m., EDT, August 1.)

Truth is not only stranger than fiction, it is more exciting TV fare. The drama of the Kefauver and McCarthy hearings is being captured in miniature in the telecasts of the Senate Select Committee investigating labor rackets.

Off to the usual slow legislative start, the hearings gained momentum on the day caught with a group of evasive union officers staring nervously at Prosecutor Robert Kennedy, saying more by their silences than their answers. Kennedy, a young Jimmy Stewart, looks to emerge as a "star" after this "series" ends.

Hours of viewing engender a growing feeling of participation in the real-life mystery plot, with the characters of the drama increasingly familiar and empathetic. The absent Jimmy Hoffa and Johnny Dio, like "Rebecca," cast their shadows on the proceedings with a sinister fascination. It's TV at its most absorbing, and it grows on you as you stay with it. The camera work and occasional commentary are helpful.

Bob Bernstein.

U. S. Steel Hour (Net)

CBS-TV, 7-8 p.m. PDT, Wednesday, July 31 (Caught again).

"U. S. Steel Hour" came up with a sprightly if unlikely farce entitled the "Change in Chester" Wednesday night. The Arthur Hailey teleplay certainly didn't add a great deal to American drama, but U. S. Steel would probably draw higher ratings if it used more comedy of this type.

The plot was not a new one, but few plots are. It concerned itself with an egomaniac business tycoon and his eccentricities, a mouse-like clerk, a good-looking secretary fond of the clerk, and a wolf fond of the secretary. Just for good measure there was a gentleman named Merriman, who runs a personality projection course, and who provided the most engaging and incisively satiric part of the hour.

It was thru personality projection that the mouse turned, and the man got the girl. Tom Poston was excellent in the lead role and did much to make the show a success, while Mary Sinclair cast the sympathetic eye on him. Don Richardson directed with just enough tongue-in-cheek to keep the farce in line.

Institutional commercials were good; others so-so.

Bob Spielman.

Melis and his music, had as guests Stanley Holloway, designer Oleg Cassini, Franklin Pangborn, Louis Niles, Teddi Thurman, Johnny Johnston, and French chanteuse Genevieve. With Paar doing the kibitzing, a highlight was a fashion show in which several of the Cassini styles were displayed. Some of the names of the various styles were "Dangerous Intersection," "The Road to Milton," "Not Tonight, Josephine," and "Don't Call Me, I'll Call You."

Paar also worked up a cute routine with the French gal when he asked her why Piaf went around "schmuzzled," a term of his own for a person whose hair is disarranged. Niles got into the act for a rewarding finale. Holloway unfortunately was wasted. He was persuaded to do two choruses of "A Little Bit of Luck," but got virtually no support from the ork and some abysmally unimaginative camera work.

Johnny Johnston sang "Guys and Dolls" while he drew the story of the song. This gimmick idea doesn't come across because it gives the viewer two things to do. It would be advisable for him to concentrate on singing.

Miss Thurman's whisky-bartone parody of the weather report has to be seen to be believed. Her unusual voice could be used to parody other things. Announcer Hugh Downs could be a real asset to the show if his talent were utilized.

Paar has a real chance to put "Tonight" back into the big time, but he needs the support of the NBC affiliates and a larger budget. At any event, it's good having him back on TV.

The Brighter Day (Net)

CBS-TV, Wednesday (31), 4-4:15 p.m., EDT (Caught again).

It's a brighter day indeed for this show which has really grown up. Aided by what seems to be a relaxed attitude from the CBS continuity department, the episode caught was occupied by a young woman in hard labor. Natural, moving dialog between wife and husband and husband and helpful friend hit home, unhampered by taboos.

Under George Bartholomew's fine direction, the excellent cast of regulars and newcomer Robert Carroll did full justice to the script nuances. Divorce, by the way, is accepted as a solution to marital problems here, which is quite a step toward reality.

The Procter & Gamble commercials were so full of golly-gee, oh-my-what-a-bargain and hurry-ladies speeches that I can't remember the names of the products.

Bob Bernstein.

Edge of Night (Net)

CBS-TV, Monday (29), 4:30-5 p.m., EDT (Caught again).

The experiences of Detective Lieutenant Mike are still interwoven with other plots and subplots, making the half-hour telecasts jump from story to story in short, unrelated scenes. John Larkin, who portrays Mike, isn't around very much, which is a double shame, as he's a fine actor.

Current complications include a baby adoption racket, a nervous bride and her wayward groom, a reluctant district attorney, parental reconciliation to a daughter who disobeyed, and a frightened wife

Ed Sullivan (Net)

CBS-TV, Sunday (28), 8-9 p.m., EDT (Caught again).

Vacationing emcee Ed Sullivan's "annual circus show" was an outdoor-indoor melange, with cameras jumping back and forth between guest circus acts performing in the parking lot next to the studio, and the stage on which guest ringmaster Dan Dailey held sway. As a fence-straddler, the hour package was neither a circus show filled with heart-warming hokum nor a well-planned variety show.

The loosely knit hour had its moments of eye-catching interest, particularly the Wallendas and the Flying Zaccinis, the former a nine-member group doing a wire walk, and the latter a trapeze act.

Indoors, the Crew Cuts scored well with the old "My Blue Heaven," as did songstress Toni Arden and comic Jackie Miles. The cute Peruvian Miss Universe appeared, looking trim as a new racing yacht in her swimsuit, but provided little else, largely because of language barrier.

Dan Dailey played the show in a manner as relaxed and affable as Bing Crosby. A soft-shoe specialty by Dailey was so soft the mikes picked up nothing at all of the expected footwork noise, but Dailey's version of "Taking a Chance on Love" was neat and nifty.

Charles Sinclair.

High-Low

NBC-TV, Thursday (1), 9:30-10 p.m., PDT (Caught again).

What the saturation point of the television audience is with regards to quiz programs is uncertain, but if the public hasn't become surfeited, Barry & Enright should have another winner in "High-Low."

Like "21," the show depends to a great extent on the personalities of its contestants. By also keeping on hand three panelists — Burl Ives, Jim Snodgrass and Hank Bloomgarten—who can be relied on to provide the spark if the contestant lacks it, the program seems to insure itself from ever becoming dull.

The contestant is pitted against the panel in a 10-part question. Each member of the panel indicates how many parts of the query he can answer. The contestant then chooses whether he wants to go against the "high" member, in which case his money triples if he can match him, or the "low," in which instance it doubles.

In the half-hour reviewed, a contestant by the name of T. D. Lingo, who lives in a cabin on Lookout Mountain and has the eyes of an owl, won \$2,000. It's suspected it wasn't as hard for him as he looked, and that he could take his place in Hollywood society at any time.

The second contestant, a pretty brunette named Terry Curtis, upped her winnings to the maximum \$72,000 and now gets a chance to start all over again. Suspense on this one was high, and panelist Ives would probably have been hated by many had she lost.

Ives, by the way, is the whip of the show, keeping up a continuous flow of extemporaneous witticisms; some of them, it's suspected, may not be completely extemporaneous. Bob Spielman.

with a desperately ill husband and a threatened child. The ends seem to be tied together somewhere, and no doubt all the characters will cross each other's lives, but meanwhile it's confusing.

Irving Vendig's script is literate and employs some refreshing polysyllabic words. The Tide and Pet Milk commercials are attractive and inventive. Bob Bernstein.

SAGA OF LADY COP

'Decoy' and Beverly Garland Solid Hits

By CHARLES SINCLAIR

Hitherto as masculine a province as Stillman's Gym, syndicated mystery shows are being effectively invaded by a pint-sized gal. She's Beverly Garland, star of "Decoy," the new made-in-New York Pyramid Productions-Official Films series about the life of a lady cop.

Showcase edition of the family-appeal series dramatically answers questions as to why the first-run series is off to one of the fastest sales starts in years, particularly with major station purchases.

Backed by an able supporting cast, a rapid-fire Steve Gardner script and some of the niftiest New York-area location lensing on view, Beverly Garland scores in "Decoy" the kind of TV impact likely to spell solid local ratings and rapt viewer attention.

Newcomer to TV (alho not to feature films) Garland is a genuine find for the series. Aided by a versatile acting range—and a camera-soothing face which combines the high-cheekboned femininity of Greer Garson with the sexiness of Sophia Loren—she manages to be simultaneously a convincing New York City cop and the kind of girl who would make a charge account at Cartier's worthwhile.

In the pilot episode, Policewoman Garland is launched in a story about the law's efforts to track down the murderer of a sailor in a sleazy rooming house. A girl, played with effective restraint and biting realism by Jo Ann Linville, is suspected. Into the neighboring room moves Beverly to "get next to her." Slowly winning her confi-

dence, Beverly discovers that Jo Ann is a pathetic neurotic, who dreams of dating boys but who freezes up impotently — and murderously. Finally, Beverly is trapped by the terrified and now-homicidal Jo Ann, but is rescued at the last moment by a stalwart young Sergeant played by Arch Johnson.

Effective use of location photography to give the episode a Kazan-like feeling of authenticity is made by director Don Medford and executive producer Everett Rosenthal. New Yorkers will easily spot such action locales utilized as the Colony Record Shop, an Automat, the subway, the United Nations, Times Square at night, and sidewalk sections of New York so tough the sparrows sing bass.

One of the show's most memorable shots is its "signature" opener, in which "Decoy" main titles are zoomed in over a casual, long-legged shot of Beverly strolling away from the camera amidst Manhattan skyscrapers. Many a male viewer may elect to skip the reading matter, however. Not since Marilyn's famed walkaway in "Seven Year Itch" has the camera ogled such a distracting New York pedestrian.

Viewpoints on E. Flynn Story

NEW YORK—Sig Shore, of King-Shore Films, Ltd., scotched a report printed in The Billboard several weeks ago, citing the failure of his firm to produce sales for "Errol Flynn Theater," resulting in the series moving to Official Films for distribution.

Shore says his operation worked out 42 barter deals with stations, the show being deemed too weak for cash sales. Now, he says, it has been turned over to Official to realize whatever cash is possible. Shore claims owner Marcel Le Duc has a large number of spots received from stations buying the vidfilm series via barter, but has priced them so high they can't be sold.

Le Duc, however, last week reiterated that King-Shore only lined up "30 cities in 10 months," costing his firm \$40,000. One firm K-S made a deal with, says Le Duc, was in such trouble they couldn't pay their ad agency. Nothing is colder than last year's sales romance.

The Secret Storm (Net)

CBS-TV, Wednesday (31), 4:15-4:30 p.m., EDT (Caught again).

The rise of the adult Western is being accompanied by the growth of the adult Soap. A tender and true scene between a dying father and his distraught daughter, on stanza caught, made most of the nighttime dramas seem phony. If all the episodes of "The Secret Storm" are as touching as this was, the series should have a prime time berth.

Haila Stoddard was outstanding as the daughter, with the other regulars and director Gloria Nonty providing topnotch support. The three-year-old serial has really progressed in eliminating the banal, a pleasant surprise for viewers used to writing off afternoon fare as kitchen television.

Bob Bernstein.

FTC Plans Survey

Continued from page 3

made for cigarettes, to which FTC objected in recent years. Next on the list for study by the Blatnik group are claims of weight-reducing aids, to be considered Friday (August 2).

Back at the Trade Commission, Whitehall Pharmacal Co. has denied Commission complaints against its ads for "Infrarab" and "Heet" as being false or misleading. Whitehall says the two products should be considered separately, and wants to know why the FTC is singling out these particular products, when competitors are making even more "far-reaching" claims.

FTC is again cracking down on sewing machine and vacuum cleaner ads. Complaint on false claims was made last week against Universal Sewing Service, of Cincinnati, O.

10 Calif. Stations To Run KRON-TV Water Crisis Doc

SAN FRANCISCO — "California Crisis: Water," a documentary telecast last month by KRON-TV here, has been set for special airing on 10 other California stations this month. The hour-long film will be carried by KBAK, Bakersfield; KHSL, Chico; KIEM, Eureka; KJEO, Fresno; KJRE, Fresno; KRCA, Los Angeles; KVIP, Redding; KCRA, Sacramento; KRMB, San Diego, and KFSD, San Diego.

KRON-TV has revamped its news department, using the facilities of the San Francisco Chronicle, launching as its first project a weekday news strip. Bill Cothran will head the new operation.

EDITORIAL

Gateway to Golden Age

The record industry seems headed for a golden age. As the various major and indie labels unveil their fall programs, an unprecedented expansion becomes apparent. Packaged product is of greater quality than ever; manufacturers are paying closer attention to merchandising aids; there is no letup in attempts to venture into new fields, open new markets.

The potential for the dealer is greater than ever. Population trends are on his side. But perhaps the dealer's greatest source of optimism lies in the plans of the manufacturers. In the last several weeks Columbia, Capitol, Decca, Mercury and others have indicated their faith in the future by an unprecedented display of top product and dealer incentives.

There are so many illustrations that we will only name a few: Columbia's massive expansion in phonos, and its one-world concept of sound as encompassing disks and instruments; Capitol's entry into the phono field; the entry of many into the tape field; the continuing excitement in the singles business.

The augury is a happy one, and an era of record-breaking dollar volume may well be at hand. Benefits will accrue to the entire industry structure—manufacturers, distributors and dealers. But much will depend upon the last-mentioned. It is Mr. Dealer who must recognize the signs. He it is who must have faith in the manufacturers' expansion plans and take full advantage of product and merchandising aids. Action at this level will really push the record-phonograph industry into the big business category.

Cap Sets All-Time High Sales Mark

\$35 Mil Chalked Up for Fiscal Year Ending June 30, a 37% Increase

By JOEL FRIEDMAN

HOLLYWOOD—Capitol Records posted an all-time high last week, with sales for the fiscal year ending June 30, 1957, reaching \$35,108,401. Figures were revealed via the firm's annual financial report, sent to stockholders over the weekend.

Marking its 15th anniversary this year, Capitol's sales represented an increase of 37 per cent over sales of \$25,647,468 of the preceding year. Net income, after the provision of \$3,533,000 of federal and Canadian income taxes, amounted to \$3,239,362, or \$6.80 a share of common stock, compared with net income after taxes of \$1,599,367 and \$3.35 a share in the like period of last year.

Net working capital totaled \$7,792,337, while the book value of the firm's common stock was \$18.65 a share, up 45 per cent from \$12.85 a year ago.

Financial statement from Glenn

Mid-Year Push For Imperial

HOLLYWOOD — Imperial Records kicks off its mid-year sales program this week, with dealers and distributors offered a 10 per cent discount on all LP's and EP's purchased in the 45 days beginning August 1.

In addition, dealers and distributors may earn an extra 5 per cent discount on all orders totaling \$2,000 or more.

Firm plans on releasing at least eight albums during the program, latter including sets by Rex Corey, boogyst Ukonu, Bill McGuffie, Leonard Rosenman, pianist Aminadov Aloni, Slim Whitman and two British jazz LP's. Lew Chudd, president of the label, met with distributors in the East last week to launch the program, and plans on visiting other distributors throughout the country during August.

First pop single release by Dorothy Shay has been set for mid-September, according to Chudd, to tie in with the singer's Detroit nitery engagement.

Wallich, Capitol president, declared "the substantial increase in sales and profits was due in part to consumers spending a larger portion of their income for records and albums, but more importantly to the excellent teamwork we have achieved between repertoire, merchandising, sales, production, finance and administration in our company."

"The planning, production and sales of albums has placed Capitol in an outstanding position of leadership in the album field," Wallich said, "and this has helped to reduce the seasonal slump that has characterized the record industry. Further, our success in this field means that we are less dependent on hit records for sales volume."

Wallich took note of the rising costs of the industry, averring "certain elements of the cost of manufacturing records and albums are increasing and profit margin both in manufacturing and distribution are under constant pressure. But we look forward to the new year with confidence due to the strength and efficiency developed in the fiscal year just completed."

In 13 of its 15 years, Capitol has reported an increase in sales over the preceding year, with the 37 per cent gain shown in the current report setting another record high for the diskery.

Novel "Takeall" Plan Highlights Mercury's Fall Sales Promotion

CHICAGO—Mercury Records unveiled an ambitious dealer sales promotion program to distributors last week, known as the "Five for One" 78 r.p.m. "Takeall" plan. The novel program, designed to stimulate heavier dealer LP orders, while at the same time providing dealers the chance of eliminating unwanted 78 merchandise from their inventories, coincides with the label's heavy fall schedule of releases and new merchandising plans.

Under the "Take all" plan, the basic idea is that dealers can return 10-inch 78 disks from any label to distributors and receive a credit of 71 cents, current dealer

Dealers No Longer See EP's As 'Inventory Headaches'

Growing Counter Juke Demand Sparks Revived Label Activity

By REN GREVATT

NEW YORK — The extended play record, once viewed by many dealers as just another "inventory headache," is experiencing a considerable revival as a factor in retail sales. This follows a period only a year ago of minimum activity in EP's and the almost complete discontinuance of EP releases at the time by several leading labels.

Examples of the change in thinking by top labels are numerous. After almost a full year layoff on EP releases, Atlantic last week

announced 17 new EP packages in the rock and roll and jazz fields.

These are packaged in de luxe style with four color covers.

Columbia last week announced revitalized "Hall of Fame" series of EP's, with more than 20 disks in the initial release. These will include material from the Columbia vaults, with the emphasis on hits. Each disk will contain four recognized hits, rather than a single hit with lesser-known selections to fill out the disk. All packages will get the full treatment on the merchandising level and de luxe four color covers.

RCA Victor has recently doubled the number of EP's released, with the disks now issued on a bi-weekly, rather than a monthly schedule. Eddie Heller, of Victor's a.&c.r. staff, is devoting himself almost exclusively to the EP program, focusing on the special "teen-tailored" releases. At the same time, the diskery is continuing to release EP's of selections from LP's.

Kapp Records made a considerable plunge into the EP field several months ago with a release of 20 disks. Since then the label's release program has continued at a good clip.

Mercury, which discontinued EP's almost entirely a year ago, now issues the packages from LP's where the market is believed to warrant it. For example, the label has recently issued EP's of the Del

Vikings, the Diamonds and the Platters.

Trend Can Grow

Admittedly, the trend can by no means be considered a stampede at this time. However, there are several reasons to believe that the present moderate trend may grow stronger.

One reason is the economy angle. Last spring Dave Kapp, of Kapp Records, inaugurated the "economy package" tag. Highlighting additional interest in EP's, Kapp has also come up with a handy two-way browser for store use. [\(Continued on page 53\)](#)

SIDNEY LEVINE HEART ATTACK VICTIM AT 53

NEW YORK—Sidney Levine, well-known figure in the coin machine industry for more than 20 years, died suddenly here Friday (2). Levine was a victim of a heart attack. He was 53. Funeral services were held at Riverside Memorial Chapel, Far Rockaway, Long Island, Sunday (4).

Two decades ago, Levine, a young lawyer, was active in the formation of the Music Operators of New York. He has been the organization's general counsel ever since. For years, Levine has been in the music operator defenses against attempts by performing rights societies and licensing agencies to have the copyright law amended to permit juke performance royalty collections. Levine also helped organize the Music Operators of America in 1948 and since then has been national counsel. (For further details see Coin Machine section.)

He is survived by his widow, Nan, a married daughter, Mrs. Allen Passin, and twin eight-year-old daughters, Mary Sue and Sara Ann.

Sol Wagner, 58, Dies

CHICAGO — Sol Wagner, for 35 years a band leader and more recently a music publisher's rep for several companies, died Tuesday (30) at Columbus Hospital. He was 58.

Victor Sets Big August LP Issue

NEW YORK — RCA Victor's August package release lists 35 LP sets. In addition, there are the three new Save-on-Records bargain specials.

Significant in the release is the new independent "look" of the EP section which no longer consists of blanket coverage of the LP issues (see separate story). So far, Victor has just five special EP's slated for an August blast.

The SOR specials are: Classical—"Munch Conducts Wagner"; pop—"We Get Letters" with Perry Como, and jazz—"Swinging on the Golden Gate" with Bob Scobey and Clancy Hayes.

Vik Sets New W. C. Distribbs

NEW YORK — Vik Records, RCA Victor subsidiary label, has named two new distributors on the West Coast.

In Los Angeles, it's Diamond Record Distributing Company, for the Southern California territory. Northwest Tempo Distributing Company has been signed for the Pacific Northwest.

Ben Rosner, manager for the label, indicated that Vik's big fall program, which includes a vastly expanded album series, will be introduced about the third week in August.

Heading the 20 pop LP's are Eddie Fisher's "Thinking of You" and the sound track set from "Band of Angels." In addition, there are two by French maestro Guy Lupaerts, musical portraits of the rivers Danube and Volga. One new issue is by Katina Ranieri, who will play the Hotel Plaza here in October.

Vaughn Monroe is featured in a dance set entitled "House Party," and another dance set will be "Teen-Agers Dance," culled from several EP's cut under the aegis of Eddie Heller. A collection of [\(Continued on page 55\)](#)

Satchmo May Get Soviet Assignment

WASHINGTON — Tentative talks have been held between Louis Armstrong and the State Department and ANTA on the possibility of Satchmo's going to the Soviet as part of State's Cultural Exchange Program, it was learned last week. However, reports that the unofficial jazz ambassador had definitely been assigned funds or playing dates for a Soviet tour, and for a reported African tour, are said by State to be on the dreamy side.

Satchmo's own commercial tour of South America will be on a private basis, but State posts throughout the tour spots on that Continent have been alerted to Armstrong's arrival, State spokesmen say.

Whole Catalog Included
The "Takeall" plan applies to all LP's in the label's catalog, including pop, classical and Em-Arcy jazz items. There is a 100 per cent exchange "Lifetime Guarantee" covering the whole program, which means the merchandise is exchangeable at any time. [\(Continued on page 53\)](#)

cost of 78's, against the wholesale \$2.47 price of the LP. However, the minimum number of LP's that can be ordered to qualify for the special deal is 10. For example: If a dealer orders 10 LP's his cost is \$24.70. On the 10 LP order, he turns in seven 78 disks. His credit on these would be seven times 71 cents or \$4.97. Thus the credit amounts to one-fifth of the actual cost of the LP's, which explains the "5 to 1" angle.

The diskery has worked out a complete conversion table covering the number of singles to be turned in on orders of LP's ranging from 10 upward. For instance, 10 LP's call for seven 78 singles, 11

Revamp Puts More Teeth in Keogh Bill

Safeguards Music Pubs From High Personal-Holding Company Tax Rates

WASHINGTON—Treasury Department is responsible for putting more teeth into a bill designed to safeguard music publishers' income from high personal-holding company tax rates.

The new bill, introduced last week (30) is a rewrite of an earlier version by Rep. Eugene Keogh (D., N. Y.). The present version

appears to favor corporate rate safeguard for established firms that have deductible business expenses amounting to 50 per cent of the gross income, but do not have too many small stock holdings in other corporations.

The new Keogh Bill (H. R. 8690), like the earlier version, aids 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. Present statutes, geared to sheet-music era, would put music publishers under the 85

(Continued on page 53)

Merc.-Distrib Partnership In Pittsburgh

PITTSBURGH—Mercury Records, which last year established its own distributing branch here, now has switched over to a 50-50 operational deal with Bud Oseroff and Bobby Kline, owners of Forbes distributors.

Oseroff and Kline will continue to operate Forbes as well as the Mercury branch, but the operation will be kept separate. Actually, Forbes had been the Mercury distributor here, until Mercury set up its branch last year with Joe Berger in charge. Berger recently was transferred to Philadelphia.

Also on the local front, Bill Lawrence and Sam Shapiro, co-owners of National Record Marts, chain of 11 retail outlets, have split up. Lawrence retains the wholesale end of the combine, as sole owner Bill Lawrence, Inc., with distribution of ABC-Paramount, Epic and several smaller Indies. Shapiro will concentrate on the retail end.

Capitol Elects Chris Hamilton To V.-P. Post

HOLLYWOOD—Christine Hamilton, veteran Dot Records employee and with the company since its inception, has been elected a vice-president of the firm. Appointment of Miss Hamilton, as a v.-p. in charge of sales co-ordination and production, was disclosed by Dot Prexy Randy Wood.

Well known thruout the industry, Miss Hamilton first joined Randy's Record Shop in Gallatin, Tenn., in 1949, later moving over to Dot when the firm was organized in 1950. Other officers of the Dot firm are Wood and Henry Onorati, vice-president in charge of Eastern operations.

Wood also disclosed the appointment of Mary Brewer as assistant to Miss Hamilton, and Ferris Sloan, named to head the firm's statistics and data division.

Prestige Cues Jazz 45 Swing

NEW YORK—Prestige Records is about to join the swing to jazz on 45 records. (See story in July 29 issue.) In response to distributor demands for juke and rack markets, several releases are being prepared. First set will include disks by Milt Jackson, Miles Davis, Jackie McLean and Red Garland. Subsequent monthly releases are being planned.

Several of the jazz classics in the Prestige catalog by James Moody, Gene Ammons, Billy Taylor, Miles Davis and the Modern Jazz Quartet will be forthcoming on single sides. New material will also be especially recorded for the 45 speed.

King Boosts Price on 78's

CINCINNATI—Syd Nathan, president of King Records, Inc., has announced today that, effective Monday (12), the retail price of 78 r.p.m. single records on the King, Federal and DeLuxe labels will be increased to \$1.15. The dealer cost will be 71¢ each.

The increase was necessitated by the limited number of pressings on 78's, resulting in increased costs of production, Nathan said.

All King accounts are being advised by mail and thru the firm's 22 independent branch offices and 10 distributors that orders for 78 r.p.m. disks taken on and after August 12 will be billed at the increased price.

CAPITOL WOOS MOPPETS

'Junior Records' Tab Ups British Kiddisk Market

NEW YORK—Capitol Records has been doing a booming business in children's disks in England, since they dropped the kiddie tag and changed the name to Junior Records, according to Arthur Muxlow, sales manager for the label in the British Isles.

Muxlow, who arrived in the U. S. to attend Capitol's first International Merchandising Forum in Hollywood last week, is surveying self-service systems utilized by leading U. S. retail record stores and also the local juke box situation.

He hopes to use the latter information to help cement Capitol's relationship with operators abroad, since the juke box has become vastly more important as a disk exposure medium in England during the last 12 months.

Muxlow also is conferring with Capitol artists here with a view

Steele Signed By Bethlehem

NEW YORK—Ted Steele, musician, TV personality and one-time deejay, last week signed an exclusive, long-term contract with Bethlehem Records. Steele will be musical director for the label, will arrange and conduct his own orchestra.

Steele continues, however, as emcee on his WOR-TV show, three hours daily.

Steele is no stranger to disks, having recorded, with his Novatones, for Decca, and as accompanist for several top vocal stars. Deal was set for Bethlehem by label's general manager, Carl LeBow.

ORCHID JAZZ

Ella Sings To Platinum Smart Set

MONTE CARLO—Verve Records and "Jazz at the Philharmonic" impresario Norman Granz, who pioneered the idea of recording concerts before live audiences, will try the gimmick here this week, before the world's wealthiest crowd.

Granz's top artist, Ella Fitzgerald, is flying in from Oslo, where she is currently vacationing to perform, along with Tony Martin, at the Monte Carlo Gala, annual gathering point of the "international set," and Granz has made arrangements to record her on the spot.

It is expected that the usual JATP cries of "Go Go Go" will be replaced by a polite jangling of gold and platinum.

Lewis Reset On Allen Show

NEW YORK—Jerry Lee Lewis, who made his first TV appearance last Sunday (28) on the Steve Allen NBC show, has been booked back for another stanza on August 11. In addition, Allen got a commitment for a third appearance sometime in September, coinciding with the artist's next Sun Records release.

While in town last week, Lewis also completed his stint for the forthcoming Vanguard Productions film, "Jamboree." He has been booked for the upcoming Alan Freed show at the Brooklyn Paramount August 28 thru September 8.

toward persuading them to make personal appearances in London, thereby enhancing their sales value there. The exec points out that Tex Ritter was relatively unknown abroad until he made an eight-week tour of England, following which his waxing of "The Wayward Wind" moved into the top five best-sellers, and remained there for about five months, far outdistancing the Gogi Grant version, (the top-selling disk here) as well as covers by British artists.

Muxlow credits the considerable increase in Capitol's children's record sales over the last year to the name change and a concentrated

(Continued on page 53)

Sam Phillips to Go Global With New International Label

NEW YORK—Sam Phillips, proprietor of Sun Records, is preparing to launch a new label within the next three weeks. Label will be called Phillips International, and will be an adjunct of the (Sam C.) Phillips International Corporation.

Phillips, who also is owner of several radio stations in Tennessee, and who is credited with the creation of the rockabilly craze thru his discovery of such artists as Elvis Presley, Johnny Cash, Carl Perkins and Jerry Lewis, intends to make the new label more general in its repertoire scope, and aims at world-wide distribution.

Phillips told The Billboard that he expects to take three or four years to build an international sales web, but that he anticipates the day when an American-made sin-

Arrangers' Royalty Pact With Waxers in Offing?

HOLLYWOOD—The decidedly premature at this time, there appears to be a strong possibility that an organized move of music arrangers will seek a contract with the recording industry in the not too distant future, the effect of which, it is hoped, will give arrangers a royalty on record sales.

Thinking along these lines was unveiled last week at the monthly dinner meeting of the California Copyright Conference by Jack Matthias, president of the American Society of Music Arrangers.

The position of the latter group is far from clear at the present time, inasmuch as ASMA is affiliated with the American Federation of Musicians. Despite this affiliation, the AFM has no scale for arrangers, nor does it set conditions of employment for them. ASMA has been in existence for approximately 20 years and was originally formed within the framework of the AFM on the premise that arrangers had problems not common with those of other musicians.

Matthias revealed that ASMA will discuss such a royalty agreement with the AFM, and also acknowledged the possibility that the group might conceivably form a guild of its own. Preliminary discussions, however, will be held with AFM execs here and in New

GNP Interest Acquired by Walt Heebner

HOLLYWOOD—Walt Heebner, who recently resigned as vice-president and administrative chief of Capitol Records Distributing Company in New York to return to the Coast, has acquired an interest in GNP Records and GNP Custom Recording Company and will actively run these firms as general manager, effective August 15.

Label and studio operation, organized by disk jockey Gene Norman, is expected to shortly embark on an expansion program via the addition of new talent and an aggressive merchandising campaign according to Heebner. In addition, the firm's custom department will be revitalized, with Heebner to announce specific plans in the near future. Heebner played an important role in the success of Capitol's studio operation, and was responsible for the organization of that firm's bridge and cue library, considered to be one of the largest in the industry.

Heebner's chores will also encompass GNP's subsidiary labels, Whippet and Dixieland Jubilee.

Sam Phillips to Go Global With New International Label

gles hit can tally a 10 million sale thruout the world. Success of his several individual foreign deals for the Sun label has inspired his new venture.

Among the artists already signed for the new label are Barbara Pittman, Buddy Blake, Johnny Carroll and Hayden Thompson.

Phillips International distributes, for the most part, will be different from those now handling Sun, although there will be some duplications. Phillips indicated that the line eventually would have LP's; but reiterated his philosophy that singles are the backbone of the business, and that he would continue to concentrate on these.

The Memphis mahoff and his brother Jud were in town last week with Sun artist Jerry Lee Lewis (see separate story).

York relative to having the AFM bargain for the arrangers. Royalty request stems from the theory that the arranger is as creative as is the composer, and as such is entitled to an interest in his works. Matthias asked for reaction to a possible one-half cent per record royalty at the copyright organization meeting.

Los Plateros Hot Tamales In Argentine

BUENOS AIRES—Los Plateros, better known in the English-speaking countries as the Platters, topped all previous attendance records at the Gran Teatro Opera here during the first two weeks of their booking, and have been held over to insure a run in the Argentine for 12 weeks.

In addition, the American quintet has six weeks scheduled in Uruguay, Brazil and Venezuela.

According to local impresario Francisco Lococo, the two-week take topped \$140,000. The theater seats 2,300, and the Platters appeared for two shows nightly at a \$5 top. Lococo stated that the group had been booked on the recommendation of Mercury Records' Buenos Aires representative, who reported to him that the unit's "Only You" was the biggest disk seller in Argentine record history.

It's possible that the Mercury artists may cut several disk sessions here, since their backlog of unreleased masters is running low. They won't be back in the States until December. At that time they have scheduled several TV shots in New York and Los Angeles, and then fly to Japan for their first tour of the Orient.

Calif. C.&W. Fest Off as Interest Lags

SALINAS, Calif.—The California Country Music Convention and Festival, which was to have been held here August 23-24, has been postponed due to lack of interest and failure of the planners to make the necessary preparations in time.

According to J. E. (Red) Swarr, of Maywood, Calif., who was in charge of arrangements, it has been decided to postpone the fest rather than see it wind up a failure. Plans now are to hold it next spring in the Los Angeles area, with indie record labels and music publishers sponsoring.

Central Opens Hwd. Outlet

HOLLYWOOD—Central Records Sales Company, largest of the Coast indie distributors, opened new quarters and showrooms here last week, unveiling a self-service LP operation for dealers in this area.

Package goods are now displayed in wrought-iron units hung on peg-board, with a total of 700 albums displayed. Each unit holds 20 albums, or a maximum inventory of 14,000 LP's exposed.

Firm handles distribution for Epic, Atlantic, Imperial, Specialty and others, and recently added the Steelman phonograph line. New showrooms were unveiled for dealers and the trade at a cocktail party last Wednesday (31).

DECCA has
4 great records of 1 great song

The Original Top Country Record

bobby
helms

30194 9-30194

Big Pop Version

don
estes

30386 9-30386

"FRAULEIN"

("I'LL ALWAYS BE YOUR)
FRAULEIN"

kitty
wells

Kitty's Answer to the
Bobby Helms Record
30415 9-30415

The Great Marching Version
From Australia

vic
sabrino

9-30416



A NEW WORLD OF SOUND



Mull Big 3 Status In Loew's Shake-Up

NEW YORK—Ultimate status of the Big Three Music Publishing Corporation and M-G-M Records in view of the appointment of former American Broadcasting-Paramount Theaters veepee Robert H. O'Brien to succeed Charles Moskowitz as vice-president and treasurer of Loew's, Inc., remained unclear at press time. The subsidiary firms had always been considered under Moskowitz's wing, during his long tenure with the firm.

A stockholder's hassle which has been brewing for some months between the management forces con-

trolled by Loew's proxy, Joseph Vogel, and various dissident groups headed by Joseph Tomlinson, a Canadian hotel man and contractor, and the Wall Street banking houses of Lazard Freres and Lehman Brothers, is expected to be settled at a special stockholder's meeting called by Vogel for September 12 in New York.

Moskowitz, queried this week, said that the matter of O'Brien's future relationships to the Big Three and M-G-M Records could not be determined until after the September meetings.

An official at the Big Three said: "Your guess is as good as mine," when questioned on the same point.

Frank Walker, proxy of M-G-M Records, said that he had always operated fairly independently of the Loew's parent firm, and he assumed it would be the same way in the future. In relation to the internal strife within the management of Loew's, Walker said: "I've never run away from a fight yet and I don't expect to now. We'll be fighting for management all the way." Walker added: "If the other side wins the fight, of course, we could all be out of jobs."

In an article in the current issue of Fortune Magazine on the Loew's situation, Vogel is quoted as follows: "I'm in this to the end now. I feel I'm fighting to hold together a company that has been my whole life. I'm not going to sell off pieces of the company like the music or records division, at least till they are fully built up to their full potential strength."

SPA Warns on Invalid MPHC Cleffer Pacts

NEW YORK—The Music Publishers Holding Corporation has continued to use the standard Songwriters Protective Association contracts with writers, despite the fact that MPHC was the one prominent publisher which refused to extend the basic SPA agreement during the current year. This is pointed out in a letter sent by SPA to all its members.

According to SPA spokesmen, MPHC has continued using the standard contract forms without submitting them to SPA for counter signature. By their very terms, according to the spokesman, the contracts are thus invalid and writers are warned their rights are therefore not being protected.

SPA said the notification had been held up "because of the belief that the situation might change."

MPHC officials could not be reached for comment.

Jubilee Offers Special Fall Distrib, Dealer, DeeJay Deals

NEW YORK—Jubilee Records fall album program offers a special plan for distributors and dealers as well as a special offering for radio stations. It was announced last week by Jerry Blaine, diskery chief.

For the period covering August 1 thru October 31, dealers purchasing seven Jubilee albums will receive an eighth album gratis.

Stations are offered their choice of 30 LP's from current catalog, as well as future releases within one year, for \$25. Additional LP's are available at a purchase price of \$1.10 each. Diskery's album catalog totals 55 LP's. Morty Pal-

AFM Sets New Regulations for Vegas Area

LAS VEGAS, Nev.—Failure of a number of hotels here and the resultant difficulty in collecting back salaries due members of the American Federation of Musicians evoked new regulations covering locations in the jurisdiction of Local 369, American Federation of Musicians, Las Vegas.

Effective July 1, all establishments hiring members of the AFM in this area were required to post a cash bond equivalent to one week's salary for all musicians working in any such location.

Union pointed out that the federal bankruptcy statutes put band leaders in the category of unsecured creditors and, accordingly, some steps had to be taken to guarantee the payment of salaries of musicians.

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Lew Chudd, Imperial proxy, was in New York this week following the appearance on the Alan Freed Show. He indicated that Fats will not be making any European appearances just yet. Chudd said he felt Domino wasn't ready for such a tour, altho sources in London say the demand for Domino disks there is growing. Asked about the current so-called ballad trend in the pop business, Chudd quipped: "Sure they're buying ballads and we helped start it all . . . with Fats Domino. Nobody can forget 'I'm in the Mood for Love,' 'Blueberry Hill,' and 'When My Dreamboat Comes Home.'"

Jolly Joyce, who shares personal management of Alan Freed with Morris Levy, said this week that Freed's ABC-TV show continues to rate kudos from the rock and roll public. A hefty line-up of acts is now being set for Freed's forthcoming Brooklyn Paramount show. Joyce also revealed that Bill Haley and the Comets have been booked for a European tour of France, Germany, Switzerland, Italy, Belgium and Greece starting September 30. Joyce added that "Haley will not appear in England this time."

Altho certain segments of the industry are still buzzing about Little Richard's evangelistic kick, there seems to be little to indicate his early departure from his more commercial ventures. Irv Siders, of the Gale Agency, says the chanter is in greater demand than ever and bookings now carry into October. Siders also reports in-

EDITORIAL

Dollars and Sense

Cost of Columbia Records' recent annual sales convention at Miami Beach, Fla., has been unofficially estimated at \$250,000—covering transportation and hotel expenses of some 750 distributors, salesmen and wives.

This is a large sum of money, to be sure. But what is truly significant is that this is a large sum of money well-spent.

Every distributor and salesman left that five-day convention with these tangible assets: 1) Familiarity with the product. 2) Faith in the product. 3) A complete knowledge of the merchandising aids he could expect from the manufacturer. 4) An awareness of his own importance in the Columbia family, and a realization of his own responsibilities to the organization.

Entertainment? Yes, there was plenty of it. Plenty of good food and good conversation. But in the conduct of the business sessions, President Goddard Lieberman, Sales Chief, Hal Cook and the various administrative and a.&c. execs—including Herb Greenston, Al Earl, Mitch Miller, George Avakian, Milt Selkowitz and Bill Gallagher—never lost sight of the essential high seriousness of the convention.

Much business was written on the spot. More will accrue, and much of this will be the direct result of the business sessions at Miami Beach.

This is one type of Hawaiian luau which really pays off!

Superior Ct. Judge Gives Nod to AFM

HOLLYWOOD — Dissident Coast musicians were handed a setback here last week, when Superior Court Judge Philbrick McCoy denied petitions of the Cecil Read led forces to issue a temporary restraining order and appoint a receiver in two of the four cases currently before the courts. Latter issues involved refer to the 5 per cent TV film formula, and re-use payments on transcriptions, spots and jingles.

In issuing the ruling, McCoy declared that it "would be an abuse of discretion," to issue a restraining order "on the merits of the issue involved." Recognizing that the thorny question of jurisdiction was involved in the other two cases, recording and motion picture residuals, Judge McCoy ruled that even if the courts did have jurisdiction, the petition would be denied solely on merit. The recording and motion pictures cases are currently before the California Supreme Court, and involve the jurisdiction of service upon Samuel Rosenbaum, trustee of the Music Performance Trust Fund.

Decision by Judge McCoy is expected to be appealed as were the recording and motion picture residual issues. Superior Court originally held against the Read group, with the Appellate Court subsequently reversing the decision.

Ann Fulchino Back on Job

NEW YORK — Ann Fulchino, administrator of pop singles publicity for RCA Victor, returns to her desk this week after a long illness. Deirdre Budge, who has been filling in for Miss Fulchino, moves into a newly created post as administrator of artists relations in the publicity department.

Herb Hellman continues as administrator of albums publicity. All the above-named report to Gerald Thorp, manager of the publicity section.

PRINTING ERROR IN HONOR ROLL

Due to a mistake in our printing department, "Teddy Bear" was erroneously listed in the Honor Roll of Hits in the No. 6 position in last week's Billboard. It rightfully belonged in the No. 1 position, which it retained last week. "Love Letters in the Sand," listed as No. 1 last week, should have been No. 2 with the tunes following in the top 6 positions on the chart moving down one notch.

Stapleton Heads Cap Promotion

HOLLYWOOD — Charles (Buck) Stapleton, for the past year sales manager of Capitol Records' Dallas branch, has been named to helm the firm's Western promotion office, operating out of Cap's headquarters here.

Robert R. Keels succeeds Stapleton in Dallas. Mike Maitland, director of sales, also announced the appointment of Joseph F. Okla as sales manager of the firm's Buffalo branch.

Brenda Lee Under Allbritten's Wing

NASHVILLE — Dub Allbritten, former personal manager to such country and western names as Red Foley, Ernest Tubbs and Hank Snow, among others, has taken over the personal management of Brenda Lee, "Ozark Jubilee" star, who has made numerous guest shots on major TV shows.

Under the arrangement, Miss Lee will no longer appear on "Ozark Jubilee" and will work all personal out of this city. Prior to going under Allbritten's wing, she had been working under the personal management of W. E. (Lucky) Moeller, of Top Talent, Inc., Springfield, Mo.

Charles Mosely, local accountant and showbiz advisor, was recently appointed Brenda Lee's legal guardian in the Davidson County Court here. He, in turn, selected Allbritten to handle the personal management on Miss Lee. Allbritten is due back here Wednesday (7) from New York, where he spent most of last week on a business deal involving Miss Lee.

AUSSIES HONOR VICTOR ALBUM

NEW YORK—Victor's album, "Drum Suite", was awarded first prize in Cawthorne (Australia) National Cover of the Year contest, according to Rudi Tolnay, managing director of RCA of Australia Pty., Ltd. The design was conceived by Bob Jones, label's art director, and David Hecht, staff photographer. Same album was awarded a Certificate of Merit at the First Annual Record Cover Show by the American Institute of Graphic Arts, and was also cited at the 1957 German Jazz Festival in Frankfurt.

Chess Records' swinging organist, Harry ("Daddy-O") Gibson, whose current disk of "Night Train" is getting an excellent reaction, is being set for a national tour in the fall via the Lil Cumber agency on the West Coast. . . . Bobby Blue Bland's disk of "Father Up the Road," a Billboard spotlight, is making the folks at Don Robey's

(Continued on page 58)

Taking the country by

STORM!

**LENA
HORNE**

Sweet Thing

c/w

**That Old
Feeling**

47/20-6997

**JULIUS
LA ROSA**

Worlds Apart

c/w

**Famous Last
Words**

with Joe Reisman's orchestra & chorus
47/20-6998

Introducing RCA VICTOR's newest recording star,

MILTON ALLEN!

Love A, Love A Lover c/w Just Look, Don't Touch, She's Mine

47/20-6994

Now on NBC-TV every Monday 7:30-7:45 pm (EDT)

"Million Record Show," starring Georgia Gibbs!



America's favorite speed...



45 RPM



RCA VICTOR



MUSIC AS WRITTEN

Cotton Carrier Joins Lowery Music, Atlanta . . .

Joseph A. (Cotton) Carrier, active in the music field the last 15 years as entertainer, talent manager and songwriter, has joined Bill Lowery's Lowery Music Company in Atlanta as road man. In addition to calling on deejays, Carrier will also serve as general manager of the firm's subsidiary, Bill-Lowery Enterprises, talent agency handling bookings on Jerry Reed (Capitol), Ric Cartey (RCA Victor), Bob Corley (RCA Victor), Ray Stevens (Prep), Roy Drusky (Columbia), and Don Carroll, new artist recently signed by Capitol. Carrier was for five years deepay at Station WSB, Atlanta, and part of that time had charge of the station's artist bureau. He also served as manager and emcee of the WSB "Barn Dance."

4,000 Entries in Album Cover-Photo Contest . . .

The jointly sponsored album cover photo contest currently being conducted by RCA Victor and Canon Cameras has attracted over 4,000 photo entries to date. Contest, based on theme "Hi-Fi in Focus," closes August 31. Shutterbugs are entering via applications available in both disk and camera shops.

'Four Showmen' Signed To V.I.P. Pact . . .

V.I.P. Records has signed the Four Showmen to a three-year pact, according to Vivian Della

3 BIG RECORDS

BAND OF ANGELS

• Voices of Walter Schumann (RCA Victor) #20-47-6988
• Dick Hyman (MGM) #K-12516
• Sarah Vaughan (Mercury) #71157X45
And more to follow

M. Witmark & Sons

DRIVE IN SHOW

Eddie Cochran
Liberty

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

From the 20th Century-Fox Production
"AN AFFAIR TO REMEMBER"

An Affair to Remember
(OUR LOVE AFFAIR)

LEO FEIST, INC.

DEAR DISC JOCKEYS:

"LATE"

The Title Song of the Ilene Wood's Jubilee Album was written by Donald Kahn and Joan Bender and published by Gus Kahn Music Co. The Label copy is incorrect.

Chiesa, head of the label's a.&r. department. The quartet, currently appearing in Pittsburgh's Horizon Room, will arrive in New York shortly to begin record sessions for V.I.P.

Correction . . .

Last week's monthly classical best-selling chart incorrectly listed the label and number of Stravinsky's "Rite of Spring" by The Paris Conservatoire Ork (Monteux). The correct label and number are RCA Victor LM 2085. The album was fifth among the best sellers.

Milton Karle is handling record promotion for the George Shearing Sextet with present emphasis on the pianist's latest Capitol album, "Black Satin." Shearing starts a month's engagement at the New York Embers on August 5. . . . Nat (King) Cole is skedded for a week's appearance at Paul (Skinny) D'Amato's 500 Club in Atlantic City, starting August 17. . . . Erroll Garner began a month's stint at the Chicago London House on Wednesday, July 31. . . . Following her current stay at the Adolphus Hotel in Dallas, Judy Scott opens August 20, at the Zephyr Room in Cleveland. . . . Dave Hill, 20-year-old writer and warbler, has been signed by RCA Victor. Hill composed "Rockin' Shoes," which has been recorded by the Ames Brothers.

Orkster Buddy Morrow plays the Hotel Statler for the first time starting September 6. Engagement is for 13 weeks. . . . Stan Getz Quartet and the Mitchell-Ruff Duo open at Lower Basin Street Thursday (8) for a special 10-day stand. . . . Orkster-arranger Richard Maltby has been booked into the Salt Air Ballroom in Salt Lake City from August 7 thru 17. . . . Max Gordon's Village Vanguard, now tagged the Village Vanguard of Jazz since its new jazz policy has proved a smashing success, brings in two acts new to the city this week. Opening Tuesday (6) for two weeks are the Ruby Braff All-Stars, with Pee Wee Russell, Nat Pierce, Walter Page, etc., and the Jean Hoffmann Jazz Workshop Trio.

Decca has signed Gene Maltis, a vocalist from Concord, N. H., and pianist Bill Plato. Maltis bows with two of his own cleffings, "Crazy Baby" and "Deep River Blues," while Plato's initial disk couples "Holiday in Portofino" and "Middle of June." . . . Dick Jacobs, Coral Records' musical director, is on a tour of key disk areas, promoting his newest entry, "Fascination," from the film, "Love in the Afternoon." . . . Coral Artists get the benefit of heavy regular TV coverage in the coming season. Lawrence Welk continues with his Saturday and Monday full hour shots, while Alan Freed has a 30-minute Friday night on the same ABC-TV network. . . . Steve Allen continues in his Sunday night NBC-TV spot.

Atlantic spokesmen here report that Bill Belk, of WTYC, Rock Hill, S. C., is setting up a special week-long promotion for the Atlantic Chris Conner (Gershwin) package. The album will be plugged on jockey shows and a special panel show. . . . Decca Records party for New York area dealers, held at the New Yorker Hotel Wednesday (31), was a great success with a total assemblage of more than 700 dealers, wives and friends.

Prep Records' Janice Harper was forced to cancel out part of her current deejay tour thru Connecticut, and the Baltimore and Washington area due to the death of her grandfather.

4TH KAHN TO ASCAP ROLLS

HOLLYWOOD — Apparently intent upon holding the largest family membership in ASCAP, the Kahn family added a fourth member to the Society's roster last week.

Lois Kahn, daughter-in-law of the late Gus Kahn, was elected to membership, joining ranks with the Gus Kahn estate, widow Grace Kahn, and son, Donald Kahn.

Donald's son, age 12, is being groomed. Slacker!

Coast Jazz Org Sets 1st Concert Dates

HOLLYWOOD — The recently organized West Coast Jazz Society will produce its first concerts in this area August 15-16 at the first annual Jazz Festival in Long Beach, Calif.

Producers Ed Randolph and Mel Le Clair have thus far inked Shelly Manne, Buddy Collette, Conrad Gozzo, Murray McEachern, Milt Bernhardt, Al Viola and Red Callendar to appear. Festival will feature the premiere of Calvin Jackson's controversial variations on Gershwin's "Rhapsody in Blue." Concert will be held at Long Beach Municipal Auditorium, with the house scaled from \$1.25 to \$3.30. Disk jockey Jim Gosa, KFOX, will emcee the show.

New Studio For Victor In Nashville

NASHVILLE — RCA Victor will build a studio here to handle both custom and commercial recording, according to A. L. McClay, RCA Victor's general plant manager. Studio is scheduled to be completed in October of 1957, and will replace facilities the company has been using.

The new studio, designed by William Miltenberg, RCA Victor's chief engineer and manager of recordings, will be equipped for both monaural and stereophonic recording. Chet Atkins, Victor artist and musical director, will be in charge of a.&r. for the facilities.

Lewis Debuts 1st Pic Score

NEW YORK — John Lewis, pianist-arranger for the Modern Jazz Quartet, has composed the background music for Raoul Levy's French-Italian production, "Sait on Jamais." This is Lewis' first movie-scoring stint. The film, in addition to marking the debut of the MJQ as artists for a pic, is also the first European film to utilize an American jazz combo in presenting the background music.

Setting for the flick is Venice, and Lewis' inventive score depicts the locale and action in a series of very imaginative themes. High-point reached is in a dramatic, funeral scene on the Grand Canal for which Lewis provides a haunting, somber motif, "Cortege." The brilliantly executed score has Milt Jackson on vibes, Percy Heath, bass, Connie Kay, drums and Lewis on piano.

Atlantic Records will release the sound track LP to coincide with the American release of the film this fall. The music is being published by Duke Niles' Raven Music. Howard Cook.

Shaw Alumni to New Posts at Archer Assoc's

NEW YORK — Esther Navarro, Dudley Thomas, and Jerry Johnson, alumni of Shaw Artists, all were involved in important personnel shifts at Archer Associates last week.

Prexy Jack Archer, also formerly with the Shaw firm, announced that Miss Navarro has been placed in charge of one-nighters and club dates in the East, while Dudley Thomas has been moved up to secretary of the corporation. Thomas will be in charge of the contract department and personnel.

Jerry Johnson becomes vice-president and general manager of the Archer firm.

'Kiss' Pic R'ts to Coral

NEW YORK — Coral Records has acquired the soundtrack rights to the upcoming Jayne Mansfield, Cary Grant flick, "Kiss Them for Me." Bob Thiele, a.&r. topper for the label, disclosed that the track will contain music in the swing era tradition of the late Thirties, with a "good swinging band" emulating the styles of such as Benny Goodman, Tommy Dorsey and Glenn Miller. "It should be a gas," said Thiele.

He also indicated that the McGuire Sisters will do the main title theme tune behind the credits, which rendition will be released as a single. On another front, Thiele said the label has signed the Four Knights, formerly on Capitol, a group which appeared on several disks with Nat (King) Cole.

Jap Pic Rights To RCA Victor

HOLLYWOOD — RCA Victor had acquired sound track rights to two Japanese documentary films, "Onsen" and "Geisha," and will release a special LP consisting of edited versions from the Michio Fukuei score.

Tho as yet unreleased in this country, the films have already been accorded numerous honors abroad. Pix were produced by Steve Parker Productions, with Parker due to return from the Far East this week with tape of the "Geisha" score.

Mancini, Evans To CLGA Bd.

HOLLYWOOD — Leith Stevens, president of Composers and Lyricists' Guild of America, last week named Henry Mancini and Ray Evans to posts on the executive board of the organization.

Mancini will fill the unexpired term of Marlin Skiles who resigned because of the pressure of personal business, and Evans will serve in place of Johnny Burke during the latter's absence from the West Coast.

DISC Tourney Kicks Off Qualifying Week

NEW YORK — Some 65 golfers from the Metropolitan area kicked off the qualifying week of the Disc Industry Scholarship Committee (DISC) national golf tournament Thursday (25).

Play was held simultaneously at the Crestmont Country Club, West Orange, N. J., and at the Harrison Country Club, Harrison, N. Y. At the latter club, Bernie Boorstein, Leslie Distributors, got an eagle on the first hole.

65G WILLED TO JOCKEY BY FAN

CHICAGO — Back in 1949, Bill Schneider, then a deejay on WSDR, Sterling, Ill., said absent-mindedly on the air, "Gosh, I'm out of cigarettes." A few minutes later a carton was delivered to him from the corner drugstore, compliments of a listener.

Schneider struck up a phone acquaintance with the fan, Jessie Jeapette Wilger, a shut-in spinster, and played her favorite tunes. He never met her face to face.

In 1955, Miss Wilger killed herself and bequeathed Schneider an 80-acre farm, a house in Sterling and government bonds, evaluated at \$65,000.

Last week, a circuit court jury upheld the will, striking down the claim of Miss Wilger's relatives that she was of unsound mind and unduly influenced by Schneider.

Sammy Gets Radio Slot

NEW YORK — Sammy Davis Jr. will star in a weekly one-hour radio series, starting early in September as a highlight of "Program PM" on five stations of the Westinghouse Broadcasting Company, Inc. Davis will produce the program.

Contract provides that Davis Jr. will be given the widest latitudes as to format.

It is intended to continue the behind-the-scenes theme of "Program PM," in a "Coffee Corner" setting wherein Davis will be joined by guest stars. First of the series, already taped, features Frank Sinatra as guest.

William J. Kaland, WBC national program manager, is the show's executive producer. Co-producers are Julie Chester and Jess Rand.

Two Big Smashes!!

by PAT BOONE

PAT BOONE sings
"THERE'S A GOLD MINE
IN THE SKY"

PAT BOONE sings
"LOVE LETTERS IN
THE SAND"

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2 BIG ONES FROM BMI

Bill Haley and the Comets
"YOU HIT THE WRONG NOTE
BILLY GOAT"

and
"ROCKIN' ROLLIN' ROVER"
DECCA 9-30314

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Coming Up from the pen of . . .

Leroy Anderson

His next big one—

FORGOTTEN
DREAMS

Recorded by

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Effective October 1, 1957 many London frr LP's currently priced at \$3.98 will be increased to \$4.98 with new catalog series numbers announced

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LIMITED SUPPLY LASTS**

Check your stock on all the items listed below. Don't be caught "out-of-stock" because of production delay in the new \$4.98 series.

HEAVY FALL ADVERTISING ON THESE LP'S IN NEW \$4.98 SERIES

Order form for London LP's being increased to \$4.98

Current "LL" Cat. No.	Order	Description	\$4.98 Cat. No. (eff. 10/1/57)	Current "LL" Cat. No.	Order	Description	\$4.98 Cat. No. (eff. 10/1/57)
LL 123		Bloch: SACRED SERVICE—Bloch—L.P.O.—Choir	5006	LL 1394		Faure: REQUIEM—Ansermet	5221
LL 142		OPERATIC RECITAL BY RENATA TEBALDI	5007	LL 1408		GREGORIAN CHANT—EASTER—Solesmes Choir	5222
LL 176		Gillis: MAN WHO INVENTED MUSIC—Kilty, Gillis—N.S.O.	5008	LL 1455		OPERATIC RECITAL BY MARIO DEL MONACO, No. 4	5237
LL 271		Brahms: VIER ERNSTE GESANGE, etc.—Ferrier	5020	LL 1459		NATIONAL AIRS OF SCOTLAND & IRELAND—Harvey—N.S.O.	5238
LL 305		Strauss: DIE FLEDERMAUS—highlights	5023	LL 1460		NATIONAL AIRS OF ENGLAND AND WALES—Harvey—N.S.O.	5239
LL 458		Mozart: ARIAS FROM DIE ENTFUHRUNG AUS DEM SERAIL	5038	LL 1463		GREGORIAN CHANT—PENTECOST, CORPUS CHRISTI— Solesmes Choir	5241
LL 625/6		Mahler: DAS LIED VON DER ERDE—Ferrier—Patzak—Walter	A-4212	LL 1464		GREGORIAN CHANT—ASCENSION, ASSUMPTION— Solesmes Choir	5242
LL 646		Weber: DER FREISCHUTZ—highlights	5074	LL 1503		POETRY READING BY DAME PEGGY ASHCROFT—Vol. 1	5253
LL 648		J. Strauss: GYPSY BARON—highlights	5075	LL 1508		MOZART ARIAS SUNG BY HILDE GUEDEN	5254
LL 649		Puccini: LA BOHEME—highlights	5076	LL 1514		CESARE SIEPI OPERATIC RECITAL, No. 2	5255
LL 650		Puccini: MADAMA BUTTERFLY—highlights	5077	LL 1522		FAVORITE BALLADS—Thomas L. Thomas	5256
LL 688		RECITAL OF BACH AND HANDEL ARIAS BY KATHLEEN FERRIER	5083	LL 1523		SCOTTISH SONGS—Thomas L. Thomas	5257
LL 782		G&S: MIKADO—PATIENCE—highlights	5087	LL 1529		KATHLEEN FERRIER RECITAL	5258
LL 783		G&S: YEOMAN OF THE GUARD—RUDDIGORE—highlights	5088	LL 1532		ENGLISH SONG RECITAL—Peter Pears	5324
LL 784		G&S: THE GONDOLIERS AND IOLANTHE—highlights	5089	LL 1533		KIRSTEN FLAGSTAD SINGS WAGNER	5259
LL 809		G&S: HMS PINAFORE—SORCERER—highlights	5091	LL 1535		LISA DELLA CASA LIEDER RECITAL	5260
LL 845		Bach: CANTATAS Nos. 11, 67, 147—Ferrier	5092	LL 1536		R. Strauss: SALOME—CLOSING SCENE, etc.—Borkh	5261
LL 856		R. Strauss: FOUR LAST SONGS, etc.—Della Casa	5093	LL 1546		KIRSTEN FLAGSTAD LIEDER RECITAL (Schubert & Schumann)	5262
LL 903		Brahms: ALTO RHAPSODY—Ferrier, L.P.O., Krause	5098	LL 1547		KIRSTEN FLAGSTAD GRIEG RECITAL	5263
LL 924		Gluck: DRFED ED EURIDICE—Abridged—Ferrier	5103	LL 1548		POETRY READING BY DAME PEGGY ASHCROFT—Vol. 2	5325
LL 1025		OPERATIC RECITAL BY MARIO DEL MONACO	5121	LL 1568		SHERLOCK HOLMES MEETS DR. WATSON/THE FINAL PROBLEM—Gielgud, Richardson, Welles	5326
LL 1047		RICHARD STRAUSS OPERA RECITAL—Della Casa	5124	LL 1571		RENATA TEBALDI RECITAL OF SONGS AND ARIAS	5267
LL 1061		Debussy: LE MARTYRE DE ST. SEBASTIEN—Ansermet	A-4103	LL 1576		LISA DELLA CASA OPERATIC RECITAL	5268
LL 1111		Gounod: ROMEO & JULIETTE—highlights	5130	LL 1580		GIULETTA SIMONATO OPERATIC RECITAL	5269
LL 1112		Handel: MESSIAH—highlights	5131	LL 1591		HILDE GUEDEN RECITAL OF RICHARD STRAUSS LIEDER	5270
LL 1114		Massenet: MANON—highlights	5132	LL 1601		ANITA CERQUETTI OPERATIC RECITAL	5274
LL 1115		Bizet: CARMEN—highlights	5133	LL 1619/20		EMLYN WILLIAMS AS CHARLES DICKENS	A-4221
LL 1129		Delibes: LAKME—highlights	5134	LL 1636		FERNANDO CORENA—OPERATIC BUFFO RECITAL, No. 2	5276
LL 1133		Walton: FACADE (Complete)	A-4104	LL 1641		KIRSTEN FLAGSTAD RECITAL OF BACH AND HANDEL ARIAS	5277
LL 1204		Britten: SEVEN SONNETS OF MICHELANGELO; WINTER WORDS—Pears	5154	LL 1648		Verdi: AIDA—highlights—Tebaldi, Del Monaco	5279
LL 1240		CESARE SIEPI SINGS GREAT OPERATIC ARIAS	5169	LL 1649		Puccini: TOSCA—highlights—Tebaldi, Campora	5280
LL 1243		G&S: PIRATES OF PENZANCE & PRNCESS IDA—highlights	5170	LL 1650		OPERATIC RECITAL BY VIRGINIA ZEANI	5289
LL 1244		OPERATIC RECITAL BY MARIO DEL MONACO, No. 2	5171	LL 1669		Grieg: HAUGTUSSA, etc.—Flagstad	5290
LL 1249		WELSH SONGS—Thomas L. Thomas	5172	LL 1670		KATHLEEN FERRIER BROADCAST RECITAL FROM NORWAY	5291
LL 1254		Britten: SAINT NICHOLAS—Pears, Britten	5173	LL 1680		WOLF & STRAUSS RECITAL—Flagstad	5292
LL 1255		OPERATIC RECITAL BY RENATA TEBALDI, No. 2	5174	LLA 14		GREGORIAN CHANT—Vol. 1—Solesmes Choir (5-12")	A-4501
LL 1256		FAMOUS OPERATIC DUETS—Del Monaco, Tebaldi	5175	LLA 17		GREGORIAN CHANT—Vol. 2—Solesmes Choir (4-10")	A-4402
LL 1305		REMEMBER ME—Greta Keller	5187	LLA 19		Handel: MESSIAH (Complete)—Boult (4-12")	A-4403
LL 1322		HILDE GUEDEN SINGS ARIAS FROM THE ITALIAN OPERAS	5192	LLA 21		Handel: 12 CONCERTI GROSSI, Op. 6—Boyd Neel (3-12")	A-4311
LL 1333		OPERATIC RECITAL BY MARIO DEL MONACO, No. 3	5193	LLA 27		Mendelssohn: ELIJAH (Complete)—Krips (3-12")	A-4315
LL 1334		OPERATIC "BUFFO GEMS"—Fernando Corena	5194	LLA 47		LE BOURGEOIS GENTILHOMME (Moliere)—Douatte (3-12")	A-4320
LL 1354		OPERATIC RECITAL BY RENATA TEBALDI, No. 3	5202	LLA 52		Beethoven: SONATAS FOR CELLO AND PIANO—Nelson (3-12")	A-4328
LL 1373		AN EVENING WITH BEATRICE LILLIE	5212	LLA 53		Chopin: MAZURKAS—Mgaloff (3-12")	A-4329
LL 1381		OPERATIC RECITAL BY GIUSEPPE CAMPORA & GIANNI POGGI	5216				
LL 1384		GREGORIAN CHANT—CHRISTMAS—Solesmes Choir	5217				

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THE BILLBOARD'S WEEKLY

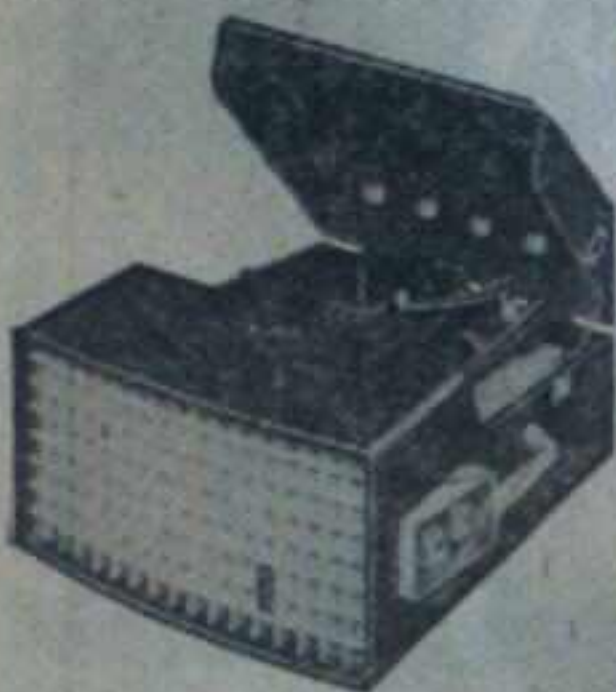
Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

NEW V-M PORTABLE CHROME ACCENTED . . .

V-M Corporation has just introduced a new hi-fi, four-speed portable, styled in blue and white, with chrome accents. Called the Model 557, the unit lists at "about \$135 west of the Rockies."

White plastic in a honeycomb design in front of the grille cloth contrasts with the deep blue leatherette case. Tone arm and



record support arm carry out the deep-blue color motif. All controls are housed in a chrome side handle.

Sound is delivered thru a speaker system consisting of an eight-inch woofer plus a five-inch by seven-inch speaker containing a concentric tweeter cone for producing the high-range tones. Separate output for an additional speaker and stereo-tuner jacks are included.

GE HAS RECHARGER IN LEATHER CASE . . .

A new de luxe, genuine leather recharger carrying case, for use with General Electric's all-transistor pocket radio (Models P-715



and P-716, is announced by the firm's receiver department.

Styled in russet finish with full zipper closure, the case includes

a set of nickel cadmium batteries rechargeable for up to 10,000 hours of normal use.

Recommended retail price for radio and recharger carrying case is \$69.95.

GRANCO ADDS HI-FI MODELS . . .

Granco Products, Inc., announces the addition of four high-fidelity models called the Imperial series. With their addition, Granco has expanded the high-fidelity portion of its complete line of FM radios and combinations.

Shown here is Model RP-1210, the Imperial Lowboy. Designed as a space-saver, the Lowboy contains a balanced three-speaker system with cross-over network. It combines a 10-inch woofer, 6-inch mid-range speaker and a 4-inch tweeter. The amplifier provides 10-watts of power and



the unit includes tape recorder input receptacles.

The radio element includes both AM and FM reception. Coaxial Frequency Control and Granco Super G Tuner assure drift-free performance.

Cabinets come in choice of three finishes. It is priced at \$219.95 in mahogany. Other finishes are \$10 higher.

ZENITH INTRODUCES PIED PIPER PHONO . . .

One of the additions to the Zenith phono line for 1958 is the Pied Piper (Model AP7F). The unit operates at four speeds and



has two front-firing speakers for big-set sound. A spindle for playing 45's is built in and the cartridge is the dual-needle type. Separate volume and tone controls are standard equipment.

Needs Albums Only For Sales Success

- Midwestern dealer eschews singles, does all right
- Varied album fare draws all types of customers

By BENN OLLMAN

MILWAUKEE—Can a record shop exist by selling only LP albums?

"Yes," says Warren Keats, manager of the Hi-Fi Center on Milwaukee's Northwest side of town. "The main thing is to keep a varied stock of albums on your shelves. The public is fast learning that a large variety of recorded music today is available on LP's. With LP's you can offer anything from Rachmaninoff to rock and roll with a smaller investment in inventory than if you had to stock all speeds in depth."

Dual Store Set-Up

With a solid year of experience behind them, Jim Goodwillie, owner, and Warren Keats, manager of the Hi-Fi Center, are gratified that their calculated gamble is paying off. The Hi-Fi Center enterprise is now three years old, and has just completed its first year in this new location at 4236 West Capitol Drive. Phonograph record sales were added to the merchandising of high-fidelity package and component units when the new headquarters was opened. The two departments, hi-fi components and phonograph records, are separated in the new, modern structure, and both function independently of each other.

According to Goodwillie, founder and general manager of the fast growing sound and disk firm: "If I had to do it all over again, there would be one big change. I would start right out with a phonograph record department, instead of waiting three years to open it as we did here."

\$6,000 Monthly Average

Why the strong enthusiasm over the disk department? "Well, for one thing," says Goodwillie, "we're doing about \$5,000 to \$7,000 monthly volume on records alone, and we're first getting started." Also on the plus side, says he, is the added traffic that the record section is building for the high-fidelity sound component parts department of the Hi-Fi Center.

The subject is a moot one, but department Manager Keats is firmly convinced that his record department could prosper independently on the same location without the existence of the parent hi-fi section.

"Component parts customers are, strangely enough, not big buyers of phonograph records," says Keats. "Our experience has been that they are not the ones who purchase the bulk of our records. Most of our sales are to owners of ordinary players who love music of all types. Some day, no doubt, a lot of these people will buy either custom hi-fi installations or expensive package units. But these people aren't waiting until they get the ideal equipment before they start building their record libraries."

Now-Hi-Fi Fans Are Better

Since the total number of people owning custom hi-fi installations is still comparatively small in comparison with the users of package instruments, Keats is convinced that the prosperity of his store remains linked to the tastes of the ordinary music lovers. Sales of specialized hi-fi

disks for avid sound hobbyists make up a healthy and growing proportion of the store's volume, however.

Will the Hi-Fi Center change its policy in the foreseeable future and begin selling records in all speeds? "We're not set up for it," says Keats. "Our floor space is too limited. In order to merchandise all three speeds, we would need a lot more space than we have. We would have to sacrifice our present depth in LP stock and spread our inventory thin."

Listing the advantages of running a specialist operation, Keats emphasizes the higher profits made per sale; wider assortment of stock possible by stressing only 33½ r.p.m. disks, and the ability to build and maintain a loyal following of customers.

Doesn't Cater to Teeners

Elimination of 45's and 78's in the Hi-Fi Center's merchandising pattern was not decided upon as a means of fencing out the rock and roll teen-age crowd, altho in practice it works out that way, explains Keats. "Many of our customers formerly only bought single records; now they are confirmed LP album collectors," says Keats. "They go elsewhere if they want a particular single, but invariably they re-

turn to us for their album shopping. They connect our store with albums."

Virtually every bit of the Hi-Fi Center's \$12,000 to \$15,000 stock of LP's is out on the browser shelves, visible and accessible to the customers. Some additional stock of steady selling items such as "My Fair Lady" and "Oklahoma" are kept under the counters and in the store-room.

The store makes effective use of its available space. Practically the entire store is devoted to browser box displays. Only two listening posts are provided for customers. One is an enclosed booth and the other is an open auditioning post.

Listening Booths Unimportant

There is considerable doubt in his mind, says Keats, about the desirability of including listening booths in a modern record shop. Several open listening posts should prove sufficient, he says. At the Hi-Fi Center, an increasing number of albums are being sold without any preliminary auditioning.

"We are attempting to convince our customers that this is the place to go to buy records; not to spend a lot of time auditioning them. As a rule, people have already made up their minds what records they want before they come in here. Attractive displays of other albums can help push over additional impulse sales, but the people who spend a lot of time here auditioning records are seldom our best customers."



Confident that tapes are due to gain increasing importance in the music industry, the Hi-Fi Center has begun to build its library of pre-recorded tape albums. A customer is shown here checking over what is the beginning of the pre-recorded tape department in this store. Within a year, says store Manager Warren Keats, this section may need triple the store space it now has (Benn Ollman photo).



Simplicity features the store arrangement at the Hi-Fi Center in Milwaukee. Almost all of the store's stock is in self-service browser boxes. Store Manager Warren Keats is shown checking over the stock against his inventory sheets (Benn Ollman photo).

ELECTRONICS




Truth is a bright future as a recharging electronic specialist in the military Navy

NAVY

*From the surging
movie-drama of the Civil War
comes an
Original Soundtrack Score
of unusual power... on*
RCA VICTOR!

An Original Soundtrack Recording

RCA VICTOR
LPM-1557



WARNER BROS.
**CLARK GABLE
YVONNE DE CARLO**
"BAND OF ANGELS"
SIDNEY POITIER
EFREM ZIMBALIST, JR.



Be ready to cash in on the excitement that will be created by this sweeping drama of the South during the Civil War. Get in touch with your RCA VICTOR record distributor and Warner Bros. Theater managers for local tie-in. Stock up on "Band of Angels" Albums now, and watch your sales hit new heights,

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



Best Selling Pop Albums

FOR SURVEY WEEK ENDING JULY 27

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.

- 1. LOVING YOU-Elvis Presley... RCA Victor LPM 1515
2. AROUND THE WORLD-Sound Track... Decca DL 9046
3. LOVE IS THE THING-Nat (King) Cole... Capitol W 824
4. MY FAIR LADY-Original Cast... Columbia OL 5090
5. A SWINGIN' AFFAIR-Frank Sinatra... Capitol W 803
6. FILM ENCORES-Mantovani... London LL 1700
7. HYMNS-Tennessee Ernie Ford... Capitol T 750
8. 'PEACE IN THE VALLEY-Elvis Presley... RCA Victor EPA 4054
9. OKLAHOMA!-Sound Track... Capitol SAO 505
10. CALYPSO-Harry Belafonte... RCA Victor LPM 1248
11. SPIRITUALS-Tennessee Ernie Ford... Capitol T 818
12. THE KING AND I-Sound Track... Capitol W 740
13. THE EDDY DUCHIN STORY-Sound Track... Decca DL 8289
14. HERE'S LITTLE RICHARD-Little Richard... Specialty SP 100
15. SONGS OF THE FABULOUS FIFTIES-Roger Williams... Kapp KXL 5000
16. STEADY DATE WITH TOMMY SANDS... Capitol T 848

* Not available as a Pop Album. Available only on RCA Victor EPA 4054



Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING JULY 27

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.

- Dukes of Dixieland, Vol. 3... Dukes of Dixieland Audio Fidelity AFLP 1851
New Gal in Town... Original Cast RCA Victor LOC 1027
Lena Horne at the Waldorf... Lena Horne RCA Victor LOC 1028
Roaring 'Twenties... Charleston City All-Stars Grand Award GRD 340

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

THIS IS NAT (KING) COLE (1-12"), Capitol T 870

Another sensational mood album by Cole, and it's a worthy successor to "Love Is the Thing." Fine orking by Nelson Riddle complements the singer effectively.

THE MAN I LOVE (1-12")-Peggy Lee, Capitol T 864

This represents a powerful outing for the fine thrashing of Peggy Lee. The romantic ballads get that wonderful, well-controlled, bluesy huskiness at its best.

FRED WARING AND THE PENNSYLVANIANS IN HI-FI (1-12"), Capitol W 845

All 17 of these selections-"Whiffenpoof Song," "You'll Never Walk Alone," "So Beats My Heart for You," etc.-are long associated with Fred Waring.

Jazz Albums

BLACK SATIN (1-12")-George Shearing Quintet and Orch, Capitol T 858

The pianist's previous set was on the best selling jazz chart for several months. This release is easily as attractive as "Velvet Carpet."

THE JAZZ GREATS OF OUR TIME (1-12")-Manny Albam and Various Artists, Coral CRL 57173

One of the jazz delights of the year, this set should be pushed, and sales are certain to result. It's a toss-up as to which is more intriguing-the solos and duets by such as Gerry Mulligan, B. Brookmeyer, Zoot Sims, Al Cohn, Art Farmer, Nick Travis, Hank Jones (plus Osie Johnson and Milt Hinton)-or the highly imaginative, warm, witty, inspired writing of Manny Albam.

Country and Western Album

WINNER OF YOUR HEART (1-12")-Kitty Wells, Decca DL 8552

The sweetheart of the "Grand Ol' Opry" is in great form in this selection of 12 brand-new diskings of tunes by such as Hank Williams and Fred Rose, Sonny James and Boudleaux Bryant.

Sound

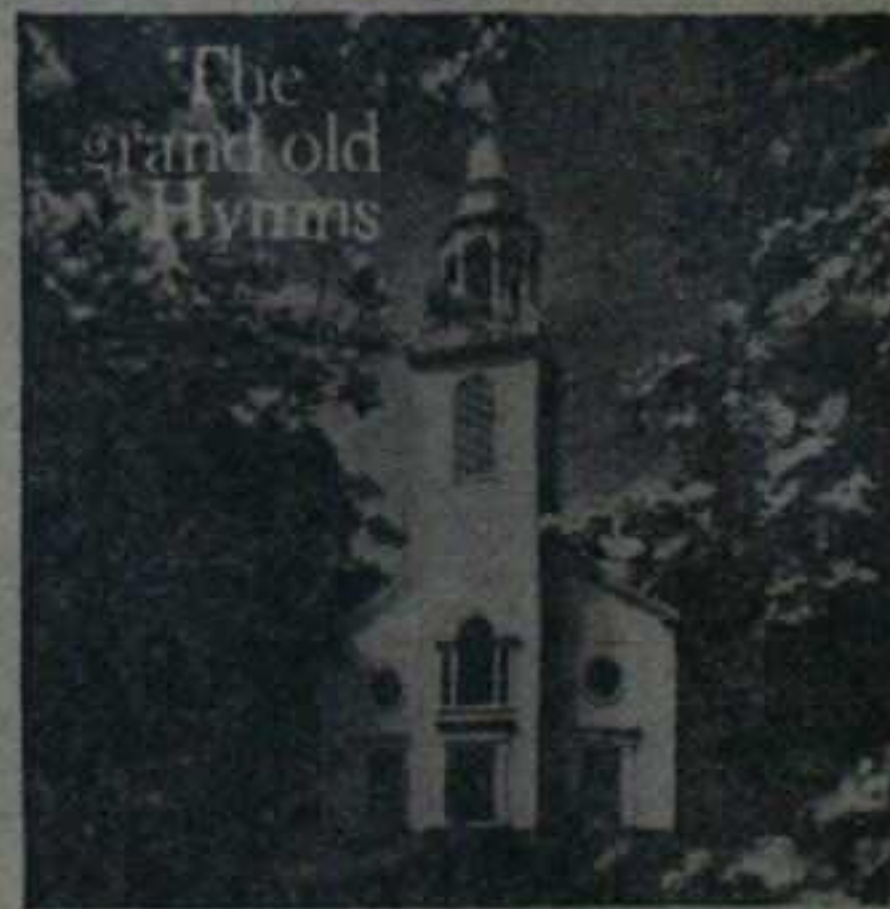
FRED WARING AND THE PENNSYLVANIANS IN HI-FI (1-12"), Capitol W-845

The hi-fi addict will get a charge from off-beat percussion in "Dry Bones," kettle-drum roll intro of "Smoke Gets in Your Eyes" and similar effects.

KETELBY FAVORITES, Ellsasser (Organ), (1-12"), M-G-M E3282

Of special interest to the hi-fi-minded because the organist uses a "Dynamic Accentor," recently developed by the Hammond Research Lab.

Album Cover of the Week



THE GRAND OLD HYMNS, RCA Victor LPM 1436. Setting could be a scene in any small community. Attractive cover has the "Sunday-Go-To-Meeting" flavor and will certainly spark buys for the package.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 27

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-June Christy... Capitol T 833
9. SUDDENLY IT'S THE HI-LO'S-Hi-Lo's... Columbia CL 052
10. FILM ENCORES-Mantovani... London LL 1700

Reviews and Ratings of New Albums

Popular

JACKIE GLEASON PRESENTS VELVET BRASS (1-12"), Capitol W 859

Yet another in a continuing series of Gleason specialty interpretations of easy-going standards. Following previous packages of strings and woodwinds, this features a choir of trumpets, trombones and French horns, against the solo tenor sax of Yusef Sautelle.

CASA LOMA CARAVAN... Glenn Gray and the Casa Loma Orch. (1-12"), Capitol T 856

Gray's previous set, "Casa Loma in (Continued on page 28)

Classical

BAROQUE SAMPLER (1-12")-Esterle EN-1582... Good buy at \$1.98 of highlights from label's recordings of early music.

LISZT: CONCERTO NO. 1; CONCERTO NO. 2 (1-12")-Julius Katchen with the London Phil. Orch., Atsufio Argenta, Cond. London LL 1683... Unusually brilliant recording favors these showy pieces.

BACH: HANDBUCH CONCERTOS IN C MAJOR, A MINOR (1-12")-The Ensemble of the Amherst Festival, Karl (Continued on page 32)

Jazz

HAMP'S BIG FOUR... Lionel Hampton (1-12") Verse MGV 8117

A remarkable portrait of Hampton, abetted by Oscar Pettiford, Ray Brown and Buddy Rich. Set is a reflective work that spotlights each of the artists in a different setting in each track.

GOHAM JAZZ SCENE... Bobby Hackett & His Jazz Band (1-12") Capitol T 857

Essentially a Dixie set with modern touches that lend a flavor of spice. (Continued on page 29)

Disneyland RECORDS presents...

THREE EXCITING NEW ALBUMS FROM DISNEYLAND, U. S. A.

Walt Disney's Magic Kingdom in Anaheim, California

meet me down on main street



MEET ME DOWN ON MAIN STREET

The Mellomen Barber Shop Quartet stylize 12 of the favorite time-tested musical selections of "Turn of the Century" America. Included are such favorites as: "Old Oaken Bucket," "I Want a Girl," "Sweet Adeline," etc.

WDL-3012

ADDED ATTRACTION!



Every album of "Meet Me Down on Main Street" and "Golden Horseshoe Review" contains the beautiful full color booklet "The Story of Disneyland U.S.A."

This is Walt Disney's own story of the creative planning and skill that produced the Magic Kingdom. Now world renowned, this gigantic project has become one of the truly great realities of our time.

In "The Story of Disneyland" Walt Disney provides a fascinating word and picture description that takes the reader through all stages of the Magic Kingdom's development and construction. You'll learn how the site was selected, the plans laid and the work and artistry employed in building what has become the "Wonder Place of America." Visiting it is a must for everyone who comes to California.

We're sure you'll enjoy "The Story of Disneyland, U.S.A." It offers delightful reading for young and old alike.

SLEEFOOT SUE'S GOLDEN HORSESHOE REVIEW



GOLDEN HORSESHOE REVIEW

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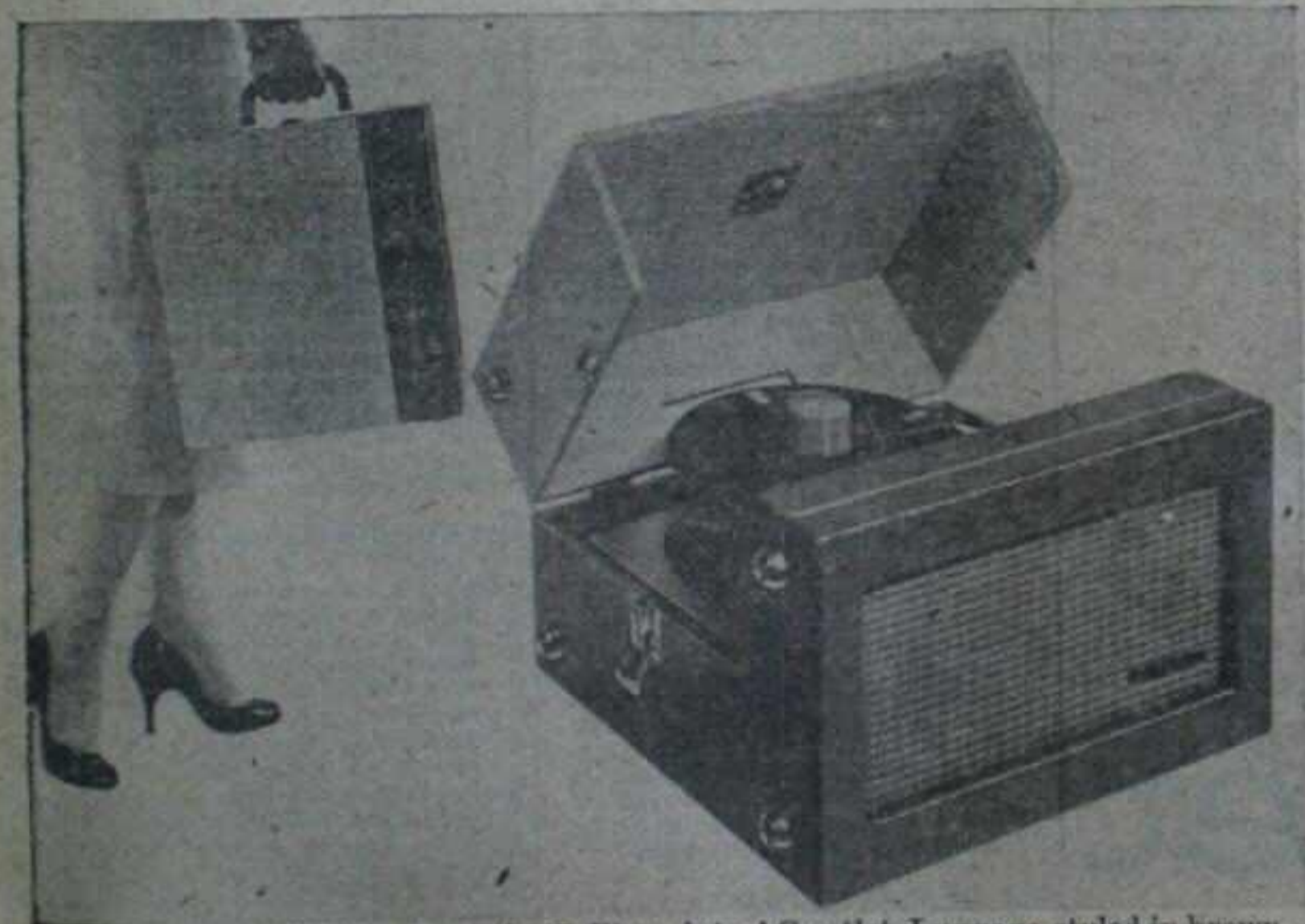
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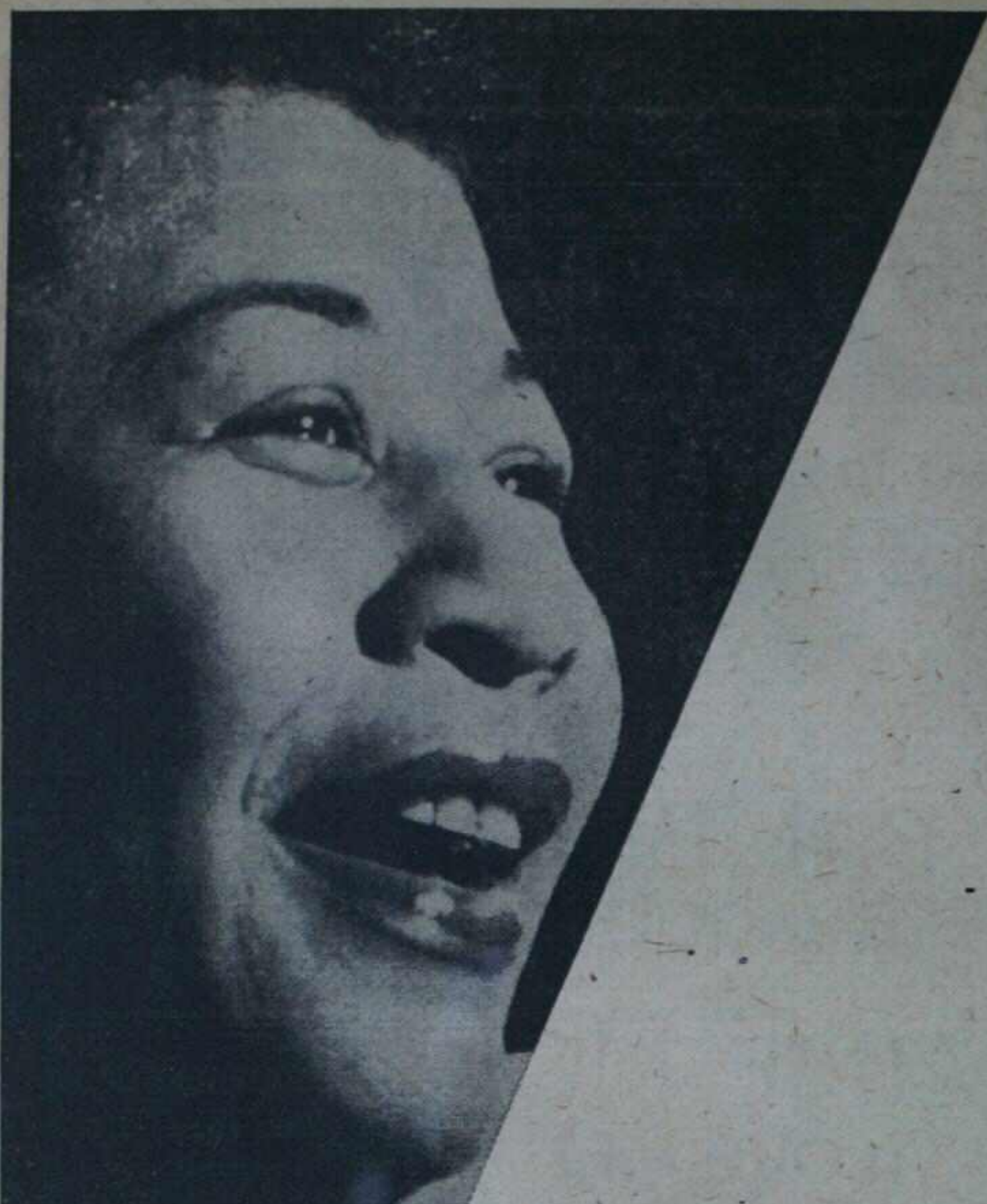
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• Reviews and Ratings of New Popular Albums

• Continued from page 24

"Hi-Fi," was a hit, and this package should be a repeat. Old favorites by the band in Casa Loma style include "Time of My Hands," "It's the Talk of the Town" and "Georgia on My Mind." Kenny Sargant and Murry McEachern, members of the original band, are featured vocally. Album is very danceable and could register well with teens as well as older Gray fans.

SHUFFLIN' ALONG 83

The Four Aces (1-12")
Decca 8567
As the Aces' teen audience has matured, so have the Aces. There's a great deal of polish and savvy in these readings of good solid standard tunes, and the set should sell for a long time to come. Jocks will like such as "Hate You Ever Been Lonely," "Day by Day," etc., all performed with an unmistakable beat and plenty of heat. Standard merchandise for most shops.

A YANK IN EUROPE 80

Ted Heath Orch. (1-12")
London LL 1676
Highly listenable collection of musical impressions of Europe, penned by American composer-conductor Raymond Scott, delightfully performed by Heath orch. Music runs a variety of moods and orchestral colors, and the arranging of J. Keating enhances basic mood of each piece. Tho a little off beaten track, set should please a wide audience, for elements of serious, mood, jazz and pop music are tastefully compounded within the compositions. Excellent sound.

THE VINCENT LOPEZ SHOW 79

(1-12")
Coral CRI 57168
This could become a seller in the same way that society band leader Lester Lanin's packages have. This is not society band stuff, but it's a generous helping of 23 tunes, played in the familiar Lopez Hotel Taft orch manner. Lopez has the name power, the TV exposure and a good enough danceable sound to do very well. Should appeal to youngsters and old-timers, too; those who go back with the long-established maestro. Worth pushing.

SWEET SMELL OF SUCCESS

(Sound Track) 77
Composed and conducted by Elmer Bernstein (1-12")
Decca DL 8610
Excellent film score by Elmer Bernstein captures the glamor, glitter, loneliness and loveliness of Broadway with a series of effective themes—blues, jazz, honky-tonk and serious. Some of the themes were written by Chico Hamilton. Rave reviews that the pic has received will boost interest in the package. Set could have wide appeal. Attractive cover.

I GOTTA RIGHT TO SING 77

Roberta Sherwood (1-12")
Decca DL 8584
Miss Sherwood is vigorous and versatile as she sings the gamut, ranging from the tender ballad thru show tunes and peppy renditions of standards. The selections are delightful and listenable thruout. Excellent work by Jack Pleis includes "Just in Time," "Mississippi Mud" and "I Got a Right to Sing the Blues." Set should elick with the nitery set.

WALK OF GOLDEN DREAMS 77

Wayne King Orch. (1-12")
Decca DL 8496
All of the tunes but one are waltzes and the maestro proves his claim to the title of "Waltz King." The familiar, attractive King sound is appealing of "Maria Elena," "Alice

Blue Gown" and "Miss You," the non-waltz selection. Waltz lovers especially and regular King fans should go for this. Big potential in non-urban markets.

ROCKIN' THE OLDIES 76

Bill Haley and His Comets (1-12")
Decca DL 8569
The old favorites are given the familiar Haley rocker beat, and Haley fans should be pleased. Two of the sides, "Dippy Doodle" and "Miss You," have been released as singles. The others are new versions of standards including "I'm Gonna Sit Right Down and Write Myself a Letter" and "Moon Over Miami." Repertoire may lend air of permanence.

HONKY TONK STREET PARADE 78

Joe (Fingers) Carr (1-12")
Capitol T 809
All of the selections originally were written as marches. Carr changes tempos and brings them into his own familiar ragtime styling. "March Slav" and "March of the Siamese Children" are the exceptions. These are given attractive, unique interpretations that are very listenable. Honky tonk variety by the Carr trio should move well.

IN A DANCING MOOD 78

Jan Garber Orch. (1-12")
Decca DL 8483
A very danceable assortment of tunes. Set should certainly appeal to the regular Garber fans and could go well with mature buyers seeking relaxed dance packages. Selections include "Little Brown Jug," "The Very Thought of You" and "It's Only a Paper Moon." Steady inventory.

MY FAIR LADY 74

Norris Paramor Orch. (1-12")
Capitol T 10100
"An English interpretation" of "My Fair Lady" intersperses occasional phrases sung by anonymous throat-throat unoriginal big band treatment of score. Male group and soloist appear sporadically, as well. Certainly no improvement over original cast album, not so refreshing at the jazz version. This entry has little new to offer. However, attractive cover and magical title will attract sales.

IT CAN'T BE WRONG 74

Ron Goodwin Orch. (1-12")
Capitol T 10078
Well-recorded mood music package, with British arrangements somewhat slier than are heard in much of this type of standard fare. Tune selection will sell it; including such as "Smoke Gets in Your Eyes," "Skylark," "All the Things You Are," etc. Excellent package of its type, and can be sold if the dealer chooses.

THE VERY MERRY MACS 72

(1-12")
Capitol T 850
Always a strong group since the palmy days of radio, the Merry Macs still exhibit showmanship, style and blend in the series of a dozen, including Mac standards like "I'm Forever Blowing Bubbles," "Pop Goes the Weasel," etc. In an earlier day, this group had things much more their own way on the disk and ju-ju scene than today, however, when many strong vocal groups compete for the dollar. Worth displaying but don't expect a gold rush.

CRAZY IN LOVE 72

Trudy Richards (1-12")
Capitol T 838
This album represents probably the

(Continued on page 32)

Everybody's waiting...



FOR COLUMBIA PHONOGRAPHS

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

• *Continued from page 24*

and variety. Cornetist Hackett, the central solo figure, is his usual provocative self: melodic, fresh and spirited, as the occasion demands. Small band with Hackett here is almost same band he's worked steadily with around N. Y., and shows musical benefits of long-time association. Should do well with jazz buyer; particularly those with more traditional tastes.

DANCING ON THE CEILING 80

Bob Kenne Ork (1-12")
Whippet WLP 701
By far one of the best interpretations of big band modern jazz yet to hit the market. Selections are mainly standards, with superb arrangements by Billy May, Nelson Riddle, Shorty Rogers, Paul Villiquie and others. Sound is clean, swingin' and shows impeccable musicianship. The opening track, "Dancing on the Ceiling" is ultra distinctive. At the special price of \$1.98, set is a must for dealers and great programming for jockeys.

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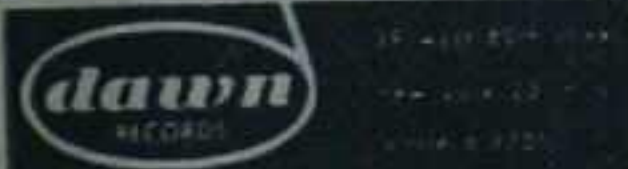
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THE MODERN ART OF JAZZ.....76

Randy Weston (1-12")
Dawn DLP 1116
Highly attractive rhythmic and harmonic inventiveness by pianist Weston, his trio and combo. An especially fine job on "How High the Moon." Good fare for jocks, and set could move well for dealers. Excellent cover will help. Very readable liner notes by Paulette Girard.

SWING GOES DIXIE74

Roy Eldridge and His Central Plaza Dixielanders (1-12")
Verve MGV 1010
There's a show-me attitude about this one, with Eldridge and crew doing just that on a brace of standard Dixie melodies. Better known for his swing brand of jazz than for Dixie, Eldridge, backstopped by Jo Jones, Walter Page, Benny Morton, Eddie Barefield and Dick Wellstood, does a formidable, happy job. Having all these tracks in one set, i.e., "Tin Roof Blues," "Royal Garden Blues," "Jazz Me Blues," etc., makes it all the more appealing.

CAT HOUSE PIANO73

Meade Lux (1-12")
Verve MGV 1005
Lewis' brand of ivory thumping has probably never been more aptly described. Jazz buffs, and particularly the clique of collectors will welcome this latest edition of Meade Lux in a series of originals that reek with the flavor of old time New Orleans. "Pittsburgh Flyer" and "San Francisco Shuffle" are top tracks.

THE LEON SASH QUARTET72

(1-12")
Storyville STLP 917
Sash, a fluent accordionist very much at home in jazz, and a group that is fleet, if mechanical, in a collection of competent performances. Tight, hoppish arrangements, typical fare here, lend a brittle, tense feeling to proceedings somewhat counteracted by Sash's solos which are deft, articulate, and oft-times naturally flowing. Try this on those who like their jazz on the sleek side, or on the noses of accordion tyros.

BOURBON STREET72

Bob Scobey With Lizzie Miles (1-12")
Verve MGV 1009
Only 62 and still going strong, Lizzie Miles displays her throaty, husky shouting style to good advantage here. Music is in the traditional manner and should be highly coveted as a collector's item by virtue of Miss Miles' appearance. Scobey and crew swing thruout the six instrumentals they do. The rarely recorded "Make Me a Pallet on the Floor" is a gasser.

STUFF SMITH70

(1-12")
Verve MGV 8206
An appealing slice of the jazz violin work that Smith has long been noted for, but with the sidemen often stealing the limelight. Oscar Peterson, Barney Kessel, Ray Brown and Alvin Stoller provide top flight accompaniment on such evergreens as "Time and Again," "It Don't Mean a Thing" etc. Sales here will be limited only by reason of the ever unique combination of jazz and violin.

TRUMPET ON THE WING70

Wingy Manone (1-12")
Decca DL 8473
This one is limited to a fairly small cull. Manone plays some fine Armstrong-derived trumpet, but his support is undistinguished quality or name-wise. Repertoire also is rather mixed. The Manone vocals have a sort of charm to those who dig. Nice cover is an asset.

JAZZ STUDIO NO. 667

The Amram-Barrow Quartet (1-12")
Decca DL 8558
French horn and tenor sax combination, with rhythm, fails to stack up with similar combo of the Jazz Modes. Writing is involved and undistinguished, and the soloists play here with less authority. The horn sound is pretty, but not much happens. Cover will attract, but no big turnover foreseen.

MOODS IN JAZZ60

Bud Lavin Trio; Jimmy Wyble Quintet (1-12")
Vantage VLP 1201
An attractive but hardly distinctive set by two unknown groups from West Coast. Wyble's group, in the cocktail jazz groove, is reminiscent of Joe Mooney unit of a few years back; Lavin Trio is tasty, but its pianist-leader lacks facility to develop his ideas to point of real interest. In spite of generally pleasant content, set does not have 'stuff' to compete with big league jazz albums on market. Cover is in bad taste.

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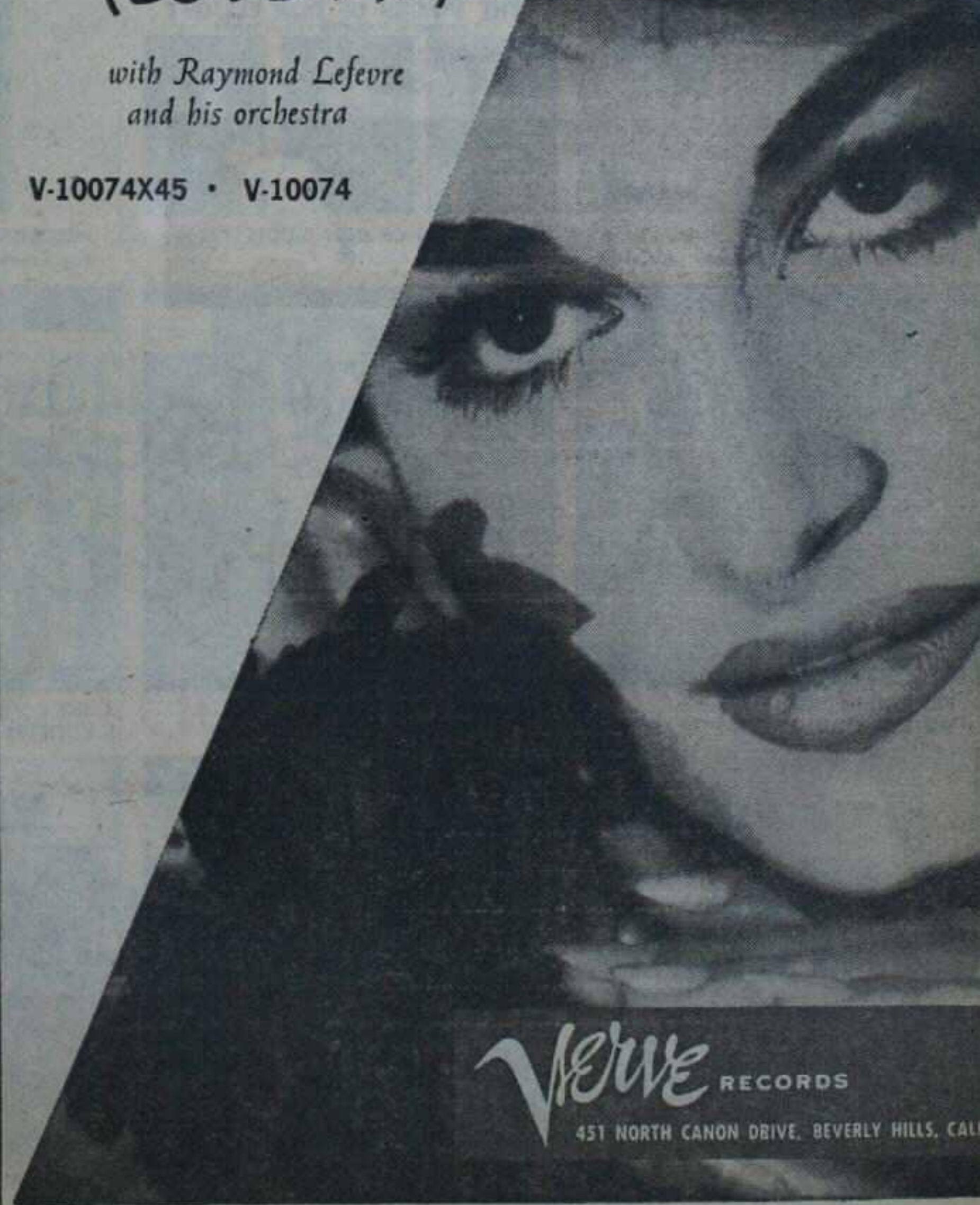
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(LOVE ME)**

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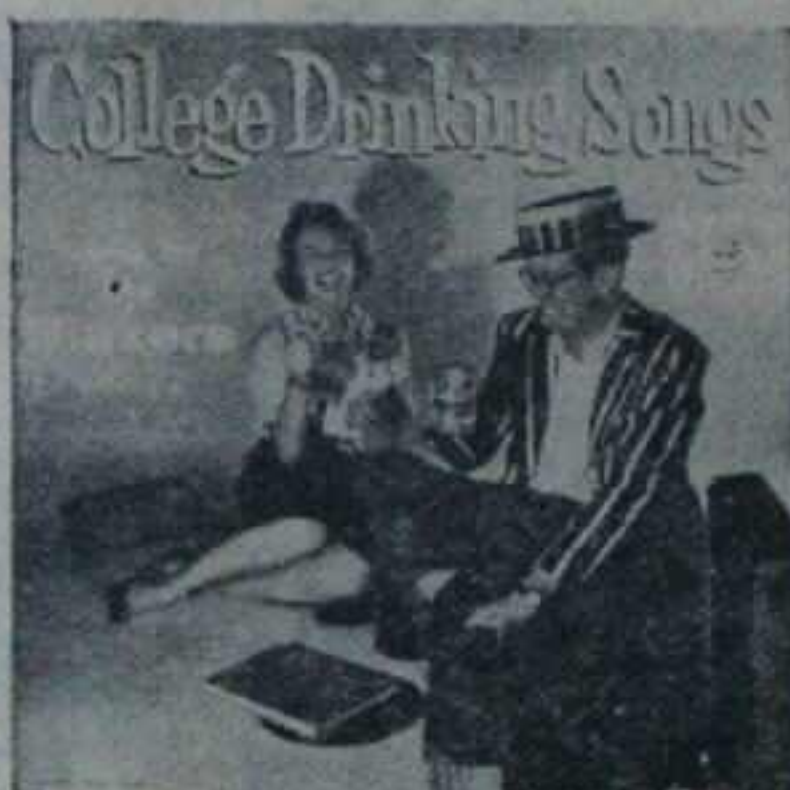
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EYDIE SWINGS THE BLUES
Eydie Gormé ABC-192



STAN WOLOWIC AND THE POLKA CHIPS
ABC-204



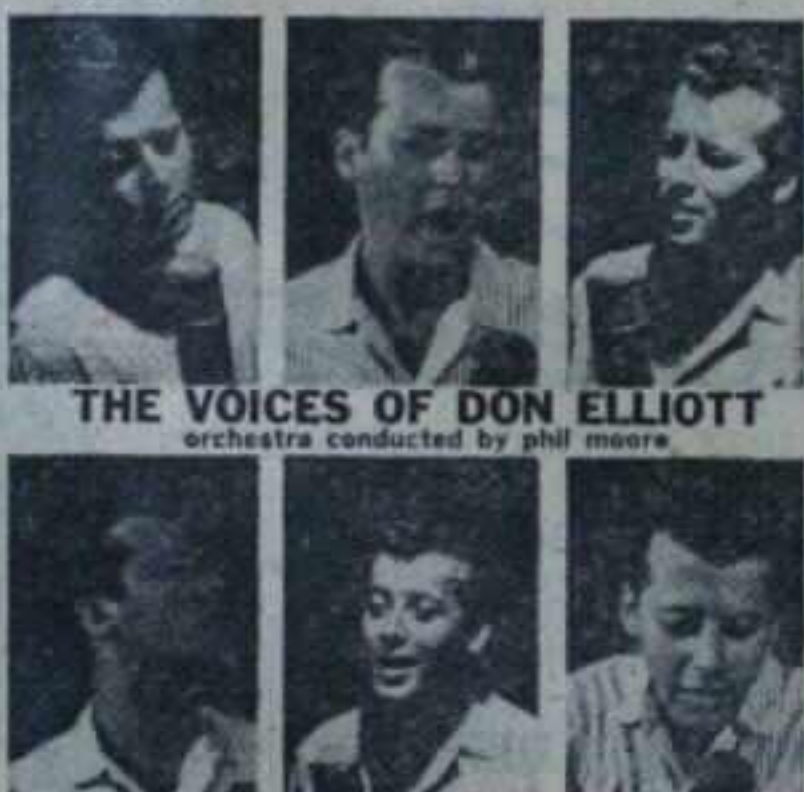
COLLEGE DRINKING SONGS
The Blazers ABC-201



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Glenn Derringer ABC-193



PRELUDE TO A KISS
Valentino Plays Duke Ellington ABC-169



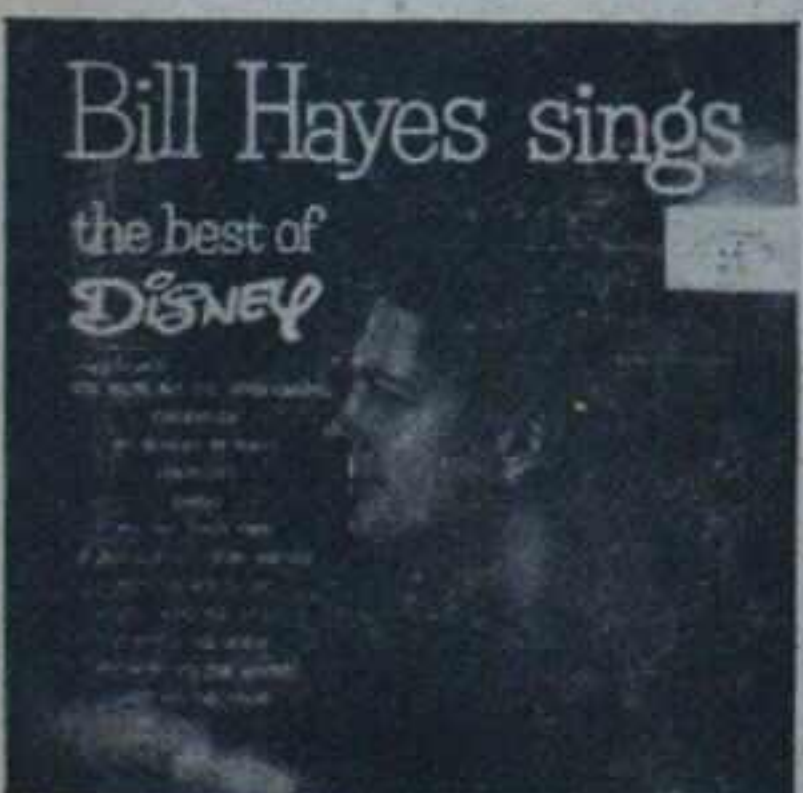
THE VOICES OF DON ELLIOTT
Don Elliott ABC-190



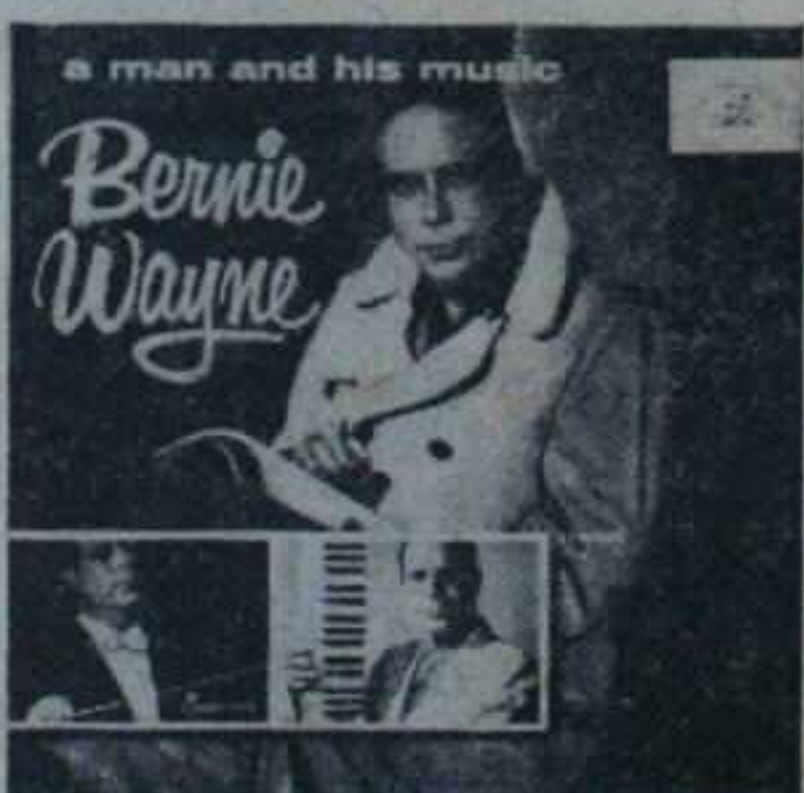
MELODIES WITH MEMORIES
Roy Smeck ABC-174



LAST NIGHT WHEN WE WERE YOUNG
Art Farmer ABC-200



BILL HAYES SINGS
THE BEST OF WALT DISNEY ABC-194



A MAN AND HIS MUSIC
Bernie Wayne ABC-182



THE COLUMBIA UNIVERSITY
CONCERT CHOIR ABC-195



POLKAS 'ROUND THE WORLD
Ted Maksymowicz ABC-188



GO WEST, MAN!
Quincy Jones & West-Coast All-Stars ABC-186



THE STRING JAZZ QUARTET
Vinnie Burke ABC-170



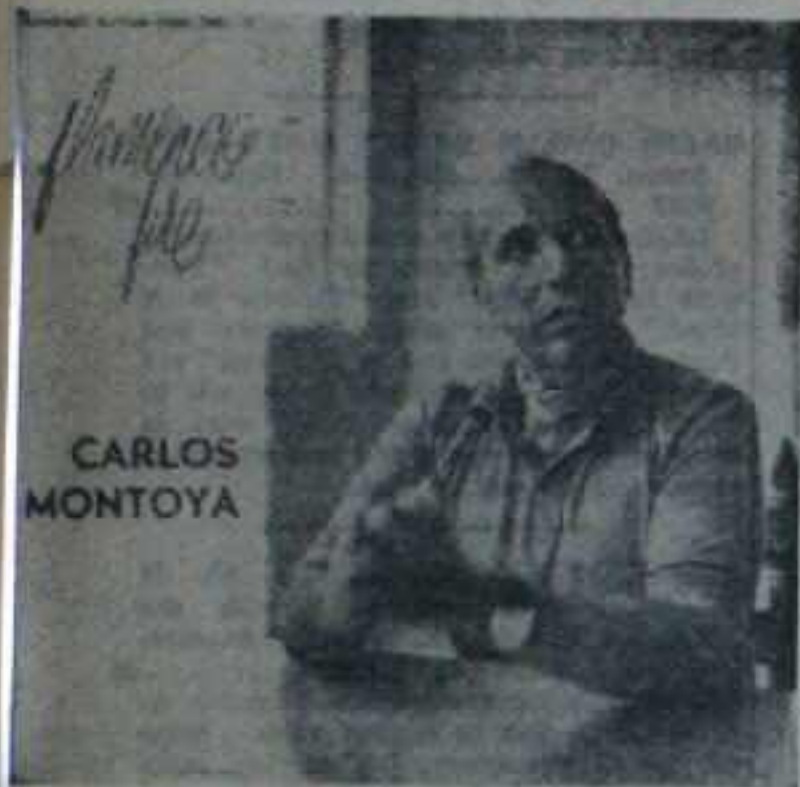
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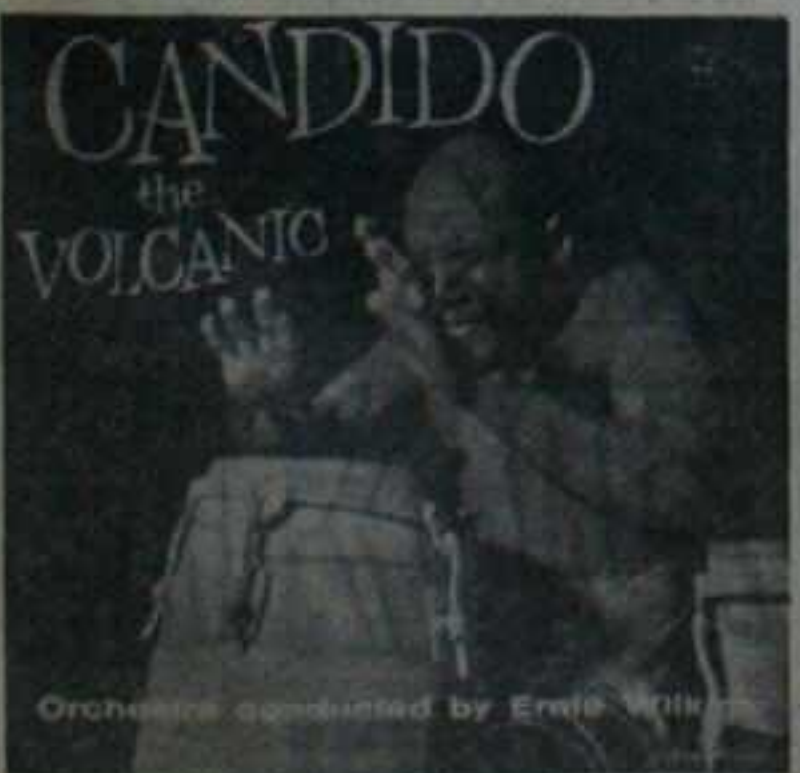
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Reviews and Ratings of New Popular Albums

Continued from page 28

best showcase yet for Trudy Richards. She delivers the group of romantic ballads with a good bit of vitality and the Billy May band offers a strong set of backings. Jocks could help this package a lot. Cover shot of the gal in form-fitting white against red background can dress up a browser. Put a copy out to test reaction.

SNUGGLED ON YOUR SHOULDER...71 Leo Diamond Orch. (1-12") RCA Victor LPM-1442 Harmonica mastery by Diamond on attractive lushly backed sides. Package should click with jocks looking for something new in mood sets. The variety of tunes with various tempos includes "It Can't Be Wrong," "Magic Is the Moonlight" and the album title tune. Album could also appeal to dancers. Fair prospects.

THE SKIFFLE SOUND...70 Dick Jacobs and His Skiffle Group (1-12") Coral CRL 57172 Interesting series of arrangements here for drums, washboards, guitars, saxas, bass, piano and four voices have somewhat more polish than so-called English skiffle approach. Imaginative waxings which may have to buck a tough market, however, due to lukewarm reception here to the skiffle fad.

RELAX WITH LARRY FERRARI...70 (1-12") RCA Victor LPM-1496 Popular Philadelphia organist should sell best around his home bailiwick, of course. Actually, set is rather routine mood organ fare, cleanly, but not spectacularly recorded, and sporting a fairly intriguing cover for the mood trade. Standard tunes include "Hands Across the Table," "Stella by Starlight" and similar romantic fare. The organ is a Hammond. Can be sold if dealer doesn't already have more of this than he can handle.

BE FRANK WITH FAY...68 (1-12") Bally BAI 12015 Frank Fay in a vaudeville turn on disks, devoted to his "break-up" delivery. Fay interprets eight standards,

reducing them to absurdity by singing a line straight, then analyzing the lyric. Songs include: "Tea for Two," "You Took Advantage of Me," "Blue Room" and "They Can't Take That Away From Me." Humorous idea stretched a little thin.

LOVERS IN ROME...68 Monia Lier Orch. (1-12") London LL-1687 Here are 15 bands of Latin-tinged mood music. Well recorded and attractively interpreted, the music highlights strings and a mandolin in contrasting bright and quiet moods. It's similar to a goodly number of others both in quality and selection; also competition in name value alone is substantial. Play it cool on this.

Semi Classical

KETELBY FAVORITES...80 Richard Ellsasser, organ. (1-12") M-G-M E 3282 Sharing honors with Ketelby and Ellsasser here is the organ of the Hammond Museum in Gloucester, Mass., plus the Dynamic Accentor device. Result is clear, vital sound over a wide palette of effects, all captured skillfully by the engineers. Material is popular semi-classical fare, made to order for a large group of organ buyers. Includes "Persian Market," "Monastery Garden" and less familiar items.

Sacred

THE GRAND OLD HYMNS...85 Stuart Hamblen (1-12") RCA Victor LPM-1436 Hamblen's home-spun, sincere voice is set against a big, polished ork and choir under Paul Mickelson's direction. He sings and recites some of the best known hymns, including "Old Rugged Cross" and even "The Saints Go Marching In" (12 in all), and the down-home people should grab it right up. Cover packs just-right appeal. Strong steady merchandise for the right shops.

THE CALL OF THE CROSS...77 All-Nite Singers (1-12") Decca DL 8560 Good, straightforward Bible Belt stylings by a competent, sincere group assisting lead Wally Fowler. In the right shops and regions, this can be strong and steady merchandise. Cover is in appropriate spirit.

Latin American

OLE CATERINA...80 Caterina Valente, Silvio Francesco (1-12") Decca DL 8436 The Valente charm comes thru stronger than ever in this unadulterated Spanish fare, in which she's joined by her brother, who radiates comparable charm and rhythmic flair. Tunes are mostly Latin standards which are well known in Yankee-land (they sing in old-world Spanish, incidentally) including "Cumbanchero," "Babalu," etc. Try "Maria Cristina" for a flashy demo. Plenty of life and color here, and it can be sold. Backing is by their own two guitars.

WINE, WOMEN AND CHA CHA...78 Jose Curbelo Orch. (1-12") Fiesta FLP 1219 Good dance package given over mainly to cha cha, with some mambos for variety. Band has polished style, fine beat and sufficiently varied arrangements to sustain continuous listening. Twelve selections include f... (Continued on page 53)

Reviews and Ratings of New Classical Albums

Continued from page 24

Richter, Dir. London LL 1446...78 Excellent recording captures timbre of harpsichords as well as orchestra. Performances are sound, sometimes rather deliberate in pace. Altho several prior competitive releases offer identical combination, present disk can hold its own.

MOZART: EINE KLEINE NACHTMUSIK; SERENATA NOTTURNA; DIVERTIMENTO NO. 11 (1-12")—Boyd Neel Orch. Ltd., Boyd Neel, Cond. Unicorn UNLP 1042...69 "Nachtmusik" faces very heavy opposition from existing versions; the remaining selections have been well realized before, but not so often. The present offering provides good combination, competently played and recorded, but somewhat lacking in finesse.

BACH: ORGAN WORKS (1-12)—Prof. Anton Heiller, Organist. Epic LC 3367...67 Solid, authentically styled performances of four "display" pieces by Bach. "Fantasia in C Minor" and "Prelude in A Minor" are shorter works; "Toccatas and Fugues in F Major and in D Minor" are lengthy major compositions (latter not to be confused with often-recorded work in same key). Fine organ and well-controlled sound add interest to disk.

TCHAIKOVSKY: CONCERTO IN D MAJOR (1-12)—Campoli with the London Phil. Orch., Ataulfo Argenta, Cond. London LL 1647...64 Overwhelming competition promises to restrict this disk to modest sales. Engineering is exemplary, but playing lacks mystery of musical line and fails to equal top technical accomplishments of others.

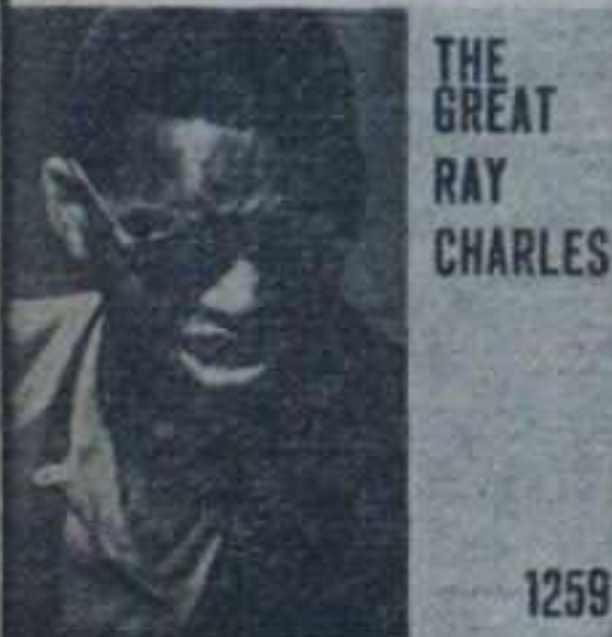
MOZART: CASSATIONS NO. 1 & NO. 2 (1-12)—M-G-M Orch. Arthur Winograd, Cond. M-G-M E 3540...64 This recording is announced as the first volume of a complete series of "orchestral" serenades, divertimenti and cassations of Mozart. The charming youthful works have a spontaneous elegance not entirely matched by the performances. Recording is fair.

"VIRTUOSO PROGRAM" (1-12)—Campoli, violin. London Symp. Orch., A. Fistoulari, P. Gamba, Conductors. London LL 1625...68 Selections amply justifying caption are: St-Saens' "Introduction and Rondo Capriccioso" and "Havannaise"; Sarasate's "Zigeunerweisen" (Gypsy Airs) and Wienlawski's "Legende." Campoli demonstrates agility and flair, offset by some lapses in intonation, for performances somewhat short of top virtuoso form.

SHAPERO: SERENADE IN D FOR STRING ORCH. (1-12)—The Arthur Winograd String Orch., A. Winograd, Cond. M-G-M E 3557...64 Inventive, adroitly written work by one of the most capable young American composers. Prevailing quality of composition recalls Stravinsky of neo-classic period. Recommended for buyers interested in the more serious side of contemporary American music.

RICHTER: CONCERTO FOR PIANO; SURINACH: CONCERTINO FOR PIANO (1-12)—M-G-M String Orch. C. Surlnach, Cond. M-G-M E 3547...63 Muscular, energetic pianism by William Masselos in two contemporary concertos. Surinach work is Spanish in character of themes; Marga Richter's music is slightly reminiscent of Bartok. Recording is more flattering to piano than to orchestra.

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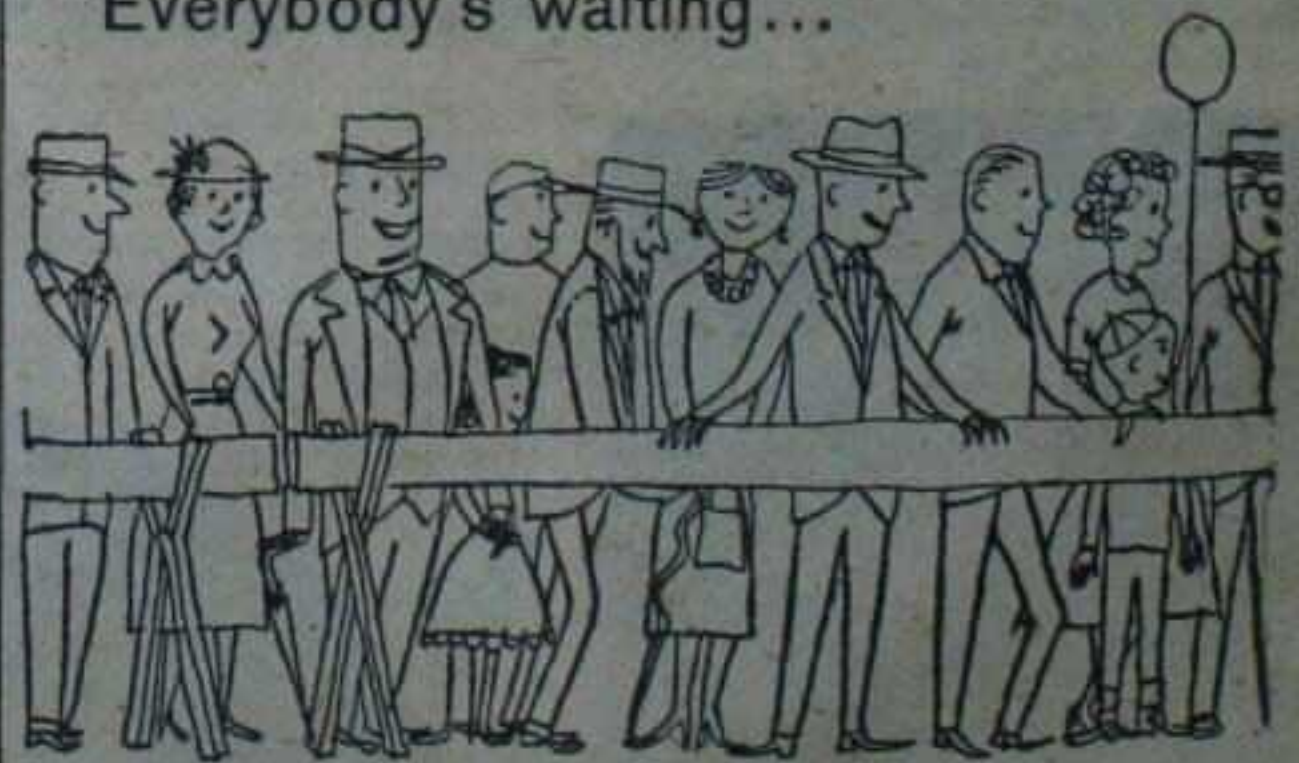
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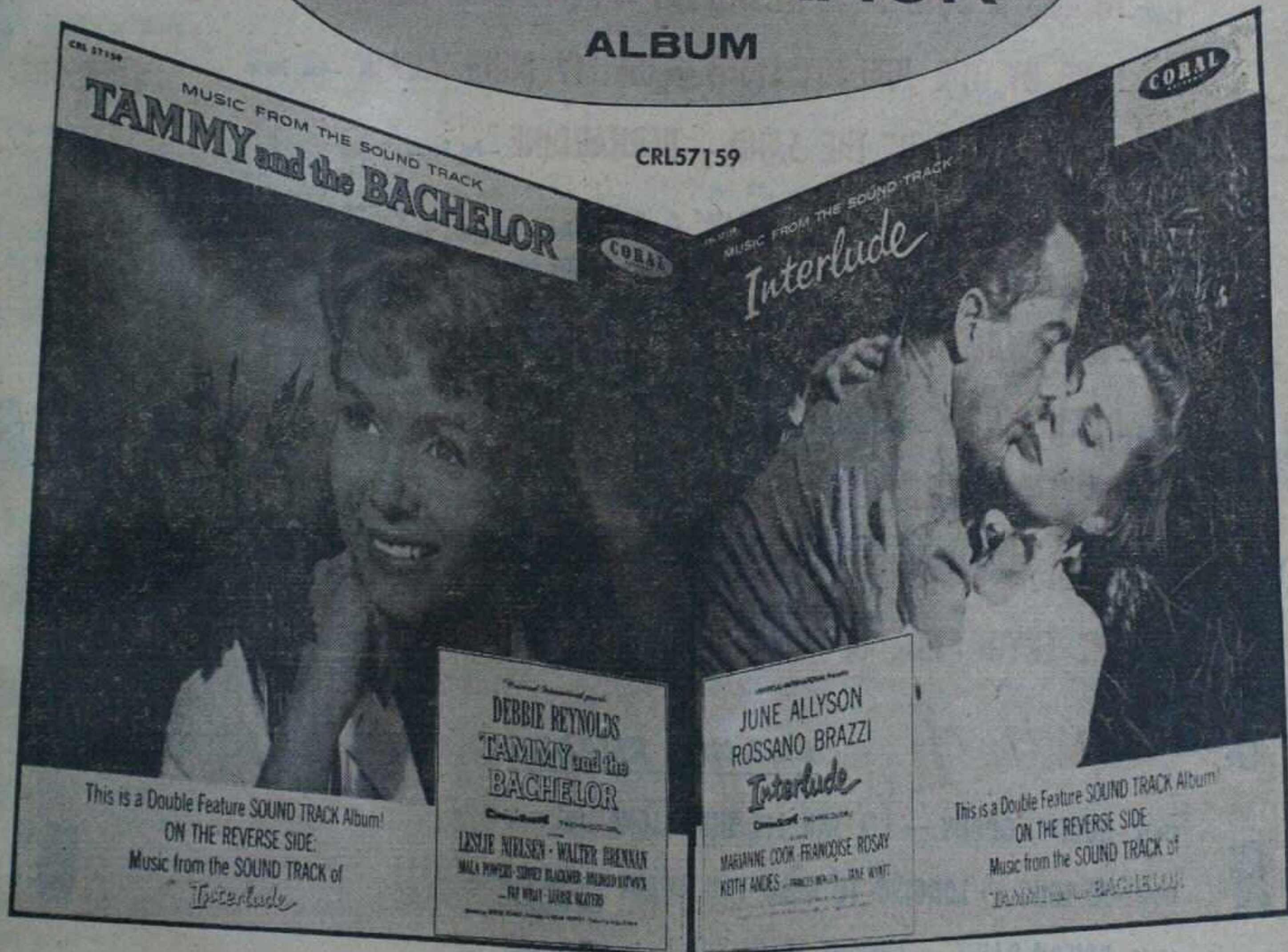


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... FAY WRAY • LOUISE BEAVERS

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Co-starring
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Co-starring
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MALA POWERS • SIDNEY BLACKMER • MILDRED NATWICK
... FAY WRAY • LOUISE BEAVERS
Directed by JOSEPH PEVNEY. Screenplay by OSCAR BRODNEY. Produced by ROSS HUNTER.

UNIVERSAL-INTERNATIONAL Presents
JUNE ALLYSON
ROSSANO BRAZZI
Interlude
CINEMA SCOPE • TECHNICALOR®
Co-starring
MARIANNE COOK • FRANCOISE ROSAY
KEITH ANDES ... FRANCES BERGEN and JANE WYATT
Directed by DOUGLAS SIRK. Screenplay by DANIEL FUCHS and FRANKLIN COEN. Adaptation
by INEZ COCKE. Based on a Screenplay by DWIGHT TAYLOR and a Story by JAMES CAIN.
Produced by ROSS HUNTER.

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- 15570—**LOVE LETTERS IN THE SAND — BERNARDINE** —Pal Boone
- 15574—**A FALLEN STAR** —Jimmy Newman
15594—**A FALLEN STAR** —The Hilltoppers
- 15569—**FOUR WALLS — TALKIN' TO THE BLUES** —Jim Lowe
- 15558—**DARK MOON** —Gale Storm
- 15586—**REBEL — WHIRLPOOL OF LOVE** —Carol Jarvis
- 15601—**FROM A JACK TO A KING — PARADE OF BROKEN HEARTS** —Ned Miller
- 15604—**THE CRYIN' SIDE OF TOWN — RHYTHM IN MY HEART** —Bill Talapan

DOT NEW RELEASES

- 15610—**GOODY, GOODY — I'LL SAIL MY SHIP ALONE**—Jane Grant
- 15609—**SO LONG — LONGING TO HOLD YOU AGAIN**—Don Robertson & Lou Dinning
- 15608—**POISON DARTS — FREIGHT TRAIN YODEL**—The LeGarde Twins
- 15607—**DOGGONIT — I'LL NEVER SMILE AGAIN**—Jimmy Spellman

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THE NATION'S BEST SELLING RECORDS

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending July 27

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Teddy Bear		1 6	6. Old Cape Cod		4 9
By Kal Mann-Bernie Lowe—Published by Gladys Musia (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000.			By Rothrock-Wakus-Jeffrey—Published by George Pincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.		
2. Love Letters in the Sand		2 13	7. Around the World		7 8
By N. Kenny, C. Kenny & Coats—Published by Bouras (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570 RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Vinona, V.I.P. 1003; Mac Wiseman, Dot 15578.			By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Deo 30262; Mantovani, London 1746. RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; R. Charles Singers, M-G-M 12507; D. Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 20-6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741.		
3. Bye Bye Love		3 10	8. White Silver Sands		9 3
By B. Bryant & P. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315 RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Deo 30321; T. Tommy, Dot 15576.			By C. Matthews—Published by Fellows-Peer (BMI) BEST SELLING RECORDS: Don Rondo, Jubilee 5288; Dava Gardner, OJR 1002. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Lunnon Sisters, Brunswick 55013.		
4. Tammy		6 3	9. So Rare		5 17
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 20-6930; Richard Hayman, Mercury 71123; Joseph Gershenson Ork, Coral 61845; Pat Kirby, Decca 30317.			By Jerry Hersi-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 735.		
5. I'm Gonna Sit Right Down and Write Myself a Letter		8 6	10. It's Not for Me to Say		10 11
By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORD AVAILABLE: Larry Storch, Roulette 4014.			By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORD AVAILABLE: Jane Morgan, Kapp 183.		
Second Ten					
11. Searchin'		11 10	16. Stardust		18 3
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Aico 6087.			By Hoagy Carmichael-Parish—Published by Mills (ASCAP) BEST SELLING RECORD: Billy Ward, Liberty 55071.		
12. Send for Me		12 5	17. I Like Your Kind of Love		26 9
By Alvin Jones—Published by Winneton (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3737.			By Melvin Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1123. RECORDS AVAILABLE: Melvin Endsley, Vic 20-6901.		
13. Short Fat Fannie		14 5	17. Shangri-La		26 4
By Mary Williams—Published by Venita (BMI) BEST SELLING RECORD: Larry Williams, Specialty 608			By Sigman, Mainec, R. Maxwell—Published by Robbins (ASCAP) BEST SELLING RECORD: Four Coins, Epic 9213.		
14. Whispering Bells		16 3	19. Bernardine		15 2
By S. Lowery-C. Quick—Published by Gil-Fee-Box (BMI) BEST SELLING RECORD: Del Vikings, Dot 15592.			By Johnny Mercer—Published by Palm Springs (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570.		
15. Dark Moon		13 16	19. Rainbow		- 1
By Ned Miller—Published by Dandelion (BMI) BEST SELLING RECORD: Gale Storm, Dot 15558. RECORDS AVAILABLE: Bonnie Gullar, Dot 15550; Hawkshaw Hawkins, Vic 20-6910.			By Ron Hulme—Published by Robbins (ASCAP) BEST SELLING RECORD: Russ Hamilton, Kapp 184.		
			19. Teenager's Romance		17 11
			By Gilliam—Published by Aztec (ASCAP) BEST SELLING RECORD: Ricky Nelson, Verve 10047.		
Third Ten					
22. Jenny Jenny		24 6	25. Flying Saucer		30 2
By Johnson-Tenneman—Published by Venita Music (BMI) RECORD AVAILABLE: Little Richard, Specialty 606.			By Buchanan & Goodman—Published by Crazy Music (BMI) RECORD AVAILABLE: Buchanan & Goodman, Luauverne 103.		
23. Gonna Find Me a Bluebird		21 8	28. Diana		30 2
By Marvin Rainwater—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12413.			By Paul Anka—Published by Pamco Music, Inc. (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 9831.		
23. Whole Lotta Shakin' Goin' On		- 1	28. Fallen Star		20 4
By D. Williams-S. David—Published by Marilyn (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 267.			By Joiner—Published by Tree (BMI) RECORDS AVAILABLE: Hilltoppers, Dot 15594; Ferlin Husky, Cap 3742; Bill Monroe, Dec 30327; Jimmy Newman, Dot 15574; Nick Nobis, Mercury 71124; Ray Price, Col 2137.		
25. Four Walls		- 12	30. All Shook Up		- 18
By Marvin Moore & George Campbell—Published by Sheldon (BMI) RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Jim Lowe, Dot 13569; Bill Monroe, Dec 30327; Jim Reeves, Vic 20-6874.			By Otis Blackwell-Elvis Presley—Published by Presley-Sunbeam (BMI) RECORD AVAILABLE: David Hill, Aladdin 3359; Elvis Presley, Vic 20-6870.		
25. Over the Mountain Across the Sea		21 8	30. Wonderful, Wonderful		26 7
By Rex Gavlin—Published by Arc (BMI) RECORD AVAILABLE: Johnnie & Joe, Chess 1634.			By Raleigh & Edwards—Published by E. B. Marks (BMI) RECORDS AVAILABLE: Jan Peerce, Vic 20-6916; Johnny Mathis, Col 4-40784; Denny Vaughn, Glory 256.		

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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.

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MERCURY 71161



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Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
JULY 27, 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) LOVING YOU (BMI) Elvis Presley—Vic 20-7000	1	7	11. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis Warm and Tender (ASCAP)—Col 40851	19	11	21. FLYING SAUCER— Buchanan & Goodman Martian Melody (BMI)—Luniverse 405	23	2
2. LOVE LETTERS IN THE SAND (ASCAP) BERNARDINE (ASCAP) Pat Boone—Dot 15570	2	13	12. WHITE SILVER SANDS (BMI)— Don Rondo Stars Fell on Alabama (ASCAP)—Jubilee 5288	17	2	22. I LIKE YOUR KIND OF LOVE (BMI) Stop Teasin' Me (ASCAP)—Cadence 1323	—	7
3. BYE BYE LOVE (BMI)—Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	4	11	13. OLD CAPE COD (ASCAP) WONDERING (BMI) Patti Page—Mercury 71101	9	9	23. WHITE SILVER SANDS (BMI)— Dave Gardner Fat Charlie—OJ 1002	22	3
4. SEARCHIN' (BMI) YOUNG BLOOD (BMI) Coasters—Atco 6187	3	12	14. STARDUST (ASCAP)—Billy Ward Lucinda (BMI)—Liberty 55071	16	3	23. ALL SHOOK UP (BMI)—Elvis Presley That's When Your Heartaches Begin (ASCAP)— Vic 20-6870	29	12
5. SHORT FAT FANNIE (BMI)— Larry Williams High School Dance (BMI)—Specialty 608	8	5	15. JENNY, JENNY (BMI)—Little Richard Miss Ann (BMI)—Specialty 606	12	7	25. AROUND THE WORLD—Mantovani The Road to Ballingarry (ASCAP)—London 1746	23	3
6. TAMMY (ASCAP)—Debbie Reynolds French Heels (ASCAP)—Coral 61851	10	2	16. TEENAGER'S ROMANCE (ASCAP) I'M WALKIN' (BMI) Ricky Nelson—Verve 10074	13	14	25. WHOLE LOTTA SHAKIN' COIN' ON (BMI)— Jerry Lee Lewis I'll Be Me (BMI)—Sun 267	—	2
7. SO RARE (ASCAP)—Jimmy Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	5	17	17. DARK MOON (BMI)—Gale Storm Little Too Late (BMI)—Dot 15558	14	14	27. VALLEY OF TEARS (BMI)— Fats Domino It's You I Love (BMI)—Imperial 5442	7	10
8. SEND FOR ME (BMI) MY PERSONAL POSSESSION (BMI) Nat (King) Cole—Cap 3737	6	6	18. DIANA (BMI)—Paul Anka Don't Gamble With Love (BMI)—ABC-Paramount 9831	21	2	28. RAINBOW (ASCAP)—Russ Hamilton We Will Make Love (ASCAP)—Kapp 184	—	1
9. I'M GONNA SIT RIGHT DOWN (ASCAP)— Billy Williams Date With the Blues (ASCAP)—Coral 61830	18	7	19. OVER THE MOUNTAIN (BMI)— Johnnie & Joe My Baby's Gone On, On (BMI)—Chess 1664	15	11	29. START MOVIN' (BMI) LOVE AFFAIR (BMI) Sal Mineo—Epic 9216	26	12
10. WHISPERING BELLS (BMI)— Del Vikings Don't Be a Fool (BMI)—Dot 15592	10	4	20. AROUND THE WORLD (ASCAP) (VOCAL) (ASCAP) Victor Young—Decca 30262	20	3	30. WONDERFUL WONDERFUL (BMI)— Johnny Mathis When Sunny Gets Blue (BMI)—Col 40784	28	7
						—30. SHANGRI-LA (ASCAP)—Four Coins First in Line (ASCAP)—Epic 9213	—	3

Most Played by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught 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
JULY 27, 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 Loving You (BMI)—Vic 7000	1	14	10. TAMMY (ASCAP)—Ames Brothers Rockin' Shoes (BMI)—Vic 6930	11	3	18. I LIKE YOUR KIND OF LOVE (BMI)— Andy Williams Stop Teasin' Me (ASCAP)—Cadence 1323	10	8
2. LOVE LETTERS IN THE SAND (ASCAP)— Pat Boone Bernardine (ASCAP)—Dot 15570	2	13	11. SEARCHIN' (BMI)—Coasters Young Blood (BMI)—Atco 6987	9	10	18. WHITE SILVER SANDS— Owen Bradley Quintet Midnight Blues (BMI)—Dec 30363	23	2
3. I'M GONNA SIT RIGHT DOWN (ASCAP)— Billy Williams Date With the Blues (ASCAP)—Coral 61830	5	7	12. SEND FOR ME (BMI)— Nat (King) Cole My Personal Possession (BMI)—Cap 3737	14	4	20. RAINBOW (ASCAP)—Russ Hamilton We Will Make Love (ASCAP)—Kapp 184	—	1
4. OLD CAPE COD (ASCAP)— Patti Page Wondering (BMI)—Mercury 71101	3	10	13. AROUND THE WORLD (ASCAP)— Mantovani The Road to Ballingarry (ASCAP)— London 1746	18	3	21. MY PERSONAL POSSESSION (BMI)— Nat (King) Cole Send for Me (BMI)—Cap 3737	—	1
5. BYE BYE LOVE (BMI)— Everly Brothers I Wonder If I Care as Much (BMI)— Cadence 1315	4	10	14. SHANGRI-LA (ASCAP)—Four Coins First in Line (ASCAP)—Epic 9213	12	4	22. STARDUST (ASCAP)—Billy Ward Lucinda (BMI)—Liberty 55071	25	2
6. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis Warm and Tender (ASCAP)—Col 40851	7	11	15. SHORT FAT FANNIE (BMI)— Larry Williams High School Dance (BMI)—Specialty 608	16	3	23. WONDERFUL, WONDERFUL (BMI)— Johnny Mathis When Sunny Gets Blue (BMI)—Col 40784	17	17
6. TAMMY (ASCAP)—Debbie Reynolds French Heels (ASCAP)—Coral 61851	8	3	16. AROUND THE WORLD (ASCAP)— Victor Young Around the World (Vocal) (ASCAP)—Dec 30262	19	4	24. LOVE ME TO PIECES (BMI)— Jill Corey Love (BMI)—Col 40955	—	1
8. SO RARE (ASCAP)—Jimmy Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	6	14	17. WITH ALL MY HEART (ASCAP)— Jodie Sands More Than Only Friends (ASCAP)— Chancellor 1003	19	8	25. LOVING YOU (BMI)—Elvis Presley Teddy Bear (ASCAP)—Vic 7000	21	3
9. WHITE SILVER SANDS (BMI)— Don Rondo Stars Fell on Alabama (ASCAP)—Jubilee 5288	15	2						

M-G-M Records

JONI JAMES
SUMMER LOVE
 and
I'M SORRY FOR YOU, MY FRIEND



K12480 • MGM 12480



DAVE ROSE and his orch.
A NIGHT IN TRINIDAD
 and
CAPTAIN'S PARADISE
 K12525 • MGM 12525



CHUCK ALAIMO QUARTET
LOCAL 66
 and
HOW I LOVE YOU
 K12508



MARVIN (Gonna Find Me a Bluebird) **RAINWATER**
MY LOVE IS REAL
 and
MY BRAND OF BLUES
 K12511 • MGM 12511

SPECIALS

Hit single from hit album released by popular demand

SAM (THE MAN) TAYLOR
TANGANYIKA
 and
A TOUCH OF THE BLUES
 K12529 • MGM 12529

MURRAY ARNOLD QUARTET
MOONLIGHT
 (From album "Overheard in a Cocktail Lounge")
 and
MARTINIQUE
 K12530



Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 27

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-Paramount
 I'm Gonna Sit Right Down
 Billy Williams, Cor.
 Rainbow, Russ Hamilton, Kapp
 Short Fat Fannie, Larry Williams, Spe.
 That'll Be the Day, Crickets, Brunswick
 Teddy Bear—Loving You, Elvis Presley, Vic.
 Elvis Presley, Vic.
 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.
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot
 Rainbow, Russ Hamilton, Kapp
 So Rare, Jimmy Dorsey, Fly.
 Teddy Bear—Loving You, Elvis Presley, Vic.
 White Silver Sands, Don Rondo, Jub.
 White Sport Coat, Marty Robbins, Col.

DETROIT

Bye Bye Love, Everly Brothers, Cdc.
 Gonna Find Me a Bluebird
 Marvin Rainwater, M-G-M
 I'm Gonna Sit Right Down
 Billy Williams, Cor.
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot
 Send for Me, Nat (King) Cole, Cap.
 So Rare, Jimmy Dorsey, Fly.
 Teddy Bear—Loving You, Elvis Presley, Vic.
 White Silver Sands, Don Rondo, Jub.

EAST TEXAS

Bye Bye Baby, Nappy Brown, Sav.
 C. C. Rider, Chuck Willis, Atl.
 Farther Up the Road
 Bobby Blue Bland, Duke
 Miss You So, Lillian Offitt, Exc.
 Searchin'—Young Blood, Coasters, Atco.
 Send for Me—My Personal Possession
 Nat (King) Cole, Cap.
 Susie Q, Dale Hawkins, Chs.
 Teddy Bear—Loving You, Elvis Presley, Vic.
 Teenager's Romance, Ricky Nelson, Vrv.
 Think, Five Royals, King
 White Silver Sands, Dave Gardner, OJ

FLORIDA

Flying Saucer, Buchanan & Goodman, Lun.
 It's All Right, Ray Charles, Atl.
 Love Letters in the Sand, Pat Boone, Dot
 Over the Mountain, Johnnie & Joe, Chs.
 Send for Me, Nat (King) Cole, Cap.
 Short Fat Fannie, Larry Williams, Spe.
 Tammy, Debbie Reynolds, Cor.
 Teddy Bear, Elvis Presley, Vic.

LOS ANGELES

Ab, Shook Up, Elvis Presley, Vic.
 Bye Bye Love, Everly Brothers, Cdc.
 Island in the Sun—Coconut Woman
 Harry Belafonte, Vic.
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot
 Send for Me—My Personal Possession
 Nat (King) Cole, Cap.
 So Rare, Jimmy Dorsey, Fly.
 Whispering Bells, Del Vikings, Dot

NEW YORK AND NEWARK

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
 Searchin'—Young Blood, Coasters, Atco.
 So Rare, Jimmy Dorsey, Fly.
 Teddy Bear—Loving You, Elvis Presley, Vic.
 Whispering Bells, Del Vikings, Dot

NORTHERN NEW YORK STATE

Dark Moon, Gale Storm, Dot
 I'm Walkin'—Teenager's Romance
 Ricky Nelson, Vrv.
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot

Over the Mountain, Johnnie & Joe, Chs.
 So Rare, Jimmy Dorsey, Fly.
 Teddy Bear—Loving You, Elvis Presley, Vic.
 White Silver Sands, Don Rondo, Jub.
 Young Blood—Searchin', Coasters, Atco.

NORTHERN OHIO

Bye Bye Love, Everly Brothers, Cdc.
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot
 Short Fat Fannie, Larry Williams, Spe.
 So Rare, Jimmy Dorsey, Fly.
 Tammy, Debbie Reynolds, Cor.
 Teddy Bear—Loving You, Elvis Presley, Vic.
 Whispering Bells, Del Vikings, Dot
 White Silver Sands, Don Rondo, Jub.

NORTHWEST

Bye Bye Love, Everly Brothers, Cdc.
 C. C. Rider, Chuck Willis, Atl.
 I'm Gonna Sit Right Down
 Billy Williams, Cor.
 Old Cape Cod, Patti Page, Mer.
 Searchin', Coasters, Atco.
 Send for Me, Nat (King) Cole, Cap.
 So Rare, Jimmy Dorsey, Fly.
 Teddy Bear—Loving You, Elvis Presley, Vic.

PHILADELPHIA

C. C. Rider, Chuck Willis, Atl.
 Diana, Paul Anka, ABC-Paramount
 I'm Gonna Sit Right Down
 Billy Williams, Cor.
 It's You I Love—Valley of Tears
 Fats Domino, Imp.
 Over the Mountain, Johnnie & Joe, Chs.
 Rainbow, Russ Hamilton, Kapp
 So Rare, Jimmy Dorsey, Fly.
 Stardust, Billy Ward, Lib.
 Send for Me—My Personal Possession
 Nat (King) Cole, Cap.

ST. LOUIS AND KANSAS CITY

Bye Bye Love, Everly Brothers, Cdc.
 Flying Saucer, Buchanan & Goodman, Lun.
 I'm Gonna Sit Right Down
 Billy Williams, Cor.
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot
 Searchin'—Young Blood, Coasters, Atco.
 Tammy, Debbie Reynolds, Cor.
 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, Little Richard, Spe.
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot
 Over the Mountain, Johnnie & Joe, Chs.
 Searchin', Coasters, Atco.
 Short Fat Fannie, Larry Williams, Spe.
 Teddy Bear—Loving You, Elvis Presley, Vic.

SOUTHERN OHIO

Around the World
 Victor Young & Bing Crosby, Dec.
 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, Patti Page, Mer.
 Searchin', Coasters, Atco.
 Tammy—Rockin' Shoes
 Ames Brothers, Vic.
 Tammy, Debbie Reynolds, Cor.
 Teddy Bear—Loving You, Elvis Presley, Vic.

WASHINGTON AND BALTIMORE

Around the World
 Victor Young & Bing Crosby, Dec.
 Bye Bye Love, Everly Brothers, Cdc.
 Dark Moon, Gale Storm, Dot
 Love Letters in the Sand—Bernardine
 Pat Boone, Dot
 Rang Tang Ding Dong, Cello, Apo.
 Searchin'—Young Blood, Coasters, Atco.
 Short Fat Fannie, Larry Williams, Spe.
 So Rare, Jimmy Dorsey, Fly.
 Teddy Bear, Elvis Presley, Vic.

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EVERYONE KNOWS IT!

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REESE
AND THAT
REMINDS ME**

Jubilee #5292

On the Way to No. 1

**Don Rondo
WHITE SILVER
SANDS**

Jubilee 5288

*Spreading Like Wildfire
That Fabulous Instrumental*

**ECHO, ECHO,
ECHO**

by Don Lee

Blue Chip 0013

The Big One

**Bill Darnel
RAINBOW**

b/w

DO YOU CARE

Jubilee 5290

Socko

**Bob
Whalen
ME AND
MY
IMAGINATION**

Jubilee 5289

*Sensational
Instrumental*

**Dave
Terry
BAHAMIAN
MERINGUE
and
HOLIDAY IN
THE HIGHLANDS**

Jubilee 5291

New Hit by

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Cadillacs
MY GIRL
FRIEND**

Josie 820

New—and Great

**The Original
Cadillacs
LUCY**

Josie 821

Busted Wide Open

**The
Paragons'
LET'S START
ALL OVER
AGAIN**

b/w

**Slick With Me
Baby**

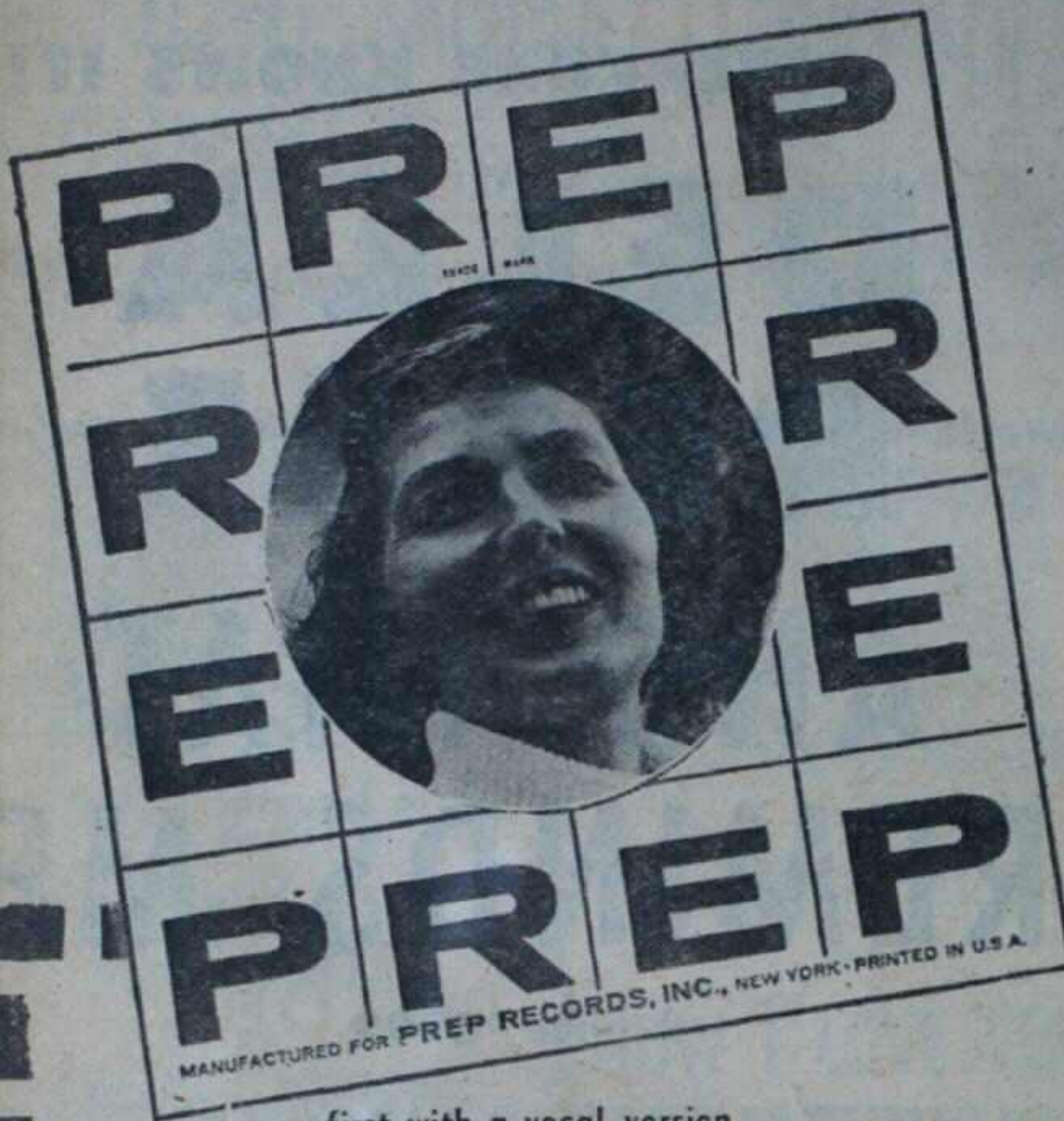
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Martha Lou Harp



first with a vocal version

straight from the heart

**BEND
IN THE
RIVER**

**A CLOSER
WALK
WITH THEE**

PREP #F113

PREP
RECORDS, INC.



Top 100 Sides

FOR SURVEY WEEK ENDING JULY 27

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, Label	Pos. Last Wk.
1.	TEDDY BEAR, Elvis Presley, Victor	1
2.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	2
3.	BYE BYE LOVE, Everly Brothers, Cadence	3
4.	SO RARE, Jimmy Dorsey, Fraternity	4
5.	SEARCHIN', Coasters, Atco	5
6.	SHORT FAT FANNIE, Larry Williams, Specialty	6
7.	SEND FOR ME, Nat (King) Cole, Capitol	7
8.	I'M GONNA SIT RIGHT DOWN, Billy Williams, Coral	10
9.	WHISPERING BELLS, Del Vikings, Dot	12
10.	OLD CAPE COD, Patti Page, Mercury	9
11.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	8
12.	DARK MOON, Gale Storm, Dot	13
13.	TAMMY, Debbie Reynolds, Coral	22
14.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	11
15.	JENNY JENNY, Little Richard, Specialty	14
16.	STARDUST, Billy Ward, Liberty	19
17.	WHITE SILVER SANDS, Don Rondo, Jubilee	29
18.	WHITE SPORT COAT, Marty Robbins, Columbia	15
19.	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	17
20.	C. C. RIDER, Chuck Willis, Atlantic	16
21.	TEENAGERS ROMANCE, Ricky Nelson, Verve	21
22.	ALL SHOOK UP, Elvis Presley, Victor	18
23.	YOUNG BLOOD, Coasters, Atco	23
24.	VALLEY OF TEARS, Fats Domino, Imperial	23
25.	START MOVIN', Sal Mineo, Epic	27
26.	FLYING SAUCER, Buchanan & Goodman, Luniverse	43
27.	IT'S YOU I LOVE, Fats Domino, Imperial	26
28.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	20
29.	WHITE SILVER SANDS, Dave Gardner, OJ	32
30.	AROUND THE WORLD, Mantovani, London	34
31.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	36
32.	BERNARDINE, Pat Boone, Dot	32
33.	DIANA, Paul Anka, ABC-Paramount	50
34.	AROUND THE WORLD, Victor Young, Decca	35
35.	LITTLE DARLIN', Diamonds, Mercury	25
36.	WHOLE LOTTA SHAKIN' GOING ON, Jerry Lee Lewis, Sun	38
37.	LOVING YOU, Elvis Presley, Victor	31
38.	SHANGRI-LA, Four Coins, Epic	30
39.	COME GO WITH ME, Del Vikings, Dot	28
40.	FREIGHT TRAIN, Rusty Draper, Mercury	39
41.	FOUR WALLS, Jim Reeves, Victor	39
42.	SUSIE Q, Dale Hawkins, Checker	37
43.	MY DREAM, Platters, Mercury	42
44.	LET THE FOUR WINDS BLOW, Roy Brown, Imperial	48
45.	WITH ALL MY HEART, Jodie Sands, Chancellor	41
46.	TO THE AISLE, Five Satins, Ember	48
47.	RAINBOW, Russ Hamilton, Kapp	60
48.	SCHOOL DAYS, Chuck Berry, Chess	43
49.	ISLAND IN THE SUN, Harry Belafonte, Victor	47
50.	FALLEN STAR, Ferlin Husky, Capitol	50
51.	TAMMY, Ames Brothers, Victor	46
52.	GOODY GOODY, Teenagers, Gee	58
53.	GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	52
54.	FALLEN STAR, Jim Newman, Dot	55
55.	COOL SHAKE, Del Vikings, Mercury	85
56.	I'M WALKIN', Ricky Nelson, Verve	57
57.	AROUND THE WORLD, Bing Crosby, Decca	68
58.	JUST TO HOLD MY HAND, Clyde McPhatter, Atlantic	45
59.	MISS ANN, Little Richard, Specialty	66
60.	ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	53
61.	IS IT WRONG?, Warner Mack, Decca	64
62.	OH BABY DOLL, Chuck Berry, Chess	95
63.	RANG TANG DING DONG, The Cellos, Apollo	68
64.	TEARDROPS FROM MY HEART, Teresa Brewer, Coral	64
65.	BUILD YOUR LOVE, Johnny Ray, Columbia	58
66.	MY PERSONAL POSSESSION, Nat (King) Cole, Capitol	—
67.	MISS YOU SO, Lillian Offitt, Excello	92
68.	FOUR WALLS, Jim Lowe, Dot	56
69.	COCOANUT WOMAN, Harry Belafonte, Victor	54
70.	DARK MOON, Bonnie Guitar, Dot	70
71.	MR. LEE, Bobbettes, Atlantic	—
72.	DON'T ASK ME, Dubs, Gone	80
73.	FALLEN STAR, Hilltoppers, Dot	74
74.	HE'S MINE, Platters, Mercury	66
75.	LOVE ME TO PIECES, Jill Corey, Columbia	—
76.	BYE BYE LOVE, Webb Pierce, Decca	78
77.	DYNAMITE, Brenda Lee, Decca	—
78.	GOIN' STEADY, Tommy Sands, Capitol	72
79.	GONE, Ferlin Husky, Capitol	74
80.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	—
81.	I'M WALKIN', Fats Domino, Imperial	87
82.	WHAT CAN I DO?, Donnie Elbert, De Luxe	61
83.	WHITE SILVER SANDS, Owen Bradley, Decca	97
84.	FABULOUS, Charlie Gracie, Cameo	61
85.	IT HURTS TO BE IN LOVE, Annie Laurie, De Luxe	61
86.	ROUND AND ROUND, Perry Como, Victor	87
87.	ARROW OF LOVE, Six Teens, Flip	80
88.	PLEASE SEND ME SOMEONE TO LOVE, Moonglows, Chess	76
89.	FRAULEIN, Bobby Helms, Decca	99
90.	LUCILLE, Little Richard, Specialty	93
91.	SUN IS SHINING, Jim Reed, Vee Jay	70
92.	CAN'T WAIT FOR SUMMER, Steve Lawrence, Coral	87
93.	MAMA LOOK-A BOO-BOO, Harry Belafonte, Victor	80
94.	THINK, Five Royals, King	—
95.	EMPTY ARMS, Ivory Joe Hunter, Atlantic	72
96.	ROCKIN' SHOES, Ames Brothers, Victor	93
97.	SHISH KEBAB, Ralph Marterie, Mercury	96
98.	FARTHER UP THE ROAD, Bobby Blue Bland, Duke	—
99.	NEXT TIME YOU SEE ME, Little Jr. Parker, Duke	77
100.	PASSING STRANGERS, Sarah Vaughan & Billy Eckstine, Mercury	99

**DON'T FOLLOW THE LEADER.
BE THE LEADER!!
WITH THESE BLOCKBUSTERS!**

Chess #1664

"OH BABY DOLL"

Chuck Berry

Chess #1665

"LONG LONELY NIGHTS"

Lee Andrews and the Hearts

Argo #5273

"IT WON'T BE LONG"

b/w

"I FOUND A HOME"

Frog Man Henry

Argo #5276

"DEAR ONE"

b/w

"THAT'LL BE THE DAY"

The Ravens

Argo #5277

"FLAT FOOT SAM"

Oscar Wills

Argo #5275

"MAID OF THE MIST"

Johnny Kay

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CAN BEAT**



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MERCURY 71173



**THE "WALKIN'
AFTER
MIDNIGHT" GAL
HAS 2 NEW
SMASH
SIDES!**

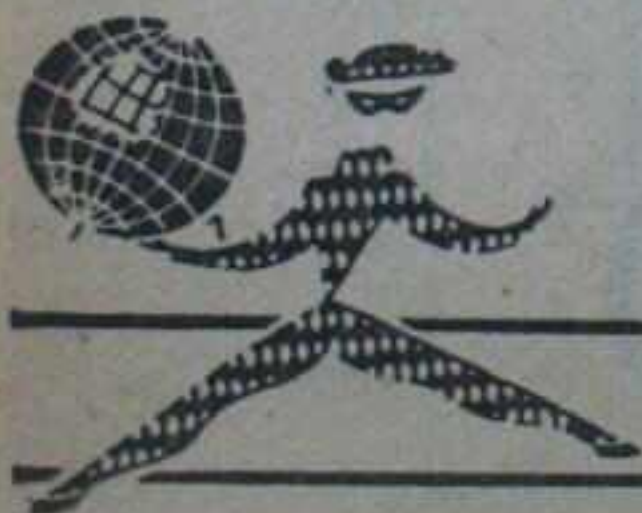


**patsy
cline**

**"THREE
CIGARETTES
IN AN
ASHTRAY"**

**"A
STRANGER
IN MY
ARMS"**

DECCA #30406—9-30406



A NEW WORLD OF SOUND

**DECCA
RECORDS**

• **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	7
2. LOVE LETTERS IN THE SAND (Bourne).....	2	11
3. OLD CAPE COD (Pincus).....	3	6
4. TAMMY (Northern).....	5	3
5. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (De Sylva-Brown-Henderson).....	10	3
6. BYE BYE LOVE (Acuff-Rose).....	4	7
7. TEDDY BEAR (Gladys).....	7	3
8. SO RARE (Robbins).....	6	10
9. WHITE SILVER SANDS (Fellows-Peer).....	12	3
10. IT'S NOT FOR ME TO SAY (Korwin).....	8	6
11. BERNARDINE (Palm Springs).....	12	2
12. DARK MOON (Dandelion).....	9	14
13. WHITE SPORT COAT (Acuff-Rose).....	11	7
13. SEND FOR ME (Winnerton).....	-	1
15. GONNA FIND ME A BLUEBIRD (Acuff-Rose).....	-	1

• **Best Selling Sheet Music in Britain**

(For week ending July 27)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Around the World—Sterling (Young)	Chapel of the Roses—Victoria (Triangle)
Mr. Wonderful—Chappell (Laurel)	Island in the Sun—Feldman (Clara)
We Will Make Love—Melcher-Toff (Artista)	Butterfly—Aberbach (Mayland-Prezley)
When I Fall in Love—New World (Young)	I'd Give You the World—Macmelodies (Shapiro-Bernstein)
White Sport Coat—Frank (Acuff-Rose)	Dark Moon—Day (Dandelion)
Forgotten Dreams—Mills (Mills)	Yes, Tonight, Josephine—Berry (Astar)
Puttin' on the Style—Essex (Melody Trails)	Freight Train—Pan-Musik (Maurice)
Wonderful, Wonderful—Leeds (E. B. Marks)	Good Companions—Maurice (Maurice)
Love Letters in the Sand—Day (Bourne)	Ninety-Nine Ways—Good Music (Mayland)
All Shook Up—Belinda (Presley-Shalimar)	Bye Bye Love—Chappell (Acuff-Rose)

• **Best Selling Pop Records in Britain**

(For week ending July 27)

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. WE WILL MAKE LOVE—Russ Hamilton (Oriole).....	3
3. TEDDY BEAR—Elvis Presley (RCA).....	4
4. LITTLE DARLIN'—Diamonds (Mercury).....	5
5. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa).....	2
6. LOVE LETTERS IN THE SAND—Pat Boone (London).....	7
7. AROUND THE WORLD—Ronnie Hilton (BMV).....	6
8. BUTTERFINGERS—Tommy Steele (Decca).....	9
9. ISLAND IN THE SUN—Harry Belafonte (RCA).....	16
10. BYE BYE LOVE—Everly Brothers (London).....	14
11. LUCILLE—Little Richard (London).....	13
12. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol).....	10
13. YES, TONIGHT JOSEPHINE—Johanie Ray (Phillips).....	11
14. WHITE SPORT COAT—King Brothers (Parlophone).....	7
15. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia).....	19
16. AROUND THE WORLD—Bing Crosby (Brunswick).....	12
17. START MOVIN'—Sal Mineo (Phillips).....	-
18. MR. WONDERFUL—Peggy Lee (Brunswick).....	14
19. WITH ALL MY HEART—Petula Clark (Pye-Nixa).....	-
20. DARK MOON—Tony Brent (Columbia).....	20

• **Tunes With Greatest Radio-TV Audience**

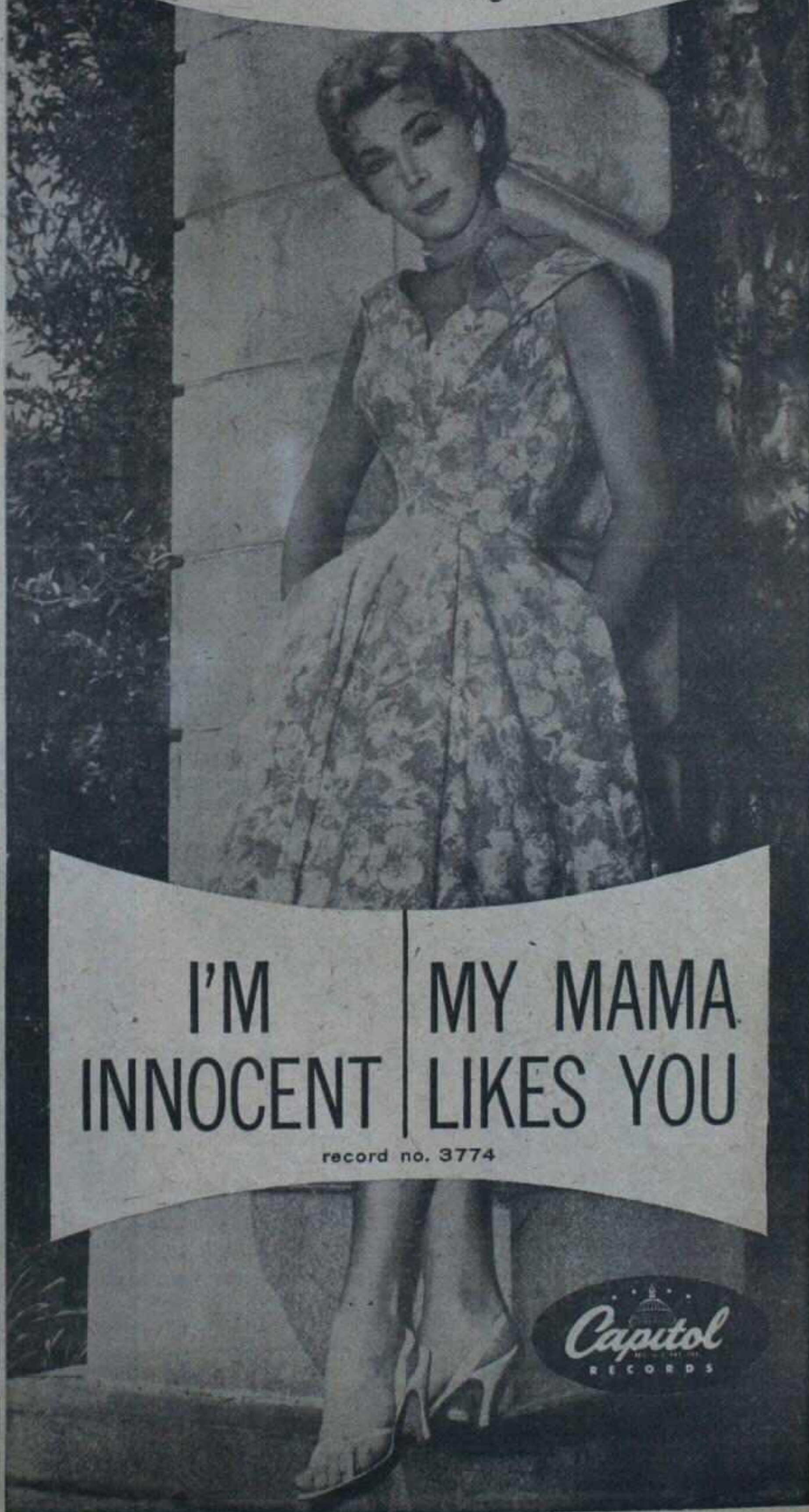
Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
An Affair to Remember (R) (F)—Feist-ASCAP	A Fallen Star (R)—Tres-BMI
Around the World (R) (F)—Young-ASCAP	A White Sport Coat (R)—Acuff-Rose-BMI
Band of Angels (R) (F)—Witmark-ASCAP	An Affair to Remember (R) (F)—Feist-ASCAP
Bye Bye Love (R)—Acuff-Rose-BMI	Around the World (R) (F)—Young-ASCAP
Every Little Movement (R) — Witmark-ASCAP	Don't Tell Me Your Troubles (R)—Kahl-BMI
Fascination (R)—Southern-ASCAP	Every Little Movement (R) — Witmark-ASCAP
Forgotten Dream (R)—Southern-ASCAP	Famous Last Words (R)—Quintet-BMI
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson-ASCAP	Fire Down Below (R)—Columbia Pictures-ASCAP
In the Middle of an Island (R)—E. H. Morris-ASCAP	Four Walls (R)—Sheldon-BMI
It's Good to Be Alive (R)—Valye-ASCAP	Girl With the Golden Braids (R)—Ron Com-ASCAP
It's Not for Me to Say (R)—Korwin-ASCAP	Gonna Find Me a Bluebird (R)—Acuff-Rose-BMI
June Night (R)—Feist-ASCAP	Goody Goody (R) — DeSylva, Brown & Henderson-ASCAP
Love Letters in the Sand (R) (F)—Bourne-ASCAP	I'm Walkin' (R)—Reeves-BMI
Marching Along to the Blues (R)—Leeds-ASCAP	I'm Walkin' the Floor Over You (R)—American-BMI
My Heart Reminds Me (R) — Symphony House-ASCAP	In the Middle of an Island (R)—E. H. Morris-ASCAP
Old Cape Cod (R)—Pincus-ASCAP	It Takes Only You (R)—Jungnickel-ASCAP
Shangri-La (R)—Robbins-ASCAP	It's You I Love (R)—Travis-BMI
So Rare (R)—Robbins-ASCAP	Just in Time (R)—Stratford-BMI
Soft Sands (R)—Wells & Barry-BMI	Let Me Be Loved (R)—Livingston-Evans-ASCAP
Swinging Sweetheart (R)—E. H. Morris-ASCAP	Little White Lies (R)—Bragman, Vocoo & Conn-ASCAP
Tammy (R) (F)—Northern-ASCAP	Love Letters in the Sand (R) (F)—Bourne-ASCAP
Teddy Bear (R)—Gladys-ASCAP	Old Cape Cod (R)—Pincus-ASCAP
Tell My Love (R)—Famous-ASCAP	On the Street Where You Live (R) (M)—Chappell-ASCAP
There's a Gold Mine in the Sky (R)—Bourne-ASCAP	Rock Your Little Baby to Sleep (R)—Kahl-BMI
Through the Eyes of Love (R)—Pickwick-ASCAP	Shake, Baby, Shake (R)—Goday-BMI
Till (R)—Chappell-ASCAP	Shangri-La (R)—Robbins-ASCAP
When My Sugar Walks Down the Street (R)—Mills-ASCAP	So Rare (R)—Robbins-ASCAP
White Silver Sands (R)—Fellows Peer-BMI	Swinging Sweethearts (R)—E. H. Morris-ASCAP
Wonderful, Wonderful (R)—E. B. Marks-BMI	Third Finger Left Hand (R)—Joy-ASCAP
	What Will I Tell My Heart (R)—DeSylva, Brown & Henderson-ASCAP
	White Silver Sands (R)—Fellows Peer-BMI
	Wonderful, Wonderful (R)—E. B. Marks-BMI

DOLORES GRAY

with VAN ALEXANDER'S Music

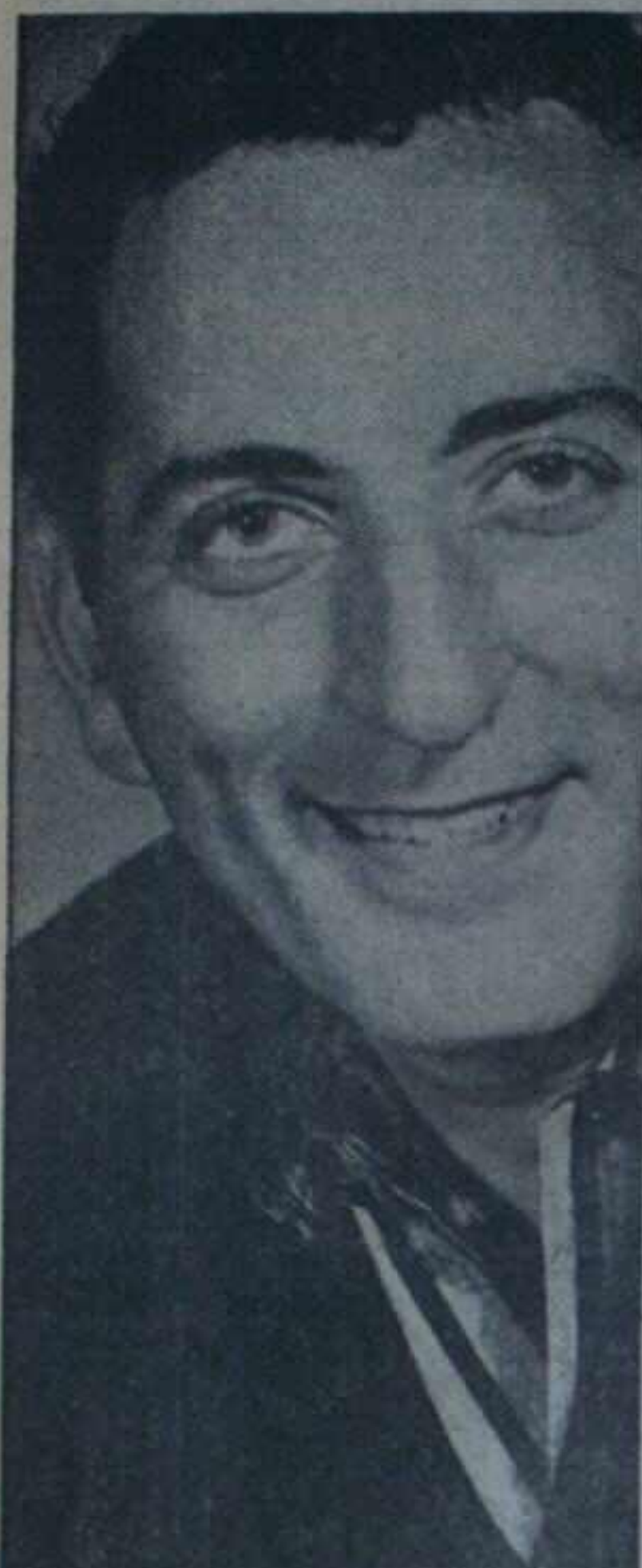
sings for the teenage market



I'M MY MAMA
INNOCENT | LIKES YOU

record no. 3774





TONY BENNETT

In the Middle of an Island

b/w

I Am

Tony Bennett with
Ray Ellis and His
Orchestra

4-40965



RAY ELLIS

Fascination

b/w

Soft Sands

Ray Ellis and His Gypsies

Ray Ellis and His

Orchestra

4-40982



ROSEMARY CLOONEY

(You Can't Lose
the Blues with)

Colors

b/w

That's How It Is

Rosemary Clooney with
Frank DeVol and His
Orchestra

Rosemary Clooney with
Joe Seymour and His
Orchestra

4-40981



LEFTY FRIZZELL SHIRLEY CADDELL

No One to Talk To
(But the Blues)

b/w

Is It Only That
You're Lonely
Lefty Frizzell and
Shirley Caddell

4-40938-c

THE SURE-FIRE

HITS ARE ON

THE

HOTTEST COMPANY IN

COLUMBIA

RECORDS

THE BUSINESS

A DIVISION OF CBS

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VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Ira Cook, KMPC, Los Angeles, recently estimated that he received more than 2,000 singles from January 1, 1957 thru the first of May. . . . Lou Barile, WIBX, Utica, N. Y., literally had the "hottest show in town" last month. He did a remote from a local shopping center in 103 degree heat, and midway thru the show his records began to warp. . . . Jerry Marshall, WMGM, New York, played host to 100 orphans last month at

distributor offices in Manhattan.

In anticipation of assuming ownership of WAAM, Baltimore, on August 5, Westinghouse Broadcasting has appointed Larry H. Israel as general manager of the station, effective on that date. Israel is currently vicee-general manager of WENS, Pittsburgh, a UHF station he established in 1953 and of KMGM-TV, Minneapolis.

WTTM, Trenton, N. J., has opened summer studios at the Seaside Heights, Casino on the Jersey shore. Jerry Williams is emceeing the resort broadcasts from 8 to 10 p.m. nightly and on Saturday afternoons. . . . Len Ross, KDB, Santa Barbara, Calif., has changed his air time to 12:05-6 p.m. He uses voice track intros and can use more from newcomers.

Dan Greene, WCYB, Bristol, Va., has started a new Friday night program from the local Paramount Theater. Titled "Teen-Time," the show is taped while the kids dance and is played on the air on Saturday afternoon. Disk programming on the show is guided by requests made at the theater or the station during the week. . . . Also in a teen-age groove, is Bill Ellison, WHCU, Ithaca, N. Y., who conducts a two-hour Saturday afternoon "Teenage Record Party" sponsored by a soft-drink firm and local record store. Ellison packs 'em in every week at a college gym, which holds 400.

New staffers at WOAI and WOAI-TV, San Antonio, are Charlie Dennis and Harrod A. (Buddy) Baker. . . . Dick Doty, formerly with WHAM, Rochester, N. Y., kicked off his new affiliation with WTRL, Bradenton, Fla., last month with a remote broadcast from a packet boat. Other new disk features at WTRL are Jon Clark's evening show, longest program on the Florida suncoast, and morning man Chas Blake's early bird ailer.

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:

- Baton Rouge, La.
"Coody Coody," Frankie Lymmon, Gee.
- Buffalo
"Tammy," Ames Brothers, RCA.
- Richmond, Va.
"Love Letters in the Sand," Pat Boone, Dot.
- El Paso
"It's Not for Me to Say," Johnny Mathis, Col.
- Youngstown, O.
"Just Between You and Me," Chordettes, Cadence.
- Detroit
"In the Middle of an Island," Tony Bennett, Col.
- Miami
"Gold Mine in the Sky," Pat Boone, Dot.
- Houghton, Mich.
"White Silver Sands," Don Rondo, Jubilee.
- Columbia, S. C.
"Shangri-La,"
Four Coins, Epic.
- Las Vegas, Nev.
"Bye Bye Love," Everly Brothers, Cadence.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- AUGUST 2, 1947
- 1. Peg O' My Heart
- 2. I Wonder, I Wonder, I Wonder
- 3. That's My Desire
- 4. Chi-Baba
- 5. Across the Alley from the Alamo
- 6. I Wonder Who's Kissing Her Now
- 7. Ask Anyone Who Knows
- 8. Tallahassee
- 9. Ivy
- 10. Mam'selle
- AUGUST 2, 1952
- 1. Auf Wiederseh'n Sweetheart
- 2. Half As Much
- 3. Walkin' My Baby Back Home
- 4. Botch-A-Me
- 5. Kiss of Fire
- 6. Here in My Heart
- 7. Delicado
- 8. I'm Yours
- 9. Maybe
- 10. Blue Tango

Steeplechase Park, Coney Island. It was "Jerry Marshall Day" at the amusement park. . . . Sandy Singer, who joined WDTG, Minneapolis, this week was vacationing in Manhattan last week with his pretty frau Eleanor. Singer and his Mrs. operated their own record store when the jock was with WMT, Cedar Rapids, Iowa.

In a move to curb juvenile delinquency, the Sevenoaks Country Club, San Antonio, has started "Dream Age Time" at the club every Saturday morning over K TSA, San Antonio, with Don French as emcee. Included in the program for teen-agers is a style show; \$100 in gifts given away by Revlon as door prizes; a birthday salute to the youngsters having birthdays that week, each one receiving a corsage courtesy of a local florist and a birthday cake from a local bakery; and music by Gene Dorant at the organ. Admission is 80 cents which also includes a mid-morning snack served by the club.

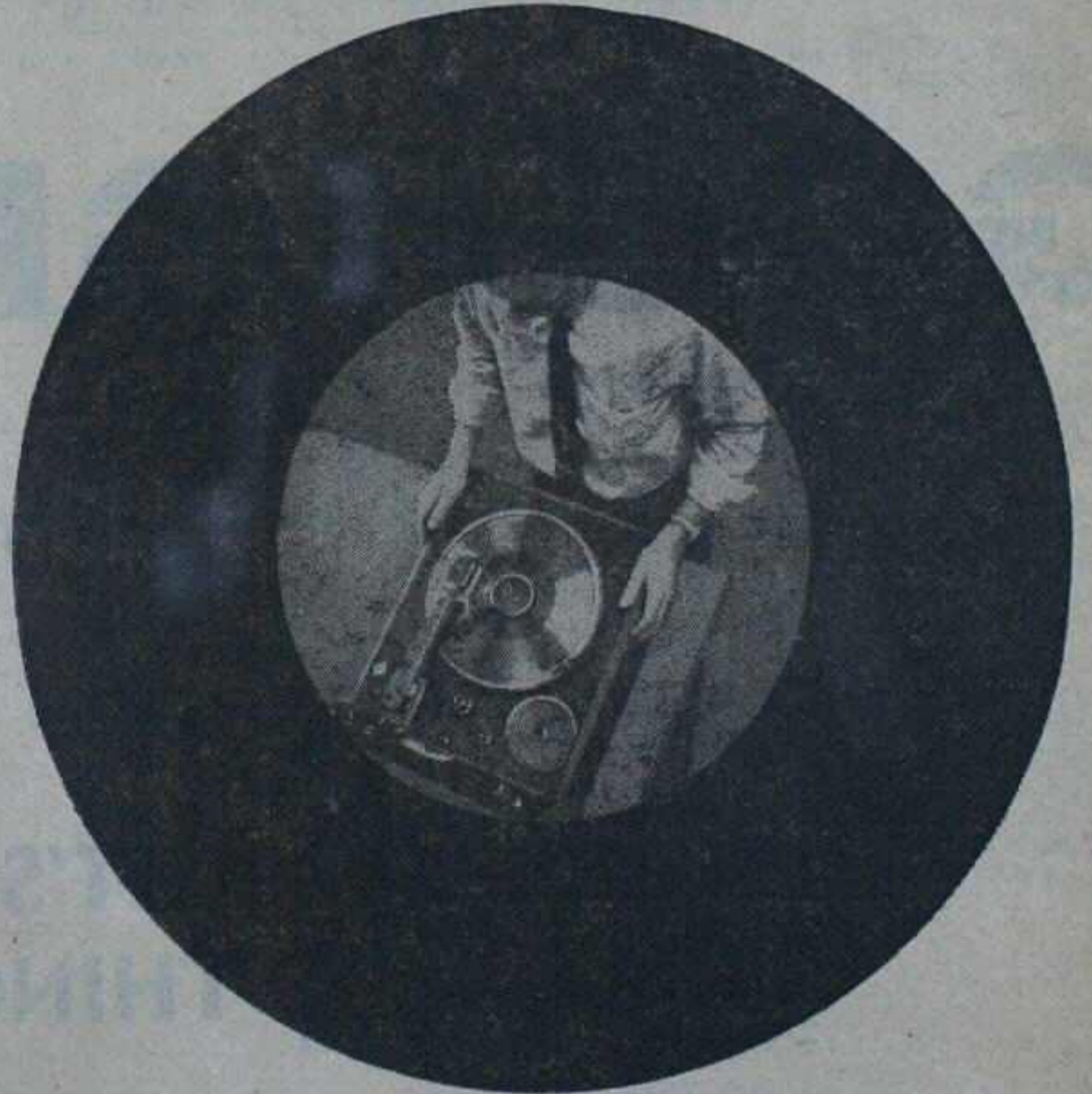
CHANGE OF THEME: 18-year-old Bill Novak has joined WTX, New Orleans. Novak emcees the 8 p.m. to midnight disk shit. . . . Morning deejay Ron Wilner has been named program director of WAYE, Baltimore. . . . Ronn Allard has moved from WWNH, Rochester, N. H., to WFEA, Manchester, N. H., replacing Dave MacElroy on the evening show. . . . Augie Cavallaro formerly with Dumont Broadcasting, named vicee-general manager of WKIT, Garden City, Long Island, N. Y.

"Big Bob" Forester, ex-spinner at WSRS and WJW, Cleveland, moves to WITH, Cleveland, August 5. He'll helm the "Melody Market Show" from 10 a.m. to 2 p.m. across the board, and from 9:30 a.m. to 12:30 p.m. on Sundays. . . . Dave Teig, WILK, Wilkes-Barre, Pa., will spend 10 days in New York starting August 9. He'll headquarter at Capitol Records

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

This Week's Best Buys

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

- THERE'S A GOLD MINE IN THE SKY** (Bourne, ASCAP)
REMEMBER YOU'RE MINE (Lowe-Tray, ASCAP)—Pat Boone—Dot 15602—The platter is taking off very much like the singer's previous hit, "Love Letters in the Sand." In release only a very short time, it has already become a very strong disk in all markets. Neither side has the edge at the moment. A previous Billboard Spotlight pick.
- WHAT WILL I TELL MY HEART** (DeSylva, Brown & Henderson, ASCAP)
- WHEN I SEE YOU** (Travis, BMI)—Fats Domino—Imperial 5454—Domino's newest is already big enough to be listed in "Coming Up Strong." All markets report that it's moving very well. Both sides are in demand. A previous Billboard Spotlight pick.
- JUNE NIGHT** (Feist, ASCAP)—Jimmy Dorsey Ork—Fraternity 777—Platter looks like a smash follow-up to "So Rare." Action is heavy in all markets. Flip is "Jay-Dee's Boogie Woogie" (Harms, ASCAP). A previous Billboard Spotlight pick.



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING JULY 27

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.

- Build Your Love (On a Strong Foundation)**
 **Johnnie Ray**
 (BMI) Columbia 40942
- Fallen Star** **Ferlin Husky**
 (BMI) Capitol 3628
- Goody Goody** **Teenagers**
 (ASCAP) Gee 1039
- Is It Wrong?** **Warner Mack**
 (BMI) Decca 30301
- Love Me to Pieces** **Jill Corey**
 (BMI) Columbia 40955
- Mr. Lee** **Bobbettes**
 (BMI) Atlantic 1144
- Oh, Baby Doll** **Chuck Berry**
 (BMI) Chess 1664
- Tammy** **Ames Brothers**
 (ASCAP) RCA Victor 6930
- 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

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Review Spotlight on . . .

POP RECORDS

- GALE STORM** . . . Dot 15506 **ON MY MIND AGAIN**
 (Willet, BMI)
LOVE BY THE JUKEBOX LIGHT (Dandelion, BMI)
 Two very attractive sides that should be smash follow-ups to "Dark Moon." On top is a lovely, wistful cover of the Billy Walker platter—a rhythm ballad with soft chorus backing. "Jukebox" is a cheerful, teen-slanted medium-beat tune that is also backed by chorus. Strong entry should score.
- SARAH VAUGHAN** . . . Mercury 71157 **BAND OF ANGELS**
 (Witmark, ASCAP)
 Miss Vaughan is highly appealing on the pretty inspirational movie theme. Warm, sincere delivery appears a good bet to take top coin on the much-recorded tune. Flip, "Please, Mr. Brown," is a smart, satirical delivery somewhat in the "Whatever Lola Wants" vein. (Leeds, ASCAP.)
- GOGI GRANT** . . . RCA Victor 6996 . . . **IT'S A WONDERFUL THING TO BE LOVED**
 (Granmore, ASCAP)
 Miss Grant's first for the label is a happy, bright vocal on a very classy waltz tune by Gerald Marks and Milton Pascal. Number has a Rodger and Hammerstein feeling, and the artist's sparkling delivery makes the disk a strong contender. "That's the Life for Me," the lyrical flip, also gets a warm happy go. (Vorzon-Traymore, BMI.)
- JOHNNY NASH** . . . ABC-Paramount 9844 **LADDER OF LOVE**
 (Janson, BMI)
 Nash registers strongly with an easy, light delivery on the pretty ballad originally cut by the Flamingos. Backing by chorus is effectively underplayed. Singer's fine warbling stint gives the disk hit potential. Flip, "I'll Walk Alone," shows an attractive, rocking interpretation of Dinah Shore's hit of some years back. (Mayfair, ASCAP.)

POP DISK JOCKEY PROGRAMMING

- LENA HORNE** . . . RCA Victor 6997 **THAT OLD FEELING**
 (Feist, ASCAP)
SWEET THING (Famous, ASCAP)
 Torchy deliveries by Miss Horne are certain to click with listeners. "Feeling" is given an attractively different play with a strolling background by the Marty Paich ork. The singer's thrushing with only bass accompaniment has a feel of "Love Me or Leave Me." "Sweet Thing" is a cute hip number insinuated perfectly with more fine backing by Paich. Rates many spins.
- THE JONES BOYS** . . . Liberty 55093 **OUT OF MY DREAMS**
 (Williamson, ASCAP)
 The wonderful tune from "Oklahoma!" which never made the charmed circle originally, gets a fine, close-harmony reading by the Jones Boys. The side literally drips with quality and any jock will find it solid programming fare. Flip is "Good Night" (Sun Valley, BMI).
- MURRAY ARNOLD QUARTET** . . . M-G-M 12530 **MOONLIGHT**
 (Mills, ASCAP)
 Ted Weems got considerable attention with a disk of this old-timer several years back. Now Arnold comes up with a disk, formerly on the American Recording Artist label, which has a nice, easy, small-group sound. Juve audiences will like it for listening or terping.
- MARTY GOLD ORK** . . . VOL. 6284 **ONE IS A LONELY NUMBER**
 (Miller, ASCAP)
ACAPULCO (Symphony House, ASCAP)
 Two great instrumental treatments that will provide easy listening. "Number" is a lovely lush setting of a pretty theme that features a concerto-type piano with contrapuntal humming by chorus. "Acapulco" is a gay, frolicsome side with Latin flavor that is also fine fare.

Reviews and Ratings

- JULIUS LA ROSA**
Famous Last Words 83
 RCA VICTOR 6998—Lieber-Stoller tune is more like Arlen and Mercer than a typical L.&S. effort. Smart, bluesy lament, handsomely sung here, should appeal mightily to hip jockeys. Comparisons with Sinatra are inevitable. (Quntet, BMI)
- Worlds Apart** 74
 Similarity of thought to that of "Two Different Worlds" could be a handicap, tho this is a pretty item, well-sung. Pleasant coupling, but this one will need heavy plugging. (Coliseum, BMI)
- BILL HALEY**
The Dipsy Doodle 82
 DECCA 30394—From the "Rockin' the Oldies" LP, and the thing rocks. The loyal fans will flip. (Lincoln, ASCAP)
- Miss You** 80
 For Haley, this would be a "ballad." Treatment, of course, is rock and roll, and it's from his LP "Rockin' the Oldies." Should get singles action, tho not as much as his big ones. (Joy, ASCAP)
- JIMMY BOWEN**
Ever Since That Night 82
 ROULETTE 4017—Medium-tempo tune with good guitar backing has a country flavor. Attractive rendition in artist's best hit-making groove. (Kahl, BMI)
- Don't Tell Me Your Troubles** 78
 Strong vocal on a rockabilly that should attract spins. Delivery is best since "I'm Stickin' With You." From Bowen's album. (Kahl, BMI)
- RUSTY DRAPER**
Good Golly 80
 MERCURY 71162—Dual track delivery on a rocker-novelty is a strong sequel to "Freight Train." Side could easily make it. (Opal, BMI)
- No Hu Hu** 78
 Side is also a peppy rendition in the novelty Polynesian vein. Chorus support and bright steel guitar backing help chances. (Criterion, ASCAP)
- THE DIAMONDS**
Zip Zip 80
 MERCURY 71165—Zany lyrics and cute (Continued on page 52)

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Reviews of New Pop Records

Continued from page 51

bright tone are presented with vigor by the "Little Darlin'" group. Rocker could go all the way. (Pure, BMI)
Oh! How I Wish... 77
Attractive chanting on a side with a slight Latin beat. Chorus is in straight medium beat. Side should also receive play, but flip appears stronger. Group gets an Ames sound here. (Wells & Barry, BMI)

JOHNNY JANIS
Later Baby 79
ABC-PARAMOUNT 9840—Platter will compete with the Hal Goodson disk on Solo. Version here is a highly attractive side that rates attention. Rocker is delivered with appealing gusto. (T. C. Pub., BMI)
All the Time 76
Bright rockabilly is a strong effort. Sparkling backing adds to appeal. Vigorous rendition could click. (Pamco, BMI)

TONY WILLIAMS
Let's Start All Over Again 79
MERCURY 71158—The lead with the Platters makes a strongly impressive solo debut on a pretty ballad. Semitive warbling and lush backing should attract. (Sophisticate, BMI)
When You Return 76
An equally listenable rendition on a new adaptation of the "Danny Boy" melody. Attractively produced side should attract buys. Jocks will probably feature both sides heavily. (A. M. C., ASCAP)

NITA, RITA & RUBY
You Came to the Prom Alone 79
RCA VICTOR 6989—A three-quarter time, teen-grooved opus about a white-sport-coated chappie who played it stag. A strong reading which makes it a solid coupling. Trio can do very well in pop or c.w. Tune is by Marty Robbins. (Acuff-Rose, BMI)
Baby You're the One 75
Trio of chicks swings out lustily on a hunk of loud wax that could go well with jukes and jocks alike. Good performance here that rates a look. (Cedarwood, BMI)

JOHNNY DEE
In My Simple Way 77
COLONIAL 435—Soft, light vocal on a pretty rhythm ballad with chorus backing. Side is the strongest for the singer since "Sittin' in the Balcony," and could make it. (Bentley, BMI)
1,000 Concrete Blocks 77
Waltz weeper with a folkish flavor is attractively chanted. Soft chorus backing is effective. Similar potential to flip. (Bentley, BMI)

BETTY MADIGAN
Come Home Joe 77
CORAL 61867—Smartly made, beautifully sung side. Material is off the beaten track, and worth while for jocks to try out on their audiences. Some sales action could result. (Brenner, BMI)
Think of All the Nice Things He's Done 73
Lyric hands out some friendly advice. Another good job, tho the material may need hefty plugging if anything's to happen. (Spier, ASCAP)

JIMMY GAVIN
I Sit in My Window 76
CAMEO 113—Gay rockin' cover of the Russ Miller V.I.P. platter. Attractive rendition here can cop a good share of loot for the tune. (Starling, BMI)
Lonely Chair 70
Lloyd Price's version has been out for several weeks. Tune is similar to "Just Because." Side is attractive, but flip appears stronger. (Progressive, BMI)

STEVE KARMEN
We Belong Together 74
MERCURY 71164 — Medium-beat tune with a slight Latin beat gets an attractive light vocal that could attract buys. Good backing by chorus. (Taylor, ASCAP)
Wild Eyes and Tender Lips 73
Artist handles the lyrics of this cute rocker with strong know-how and vocal gimmicks. Sparkling orking helps make this a contender. (Meridian, BMI)

JAN CROCKETT
Come Home Joe 74
KAPP 189—Betty Madigan has also recorded the unusual material. This version is given a more rocker-type interpretation with chorus backing. (Brenner, BMI)
Third Finger Left Hand 72
Late cover of the Eileen Rodgers teen-slanted waltz. Platter may be too late. Listenable rendition. (Joy, ASCAP)

BUDDY THOMPSON
This Is the Night 74
ATCO 6095—Uninhibited rockabilly better, with strong, honking band in back. Tune isn't the Redd Evans standard, but an uptempo blues type. Direct message could reach the teens. (Progressive, BMI)

I've Got a Good Thing Going ... 66
Happy-message rockabilly item. May not be different enough to stand out in this saturated market. (Progressive, BMI)

THE DELLS
Q-Hop She-Hop 74
VEE-JAY 251—A wild, jungle-like mixture of sound in minor key. Solo man walls with group in a constantly moving tricky backing. Has a sound which could generate some action. (Tollie, BMI)
A Distant Love 65
More offbeat sounds here in a tune with fairly commonplace lyric idea. Some interest here but flip catches the ear. (Conrad, BMI)

GUY LOMBARDO
Rainbow of Love 73
CAPITOL 3765—Familiar Lombardo sound on a pretty ballad features a very listenable piano solo. Side should appeal to the orkster's fans. Jocks may also go for it. (World, ASCAP)
Kling-a-Ling 73
Peppy instrumental also features piano. Cute, march-like tune appears as strong as flip. This side is also good fare for jocks. (Moonlight, BMI)

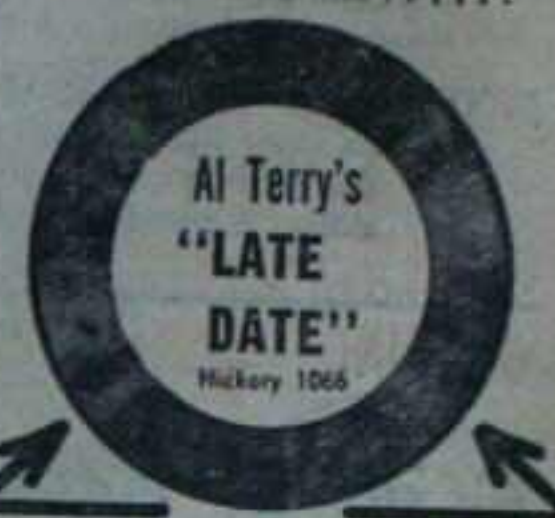
MILTON ALLEN
Just Look Don't Touch, She's Mine ... 73
RCA VICTOR 6994—Talented new artist vocally resembles Presley a great deal. Happy rocker is a strong effort that could spark buys. Disk has good sound. (Trinity, BMI)
Love a, Love a Lover 73
Equally attractive side, also a rocker gets a spirited chant. Side could do as well as flip. (Sheldon, BMI)

(Continued on page 54)

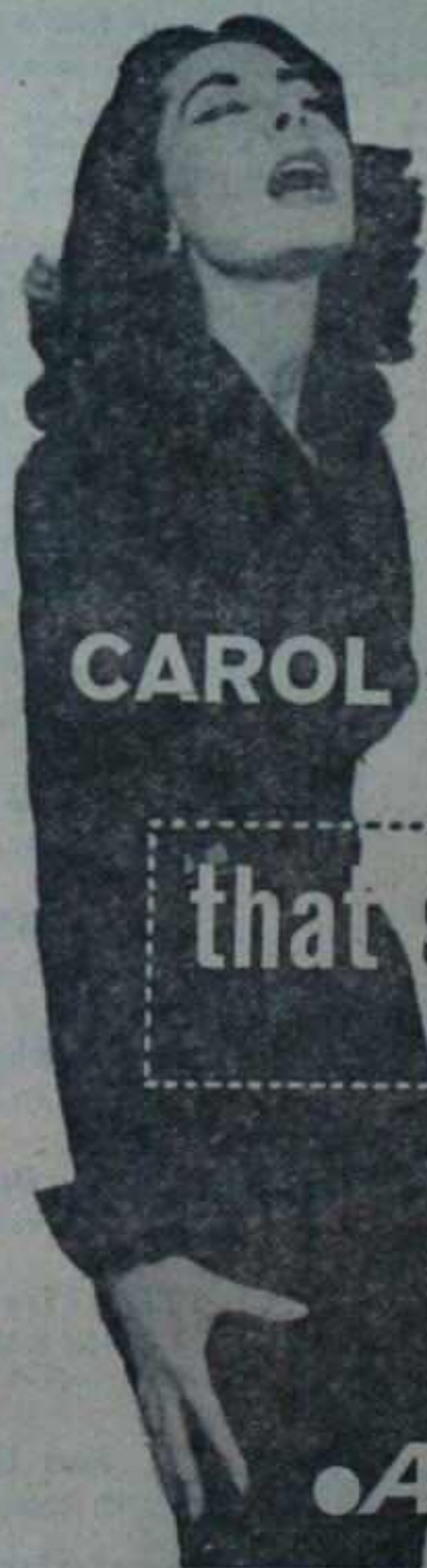
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Reviews of New Pop Records

Continued from page 52

MERY GRIFFIN
Will I Find My Love Today.....73
 DECCA 30380—A tastefully expressed melodic ballad. Griffin starts with a couple of poetic spoken lines and follows up with the delicate story. Anita Kerr sings her handsie backup choral work nicely. Worth spins by jocks. (Robert, ASCAP)
I Keep Running Away From You...72
 A zippy rhythm side which again couples Griffin with the Anita Kerr group for agreeable results. Could grab some plays. (Berlin, ASCAP)

LAURA K. BRYANT
I Don't Hurt Anymore.....73
 CAMEO 112—Rhythm ballad with male chorus backing is nicely done. Side should do fair biz. (BMI & Range, BMI)
The Kiss I Never Had...71
 Bluesy mood side gets a torchy warble, but side can find rough going against current big ones. (Lowe, Ross Jungnickel, ASCAP)

EDMUNDO ROS
The Carnation Girl.....73
 LONDON 1751—Ork, with humming chorus, does a Greek melody with bolero, or beguine rhythm. Colorful orking could win spins. Danceable, and goes into a semi-cha cha.
Melodie D'Amour...70
 Attractively different folk-type tune is from Ros' calypso album. Charming stuff, but not an item to start a sales conflagration. (Rayven, BMI)

WINDY HILL
How Come?.....72
 RCA VICTOR 6985—Another good but late version of a tune that has been out, in the Kenny Bowers edition, but hasn't set the world on fire. Coupling deserves exposure nevertheless. (Empress, ASCAP)
Lighthouse...69
 Hill's version of the unusual rocker must compete with Otis Smith's which has been out for some weeks. Not enough extra to do what the other couldn't do. (Empress, ASCAP)

THE LANCERS
Lover's Rendezvous.....71
 CORAL 61866—Theme matter is a reminder of "Hernando's Hideaway." Okay material is handled well by the group with benefit of another good arrangement. Possible jockey side. (Goldsen, ASCAP)
Follow the River...66
 Slow-paced rhythm tune has little melodic quality. Interplay of the Lancers, the fem group and band is well-arranged but the tune doesn't take off. (Northern, ASCAP)

JANICE SMITH
My Jimmy.....71
 BRUNSWICK 55018—Plaintive three-beat opus, with triplet backing. Thrush, with multiple-tracking, gets a lot of feeling into it. Some appeal on this side, country and pop. (True Blue, ASCAP)
Kiss Kiss Crazy...64
 Run-of-the-rock shouter by a female Presley. (Chatham, ASCAP)

HARMONICATS
Oh! You Beautiful Doll.....70
 MERCURY 71156—The harmonica virtuoso present a rhythmic interpretation of the oldie that should attract. Fair chances; best in juke boxes. (Remick, ASCAP)
All of Me...70
 Another oldie brought up to date in spirited fashion. Good jockey and juke coupling. (Bourse, ASCAP)

RAY MARTIN
Heladero.....70
 CAPITOL 3767—Lush, Latin-flavored instrumental by the English ork is interpreted with zest. Good denjay side. Commercial possibilities may be limited. (Zodiac, BMI)
Manhattan Tango...70
 Clever, tango captured the hustle of the big city. Also a good side for jocks. Similar potential to flip. (Zodiac, BMI)

JOE THERRIEN JR.
You're Long Gone.....70
 BRUNSWICK 55017—There's a strong down-home blues quality to this country-style rock chant. Treatment is stronger than song on both sides. (Roosevelt, BMI)
Wheels...69
 Rockabilly blues is shouted with fine flavor by the good warbler, with girl voices. Material isn't the strongest, but treatment is worth a listen. (Roosevelt, BMI)

EDDIE LAWRENCE
Memories of Louise.....69
 CORAL 61863—A recitation of "10 Years With Louise," by Lawrence. Has funny lines for collectors but he's had funnier sides. (Merriek, BMI)
The Old Philosopher on the Range...67
 "The Sentimental Two" and "Three Chaps and a Broad" assist the Old Philosopher "On the Range." The singers offer "Home On the Range," with flock of interpretations by Lawrence which are not as funny as some of his others on past disks. (Merriek, BMI)

JOSEPH GERSHENSON
Main Title.....68
 CORAL 61861—From the flick "Interlude." Very pretty, heavy piece of schmaltz. Not distinctive, but could mean something if it's a big flick. (Skinner, ASCAP)
End Title...68
 Same material, this time with a twilight mood, strings muted. Richard Wagner had a finger in this one. (Skinner, ASCAP)

OWEN BRADLEY QUINTET
Rose of the Rio Grande.....68
 BRUNSWICK 55015—Organ, piano, guitars and drums line-up offers an okay rhythmic version of the oldie. Side could qualify for some juke. (Mills, ASCAP)
Swanee River...66
 Another oldie, paced in similar rhythm to the flip. Not a strong seller but possible for juke. (P.D.)

BOBBY CHRISTIAN
Indian Hop.....68
 SALEM 1010—Fast, rather frantic band instrumental. Could get some jock play for an exciting closer.

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but retail sales picture is less radiant. (Keith, ASCAP)
35y Theme... 66
 Rhapsodic piano-with-ork item, with high soprano obbligatos. Pleasant, moody deejay fare, but not different from many other efforts, some done with more polish. (Keith, ASCAP)

FRANK DE ROSA & HIS DE-MEN
Big Guitar... 68
KEN 25—Danceable instrumental features fine guitar work with attractive harmonica support. Good fare for deejays. (Times, BMI)

Irish Rock... 66
 A swingin' instrumental that could go well with jocks. Danceable side should attract some buys. (Times, BMI)

LARRY SONN ORK
My Baby Just Cares for Me... 67
CORAL 61857—Medium-bright instrumental version of oldie, executed with clean, danceable quality. Not overly distinctive, however. (Bregman, Vocco & Conn, ASCAP)
A Smooth One... 67
 Group does vocal on this fine old Benny Goodman Sextet vehicle. Danceable, and appealing for jocks with hard conscious listeners. (Regent, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- DAVE APPELL: Love in the Jungle/Chitter Chatter Baby**—Cameo 110
- ROSINA ASTON: The Things I Can't Forget/A True and Tender Love—Sunshine** 102
- MORT GARSON: Puppet on a String/Scotch Freight**—Coral 61859
- RICHARD HIMBER ORK: Tonight/Tonight**—Coral 61858
- DICK METKO & THE 6 PACK SEVEN: Yearning Heart/Happy Days Are Here Again**—Window 1007
- RONNIE O'DELL: Spanish Heels/Red Rose Tango**—Coral 61860
- TOMMY PANTO: Purple Mountain/I Believe in Angels**—Ken 24
- TINA ROBIN: All of Me/Little Gray Cat**—Coral 61862
- RONNEY SCALAIR: Lost and Found/Slyly**—Grand 2000

House Passes Bill to Repeal Kidisk Tax

WASHINGTON — Legislation asking for repeal of the manufacturers' excise tax on children's phonograph records retailing at 25 cents or less was passed by the House last week (31). The approved measure was introduced early in July by representative Eugene McCarthy (D., Minn.) (The Billboard, July 15 and 22).

In a statement on the floor of the House Ways and Means Committee, Chairman Jere Cooper (D., Tenn.) pointed out that relief from the excise tax was granted on sporting goods predominantly used by children. He said that exempting children's phonograph records from the tax would be "consistent with previous Congressional action in restricting the scope" of federal excise to make them "inapplicable to articles used mostly by children."

Measure now faces action in the Senate.

Victor LP Issue

• Continued from page 15

Eddie Heywood stylings comes under the tag "Canadian Sunset."

There are four Latin-American type issues, embodying both dance and folk material, and four jazz sets. Latter include "A to Z" featuring Al Cohn and Zoot Sims; "Phil and Quill" with Phil Woods and Gene Quill; "Pete Kelly at Home" with Jack Webb officiating, and one by the Lou Levy Trio.

The classical or Red Seal section includes eight completely new sets, and seven that have been reissued or repackaged. Among the former is the long-awaited connoisseur issue of the Beethoven "Emperor" Concerto with Solomon, an art song album by Rosa Ponselle, a set of Neopolitan songs by Gigli, and Heifetz playing the Grieg Sonata and Bloch "Poeme Mystique." A series is completed with Malko and the Philharmonia wrapping up the balance of the Dvorak Slavonic Dances and rounding out the disk with Grieg's "Lyric Suite." Two suites by film composer Miklos Rozsa, "Jungle Book" and "Thief of Bagdad," are coupled. There also is a new set of band music by Her Majesty's Irish Guards.

Recoupled and repackaged are Prokofiev's "Romeo and Juliet" (excerpts) and Schonberg's "Transfigured Night," both conducted by Stokowski. Several unaccompanied Bach works, played by Heifetz, and the Rachmaninoff Concerto No. 3, played by the composer, have been excerpted from complete multi-disk sets and will be made available as single LP's.

The Grieg and Mendelssohn first piano concerti, played by Ania Dorfmann, formerly available on Bluebird, have been reissued on Victor in response to dealer requests. There's a new package for the Reiner-Chicago coupling of Mozart Symphonies Nos. 40 and 41, and another also for Sibelius Symphony No. 2, by Stokowski. "Golden Moments of Song," with Jan Peerce, is a conversion from 10-inch.

The scheduled EP's are the third set extracted from Elvis Presley's "Loving You" LP, "Bing With a Beat," which is issued in advance of the LP Crosby cut-with Bob Scobey's band, and a religious special, "Music From the New York Crusade" with the Billy Graham musical forces. Also listed, tho shipped earlier, is a group of songs from the film "South Pacific," with bass-baritone Giorgio Tozzi, who dubbed the voice track in the flick. Next week an added EP starter will be "Tammy" by the Ames Brothers, including their current hit, plus three pop covers, specially cut for the EP issue.

Religious

DORIS AKERS
Trouble... 78
RCA VICTOR 6987 — The singer works with the Simmons-Akers choir on this side in "a soulful religious opus with spiritual touches. An effective performance that can sell in its market. (Manna, BMI)
He Knows and He Cares... 76
 Miss Akers' strong and devout contralto gives a warm expression to this lesson from the Good Book. Accompaniment is organ and piano. No big seller but recommended merchandise in its field. (Manna, BMI)

Novel 'Takeall'

• Continued from page 15

in the future. The program lasts from August 1 to 31 and dealers get deferred billing privileges of 60, 90 and 120 days. The standard 2 per cent discount provisions still apply.

Mercury officials also announced that the label will release 25 albums per month in all categories for the next three months. At the singles level, the diskery has kicked off its new "Celebrity Series," a line of disks which will carry all time best sellers back to back. First release in this group contains 50 platters for display in special browser boxes with divider cards displaying artist photos and titles.

Distributors were also indoctrinated on the details of Mercury's new stereo tape line, containing a number of important releases.

Distributors received advance copies at the meetings of a new 48-page, four-color catalog of packaged goods, showing 460 album covers in full color. Dealer shipments will go out at the end of August.

Label brass at the New York meeting included Irv Green, prexy; Morrie Price, sales manager; Kenny Myers, director of single sales and promotion; Wilma Cozart, classics chief; Bob Shad, Eastern a.&c.r. tipper, and Hal Mooney, New York music chief.

Veepee Art Talmadge supervised the Midwest sessions, aided by Irv Steinberg, treasurer and Pete Fabri, merchandising manager. Johnny Sippel, chief of packaged sales, presided over the West Coast proceedings.

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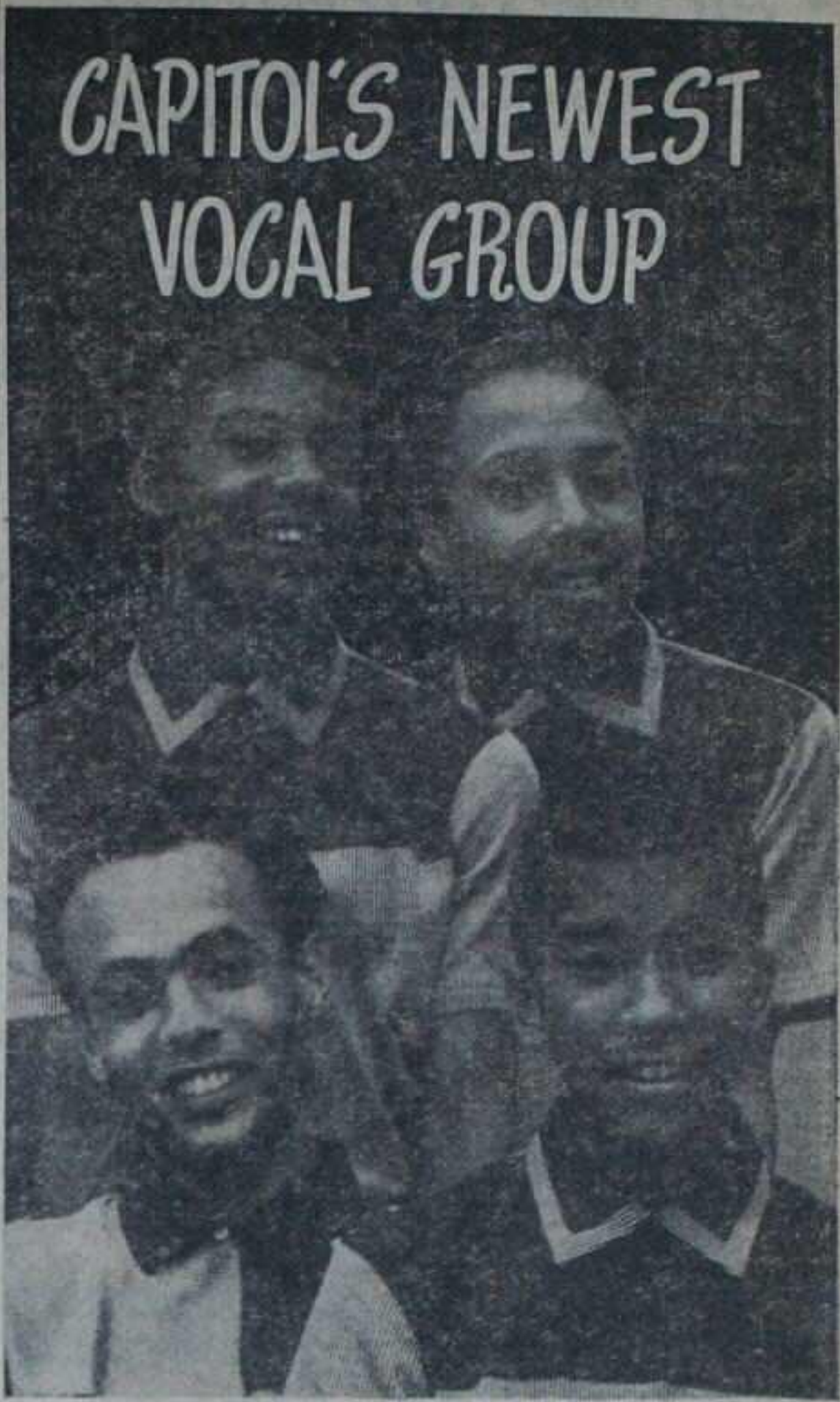
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OUT OF YOUR HEART
 record no. 3772


R&B Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)—Coasters	1	13
YOUNG BLOOD (BMI)—Atco 6087		
2. SEND FOR ME (BMI)—Nat (King) Cole	2	6
My Personal Possession (BMI)—Cap 3737		
3. SHORT FAT FANNIE (BMI)—Larry Williams	3	7
High School Dance (BMI)—Specialty 608		
4. TEDDY BEAR (ASCAP)—Elvis Presley	5	5
LOVING YOU (BMI)—Vic 20-7000		
5. STARDUST (ASCAP)—Billy Ward	7	4
Lucinda (BMD)—Liberty 55071		
6. TO THE AISLE (BMI)—Five Satins	10	3
Wish I Had My Baby (BMI)—Ember 1019		
7. SO RARE (ASCAP)—Jimmy Dorsey	8	11
Sophisticated Swing (ASCAP)—Fraternity 755		
8. JENNY, JENNY (BMI)—Little Richard	4	8
MISS ANN (BMI)—Specialty 606		
9. LONG LONELY NIGHTS (BMI)—Clyde McPhatter	—	1
Heartaches (ASCAP)—Atlantic 1149		
10. C. C. RIDER (BMI)—Chuck Willis	6	13
Ease the Pain (BMI)—Atlantic 1130		
11. WHISPERING BELLS (BMI)—Del Vikings	14	2
Don't Be a Fool (BMI)—Dot 15592		
12. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	13	12
My Baby's Gone On, On (BMI)—Chess 1664		
12. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	—	2
Bernardine (ASCAP)—Dot 15570		
14. BYE BYE LOVE (BMI)—Everly Brothers	9	7
I Wonder If I Care as Much (BMI)—Cadence 1315		
15. VALLEY OF TEARS (BMI)—Fats Domino	11	11
It's You I Love (BMI)—Imperial 5442		

Most Played R&B by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. SEARCHIN'—Coasters	1	9
Atco 6087—BMI		
2. TEDDY BEAR—Elvis Presley	4	6
Vic 7000—ASCAP		
3. SEND FOR ME—Nat (King) Cole	3	3
Cap 3737—BMI		
4. SHORT FAT FANNIE—Larry Williams	1	5
Specialty 608—BMI		
4. YOUNG BLOOD—Coasters	13	13
Atco 6087—BMI		
6. PLEASE SEND ME SOMEONE TO LOVE—Moonglows	—	3
Chess 1661—BMI		
7. C. C. RIDER—Chuck Willis	6	15
Atlantic 1130—BMI		
7. MISS ANN—Little Richard	—	5
Specialty 606—BMI		
9. STARDUST—Billy Ward	—	2
Liberty 55071—ASCAP		
10. JENNY, JENNY—Little Richard	5	6
Specialty 606—BMI		
10. SO RARE—Jimmy Dorsey	12	6
Fraternity 755—ASCAP		
10. BYE BYE LOVE—Everly Brothers	—	4
Cadence 1315—BMI		
13. OVER THE MOUNTAIN—Johnnie & Joe	13	8
Chess 1664—BMI		
13. SICK AND TIRED—Chris Kenner	—	1
Imperial 5448—BMI		
15. LONG LONELY NIGHTS—Lee Andrews	—	1

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	2		
ALADDIN		2	
ARGO		1	
ATCO	1	2	
ATLANTIC	1	2	
BRUNSWICK	3		
CAMEO	3		
CAPITOL	2		1
CHECKER	1		
CHESS		1	
COLONIAL	1		
COLUMBIA			1
CORAL	9		
DECCA	2	1	3
DELUXE		2	
DOT	2		
DUKE		1	
FEDERAL		1	
GRAND	1		
HICKORY			1
HOUSE OF SOUND		1	
J & S		1	
KAPP	1		1
KEN	2		
KING		1	
LONDON	1		
MERCURY	5		
RCA VICTOR	5		2
RED BIRD			1
ROULETTE	1		
SALEM	1		
SAVOY		1	
SOLO	1		
SUN			1
SUNSHINE	1		
VEE JAY	1		
WINDOW	1		
WINSTON			1
TOTAL	49	17	12

Reviews of New R&B Records

JOHNNIE & JOE
It Was There.....83
JAS 1659—Rhythm ballad features an appealing vocal with chorus backing. Could catch on. (Zells, BMI)
There Goes My Heart.....83
Rhythm ballad is a strong entry. Side could be a big one in both pop and r.&b. markets. The duo's previous release, "Over the Mountain," is still going well. (Zells, BMI)

GENE & EUNICE
Don't Treat Me This Way.....81
ALADDIN 3376—The team has a sprightly folk-type tune here that could best be classed as pop, with rickety instrumental and choral trimmings. Could be a pop sleeper. Worth a whirl. (Aladdin, BMI)
Doodle Doodle Doo.....72
Medium-bright blues with suggestive message. It rocks and the team sounds mighty cute, but material is on the dated side. (Aladdin, BMI)

OTIS WILLIAMS
Rolling Home.....79
DE LUXE 6092—Breezy train number has the quality of a spiritual. It's different and highly contagious. Could be some action here. Williams solos most of the way. (R-T, BMI)
Do Be You.....70
This side is more of a group effort, and band has its licks, too. Number is a pop rhythm tune, of no special distinction. (Lois, BMI)

JIMMY ROGERS
One Kiss.....78
CHESS 1659—Rocker with attractive harmonica and guitar support is a strongly appealing side that could go in pop and r.&b. markets. (Arc, BMI)
I Can't Believe.....76
Good vocal on a mild rocker with bright guitar support could go over well. Artist is not to be confused with Roulette's Jimmie Rodgers. (Arc, BMI)

LINDA HOPKINS
Shiver and Shave.....78
ATCO 609—There's a great, swinging beat to this one with the chick's solid selling abetted by a fine band sound. A strong side that could move. Watch it. (Progressive, BMI)
Rock and Roll Blues.....70
The Hopkins chick delivers a blues mainly suitable for dancing feet. Husky-voiced, belted delivery winds up saying very little with the doubtful material. (Wemar-Progressive, BMI)

BILL DOGGETT
Shining.....76
KING 5070—Side has the flavor of "Honky-Tonk" with the walking sax, solo and Doggett mastery on organ. Danceable side could do well with teens in pop markets, too. (Lynbeth, BMI)
Hammerhead.....76
Similarly presented side, Doggett touch is listenable as usual, and side appears as strong as flip. (Lynbeth, BMI)

KENNY AND MOE
Yes I Will.....75
DE LUXE 6139—Strong duo chanting by a virile team on a medium tempo rocker. Material isn't too unusual, but performance rates attention. (R-T, BMI)
There's Something About You.....73
There's a solid appeal to this duo, which should be heard from more in the future. This debut disk could do okay if pushed. (Men-Lo, BMI)

THE RAVENS
That'll Be the Day.....75
ARGO 5276—Fair enough reading of the tune, but version by the Crickets is starting to break and this doesn't figure to break thru the handicap. (Nor-Va-Juk, BMI)
Dear One.....65
Rather routine r.&b. ballad fare. Sincere lead does his best with adequate support from the group, but the material is a drag. (BMI)

WILBERT HARRISON
I Know My Baby Loves Me.....72
SAVOY 1517—Cat has an interesting nasal quality on this Domino inspired styling. Harrison has a little trouble hitting his low notes, but the side has a certain amount of appeal just the same. (Crossroads, BMI)
My Love Is True.....70
Strictly off-beat material. Slow tune, framed in repetition of the same figure. Tremolo of the guitar gives a different sound. Has a dragging tendency, and flip looks like a better bet. (Crossroads, BMI)

LOWELL FULSON
You're Gonna Miss Me.....71
CHECKER 865—Flavorsome blues chanting by the veteran shouter, to rocking band backing. Not too unusual, but an okay bet for the old-time blues buyers. (Arc, BMI)
Don't Drive Me Away.....71
Similar fare, with similar message. For fanciers of Southern style, bit with honkin' tenor sax. (Arc, BMI)

(Continued on page 58)

SPEED UP YOUR SALES WITH THESE CHART MAKERS

Checker #867

"TEMPERATURE"

Little Waters

Checker #870

"FLAT FOOT SAM"

T.V. Slim

Chess #1668

"SOMEBODY IN MY HOME"

Howling Wolf

Argo #5274

"LUCKY LOU"

b/w

"YOU MAY"

Jody Williams

Chess #1667

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"SLEEPING IN AN OCEAN OF TEARS"
Duke #172

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ON THE BEAT

• Continued from page 38

Glory Records is moving from its West 47th Street, New York, headquarters to 157 West 57th Street, effective August 1. The Phil Rose, Lou Sprung concern moves into the same building with other important music business operations, including Atlantic and Dot Records, Fred Waring, the McGuire Sisters and part of the Jackie Gleason enterprises. . . . Sherman (Blues) Johnson, described as "the boy that sounds like Percy Mayfield, Cecil Gant and Al Hibbler all in one," has been signed by Clif Records of New Orleans. . . . Maria Antinea, known as the "reigning queen of Latin American and Spanish music halls," now appearing at New York's Roxy Theater, says rock and roll is a bust in the States compared to what it is in Latin America.

Leroy Smith, leading Denver rock and roll impresario, booked a package headed by the Cellos and the Coasters into the Rainbow Ballroom last Wednesday (31). Other important rock and roll names slated for early Denver bookings include the Midnighters, Lloyd Price, the Clovers, Joe Turner, Chuck Berry and Bill Doggett. The news comes to us via jockey Sam Blessing's "Mile Hi Notes" newsletter from KOSI, Denver. . . . Don Rondo, now hitting paydirt with his Jubilee disk of "White Silver Sands," opens at

Washington's Lotus Club for a one-week stint, August 8. . . . The Rhythmettes, who previously were forced to cancel out on a booking for the Monteleone in New Orleans, due to illness, will open a two-week stand at the club on August 8.

Another portent of the state of the rock and roll business is the report from Shaw Artists upon the wind-up Sunday (21) in Kansas City of the "Fantabulous Rock 'n' Roll Show of 1957." Milt Shaw said the show averaged \$5,000 to \$6,000 gross a night and during one of its Texas dates, the Ruth Brown, Coasters, Drifters, Bo Diddley, Smiley Lewis, Five Satins line-up pulled in over \$12,000. One harrowing sidelight of the Texas part of the trek came when a disk jockey there absconded with \$5,200 in advance ticket sale proceeds. A man-hunt quickly took shape and the fugitive was trailed into a deep woods. When he was finally apprehended he was wandering thru the woods nude in a semi-dazed condition. He said he had been beaten up and left in the woods while others took off with the loot. Since he bore no bruises, he was subjected to a lie detector test, the results of which proved unfortunate for the jock. Now he's in the local clink and most of the money has been recovered from various cache's the thief used.

FOLK TALENT AND TUNES

• Continued from page 56

versity of Mexico. During his visit there he did the first American cowboy solo concert before a student group of some 12,000. He was also presented with honors by the Mexican Government and by the Aereo Club de Mexico for his youth work among students of Mexico and the United States. Potter also made a swing recently thru Mississippi, Alabama and Tennessee as a promotion stint for his forthcoming appearance on the Arthur Godfrey "Talent Scouts" TV show. The seg was filmed June 13 in New York and will hit the network August 12. Bill was the winner on that particular show and thus will be on the net radio and TV shows for that week. Meanwhile he'll be making personals at rodeos thru Texas and Louisiana. He was guestar on "Big D Jamboree," Dallas, July 20.

Bobby Gregory is covering the deejays with his new releases on the Gregorian label, "A Hotdog and a Soda" b.w. "Chinese Rock 'n' Roll," "Billy Rock" b.w. "Bay-Bay-Bay Baby" and "Indian Rock 'n' Roll" b.w. "Snooty Cutie," all published by American Music Publishing Company, New York. . . . The Manske Girls, of 485 N. Kent Street, St. Paul 3, typewrite that plans have been completed for the big Western Day to be held in Phalen Park, St. Paul, August 11. Special features this year will include a live c.&w. show, a radio broadcast over KEVE, and a tented promotional display to house artists' photos, records and similar material. Anyone desiring further information may write the Manskes at the above address.

Bill Clifton is back at his Virginia headquarters after a two-week jaunt thru Maryland, West Virginia, Ohio, Kentucky and Virginia calling on deejays to promote his most recent Mercury release, "Little White-Washed Chimney."

Flip is "Pal of Yesterday." While in Cincy, Clifton visited with Jimmie Skinner, Ray Scott and Jimmie Williams at WNOP, Newport, Ky., and Nelson King and Marty Roberts at WCKY. On August 25, Clifton and the Stanley Brothers play the New River Ranch at Rising Sun, Md.

The Rhythm Ramblers, of Livingston, Mont., piloted by Frank P. Armentaro, are set for the rodeo and VFW Club, Bozeman, Mont., August 9-10, and then make the Reno Club, Livingston, for the Livingston Rodeo and Trout Derby, August 11. They return to the latter stand August 15-17 for the fair and rodeo. From August 23-25 they play the fair and horse show at Twin Bridges, Mont., and from August 31 thru September 2 work the rodeo at White Sulphur Springs, Mont. . . . Carl Butler, James Carson, and Walter and Frankie Bailes, originally inked for a Labor Day stand at Thurston Moore's Verona Lake Ranch, Verona, Ky., have had the date pushed back to September 8.

C.&w. musician Don Redfield is now staff announcer at Station KOYN, Billings, Mont. . . . Paul Bragg, former announcer at KBMN, Bozeman, Mont., is now managing a motel at Manhattan, Mont. . . . Fred Stryker, of Fairway Music, Hollywood, continues to pull beaucoup action on his firm's "Fraulein," which Bobby Helms originally cut for Decca. Don Estes and Dick Sabrino have waxed it popwise for Decca, and Kitty Wells has the answer to the number with her "I'll Always Be Your Fraulein," which she has also cut for Decca. . . . Jack Howard, Philadelphia promotion expert, has just released his new Hank Snow Fan Club News, 24-page booklet which he is pitching to the fans at 10 cents a copy.



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REMEMBER—ADVERTISING CLOSING DATE . . . AUG. 20

Rain Cuts Early Gate At Regina, Sask., Ex

Attendance Off 8,080 at Midweek; Mutuel Play Up Despite Weather

REGINA, Sask.—At the half-way mark of the Provincial Exhibition here Wednesday (31) main gate attendance was off 8,080 from last year and the grandstand, including afternoon and evening figures, was down 3,010.

The weather was to blame. A brief, late afternoon shower Monday slowed things down and another short but heavier downpour Wednesday evening kept a lot of people at home.

Most encouraging news to date is that pari-mutuel play was up for every one of the first three days.

Wednesday, a civic half-holiday,

Mills Circus Sets Early Closing Date

BALDWINVILLE, N. Y.—Mills Bros. Circus will end its 18th season on August 19 at Levittown, Pa., and return to quarters at Jefferson, O. General Manager Jack Mills made the announcement here Wednesday (31).

This will be Mills Bros. earliest closing but the show will have completed more than 17 weeks of touring. Mills also declared that this season has brought the show its greatest profit.

Mills said he and his brother, Jake, decided in a day-long con-

(Continued on page 65)

started off with hot weather and appeared to be shaping up as a winner but a storm threat and the rain which came about 7 p.m. kept many people at home.

The day's gate, at 35,016, was down 9,062 and the overall grandstand figure, at 11,535, was off 2,237. The evening grandstand show drew 5,485, a drop of 1,709.

Rain Hurts

Monday there was every indication the fair would have a successful opener but rain between 5 and 7 p.m. slowed things up. Midway play was weak at night.

Main gate attendance was 35,460, a decrease of 2,506 from last year, and the day's grandstand turnout, at 16,672, was off 1,715. Pari-mutuel play was up 11 per cent.

The first day was children's day, with a downtown parade put on by some 500 moppets, a nickel gate, a free grandstand show in the morning and reduced rates on the midway. The grandstand offering attracted 11,350, the biggest crowd in the history of the kid's event. The evening show was down about 1,900.

Tuesday was the biggest second day on record. The gate figure was 24,834, up 3,498. The evening grandstand at 4,323, was up 773, and the pari-mutuel take was up 7.8 per cent. Weather was hot and bright.

Features included band concerts, livestock judging, cooking schools, light horse events, the Larry Ruhl and Sandy Winters Helicopter Act and fireworks displays. A dream home draw and a Kissmen Club auto giveaway are being conducted on the grounds.

Chippewa Falls Gets Away to Strong Start

Attendance Up 5%; Midway, B-C Revue Get Strong Action

CHIPPEWA FALLS, Wis.—The Northern Wisconsin District Fair here has long been looked upon as a barometer of what's ahead in the Midwest fair business. This year's edition, which kicked off its six-day run Tuesday (30), looked like a winner.

Archie Putnam, veteran secretary, reported that despite hot weather that cut daytime attendance, the gate count was up 5 per cent for the first two days. Olson Shows, the midway attraction, was up a whopping 22 per cent for the same period, a reflection of good economic conditions in this part of the State.

The night grandstand show, a Barnes-Carruthers revue with acts, was doing good business and was expected to end up strong over the weekend. Harness racing got under way on Wednesday and drew a good turnout. Big feature of the week was Leo (Pancho) Carrillo, who was featured on the grounds all day Tuesday. In addition to appearing at the night show, Carrillo scored big with the kids, leading throngs of them to the midway where he rode rides and made himself generally popular with the patrons.

Earl Newberry's Trans-World Daredevils were scheduled to come in for Saturday and Sunday afternoon performances.

Visitors here included Art Briese, Thearle-Duffield Fireworks, Inc., and Harold Frost and Harold Johnson from the Minnesota State Fair, St. Paul.

Herb Dotten

Is 'West-O-Rama' the Answer?

JOLTED by declining night grandstand show grosses of recent years, fair men generally and some bookers and producers have been doing something about it.

The traditional revue of the past in many cases has shown indications of being on the way out. Not a few fairs have switched to names. Some have changed to booking in units, principally country and western singing groups.

The nation's major fair circuit, which consists of fairs at Ionia, Mich.; Springfield, Ill.; Milwaukee; St. Paul; Topeka, Kan.; Hutchinson, Kan.; Oklahoma City, Birmingham and Shreveport have turned to a new type of show—an outdoor musical spectacular, "West-O-Rama."

Produced by Barnes-Carruthers Theatrical Enterprises, Inc., "West-O-Rama," as its name implies, is built around the "Old West." It will offer action on two levels—the stage and the race track, as contrasted with a revue which uses a single stage.

The set, in three-dimensional design, will be long—400 feet—and consist of a reproduction of an old Western town, complete with establishments such as a cabaret, barber shop, post office, jail, etc. This, too, will contrast with the traditional revue sets—which served not to create an atmosphere but mainly to be a backdrop for the action on stage.

"West-O-Rama," according to the script, has a story line, also a departure from the revues of the past. Unlike most revues, it will have a singing chorus—actually a singing company—as compared with the strictly dancing choruses of most past revues. There will be animals and old-time vehicles to create atmosphere. There will, to be sure, be an animal act—one of several circus-type acts in the show, but these acts will be tied to the story line.

There also will be some names—Brad Johnson (Lofty Craig of the Annie Oakley TV show) and Douglas Kennedy (Steve Donovan of the Western TV show).

New Faces, New Ideas, Strong Sell

The secretary-managers of the fairs that booked this show faced boldly into the problem of declining grosses. So, too, did Sam J. Levy Sr., head man of the Barnes-Carruthers office.

In his efforts to make the show a sock success and because of the show's nature, Levy obtained Leroy Prinz of motion picture production fame to take the production reins. Prinz in turn brought in Paul Haakon, the noted dancer, to handle choreography and staging. And Haakon recruited dancers and singers in New York, and Levy had them flown to Chicago for rehearsals.

We caught one of the rehearsals, and our impression is that the show should be extremely well received by fair patrons.

The big question is whether the show will draw. In the main that is the problem of the fairs because the bulk of the selling falls to them. The booking office, however, in this instance is doing more than ever before to sell the show to the public.

Bev Kelley, one of the nation's top press agents, has been engaged by Levy to work the advance. Another press agent will follow him. The booking office already has provided the best advance material it has ever put out on a show. And it also has prepared huge blow-ups of scenes and principals in the show for use on the grandstands.

To find out what fairs are doing we queried Bill Masterson, secretary of the Wisconsin State Fair.

"We're throwing everything we possibly can into selling the show," Masterson replied.

A run-down of what the Milwaukee Fair is doing or will do to sell the show gives eloquent force to Masterson's statement.

The fair's billing, which hereto had been devoted largely to giving the fair's dates, is being concentrated upon "West-O-Rama."

The fair's billing is heavy—65 24-sheets, 1,000 window cards, 300 three-sheets, plus 10,000 bumper strips.

The fair is distributing 100,000 brochures and 30,000 single throwaway sheets on "West-O-Rama." Additionally, all of the fair's advertisements are themed to the show.

For TV, a scale model of the set—built to a scale of one-quarter inch to a foot—will be used to demonstrate the scope of the spectacular.

Special introductions to all of the fair's radio spots were taped by both Douglas Kennedy and Brad Johnson. These spots call attention to their personal appearance in "West-O-Rama."

The fair also has bought film spots ahead of, in the middle of and at the end of the "Annie Oakley" TV show.

Caravan Hits Road to Plug Show

One of the outstanding features of the advance campaign is a "West-O-Rama" caravan which will spend a day in Green Bay, Appleton, Fond du Lac, Beaver Dam, Watertown, Waubesa, and West Allis leading up to the fair's opening.

This caravan will include, among other things, a covered wagon, a surrey and other old-time vehicles, plus a Western band. At night in each town the band will play on the downtown streets for four hours. Merchants in many of the towns are tying up with this caravan, putting on special "West-O-Rama" sales.

The selling on the fairgrounds during the fair will be powerful. The back of the grandstand will be given the full Western treatment. On the roof over six of the grandstand entrances old-time vehicles, such as a covered wagon, mail wagon, surrey, peddler's wagon and buckboard, are to be placed. Thirty-six big wagon wheels, 20-horse collars and 10 four-by-eight-foot blow-ups of cattle brands are to be mounted.

Fair ticket sellers and takers and others on the fair staff will wear Western hats and bow ties. Silver dollars will be passed out to everyone who changes a bill of \$5 or more on the fairgrounds.

Exhibitors are getting in on the Western act. One brewery, Pabst, for instance, will deliver beer to the fairgrounds in old-time beer wagons.

All of that adds up to strong sell. "West-O-Rama" will debut Monday, August 5. Its first real test of drawing power will come at Wisconsin State Fair two weeks later, and the eyes of the fair world will be on it, both at Ionia and Milwaukee.

(Continued on page 65)

WRITE WAY TO SUCCESS

Two Reporters Prove County Fair Can Click in Metropolitan Area

ST. PAUL—Two local newspaper reporters teamed up to prove that a county fair—in this area, at least—doesn't necessarily have to be a rural exposition, that it can draw heavily from a large metropolitan city.

The two are Rev. Gerald Smith, religious-aviation editor for The St. Paul Dispatch, and William Martin, suburbs reporter for The St. Paul Pioneer Press.

The pair recently formed a publicity bureau in partnership and one of their first accounts was the Ramsey County Fair July 25-28. Their job was to sell the city folks on the county fair.

Hold to Old Format

For 40 of the Ramsey fair's 43 years, it had conducted its annual expositions at White Bear Lake, some distance at the eastern end of the county. The fair drew few spectators from St. Paul, largest community in the county and second largest city in the State. Those who came from St. Paul either were exhibitors, friends of exhibitors or someone who "got lost out White Bear Lake way." The Ramsey fair had become known as a "rural, White Bear Lake" exposition.

When the White Bear Lake school took over the fairgrounds for expansion of its high school, the Ramsey fair went home-hunting and in 1957 for the second year

occupied a new site, some 10 acres of the former farm grounds of what had been the Ramsey county home, just at the St. Paul city limits.

Joseph Gehrmann, fair board president, and Mrs. Flora Luedke, secretary, decided their fair must draw from St. Paul if it is to survive in its new location. They didn't know whether it could be done, so they kept the 1957 exposition format the same, generally, as in past years.

The one major exception was to hire Smith and Martin, each with long years of experience covering the Minnesota State Fair for their papers. Martin, in fact, headed up the Pioneer Press headquarters at the State Fair for a number of years.

Take Speer Approach

The newsmen adapted the publicity program conducted for years by Ray and Dave Speer for the Minnesota State Fair, hunted up features for the Ramsey fair comparable to those used by the Speers. The newspapers devoted three times as much space to the Ramsey fair this year than it had in any two prior years combined.

Suddenly St. Paul residents, many for the first time, became aware of the fact that Ramsey County had a fair, and right at the city's border. There was no need to drive long distances out into

the country, long a deterrent.

Altho the Ramsey fair has a free gate, the estimated attendance during the four-day run was 100,000, far more than the exposition had ever attracted before. And a good share came right from St. Paul. The fair handled the parking concession itself and from reading the license plates was able to determine how much larger its city draw was than in prior years. Estimate range to as high as 400 to 500 per cent.

Rides Gross Soars

A premium list of \$6,000, a new high for Ramsey, attracted numerous exhibitors. There were 240 concessions, largest on record. Tip Top Shows of Waupaca, Wis., somewhat hesitant, brought in the midway and took a gross of \$6,279 with the Tilt-a-Whirl ride's \$1,275 gross top money-maker.

"We have nothing to compare it with," Mrs. Luedke said, "because last year when we went to the free gate no carnival would come onto our midway without a guarantee. As result, we had to rent rides and bring others in on a flat guarantee."

"Now that Tip Top Shows has experienced its \$6,300 gross in four days with little more than carnival rides, I feel certain next year we can offer a midway which will really draw a strong gross

(Continued on page 65)



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See Page 63

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CHITWOOD

Five Units Poised for Fair Season

FREEPORT, N. Y.—Five auto thrill show units sport the Joie Chitwood title this year and will play an abundance of fair dates, according to Buddy Wagner, who handles the Eastern show.

The unit played Freeport Stadium here Thursday night (25) and promoters Jake Kendenberg and Duke Donaldson, who operate the municipal oval, came up with an estimated 4,000 spectators. The partners offer stock car races thrice weekly plus name wrestling and other presentations.

In addition to this unit, others and their managers are: Ray Wagner, Midwest; Chitwood, Midwest; Harry Woolman, Pacific Coast, and Jerry Walker, Far West and plains areas. The Ray Wagner unit is the Buddy Wagner Auto Daredevils which offers a contest performance between Wagner and Chitwood drivers.

In addition to managing his own unit, Chitwood's presence will be utilized throught the season. The same holds true for the Capt. Holger Rasini rocket car act, which appeared with the Eastern unit in Riverhead and Freeport, on Long Island.

Clowns with the various shows include Happy Johnny, Dave Roberts, Crash Maynard and Bob Van Wert. Advance men are Buster Keller, Mike Kingsley, Bob Sears and Jimmy Van Cise. Other staffers here included Bob LaBay, Dennis Dearborn, Tex Gorde and Bundy and Jimmy Johnson. Stunts included wing-overs, ramp-to-ramp, roll-overs, battering ram into burning barriers, slide for life and dives into two junkers.

Clowns Charles Hilderra and Popo De Bathe have signed to work California State Fair, Sacramento, August 28-September 8.

Velare's New Twin Wheels Almost Ready

LONG BEACH, Calif. — Construction of the portable Twin Sky Wheels, designed by Curtis and Elmer Velare, is nearing completion in a local machine shop and will be offered for next year's bookings. In the meantime, the Velares are concentrating on the activities of their two portable Rotors that last week started routes of State fairs.

The Velares, who built five stationary and one portable Sky Wheel consisting of two Ferris wheels on a boom, will offer the double Sky Wheel, which will put four Ferris-type wheels into the air at one time, for the 1958 season. The ride, which will be permanently installed on semi-trailers, will be delivered to the Velares in about two months. Incorporating some entirely new engineering features, the ride, which will rise to 92 feet in the air, is expected to have a set up time of from six to eight hours and be erected hydraulically.

Curtis Velare estimated that the hourly capacity of the new ride will be from 1,800 to 2,000.

Both of the Rotors, with business good altho spotty, are playing Midwest dates. These units, under the management of Charles Goss and James Deal, will be featured at State fairs in Wisconsin, Montana, Colorado and Arizona among others.



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Octopus
Midge-o-Racer
Bulgy the Whale

Du Quoin Fair Blends Cars, Horses, Names

covered with a roof of colored plastic.

The Hambletonian will have a purse which will range between \$115,000 and \$121,000. Purses for the full Grand Circuit will total about \$225,000.

Because of the Hambletonian, a new press box to accommodate between 80 and 90 news and radio men, telegraph operators, engineers, etc., has been built. And additionally, a new paddock has been erected.

Velare's New Twin Wheels Almost Ready

covered with a roof of colored plastic.

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How can a town of 7,400 handle the influx for the fair and especially for the big Hambletonian day? "We've canvassed all the hotels, motels and private homes within a 35-mile radius of Du Quoin and as a result can make rooms available for 5,000 persons," reports Don Hayes, who with his brother, Gene, operates the fair.

To supplement busses and automobiles, arrangements have been made for the Illinois Central Railroad to run one or more special trains out of St. Louis and one train out of Chicago.

On Hambletonian day, Tuesday, August 27, the fair's gate, which otherwise carries a 60-cent price, will be upped to \$1. Grandstand seats on that day will range from \$3.50 to \$8.00, with all seats reserved. There will be no pari-mutuel betting on the big race, inasmuch as Illinois laws specifically prohibit betting on horse races at fairs.

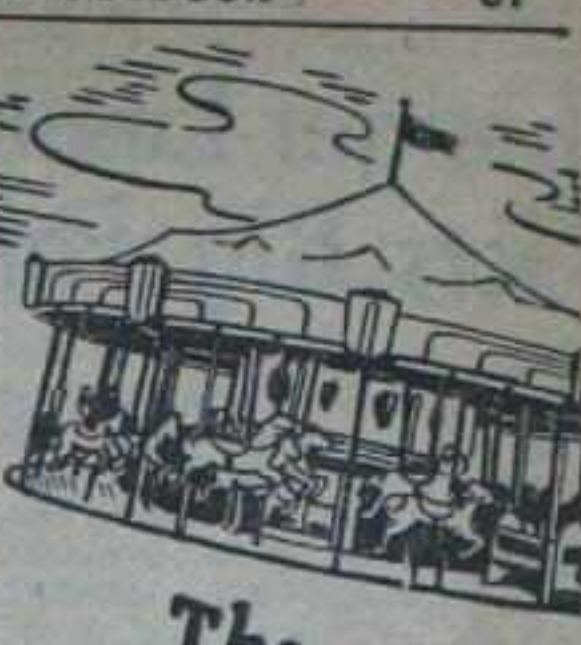
Strong Talent Line-Up

The grandstand bill for all nights prior to Labor Day will be headed by the Mills Brothers, the Weire Brothers, and Betty Johnson. Labor Day's night bill will offer Guy Mitchell, Joni James, the Fontane Sisters, and the Four Aces. Lou Breese's orchestra and a Hal Sands line will be on the night bill for the full run of the fair.

Besides five afternoons of harness horse races, the fair will offer a thrill show (Joie Chitwood's), plus boat races on opening day, and three days of auto races, all under USAC sanction. The auto races, each of 100 miles, will see stock cars on Saturday prior to Labor Day, convertible stocks on the following day, and speedway cars the final day.

The Heth Shows will be on the midway.

The fair was started by the late W. R. Hayes, father of Don and Gene. A millionaire several times over at his death, in 1952, W. R. Hayes had built a fortune in the milk, ice cream and soft drink business. He had been a harness horse race enthusiast, and his sons shared this enthusiasm. In 1945, a Hayes entry, Lusty Song, won the Hambletonian and the \$47,000 that went with winning that event.



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Ranger-Lassie Package Gets Big Fair Kickoff

NEW YORK — With its first fair date under its belt, the Lone Ranger-Lassie attraction last week was viewing a potential winning fair season. Kent and Sussex Fair, Harrington, Del., was a big winner, topping a series of still dates which were, on the average, good, it was claimed.

Produced by H. G. Saperstein Associates of California and booked by GAC-Hamid, the still date unit did better than two dozen dates, all of them outdoors except at the Fairgrounds Coliseum, Raleigh, N. C. Weather was fortunately good, except for some rain in Jacksonville, Fla., and Columbia, S. C.

Advance work was handled by veteran outdoor publicist J. Richmond Cox, who worked in familiar Southern territory.

The unit comprised the Lone Ranger, Lassie, the Rheinhardt's Western act, vocalists Sons of the Purple Sage, and Bud Waite, emcee. For fairs it is just the Lone Ranger and Lassie, supplemented by the Indian, Tonto, appearing with grandstand acts.

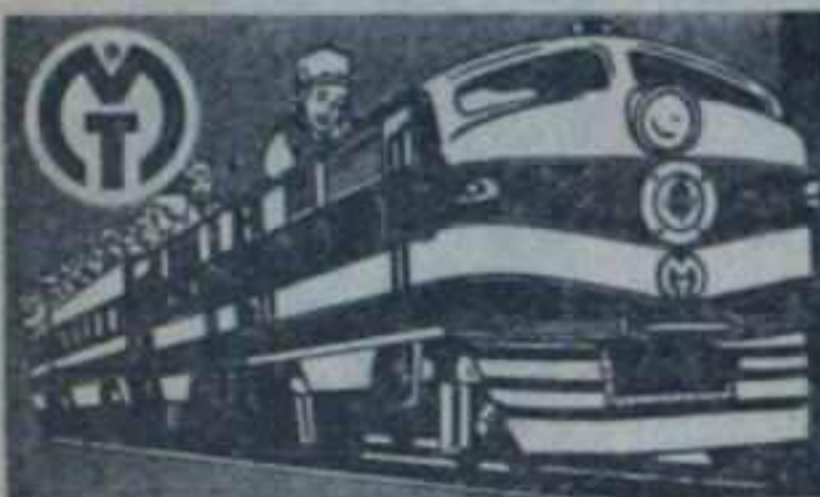
Harrington had two shows on Friday (26). The first show was

a sellout, and the night show had some 1,800 standees, it is reported. Southern dates up to then were aided by the tie-in publicity arranged thru Merita Bread, which printed publicity for appearances on 45,000,000 wrappers. Bakery sponsors the Lone Ranger on TV and radio.

Some 15 fair dates are ahead, including Memphis, Essex Junction, Vt.; Skowhegan, Me.; Elmira, Syracuse and Hamburg, N. Y.; Dayton, O.; Louisville, Pittsburgh and Belleville, Ont. A major date will be the World's Championship Rodeo in Madison Square Garden here.

Spokane Rodeo Adds Extra Day

SPOKANE, Wash. — The Spokane Rodeo will be extended an extra day this year, running August 14-18, sponsors announced. Reason for the longer run is due to the Moose convention which will be in session here August 18. Joe Kelsey, Tonasket, Wash., will provide the stock. Purses will total \$8,000.

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AUDITORIUMS & ARENAS

IAAM Surveys Salaries Of Building Management

By TOM PARKINSON

ONE OF the significant things to come from the recent convention of the International Association of Auditorium Managers was a survey studying the amount of salary received by arena-auditorium managers.

This survey was conducted by a committee headed up by Nathan Podoloff, of the New Haven Arena, one of those who strives hardest toward the IAAM goal of establishing greater professional standing for building managers.

The replies to his questionnaires have been analyzed and measured in every manner and fashion to give a thorough-going report. His report results from a study begun a year ago when the IAAM convention of 1956 decided that an earlier survey gave an incomplete picture.

THE BASIC FACTS in the Podoloff report shape up this way: Twenty-six per cent of the auditorium-arena managers taking part in the survey are paid up to \$6,000 annually. The next 17 per cent receives from \$6,000 to \$7,500 yearly. Twenty-five per cent get from \$7,500 to \$10,000. It may come as news to many that the largest group in this breakdown, 32 per cent, gets more than \$10,000 yearly.

A median salary, as determined by this survey, is \$8,200. The top 10 replies indicated an average salary of \$16,300.

Podoloff proceeds with a geographical study: Those managers of buildings in the Northern States are paid from \$5,000 to \$20,000 annually and the average salary in that area is \$10,500.

Southern managers report salaries ranging from \$3,600 to \$18,000, and these average \$7,700. Managers in Western States have reported salaries from \$4,000 to \$13,800, and the average is figured at \$8,800.

TAKEN NATIONALLY, the salaries ranging from \$3,600 to \$20,000 and they average \$9,000, according to the Podoloff report. There are numerous factors in addition to direct salary which affect income of arena-auditorium managers and these, too, are covered in the Podoloff report.

It reveals that 27 per cent of the participating managers are permitted to promote events in their own buildings. A hefty 40 per cent has some type of bonus provision which means additional income in proportion to the success of their operation. Other types of benefits are included: 35 per cent are provided with a car and a small percentage is provided with a residence. Ninety-seven per cent of the managers said their IAAM dues are paid by the building. A strong 73 per cent reported participation in some type of pension plan as a part of their over-all income and benefits.

The full Podoloff report has similar interpretation of the salaries, including such things as how salary compares with the size of the building. IAAM is expecting to put the report into brochure form in the future.

La Porte, Ind., Adds Autry

LA PORTE, Ind.—Gene Autry and Annie Oakley will make a one-day appearance at the La Porte County Fair here August 14, Robert (Bob) Morse, veteran secretary, announced. The duo will head up the Melody Ranch Round-Up for two shows on the one day.

Other name attractions on the bill this year will be the Harmonicats, for one day, and Frank Yanovic and his polka band for one day. Earl Newberry's Trans-World Daredevils will take over the Monday night spot, while the Cavalcade of Canadian Hell Drivers will be featured three afternoons.

C. C. (Specks) Groscurth's Blue Grass Shows will again provide the midway attractions.

Rochester Rodeo Pulls Good Crowds

ROCHESTER, N. Y.—The annual Crotto rodeo closed its six-day run here Saturday (27) after playing to an estimated 3,000 people a day. Biggest crowd came at the Wednesday matinee when over 5,000 kids jammed the seats.

The rodeo was booked thru B. Ward Beam, directed by Johnny Lonergan and managed by Cap Ramsey. Gerry Partlow was arena director and Eddie Barrack managed the rodeo. Acts included Takeo Ususi, slide-for-life, and Robert's Leopards.

Randleman Lights Oval

RANDLEMAN, N. C.—A modern light plant is being installed at the new quarter-mile Tar Heel Speedway here and the track will hold Friday night speed meets starting August 9. A. J. Parsons, track superintendent, announced.



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Alamo Expo.: York, Neb.
American Beauty: Oscaloosa, Ia.
Amusement of America: Falconer, N. Y.; Alexander 12-17.
Badger State: Jackson, Minn., 8-11.
Baker United: Delphi, Ind., 7-10; (Fair) Wabash 12-17.
B. & B. Comb.: Sallisaw, Okla.
Beam's Attractions: Charles Town, W. Va., 5-12.
Bee's Old Reliable: (Fair) Germantown, Ky.
Bell Am.: Reform, Ala.; Guin 12-17.
Belle City, No. 1: (Fair) Merrill, Wis., 5-8; (Fair) Neillsville 9-11.
Belle City, No. 2: Butler, Wis., 9-11.
Big Four Am.: Rockford, Ill., 7-11.
Blue Grass: Converse, Ind.; (Fair) La Porte 12-17.
Blue Valley: Linneus, Mo., 8-10.
Bogle, F. C.: (Fair) Burlington, Ia., 6-10; (Fair) Ellsworth, Kan., 13-17.
Brasch Bros.: (Fair) Gay Mills, Wis., 8-11; Sun Prairie 15-18.
Brodbeck & Schrader: Durango, Colo.
Brown, Al, Tri-State: Minneota, Minn., 6-7; Montevideo 8-11;

Worthington 12-14; Morris 16-18.
Buck, O. C.: Gouverneur, N. Y.; Elmira 12-17.
Burdick's Greater: (Fair) Johnson City, Tex.
Burkhart, No. 1: (Fair) Mendon, Ill., 5-7; Belvidere 9-11.
Byers Bros.: (Fair) Independence, Ia., 6-9; (Fair) Northwood 11-14; (Fair) Osage 15-18.
Capell Bros.: Mountain Home, Idaho, 5-7; (Fair) Shoshone 8-10.
Carpenter Bros.: Bluffton, Ind., 6-10.
Carroll's Greater: (Fair) Anoka, Minn., 8-11; Cokato 12-14; (Fair) St. Cloud 15-18.
Catlett Greater: Herington, Kan., 7-10; Osborne 12-14.
Central States: Seward, Neb., 5-7; Deshler 8-10.
Cetlin & Wilson: (Fair) Ionia, Mich.; (Fair) Sedalia, Mo., 15-25.
Chanos, Jimmie: Portland, Ind., 5-9.
Cherokee Am.: (Fair) Fort Scott, Kan.; (Fair) Osawatomie 12-17.
Coleman Bros.: Norwich, N. Y.
Collins, Wm. T.: (Fair) Cedar Rapids, Ia., 11-18.
Continental: Rouses Point, N. Y.; (Fair) Westport 14-17.
Crafts Expo.: (Fair) San Mateo, Calif., 5-11.
Crescent Am.: Whiteville, N. C.
Crystal Am.: Johnsonville, S. C.; Eutawville 12-17.
Cumberland Valley: (Fair) Carthage, Tenn.; (Fair) Tracy City 12-17.
Davidson-Brammen: (Fair) Harlan, Ia., 5-7; Prairie City 8; Baxter 9-10; Magnolia 14-15; Lytton 16-17.
D. & D. Am. Co.: (Fair) Iowa City, Ia., 6-9; (Fair) Corning 10-14.
Dixie Amusements: (Fair) Leon, La., 6-9; (Fair) Clarinda 12-17.
Dobson's United: (Fair) Glenwood City, Wis., 5-7; (Fair) Bayport, Minn., 9-11; (Fair) Spooner, Wis., 12-14; (Fair) Ellsworth 16-18.
Down River Am. Co.: Romulus, Mich., 6-11; (4-H Fair) Belleville 13-18.
Drago, No. 1: Rochester, Ind.; Martinsville 12-17.
Drago, No. 2: (Fair) Greencastle, Ind.; (Fair) Rensselaer 12-17.
Drew, James H.: (Fair) Valparaiso, Ind.; (Fair) Terre Haute 11-17.
Dumont: Monticello, Ky.; Albany 12-17.
Dyer's Greater: Manchester, Ia., 5-9.
Eddie's Expo.: Hawthorn, Pa.; (Fair) Dayton 12-17.

(Continued on page 64)

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*worlds * cleanest * midway*

Greene County Free Fair, Waynesburg, Pa., Aug. 12-17; over 200,000 attendance; followed by Indiana County Fair, Indiana, Pa., Aug. 19-24

CONCESSIONS	Can place Custard, French Fries, Grab and other legitimate Concessions. Space limited. J. D. Swords, phone me.
SHOWS	Can place Monkey Show, Crime Show, Working World or any Shows not conflicting. Doc Tomb and Col. Jefferys can place Acts and Ticket Sellers for Circus Side Show. Can place at once Talkers, Grinders and Ticket Sellers for Monkey Matardrome, Side Show and Motardrome. Jimmy Simpson can place good Colored Acts for Rock 'N' Roll Revue.
RIDES	Can place for our outstanding route of Fairs, Scrambler, Twister or Flyoplans. Low percentage.
CAN PLACE SCENIC ARTIST TO JOIN AT ONCE.	
HELP	Can place at once, Foreman for Wheels who can cut it. Also Men for Octopus, Rolloplane, Scooter, Tilt and Kiddie Rides who drive semi. Must be sober and reliable. Also place Wives as Ticket Sellers. Top salaries plus bonus. Season ends in November.

Address all mail or wires to
LLOYD D. SERFASS, Owner, or HARRY (BUSTER) WESTBROOK, Bus. Mgr.
 Carnagie, Pa., this week. Phone: Pittsburgh, Orchard 3-3396.

Morris Hannum Shows

One of the Great Eastern Shows

DALLASTOWN, PA., FAIR	KUTZTOWN, PA., FAIR
AUG. 12-17	AUG. 19-24
RIDES	Scrambler, Round-Up, Rolloplane, Roller Coaster and Dark Ride.
SHOWS	Operator with some inside equipment for office Side Show. Jack Rogers, telephone me collect. Can place one more Girl Show for Kutztown.
CONCESSIONS	Glass, Bird and Bear Pitches, Six Cats and other Ball Games. Can place two more Wheels and Honky Punks of all kinds. Good opening for Custard and French Fries.
HELP	Experienced Men for Octopus and Tilt who drive semi. Can place Men who drive an other Rides.

All replies to MORRIS HANNUM, 934 Murdoch Rd., Philadelphia, Pa. Phone: Chestnut Hill 7-8176 this week; then Yorktown Hotel, York, Pa.

GEM CITY SHOWS

Want for the Great Mississippi Valley Fair, Davenport, Iowa — August 11-17 and 12 other Bona Fide Fairs to Follow

CONCESSIONS	HELP
Want Popcorn, Candy Apples, Custard, Long and Short Ranges, Pitches of all kinds. Midway open. Want Cook-house that caters to Showmen.	Need Ride Help and useful Men in all departments, including Agents for office-owned Concessions.
RIDES	SHOWS
Want Flying Scooter, Dark Ride or any other Rides not conflicting. Will book complete Set of Kiddie Rides for this Fair.	Have outstanding proposition for Man with Side Show and own equipment. Also Glass House, Grind Shows such as Fat, Snake, etc.

ALL REPLIES TO
DON GRECO Bus. Mgr. **THOMAS D. HICKEY** General Manager **SAM GRECO** Concession Mgr.
 c/o Secretary, Fairgrounds, Kankakee, Ill., or Western Union.

HILL'S GREATER SHOWS

WANT FOR GLENWOOD, MINN.; WADENA, MINN.; HUTCHINSON, MINN.; STATE FAIR OF NORTH DAKOTA, FARGO; STATE FAIR OF NEW MEXICO, ROSWELL.

CONCESSIONS: Want Concessions of all kinds. (Whiteside no longer here.) This is an open midway. Will place Pin Store, Razzie, Roll-down and Wheel. Must have Honky Punks with these Concessions. (Albert and Marie, come on home.) Also have opening for Six Cats, Buckets, Swinger, Arcade, Cook-house, Grab, Foot Longs, Corn Dogs and French Fries.	RIDES: Will book following Rides: Twister, Round-Up and Scrambler. (Jimmy Byers, get in touch with me.)
SHOWS: Want Shows of all kinds, Snake Show, Side Show, Geek, Funhouse, Glass House and Motardrome.	RIDE HELP: Want Foreman for Tilt, Dodgem and Flying Scooter. Also Kiddie Ride Help. Want Second and Third Men on all Rides. Must drive semi trucks. Top salary of any Truck Show. This Show will be out until November in Texas. Show carrying 21 office-owned Rides. Johnny Hinas wants operator for Mug Gallery, Talker for Grind Show, Big Dog and Little Cow. All replies to

H. P. HILL, MGR.
 Glenwood, Minn., Aug. 6-11; Wadena, Minn., Aug. 12-17.

EMPIRE STATE SHOW

Wants Concessions, Photos, Bear Pitch and Coke Pitch, Jewelry, Buckets, Six Cats, Duck Pond, Balloon Dart, all Honky Punks open. Book any Major Ride that does not conflict. Want Funhouse for all Texas Fairs. De Leon, Tex., August 3 to 10; Fredricksburg, Victoria, Boteris, more Texas Fairs to follow. Out all winter.

Wire ROBERT MOORE, De Leon, Texas

WANTED

One Bucket Agent, also Man for newly framed Hoop-La. Wire

DON PIERCE
 Fairgrounds Cambridge, Illinois

Rides, Food, Bingo Up on W. Canada "B"

VERMILION, Alta. — Rides, eating concessions, and bingo have shown impressive increases on Jimmie Sullivan's World's Finest Shows on the tour of the Western Canadian B Fair Circuit.

Shows and games concessions, excepting only bingo, have experienced a considerable drop-off from last year's business.

Weyburn, Sask., first stand on the circuit, yielded a 18% increase in combined ride and show receipts over last year. Estevan, Sask., which followed, provided a whopping 30% gain.

Both Weyburn and Estevan are situated in the new oil boom area, and midway patrons jammed the lot until 1:30 a.m. each day.

Portage La Prairie, Man., which was celebrating its 75th anniversary, was the next stand. Business was excellent despite temperature of more than 100 degrees on one day.

The intense heat hung on at

Carman, Man., the next stop but the business held to last year's level.

Yorkton, Sask., opened strong, with first two days up 15%. On the third day high winds hit, slashing canvas of many shows, destroying much lighting, and damaging other show equipment.

Fee's Monkey Show top was blown away. The Rock 'n' Roll Top and sidewalls were badly torn and the show's stage and lighting equipment suffered considerable damage. The wind downed the Girl Show top and ripped it. All of the fluorescent lighting in the kiddieland was destroyed and panels on many of the rides were blown down and either damaged or destroyed.

The show rushed repairs and was ready for the next stop, Melfort, Sask., where receipts climbed 10% over last year. Lloydminster, Sask., next on the route, was up 20%.

MIDWAY CONFAB

Mr. and Mrs. W. H. Byers, of the Amusements of America, have bought a new house trailer. Mrs. Pauline Ryan, wife of cookhouse op, celebrated her birthday, as did Jenny Clements, wife of Bob Clements, Girl-A-Rama talker. Buffet and refreshments were served at the celebration and many gifts were received. Those attending included Bob Clements, Mrs. Catherine Vivona, Bob and Gene, Joe and Aggie Ross, Danny and Rosita Dell, John and Marie Vivona, Joe and Sara Faracchio, Dom Vivona, Walter and Vurlon Ryan, Curley Lackey, Rovert A. Bavok, Butch Bilk, Johnnie Brown, Mr. and Mrs. Dick Hillburn, Denton Phillips, Mr. and Mrs. Joe Hanigan, Harry Cunningham, Ralph Ryan, Snoozy Goldberg, J. C. Penny, Tony Mason, Terry Mason, Mr. and Mrs. Don Crown and family, Pop Akers, Pat and Dennis Little, Adam Kendall, Tarzan Banks, Mr. and Mrs. Bill Cise, Mr. and Mrs. Danny Pinelli, Mrs. Phil De Malio, Joe Cename, and Harry and Peggy Wilson. There was entertainment by Leonard Duncan's Rock 'n' Roll revue.

Mr. and Mrs. Melvin E. Daniels and Milton Welsh, of American Beauty Shows, were injured recently when their pickup truck and house trailer overturned near Mount Pulaski, Ill. Welsh sustained a broken right arm and head and back injuries. The Daniels suffered minor head injuries and bruises.

hostesses at a dinner and card party Monday night (5) at Mrs. Harris' home in San Gabriel, Calif. Next meeting of the auxiliary is set for August 12 at the Los Angeles clubrooms. . . Mrs. Frank W. Peppers is recuperating in Colbert Hospital, Sheffield, Ala., following surgery.

Members of the Michigan Showmen's Association who attended the funeral of Oscar Margolis, July 31, were Jack Dickstein, president, C. L. Lovejoy, first vice-president, Max Kahn, treasurer; Irving Rubin, secretary; Paul Greeley, recording secretary; Robert Morrison, past president; William H. Green, past president; Marvin Kays, Edward Gold, H. Stone, Joseph Galvin, Louis Maltin, Elmer Nagy, Jack Segal, Nathan Levy, Herman Schenkman, Charles Heim, Sam Fishman, Sam Ginsberg, Sam Burd, Irving Quist, Margie Mansell, Laura Baker and Grace Zeigler.

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Ride Foreman for Paratrooper Ride. Robert Jones get in touch.

CHARLES L. COOPER
 Midway Office
 Canadian National Exhibition
 Toronto, Ontario
 Phone: Empire 6-5474

Many visitors made the Prell midway at the fair in Harrington, which kicked off the season in the East. Included were Tony Vitale, George A. Hamid, Vic Link, Rocco Massucci, Bess Hamid, Fred Sorrough, Milt Warshaw of the fair in Fairfax, Va., and Beatrice Prell and son Carl Prell.

Cecil and Charles Catlett recently visited their father and mother at Mc Pherson, Kan., and planned to return to Houston about Sept. 1 to resume operations. . . Bill Meyers, photo op, assisted by John McBride, who works the dark room, has been playing in Michigan with comic board set-ups and reports fair business in recent weeks following a wet early spring. While playing the Mame Fair, the Grand Rapids (Mich.) Herald ran an illustrated feature on the comic board photo set-up.

Berta Harris, president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, and Blanche Henderson, membership and publicity chairman, were co-

HANDS IN POCKETS

No-Spend Puzzler At N. Y. Midways

WHITNEY POINT, N. Y.—Ups and downs during the still date season have edged over into the fair route of the Reithoffer Shows. Early dates in New York State have produced good attendances but disappointing spending.

The Reithoffers have a long string of New York fairs and several managers have been visiting at the early spots such as Pen Yan, Owego, Canandaigua and Whitney Point. Pat Reithoffer Sr. and Junior were at this spot and the Green Unit was attended to in Canandaigua by Betty Reithoffer and William Goodman.

Turnouts along the line have held equal to or better than last year. Dr. Charles Leahy, fair secretary, here exhibited as much perplexity over spending as did the midway folks. The operational pattern was typical: 75-cent gate for all over age 12, younger kids free, 75-cent grandstand, daily harness racing. Hamid acts with the Mariners. Ward Beam thrill show, Sunday (28) Grand Ole Opry with Hawkshaw Hawkins, Friday (2) beauty and talent contests.

Advertising was heavy and there appeared to be no labor problems in the area. They just weren't spending. Visiting managers have been applying themselves to the problem of how to ward off any similar occurrence at their fairs. Whitney Point was clearing more revenue than last year, Dr. Leahy said, but the midway people were not. He suggested that diminishing farm operations in the State have started to cut into the traditional fair-going agricultural families, on whose patronage the fairs grew and thrived. A different approach may be necessary, he said.

The prevailing opinion was that it has been a brief stroke of poor luck that is bound to change for the better. The show has some big dates coming up including Bloomsburg and Allentown, Pa., and Barrington, Mass., plus an initial venture into the South. More than 30 fair dates are on tap this season for the family operation.

There were 12 rides up here, plus 45 concessions and two shows, the office-owned House of Magic and Al Hamid's Girl Show.

Clearfield Gives Strates OK Start

CLEARFIELD, Pa.—Generally satisfactory business for the James E. Strates Shows during the still date season brought the railroader into its opening fair engagement in better financial shape than usual. The fair here, promoted heavily by the Volunteer Fire Department, was running ahead in all departments well into the week.

Weather was fine, and a shower on kiddie day, Tuesday (30), merely served to dampen the dust. Turnout that day was good and the rainfall did not interrupt ride action.

The biggest back end in years graced the railroader's midway, with four units having joined since the last accounting. These are Tirza and Her Wine Bath, which joined in Erie, Noel Lester's Illu-

tion, returning after an absence of several years, and Brownell with a Wild Horse and Pickled Punk Shows. Joe Boston fronts the Tirza unit.

Lot limitations forced five rides to be left on the train. These were the big train ride, Sky Fighter one of the two Merry-Go-Rounds, one of the two Roll-o-Planes, and one of the two Roller Coasters.

All units were enjoying decent business as the weekend finale approached, and Owner Strates was jubilant about prospects for the ensuing weeks. Coming weeks will offer convenient rail hauls, starting with a 102-mile one to the fair in Bedford, then Haburg, N. Y. Syracuse, York, Pa., and the long haul to the Carolinas, opening at the fair in Shelby, N. C.

Olson Rides, Shows Score at Chippewa

CHIPPEWA FALLS, Wis.—Olson Shows got a big assist from the weather man at the Northern Wisconsin District Fair here last week and by midweek was a whop-

ping 22 per cent ahead of a year ago. And the big days were yet to come.

Rides, which has been strong all year, were the big money winners at this first fair on the show's route, Paul Olson, general manager announced. The office-owned Rock-and-Roll Show, however, was also getting its share of the business and concessionaires were not complaining about grosses.

Olson announced here that he had booked the new Twin Sky-wheel being built by Elmer Velare for next year. The ride originally had been set to join the Olson shows this year but due to mechanical difficulties, it will not be finished in time to make this year's fairs. The new office-owned "Follies of 1957" will open at the Illinois State Fair under the supervision of Gene Vaughn and a Twister will be added to the ride line-up for that fair.

The show moved here after a good stand at Sheboygan, Wis., which proved to be better than Milwaukee, Olson reported.

Don't Address New NSA Bldg.

NEW YORK — A few letters have been sent in error by National Showmen's Club members to the club's new building at 123 West 56th Street, but the NSA will probably not move in until late August. This has caused a delay in delivery and a couple of pieces of mail found their way into the dead letter office.

Mail for the club should be sent as usual to 317 West 56th Street until a move is made, executive secretary Ethel Weinberg announced this week.

WANT FOR THE GREAT LA PORTE COUNTY FAIR, LA PORTE, IND., WEEK AUG. 12

CONCESSIONS

Hanky Panks, Prize-Every-Time Games of all kinds, Custard, Derby, Short Range, Age and Scale, Break-The-Record, Arcade, American Palmistry, etc.

SHOWS

Motordrome, Globe of Death, Animal, Glass House, Little Horse, Big Dog or any good Grind or Bally Show with own equipment catering to ladies and children.

COLORED REVUE. Will furnish complete equipment for Colored Revue or will book one with own equipment. Liberal proposition. Must join at once.

RIDES

Kiddie Auto, Sky Fighter or any non-conflicting Kiddie Rides. Will book 1 or 2 Major Rides such as Fly-a-Plane or Spinaroo or what have you.

HELP

Want Foreman for Rolloplane and Help on all other Rides.

NOTICE! All Showmen and Concessionaires who have played La Porte in the past and expect space this year, please confirm amount of space at once by wire or phone. Bob Edwards, Torture Show operator, please phone me at once. Casey, also please contact. Have phone in show office.

All wires or calls

C. C. GROSCURTH, BLUE GRASS SHOWS

CONVERSE, IND., ALL THIS WEEK



James H. DREW SHOWS

Last call for the GREAT WABASH VALLEY FAIR, TERRE HAUTE, IND., August 11 to 17 inclusive. Special Events Day and Night, including Gene Aulry and Annie Oakley. Opens this Sunday. Long list of Southern Fairs follows, including the Tennessee-Carolina Fair at Newport, Tenn., September 2 to 7 inclusive. Many (name) stars.

WANTED—Nice-equipped Grind and Bally Midway Shows that do not conflict with what we have. Good opening for Monkey Show or Circus.

CAN PLACE—Legitimate Merchandise Hanky Pank Concessions and Eating and Drinking Stands.

WANTED TO BUY—Wurlitzer Caliola and Band Organ.

WILL PLACE—Experienced Truck Drivers and Ride Helpers. Long Season South.

Note: Carnival Manager, will be on the Fairgrounds in Terre Haute this Saturday afternoon. All address this week:

JAMES H. DREW SHOWS

Porter County Fairgrounds, Valparaiso, Indiana

JOHN N Y'S UNITED SHOWS

Last call for White County Fair, Carml, Ill., next week; then the Lawrence County Fair, Bridgeport, Ill.; with a solid route of proven Southern County Fairs starting with Huntington, Tenn.; Athens, Ala.; Decatur, Ala.; Cullman, Ala.; Carlethersville, Ga.; Scottsboro, Ala., and Anniston, Ala.

Can place Glass Pitch, Bear Pitch, Custard, Lemonade, Balloon Darts, Cork Gallery, Penny Pitch, Fish Bowl, Ball Games and String Games.

SHOWS: Monkey, Drome, Illusion, Fat, Wildlife or any clean Grind Shows.

HELP: Kiddie Rides, Merry-Go-Round, Tilt and Dodgem Second Men. Must drive. No drinking or chasing. Come on. Frank Aschey wants Agents for One Ball, Spindle, Cake Rings and Couple for Color Game. Tex McCrory, come on. Joe Soladino wants Hanky Pank Agents. Jimmy Rooney and Leonard Wood, contact.

All replies to JOHN PORTEMONT, Brownstown, Ind.

Monarch EXPOSITION SHOWS

ALL FAIRS UNTIL OCTOBER 19

Carroll County Fair, Milledgeville, Ill., starting Wednesday, this week, then Warren, Ill., Fair; followed by the 103rd Annual Bureau County Fair, Princeton, Ill. (Limited space, those joining now given preference). Also the biggest Labor Day spot in Illinois—Rock Falls, on the streets, 8 big days.

CONCESSIONS

Can place Hanky Panks, Short Range, Basket Ball, Age and Weight, Jewelry, etc.

Want first class Cookhouse.

CONTACT: E. L. WINROD, MGR., MILLEDGEVILLE, ILL. (Phone: 5-2901, Day or Night); Warren, Ill., Next.

SHOWS

Can place Fun House or any Show of Merit.

HELP

Foremen and Second Men for Wheel, Octopus, Coaster and Kid Rides; must drive.

Agents WANT Agents

For One Ball, Under 11 Over 30, Punk Cut Rack, Balloon Darts, Cork and other Hanky Panks. All Fairs until November.

JOE STEVENS

c/o Snapp Greater Shows, Fond du Lac, Wis., this week; then as per route.

WANTED

SHOWS AND CONCESSIONS OF ALL KINDS

Sesqui-Centennial, New Paris, Ohio, Aug. 14-17; Bellefontaine, Ohio, Fair, Aug. 19-21; Chillicothe, Ohio, Fair, Aug. 19-23.

RIDE HELP: Ferris Wheel, Chairplane.

POWELSON AMUSEMENTS

BOX 123

PHONE 1088-M

COSHOCOTON, OHIO

Arthur Godfrey to Headline Livestock Expo at Chicago

CHICAGO — Arthur Godfrey will be the top feature at the International Livestock Exposition and Horse Show at the International Amphitheater here November 29-December 7.

The Amphitheater announced Friday (2) that Godfrey will ride his Arabian horse at each horse show performance as part of the International's new policy of including name features. During the same period, Godfrey's morning radio and TV shows will originate from the Amphitheater and will feature comment on the day's livestock events.

The Chicago booking comes shortly after announcement that Godfrey will be featured at the livestock show at San Francisco's Cow Palace also.

In other livestock events this fall, the Amphitheater will have the International Dairy Show, October 9-15, and the Chicago Feeder Cattle Show and Sale, October 24-25.

McGaw Closes Motor Circus, Sees 2d Tour

INDIANAPOLIS — The Bill McGaw Motor Circus closed here after Sunday (28) performances, canceling its advance route and dispersing personnel. The show played to an estimated 25,000 people in two performances here before closing.

The decision to close came with the Ford Motor Company's decision to withdraw from the show for this season. A spokesman for the motor circus, cross between a thrill show and circus, said that plans call for it to reopen next season.

He said Ford's pull-out was because the show had used up its budget and that no more funds were forthcoming to promote 1957 models of the car. He indicated there was word from Ford that the show would be resumed when its 1958 models become available.

The McGaw show paid salaries plus two weeks' extra pay for all performers and other personnel, it was reported.

Big Crowds

Recent weeks had seen the show playing to big attendance. All dates since Spokane, weeks ago, with the exception of Council Bluffs, Ia., had proved to be strong on attendance.

A problem thruout the tour was that distribution of thousands of free tickets thru Ford dealers resulted in good attendance but involved little cash. People in on free tickets did not follow thru by buying better seats, concession items, or other revenue producers. Some of this problem had been met in recent changes, and others were in the works. Show staffers indicated next season's edition would be framed to eliminate some weak points experienced in the first, experimental go-round.

It was reported that the show would keep its commitment to the single fair date it has. McGaw's separate auto thrill show continues in business. While the motor circus played many fairgrounds, it was scheduled to appear during only one fair's actual run. That is at York, Pa.

Apple Fete Inks DeWitt

MURPHYSBORO, Ill. — George DeWitt, emcee of the TV network show, "Name That Tune," has been signed by the sixth annual Apple Festival here September 12-14.

DeWitt will serve as marshal of the parade and emcee the queen contest. Highlight of the event is free apple cider and doughnuts on the final day.

New Building For Cattle At Barrington

GREAT BARRINGTON, Mass. — Cattle show exhibitors at the 117th Barrington Fair, September 8-14, will have available a new building for their entries. The facility is modern in design and has adequate stall space plus walk areas.

The Sunday-thru-Saturday event, run by Ed Carroll, will start with Homecoming Day. Other special days, in order beginning Monday, will be Vermont and New Hampshire Day, 4-H Day, New York State Day, Governor's Day, Kiddies' Day, for which the midway will open at 9 a.m., and Connecticut Day, which will feature fireworks.

Opening day will have two thrill show performances. Circus acts will entertain thruout the week, tied in with the pari-mutuel race program. On Friday a Buick will be given away, and admission to the grounds will be free to all until late afternoon.

In the cattle youth division the cash awards are as follows: pure bred \$1,500, grade \$150, 4-H dairy showmanship \$45; and in the adult division a total of \$4,044 covering six breeds—Jerseys, Ayrshires, Holsteins, Guernseys, Milking Shorthorns and Brown Swiss.

Jeff Harris will manage the midway, which will have independent units plus Reithoffer rides.

Aquarama on Lake Schedule

DETROIT — Entertainment afloat has been brought here on a new scale since the S. S. Aquarama began its first season of daily cruises between here and Cleveland. The ship is operated by the Michigan-Ohio Navigation Company.

A converted ocean liner with nine decks, Aquarama has three restaurants and three bars, two of them in the main ballroom. Last summer the ship was anchored off Chicago for the season where it augmented shipboard amusements with a water ski show.

Hawaii Event Pulls 200,000

HONOLULU—The recent 10th annual State Fair here pulled a reported 200,000, sharply over last year's attendance, the local Jaycees, sponsors, reported. Gate was 75 cents.

Attractions included a Miss Hawaii contest. Acts were Billy Ward and His Dominoes, Lunard and Lewis, Walton and O'Rourke, Young Jessie, Half Brothers and Norman Nazarr, emcee. E. K. Fernandez furnished the midway attractions which included a back-end unit featuring Mandrake the Magician.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

NOW CONTRACTING FOR THE FOLLOWING 1957 ROUTE OF 15 FAIRS—STARTING AUG. 12—CLOSING NOV. 23.

WESTERN NORTH CAROLINA INDUSTRIAL AND AGRICULTURAL FAIR, PENDERSONVILLE, N. C., AUG. 12 TO 17	WASHINGTON COUNTY FAIR (GRAY'S STATION) JOHNSON CITY, TENN., AUG. 19 TO 24	BULLCOMBE COUNTY INTER-MOUNTAIN FAIR ASHEVILLE, N. C., AUG. 26 TO 31	AIKEN COUNTY 4-H GRANGE FAIR, AIKEN, S. C., SEPT. 2 TO 7
ELBERTON FAIR ELBERTON, GA., SEPT. 9 TO 14	GWINNETT COUNTY FAIR LAWRENCEVILLE, GA., SEPT. 16 TO 21	COWETA COUNTY FAIR NEWNAN, GA., SEPT. 23 TO 28	MIDDLE GEORGIA FAIR MILLEDGEVILLE, GA., SEPT. 20 TO OCT. 5
COLOQUITT COUNTY FARM BUREAU FAIR MOULTRIE, GA., OCT. 7 TO 12	TIFT COUNTY FAIR TIFTON, GA., OCT. 14 TO 19	TRI-COUNTY FAIR FITZGERALD, GA., OCT. 21 TO 26	MITCHELL COUNTY FARM BUREAU FAIR CAMILLA, GA., OCT. 28 TO NOV. 2
NEW FAIRGROUNDS AT ASHEVILLE, N. C. (DOWNTOWN)	PULASKI COUNTY FAIR AND RACE MEET HAWKINSVILLE, GA., NOV. 4 TO 9	TWO STATE COLORED FAIR AUGUSTA, GA., NOV. 11 TO 16	EXCHANGE CLUB FAIR N. AUGUSTA, S. C. NOV. 18 TO 23

NEW FAIRGROUNDS AT FITZGERALD, GA. (DOWNTOWN)

RIDES: Scooter, Round-Up, Coaster, Dark Ride or Fun House.
SHOWS: 10-in-1, Illusion, Mechanical City, Fat, Monkey Drome or Speedway, Glass House, Wildlife, Midget, Life or Unborn, any Grind or Bally Show with own equipment.
CONCESSIONS: Midway open. Place Popcorn, Candy Apples, Diggers, Arcade, Short Range, Pitches of all kinds, Photos, Jewelry, Novelties, Hats, Gadgets, Coin Workers, Block Pitch, Rat Game, Custard, Percentage all open.
 Harry Schreiber wants for Hendersonville Fair—Agents for Pin Store, Razzle and Buckets.
HELP: Want Second Man for Twin Wheels, Second Men on all Rides, must drive, must be sober. Top salaries. Want Mechanic with tools.

PLACE A-1 PROMOTER—CO-ORDINATOR Salary and percentage on all promotions. All winter's work. Start now.

HARRY SCHREIBER Bus. Manager	JOHNNY T. TINSLEY Owner-Gen. Manager	TED WOODWARD Gen. Agent, Ass't Manager
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Burnsville, N. C., now; Hendersonville, N. C. (Fair), next week.

DON FRANKLIN SHOWS

Can place several good Ride Men, both Foremen and Second Men, for 18 office owned Rides. Must Drive Semis, have licenses, no cars, top wages. Solid Fairs thru late October, plus Sharro Days Celebration, Brownsville, Texas, February 6-16.

Can place Long Range Gallery for balance of season. For week of August 19 to 25, playing Fairs at both Appleton, Minn., and West Union, Ia., can place additional Concessions, Rides and Shows for that week. Contact

DON FRANKLIN

Austin, Minnesota Fair thru Sunday, August 11

WANTED SIDE SHOW WANTED

OWING TO DISAPPOINTMENT CAN PLACE FOR

CANADIAN NATIONAL EXHIBITION, TORONTO, and WESTERN FAIR, LONDON

OUTSTANDING SIDE SHOW and ONE GRIND SHOW or FUN HOUSE

Dates August 23 to September 14

Phone or wire J. W. CONKLIN

Midway Office, Canadian National Exhibition, Toronto. Phone Empire 6-5474

★ ROBINSON'S GREATER SHOWS ★

Want Girl Show, must have own equipment to join at Greenfield, Aug. 19-22. Will book Mechanical Show, Wildlife or any Show with own equipment.
CONCESSIONS WANTED: Long Range, Age, Scales, Photos, Grab, Novelties, Ice Cream and Hanky Panky.
RIDES: Will book Pony Ride, Tilt or Octopus. Reply: Bob Robinson, Fairgrounds, Indianapolis, Iowa, Aug. 7-10; Winterset, Iowa, Aug. 13-14; then Greenfield, Iowa, Aug. 19-22. (We play Dayton Rodeo Labor Day.)

MAC'S AMUSEMENT RIDES

Want Funhouse, Grind Shows, Concessions, Bingo.
 Write: Kimball, S. D., before August 10-12. Booked for rest of season as per route.

SUNSET AMUSEMENT CO.

DECORAH, IOWA, FAIR—AUG. 14-18

CONCESSIONS: Want Cookhouse, Novelties, Age and Weight, Ice Cream. Can place Balloon Dart, Fish Pond, Cork Gallery, Hoop-La, Pitch-Till-You-Win, Six Cats or Buckets with Hanky Panky or Ball Games.
SHOWS: Want Girl Show and other small Grind Shows. Arcade open.
HELP: Can place Help with chauffeur's licenses on Caterpillar, Dodgem and Tilt. ADDRESS: ROCHESTER, MINN., THIS WEEK.

FAIRS—PAGE BROS.' SHOWS NO. 1—FAIRS

Want for 12 Fairs starting next week at Eminence, Ky.

Bingo, Lead Gallery, Jewelry, Ice Cream, Custard, Slum Outfits of all kinds. Grind Shows of all kinds. Operator for office Cookhouse, Girl Show Talent.
 Frankfort, Ky., now; Eminence, Ky., Fair next week.
 P.S.: Ride Men on all Rides. Must drive. Donald Hall, contact Ep Glower.

GIVE TO DAMON RUNYON CANCER FUND

GOLD MEDAL Shows

Great Hagerstown, Md., Fair next week, followed by West Virginia State Fair, Roncouverte, Aug. 19-24, and 12 more Fairs

CONCESSIONS: Photos, Custard, Eats, Ice Cream, Cotton Candy, Popcorn, Candy Apples, Photos, Jewelry, all kinds of Hanky Panks. Will book Peek and Count Stores. "Big Six" and Jack Lovell, contact Mike Moore.

RIDES: Tiltawhirl, Scrambler, Roundup, Rockplane and Kiddie Rides.

SHOWS: Girl Shows with own fronts, Minstrel Show with own front. Motordrome, Wildlife and Grind Shows of all kinds. Can use Glass House. Lisa Delmar needs Girls for Girl Show. Also useful Side Show people.

HELP: Can use Second Men for 20 Rides. All replies Narrows, Va., this week, McArthur Hotel.

JOHNNY J. DENTON, Owner

DAVE FINEMAN, Bus. Mgr.

P.S.: Dave Fineman will be in Hagerstown Saturday Aug. 11

GEORGE CLYDE SMITH Shows

WANTED FOR THE FOLLOWING FAIRS AND CELEBRATIONS

FIREMEN'S CELEBRATION, SCALP LEVEL, PA., WEEK AUG. 5	V. F. W. FAIR, OXFORD, N. C., WEEK SEPT. 9
MORGAN COUNTY FAIR, BERKELEY SPRINGS, W. VA., WEEK AUG. 12	FIVE COUNTY FAIR, FARMVILLE, VA., WEEK SEPT. 16
PAGE COUNTY FAIR, LURAY, VA., WEEK AUG. 19	AMERICAN LEGION FAIR, ROCKY MOUNT, VA., SEPT. 23
AMERICAN LEGION CELEBRATION, WINCHESTER, VA., AUG. 26	FIREMEN'S FAIR, ENFIELD, N. C., WEEK SEPT. 30
NORTHERN NECK AGRICULTURAL FAIR, WARSAW, VA., SEPT. 2	LITTLETON FAIR, LITTLETON, N. C., WEEK OCT. 7
	ATLANTIC DISTRICT FAIR, AMOSKIE, N. C., WEEK OCT. 14
	GREENSVILLE COUNTY AGRICULTURAL FAIR, EMPORIA, VA., OCT. 21

Ball Games, Pitch Till You Win, Cork Gallery, Slum Spindle, Age & Scales, Glass Pitch, Bear Pitch, Penny Arcade, Swinger, Buckets, Photos, Six Cats, Novelties, Jewelry, Basketball, Coka Bottles, Balloon Darts, Hat Stand, Spot the Spot, Want Tilt, Octopus, Pony Ride, Spitfire, Girl Show, Snake Show, Monkey Show, Wildlife, Acts for Side Show. Miller Family wants to hear from the following people: David and Pauline, Sam Marlowe, Homer Weaver, Bertie La Page and Sandra Lee. General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

GEORGE CLYDE SMITH SHOWS

SCALP LEVEL, PA., THIS WEEK; BERKELEY SPRINGS, W. VA., NEXT WEEK.

BEAM'S ATTRACTIONS

PRINCE WM. CO. FAIR—MANASSAS, VA., NEXT WEEK—AUGUST 12-17

CONCESSIONS—Book Hanky Panks of all kinds, sell X on Novelties and Glass Pitch.

SHOWS—Side Show with or without top, Snake Show, Monkey Show, Wildlife, WHITE and COLORED GIRL SHOWS, have tops and fronts if needed.

HELP—Caterpillar Foreman report at once. Experienced Kiddie Ride Men. Second Men on other Rides. Capable Carnival Workers can be placed in all departments of the Show.

This Fair is followed by the BIG MONTGOMERY CO. FAIR at GAITHERSBURG, MD. ALL REPLIES TO

STEVE DECKER

c/a SHOW, CHARLES TOWN, WEST VIRGINIA. THIS SHOW PLAYS FAIRS UNTIL NOV. 9

WALLACE BROS. SHOWS INC.

WAUSAU, MANITOWOC, ELKHORN, BEAVER DAM—ALL WISCONSIN—AND 10 SOUTHERN FAIRS TO FOLLOW

RIDES—Want Roundup (Norman Smith, contact).

SHOWS—Want 10-in-1, Monkey Motordrome, Unborn, Midget Horse, Fat, Illusion or any Grind Show.

CONCESSIONS—Want French Fries, Popcorn, Snow, Floss, Cookhouse, Photos and Stock Concessions of all kinds.

HELP—Want Foreman for Rocky, Second Men on all Rides. Especially want Men for Merry-Go-Round, Ferris Wheel, Tiltawhirl, Spitfire, Scrambler and Dipper. All Replies to

E. E. FARROW

Western Union, or Phone Fairgrounds, Janesville, Wisc.

A-1 AMUSEMENTS

WANT FOR CESSNA PARK, ILL. OLD SETTLERS' REUNION, WEEK OF AUG. 15, AND LONG STRING OF FAIRS AND CELEBRATIONS IN MISSOURI AND ARKANSAS. Can place Bingo, Mug Gallery, Fish Pond, Jewelry, Cork Gallery, Bumper, Bear Pitch, Short Range, Milk Bottles or any non-conflicting show working for stock. Contact

JOHN HANSEN

2897 Irving Park Blvd., Chicago, Ill. Phone IN 3-9415, 2 to 10 A.M.

WANTED TO BUY

Shift or Johnson low model Coaster or Octopus. Prefer Ride in good condition and with transportation.

DUB DUGGAN

Care of Billboard, Chicago Office, this week.

Weather, Promotions Click for Clearfield

CLEARFIELD, Pa. — The Clearfield County Fair, with a broad promotion and attractions program, cashed in on ideal weather last week to outdistance the previous year's attendance result. The margin was widening as the weekend approached.

Joining in the good business was the James E. Strates Shows midway. Grandstand attractions during the week included daytime harness racing, Hamid acts, and fireworks.

Tuesday (30), kiddies' day, drew light showers during the afternoon which did more good than harm, serving to dampen the midway dust without affecting attendance or activity. Previous night was the big firemen's parade, with volunteer units from a wide area marching from downtown to the fairgrounds for display and judging. The review of two and one-half hours blew off at 10 p.m. with

fireworks. There were also fireworks on Tuesday night.

Promotion thruout the county was heavier than in previous years. Ed McCoy is fair president for the sponsoring Volunteer Firemen's Association, Joseph R. Hogentogler is secretary, and Edward A. Clark is fair manager. A \$50,000 improvement program is in the works for 1958.

Harrington Gets Breaks To Beat 1956

HARRINGTON, Del.—An increase of several percentage points was enjoyed by the Kent and Sussex Fair and its participating elements last week. Good weather prevailed most of the week, after a shower on an early day washed out horse racing.

Extensive promotion by Secretary T. B. Ploway helped the event offset the decrease caused by rains last season. On Friday (26) the two-show Lone Ranger-Lassie unit did exceptionally well, reportedly drawing some 2,500 better than last year's special attraction, Pat Boone.

Automobile racing and the Four Lads also drew heavily on Saturday. Prell's Broadway Shows were on the midway, and were signed to return in 1958.

TV Polka Show Setting Tour Of Aud-Arenas

CHICAGO — Entire cast of ABC-TV's Chicago-based "It's Polka Time" show will start an extended tour of auditoriums, arenas and other halls in September. First stand will be the Milwaukee Arena, September 20.

Dates in Eastern territory will continue until the end of the year. After the year-end holiday, the show will resume with a tour of Western territory. Cast will return to Chicago each Tuesday for telecasts. Amateur polka dance groups will be chosen to participate in each local appearance.

Show includes Bruno (Junior) Zielinski, Stan Wolowic and His Polka Chips, Carolyn Dejurik, and a 10-girl line of dancers.

Memphis Sale For 'Fair Lady' Sets New Mark

MEMPHIS — Advance sale for the appearance of "My Fair Lady" at the Memphis Auditorium here promises to top the previous local record of \$54,595, promotion man Early Maxwell said last week.

Helping swell the totals were sales connected with one of the few non-New York "show trains." The Illinois Central Railroad will run a special train from New Orleans to its station neighboring Memphis Auditorium on October 1. About 300 people are expected to take the train from various way points to Memphis for the show. Dates of the stand are September 30-October 2.

Maxwell said the previous advance sales record was held by his office for "South Pacific's" stand here. He said he expected "Fair Lady" to exceed the "Mid-South record" of \$65,000 set by Maxwell at Little Rock with "Pacifica."

THAT WAS NO SAUCER, THAT WAS SNELLENS

BANGOR, Me.—A couple of Civil Aeronautics Administration stations in Maine got queries last week about possible flying saucers spotted. And a couple of newspapers, coincidentally, printed explanations that those were no saucers, those were World of Mirth Shows searchlights. (In all fairness, the papers added they had to note that general rep Gerald Snellen was in town.) By the time the show hit its first fair here, its coming was printed far and wide. Pictures and stories appeared in Augusta, Rockland, Bangor and elsewhere.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE

- Abblett, Mrs. John (Al Martin Agency)
Ackley, James W.
Arkiey, H. & Mrs. Allen, Tommy & Rita

- Alison, John B.
Amber, Joe
Berghofer, Mildred L.

MAIL ON HAND AT CHICAGO OFFICE

- Alison, John B.
Amber, Joe
Berghofer, Mildred L.

MAIL ON HAND AT ST. LOUIS OFFICE

- Adams, Diane
Adams, Patricia Ruth
Albert, E. J.

MAIL ON HAND AT NEW YORK OFFICE

- Adams, George L.
Anderson, James
Baker, E. W.

The ORIGINAL CRA-ZEE ARROW. CONSISTS OF A REAL-LOOKING, WELL-MADE WOOD ARROW, CUT IN TWO, JOINED WITH A STURDY WIRE THAT FITS OVER HEAD TO CREATE ILLUSION THAT ARROW IS PASSING THRU HEAD -- OR BODY. A GREAT PARTY, PICNIC, CONVENTION, PRIZE, OR NOVELTY ITEM!

WHOLESALE BUYERS' GUIDE. Gellman Bros. 119 N. Fourth St. Minneapolis Minn.

YOUR LAST CHANCE to get Funspot. The Magazine of Amusement Management at charter subscription rates. See Page 63

ONLY \$8.80 FOR SAMPLE KIT #102. 10 of our latest and HOTTEST promotional items. WRITE FOR FREE LASKO FAN BROCHURE

Sherman MASTER PAINTERS PRODUCTS. FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white, and a reclaimed product. One gallon U. S. measure, every ounce guaranteed.

KIPP'S SPECIAL PURCHASE. 8" Hunting Knife with Leather Sheath. Imported. Brilliant nickled steel blades with colored metal handles.

KIPP BROTHERS Wholesale Distributors Since 1880. 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

MAKE BIG MONEY SELLING TOWELS. We've sold MILLIONS of LOW AS 3¢ Towels! Our Agents, Salesmen and Saleswomen are cleaning up!

FOR ENGRAVERS. Necklaces and Bracelets. Boy Alone - Girl Alone Or Combination. MILLER CREATIONS. 7730 So. Ave. Chicago 19, Ill.

PAPER MEN. Contact Don Knight for good deal on Tennessee and Kentucky State Form Papers. Write STATE FARM PAPER UNIT. 1529 Demonbreun Nashville, Tenn.

WATCH SPECIALISTS FOR 67 YEARS. Men's Copy \$275. Die Watch, 3 New Styles Every Looker a Buyer \$4.50; Bowed \$7.25

RESULT SALES. 880 FIFTH AVE. NEW YORK 36, N. Y.

- Blackman, Jack W.
Blankship, Bill
Blatz, Lenzie

- Chapman, Victor L.
Church, Mrs. May
Church, Chas.

- Dauba, A. C.
Davis, Earl C. & Mrs. Davis, Ruby

- Danley, Leo E.
Darr, R. M.
Delf, Mrs. H.

- Heaney, The Great Magician
Knight, Bill
Kushner, Mrs. June

- Krieger, Albert
Lafrench, Loyal
Lanaster, L.

- Mourhead, (Busy)
Mourhead, Mrs. C. L.
Nam, Jennie

- Swanner, Ray L.
Tracy, Dale
Travis, Cliff

- Laverne, The Four
Lynch, Dixie
Nash, John

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

CANNON ACT MOUNTED ON DODGE. Shoots Ferris Wheels of short distances. Very fast. Act. much in demand. \$3,000. Gordon, Box 332, Rockville, Md.

LOOK! EITHER 1,000 ONE LINERS OR 1,000 Heckler Stoppers, \$1. Both, \$4.75! List free. Edmund Orrin, 2082 Filbert, San Francisco, Calif. au19

NEED UP-TO-DATE COMEDY MATERIAL? Then you want the new "Comedy Index." A collection of fresh gag material for any type of act. \$5. Show-Biz Comedy Service (Dept. RB27), 1613 East 29th St., Brooklyn 29, New York.

SONG REQUESTS GUARANTEE ROYALTIES on your songs. Instructions two dollars. Howard Olenk, C/O, Mich.

AGENTS & DISTRIBUTORS

AMERICAN FLAGS—BEAUTIFUL LARGE outdoor U. S. Flags, Royal quality, Navy surplus, wool, new, \$2.17, incl. \$1.08 value, \$14.50 postpaid. B&L Surplus, Box 150, Ogden, Utah. au2

ATTENTION, HOBBERS! LOW PRICES FOR jobbers, pitchmen and salesmen! complete line Ladies and Men's, Children's Hosiery, Nylon's \$1 dozen (no sample order) one dozen slightly imperfect Nylon's packed beautiful coffee bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1743), 1258 Market St., Chattanooga, Tenn. au26

AUTOMATIC LIGHTERS DOZEN \$3.75. Dollar halpenns dozen \$1.20. Rainhats gross \$1.20. Samples, catalog, 1,001 bargains \$1.00. Millisales, 830 Broadway, New York. ch-de9

BENZES—HOBBIOS WATCHES, CLOSE-out! America's lowest prices. New, guaranteed, samples refundable. Free details. Write: Benjamin Wholesale, 14084 Wyoming, Detroit, Mich.

BIG PROFITS IN AUTOMOTIVE SPECIALS! Introducing a sensational product. Dynamic sales literature free. Wallace and Co., 378 S-B S. Wabash, Chicago 15, Ill.

COIN MONEY WITH NEW GOLD-PLATED Combination Knife, Tie Clasp, Money Clip. In plush-lined box with \$5 price tag. \$1 for sample. Write for wholesale price. E. Condon, Upper Darby, Pa. ch-au12

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile initials and Sign Letters. Free samples. "Race," XL, Boston 10, Massachusetts. ch-np

CLOSEOUTS! SPECIAL PURCHASE!

24 HOUR SERVICE

B1 Earrings, ass't. \$1.00 dz.
B2 Neck., Brac., Ear., ass't. Summer 1.50 dz.
B3 Charm Brace., new styles. 2.50 dz.
B4 Pierced Earrings. 1.75 dz.
B5 Baked Kramel Pink. C.L. 2.25 dz.
B6 15 Famous Names Perfumes. 4.20 dz.
B7 Neck., Ear., Jangled Pear. 15.00 dz.

B8 C.L. Tie Slide Lighter, boxed. 6.50 dz.
B9 C.L. Tie Slide Set, boxed. 3.75 dz.
B10 Ladies' Cuff Link. 5.00 dz.
B11 2 pr. Salt & Pepper, boxed. 2.50 dz.
B12 Gents' Stone Rings, ass't. 2.50 dz.
B13 Spray Earrings, ass't. 6.00 dz.
B14 Pins, ass't. 1.50 dz.
B15 Gen. Cuff, Pearl Pins & Neck. 2.50 dz.
B16 Copper Cuff, Brace, & Ear. 6.60 dz.
B17 Tailored Neckties, ass't. 4.80 dz.
B18 Stoned Neckties, ass't. 5.25 dz.
B19 LaTausca Heart Pins. 2.50 dz.
B20 Ten Commandment Brace. 4.95 dz.
B21 12 ass't. Gadgets Boutique. 5.40 dz.
B22 Fancy Neckties, Floral. 2.95 dz.
B23 Stoned. 2.95 dz.
B24 Ass't. Style Brace. 2.75 dz.

B25 Fancy Rings, boxed. 3.00 dz.
20% dep. with order. Bal. C.O.D.
FREE DESCRIPTIVE BOOKLET.
KAREN ORIGINALS, Dept. B
45 No. Main St., Bristol, Conn.

FREE DESCRIPTIVE BOOKLET

KAREN ORIGINALS, Dept. B

45 No. Main St., Bristol, Conn.

DIRECT TO YOU FROM GREECE—EARRINGS doublet Acropolis with Peleus. Hot mail order at \$2.95 a pair. Cost to you \$8.16 dozen prepaid, satisfaction guaranteed. Woodall Imports, 904 Glen Oak Drive, Fairfield, Ala.

EARRINGS—ASSORTED STONED AND tailored, \$8 per gross plus postage C.O.D. Gross lots only. New England Jewelry, Dept. B, 121 Emmita St., Providence, R. I. au5

EASIEST \$65 YOU'VE EVER MADE! Show amazing new "Magicolor" Christmas Cards. 65 boxes pay \$65. Personalized Cards. 40 for \$1.30. Assortments on approval, free sample album. Sensational \$1.25 gift free for promptness. Southern, 478 N. Hollywood, Dept. 48-D, Memphis 12, Tenn. au28

FAMOUS MFR. CLOSEOUTS

Assorted Signed Brooches \$1.75 dz.
Stoned & Tailored Earrings \$1.75 dz.
Pierced Earrings on Display \$1.25 dz.
Charm Bracelets, ass't. 1.50 dz.
Eng. Lord's Prayer Neck, boxed. 2.00 dz.
Children's Jewelry, boxed, ass't. 2.85 dz.
Ass't. Tie Slides, carded. 1.00 dz.
Summer Sets, boxed. 3.30 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. 9.50 dz.
Cufflinks, carded, ass't. 1.95 dz.
Neckties, carded, ass't. 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1830 Westminister 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. au25

FAMOUS MFR. CLOSEOUTS

SPECIAL PURCHASE!

Earrings, assorted \$6.20 gross
Tie Bars, carded 3.68 gross
Charm Bracelets 2.20 gross
Signed Pins 7.20 gross
20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

1830 Westminister St., Providence, R. I.

MEN'S WALLET—PLASTIC-ALLIGATOR

Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 121 Emmita St., Providence, Rhode Island. au5

NEW FLASHY T&T! SIGNS: LIGHT REFLECTING, ILLUSTRATED, COLOR BLENDING

2,000 varieties. Sample 10¢. \$1.10 100 best sellers. \$8 postpaid U. S. only. Koehler, 335 Gantz, St. Louis 63, Mo. au26

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. B, Ferndale, Mich. ch-216

SPECIAL OFFER: EARRINGS, ASSORTED,

\$1 doz. while supply lasts! Plus 35¢ postage. Lin-Gut Jewelry Sales, Dept. 19, Woodside Rd., Wrentham, Maine.

YOUR OWN BUSINESS—SUITS, \$1.99

Overcoats, 65¢; Mackinaws, 36¢; Shirts, 19¢; Ladies' Coats, 70¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Porfino Associates, 805-AF West 12th Place, Chicago. ch-np

150 UNUSED ALUMINUM ARTIST OR Draftsman Drawing Stands

with adjustable lights. Sample \$9.50 postpaid. Industrial, 61 Bowler, Fall River, Mass. au5

ALLIGATORS—25% DISCOUNT THRU August

Snakes, Deno, \$30. Boas, Chameleons, Python, Dragons, Giant Rats, Foxgloves, Tortoise, Snake Farm, Laplace, Louisiana. au19

ATTENTION, SHOWMEN—ROAN, SNAKE DENO, IGUANAS, MONKEYS, APPLIS, PACAS, CAPYBARA, SLOTHS, GIANT ANTEATERS, ORIS, VAULTERS, COATIMUNDIS

Write for list. Chase Wild Animal Farm, P. O. Box 181, Bixwayne Annex, Miami, Fla. Phone: Newion 4-7882. au25

CHIMPANEE—FEMALE SUPERBABE

wears clothes, swims, can handle 55 pounds, well acclimated, perfect condition. First \$250 gets her. Jack Adam, Box 811, Mesa, Ariz. Phone: WO 4-4218 or WO 4-6194 night.

FOR SALE—GOOD, HEALTHY SLEGGED

Calf, 1-yr. old. Ernest Vaughn, Rt. 2, Cherokee, Kans.

HEALTHY SNAKES, ALL KINDS, HORNED

Toads, Alligators, Gila Monsters, Terrapins, Anguis, Fox Cubs, Prairie Dogs, Armadillos, Peafowl, Monkeys, Guinea Pigs, Rats, Squirrels, White Doves, Kingqueck Doves, Domesticated Snakes, Badgers, Wildcat, Kinkajous, Baby Raccoons, Otta Martin Locke, Panna MA 5-4522, New Braunfels, Texas. au19

LIVE BABY TURTLES—DIRECT FROM source in Louisiana

Plain, painted and inscribed. Lane Wilson Seed Co., 113 N. Grand St., Monroe, La. au12

MINIATURE CHIMP STUMP TAILS, YNG.

\$95. Young, hardy African Monkeys. Mynahs; 14 pairs Finchies, \$35. Prices 1st. Brown Birds, 149A Fairgoirge, New York 40, N. Y. Williams 2-3150. au12

PARAKEETS, 50¢ UP; MINIMUM ORDER 25 Birds; Cases, \$4.00 doz.

Parrots, Fish, Cages, Rats, Mice, immediate shipment. Terms: part cash, balance c.o.d. National Pet Supply, Rt. 1, Louis 9, Mo. au19

SEA ELEPHANTS, CALIFORNIA SEA

Lions, Seals. Main suppliers roas and dresses entire world. Marine Enterprises Inc., P. O. Box 232, Hermosa Beach, Calif. au12

BUSINESS OPPORTUNITIES

AMUSEMENT PARK WITH OR WITHOUT rides

A meal, come see. Percelle Park, 900 Main St., Phone 3-3010, South Williamsport, Pa. au19

FOR SALE

Large Tourist Amusement Park at Santa Claus Town ANOKA, MINN.

adjoining Minneapolis on busy 4-lane highway.

\$40,000 down.

Contact

ED ANDERSON OR RUS SWEARINGER

Santa Claus Town, Anoka, Minn.

Phone Anoka HA 15688

CARNIVAL AND PARTY SUPPLY STORE

Featuring Joker Novelties, Carnival Merchandise, Decorations; good volume. Owner has other interests. Priced right at \$23,500. Erie's 1317 E. Sixth, Tulsa, Okla. au13

DRYCLEANS CLOTHING FOR ONLY 10¢

per garment. Lighting, roller, Saxes drycleaning bill. Samples sent on trial. Kristine, 119, Akron, O.

PORTABLE SEATING RINK FOR SALE—

40x80, fully equipped. Will machine for \$3,250 cash. Operating at Edinburg, Ind. Contact E. E. Harris there or at Princess Hotel, Spencer, Ind.

COSTUMES, UNIFORMS, WARDROBES

SEQUINED PANEL SETS, \$7.50; CROWN

Suits, \$15; Derbyes, Top Hats, Wig. Rhinestones, Furms, cheap. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 2-0500.

CONCESSION SUPPLIES

FOOD AND DRINK

ABOUT ALL MAKES OF POPPERS, CARAMEL

Corn equipment, Flux Machines, replacement Kettles for all Popperco. Kimpco Korn, 130 S. Halsted, Chicago, Ill. au20

PURCHASE YOUR SNOW CONE MACHINES

direct from the mfr. All prices and sizes. P. O. Box 7803, Dallas, Tex. au12

T&R CONCESSION WAGON, BOTTLED GAS

Tanks 30 gal. Root Beer Barrel, Popcorn Mach., restaurant Deep Fryer. Call 3471, Mrs. Falco, Box 259, Smithfield, O.

FOR SALE SECONDHAND GOODS

FOR SALE—COMPLETE MEDICINE SHOW,

Including glass truck, concession trailer, sound car, seats, sound sets, stock and mail order business. Open and making money. Write, wire or phone Manager, Medicine Show, Loveland, Texas.

ELECTRIC CABLE SPECIAL

#8 Three Conductor, Type W Paribale 150 ft. Coils \$100.00. \$73.00. Freight collect, paid \$25.00 advance on C.O.D. orders. Send cash check or money order to: **American Machine & Equip. Co.** Box 124, Kearns, Utah



Hawaiian "TI" PLANT LOGS

Bagged in polyethylene...

KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS

Tightly woven bleached rattan baskets with plastic stoppers \$29.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

Sherfy's

2601 University Way Seattle, Wash.

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 \$14.25—

* 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 \$47.20—

* STANDARD GOLD CAP RETRACTABLE

\$13.50 per gross
10 gross lots
—SAMPLE GROSS \$12.30—

Individually packaged
SILVER TIP REFILLS, \$6.48 GR.
Buy the box in bulk & save \$23.00 M

MODERN PEN MFG. CO., INC.
231 Broadway New York 13, N. Y.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Ass't Gr. \$18.00
E2—Stone Earrings, Ass't Gr. \$1.00
E3—Pierced Hoop Earrings Gr. \$6.00
E4—Stone Earrings, Ass't Gr. \$2.00
E5—Tailored Tie Sets, Box, Dc. \$2.50
E6—Ass't. Tie Sets, Box, Dc. \$2.50
E7—Gold Link Neck & Brace Gr. \$3.00
E8—Bracelets, Ass't Gr. \$4.00
E9—Men's 6-Piece Watch Set \$5.95
E10—Ladies' 5-Piece Watch Set \$6.25
E11—Men's Stone Dial Watch \$5.50
E12—Men's 10-Piece Watch Set \$7.50
E13—Men's 10-Piece Watch Set \$7.50
E14—Gents' Stone Broas, Ass't Oz \$2.75
E15—Religious Medallions, Box, Dc. \$3.25
E16—Stone Neck & Ears, Box, Dc. \$5.00
E17—Stone Neck & Ears, Box, Dc. \$5.00
E18—5-Piece Pearl Set, Box, Dc. \$6.00
Try samples of any items at 1/20¢ prices. 20% dep., bal. C.O.D. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

PLUSH BEARS

26" BEAR
Dozen Milwaukee \$24.60
Dozen F.O.B. K.C. \$22.00

29" BEAR
Dozen Milwaukee \$30.00
Dozen F.O.B. K.C. \$27.00

Complete Assortment of All Plush Toys —Balls—Concession Merchandise.

Wisconsin Deluxe Co.
1902 No. 3d St., Milwaukee 12, Wis.

SPECIAL INTRODUCTORY OFFER
SEND ONLY \$1 for 2 Sample Ties (Retail Value \$3.00) MAKE MONEY SELLING TIES Buy Direct From Manufacturer Sell outstanding line of Regular, Square End, Reversible, Dacron, Tie, Kevlar & Pin Set, Bowe, Knitted Tie, Nylon Stock & Tie Set, New Fall Single, Slender Neck Guarantee. We pay postage. Write today for FREE CATALOG. PHILIP'S NECKWEAR, 20 W. 23d St., Dept. A-253, New York 10, N. Y.

4-Pc. Pearl Set FREE
With Every Lady's Watch Set. (Min. Order 4—see Cal-Max Limited Offer.)



A Sparkling CEL-MAX Success!

Ladies Rhinestone WATCH SET

Beautiful Jeweled RHINESTONE WATCH with sleek band
Glittering Necklace
Stunning Bracelet • Smart Earrings

Yes... a distinctive 4-Pc. SET in an exquisite satin-lined gift box! Every piece an up-to-the-minute fashion favorite! Sell on sight at tremendous profits! A sample will sell YOU! Wholesale only.

\$7.95

25% with order, balance C.O.D.

Spotlight Value!
Cal-Max Ensemble for Men! **5-Pc. WATCH SET**
A stunning 5-Pc. SET including Jeweled Watch • Expansion Band • Cuff Links • Tie Bar • Hand-somely boxed • Min. order 4.

\$4.89

Sample, \$6.43.

CEL-MAX, Inc.
582 50. MAIN ST. MEMPHIS, TENN.

HOT! HOT! HOT!
Mickey Mantle Pencil Sets
Photo and signature on each pencil. Beautiful—carded and packed in display carton. \$18.00 Gr. Minimum 1 Gr. F.O.B. Warehouse. POPULAR PREMIUM CO. 370 Broadway N. Y. C. 3, N. Y. Gr. 5-2639

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

Acts, Songs, Parodies
 Agents and Distributors
 Animals, Birds, Pets
 Business Opportunities
 Costumes, Uniforms, Wardrobes
 Food and Drink Concession Supplies
 Formulas
 For Sale—Secondhand Goods
 For Sale—Secondhand Show Property
 Help Wanted

Instructions, Books, Cartoons
 Magical Apparatus
 Miscellaneous
 Musical Instruments, Accessories
 Partners Wanted
 Personals
 Photo Supplies and Developing
 Printing
 Salesmen Wanted
 Scenery, Banners
 Tattooing Supplies
 Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$5.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.
 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ issue

I enclose remittance of \$.....

Name.....

Address.....

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

FOR SALE—SECONDHAND SHOW PROPERTY

AT DULUTH, MINN. WE HAVE 36-FT. Parker Super Deluxe Merry-Go-Round, \$3,400; good shape. 40-FT. Parker, \$2,500...

FOR SALE—5 RIDES, MUST SELL, SACRIFICE. Established 4 yrs. Mr. Marcus Bayway, 7 S. Broad St., Elizabeth, N. J. FU 8-0710—EL 4-9212.

GOOD 20-FT. HI STRIKER, 160. WILL SHIP. A shop-made Kid Rides, cheap. Write E. Roach, 233 Spillman, Rolla, Mo'.

LITTLE DIPPER—GOOD CONDITION, NEW PAINT JOB, \$3,500. Or would consider location nearby. Ben Roberts, 1678 Noble Dr., N. E. Atlanta 8, Ga. au5

MERRY-GO-ROUND, OCTOPUS, KIDDIE RIDES. All like new. Taylor, Rt. 1, Box 169-B, Spanaway, Wash. LEannex 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

NEW STEAM DESIGNED GASOLINE POWERED Miniature Train with 1,100 feet of track, 40 passenger; Number 12 Ell Ferris Wheel in excellent condition. On location, in operation in privately owned park, can be left on or moved off. Forced sacrifice sale. Write: 6384 Jewell Ave., Fort Worth 12, Tex. Phone: Jefferson 50476.

PARKER MERRY-GO-ROUND, 36 FT., WITH semi trailer; Kiddie Swing, Junction Boxes, Cable and Novelty Stand. All for \$6,000. Verma Avery, Houghton Lake, Mich.

SHOOTING GALLERY, 12x18, WITH 4x12 tank. Remove or location and lease good. W. Kraskowski, 9 Homestead Ave., West Haven, Conn.

SHOOTING GALLERY LOADING TUBES, 15 shell, \$6.50 per 100. No c.o.d.'s. Any length made. Postpaid. B. B. Sherrbahn, Wayne, Neb.

SMALL ADULT CHAIRPLANE WITH 112-ton Truck, both good condition, \$1,300. Prop-driven Kidde Airplane, \$500; with Trailer, Bob Moezer, Autotel, Walton, Ky.

SUPER ROLLOPLANE, PERFECT CONDITION, \$3,500. With Trailer, \$4,000. Also several Kiddie Rides. Operating near Rockville, Gordon, Box 332, Rockville, Md.

TENT STAKES, "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas, G. B. Willard, 1521 2nd Ave., Dallas, Tex. se9

THIRTY-CHAIR MERRY MIX-UP, 20 FT. tower, rebuilt, \$2,500. R. B. Everts, 2741 No. River Road, Salem, Ore.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 338 Winthrop, Rehoboth, Mass. au5

F.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 Spgs., Colo. Melrose 3-5412. au5

25 NICE MARE PONIES, ALL FOR \$2,000. A real bargain. 1 Brown Mare Mule with white legs, suitable for clown work, for \$100. Truck available for delivery. No time for letter writing. Phone day or night 8317. P. L. Cobb, Amite, La.

FOR SALE—KID RIDES BOOKED IN shady Park on beach. Tube-of-Fun Ride, King Water Boats, concrete Tank, Aeroplano Ride, ten car Auto Ride. All like new, attractive. Many picnic, big Labor Day, building new industries, two new parts, ideal set-up for older couple. \$5,000 cash. Ann Callander, Beach Park, Pascagoula, Miss. Phone: South 2-9946.

FOR SALE—TRUCK, 3 JOINTS AND stock complete. Or will trade for Long Range Shooting Gallery or 1 Joint Trailer. Edward Thebaud, 26669 Bagley Road, 45 Irma, Olmsted Falls, O. Adams 5-2296.

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 Bomper stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 357 Earl Park, Ind. 8e23

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 1/2x11 LETTERHEADS AND 500 6 1/2x9 Envelopes \$3.75 black or blue ink. Mello Press, 767-B Leith St., Flint 5, Mich. au12

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. H-109, New York 11, N. Y. np

ESTABLISHED SALESPERSONS ONLY. Part time. Does \$180 weekly interest you? Sales promotional advertising. No investment. Substantial front money. Rapid repeats. Box 44, Department 11, Rochester 1, New York.

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-0c28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 130 West 83rd St., Los Angeles, Calif. se10

WANTED TO BUY

WANTED—LAUGHING FUNNY MIRRORS, Roll-o-Whirl, Kiddie Rides, Major Rides, Long Range Gallery; state make, condition and best cash price. Fred Allen, 1400 Brewerton Rd., Syracuse 11, N. Y. Phone Glenview 4360, Mon., Tues., Wed.

WANTED—NATIONAL CALLOPE BAND Organ, Deagan Four-Octave Union, Deagan Organ Pipes. Write Callope, Box 1414, Halifax, N. S., Canada.

WANT OLD PHONOGRAPH RECORD CATALOGS and old records. G. O. Moran, Box 274, U.S.A., Lodi, Wis.

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

CONCESSION AGENTS, ONE WHO HAS had experience on games with carnivals, amusement parks or beaches. Give full details in first letter. A rare opportunity for right man. Harry Germann, P. O. Box 292, Newark, N. J.

GIRL—SHOW-GIRL TYPE, PLEASANT voice, promotion work. Free to travel. Dr. Roger Francis Associates, 18 North Willow St., Trenton, N. J.

HYPNOTIST WHO CAN DO BLINDFOLD Drive, for one-nighter opening Sept. 13. Guarantee and salary. Must have auto, sober and reliable. Contact: Dr. Morton Greene, 3457 W. Monroe St., Chicago 34, Ill. au13

IF YOU WANT TO EARN MONEY FAST I'll send you free sample stocking of newest Stretch DuPont Nylon to sell at only \$1 a pair. American Mills, Dept. 620, Indianapolis 7, Ind. np

MAN OR MAN AND WIFE DRIVE TRUCK. Donkey Baseball, long season. Good proposition. H. Wolfe, 18 North Willow St., Trenton, N. J.

TRAVELING DANCE BANDS NEEDED FOR nationwide profitable engagements without layoffs. Established, reputable office. Complete information to Box C-206, c/o The Billboard, Cincinnati 22, O.

AT LIBERTY

ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this company. No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

SOLICITING OFFERS 1958—BAYS CIRCUS Revue, two People, Dogs, Monkeys, Birds, Mule, Pony. Brochure on request. Box 351, Fairlee, Vt. au23

YOUNG MAN AND WIFE PERFORMERS, wish position working Animal Act or boy, preferably Bear Act. Box C-220, c/o The Billboard, Cincinnati 22, O.

MISCELLANEOUS

AVAILABLE WESTERN DJ, PART-TIME Announcer, barn dance Producer, Walter Toby Price, Reno Trailer Park, Carlsbad, Missouri. au5

GET SENSATIONAL NEW ACTION BALL. Bell Toy, Make \$200 day. Sample \$1.25. It's crazy, it's good. 740 Hoover, Los Angeles, Calif. au12

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Dishel, Route 2, Staunton, Va. au2, '56

MUSICIANS

ANYONE INTERESTED IN AN OLD CATH Boutung Sax, Clarinet, Flute. Can do period. Available after Aug. 25. Baswell, N. M., Gen. Del. until July 31. 1611 City Nat. Bldg., Omaha, 'til Aug. 25. Tom Carmody. au12

AVAILABLE—WESTERN DUO. GIRL organist, chimes, male, vocal, drums, guitar, own equip. Music for dancing, union; details on request. Night clubs, fair, etc. Box C-219, c/o The Billboard, Cincinnati 22, Ohio.

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 BEAVER Valley Cowgirls and All-Girl Band are available for radio, TV, shows, entertainment or dance music. All have sharp western clothes. Write: Box 111, Mars, Pa. au12

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

EXPERIENCED DRUMMER—OLD and new time. Johnny Jordan, 1674 Raymond, St. Paul, Minn. Phone: MI 42094.

EXPERT VIOLINIST-ACCORDIONIST, double Guitar, Orchestra-Band Director, experienced. Engagements, Teaching, Sales, References. Available August 18. Write details. Phil Gutwirth, 7146 S. Ridgeland Ave., Chicago 49, Ill.

GUITARIST—READ, FAKE, SOLO, travel. Closing Aug. 10 here. Write Howard Beryl, care Geo. Risco Quartette, Shamrock Hilton Hotel, Houston, Tex.

HAMMOND ORGANIST, HAVE FULL-SIZE Hammond with both Leslie and Hammond Speakers, play all types of music. Now on location for the summer season, will be available after Sept. 1 for smart cocktail lounge or hotel. Southern bookings preferred. Photos on request. Write Freddie Shepard, c/o Witherill Hotel, Plattsburgh, New York.

LET'S TRADE HEARTS—ORIGINAL, Different, 50¢; available in sheet music only. Gradel Music, 1726 W. Haskell St., Tulsa 7, Oklahoma. au12

RHYTHM GUITARIST, VOCALIST, Doubles on Steel and Bass Fiddle; country style; prefer location. Musician, 800 5th Ave., S.E., Little Falls, Minn.

PARKS & FAIRS

ANIMAL ACTS & VARIETY NOVELTY Acts of all description. Phone H-1198. Address: 2015 Oliver St., Variety Artists, Ft. Wayne, Ind.

ATTENTION, FAIRS, PARKS AND CELEBRATIONS. Wilma Lee and Stanley Cooper with Clinch Mountain Clan, Hickory Records, stars of Grand Ole Opry; the Oklahoma Kids, Marion and Wallic, Australian Bull Whips, Knife Throwing and Trampoline; Archie Boyer's Western Revue of Sharp Shooters, Educated Horses, Penies, 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, O. au12

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. au8

JAMES COWSWELL, STROLLING CLOWN. Fairs, celebrations, special events. Write today for details, descriptive literature, etc. 1433 Rose St., Lincoln 2, Neb. au12

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 stuntman fear meet. 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 Mac Productions, 456 Lamplier Place, Warren, Ohio N. E. Tel. 45337. au12

VOCALISTS

A & R MAN—SMALL CALIFORNIA Label, former president of Songwriters Club; salary open. 11216 Remo, Whittier, Calif. OXford 9-1264. au26

CONTINENTAL CHANTEUSE—BLONDE and female M.C. Singer of all type and "Gay '90s" songs. Novelty comedy strip routine, flashy costume. Have extensive wardrobe. Have car, will travel. Seasoned performer. Box NY-158, c/o The Billboard, 1564 Broadway, New York, N. Y.

4-PC. PEARL SET included FREE Banded necklace, bracelet and earrings. FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

MEN'S WOMEN'S New Styles. Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49 All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample \$9.75.)

Assortment, Men's \$69.50 Complete with Expansion Bands. (Sample \$8.95)

SPECIAL LOT—Men's \$6.45 Each Elgin, Waltham Watches Reconditioned and Guaranteed. Expansion Bands included. 5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S 182 S. Main St., Memphis, Tenn.

Quick Photo Invention! PDQ CAMERA Makes finished photos in 2 minutes. Takes and finishes 35 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/2 in. Complete, easy to operate portable photo studio. 70% PROFIT. Write quick, get details about the great PHOTOMASTER Camera. PDQ CAMERA CO. 1546 W. Cortez Chicago 27, Ill.

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 1¢ 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. Goodier offers direct salesmen over 400 items. Write. Goodier, Dept. BB, 400 N. Bishop, Dallas, Tex.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Gum, Special Bingso 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.

HOT OFF THE PRESS—NO. 157 CATALOG Containing everything for the ENGRAVER, FAIR WORKER, etc., such as EXPANSION & PHOTO IDENTS—HEART & DISC PENDANTS—CHAIN IDENTS—RINGS—PINS—PEARLS—CLOSEOUTS & LEATHER GOODS FOR EMBOSING If your copy has not been received—SEND FOR FREE COPY TODAY. —Please state your business— All Phones: Franklin 2-2567 226 S. WELLS ST., CHICAGO 6, ILLINOIS

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. Make your place stand out like a sore thumb. You get attention with Myrlo products. MYRLO CO., Dept. B 1231 Main Ave. Cleveland 13, Ohio

PLUSH from MFR. 1 21" FRENCH POODLE \$24.00 Ass'd. col. ors. Chain and collar. 32" SUPER BEAR \$21.75 Vinyl Rubber Painted Nose. 32" PLUSH BEAR \$20.00 Cotton stuffed. Ass. colors. F.O.B. N.Y.C. 25% Dep. Bal. C.O.D. TEE JAY TOYS, INC. 48 West 20th St., NYC 11. WA 9-6865

LITTLE ATOM WORLD'S SMALLEST PISTOL For shooting LEATHER HOISTS—CAPS TERRIFIC DOOR OPENER! Little Atom is available in CAPS MUST BE SHIPPED AIRWAY EXPRESS! Details, list prices with, sent on request for 22 Buckle

G & S Mfg. Co.

100% Mark Up on \$2.25 Item LAWN RAZOR Trims Grass Like a Razor Shaves A unique, lightweight folding sickle equipped with a tempered steel, razor-sharp replaceable blade and guard, or uses 9 double-edged razor blades. A fast mover at Fairs, Home Shows, Exhibitions, etc. Sales Agents wanted. Write for literature and details North Wayne Tool Co. OAKLAND 1, MAINE

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 bargains, \$1.00.

MILLS SALES CO. 100 BROADWAY New York 3, N. Y.

FORMULAS

SUCCESSFUL "SHOE-STRING BUSINESS Ventures" giving Formulas & Ideas. Mail \$5. Limited supply. Sam Elliott, 1436 Pomona, San Jose, Calif. au5

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

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 25¢. Free! Show business book catalog. Ireland, 8-109 North Dearborn, Chicago 2. np

NEW 152-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 30¢ wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 338 South High, Columbus, O. au26

MISCELLANEOUS

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COMING EVENTS

Arkansas DeWitt—Camp Doughboy Reunion, Aug. 19-24. DeWitt—Ark. Co. Livestock Show, Oct. 9-12. Harold Kendall. Booneville—South Logan Co. Livestock Show, Sept. 2-7. Glen M. Cattel. 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. Stirling. Pine Bluff—S. Ark. Livestock Show, Sept. 9-14. George Hestand.

Indiana Columbia City—Old Settlers' Day & Legion Festival, Aug. 7-10. Byron Beaber. Delphi—Old Settlers' Reunion, Aug. 7-10. Odon—Old Settlers' Meeting, Aug. 14-17. Lex Bennet. Paragon—Celebration, Sept. 2. Petersburg—United Mine Workers' Picnic, Aug. 31-Sept. 2. Veedsburg—Old Settlers' Day, Aug. 31.

New York Falconer—V. J. Celebration, Aug. 9-10. Fort Jervis—Sequelcentennial, Aug. 12-17. Ohio Antwerp—Homecoming and Street Fair, Aug. 12-17. Cincinnati—Food and Home Show (Zoo), Aug. 13-26. J. F. Heuser. Kalida—Pioneer Day Celebration, Sept. 4-7. Hubert H. Dickman, Box 187. Miamiburg—Street Fair, Aug. 19-24. Nelsonville—Parade of Hills, Aug. 23-31. Wauseon—Street Celebration, Aug. 14-15.

Fair Dates

Appler—Gaitenes Agri. Soc. Sept. 11-12. R. H. Eddy. Bedford—Mississippi Agri. Soc. Aug. 18-14. Alfred Rossada. Broms—Broms Agri. Soc. Aug. 31-Sept. 2. Geo. A. McClay. Calixa-Lavalles—Verchers Agri. Soc. Aug. 13. Gerard Chagnon. Chapeau—Pontiac Exhbn. Assn. Sept. 10-11. Mrs. Earl McOuire. Chiootimi—Chiootimi Agri. Soc. Aug. 21-25. Marcel Tremblay. Cookshire—Compton Agri. Soc. Aug. 18-20. W. S. J. Hodgman. Drummondville—Drummond Exhbn. Assn. Aug. 9-11. Roger Parenteau. Gentilly—Nicolet Exhbn. Assn. Aug. 2. Laval Giroux. Havelock—Huntingdon Agri. Soc. Sept. 14. Aylmer B. Hadley. Huntingdon—Huntingdon Agri. Soc. Aug. 12-14. D. O. Taylor. Inverness—Meganick Agri. Soc. Aug. 30-31. C. W. McVetty. Isle-Verte—Riviera du Loup Agri. Soc. Aug. 16-19. J. M. Marquis. L'Assomption—L'Assomption Exhbn. Assn. Aug. 30-31. George A. Landry. Laprairie—Laprairie Agri. Soc. Aug. 24-25. R. Ste. Marie. Lotbiniere—Lotbiniere Agri. Soc. Aug. 14. Jos. Berard. Louiseville—Maskinonge Agri. Soc. Aug. 9. Martin Ferron. Maniwaki—Calixtas Agri. Soc. Sept. 9-11. Mrs. Palma Joanis. Marbleton—Marbleton Exhbn. Assn. Aug. 9-11. Mrs. Berthe Turmel. Matane—Matane Agri. Soc. Aug. 7-13. Mile. Huguette Langlois. Mont-Laurier—Laprairie Agri. Soc. Aug. 4. Victor Racine. Montmagny—Montmagny Agri. Soc. Aug. 13-18. La J. St-Yves. New Richmond—Bonaventure Exhbn. Assn. Aug. 29. W. H. Willett. Notre-Dame des Agnes—Portneuf Agri. Soc. Aug. 27. Thos. 'hatesvert. Notre Dame des Agnes—Portneuf Agri. Soc. Aug. 22-26. A. Malenfant. Papineauville—Papineau Agri. Soc. Aug. 28-29. Donat Thibodeau. Parkhurst—Parkhurst Agri. Soc. Aug. 21. Pont Chateau—Soulanges Agri. Soc. Sept. 2. Laurier Leger. Powell-Park Co. Fair, Aug. 22-24. Ross Copenhaver. Quebec—Exposition Provinciale de Quebec Aug. 30-Sept. 2. Emery Boucher. Richmond—Richmond Agri. Soc. Aug. 15-17. A. Linah. Rimouski—Rimouski Agri. Soc. Aug. 21-26. Alf Michaud. Roberval—Roberval Agri. Soc. Aug. 14-18. Bernard Levesque. Rbuegmont—Bouville Exhbn. Assn. Aug. 27. L. A. Mondou. St. Alexandre—Jerville Agri. Soc. Sept. 6-8. Claude Brault. St. Barnabe-Nord—St. Maurice Agri. Soc. Aug. 22-25. Mme R. Boucher. St. Flavien—Lotbiniere Agri. Soc. Aug. 15. Jules Nappert. St. Francois du Lac—Yamaska Agri. Soc. Aug. 8-12. Alex Trudeau. St. Hyacinthe—Bogot Agri. Soc. July 30-Aug. 3. J. H. Tessier. St. Hyacinthe—Expo Regionale de Trois-Rivieres. July 30-Aug. 3. A. Descheens. St. Jean—St. Jean Agri. Soc. Aug. 21-Sept. 2. J. R. St. Arnaud. St. Lazare—Vaudreuil Exhbn. Assn. Aug. 10-11. Henry Reid. St. Leonard d'Arson—Nicolet Agri. Soc. Aug. 8-7. Lorenzo St. Arnaud. St. Pascal—Mamouaska Agri. Soc. Aug. 14-19. Alp Raymond. St. Remi—Napierville Agri. Soc. Sept. 1. Yvan Menard. St. Romuald—Lavis Agri. Soc. Aug. 27-31. L. Brin. St. Stanislas—Champlain Agri. Soc. Aug. 10-11. Raoul Mongrain. St. Titus—Lavoilette Agri. Soc. Aug. 13. Benoit Dupuis. Ste. Helene—Dorchester Agri. Soc. Aug. 22. Oscar DeBlais. Ste. Julie—Montcalm Exhbn. Assn. Sept. 17. Jean Durand. Ste. Scholastique—Deux-Montagnes Agri. Soc. Aug. 28-31. Paul Morin. Shawville—Pontiac Agri. Soc. Sept. 4-7. Mrs. Lawrence D. Young. Sherbrooke—Canada's Great Eastern Exhbn. Aug. 24-29. A. C. Ross. Sherbrooke—Sherbrooke Winter Fair. Oct. 7-10. A. C. Ross. Shigawake—Bonaventure Exhbn. Assn. Aug. 28. E. C. Hayes. Sorrel—Richelieu Agri. Soc. Aug. 22-24. Rene St. Martin. Trois-Rivieres—Expo Regionale de Trois-Rivieres. Aug. 15-23. Jean Alarie. Victoriaville—Victoriaville Agri. Soc. Aug. 7-11. V. Lanouellet. Waterloo—Shefford Agri. Soc. Aug. 9-11. Allan Grainger.

Olson Show

Crouch, manager; Smiley Casdon, Ray Malone, Herman Burke, David Fost, Glen Harvel, assistants. Shows Motordrome—Del Crouch, manager; Speedy Al Williams, Les song, Estelle Williams, riders; A. Rone, maintenance; Ray Butler, Les McCormick, tickets; Ray White, talker. Wild Cargo—H. D. (Doc) Hartwick; James Beverly, Slim Jones, assistants. Giant Turtle—Mrs. H. D. (Doc) Hartwick, owner; Irving Kificko, assistant. Monkey Speedway—R. L. Chambers, owner; W. B. Lippel, manager; W. J. Burger, Nick Dolono, Charles Striker, Jake Harvey. Largest Man (Robert Hughes)—Wesley Dennis, manager; Guy Hughes, Frank Broch, assistants; Lillian Hughes, tickets. Midget Cows—W. Miller, manager; Johnny Broyles, assistant; Merle Poe. Ant-eater—W. Miller, manager; Paul White, assistant. Redwood Log—Doc Gazell, manager; Mrs. Edward Gazell, assistant. Funhouse—Bonnie Morgan, Torture Show—Raymond Chambers, manager; Harry Cobb, Jerry Oaulson, assistants. Rock 'n' Roll Show—Harry Whitson, manager; Charles Teichner, producer; Geneva Lewis, Katacini, Comcho Dancers, dancers; Tiny Kennedy, Cecil Cooper and his Rock Busters, Chuck Johnson, tap dancing; Betty Connors, pop singer; Mary Hutchins, blues singer; George Williams, comedy; Four Valentines, features; Eddy Fitzgerald, canvas boss; Dick Fitzgerald, Jerry Newman, assistants; Ben Buck Lockhart, tickets. Life—L. W. (Duke) Jeannitte; Helen Jeannitte, Marion Okes, assistants. Glasshouse—F. R. Comb, manager. Illusion—A. W. McAskill, manager. Posing Show—Charles Teichner, producer; Red Berry, talker; Francis Rhes, featured; Ethel Carland, Betty Page, Bobbie Kendall, Ann Gross; Scotty Spreng, canvas-tickets; Elaine Gambini, Ruth Harris, Dottie Swenk, bally girls. Penny Arcade—Jack Young, manager; Joe Pond, H. N. Hawks, assistants.

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Iowa Gladbrook—Street Celebration, Aug. 9-10. Salem—Old Settlers' Reunion, Aug. 30-31. M. Bailey. Sibley—Oscocla Co. Livestock Show, Aug. 19-21. Gene Alexander. Kansas McCune—Lions Club Fall Festival, Sept. 26-28. T. R. Landos. Thayer—Thayer Homecoming, Picnic & Fair, Sept. 4-5. H. M. Minnick. Wellsville—Franklin-Wellsville Picnic, Sept. 5-8. J. H. Cramer. Louisiana Crowley—International Rice Festival, Oct. 17-18. A. L. Scozwell. Greensburg—St. Helene Parish Forest Festival, Oct. 26. Ralph E. Hamberlin. Kentwood—Tri-Parish Food, Feed & Dairy Show, Sept. 19-22. C. B. Temple. Leesville—West La. Forestry Festival, Oct. 1-8. Jacob A. Anderson. Louisville—Winston Co. Livestock Show, Sept. 2-5. Claude E. Ming. Marksville—La. Livestock & Pasture Festival, Oct. 3-6. Kermit Ducole. Natchitoches—La. Broiler Festival Assn., Sept. 26-28. L. J. Pleasant. Opelousas—La. Yambles, Inc., Oct. 4-5. Billy M. Smith. Starkville—Okibbeha Co. Livestock Show, Sept. 30-Oct. 5. O. P. Parker. Tallulah—Centennial, Aug. 26-30. M. C. Stone. Tylertown—Wallich Co. Livestock Show, Oct. 21-22. Ansel Estes. Ville Platte—La. Cotton Festival, Sept. 20-22. Dallas Deville. Winnfield—La. Forest Festival, Oct. 2-8. L. L. Brewton Sr. Maryland Baltimore—National Home Week Expo., Sept. 24-29. Patrick J. O'Toole, 1010 St. Paul. Fair Hill—Cecll Co. Breeders' Fair, Sept. 7-14. William Shelton. Princess Anne—Princess Anne Livestock Show, Oct. 4-5. Howard H. Anderson. Michigan Edwardsburg—Lions' Club Celebration, Aug. 22-25. H. T. Smith. Fowlerville—Centennial, Aug. 21-24. Pekie—Barras Co. Dairy Show, Aug. 7. Donald Lehto. Port Huron—Thumb Dist. Plowing Match, Oct. 1. Simo Pynnonen. Minnesota Cokato—Celebration, Aug. 12-14. Tracy—Box Car Days, Sept. 1-2. Mississippi Calhoun City—Calhoun Co. Livestock Show, Sept. 23-27. C. B. Duke Jr. Houston—Chickasaw Co. Livestock Show, Aug. 20-31. Mrs. A. J. Harrington. Lucedale—George Co. Livestock Show, Oct. 4-5. B. J. Hilburn. McComb—McComb State Dairy Show, Sept. 8-14. Dr. D. W. Williams. Newton—Newton State Dairy Show, Sept. 16-21. Paul W. McMullan. Picayune—Pearl River Co. Livestock Show, Oct. 2-5. J. M. Sinclair. 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. 28. Geo. H. Schmitt. Kansas City—American Royal Livestock Show & Horse Show, Oct. 19-29. C. M. Woodard. 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. Monett—Lawrence—Barry Dairy Show, Sept. 6-7. Helen Sagar. Mount 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 Fall Beef Show, Sept. 18. Venable G. Mount. Sheilbina—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. Wardell—Cotton Carnival, Sept. 23-26. Billie E. Crabtree, Notary Club. Nebraska Bellevue—Sarp Co. Centennial, Aug. 5-10. Harold Pfander. Falls City—Centennial, Aug. 28-31. J. O. Stephenson, P. O. Box 5. Omaha—Ak-Sar Ben Livestock Show & Rodeo, Sept. 30-30. J. J. Isaacson. Nevada Carson City—Admission Day Celebration, Oct. 31. New Mexico Arista—Eddy Co. 4-H & FFA Livestock Show & Sale, Oct. 24-26. Richard O. Marek.

South Dakota Canova—Commercial Club Panoska Day, Oct. 5. Colton—Horse Show, Sept. 2. Faith—Tri-County Stock Show and Rodeo, Aug. 9-11. Hugh Millard. Flandrau—4-H Achievement Days, Aug. 14-15. Gregory—4-H Achievement Days, Aug. 19-22. Kadoga—Celebration & Barbecue, Sept. 1. Lead—Celebration, Sept. 7. Mitchell—Blue and White Day, Oct. 5. Mitchell—4-H Achievement Days, Aug. 14-15. Mitchell—4-H Show & Sale, Sept. 19-21. Mitchell—S. D. Market Hog Show, Sept. 24. Newell—Celebration, Sept. 2. Newell—Western S. D. Stud Ram Show & Sale, Sept. 20-21. Sioux Falls—National Cornhusking Contest, Oct. 10-11. Sisseton—Kiwanis Horse Show, Sept. 1. Vermillion—Days of '59, Aug. 27-31. Wagner—Celebration, Sept. 2. Winner—Celebration, Sept. 1-2. Yankton—Pioneer Day, Oct. 8. Tennessee Athens—McIntosh Co. Jr. Dairy Show, Sept. 4-6. M. W. Lowry. Cleveland—Bradley Co. Jr. Dairy Show, Sept. 5. W. M. Hale. Harriman—Harriman Jr. Dairy Show, Aug. 16. Mrs. Betty Brumley. Lafayette—Macon Co. Livestock Show, Aug. 10-13. Fletcher Lusk. Martin—Weakley Co. Dairy Show, Aug. 15-16. Wade Barton. Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 13. James T. O'Hill. Murfreesboro—Rutherford Co. Jersey Cattle Show, Sept. 7. Felix E. Knight. Somerville—Fayette Co. Livestock Show, Oct. 18. C. W. Stroup. Union City—Obion Co. Jr. Livestock Fair, Sept. 10. J. C. Weatherford. Yorkville—Yorkville Jersey Cattle Show, Aug. 30. Loyd Kaykendall. Texas Alton—Coastal Bend Livestock Show, Oct. 24-26. Rose M. Martin. Corsicana—Corsicana Livestock Show & Rodeo, Sept. 24-28. R. W. Knight. Kaufman—Kaufman Co. Livestock Show, Sept. 6-7. Wm. D. Perry. Longview—East Tex. Quarter Horse Show & Races, Aug. 19-20. W. C. Holcombe. Pasadena—Pasadena Livestock Show & Rodeo, Oct. 21-26. J. D. Rogers. Tyler—Texas Rose Festival, Oct. 17-20. Frank Bronaugh. Utah Brigham City—Paach 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—Western Riding Club Show, Aug. 19-17. 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. Inaquah—Celebration, Sept. 1-2. Monroe—Celebration, Sept. 1-2. Morton—Loggers Jubilee, Aug. 31-Sept. 1. Port Angeles—Centennial, Aug. 25-Sept. 1. Vancouver—Vancouver Mum Show, Oct. 30-27. Wapato—Harvest Festival, Sept. 2. West Virginia Kingwood—Preston Co. Buckwheat Festival, Sept. 26-28. Alton J. Anderson. Wisconsin Kenosha—Celebration, Aug. 30-Sept. 2. Milwaukee—St. Rocco Fiesta, Aug. 18-19. Joseph Albanese, 1900 West St. Paul Ave. Reedsburg—Dairy Festival, Sept. 12-14. Earl Skinner. Kewaunee—Wis. Historical team Rodeo, Sept. 7-8. Orwin C. Burnmaster. Sun Prairie—Corn Festival, Aug. 15-18. Wyoming Casper—Rocky Mount Oil Show, Sept. 19-21. Riverton—Square Dance Festival, Sept. 21. Sheridan—All-American Indian Days, Aug. 2-4. Thermopalis—Gift of the Waters Indian Pageant, Aug. 10-11. CANADA Saskatchewan Saskatoon—Dairy Cattle Show & Sale, Oct. 10.

Saskatchewan Broadview—Broadview Exhbn. Oct. 30. T. E. Singular. Churchbridge—Churchbridge Agri. Soc. Oct. 18. Mrs. Phil C. Daam. Connaught—Connaught Exhbn. Assn. July 31. Cut Knife—Cut Knife Exhbn. July 31. L. J. Forest. Davidson—Davidson Exhbn. July 31. Margaret Hainrich. Glenhush—Glenhush Exhbn. July 31. William Hogg. Invermay—Invermay Exhbn. Assn. Aug. 3. Kelvington—Kelvington Exhbn. Aug. 9. R. H. Boyes. Moomsmin—Moomsmin Exhbn. Sept. 28. Mrs. C. B. Hill. Nipawin—Nipawin Exhbn. Assn. Aug. 1-2. Nokomis—Nokomis Exhbn. Assn. Aug. 7. North Battleford—Battleford Agri. Soc. Aug. 8-7. N. W. Symonds. Perdue—Perdue Exhbn. Assn. Aug. 9. Prince Albert—Prince Albert Agri. Soc. Aug. 8-10. Geo. Ross. Punnichy—Punnichy Exhbn. Assn. Aug. 9. Radisson—Radisson Agri. Soc. July 30-31. Regina—Provincial Exhbn. of Regina, July 29-Aug. 2. T. H. McLeod. Rosthern—Rosthern Exhbn. Aug. 13. Ambrose Siemens. St. Walburg—St. Walburg Exhbn. Aug. 7. Mrs. E. P. Priston. Shand—Shand Exhbn. Aug. 7. D. B. Butterfield. Tantallon—Tantallon Exhbn. Aug. 1. Mrs. Francis Godwin. Touchwood—Touchwood Exhbn. Aug. 8. D. A. Lindeburgh. Turtletford—Turtletford Exhbn. Assn. July 31. Victory—Victory Exhbn. Aug. 1. Mrs. A. H. Mraera.

Concessions Candy-cigars, Elizabeth Mallman; cookhouse, Jack Galluppo, owner; Peggy Galluppo, assistant manager; Frank Soper, cashier; Wally D. Butler, griddle; Mario Butler, Dorothy Peacock, waitresses; T. Howard, George Bary, counter. China pitch (2), Eddie Hackett; cigarette, bird pitches Eddie Gamble; Jack Littlefield, eight concessions. George Golden, toy pitch, assistant, Jack Warner; Jewell McCurdy, short range; Eddie Yeager, grab stands; Bert McGrean, bear pitches; Mrs. George Powell, pitch-till-you-win; Charles and Craco Howe, short range, with Shirley Morris, assistant; Benny Croce, auction; Mr. and Mrs. Clint Shufford, popcorn, candy apples and floss; Derby, Bob Parker, owner; Mr. and Mrs. Carl Hensen, operators. Louis Rice 5, with John Carr, Max Brooks, Mrs. Louis Rice as assistants; Norman Anderson's bingo. Bowling Alley, Clarence Wahlfath, manager; Mrs. Clarence Wahlfath, Marie Fost Photo studio, Dave Baylon, manager; Dave Paylon Jr., bingo, Norman Anderson, manager; Harry Roberts' concessions. Kenneth Gutnik, Bob Hays, Herb Couetta, Steve Marek, Marion Fountain, Dave Tuttle, Diggers, Floyd Harner. Operations Train crew, Louis E. Schwack, trainmaster; Jack Honeycutt, assistant trainmaster; Hubert Cooper, Leonard Cobb, James Earl Lewis, John Dodes, Roger Bloom, R. N. Porter, Porters, Samuel Brown Jr., chief porter; La Roy Jackson, assistant porter. Shop, Grant Chandler, Roy Graff; paint shop, R. W. Bibbins, foreman; George Wiggins, assistant; Bernice Quinn, worker. Carl Hanning, chief watchman; electric department, Frank Flanagan, foreman; Cyrus Perkins.

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EDITORIAL

A Champion Dies

The juke box industry has lost a champion. One of its greatest.

Sidney H. Levine was a fighter for everything he believed in and he believed in this industry.

He fought for the juke box industry with all that was in him all his life.

And because of his fight, he leaves behind a 20-year record of accomplishment which knows few equals in the legal profession. Or to use a familiar phrase of Sidney's, "in the law."

His contribution—both as attorney and friend—extended thruout all fields of coin-operated equipment. But in juke boxes Sidney made his biggest contribution—an enormous one which was to last continuously for two decades until his sudden and untimely death last Friday morning. In fact, an article on the last public speech he made on behalf of the juke box business appears elsewhere in this issue.

His hand in defeating proposals to change the juke box copyright exemption clause was felt for 15 years. A large share of the credit—if not the lion's share—for the defeat of these proposals belongs to Sidney.

To the juke box industry, he gave not only his mind. He gave his heart.

For the industry—and particularly operators—Sidney devoted all his energies. He worked for the industry not only as legal counsel, but as a close friend.

He was a founding father and guiding spirit of both Music Operators of America and the Music Operators of New York, serving each in the official capacity as legal counsel, always in any unofficial capacity that would further the cause of the juke box operator.

Sidney also represented operators, distributors and manufacturers in the coin machine field thruout his career, giving to each not only his large talents as lawyer, but his equally large talents as friend.

He was counsel to an industry and that industry was his life.

But Sidney was a family man and to his family he lavished all the devotion a man with a heart as big as his could. That was far more than most men could offer, but to Sidney never enough.

He made hundreds of speeches on behalf of the juke box industry; attended hundreds of banquets, conventions, dinners, and conferences on the business. His annual legal report at MOA conventions was always a highlight of business sessions.

At times, usually after a banquet or dinner or convention, while relaxing with close friends, he would reminisce about his career. On such occasions, he would often speculate—more in fun than seriously—on "what might have been" if he had not represented the industry he did.

Someone would always bring him up short with a quick reminder: "Sidney, no industry needed you more. You had to do as you did." And Sidney would smile slowly and say: "It's a crazy business, but I love it." He was joking about the business, but not of his love for it. There was never any doubt of that.

At such informal moments, Sidney loved to quote poetry—all kinds of poetry. And he knew many favorites by heart. At the slightest provocation—and sometimes none at all—he would let go in his grandest oratorical manner.

And a voice that only a short while before had been expounding on intricate copyright law would open up on favorite passages of a wide range of poets, ancient, romantic or contemporary. But Sidney thought the old ones were the best. And probably Shakespeare was his top favorite. He prided himself on being able to skip nimbly thru a half-dozen soliloquies without even pausing in between.

To such light-hearted moments as these, Sidney would give as much as when he was fighting for his beloved industry before members of Congress.

A small man physically, Sidney was a giant in all he did. An industry indebted to him mourns him.

He leaves a pair of shoes which are too big for anyone to ever quite fill as he did.

To Sidney, we say in language he loved best:

"Good night, sweet prince,
And flights of angels sing thee to thy rest."

Debate Juke Box Copyright Bill In Seeking Tavern Group Support

MILWAUKEE—A top spokesman for Music Operators of America, in emphasizing that group's position in a debate, said that juke box operators would prefer to have mechanical royalties doubled than pay performance fees to licensing organizations such as the American Society of Composers, Authors and Publishers.

Sidney H. Levine, legal counsel for MOA, vigorously defended the group's opposition to pending changes in copyright legislation, declaring that MOA's membership, if necessary, would prefer to pay a total of 4 cents per record side in mechanical royalties rather than paying "added copyright fees to

ASCAP on each record purchase. Levine made the statement in a speech before members of the National Licensed Beverage Association at their annual meeting in Milwaukee, July 22. Both George A. Miller, MOA president and Levine attended.

Jules Collins appeared on behalf of ASCAP. Both Levine and Collins were given 20 minutes to present their cases to the 110 officers and directors—representing 20 State groups—of the national tavern owners organization policy making body.

Await Action
At the conclusion of the debate, NLBA board members announced

they would take some pro or con action during their next executive session. At press time, no report has yet been issued on the matter, according to local association officials.

"We are not fighting the individual songwriters or music publishers," said Levine. "What we are strenuously opposing is the strangle hold that the proposed changes would give to the ASCAP monopoly."

Pay \$4 Million
Juke box operators are presently paying about \$4 million annually in direct payments to music publishers thru the two cents per side,
(Continued on page 87)

Sidney H. Levine Dies at 53; Key Juke Box Figure 20 Yrs.

NEW YORK—Sidney Levine, a key figure in the coin machine industry for more than 20 years and a prime mover behind the organization of music operators, died suddenly here Friday (2). Levine was a victim of a heart attack.

Born July 4, 1904, Levine attended New York University and was graduated from Columbia Law School. He commenced his law practice in 1931.

Two of his earliest clients were Nat Cohn and Harry Rosen, who operated a firm known as Modern

Vending in the mid-'30's. Thru Cohn, Levine gained his entrance into the coin equipment field, which led to his participation in the formation of the Automatic Music Operators' Association here, forerunner of the Music Operators of New York, for which he has been general counsel since its inception 20 years ago.

Levine has been for years in the forefront of the fight against oft-proposed amendments to the copyright act, all of which attempted to make legal the collection of per-

formance royalties on juke box plays.

In 1947, Levine made a solo appearance before a House Committee which was discussing the Scott Bill, one of the many which sought the amendment. His appearance at that time was largely responsible for the killing of the bill.

The following year, Levine was instrumental in the formation of the Music Operators of America, for which he has been national counsel ever since.

Levine had, for some years, lived in Far Rockaway and Woodmere,

Election, 10c Play Key Nebraska Meet

HASTINGS, Neb.—An annual election of officers along with a discussion of copyright legislation and dime play highlighted the quarterly meeting of the Nebraska Music Guild, held July 27 and 28, at the Hastings Country Club.

Ted Nichols, of Fremont, was elected president by the group for his third consecutive year, as was Richard Taylor, Lincoln, to the post of vice-president.

Re-Name Ellis
Howard Ellis, Omaha, who has served as secretary-treasurer for the association since its inception in 1951, was also returned to his post.

The group chose two new directors to the board: Don Knox of Chadron and Ted Kort of North Bend. Warren Tunis of Omaha, who just finished a three-year

board term, was also re-elected.

Board members held over, who were not up for re-election are: Jerry Witt, Omaha; Hugo Prell, Prens; and Mack McKee, Grand Island.

Most of the opening day (27) was taken up with registration and a general "get acquainted" session, winding up with a buffet served in the evening.

On Sunday (28) the business session got underway, with a welcome address by Ted Nichols, detailing the association's progress and importance to the individual operator.

Vice-President Richard Taylor then outlined for members the current status of the MOA-ASCAP wrangle concerning copyright legislation. He emphasized the position taken by MOA president, George Miller, and legal counsel, Sydne Levine, with Congress asking there be "No compromise."

A vote was taken by the members, with the association going on record as being 100 per cent behind the MOA no compromise stand.

General discussion on dime play
(Continued on page 89)



SIDNEY LEVINE

L. I. The day before his death he had signed the final papers for a new home in Roslyn, L. I. In his home community he was always active in religious affairs and was a substantial contributor to the United Jewish Appeal.

Levine is survived by his widow, Nan, a married daughter, Mrs. Allen Passin, and two eight-year-old twin daughters, Mary Sue and Sara Ann.

Funeral services were held at Riverside Memorial Chapel, 1250 Central Avenue, Far Rockaway, L. I., Sunday (4).

MILLER: SIDNEY LEVINE'S DEATH SHOCK OF LIFETIME

At this writing I have received the greatest shock and one of the greatest losses of my entire lifetime in the passing of my beloved friend and co-worker Sidney H. Levine. Sidney and I met in Chicago, Ill., some 15 years ago, and all during that period of time our friendship and love for one another became greater each passing moment. Removing my thoughts away from business activities entirely and thinking of Sidney for the wonderful person that he was, I can truly say that practically everyone who knew him, loved him. He was a dynamic personality, he was sincere in his convictions, and he was a true believer in God and his family. He loved his home, he loved his wife, and he loved his children to the extent that they were always foremost in his mind. Regardless of where we were together, in business meetings, conventions, or whatnot, Sidney would take time out to call his twin girls at home and would hold a lengthy conversation with each one of them. This to me was the person in Sidney Levine that I knew and had learned to love. His memory and my respect for him will be an inspiration for the rest of my lifetime.

His livelihood came through his legal profession. As a lawyer he was brilliant. He was successful, and enjoyed a very nice legal practice in New York City. He also was the national legal counselor for Music Operators of America from the time of its inception. He was a major factor in the national association, having been one of its founders. He was the leading factor in opposing any change in the present copyright laws which would affect the music operators and the automatic phonograph industry.

His passing will be a great loss to all segments of the music business and I am sure that each and every officer, director, and member of the national association, Music Operators of America, join me in the above sentiments.

Words could not express our feelings at this particular time, so may I just close by saying: God bless him, God bless his family, and may his soul rest in peace.

George A. Miller, National President and Managing Director, Music Operators of America, Inc.

TRIPLE THREAT

Dimes, EP's, Fresh Music Boost Route

WISCONSIN RAPIDS, Wis.—in the three years that Russ Dougherty has been running his Rapids Coin Machine Company he has picked up plenty of tips about the business. No newcomer to the industry, he got his start as route foreman for Herb Tomnell's Cigarette Service Company in Appleton, Wis.

A few of the pointers he has learned since becoming his own boss, says Dougherty, are:

1. Dime play is the most profitable method of operation—both for the operator and the location owner.
2. Dual-pricing and a greater use of EP's can be successfully promoted.
3. Proper programming is the keystone to success for small-town routes, as well as for those in the metropolitan areas.

Approximately 50 per cent of the Rapids Coin locations have switched over to dime play with profitable results, says Dougherty. An active member of the Wisconsin Music Merchants' Association, he has been one of the leaders in the juke box operator's organization in their drive to expand dime play. Taking a realistic view, he notes:

"We may never be able to get every single stop on dime play. But, once it gets going in a territory, it is surprising how many locations ask for it themselves." In a fair number of the spots now selling their music for a dime per play, Dougherty has also been able to promote the use of EP's. "We get 15 cents for our EP's and are meeting with little resistance. A few EP's on a machine makes for much more interesting music and helps boost the action on the rest of the records," he claims.

"A lot of people are under the impression that all small-town locations use only hillbilly and Western music on their juke boxes. That is not true in this town. We use a good share of the newest rock and roll and rockabilly tunes, and get excellent results with them," says Dougherty.

Careful programming is a very important facet of the alert operator's work, he says. Both Dougherty and his brother, Bob, who helps him run about 50 pieces of music equipment and 75 games in this Central Wisconsin region, pay sharp attention to music trends. They eye the trade paper charts and reviews to keep on top of the new releases in all fields.

In order to get the new disks "while they're hot," Dougherty makes heavy use of one-stop record outlets. Until recently he ordered most of the independent record label numbers he wanted thru the mails from a St. Louis one-stopper. Now that several nickel-above-wholesale one-stoppers have recently opened their doors in Milwaukee and are courting juke box operators all over the State, he does business with them. Trips to the Beer City for new juke box and games equipment also include visits to the one-stop diskery houses.

"These one-stops are a tremendous aid to operators," says Dougherty. "They simplify our record-buying problems and enable us to cover our routes with the new numbers at the peak of their popularity."

TAC's Snappy Service, Good Will, Wins Town

NEW ORLEANS — Modern service; neatly uniformed servicemen operating round the clock in a fleet of radio-equipped service cars. Community good will sponsorship of town sports teams and teen-ager activities.

These are two of the many reasons TAC Amusement Company has pushed to the top as one of the largest juke box-games operations in the South.

But behind their success, too, is 25 years of hard work and dependability.

Evidence of the firm's high standing in New Orleans were the more than 800 customers and suppliers who turned out to toast the company on its Silver Anniversary Party last March. Feature of the party in the Grand Ballroom of the St. Charles Hotel, was the presentation of a Silver Anniversary plaque to John (TAC) Elms, company founder. It bore the names of all company employees.

amusement games; Warren Scortino, service superintendent of music; Pat Ricks, public relations director, and Leonard Legardo, Joe Caruso, and Happy Giarruso. James Mills, Joe Peters, Nick Galiano, Nick Caruso, Charlie Baggett, Bill Newport, Joe Musso, Ivan Delp, Tommy Roche, Bill Siener, Ernest Jones, Leon Duand, Lynn Loisel, Mary Nassar, Alice Fuller, Judy Cupit, Nell Johnson and Elaine Code.

Wurlitzer Waits Action: Antitrust Suit

CHICAGO — Wurlitzer attorneys are awaiting action on their answer to a Justice Department antitrust complaint filed against the firm last February 28.

Elbert Loyd, assistant counsel for Wurlitzer, said Thursday (1), that they expected some word from the government soon, but as yet had not heard of action toward a settlement.

Wurlitzer's answer was filed following the government's civil antitrust complaint, charging the company with engaging in "a combination and conspiracy with its distributors in restraint of trade" in the sale of coin-operated phonographs.

2d Firm

Wurlitzer was the second juke box manufacturer, so charged. A similar complaint had been filed against the J. P. Seeburg Corporation, March 2, 1956, charging the firm and its distributors with engaging in an unlawful conspiracy since 1946 to divide territories and customers. The Seeburg case was settled with a consent decree entered late in January.

Later in the year, the government attacked AMI's position with distributors in a similar complaint, but the case was settled almost before it started with the filing and acceptance of a consent decree between AMI, Inc. and the government.

Spots 450 Machines

Elms organized TAC in 1932. Today, TAC operates more than 450 machines and boasts a staff of 27 trained specialists with an aggregate of 240 years of experience. The neatly uniformed servicemen are a familiar sight throughout the city area.

The company was the spark-plug behind the initiation of the "Juke Box Week in New Orleans," and has consistently supplied reconditioned juke boxes and records to church, school, charitable and recreational groups.

TAC also sponsors a kid baseball team in the New Orleans Recreation Department league, an American Legion baseball team and an entrant in the annual Soap Box Derby.

"We think these sponsored activities pay us good dividends," Lawrence Legardel, general manager, says. "Besides, we are proud to have an opportunity to take part in such community activities."

And the firm's reputation for service is always in mind. TAC recently completed installation of a two-way radio communications system in all of its service cars.

The TAC plant is a spacious one, and includes one of the largest record libraries in the South with more than half-a-million disks in all categories of music.

Other plant features are a spare parts division, where every necessary coin machine spare part is available at all times; a display room, electronics section, paint and cabinet room, repair shop and several offices.

But even as top operator in the New Orleans area, Tac Elms isn't completely satisfied with his operation.

"We haven't reached our goal yet," he said. "We're looking forward to even greater progress during the next quarter-century."

On the TAC staff are Joseph Villars, business manager; Johnny Escude, service superintendent of

COIN MARKET PLACE

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

CLASSIFIED ADVERTISING

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Positions Wanted

BINGO-PHONOGRAPH MECHANIC AVAILABLE near future. Married, excellent references. Present employer 10 years. Route work preferred. Write Box M-202, c/o The Billboard, Cincinnati 22, Ohio.

Routes for Sale

250 KIDDIE RIDES
On good locations.
A good going business at \$350 each.
If you don't have cash, don't answer.
BOX M-202
BILLBOARD CINCINNATI, OHIO
This is a
DISPLAY CLASSIFIED AD
Your Advertisement displayed in a space this size will cost only \$14 per insertion

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
Unless credit has been established.

Used Coin-Operated Equipment

Candy—Cigarette—"Swami" Te Quiz Napkin Holder
U-Select-It Candy, Mercury & Royal Cigarette Machines, Walling Scales, White's Latex & Comb Machines & refills.
Texas Associated Enterprises
P. O. Box 1068 Amarillo, Texas

FOR SALE—WALL BOXES. 40 SEEBURG 109 Selection @ \$50; 30 Rock-Ola 120 Selection @ \$35; 40 Wurlitzer, 5-10-25 48 Selection @ \$10. Scioto Novelty, Inc., 1309 8th St., Portsmouth, O. Ph. EL 2-4179.

FOR SALE—50 KEENEY SUPER BELLS. Serviced and ready for location. Write for price quotation. Alto Distributing Co., 2300 Beale Ave., Altoona, Pa.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplic, \$29.50 each, like new. Folders direct factory prices. USP Co., 109 Grand, Waterbury 5, Conn. a229

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49's, Acorns, Toppers, Silver Kings, Counter Games, send us your list. Bake, 609C Spring Garden St., Philadelphia 23, Pa. ch-lfo

MOA EYES FLORIDA FOR '58 CONVENTION

MIAMI — Music Operators of America may be basking in Miami sunshine during their 1958 convention. That is, if the board of directors can find a suitable site in the Sunshine State for the forthcoming conclave.

A meeting of the board has been scheduled in Miami for November 10. Among items on the agenda, according to MOA president, George A. Miller: look over the State as a possibility for the 1958 convention-exhibit.

Miller said he expected 100 per cent attendance of the board for the forthcoming meeting. Arrangements for the session are being made by Miami operator, Willie Blatt.

Miller added the board was also eyeing California as a future site for the 1959 convention, but that final decision would come from the board after further investigation.

AM I Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan originator of the automatic selective juke box in 1929.

H200

Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take **SHOWBOX "H-200."** Now at your distributor's!

AM I Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan originator of the automatic selective juke box in 1929.

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue
Please use pencil when filling in this form

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

Business Opportunities
 Regular

Help Wanted
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Parts, Supplies & Services
 Wanted to Buy

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 Issues
 Next 4 Issues
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 Next Issue only

\$ _____ Payment enclosed

Address _____

Address _____

City _____ Zone _____ State _____

50 120 200
SELECTION MODELS

ROCK-OLA
FOR
EVERY LOCATION

PHONOGRAPH BARGAINS

Mechanisms and Sound Systems Completely Reconditioned.
Cabinets Refinished Like New.

ROCK-OLA—45 R.P.M.		AMI—45 R.P.M.	
1432 \$1.50	\$1.45	Model A	\$ 95
1434 \$2.50	1.95	Model C	1.45
1436A 120 Sel.	2.45	D-40	1.95
1442 50 Sel.	4.25	E-120	3.95
SEEBURG—45 R.P.M.		WURLITZER—45 R.P.M.	
M100A	\$245.00	1250	\$ 95
M100C	495.00	1400	1.75
Chrome 100 Sel. Wallboxes	49.50	1500	1.95

LIKE NEW! 1448 ROCK-OLAS—\$595.

J. Rosenfeld
Company

4701 WASHINGTON AVE., Forest 7-6730
ST. LOUIS 8, MO.
Authorized Rock-Ola Distributor

Debate Juke Box Copyr't Bill

• Continued from page 85

which is turned over automatically, by the recording companies, Levine claimed.

According to Levine, "juke box operators have between 550,000 and 600,000 pieces of automatic coin operated music equipment out on location all over the nation. These machines furnish the American public with the finest and lowest cost music entertainment possible."

\$3,000 Earnings

Levine also stressed that contrary to widely held opinion, music operators are not all earning tremendous profits. "Operators average roughly \$3,000 per year on their routes, according to latest statistics." The proposed amendment to levy additional ASCAP royalty payments on operator record purchases, would "destroy the juke box industry," he said.

He refuted claims of ASCAP that the juke boxes are providing

music for the general public's enjoyment whenever they are played. "When a patron in a tavern or restaurant places a coin in a juke box to play his favorite record, it is a personal transaction. If other people in the place also listen to the music, that is only incidental."

ASCAP Side

ASCAP representative, Jules Collins, claimed that the \$4 million paid annually, mentioned by Levine, was highly inadequate compensation to the writers and composers whose material is used on phonograph records. In the first place, he said, the figure no longer is 2 cents per record—competition has driven it down to an average of about a cent and a half. Secondly, the payment is divided up among the various people who have claims to the composition; and by the time the divvy is completed, individual shares are often infinitesimal.

JUKE BOX OPERATORS

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Save time, effort and money. Send in coupon today.

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copies of The Music-
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\$1 each. My remit-
tance is enclosed.
Please rush to:

My Name
Company Name 880
Street Address
City State

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

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 26—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

August 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

September 2—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

September 5—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento, Calif.

September 5—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.

PUTS OUT THE BEST MUSIC

WURLITZER

TAKES IN THE MOST MONEY



Oldest ONE-STOP record service

ALL LABELS • ALL SPEEDS

45 RPM 78 RPM
55¢ 60¢
EP'S
80¢

LP'S \$2.47 \$3.09 \$3.69

- Free title strip service
- No extra charges
- C.O.D. or check & postage with order

THE MUSICAL SALES COMPANY
140 W. MT. ROYAL AVE
BALTIMORE, MD

when answering ads... say you saw it in THE BILLBOARD!

Sweet-Operating and Sweet-Sounding for Sweet PROFITS!

- The ultimate in mechanical simplicity for trouble-free performance
- Finest-quality Hi-Fidelity Components for tonal perfection

Write for details on the new

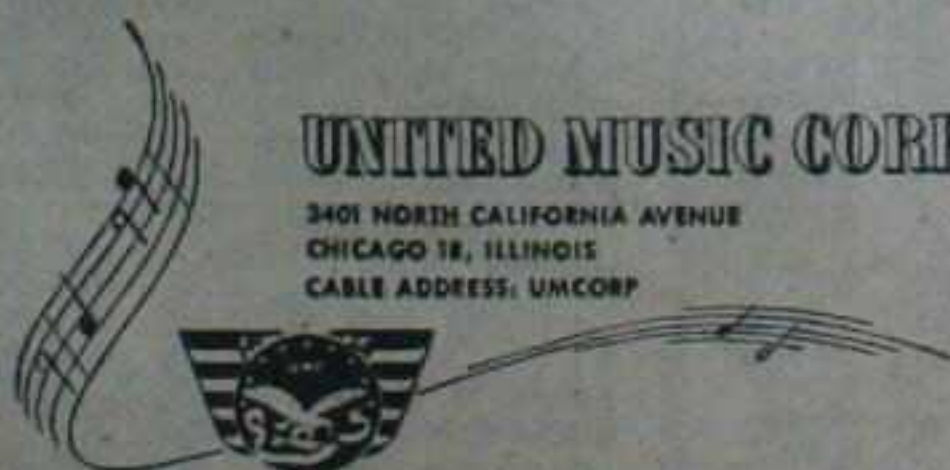
United Phonograph



Model UPA-100

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of July 29, 1957)

MUSIC MACHINES

Table with columns: Model, High, Low, Mean Avg., My Price. Includes sections for AMI, SEEBURG, and WURLITZER.

PINBALL GAMES

Table with columns: Model, High, Low, Mean Avg., My Price. Includes sections for BALLY and CHICAGO COIN.

Table with columns: Model, High, Low, Mean Avg., My Price. Includes sections for EVANS and GOTTLIEB.

Table with columns: Model, High, Low, Mean Avg., My Price. Includes sections for UNITED and WILLIAMS.

Table with columns: Model, High, Low, Mean Avg., My Price. Includes section for WILLIAMS.

Table with columns: Model, High, Low, Mean Avg., My Price. Includes section for WILLIAMS.

SHUFFLE GAMES

Table with columns: Model, High, Low, Mean Avg., My Price. Includes section for SHUFFLE GAMES.

Table with columns: Model, High, Low, Mean Avg., My Price. Includes section for ARCADE EQUIPMENT.

ARCADE EQUIPMENT

Table with columns: Model, High, Low, Mean Avg., My Price. Includes section for ARCADE EQUIPMENT.

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Er—Erasm...

	High	Low	Mean Avg.
Moon Rides (B) (5/54)	\$295.00	\$200.00	\$250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	135.00	99.50	125.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Pitch'm & Bat'm (S)	175.00	95.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	18.00	15.00	18.00
Rifle Gallery (G) (6/54)	175.00	125.00	175.00
Round the World Trainer (CC) (10/53)	425.00	425.00	425.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	275.00	225.00	275.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	135.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	175.00	65.00	175.00
Sidewalk Engineer (W) (5/55)	175.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	225.00	165.00	195.00

	High	Low	Mean Avg.
Six Shooter (Ex)	\$125.00	\$ 50.00	\$ 95.00
Sky Gunner (G) (9/53)	135.00	125.00	125.00
Sportland (Ex) (11/51)	275.00	125.00	199.50
Sportsman (K) (11/54)	195.00	125.00	175.00
Standard Metal Typewriter (F)	325.00	199.00	275.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (1/49) (T)	95.00	50.00	90.00
Treasure Cove (Ex) (6/55)	295.00	215.00	295.00
Undersea Raider (2/46)	125.00	125.00	125.00
World Series (W) (4/51)	99.50	50.00	99.50
Zingo (1/51) (U)	65.00	45.00	65.00

	High	Low	Mean Avg.
Keeney Cigarette Vendor	\$ 99.50	\$ 50.00	\$ 85.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Master 5c Bulk	6.50	6.50	6.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	19.50	17.50	17.50
National M-9A (9 Col.)	165.00	95.00	125.00
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
Northwestern 39, 1c	7.95	7.30	7.95
Northwestern 33 Ball Gum	6.50	6.50	6.50
Northwestern 49, 1c	12.50	8.50	12.00
Northwestern Deluxe, 1c & 5c	12.50	12.00	12.00
P X (8 Col.)	85.00	85.00	85.00
P X (10 Col.)	110.00	110.00	110.00
P X Electric	95.00	75.00	85.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.)	165.00	165.00	165.00
Rowe Crusader (8 Col.)	97.50	97.50	97.50
Silver King 1c	8.50	7.45	8.50
Silver King 1c Mdse.	8.50	7.45	7.45
Stoner Candy (6 Col.)	110.00	80.00	110.00
Stoner Candy (8 Col.)	165.00	110.00	165.00
Uneda Model E (8 Col.)	80.00	75.00	75.00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 9.50
Columbus 1c Bulk	8.50	6.50	6.50
Du Grenier (11 Col.)	87.50	87.50	87.50
Du Grenier Tab Gum (6 Col.)	14.50	14.50	14.50
Electro (8 Col.)	95.00	95.00	95.00
Electro (10 Col.)	125.00	125.00	125.00

Sign Location to Pacts, Says Distrib

BOSTON—The key to a successful operation of a music route is a location contract, according to Ed Ravreby, veteran coinman, and New England music and games distributor.

Ravreby points to a complete change in operating philosophy over the past two years in the area. Most of this, he feels, is due mainly to the steady influence contracts have had upon the industry.

He says most of the operators, particularly in the metropolitan areas, have put the majority of their locations under contract.

almost deadly enemies, fighting each other for locations and jumping customers.

"A few operators," he says, "still hold on to the old idea of trying to beat the other fellow where he and at the same time the operator, with a legally signed contract."

Dime Play

Ravreby also feels the swing to can. But generally, he sees a change that is amazing to a veteran in the industry. This, Ravreby

Nebraska Meet

Continued from page 85

revealed that Omaha was 100 per cent converted, but there was a lag in many outlying areas.

Howard Ellis summed up some of the reasons, saying, "the main problem seems to be the individual operator's fear. Many of the operators seem to lack the courage to go ahead and make their change. We're confident tho, that next year you'll see virtually 100 per cent of the State converted."

Business Slump

A good portion of the conversion lag was attributed to general business conditions that prevail in the Nebraska area. General business in the State is down. Hot weather and harvest time have combined to keep customers out of music locations.

Since most of the State is a farm area, the harvest is generally considered a poor time of the year for amusement type business. But this year is looked upon as even worse, by the majority of operators.

None of the operators seem to have an answer for the record slump, but most are confident of a fall pick-up.

Ellis added that the association was working hard with individual groups of operators to help them make their conversions. Following the meeting, association officers met with operators in the Hastings area, to give dime conversion advice. Ellis said many of the members felt their area was about ready to try the 10-cent tune, and that they would try conversions in the very near future.

P-R Boost

The association also took a step in the public relations direction, donating a used juke box to a local Hastings youth campaign. Presentation was made at the meeting, to E. J. Flowerday, who accepted on behalf of the Tiger-Hawk Den Youth Canteen Organization.

Next meeting of the association was slated tentatively for the middle of October in North Platt. Dates have not been finalized.

Acting as a committee of two, making arrangements for the Hastings meeting were Mr. and Mrs. Ruff Hoppl.

says, is due to one thing only: "The protecting of the customer, dime play has been noticeably helped by the increase in location contracts. No longer is the operator afraid of losing the spot the minute he tries a 10-cent tune policy.

While the swing to dime-a-tune has been slower in the Boston area than in many sections of the nation, Ravreby finds a slow, but sure pick-up.

According to the last Billboard survey (The Billboard, July 22), the Boston area was less than 24

per cent converted. However, other smaller cities were showing spotly but encouraging success. Worcester, for example, reported almost 50 per cent of the machines at the 10-cent ante. And indications are that the percentage in Boston is continuously rising.

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

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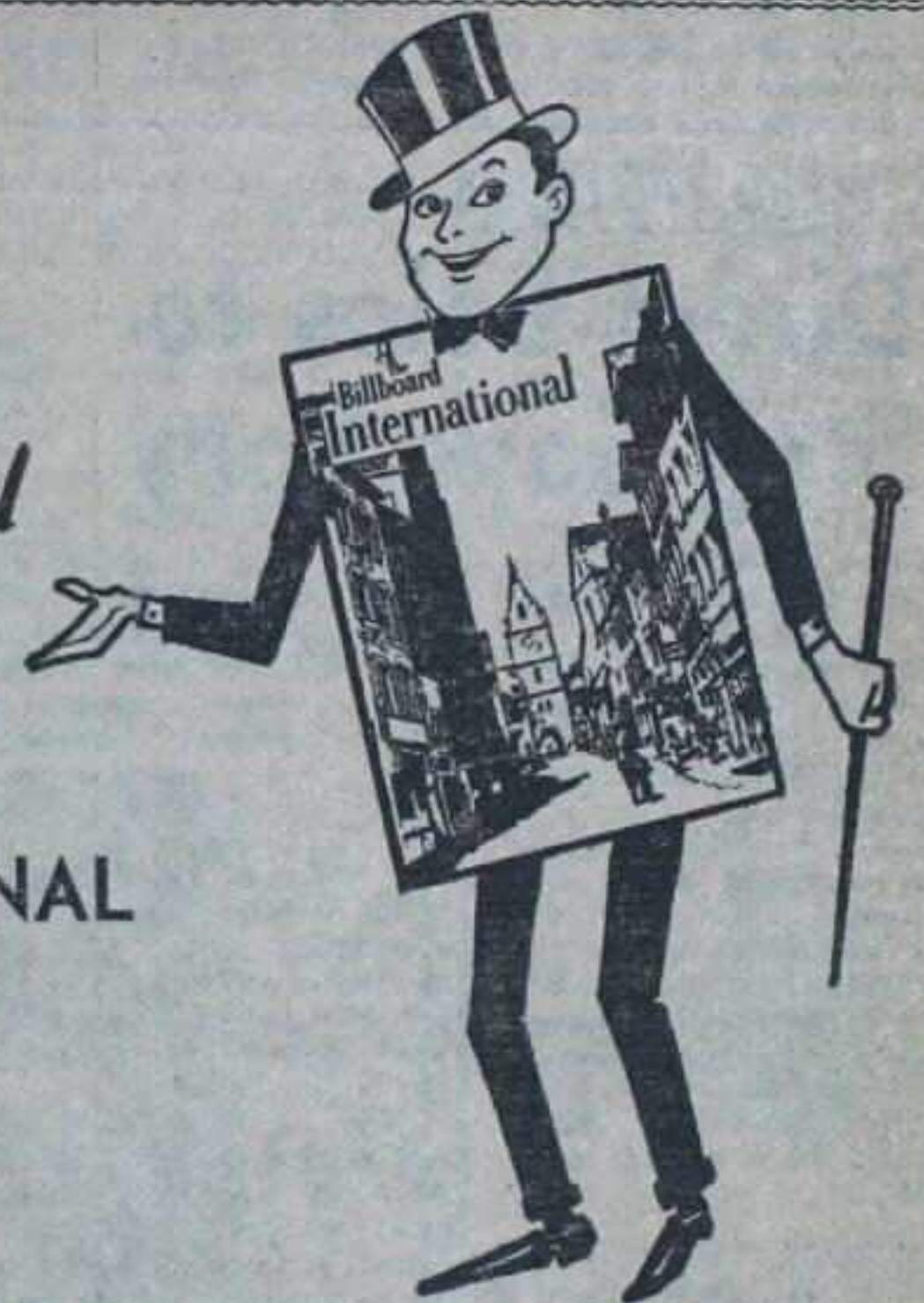
Vend Magazine 281
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Payment enclosed Please bill me
(Foreign rate, one year, \$5)

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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.

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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.

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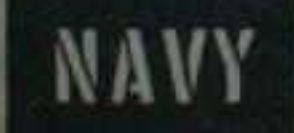


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more than



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Bulk Vending Distributors Organize Own Association

'Inequities in Distribution' Arouse Group; Mandell Elected President

By NICK BIRO

CHICAGO—The lid finally blew off the bubbling pot of disension in the bulk vending industry last week. At issue was an old industry dispute: Manufacturers making direct sales to operators.

Representatives from 10 major bulk vending distributing companies met to organize what is believed to be the first association composed exclusively of bulk distributors—National Vending Machine Distributors, Inc.

The meeting, held behind closed doors, ran for three days, July 27-29, at Chicago's Graemere Hotel.

Key Distributors

In attendance were some of the key distributors in the industry.

Elected president of the group was Moe Mandell, Northwestern Sales & Service Company, New York. Russ Thomas, Vendor Distributing Company, Memphis, was elected secretary-treasurer.

Elected to the board of directors were: Mandell, Thomas; Paul Crisman, King & Company, Chicago; Ed Flanagan, Northwestern Sales & Service Company, Boston; Bert Fraga, Standard Specialty Company, Oakland, Calif.; Everett Graff, Graff Vending Supply Company, Dallas; Tom King, King & Company, Chicago; Jack Nelson, Logan Distributing Company, Chicago; Syd Rubinstein, Pioneer Vending Service, Brooklyn; Jack Schoenbach, Jack Schoenbach Company, Brooklyn, and Jack

Zurin, Uptown Vending Distributing Company, Bronx.

The group announced it would hold meetings "periodically to dis-



MOE MANDELL

cuss and take action on problems pertinent to the distribution of vending machines and vending machine supplies."

When quizzed further by a Bill. (Continued on page 93)

ANSWERS DISTRIBS

Direct Sales to Stay Says Eppy

Editors note: After forming their association, bulk distributors referred to "certain inequities existing between some manufacturers and distributors regarding distribution policies." While no manufacturer was mentioned by name, it is a known fact that the long time practice of charm manufacturers' selling direct has long been a sore spot to distributors. To get the reaction of a representative charm manufacturer, The Billboard interviewed Sam Eppy, leading New York charm manufacturer. Here are his comments.

NEW YORK—Sam Eppy, New York charm manufacturer, and oft quoted, peppery spokesman for the industry, dubbed the recent forma-

tion of a bulk distributor association "a misnomer that would not influence operators in the least."

He said statements by the distributors about "inequities in distribution policies," obviously referred to the practice by most charm manufacturers of selling direct to operators.

Continue Direct Sales

But he offered little comfort to distributors, saying this practice of direct sales was a necessity for the manufacturers' survival, and would definitely continue, as it has for the last 20 years.

"There are only 15 distributors (not necessarily active charm distributors) who are located in 11 cities in only nine States," said Eppy. "It would be impossible for us to function, relying on them only."

(Continued on page 92)

4 Mfrs. Hold Charm Show for Texas Ops

FORT WORTH, Tex.—Representatives from 48 operating companies attended a charm show featuring the lines of four manufacturers at the Desert Valley Motel here last week (27-28).

Conducting the show was Ish

Kimbriel, newly appointed Southwestern sales representative for the quartet (The Billboard, July 22). The manufacturers were Samuel Eppy and Company; Karl Guggenheim, Inc.; Plastic Processes and Paul A. Price.

A spokesman for the group estimated that the attendance included about 30 per cent of all operators in the State, and 80 per cent of all the large operators (those owning 1,000 machines or more).

Sales Hit \$25,000

A confidential tabulation of sales by the manufacturers indicated combined sales of \$25,000 worth of charms. Sam Eppy, speaking for the group, said this was about 25 per cent of all the business they did at the National Vendors' Association last convention.

A spot survey at the show, by the manufacturers, indicated that the attending operators represented about 40,000 machines. Eppy estimated that about 65 per cent of these were ball gum and charm machines.

(Continued on page 91)

U. S. Adopts New Policy to Inspect Fruit

WASHINGTON—Vending machine operators handling fruit will benefit from a new inspection service recently inaugurated by the Agriculture Department. The department announced last week (30) that a closer quality control of fresh fruits and vegetables will be possible because of its new "continuous inspection" of the products at shipping points and terminal markets.

The inspection, designed as an

(Continued on page 93)

EDITORIAL

NVMD's Opportunity

Bulk vending distributors met for three days in Chicago last week and formed an association of their own.

We congratulate them and wish them every success with their new group. We hope their association can better the lot of the distributor and in so doing, benefit the whole business.

We think, for example, such a group could accomplish much in bringing about a better level of understanding among operators, manufacturers and distributors. They could exchange ideas about services and distributing procedures which could improve their own businesses to serve operators better.

Since the group was only formed last week, plans have not yet been jelled. However, group spokesmen did specifically mention that direct sales by some manufacturers to operators was a reason for their forming.

Direct Sales

And direct sales in bulk vending raises some basic questions about the whole relationship between manufacturer and distributor on the one hand, distributor and operator on the other.

We think that merely in getting this ancient problem of the industry out into the open, the new distributors' group deserves praise.

We sincerely hope this problem can once and for all be thoroly discussed by all concerned. The new group can do much to encourage the fullest discussion possible preparatory to arriving at some solutions workable and beneficial for distributors, manufacturers and operators alike.

Questions raised by the problem of direct sales which should get a full airing in this discussion go to the heart of the business. For example, if a manufacturer elects to sell direct to operators—in direct competition with his distributors—does this not indicate strongly that the manufacturer is indifferent to the value of distributors?

Questions

Another question which should be thoroly explored is that dealing with distributors who elect to take only part—sometimes a small part—of a manufacturer's line. If a distributor takes only a part of a line, he knows the manufacturer is forced to sell direct at least all other products. As a practical matter, it is easy to see how a manufacturer selling an operator any product would be likely to sell him all products.

In bulk vending, there are no well-defined segments of business. There are manufacturers who act as distributors. There are operators who operate only. And there are firms which both act as distributors and at the same time, operate.

Therefore, another basic question raised is simply this: What is the role of the distributor in bulk vending? Should he be required to compete with the manufacturer for the operator's business? Is this a healthy business condition or not? Is it necessary by the nature of the business? Should a distributor compete with operators? Is this a healthy business condition or not? Is it necessary for the distributor to do so?

All of these are questions which we hope will be fully explored in the months ahead. We think that the new distributors' group can do much in facilitating this discussion to make workable solutions to the problem possible.

Legislator Hits Tax on Cabaret Vending Sales

WASHINGTON — A recent Internal Revenue Service ruling making sales of vended food, refreshment or merchandise subject to the 20 per cent cabaret tax if sold in an establishment qualifying as a cabaret came under sharp Congressional attack last week.

In a statement made on the floor of the House, Representative Frank Thompson (D., N. J.), long-time foe of the cabaret tax, said the levy is not only a "serious deterrent" to music and musician employment, but is now "spreading out" under IRS rulings "like the tentacles of an octopus to grab income from other fields."

Representative Thompson pointed out that the cabaret tax is imposed upon all amounts paid for admission, refreshment, service or merchandise at a cabaret, roof garden or other similar place furnishing a public performance for profit. (The Billboard, June 24.) According to Thompson, most establishments subject to the cabaret tax are open for business from 16 to 20 hours a day, with entertainment for not more than 3 or 4 hours. The only income taxable is that derived from patrons who are present during any portion of the entertainment, he noted.

"There is no possible way in

which the proprietor or the concessionaire can determine what proportion of the income from vending machines is attributable to

(Continued on page 92)

Yugoslavians To See Venders At Trade Fair

WASHINGTON — Vending machines and other American goods will be on display at the trade fair in Zagreb, Yugoslavia. The showing will "emphasize the consumer goods and highlight the story of modern American food production from farm to table" according to Harrison T. McClung, director of Commerce Department's office of International Trade Fairs.

Machines appearing will be Automatic Canteen models, dispensing cigarettes, candy, paper tissues and other items. Venders will be shown for operation techniques and demonstration purposes only.

The trade fair is scheduled for September 7 thru 22.

VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 1c Tab Gum, 2c Package Gum, Spanish Nuts, Virginia's Red Shins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Paired Candies, 1 Hershey's, 520 or 820 ct., Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

YOUR TICKET TO SALES RESULTS — THE ADVERTISING COLUMNS OF THE BILLBOARD!

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c	7.85
N.W. #33 1c Porc. B.C.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mide.	7.45
A.B.T. Gums	30.00
Acorn, 1c or 5c	9.30

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.49
Pistachio Nuts, Large Tulip	.44
Pistachio Nuts, Vendor's Mix	.37
Pistachio Nuts, Shik	.43
Cashew Whole	.44
Cashew Butts	.38
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.30
Tabby-Lets, 22c ct.	.32
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jolly Beans	.38
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.30
Hershey-ets	.43
Rain Bio Gum, 40 ct.	\$.38
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.22
250 lb. minimum, prepaid on all Rain Bio Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices... Write

THERE ARE BIG PROFITS IN NUTS

GET YOUR SHARE WITH *Northwestern*

49 NUT VENDER

Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
444 W. 36th St., New York 18, N. Y.
L.Ongare 4-6467

4 Mfrs. Hold Show

Continued from page 80

Future plans by the group call for another show in this area next year, along with more regional showings to be held throuth the country. As yet, no dates have been announced.

Grass Roots

A group spokesman said "they were glad to get down to the grass roots and learn the operators' problems first hand." He added, "many of the operators hadn't seen their full line, and were glad to get on the manufacturers' mailing lists."

The hiring of Kimbriel as sales representative was dictated by the expense of all the firms having their own representation. Each company, however, will maintain its own sales policies, and competition is not expected to diminish.

Kimbriel is a former operator, distributor and manufacturer of charms.

AT BIG SAVINGS

Ball and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	37c lb.
Chicle Ball Gum, 120 ct.	35c lb.
Chloro-Vend Ball Gum	40c lb.
Chloro-Vend Chicks, 320 ct.	40c lb.
Chicle Chicks, 320 & 520 ct.	34c lb.
Bubble Chicks, 320 & 520 ct.	37c lb.
Tab (short stick), 100 ct.	38c box
2-Stick Gum, 100 packs	\$1.70

F.O.B. Factory. 150 Lb. Lots AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

FINEST RECONDITIONED VENDORS

ARCADE SPECIAL!

5c Card Machines, 3 for 5c \$19.50

Ass'd 1c Love Meters 19.50

Mills Drop Picture 10.00

Multiscopic Picture Machine 19.50

A.B.T. Total Score 22.50

Premiere Card Machines \$15.00

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

Victor Model V 8.50

DuGrenier, 6-Col., 1c Tab 14.50

Mills 6-Col., 1c Tab 17.50

Factory Reconditioned "Popcorn Sex" Machines 125.00

Send for 1957 Catalog-Mdex. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

Rake Coin Machine Exchange
609 A Spring Garden St.
Philadelphia 23, Pa. LOmbard 3-2678

MACHINE MFRS: 'NO COMMENT' ON DIST. ASSN.

CHICAGO—A spot check here last week of bulk machine manufacturers revealed a wait and see attitude toward formation of a bulk distributor association (see separate story).

None cared to comment other than to say that they did not feel the association would affect them in the least. All indicated they were on good relations with their distributors.

Harold Schaeff, Victor Vending Corporation, Chicago, emphasized the latter point, saying: "We have always co-operated 100 per cent with our distributors. If all manufacturers would follow the Victor policies, there would be little that distributors could complain about."

When queried on direct sales, Schaeff said Victor's sales policy was to sell to distributors only. "We do not sell to operators."

Told that a spokesman for the newly formed distributor association had spoken of "in-equities in distribution policies," Schaeff said he did not feel there was any reference to machine manufacturers in this statement, and that the comment referred to manufacturers "other than machine manufacturers."

Another machine manufacturer, Ray Greiner, Northwestern Corporation, Morris, Ill., said they would have no comment until they knew more about the association.

"However," Greiner added, "we had no difficulty with any of our distributors regarding sales policies." He would not comment further on any statements made by distributors forming the association.

Parliament Sales Up; Doubles Size Of Shipping Carton

CHICAGO — Sales of Parliament cigarettes during June increased 63.2 per cent over January of 1957, according to Ray Jones, vice-president in charge of sales for Philip Morris, Inc., manufacturers of the filter brand.

In line with the pick up in sales, Jones said, the company was increasing the size and redesigning its shipping container from a 6,000 capacity to a 12,000 capacity carton.

The new shipping carton has the cigarette package design reproduced on all six sides of the shipper, making it an exact but giant replica of the Parliament package.

Ala. Reduces Peanut Vender License Fees

MONTGOMERY, Ala.—The Alabama House passed a bill reducing the license fee on peanut vending machines from \$12 to \$2 annually.

According to R. J. Stembridge, of Dothan, who introduced the bill, "The measure is designed to increase the distribution of peanuts and peanut products in the Wire-grass area."

Rep. Reg Richardson, of Greensboro, touched off a lively debate in the lower chamber when he introduced an amendment including milk and milk products in the license reduction. However, the amendment was tabled.

While the license reduction includes vending machines that sell peanut butter sandwiches and peanut products, sponsors of the measure said it was aimed mainly at small penny machines.

"I'm for these goober boys. We've got to have something to spend a penny on," said Rep. F. L. Ferrell, of DeKalb County.

Of the \$2 license, \$1 would go to the State and \$1 to the county.

ABC PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

Victor's Money Maker PLAY BALL

Delivers a million dollars worth of fun and a ball of gum for every penny.

19.75

Holds 12 lbs. of 210 Ball Gum.
Time payments available.

BALLGUM
140-170-210 size, 30c lb.—freight prepaid. 200 lbs. or over, pack 25 lbs. carton.

PIONEER VENDING SERVICE
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590 Albany Ave. Brooklyn 3, N. Y.
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SPECIAL Reconditioned CIGARETTE MACHINES

6 & 7 Columns National, DuGrenier, Rowe, U Need A Pak, Wall or Base Type.

Choice \$45.00 each

Write, Wire or Call Collect 2-0592

T. O. THOMAS COMPANY
1572 JEFFERSON
PADUCAH, KENTUCKY

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

73" wide 49" HIGH 26" WEIGHT, 165 LBS.

Invented and made only by

WATLING

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4650 W. Fullon St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
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COIN SPECIALTIES BASEBALL VENDOR

The small fry as well as grown-ups will stand in line waiting to drop pennies into this exciting and colorful vender which delivers a ball of gum with every pitch . . . and every penny. Attractive front shows emblems of 16 American and National League ball clubs.

- Three-view showcase display window attracts attention
- Proven trouble-free mechanism and flipper
- Size: 14" high, 10½" wide, 9½" deep
- Packed two machines to a shipping carton

Vendor Holds 15 Lbs. of 210 Ball Gum

Takes in . . . \$31.50
Cost of Gum . . . 4.50
Pay Location 25% . . . 7.88
Your Profit is . . . 19.12

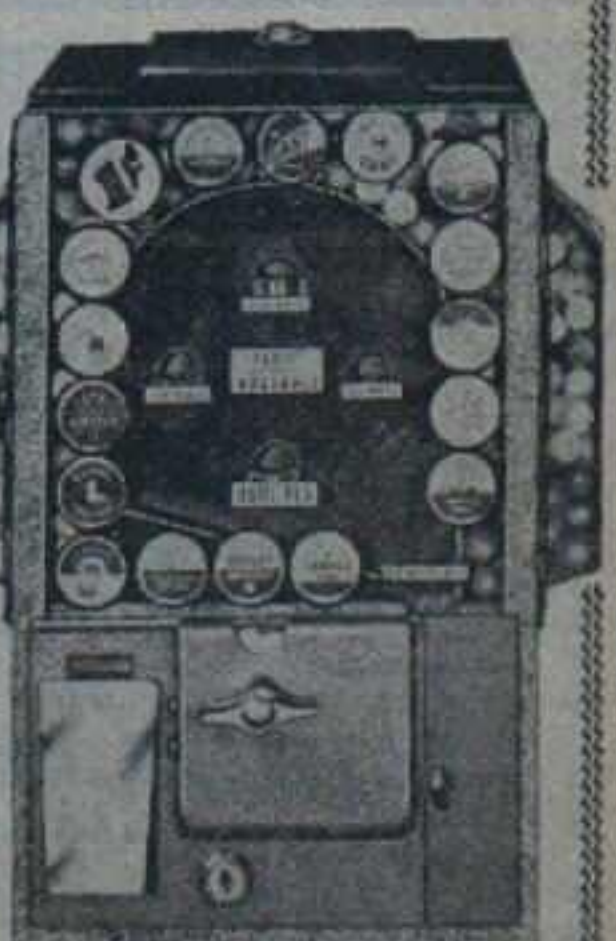
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Graben Vending & Coin Machine Corp. 1246 Washington St., Boston, Mass.

Northwestern Sales and Service Co. 446 W. 36th St., New York 18, N. Y.
Venders Distributing Co. 682 Madison Ave., Memphis, Tenn.

KING & COMPANY EXCLUSIVE DISTRIBUTOR
2700 W. LAKE STREET CHICAGO 12, ILL.

BIG PROFITS



FAST PLAY

Northwestern **VENDERS**

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making venders write to—

THE NORTHWESTERN CORP.
2781 ARMSTRONG ST. MORRIS, ILL.

SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

Direct Sales to Stay Says Eppy

Continued from page 90

Speaking for himself, and three other New York charm manufacturers, Guggenheim, Paul Price and

J. SCHOENBACH

For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES



VICTOR'S SUPERMART VENDORAMA

All-Capsule Vendor . . . 5c or 10c play . . . with that sensational LOOK-SEE VIEWER that really gets the BIG REPEAT PLAY!
Capacity: 460 Capsules with Viewer —483 Capsules without Viewer.

FOR PERFECTION IN CAPSULE VENDING USE SUPERMART VENDORAMA and "V" CAPSULES!

VICTOR'S New Sensational "V" CAPSULE



Will not come apart in vending. Easy to fill . . . easy to assemble . . . holds more mds. Will vend perfectly in all capsule vendors. The cap comes in assorted colors and is unbreakable. Use "V" CAPSULES in your vendors exclusively.

See Your Nearest VICTOR Distributor QUICK.

Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.

Plastic Processes, Eppy stated that currently, 90 per cent of their business was done with individual operators.

He said most distributors carried only about 5 per cent of the average manufacturer's line in stock. The rest they ordered as needed.

He charged distributors with being too willing to substitute, "instead of procuring the merchandise the operator wants."

"None of the distributors are franchised," stated Eppy, "he buys what he likes, where he likes,

when he likes. He owes the individual manufacturer no loyalty, and gives none."

He said most operators preferred to buy direct from the manufacturers because "he saves money, and more important, he gets what he wants, when he wants it."

"And the manufacturer would be better off with such an arrangement." He ventured that "most charm manufacturers would rather stop selling distributors altogether and sell only direct to operators, than rely upon distributor distribution entirely."

Lost Interest

"It is impossible for manufacturers to exist, selling only to distributors," added Eppy. "We've virtually lost interest in them (distributors). If he wants to buy, fine." He didn't seem too concerned with the alternative.

Did he feel there was a place for the distributor in the bulk vending industry? Eppy emphatically said, "yes, but in large cities only. And even here, he (the distributor) should be prepared for manufacturer competition."

"Take New York City as an example. There are three distributors here, and there are four charm manufacturers. There are only about 30 operators in the whole city, even tho they work in New York State, New Jersey, Connecticut, Rhode Island, Massachusetts and the New England area.

"It's just as easy," Eppy pointed out, "for the operator to visit the manufacturer in this city, as it is for him to stop and see a distributor."

Small Lots

"However, small lot orders should be handled by distributors," Eppy added. But he did not feel a manufacturer should refuse to fill small lot orders, if an operator sent them in.

"Too many times, distributors don't have the merchandise in stock, and the only way an operator can get the charms he wants, is to order direct."

Eppy advised distributors to "be more concerned with offering service to the operator than in the competition they receive from the manufacturers. His suggested program: "1. The distributor should carry a sufficient stock and not try to make substitutions. 2. He should send salesmen throuot his territory, not just in his own city. 3. He should welcome manufacturer competition and learn to live with it."

Texas Show

He referred to the recent showing conducted by four charm manufacturers in Texas (see separate story) "as a shot in the arm for the industry."

The four manufacturers said they wrote \$25,000 worth of business, about 25 per cent of the total they did at the National Vendors Association convention.

In attendance were representatives from 48 operating concerns, representing some 40,000 machines of all types. Eppy estimated about 85 per cent of these were ball gum and charm machines.

NVA

Eppy charged that most of the operators didn't even know about NVA, and "were told by their distributors that it was a waste of time to go."

"We found the operators were glad to hear from us," he added, "and we even secured 10 new applications for NVA, plus commitments from many more that they would attend the national convention."

He said, "Most of the operators were happy to see our merchandise and get on our mailing list. They (the operators) said they would continue to patronize their local distributors, but they would still like to buy some items direct."

Competition Healthy

Pointing to the healthy distributor-manufacturer relations he thought possible, Eppy said two

Legislator Hits

Continued from page 90

patrons entitled to be present during the entertainment," Thompson said. He wanted to know how IRS could determine whether a package of cigarettes was purchased by a patron present for the entertainment, or "by a person who dropped in the establishment simply to get a package of cigarettes."

"This ruling," Thompson told his colleagues, "accomplished the ridiculous in arbitrary, literal interpretation of the law with no regard whatsoever for the reasonableness of its application."

Representative Thompson thanked the House Ways and Means committee for approving the Forand (D., R. I.) bill to cut the 20 per cent cabaret levy to 10 per cent. Chances are that the House may act on the bill before this session ends. Senate action on the measure is not expected until next year.

new distributors were just formed in Texas, "and they welcomed our showing." He said the distributors and the manufacturers had exchanged mailing lists, and "intended to continue working together. The distributors felt our competition was healthy."

He said the charm manufacturers were asked by the operators to come back next year, "and we will come back next year."

"We also intend to hold similar showings throuot the country."

Asked if the manufacturers intended to form an association of their own, or make some other move in light of the recent distributor organization, Eppy said "No."

"We see no reason to make any move," he said. "Our business is healthy. We do feel, tho, that the distributor should gear his business to his own limitations."

VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.25 Each

\$12.75 Each
100 or more

30 day money-back guarantee
if not satisfied

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER. As High as \$6.00 Per Machine on VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
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JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES



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Bulk Distribs Form Own Assn.

Continued from page 90

board reporter, Moe Mandell, president of the group, stated: "We're primarily concerned with correcting certain inequities that we feel exist between some manufacturers and distributors."

Mandell declined to say what these "inequities" were, but indicated they had to do with "distribution policies."

Mandell went on to say that distributors had been trying for many years to organize an association, but for some reason or another, it had never gotten started.

"Most of us," he added, "went right on accepting these abuses (referring to inequities in distribution policies) because they just weren't too bad. But they are spreading, and now our people are aroused. We feel an association is the only answer, and that now the people are interested enough to make it work."

Another spokesman for the group, who asked not to be named, said: "It was apparent from the start of the meeting that a distributor association should have been formed five years ago."

When asked how this move would affect their membership in

National Vendors' Association, Mandell said, he didn't see that it would have any affect. After all, NVA is primarily an operator association. Our group is designed solely to help the distributor. Of course we'll keep up our NVA membership."

The board of directors announced that the next meeting would be held in Philadelphia on October 11-13. The date coincides with that of the coming National Automatic Merchandisers' Association convention.

A director said the meeting would be strictly a business session, and the group was not contemplating exhibits or the like.

As to immediate plans, there was no comment. Mandell stated the group had several things "on the fire," but would not make any further statements at this time.

Western Ops

Continued from page 90

meeting. It will be held on Aug. 27. Weiner said that the reason for "going on thru" was to continue the campaign against discriminatory license fees that may be assessed in newly incorporated cities in Southern California.

Licenses were discussed only briefly at the session. Joe Arguelles reported that he had contacted the city manager in Paramount in an effort to get relief from the \$2.50 per machine tax, which is paid by the location owner and, generally, refunded by the operator. The matter was taken under advisement with Weiner and a committee to meet with the Paramount city council in an effort to get a lower levy.

The matter of the association members using decals showing membership in the organization along with the sales tax number as required by law was discussed. Some months ago, the association ordered decals but to this time they had not been delivered. Weiner was instructed to contact a decal manufacturer with Albert Martino offering to discuss the matter with the firm that made those he uses on his route.

Sid Sherman was welcomed as a new member. Formerly with Operators Vending Machine Supply Company, Sherman plans to enter vending of some type within the near future.

Biro was named a committee of one to arrange programs for the meetings, held on the last Tuesday of each month.

U. S. Adopts

Continued from page 90

aid to merchandising fresh produce, would enable shippers to use a label or mark on packages which would indicate to venders and others that they are getting fruit which has been watched continuously for quality.

It would also give shippers and prepackers better aid in packing any specific grade than does the regular federal or federal-State inspection service, which has been widely used for many years.

To obtain continuous inspection service, shippers and packers must have their plants, operating equipment and procedures and sanitary facilities approved by the agriculture department. The U. S. grade must be indicated on the package.

New Conn. Op Company Formed

HARTFORD, Conn.—A new operating company in New Haven, Modern Cigarette Service, Inc., has filed a certificate of organization with the secretary of state's office here.

Officers are Pasquale Montano, president; Charles Spillane, treasurer, and Jule Montano, secretary. Directors are the same.

Subscribed capital is \$1,000, with paid in cash of the same amount.

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Experience Talks, as Ops Give Views on Game Trade

Offer Much Constructive Criticism, Some Sharp Words in Comments

This is the last of a series of three articles based on a spot survey of game operators. (See final survey results in separate story on this page.) Operators, in this article, give their individual views on new games and marketing conditions.

By KEN KNAUF

CHICAGO—What do operators think of current new games and marketing conditions? In a spot survey of operators thruout the country, 30 gave their views on a subject that is close to the core of the entire industry.

While individual opinions often

centered on such controversial problems as "price" and "too frequent design changes by manufacturers," operator sentiments on a wide range of industry interests were presented.

They ranged from ideas on how to improve game mechanisms to new theories on production and distribution. Not all operators, contrary to common belief, have gripes or an ax to grind. Many commended manufacturers on current products and expressed satisfaction with past performance. But most had some definite ideas on how improvements could be made in the future.

The current ball bowling games drew more than their share of mixed emotions among operator comments.

Typical comment came from D. Detrick, Universal Games Company: "We operators need a new legal game that can be used in any type of location and is not as big as the bowling game, but on the same order. This is a wonderful game, but is too big for locations."

Another similar remark from R. E. Bowers, Automatic Music Company, Winchester, Va.: "I would like to see new bowlers restricted to no more than 10 feet in length, as most of our locations cannot accommodate anything longer."

Pinballs came in for a good hunk of comment, too.

Said F. C. Miller, Miller's, Inc., Irvine, Ky., "I'd like to see more novelty pin games. The business is overemphasizing bingos, guns

(Continued on page 95)

THIRTY OPS TELL WHAT THEY THINK ON GAMES

Here are the final results of a spot survey of game operators thruout the country, conducted by The Billboard within the last month. It represents the opinions of 30 operators. Individual comments made by the operators are included in a separate story on this page. While the survey is a limited one, it does reflect definite patterns of thought on a number of important issues.

What are the three most important factors to you in purchasing a brand-new game?

Factor	Votes
1. Earning potential	22
2. Novelty appeal	17
3. Legally secure	16
4. Price	15
5. Servicing	8
6. Trade-in	6
7. Size	4
8. Other factors (few listed)	

Which type of new game—if any—would you be most apt to buy now?

Game Type	Votes
1. Entirely new type game	16
2. New type bowler with ball	3
3. New type bowler with puck	3
4. New type gun game	2
5. New type pool game	1
6. Don't need any new game	1
7. New type rolldown or skee-ball	0
Other types—new five-ball	

pin 3
New "pinball" 1

Which statement best sums up your opinion of manufacturers' production?

Statement	Votes
Manufacturers produce too many different types of new models	16
Manufacturers don't produce enough new types of models	7
Manufacturers produce too big a run on most new models	4
Manufacturers don't produce a big enough run on most new models	0
Other opinions—(many others listed. See individual comments).	

Which statement best sums up your attitude on equipment you prefer operating?

Statement	Votes
I'd prefer to operate one or two types of games	11
I'd prefer to operate three or four types of games	10
I'd prefer to operate more than four types of games	8

Which statement best sums up your attitude on games?

Statement	Votes
I prefer a game that makes an average weekly gross over a long period	28
I prefer a game that makes a high weekly gross over a short period	2

MODERN SHOWBOAT

Pleasure Ship Decked With Games Playland

DETROIT—The S.S. Aquarama, busily plying daily between Detroit and Cleveland, takes its cue from showboats of old.

Not only is the pleasure ship restoring long-distance excursions to the Great Lakes this season, but it provides guests with modern entertainment: A shipsize playland filled with coin-operated amusement games.

Known as the Games Room, the Playland is virtually hidden away in the very bow of the vessel. But this only adds to its intrigue, giving it the aura of a private club.

Herman Pirschner, veteran showman and now executive officer and chief steward of the ship, calls the room "our most profitable space aboard."

The room is lined by the sharply curving sides of the bow, with port-holes along each side. One side is devoted to a gift shop which offers attractive merchandise and novelties, including an array of high-priced imports.

Along the other side, in a row, are 10 games, the limit allowed by the space available. The roster includes four gun games, one Williams Crane, one Bally Bull's-Eye

(Continued on page 99)

IRS: FREE PLAY PINS DEFINITELY UNDER \$10 TAX

WASHINGTON — Further assurance that the awarding of free plays only does not subject a pinball machine to the \$250 gambling tax was given to operators by the Internal Revenue Service last week (July 29).

IRS included the Supreme Court decision in the Korpan Case in its bulletin—a publication which lists decisions and rulings "published to provide precedents to be used in the disposition of other cases."

While the bulletin cautions IRS officers against reaching the same conclusions in other cases unless the fact and circumstances are the same, it indicates nevertheless that the Court's decision labeling cash payoffs as gambling will be the general rule to be followed in the Service.

Since the Bulletin is widely read by IRS field personnel it may help clear up confusion that arose when some newspapers across the country reported erroneously that the awarding of free plays makes a pinball a gambling device. (The Billboard, July 22.)

Location Must Be Responsible For \$250 Tax

INDIANAPOLIS — According to the District Director of Internal Revenue here, the responsibility for compliance with federal tax law is upon the owner of the business establishment where the machine is located.

IRS said that this responsibility cannot be assumed by, or delegated to, any other person including the owner of the machine.

In a letter going out to those

(Continued on page 97)

LETTER TO ED.

Round Table Talks Would Help Industry

To The Editor:

Re: Your editorial proposing a Round Table discussion on the coin-operated amusement game business (The Billboard, July 29).

This editorial comes at a time when the amusement industry as a whole, is in a quiet status.

There is no doubt but what a Round Table discussion between manufacturers, distributors and operators would be a healthy contribution toward improving our industry. The lack of mutual understanding between the various segments of our industry, has been one of the causes for the deterioration of industry progress.

In the past there was a reluctance in some degree from all groups to meet with one another in a Round Table discussion. If there is now some evidence that all segments would like to join in a discussion of our problems, I would be pleased to organize and conduct such a program.

Al Schlesinger
Managing Director
National Coin Machine
Distributors Association

Exports Streak to Third \$2 Mil Month

CHICAGO—U. S. juke, game and vending machine exports notched a third successive \$2,000,000 plus month in May, with near-record high shipments in all three categories.

May exports hit a \$2,258,756 total, following on the heels of March and April runs of \$2,833,870 and \$2,059,962, respectively.

While no major shift appeared among the top markets, Canada regained its off-held role as leading importer of U. S. coin machines, with Belgium, the leader the previous two months, slipping to third behind West Germany (see chart).

Juke box dollar volume reached \$1,316,335 in May, a healthy total, but behind the greater volumes of March and April. West Germany, with a \$281,151 trade, led Canada

(\$202,146) and Belgium (\$176,200) in juke box dollar volume. Venezuela posted \$159,347, Switzerland \$133,761 and Austria \$107,509.

Game Trend Up

Games hit \$738,390, an improvement over April, but behind March's record \$854,168 mark. The May total is impressive when compared to 1956's top run of \$454,573, set in November of that year.

Belgium led the games markets, as it did in April, posting a \$132,-817 total. Next in line were Cuba (\$124,156) and Italy (\$101,521). It was an unusually high games run for Cuba, which has grown rapidly as a game market this year.

Canada cornered the vending machine shipments, with a total of \$145,750, higher than all the other markets combined. The May vending totals ran to \$204,031, slightly behind the totals of the two previous months.

COIN MACHINE EXPORTS

MAY, 1957

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	300	\$ 202,146	448	\$ 88,060	1,198	\$145,750	1,942	\$ 433,956
W. Germany	340	261,151	212	64,585	1	877	553	326,413
Belgium	331	176,209	1,115	132,817	1,206	14,178	2,653	323,204
Switzerland	182	133,761	219	53,032	401	186,796
Venezuela	183	159,347	25	7,903	208	167,250
Cuba	1	661	1,054	124,156	1,055	124,817
Italy	26	15,334	559	101,521	585	116,855
Austria	132	107,509	132	107,509
France	5	3,705	157	50,895	94	9,175	256	63,775
Netherlands	93	47,569	29	2,150	122	49,719
Morocco	35	25,358	85	23,855	120	49,213
Sweden	7	4,719	415	23,855	35	11,237	457	39,811
Mexico	48	37,412	75	1,888	4	680	125	39,780
Japan	8	4,782	46	23,313	54	28,095
Peru	20	16,631	20	16,631
Guatemala	20	15,848	20	15,848
Other	352	104,193	223	42,560	154	22,334	729	169,087
TOTAL	2,081	\$1,316,335	4,660	\$738,390	2,690	\$204,031	9,431	\$2,258,756

Bally Skeds Ride Delivery

CHICAGO—Bally Manufacturing Company has set delivery of its new Toonerville Trolley kiddie ride for August 1.

First shown to the trade at the Music Operators of America Show here last May 19-21, the Trolley gives up to two kiddies a rocking and rolling ride in a miniature locomotive.

The ride takes up just two by three feet of floor space, rolling back and forth on metal tracks. Kiddies can control speed by operating a lever. It is timed to give a 60-second ride per coin.

Ops Give Views on Game Trade

Continued from page 94

and other types. Too many operators are bingo men alone, with the rest a sideline. It's good money, but can give the whole business a big black eye."

Wants Pin Variety

Said a Keyport, N. J., operator, "Would prefer more manufacturers making five-ball pinballs, resulting in a wider variety to help us make changes, giving locations a different one each time."

"It costs too much money for one shot for the average player on new bingo games," stated Calvin A. Colburn, Colburn Amusement Company, Russellville, Ky.

R. Cooper Moor Sr., Eastern

Share Amusement Service, Middletown, Del., summed up the situation as follows: "I operate close to 900 games, shuffles, pins, bowlers, bingos and others. With the bingo situation as it is, it's just a matter of time before they go completely, so the manufacturers are going to have to come up with something to take their place. My music is very secure, as I have over 300 juke boxes or 45 r.p.m. and dime, three-quarter play."

On games in general:

"I would like to operate games that have good earning power even tho they may cost high, if I could use the game for a longer pull than

the usual lifetime," stated Arthur B. Campbell, Campbell Amusements, Ypsilanti, Mich.

Player Participation

Leonard A. Dubrick, Coin Craft, Kitchener, Ont. observed: "The customer likes to play the game; not have the game play itself. The game must create a certain thrill or bang."

"We need more and better legal amusement games with a better variety. Manufacturers have improved quality in the last 10 years," commented W. F. Foster, Foster Music Company, Pine Bluff, Ark.

Manufacturers' efforts drew fine support from a number of operators:

Said E. D. Rebon, Automatic Amusement Company, Springfield, Mo.: "Have been pleased with past production and methods." And Burke Amusement Company, Nescopeck, Pa., felt that "It is impossible for an operator to come up with an answer to manufacturing methods, as the manufacturers' problems differ from ours."

Sam Greenberg, A & G Sales Company, Chicago, had this specific suggestion: "The manufacturer doesn't make a strong enough door to protect the cash box. The front door should be made of metal."

Longer Novelty Pull

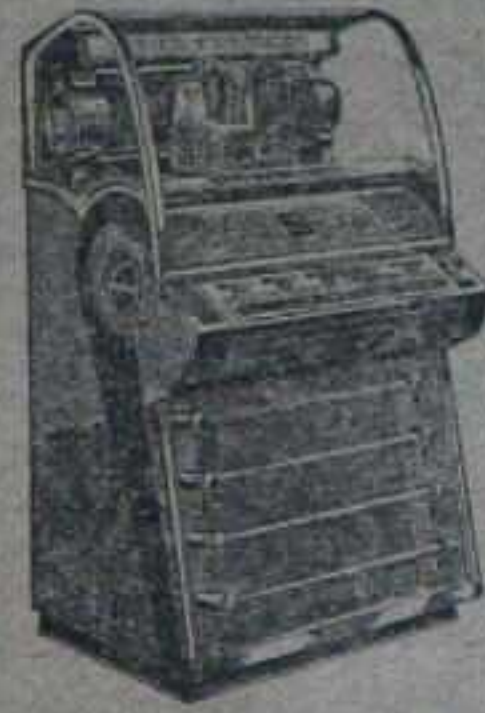
John A. Zanot, Rimersburg, Pa., feels that "novelty appeal of new games does not last long enough. Late equipment is too large, too bulky, too heavy and priced too high."

John A. Rossi, Jon-Ray Vending Company, Riverside, N. J., said that "The bowling game is definitely too expensive. The pool table was a money maker. I try every new machine to see if it earns enough to cover cost."

Some operators showed definite preferences for certain manufacturers' products, stating flatly that "I prefer (name of manufacturer) games. No one manufacturer was singled out for such praise by operators as a group."

Two earlier articles on operators' views appeared in the two last issues of The Billboard. Other lengthy comments from operators will be printed in future issues. The Billboard welcomes comments from operators at any time, on any issue currently confronting the trade. Send letters and comments to The Billboard, Coin Machine Department, 188 West Randolph Street, Chicago 1, Ill.

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				Model 1700	425.00	E-80	325.00
				Model 1250	129.50	D-80	279.50



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Sincerely yours,
Irwin Morgold,
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P.S.: We also have available for August delivery approximately 50 Bally Varieties and 50 Bally Miami Beaches.

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Glass Containers

Factory shipments of machine-made glass containers during May totaled 12,851 thousand gross, according to Commerce Department. Shipments of returnable beverage containers accounted for 1,193 thousand gross of the total, an increase of 354 thousand gross from April. Shipments of nonreturnable beverage containers accounted for 158 thousand gross of the total, an increase of 36 thousand gross over April.

Coffee Imports Down

U. S. green coffee imports in May totaled 196 million pounds, a decrease of 4 per cent from April and a decrease of 8 per cent from May, 1956, according to Commerce Department. May imports were valued at \$97 million. Average value per pound was 49.5 cents, compared with 52.1 cents in April, and 50.6 cents in May, 1956. Imports for the first five months of 1957 totaled 1,226 million pounds, compared with 1,250 million pounds in the first five months of 1956.

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COINMEN YOU KNOW

Little Rock, Ark.

By ELTON WHISENHUNT

A number of Little Rock operators are mulling vacation plans. All, it seems, have had a prosperous year. The vacationers include: Rosbert Kirsipel, president of Kirsipel-Hollenberg Music; Dan Levin, Standard Automatic Distributing; C. W. Holmes, Western Sales; Harold Dunaway and Cecil Hill, Twin City Amusement; C. E. Craig, Arcade Amusement.

Also among the vacationers are Andrew Cassinelli, Little Rock Amusement; Dutch Yancey, Arkansas Music; J. D. Ashley, Globe Amusement, and Jeep Thomas, owner of Thomas Amusement.

Notes from around Arkansas: James Akers, owner of Akers Music Company at Harrison, reports his son, Jimmy, 15, is doing well on the route this summer learning the business. . . . A new music company in the Ozark Mountain resort of Harrison reports things are going well. Manager of the

newly created Tri-Lakes Music Company, Claude Chappell, reports tourists are giving jukes and games a big play. Also partners are R. E. Jones and Russell Felker.

Three central Arkansas operators report that tourists passing thru have upped their business considerably with no "summer slump" this year. The happy operators reporting are Ernest Deeters, Deeters Music, Conway; Bob Reidmatten, B & T Music, Conway, and Eddy Boyce, Boyce Music, Bald Knob.

J. W. Singleton Jr., route manager for Singleton Music Company at Marked Tree, is back in perfect health after a bout with a kidney ailment. . . . Warren Smith, partner in S & D Amusement Company at Hoxie, reports that some new 200-selection jukes with a 50-cent chute he put out last month are doing well. The new chute increases collection, he believes. Arlie Turner, owner of Arlie Turner Music Company at Harrison, reports some new 14-foot bowlers he recently put out are red hot.

(Continued on page 97)

Milk Production High

Farm production of milk during June totaled 12,662 million pounds, the highest for the month since 1945 and 3 per cent above the 1946-55 average, according to Agriculture Department. A record total of 67.3 billion pounds of milk was produced in the first six months of this year, compared with the previous high of 66.8 billion pounds for the comparable period of 1956.

Confectionery

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$63,348,000 in May, 19 per cent below the sales for April and 6 per cent below last year's May total, according to Commerce Department. Sales of manufacturer-wholesalers at \$54,037,000 were 12 per cent below April and 4 per cent below May, 1956. Manufacturer-retailers' sales were 50 per cent below April of this year, and 2 per cent below May, 1956. Reports from a selected group of larger manufacturer-

EDITORIAL

Want a Round Table?

Do you want a Round Table meeting of game manufacturers, distributors and operators? Now's the time to speak up. We suggested in last week's issue that a shirt-sleeves discussion by all segments of the game industry might be very worthwhile at this time. Particularly on the subject of new games, although a number of other subjects would be good for such a meeting.

The purpose of an all-industry discussion: To reach a better level of understanding among the groups thru the exchange of information about each other's problems.

We suggested Al Schlesinger, NCMDA's managing director, would be a good choice as the man to organize such a meeting. Elsewhere on this page, an article gives Schlesinger's answers. He'd be very willing providing there's evidence the industry wants one.

Regardless of how you feel about the round table idea—whether you're for or against it—tell us how you stand.

Cancer strikes one in five

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COINMEN YOU KNOW

• Continued from page 96

Hot Springs operators are cashing in this summer on the biggest swarm of tourists ever to hit the town. Among the busy operators are Phil Marks, Phil Marks Amusement; W. E. Lewis, Lewis Novelty; J. Earl Gill, Gill Amusement; Wilbur Green, Spa Amusement; R. G. Jennings, Jennings Coin Machine.

Ernest Vathis, Twin City Amusement Company, Texarkana, Ark., and other Texarkana operators are talking dime play. There are only a few sections of Arkansas left where the conversion has not been made. . . . C. O. Temple, owner of Hope Novelty Company, is having a lot of fun in semi-retirement this summer riding and poking cattle on his ranch near Hope. He's even built a big corral and grandstand to put on rodeo shows.

Arkansas operators seen in Little Rock recently shopping for equipment included: W. S. Kennedy, Kennedy Music, England; Edward Wilcox, Baker Music, Pine Bluff; H. L. Hopkins, Hopkins Music, Fordyce; Orell Bledsoe, National Novelty, El Dorado; Tex Dickens, Arkansas Music, Magnolia.

George Sammons, president of Sammons-Pemington Company, Memphis Seeburg distributor, was in Little Rock recently as a witness in a bankruptcy case. . . . Harold Dunaway, partner in Twin City Amusement Company, Little Rock, is enjoying a month-long vacation fishing on Lake Ouachita at Hot Springs.

Cecil Hill, owner of Hill Amusement Company, reports a big increase in collections. No more summer slump for him, it seems. . . . Andrew Cassinelli, owner of Little Rock Amusement Company, is sold on the new 14-foot bowlers. He thinks they'll replace bingo pin games.

J. D. Ashley, owner of Globe Coin Machine Company, is spending a lot of time on the big farm he bought recently about 30 miles north of Little Rock. He also bought two horses for his children.

Pete Gurley, a new operator in Little Rock, was seen unloading a carload of new 200 Seeburg phonographs to put on locations. Business has been good for music and game operators in Little Rock.

Notes from the territory: E. J. Mahfouz, owner of Mahfouz Music Company, Stuttgart, suffered a fractured skull in an accident recently. After release from the hospi-

tal and while driving he blacked out and ran into a power pole. He's back in the hospital.

Frank Sullivan, former owner of West Memphis Amusement Company, suffered a light stroke recently. His left side was paralyzed and he's now recovering in the hospital. . . . Floyd Williams, owner of Williams Music Service, Stuttgart, recently took on a side job as district circulation manager for The Commercial Appeal, morning newspaper at Memphis. He's also still active on his music route.

Edward Wilcox, owner of Baker Music Company, Pine Bluff, reports a brisk increase in business because of good weather. Until recently, it had rained almost every day for five months. Now many construction projects are under way all over town and the activity has brought good business.

Billy Foster, Foster Music Company, Pine Bluff, was seen in Memphis picking up a new Oldsmobile. He, too, reports business good and expects the best fall season ever.

H. L. Hopkins, owner of Hopkins Music Service, Fordyce, was in Monticello, Ark., when The Billboard's correspondent called. Hopkins operates a Pepsi-Cola Bottling Company plant at Monticello and reports the hot weather has made the drink business boom.

Arkansas operators in Little Rock for shopping included: L. O. Wallick, Wallick Music Co., Monticello; Olan Jackson, Jackson Music Co., Brinkley; Jack Ethridge, Jack's Music Co., Hampton; James Akers, Akers Music Co., Harrison; Wilbur Green, Spa Amusement Co., Hot Springs; M. L. Armstrong, Armstrong Amusement Co., Brinkley; George Heard, Heard Amusement Co., Newport; Bill Smead, Camden (Ark.) Novelty Co.; Billy Bledsoe, Chicot Music Co., Lake Village; Guy Jones, Pine Bluff (Ark.) Music Co.; Ernest Vathis, Twin City Amusement Co., Texarkana, and H. H. Hays, Jefferson Music Co., Pine Bluff.

(Continued on page 98)

Location Must

• Continued from page 94

applying for federal coin-operated game stamps in the district, IRS pointed out that while games used for amusement are subject to the \$10 tax stamp, games are subject to the \$250 tax as gaming devices if cash, premiums, merchandise, or tokens are received by the player who wins.

Said the letter, "Each machine located on your premises is taxable at the \$250 rate if it is operated as a gaming device, even tho the prize or cash is paid to the player by you or one of your employees rather than by the machine itself.

"Any machines which are operated by remote control, and which entitle a player who wins to a prize, in the form of cash, premiums, merchandise or tokens, do not require a stamp for a coin-operated device but are subject to the Occupational Tax and the Excise Tax on wagering.

"Immediate action should be taken, if you are subject to any of the above mentioned taxes, to avoid severe penalties and possible prosecution and seizure of machines."

It should be noted that IRS does not interpret the federal law to include in the \$250 gaming tax category those machines which merely award free plays for high scores.

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Rock-Ola Comco, 120 Selection \$445.00

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Comets 150.00	Blondie 235.00	Bally Defender 125.00
Targettes 125.00	Band Wagon 275.00	Balloonomat 295.00
Venus 175.00	Bowlette 40.00	2 Pt. Basketball 225.00
Team Bowler 115.00	Chinatown 65.00	Boomerang 75.00
League 115.00	Cu-Tea 85.00	Coon Hunt 100.00
Top Hatch 310.00	College Daze 50.00	C.C. Hockey 75.00
Star 50.00	Cross Roads 60.00	Champion Hockey 125.00
Shuffle Pool, new 195.00	Circus Wagon 225.00	Chester Pollard Football 85.00
Chicago Coin	Colors 135.00	C.C. 2-Man Hockey 295.00
6 Player \$ 50.00	C.O.D. 75.00	Date Gun 50.00
5 Player 50.00	Coronation 65.00	Date Gun, new Write
Crown 60.00	Quetta Deluxe 190.00	Date Gun, Ex. 65.00
Gold Cup 65.00	Da Icer 65.00	Drive Yourself 425.00
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RIDES	Fighting Irish 60.00	Genco Gypsy Fortune Teller, new Write
Bally Model T \$710.00	Flag Ship 330.00	Genco Sky Gunner 125.00
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	Triplets 65.00	
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COINMEN YOU KNOW

Continued from page 97

Memphis

By ELTON WHISENHUNT

Parker Henderson, general manager of Southern Amusement Company, reports business brisk in new and used juke boxes. Usually operators are suffering a summer slump in July and August, but this year it's different. . . Clarence A. Camp, president of Southern Amusement, finally got to hold his races at Memphis-Arkansas Speed Bowl at nearby Lehi, Ark. The races had been rained out twice previously. Camp is president of the track.

Drew Canale, owner of Canale Amusement Company, is a proud father. A 9-pound-7-ounce son was born to Drew and his attractive wife, Helen, July 17. Both are doing fine. The baby was named Drew J. Drew's real name is Andrew, but he's always gone by Drew.

Edward H. Newell, owner of Ormatt Amusement Company, was seen making a check of his various locations recently. . . Charles McDowell, route manager at Southern Amusement, and his wife returned recently from a vacation in the Ozark Mountains of Arkansas. McDowell reports it is a great place for a vacation. . . Jimmy Rutledge, Ace Music Company, was seen buying new records.

Seen fishing were Frank Smith, president, and Allen Dixon, vice-president and general manager, of S & M Sales Company. They reported the fish were biting fairly well and they made a good catch. George Sammons, president of

Sammons-Pennington Company, was reported making a swing thru Arkansas. . . Jack Canipe, president of Memphis Music Association, is busy keeping Canipe Amusement Company's music machines and games in good working order. . . Doug Highfill, owner of Rainbow Amusement Company, was spotted putting on some new records at one of his locations.

Parker Henderson, president; Clarence A. Camp, vice-president, and George (Continued on page 100)

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1700—1500A—1550
SEEBURG V-200
AMI G-200—F-120—E-120

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FISCHER IMPERIAL POOL

PHONOGRAPHS

SEEBURG V-200 575	ROCK-OLA 1446 5375
SEEBURG HF-100R 725	A.M.I. G-122 675
SEEBURG HF-100G 825	A.M.I. E-122 395
SEEBURG M-100C 495	WURLITZER 1550 175
SEEBURG M-100B 245	SEEBURG M-100A 195

UPRIGHTS

SKEET SHOOT \$395
GUNSMOKE 295
BIG HORN 275
HUNTER 195
COUNTY FAIR 225

ARCADE

Genco 2-PL. BASKETBALL \$745
Williams CRANE 125
Wms. 4-BAGGER 275
Un. PIRATE GUN 325
Un. CARNIVAL GUN 145

WILL TRADE } LATE BINGOS for MUSIC—
TRADE } 5-BALLS—SHUFFLE ALLEYS

Cable Address "GAMES," Chicago Terms: 1/2 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTOR

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Valley

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The Tables of "Cadillac Quality" built to insure years of profitable operating!

Write, Wire, Phone for Details Today!



VALLEY MFG. CO.
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6 POCKET POOLS

SIZE 32x48, includes 6-hole panel set of Amarith balls, Nos. 1-10, and over-sized cue ball.
\$125 plus 10% fet.

PHONOGRAPHS!

SEEBURG V 200 \$795
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SEEBURG C's 495
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14 FT. BOWLERS!

Write for special price

WANTED 5 BALLS & GUNS! PURVEYOR DISTRIBUTING CO.

4322-24 North Western Avenue
Chicago, Illinois
Juniper 8-1814

Modern Showboat

Continued from page 94

Pistol, a Road Test and a Chicago Coin Round-the-World Trainer, a United Star Slugger baseball game and a bowler. A 25-cent coin changer is provided, and change is also made by the girl on duty at the gift shop.

Machines are kept in good operating condition thru daily service at Detroit by Michigan Midget Movies. En route, the area is kept clean by the ship's staff, with high standards of neatness.

About 60 per cent of the coin game patrons are youngsters, with the boys in the 9-12 age bracket leading. Parents can relax on the upper decks, while their children are enjoying the coin games.

Popularity Catching

Alisande Cutler, in charge of the room, finds the kiddie customers great exponents of word-of-mouth advertising. "They spread the word around," she says, "and bring their friends." The games are operated strictly as skill attractions, with no prizes offered.

Most popular of the games, according to Miss Cutler, are the five-gun units. Next is the Round-the-World Trainer, which kids think of as a bomber or rocket ship in their young imaginations.

The young fry patrons are gregarious, with one player tending to gather others around him to watch and offer advice. This results in good-sized crowds congregating in the Game Room. When one is driving the Trainer, he will get ardently shouted advice, "Go left-go right," giving the spectators a sense of participation and a personal thrill.

Older patrons, too, appear to like the selection of games which makes the nearly six-hour trip a diverting one.

WANT!

3 A.B.T. Shooting Galleries
3 or 6 Gun Model.

Must Be in Good Condition.
Call Rittenhouse 6-7712

INTERNATIONAL SCOTT CROSSE CO.
1423 Spring Garden St.
Philadelphia 30, Pa.

Confidence

The Foundation of Our Export Success

- We know the needs of your country.
- We carry one of the largest inventories on Pins, Music, Shuffle Alleys, Bingos, Kiddie Rides, Target Guns, Arcade Equipment, etc.
- All our equipment is fully reconditioned, cabinets refinished, ready for location.
- We have a most efficient Packing & Crating Department to insure against damage while in transit.
- We can supply expert advice about shipping companies . . . and save you money.
- We are distributors for BALLY MFG. CO. for all Western Europe with the exception of West Germany.
- We have one of the largest Spare Parts Departments in the world and carry parts for all types of machines.
- We carry a most complete line of Premiums.

NOW DELIVERING

BALLY

• ABC TOURNAMENT
• SUN VALLEY

NEW ROCK-OLA

• 200
• 120
• 50 Selections

Cable Address: INAMCOM . . . for Export List!

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

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Branch: 819-821 Lockwood Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.



SEEBURG

HF100R \$700
HF100G 615
100W 595

AMI

G200 \$795
E120 350

WURLITZER

1700 \$500
1400 175
1250 125

TERMS:

1/2 DEPOSIT REQUIRED



WORLD EXPORT

WESTERN EXPORT

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Exclusive Seeburg Distributors

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SEEBURG Wall-o-matic WALLBOXES

\$49.50

CHROME COVERS
100 SELECTIONS

Special Volume Prices

Reconditioned—Davis Guaranteed

New Selection Buttons—New Instruction Plates

Income can be doubled in many locations by adding 100-selection wallboxes

BALLS ACTUALLY HIT THE PINS!

SUPER-SIZE 2 1/2-LB. BALLS CRASH INTO SUPER-SIZE BOWLING PINS! MOST EXCITING, MOST REALISTIC GAME EVER CREATED. FEATURING GREATER PROFITS FOR OPERATORS—2 GAMES FOR 25¢!



Chicago Coin's CLASSIC BOWLING LEAGUE

RECONDITIONED 14-FOOT BOWLING GAMES



Write—Phone for Price.

Quantity Limited!

SHUFFLES

BINGOS 5-BALLS

POOL GAMES

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!

GUNS

GENCO

New DAVY CROCKETT . . . Write
STATE FAIR \$325
SKY ROCKET 260

EXHIBIT

JUNGLE HUNT \$395
JET GUN 110

WILLIAMS

JET FIGHTER \$185

SEEBURG

SHOOT THE BEAR . . . \$125

ARCADE

Mut. LORD'S PRAYER Write
C. C. TWIN HOCKEY \$235
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

SPECIAL!

EXHIBIT

SLATE

POOL GAMES

Original, authentic Exhibit Slate Bumper Pool, with specially designed cabinet. Reconditioned Like New! \$125



NEW GAMES

Gottlieb CONTINENTAL CAFE
Bally SUN VALLEY
Bally SHOW TIME—Special!
Valley 6-POCKET POOL GAMES

I. KAYE CO.

ELDORADO

6-HOLE POOL GAME

A quality product for the finest locations. Slate top and de luxe accessories. Beautifully finished in mahogany and gold trim.

Write for literature and price.

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Chicago Coin

MIAMI SHUFFLE, Like New . . . \$ 65

Exhibit

RINGER BALL, Like New . . . 135

KAYE SUPER DeLUXE

SLATE POOL GAMES

Most luxurious Bumper Pools ever made. Finest mahogany cabinet! Rich Furniture Finish! Genuine Slate Top! Jumbo Plastic Bumpers!

BRAND NEW! \$215

IMPORTERS

Send for Our BIG

NEW CATALOG

COMPLETELY

ILLUSTRATED



FIRST

COIN MACHINE
EXCHANGE, INC.



1150 W. NORTH AVE. CHICAGO 22, ILLINOIS Drivers 2-0300

WE NEED 300 SHUFFLE ALLEYS

UNITED

- Clipper
- Lightning
- Mars
- Mercury
- Ace
- Banner
- Rainbow
- Speedy

CHICOIN

- Fireball
- Thunderbolt
- Triple Strike
- Feature
- Arrow
- Bonus Score

If you have one or
one hundred . . .

CALL NOW!

CASH OR TRADE



Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 98

Heard, secretary-treasurer, reports their two new vending laundries doing well. They will have food vending machines under the same roof in an entirely new vending venture. Henderson and Camp are Memphis men; Heard is from Newport, Ark.

Joe Cuoghi, partner in Poplar Tunes Record Shop, and also a music and game operator, reports the new Elvis Presley records from the great E's latest movie are going great guns. . . . Bob Goad, president of Game Sales Company, reports the new 14-foot bowler games are still going well, leading him to believe they will eventually replace the standard shuffle board which has been a fixture in restaurants and taverns for so long.

Mid-South operators in Memphis shopping recently included: Wayne Day, Day Amusement Co., Blytheville, Ark.; Carlton Collins, Crystal Amusement Co., Grenada, Miss.; Joe Lavene, Lavene Music Center, Clarksdale, Miss.; Clarence Spain, Spain Amusement Co., Tunica, Miss.; Bill Uttz, Dixie Novelty Co., Covington, Tenn.; Robert Smith, Smith Bros. Amusement Co., Dyersburg, Tenn.; Lloyd Barber, Barber Novelty Co., Forrest City, Ark.; E. K. Eby, Pine Bluff (Ark.) Music Co.; Don Wallace, Wallace Amusement Co., Columbus, Miss.; Mahon Jones, Jones Music Co., Holly Springs, Miss.; Roy B. Morris, Morris Music Co., Somerville, Tenn., and James Howard, Dixie Amusement Co., New Madrid, Mo.

FINEST RECONDITIONED BINGO GAMES

1 Key West	\$289.50	1 Big Show	\$199.50
1 Night Club	169.50	2 Broadway	99.50
1 Variety	89.50	2 Palm Springs	29.50
1 Gayety	49.50	1 Pixie	49.50
1 Ice Frolic	\$29.50		

1/2 Certified Deposit, Balance C. O. D.

A. M. AMUSEMENT COMPANY

1049 BARONNE ST. CAnal 5338 NEW ORLEANS, LA.

Exclusive Distributors for

AMI—CHICAGO COIN—EXHIBIT—GENCO—GOTTLIEB—KEENEY—WILLIAMS—VICTOR VENDING

MICHIGAN OPERATORS WE'RE NOW DELIVERING

Chicago Coin's Classic Bowling League

Balls Actually Hit the Pins

- GIANT PINS (Realistic Size) . . . Larger than ever before
- GIANT BALLS (Genuine Ebonite) . . . 4 1/2" dia., 2 1/2 lbs.
- ★ New Profit Making Feature! 2 games for 25c. Also available as one game for 25c, or easily convertible to regular 10 1/2 play.
- ★ High Score of the Week Feature (Key Controlled)
- ★ CHOICE OF 3 SIZE CABINETS—13 ft.—16 ft.—18 ft.

TWO CONVENIENT OFFICES TO SERVE YOU BETTER

WRITE—WIRE—PHONE YOUR ORDER TODAY!



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SAY YOU SAW IT IN THE BILLBOARD!



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 kollovers 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

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

SEEBURG		AMI	
Reconditioned by factory-trained mechanics. Clean inside and out			
M100W	\$575	G120	\$650
M100C	475	G200	750
M100A	175	F120	595
		E120	450
		D80	295
Terms:		6200 New—Write for Special Price	
1/2 cash with order, bal. C.O.D. or draft.			

General MUSIC SALES CO., INC.
 Exclusive Factory Distributors AMI Phonograph & Music Equipment
 Biddle & Howard Sts. Phone VERNON 7-4119 Baltimore 1, Md.

Detroit
 By HAL REVES
 Change-over to the new higher priced vending required by the Michigan two-cent tax increase on cigarettes and manufacturers' wholesale price advances, has been virtually completed, except for older venders, according to Paul Chover, partner in Michigan Vending Company. There is a distinct shortage of parts to make the change-over feasible on older equipment. Public reaction to the price boost cannot yet be gauged, Chover says.

Mardy Polaner, who was president of the Automatic Caterers, Inc., has left that organization and set up his own firm, Robot Services, in the northwest section, carrying a full line of industrial vending equipment. F. S. Koppelman, formerly secretary-treasurer, and now president of Automatic Caterers, expresses the basic policy of his company, "We are definitely of the belief that full-line vending is here to stay." . . . Edward L. Carlson, president of the United Music Operators and veteran head of Carlson Music Company, is vacationing in Florida.

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.

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JOE ASH SAYS:
 Operators, Watch Your
MAILBOX This Week
 for Active's Surprise Announcement!!!

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Exclusive Distributors for Wurlitzers, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penn.

ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad St., PHILA. 30, Pa. • PO. Box 9-4495
 You CAN ALWAYS depend on ACTIVE ALL WAYS Write or wire for prices

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chicago coin Brings You REAL BOWLING—ALL THE WAY!!!

BALLS Actually HIT The PINS

Now player gets full impact of REAL BOWLING as GIANT BALLS make direct contact with GIANT PINS. Pins actually fly up as a hit is made FOR REALISTIC ACTION. New plastic pins have been specially developed and tested to take continuous heavy play.



GIANT PINS
 REALISTIC SIZE
 Larger Than Ever Before!

GIANT BALLS
 GENUINE EBONITE
 4 1/2 in. DIAMETER—2 1/2 POUNDS

THIS BALL "Makes the Game"

Classic BOWLING LEAGUE

Plus
 NEW HIGH SCORE Of The Week Feature! (Key Controlled)

Choice of 3 Size Cabinets
 13 ft. — 16 ft. — 18 ft.
 Shipped in 2 sections! Wider Cabinet!
 Striped Playfield! Genuine Gutters!

NEW PROFIT MAKING FEATURE!
 2 Games for 25c
 Also available as One Game for 25c
 Easily convertible to regular 10c play!

chicago coin
 MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

More Magic! More Money!

Magic Squares and Lines cover entire Card of

Bally Sun Valley

Biggest blaze of money-making "magic" ever

flashed on a backglass! All 25 numbers in Magic Squares or Magic Lines! Results: more fun for players, more coins through the chute, more profit for you!

Get your share... get SUN VALLEY now!

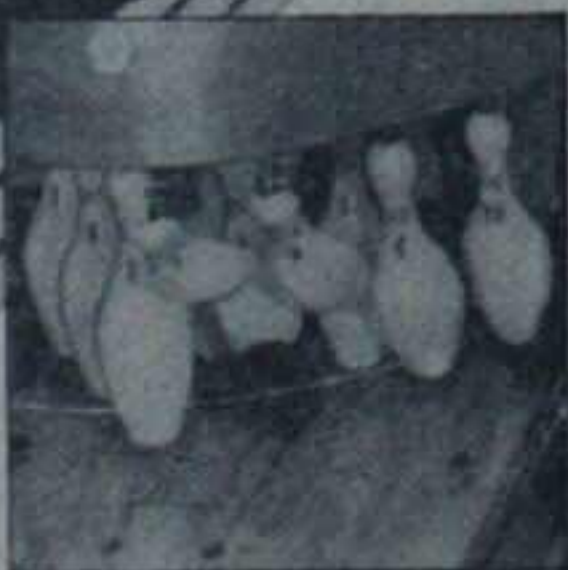


- 4 Magic Squares
- 2 Magic Lines
- 4-Way Extra Time
- Corner Scores
- Advancing Scores
- Extra Balls

ABC Tournament

See husky 3½ in. balls actually plow into pins... just like real bowling... and you see why ABC TOURNAMENT out-earns every other bowling-game. Order ABC TOURNAMENT today.

Free
TOURNAMENT
PROMOTION KIT
WITH EACH GAME



12½ ft. and 14 ft. long
SECTIONAL CONSTRUCTION

Balls actually hit pins!

New
SCORE-BOOSTER
GREEN
3-IN-LINE
SCORES
4-IN-LINE

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S *Playtime*

FEATURES

Selectable Squares and Line
FOR
More Scoring Combinations

3 SEPARATE SCORES

CAN BE MADE EACH GAME WITH
RED, ORANGE, YELLOW
IN-LINE COMBINATIONS

4 WAYS TO PLAY
FOR EXTRA TIME

CORNER SCORES

UNI-HOLE

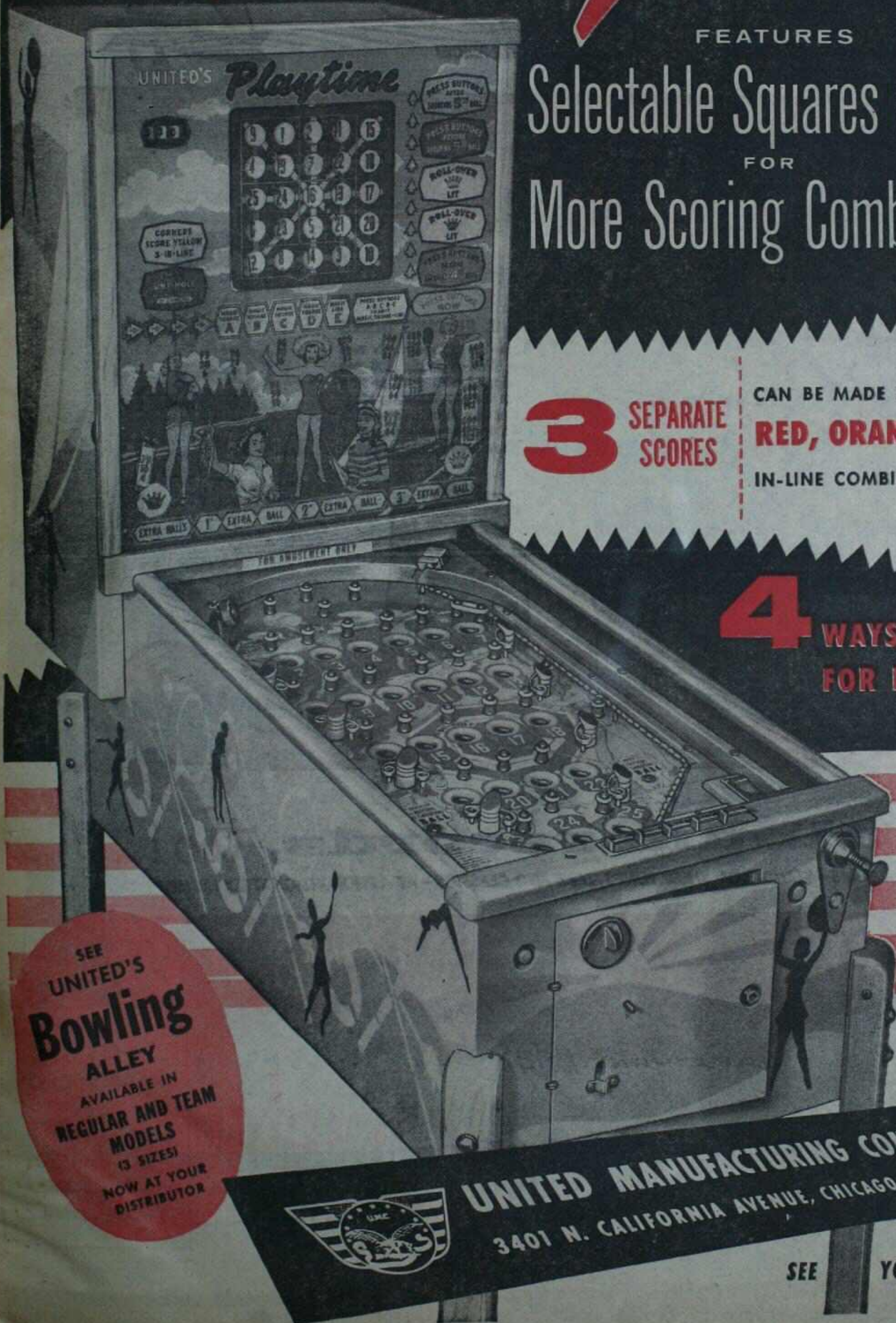
EXTRA BALLS

TRI-DECK
ADVANCING SCORES

SEE
UNITED'S
Bowling
ALLEY
AVAILABLE IN
REGULAR AND TEAM
MODELS
(3 SIZES)
NOW AT YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR



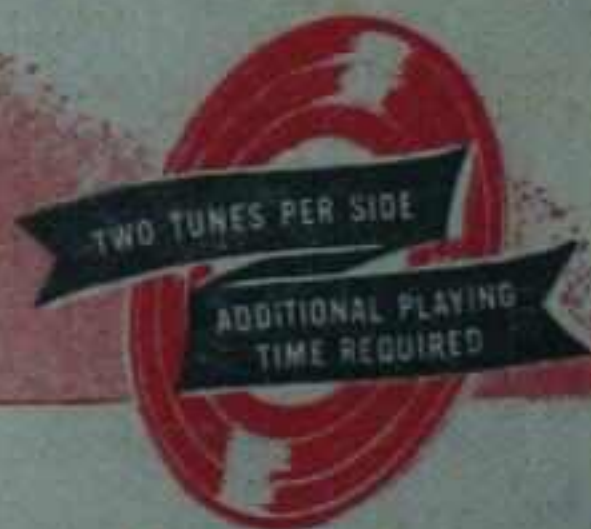
singles, *of course*

PROGRAM CURRENT RELEASES ON SINGLES AT ONE PRICE!



DUAL PRICING UNITS

Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.



and album records, *too!*

PROGRAM ALBUMS - STANDARDS, SHOW TUNES, JAZZ AND CLASSICS - AT A PROPORTIONATELY HIGHER PRICE

America's finest and most complete music systems

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