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Big Tops Bloom But Chanteys Disappear

Mechanization Leaves Only Memories Of Canvasmen's Colorful Work Chants

By TOM PARSONSON

CHICAGO—Circus big tops are far from extinct, but what has disappeared are the distinctive chanteys of big top crews.

Similar work-chants of sailors and plantation workers have been written down and, in some cases, popularized. But circus canvasmen, like their fellow specialists in various show fields, have escaped notice for the most part. Now their lore is all but gone.

Time was that the singing and chants of Negro tent crews were as much a part of the action on a circus lot as were the rhythmic poundings of stake hammer crews and the long-string drivers.

Now, altho there are about as many big tops in the air as ever it's a different breed of man that works show canvas. The newcomers aren't so inclined to sing as were their predecessors. Last year a big top boss tried to revive the old chanteys, but he had no luck.

First Time Published

As far as is known, these chanteys have never been written down before. The only exceptions are a couple of versions of the simplest chantey, the kind used by the advanced and experienced crews. One such version goes like this:

"Heave it, heavy;
"Shake it; break it;
"Shove it down;
"Next . . ."

One of the last versions of this to be used was recorded by Edward Hoagland in a novel he wrote after being with the Ringling-Barnum show a few seasons ago. He quoted it phonetically:

"Reaaaar b' aaag - jomp - jomp - jomp - jomp - wawgalong."

That translates into "Rear back,

Canvas Boom For Crusades

CHICAGO—While Billy Graham is crusading at such arenas as Madison Square Garden, many of his compatriots are conducting revival meetings in under canvas "gardens." Several of the tenting revivalists now have big tops as large as the biggest circus tents, and at least one, the Rev. Oral Roberts, has a tent bigger than the one Ringling has put in storage.

Where the music is that of hymns rather than bands and chants, some phases of big tent usage are different, too. Altho the Reverend Roberts uses circus-style stake drivers and benefits from long-term Ringling know-how, he replaces the old-style canvasmen with a crew of volunteers from among his followers in each town.

JURISDICTION OVER TOLL TV IN FCC HANDS

WASHINGTON — The FCC dipped a toe into toll TV waters last week (23) to the extent of deciding it did have statutory power to authorize pay service, provided the latter proves to be "in the public interest."

Having gone that far, the Commission decided to pause and gather more "specific and detailed" information from station licensees and other interested parties as to conditions under which a field trial might be authorized at some future date.

Also deferred to some future date, in view of present lack of real knowledge of how toll TV would work in actual service, is the question of classification of this "novel" type of service as "broadcasting," or something else. Also, no fully realistic "assessment" would be possible without ample demonstration of how toll operates in actual practice, FCC believes.

Questions that would be answered by an "adequate" trial of the service would be those on 1.) acceptability to the public; 2.) toll TV's capacity to enlarge program fare now available; 3.) pay TV's significance as source of additional revenue; 4.) potential impact, good or bad, on free TV; 5.) pay TV's exact mode of operation in actual practice.

(Continued on page 13)

Doubt Upswing on Dominant Teen-Age Trend in Air-Play

Adolescents Only Minor Part of Current Radio Audience Market

CHICAGO — While more and more radio stations are galloping, herd-like, towards policy of playing the 40 best-selling records almost exclusively, a counter-trend is starting to shape up. A growing number of station managers are beginning to ask, "Is a strict diet of hits a good thing?" In fact, some record men themselves are getting uneasy about the "top 40" trend, even tho it would seem, on the surface, that they have everything to gain by it.

The complaint of these record men is that increasingly they are becoming slaves to the enthusiasms of the teen-age girl who dominates the purchase of pop singles, and in this pursuit of the "hot 89 cents," records may be losing their long-range appeal to a broader music market.

The fact is that daytime radio today is a medium for reaching grown women. Teen-agers are an almost insignificant part of the audience. Recent Pulse and Nielsen surveys established this fact. Yet to the record man the small proportion of teen-agers looms large because the kids are so responsive to his wares. These differing in-

terests could seriously disturb the happy, interdependent marriage between the radio and record businesses unless each industry stops to take a sober look at current trends.

Teen-Agers Only 12 Per Cent

An over-all, nation-wide survey of radio listenership by Pulse showed that in the 4 p.m. to 6 p.m. time period, the hours when school-kid listenership is highest, teen-agers comprise only 12 per cent of the total audience. Dominating the audience, at a figure of 51 per cent, is the housewife. Adult men number 31 per cent and children are 6 per cent.

At the other extreme, at 11 a.m., when the kids are in school, woman listenership zooms up to a fat 73 per cent and teen-age ears are virtually non-existent. Yet this is prime disk jockey time, and the alert deejay might well ask himself if the hits selected by the teen-age girl at the record shop are the strongest vehicles for pleasing her mother while she's at home alone in mid-day.

At 6 p.m., the male adult audience is beefed up to 38 per cent, but mama is still boss with 47 per cent, and the teen-ager is a wispy 10 per cent. Five per cent are little tots.

These figures might suggest that the broadcaster and record man are gunning for two different audiences and that they have a natural conflict of interest. One man, however, who does not see it that way, is Mel Goldberg, research director for the Westinghouse chain of radio stations, eminently suc-

(Continued on page 22)

NEWS OF THE WEEK

Kellogg Completing TV Industry's Biggest Deal for Kid Shows With ABC . . .

Kellogg is close to finalizing the biggest kids' show deal in network history, involving six half-hour shows on ABC-TV. . . . Page 2

TV Barter Business Is Booming; Time Merchants a New Middleman . . .

TV film barter deals have now reached such proportions that there is now place for a middleman. Time Merchants, Inc., sells spot time acquired by film distributors to top ad agencies. . . . Page 11

No LP Price Cuts in Works, Say Execs of Major Manufacturers . . .

Major diskery executives view as "completely inconceivable," any early price slash on packaged disk merchandise. They point to the rash of current special sales plans as merely sales stimulants, available on limited portions of their catalogs. In view of many fixed costs, reducing LP prices would be "committing

economic suicide," according to the spokesmen. . . . Page 18

Larry Kanaga to GAC; Marek Succeeds Him at RCA Victor . . .

George R. Marek is succeeding Lawrence W. Kanaga as vice-president and general manager of the RCA Record Division, effective June 1. Kanaga is resigning to become president of General Artists Corporation, at a reported annual salary of around \$100,000, plus a stock guarantee at the end of five years. . . Page 17

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TELEVISION PROGRAMMING

2

THE BILLBOARD

Communications to 1564 Broadway, New York 36, N. Y.

MAY 27, 1957

WHO'S BUYING WHAT

Rough and Tumble Stanzas, Musicals Snare Bankrollers

HOLLYWOOD—Sponsors are buying mostly blood and guts shows and musicals this season. The trend is especially apparent among cosmetics, toiletries and drugs sponsors, who ordinarily would be the heavy purchasers of what might be termed "middle ground" programs such as series dramas (anthology with a hook) and situation comedies. So far there's nary a one among them, and producers of pilots in these categories look headed for a beating.

In the automotive field General Motors is making almost exclusively a musical approach. Ford, which is fairly well set, has bit into a mystery-drama, and Plymouth switched from a musical to a situation comedy.

The tobacco field, as might be expected, is primarily making a hard-hitting approach, except for Chesterfield, which is going with the musical trend. Appliances are what looks like a banner musical year (The Billboard, May 20).

Food sponsors, to a considerable degree, have still to commit themselves.

The trend, at least to a great extent, is due to the cost per thousand situation, which finds musicals, mystery and Westerns a much better buy than a situation comedy or drama.

According to The Billboard CPM charts, the top musical (Lawrence Walk) comes in at \$1.08 and the top mystery (Alfred Hitchcock) at \$1.92 as against \$1.95 for "I Love Lucy" and \$2.35 for "The Millionaire."

The fifth-ranked situation comedy and sixth-ranked dramatic program, each with CPM's of \$2.80, are approximately equaled by the 10th ranked programs in the other two categories.

Even so, however, the shift toward diversification still continues strong, with all but 10 of the shows sold carrying multiple sponsorship.

Who's Bought What

The category breakdown of who's bought what:

Appliances	
Alcoa	Five Star Playhouse*
Frigidaire	Patrice Munsel*
General Electric	Sugarfoot*
RCA Whirlpool	Gobel-Fisher Show*
Schick	Gisele McKenzie*
Sylvania	The Real McCoy's
Automotive	
Buick	Patrice Munsel*
Chevrolet	Wells Fargo*
	Pat Boone
	Dinah Shore
Ford	Crisis*
Oldsmobile	Big Record*
Plymouth	Date With the Angels
Auto Accessories	
AC Sparkplugs	Zorro*
Goodyear	Five Star Playhouse*
Sacony-Mobil	Manhunt*

Cosmetics, Drugs & Toiletries

American Home Products	People's Choice
Bristol-Myers	Have Gun, Will Travel*
Lever Bros.	Gunfire Pass (Feat.)
Mennen	Have Gun, Will Travel*
Procter & Gamble	O.S.S.
Purex	Meet McGraw
Revlon	Perry Mason*
	Guy Mitchell Show*
	Walter Winchell File
Scott Paper	Gisele McKenzie*
Warner-Lambert	The Restless Gun
Ponds	The Tac Dough*
	Robert Cummings

Food & Beverage

American Chicle	Sugarfoot*
Armour	Big Record
Kellogg	The Big Record*
Mogen-David Wine	Dick & the Duchess*
Pillsbury	The Big Record
Seven-Up	Zorro*

Tobacco

American Tobacco	Manhunt*
Chesterfield	Frank Sinatra
	Gobel-Fisher Show
Old Gold	Court of Last Resort
Philip Morris	Mike Wallace
R. J. Reynolds	Harbour Master

*Denotes Multiple Sponsorship.

KELLOGG, ABC SET BIG KIDDIES' DEAL

Firm May Take Entire 5-5:30 Strip; Has Alternate Weeks of 'Circus Boy'

NEW YORK — The Kellogg Company is close to finalizing the biggest sponsorship deal of kid shows in the history of network TV. It is weighing the sponsorship of the entire 5-5:30 strip in the ABC-TV network, in addition to alternate weeks of "Circus Boy," Thursday 7-7:30 on the same web. Mars has already pact for alternate weeks of "Circus Boy."

If the deal takes, Kellogg would slot "Superman," Mondays, "Wild Bill Hickok" Tuesdays, and the "Woody Woodpecker" cartoons

Wednesdays. Shows are not definitely named for Thursdays and Fridays. But being considered are "Champion," "Buffalo Bill Jr.," "Jungle Jim," "Lancelot," "Buccaneers," and "Bengal Lancers."

The strip would program a combination of reruns and new product to keep program costs low, and gain saturation.

Both "Superman," "Wild Bill Hickok" and "Woody Woodpecker" are Kellogg properties, the first two of which have been nationally spot booked. Kellogg, of course, would use its national spot money to pay for the network buy.

General Mills has full half hours of "Mickey Mouse Club" Wednesday and Fridays 5:30-6 p.m. Because of conflicting products, Kellogg could only use its Wednesday and Friday half hours for its dog food and spaghetti products.

The saturation buy would be made thru the Leo Burnett agency. The advertiser has already contracted for one-quarter of CBS-TV's "The Big Record," Wednesday night 8-9 p.m. next season.

Ted Mack Talking Days to CBS, NBC

NEW YORK — Ted Mack is talking weekend daytime to CBS-TV and NBC-TV for "Amateur Hour," which departs ABC-TV in June and most probably will not return there. The show's current Sunday 9-10 p.m. slot figures in ABC's feature film plans and is considered by web programmers the wrong lead-in to Mike Wallace.

'Feminine Touch' To Be MGM Pilot

NEW YORK — MGM-TV will make a pilot of "The Feminine Touch," situation comedy set in a beauty parlor, as soon as it casts the two leads, the women who are partners in the shop.

"The Thin Man," MGM-TV's comedy mystery starring Peter Lawford and Phyllis Kirk, will have its pilot completed next week.

LATE TV FLASHES

SOCONY CLOSES IN ON "MANHUNT"

Socony Mobil Oil, a new network advertiser, is close to purchasing alternate weeks of "Manhunt" on NBC-TV. It would be shared with American Tobacco and programmed in the 9-9:30 Friday evening slot. Compton is the agency.

COLGATE TAKING FRIDAY 9:30 SLOT ON NBC

Colgate-Palmolive has virtually wrapped up the Friday 9:30-10 p.m. time period on the NBC-TV network. The advertiser is considering MGM-TV "Thin Man" and "Colonel Flack," among others.

ARMOUR TAKES LAST OF 'RECORD'

Armour will sponsor the last quarter of CBS-TV's "The Big Record," Wednesday evening. Other advertisers committed to "The Big Record" are Oldsmobile, Pillsbury and Kellogg.

ALUMINUM READY FOR 'OMNIBUS'

Aluminum, Ltd., is ready to sign for the second third of "Omnibus" which goes 4-5:30 p.m. alternate Sundays on NBC next season. Union Carbide and Carbon has already signed for the first third of the stanza. "Wide, Wide World" which will occupy the hour with "Omnibus" has already been bought by General Motors as a corporate program. McManus, John & Adams is the General Motors agency.

ABC, Y&R CONFER WITH KAISER

The on-and-off-again Kaiser deal is still alive. Last week saw top ABC-TV and Young & Rubicam execs conferring with Henry J. Kaiser in Honolulu. Show would program 26 big features Sunday between 7:30-9 during next season on a 52-week deal. Pictures would cost about \$100,000 each.

PONTIAC, PEPSI TO SHARE 'ANNIE' SPEC

Pontiac and Pepsi-Cola will share sponsorship of the "Annie Get Your Gun" spectacular on NBC-TV November 27. The Mary Martin vehicle will go into the 9-11 spot.

STERLING TO BRING BACK 'SABER'

Sterling Drugs will program a beefed-up version of Inspector Mark Saber in its Friday 7:30-8 p.m. NBC-TV time period next season. Advertiser has been using the character for several years.

'HI LO' MAY SUB FOR FORD

Barry-Enright's "Hi Lo," a new quiz show is a possibility to replace Tennessee Ernie for Ford Motors in the Thursday 9:30-10 p.m. slot on NBC this summer.

TWO FOR MONEY ON CBS SATURDAYS 8:30-9

CBS-TV has set "Two for the Money," starring Sam Levenson, in the Saturday 8:30 time period this summer. "Money's" current Saturday 10:30-11 period will be occupied by a Jimmy Dean country and western stanza.

Weaver Near WGN-TV Deal

CHICAGO—Perhaps the most wide open secret of the week is the Sylvester (Pat) Weaver and WGN-TV, Chicago's only station without a network affiliation. Weaver comes to Chicago Tuesday (28) for a press luncheon to be co-hosted by WGN. The station, however, makes the innocent claim that "we don't have the slightest idea what it's about or what will be said."

It is known that Weaver's been eying three WGN local shows for possible syndication on his "fourth network." They are "Garfield Goose" and "Lunchtime Little Theater," both kiddie attractions, and "Wally Phillip and Bob Bell," a comedy duo show. There has already been wide speculation that WGN will become Weaver's outlet here.

Webb, ABC May Do 'Pete Kelly' Series

NEW YORK—Jack Webb and ABC-TV are huddling over an hour-long series which would debut sometime after March, 1958. Only the idea of the show is on paper, but it's an outgrowth of Webb's "Pete Kelly's Blues" property.

Webb does a guest spot on "Kukla, Fran and Ollie" May 29.

Wildroot Buys Half Golf Show on ABC

NEW YORK — Wildroot has bought the remaining half of "Championship Golf," the Walt Schwimmer film series to be seen over ABC-TV Saturdays, 4-5 p.m., starting in September. Miller Brewing had previously bought alternate weeks.

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Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
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New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
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Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1426 G St., N. W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers

Outdoor-Mdse. C. J. Latscha, Cincinnati
Music-Radio Dan Collins, New York
Television Andrew Csida, New York
Coin Machine Richard Ford, Chicago

Circulation Department

B. A. Bruns, Director Cincinnati
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BIOW, FOOTE & HEWITT HINTED

NEW YORK—One of the wilder reports making the rounds here would have Milton Biow, Emerson Foote and Andy Hewitt join forces to establish a new advertising agency. Their first accounts, so the story goes, would be Bulova and Philip Morris Cigarettes. Both accounts were in the Biow portfolio when he had his old agency.

Both Biow and Foote, a former McCann - Erickson veepee, are now at liberty. Hewitt is currently a vice-president of Kenyon & Eckhardt. Financing for the proposed agency would come from English sources.

3 NBC Clients Hunting Shows

NEW YORK—Several NBC-TV clients are shopping for shows. American Home Products and Borden are looking for a replacement for "People's Choice," now slotted 9-9:30 Thursday nights.

Campbell Soups, which will go 9-9:30 Friday evenings next fall, is said to be hunting for a property to take over for "On Trial." Batten, Barton, Durstine & Osborn is the agency. The advertiser may wish to sell off half of whatever it buys, since Lever Bros., the co-sponsor of "On Trial," will not be along for the ride next season.

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CAMPBELL BUY

Only Five Prime Hours Left on ABC This Fall

NEW YORK — The Campbell soup alternate-week buy of Friday, 10-10:30 p.m., wound up a hot selling week at ABC-TV, with only five prime time hours left unsold for the fall, half of that on Sundays.

Campbell may move the Joseph Cotton show from its current Friday 9 p.m. slot on NBC-TV, with a new format but retaining Cotton as host-narrator-actor. Another possibility is that Campbell will switch to a show with more woman's appeal. Colgate-Palm-

olive is considering alternate weeks of this time period.

Buick Division bought out the Patrice Munsel music show, previously bought for alternate weeks, in the Friday 8:30-9 p.m. berth, and is reselling the half to its sister division Frigidaire. The only other opening on ABC's Friday schedule is a half of "Adventures of Jim Bowie" which Chesebrough dropped and American Chicle retained.

Another General Motors division, A.C. Sparkplug, bought the

remaining alternate weeks of "Zorro," Seven-Up having picked up half of the new Disney serial in February.

R. J. Reynolds confirmed its return with the half-hour versions of "Wire Service" in the Monday 9-:30 p.m. time, with "Voice of Firestone" and "Bold Journey" moving to periods a half hour earlier. Monday's evening schedule now has only the 7:30-8 p.m. spot blank.

Contrary to published reports, Bristol-Myers has not set "Gunfire Pass" to fill its Wednesday 8:30-9 p.m. buy, since ABC, which has approval rights, rejected the Western series. "Pass" may be reconsidered if neither side comes up with a mutually acceptable property by June 14. Currently under consideration are "Grey Ghost" and "Amazon Trader."

Helene Curtis Flips "Duchess"

NEW YORK — Helene Curtis has moved out of the "Dick and the Duchess" picture. The advertiser was interested in picking up the CBS-TV alternate weeks Saturday 8:30-9 entry, but couldn't work it out so that it would have contiguity with its alternate week sponsorship of "Oh, Susanna" which follows on the web. The advertiser however, is still shopping for another network half hour. Mogen David Wine has ordered an alternate half hour of "Duchess."

SUMMER

ABC to Test Day Show In Evening

NEW YORK — ABC-TV will test some and perhaps all of its proposed daytime schedule during the summer weeks in nighttime berths. The web's eight half-hour shows, currently being filmed for pilot sale, will appear live during July and August in available slots, including Sunday 9-10 p.m. Monday 8:30-9 p.m. and Saturday 7-7:30 p.m.

Chosen for the fall plunge into daytime are "What Makes You Tick?" "Lucky Lady," "Glamour Girl," "Guest of Honor," "Parlay," "Man in Your Life," "What's the Name of That Song?" and "Win Your Way." The chosen tryouts will be sustainers, with a possible series of weekly premieres made into one sale.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on April TV audience measurements of AMERICAN RESEARCH BUREAU

THE TOP TWENTY

This chart is the TV industry's only guide to the comparative monthly cost efficiency of Class A time network programs and of cost efficiency by audience composition. However, since many factors other than the purely statistical are involved in determining the value of any program to its sponsor, readers are urged to utilize this material as a guide

rather than as the absolute yardstick in assessing the relative merits of different programs.

The figure shown for each program represents the sponsor's cost for reaching 1,000 TV homes, men, women or children per minute of commercials. These figures were reached by divid-

ing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

COST PER THOUSAND

HOMES

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$.96
2. WELK'S TOP TUNES (Dodge, ABC)..... 1.60
3. \$64,000 QUESTION (Revlon, CBS)..... 1.67
4. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.78
5. CAVALCADE OF SPORTS (Gillette, Toni, NBC)..... 1.97
6. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 1.99
6. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.99
8. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS) 2.00
9. CLIMAX! (Chrysler, CBS)..... 2.04
10. DECEMBER BRIDE (General Foods, CBS)..... 2.05
11. YOU BET YOUR LIFE (Toni, Chrysler, NBC)..... 2.08
12. PERRY COMO (Kimberly-Clark, Sperry Green Stamps, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 2.09
13. WHAT'S MY LINE? (Helene Curtis, Remington Shaver, CBS)..... 2.12
14. NAME THAT TUNE (Kellogg, Amer. Home, CBS)..... 2.15
15. \$64,000 CHALLENGE P. Lorillard, Revlon, CBS)..... 2.20
16. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 2.26
17. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, ABC)..... 2.28
18. LASSIE (Campbell, CBS)..... 2.29
19. DISNEYLAND (Amer. Motors, Amer. Dairy, Swift, Derby, ABC)..... 2.30
19. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS)..... 2.30

COST PER THOUSAND

MEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$1.00
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.74
3. CAVALCADE OF SPORTS (Gillette, Toni, NBC)..... 1.75
4. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 1.82
5. WELK'S TOP TUNES (Dodge, ABC)..... 1.93
6. \$64,000 QUESTION (Revlon, CBS)..... 1.97
7. PERRY COMO (Kimberly-Clark, Sperry Green Stamps, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 2.24
8. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 2.26
9. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS)..... 2.28
10. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 2.32
11. YOU BET YOUR LIFE (Toni, Chrysler, NBC)..... 2.34
12. WHAT'S MY LINE? (Helene Curtis, Remington Shaver, CBS)..... 2.37
13. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.53
14. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 2.57
15. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 2.61
16. RED SKELTON (Pet Milk, S. C. Johnson, CBS)..... 2.63
17. DECEMBER BRIDE (General Foods, CBS)..... 2.68
18. ALCOA HOUR (Aluminum Co., NBC)..... 2.76
18. CLIMAX! (Chrysler, CBS)..... 2.76
20. CHEVY SHOW (Chevrolet, NBC)..... 2.77

COST PER THOUSAND

WOMEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$.75
2. WELK'S TOP TUNES (Dodge, ABC)..... 1.37
3. \$64,000 QUESTION (Revlon, CBS)..... 1.45
4. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.49
5. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.69
6. PERRY COMO (Sperry Green Stamps, Kimberly-Clark, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 1.70
7. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 1.76
8. WHAT'S MY LINE? (Helene Curtis, Remington Shaver, CBS)..... 1.81
9. CLIMAX! (Chrysler, CBS)..... 1.84
10. YOU BET YOUR LIFE (Toni, Chrysler, NBC)..... 1.86
11. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 1.91
12. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 1.93
13. DECEMBER BRIDE (General Food, CBS)..... 1.96
14. NAME THAT TUNE (Kellogg, Amer. Home, CBS)..... 2.02
15. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.08
16. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS)..... 2.16
17. THE LINE-UP (Brown & Williamson, Procter & Gamble, CBS)..... 2.20
18. ALFRED HITCHCOCK PRESENTS (Bristol-Myers, CBS)..... 2.22
18. PERSON TO PERSON (Bristol-Myers, CBS)..... 2.22
20. TREASURE HUNT (Mogen David, ABC)..... 2.27

COST PER THOUSAND

CHILDREN VIEWERS

PER COMMERCIAL MINUTE

1. DISNEYLAND (Amer. Motors, Amer. Dairy, Swift, Derby, ABC).....\$1.42
2. LASSIE (Campbell, CBS)..... 1.61
3. LONE RANGER (General Mills, Swift, ABC)..... 1.95
3. LAWRENCE WELK (Dodge, ABC)..... 1.95
5. RIN TIN TIN (National Biscuit, ABC)..... 2.29
6. CHEYENE (General Electric, Chesebrough-Ponds, ABC)..... 2.31
7. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 2.70
7. THE BUCCANEERS (Sylvania, CBS)..... 2.70
9. PERRY COMO (Kimberly-Clark, Sperry Green Stamps, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 2.75
10. DECEMBER BRIDE (General Foods, CBS)..... 2.77
11. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.80
12. WELLS FARGO (General Foods, Amer. Tobacco, NBC)..... 2.83
13. ED SULLIVAN (Lincoln-Mercury, CBS)..... 2.85
14. FATHER KNOWS BEST (Scott, NBC)..... 2.91
15. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 2.92
16. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.99
17. ROY ROGERS (General Foods, NBC)..... 3.03
18. CIRCUS BOY (Reynolds Aluminum, NBC)..... 3.08
19. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS)..... 3.16
20. NAME THAT TUNE (Kellogg, Amer. Home, CBS)..... 3.22

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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
- Blommsburg
- Hagerstown
- Frederick
- Westminster

STEINMAN STATION Clair McCollough, Pres. Representative MEEKER

316,000 WATTS

COMING COST PER THOUSAND ANALYSES:

Next week: Quiz Shows and Comedy-Variety-Music Shows
Food-Beverage and Cigarette-Tobacco Sponsors
June 10: Dramas and Situation Comedies
Automotive-Petroleum and Appliance-Furnishings Sponsors

GIVE TO DAMON RUNYON CANCER FUND

RECORD-BREAKING FACTS

23,000

VIEWERS IN JUST

"HIGHWAY PATROL"



"HIGHWAY PATROL"
starring
BRODERICK CRAWFORD



THIS ARB 29.0 IS HIGHER THAN THE ARB NATIONAL RATING FOR THESE SHOWS (MARCH, 1957):

Playhouse 90	27.4	Adventures Of Jim Bowie.....	23.0
Bob Cummings	27.4	20th Century Fox	23.0
Zane Grey Theatre	27.2	Lux Video Theatre.....	22.9
Line Up	27.0	Broken Arrow	22.9
Life Of Riley	26.6	Cavalcade Of Sports.....	22.6
Robin Hood	26.5	Navy Log	21.8
Studio One	26.0	Ozzie and Harriet.....	20.9
Loretta Young	25.2	Welk's Top Tunes.....	20.4
People's Choice	25.1	Conflict	20.0
George Gobel	24.7	Big Story	19.9
Mr. Adams and Eve.....	23.1	Big Surprise	19.5

AMERICAN RESEARCH BUREAU, INC.
COLLEGE PARK, MARYLAND
8 May, 1957
B365Y-57

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road
Cincinnati 6, Ohio

CONFIRMATION OF SPECIAL TABULATION RESULTS
Description: National rating and persons for Highway Patrol. Ratings by individual markets surveyed in March '57.

Results: "HIGHWAY PATROL"
National Rating Data
Rating: 29.0
Persons (add 000): 23,640

Tabulation from: ARB Natl. TV Survey, Mar. '57
Ordered by: New York Office.

AMERICAN RESEARCH BUREAU, INC.
H. J. Waters
H. J. Waters, Project Director



JAMES W. SEILER, DIRECTOR OF ARB, supervised the compilation of the ARB rating facts in this ad. This data proves HIGHWAY PATROL'S overwhelming audience appeal.

THE PULSE, INC.
May 14, 1957
Ziv Television Programs, Inc.
1529 Madison Road
Cincinnati 6, Ohio

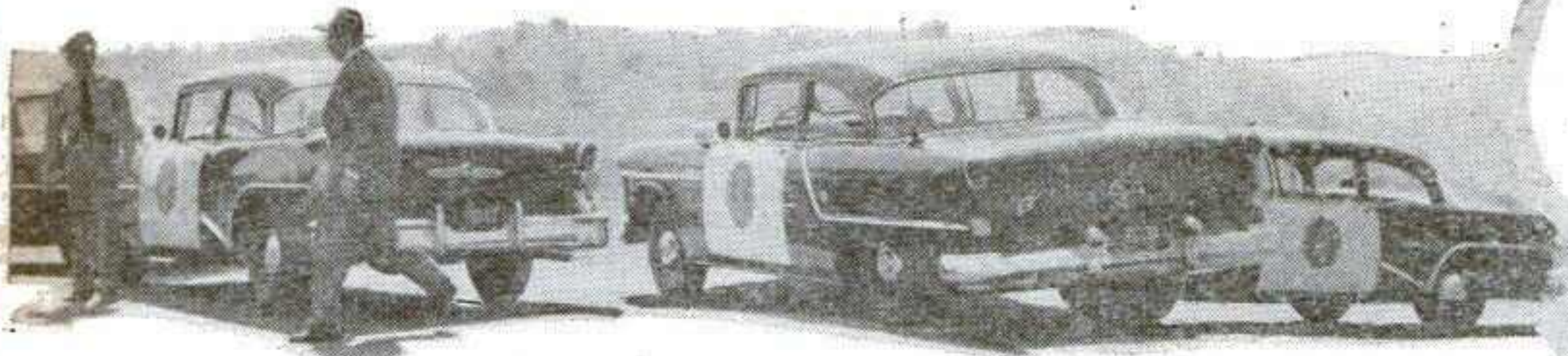
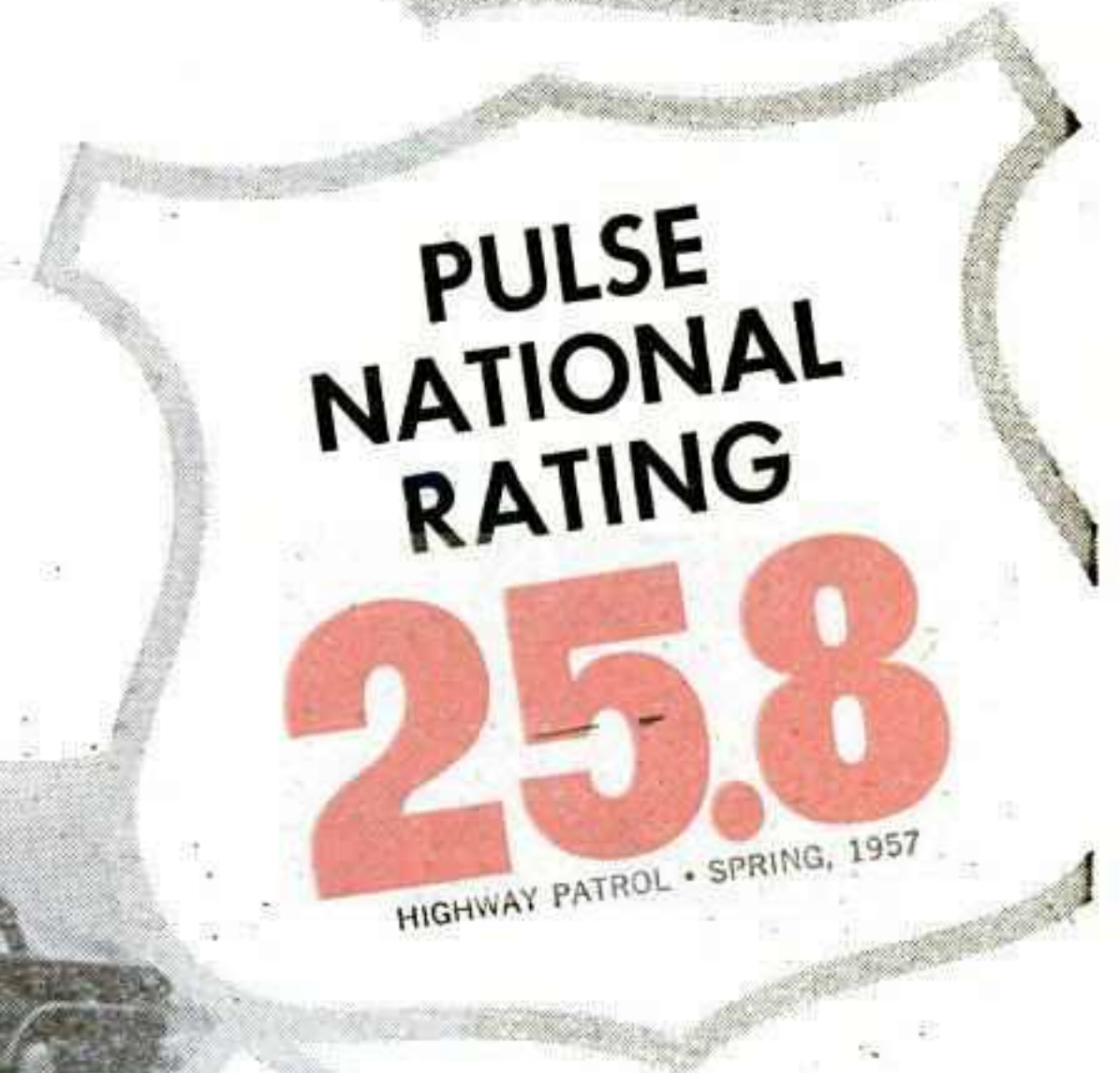
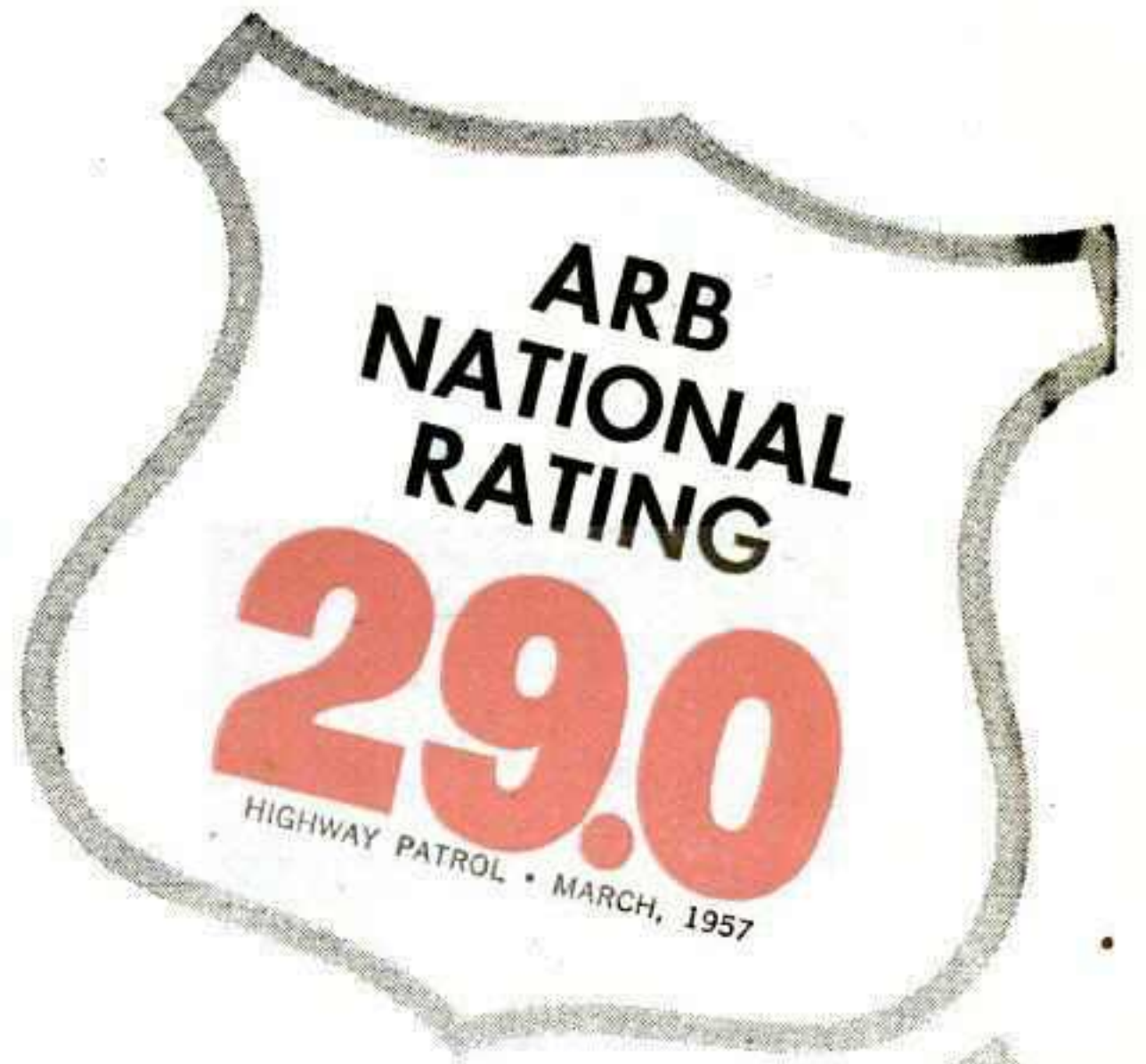
SPECIAL ANALYSIS - SPRING 1957
TELEPULSE NATIONAL RATING
"HIGHWAY PATROL"
Results: Rating: 25.8
Persons (add 000): 23,200

THE PULSE, INC.

DISCLOSED BY NATIONAL RATING ANALYSES . . .

0,000

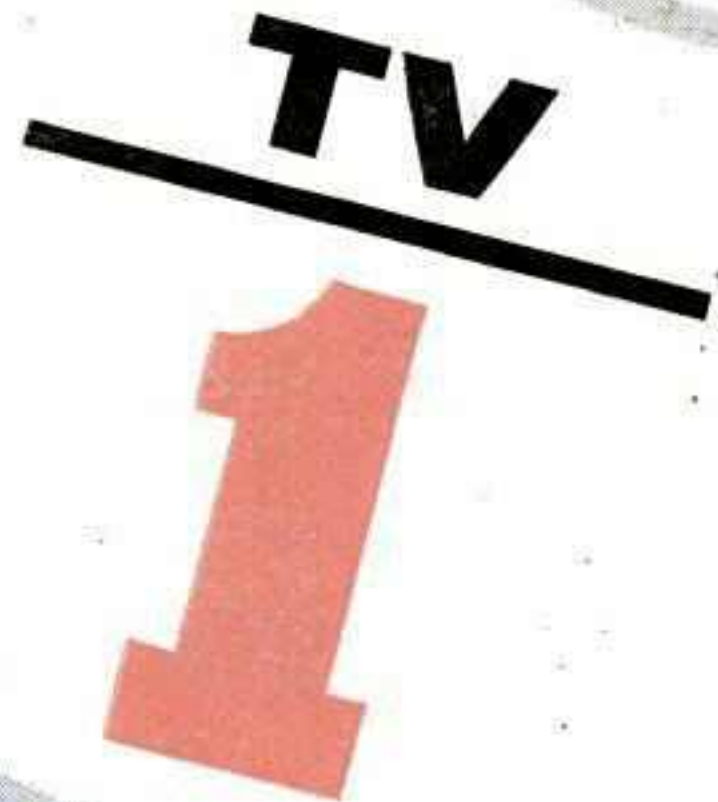
**ONE WEEK FOR
PATROL!**



On Trial	19.3
Sid Caesar	19.3
Panic	19.2
Ford Theatre	17.9
Alcoa Hour	17.8
Blondie	17.8
Robert Montgomery Presents ..	16.7
Producers Showcase	16.0
Kraft TV Theatre	15.8
Treasure Hunt	15.1
DuPont Cavalcade Theatre	13.5
Wire Service	12.1
Danny Thomas	10.9

ARB National March, 1957

**THE UNQUESTIONED
#1 SYNDICATED
SHOW IN THE U.S.A.**



TIME
AFTER
TIME...
**ZIV
SHOWS
RATE
GREAT
IN CITY
AFTER
CITY!**



DR. SYDNEY ROSLOW,
DIRECTOR OF PULSE,
INC., directed the tabu-
lation of the special re-
port proving that HIGH-
WAY PATROL is a rec-
ord-breaking TV series.



Copyrighted material

Lever, Shulton Weigh 'White'

NEW YORK—Lever Brothers and Shulton are weighing "World in White" for the Tuesday 8:30-9 time period on CBS-TV. The property was developed by Sidney Kingley, who wrote "Men in White," the play on which it was based.

Also getting consideration by both sponsors is a new Eve Arden situation-comedy based on Emily Kimbrough's "The World Is Our Pleasure."

NBC Slashes Rates For A.M. & Sunday

NEW YORK — NBC-TV has lowered its daytime rates for early morning (7-9 a.m.) periods and Sunday 1-2 p.m. and 5-6 p.m.

American Can Takes ¼ Hour Of NBC News

NEW YORK — American Can will step up its alternate quarter hour sponsorship of the NBC-TV news to a quarter hour next season. Miles, which is now sponsoring one and one-half quarter hours, will drop out as will Time, Inc., which now has an alternate quarter hour.

Ronson however, has already pacted for two quarter hours. Clidden will remain on alternate Wednesdays. The show will be seen 6:45 and 7:15 p.m.

time. The morning time drops from Class C to Class D, or 40 per cent of Class A rates. The reclassification lowers Sunday 1-2 p.m. from B to C and 5-6 p.m. from A to B.

4 Execs Shifted to New BBDO Posts

NEW YORK—Batten, Barton, Durstine & Osborn has named four TV-radio execs to new posts. John Hoagland, in charge of programming, becomes TV account exec for Lever Bros. and General Mills. George Polk, in charge of TV planning, assumes Hoagland's post. Don Rowe, head of TV-radio production in Hollywood, becomes account exec for Lucky Strike. Robert Stefan succeeds Rowe.

L&M Keeps Jones on CBS at 10:30 Tuesday

NEW YORK—Liggett & Myers extended its option on the Tuesday 10:30-11 p.m. CBS-TV slot. It will continue to program Spike Jones in the half hour and weigh a time period renewal for next season, either with Jones or with a replacement.

VICKS, CITRUS NEW

13½ Daytime Slots Are Sold by CBS

NEW YORK—CBS-TV in the last week has picked up 13½ quarter hours of daytime fall sales. The buys will move the network a long distance toward solidifying its daytime commercial business for the next season. A significant factor in this upsurge of billings is the new CBS policy of allowing daytime cross plugs.

One of the web's major achievements is snagging two clients who never before have used network daytime video. They are the Vick Chemical Company and Florida Citrus Commission.

Vick has purchased alternate quarter hours on Tuesday and Friday of Garry Moore (10-10:30) and "Edge of Night" (4:30-5 p.m.), alternate Tuesdays of "As the World Turns," the 1:30-2 soaper and an alternate Friday quarter hour of "Our Miss Brooks," the 2:30-3 vidfilm strip. Morse International is the Vick agency. The client will use the shows for its line of cold products, including its Vapo-Rub and nose spray.

Citrus Time Buys

The Florida Citrus Commission thru Benton & Bowles is buying three quarter hours to be divided among Garry Moore, "Edge of Night," and Arthur Godfrey. This, of course, will also include daytime radio on Godfrey.

Among the other advertisers are the Dow Chemical Company, which has bought a quarter hour of Garry Moore; Pillsbury, a quarter hour each of "Edge of Night" and "As the World Turns"; Pet Milk, an alternate quarter hour of "Edge of Night"; General Mills an alternate quarter hour of "Our Miss Brooks"; Nestle, now adding daytime, an alternate quarter hour of Garry Moore.

General Foods stepped up its daytime billings with a purchase of a quarter hour of both Arthur Godfrey and Garry Moore, and Armour has also bought a quarter hour of Arthur Godfrey.

Atone for Cutbacks

Among the current CBS daytime advertisers, Standard Brands has shifted its alternate quarter hour sponsorship of "Valiant Lady" to "Edge of Night." "Hotel Cosmopolitan" will be replaced by "Valiant Lady."

The sale of the 13½ quarter hours will make up in a large degree for cutbacks in daytime billings by Procter & Gamble on CBS-TV. It canceled most of its sponsorship of "Edge of Night" and "As the World Turns." General Mills also canceled much of its daytime on CBS, but is expected to go back into the medium heavily by next fall.

Beginning Monday, September 2, CBS-TV will replace the Bob Crosby Show with "You Are the Jury." The new daytime stanza, featuring Jim MacKay as a video reporter will present, carefully prepared, a completely unrehearsed courtroom drama to viewers. The property was developed from "Famous Jury Trials," which was seen live on the old Du Mont network.

CBS to Carry 21 Ice Games

NEW YORK — CBS-TV will telecast 21 professional hockey games, beginning in November, thruout next season's National Hockey League schedule. Last year's series of 10 games was sponsored by Carter Products and Carling Ale.

Bud Palmer will handle the play-by-play and interviews, with Richard Liesendahl directing. Last year, the station line-up jumped from 59 to 115 markets by the third telecast, which CBS views as evidence of the tremendous popularity of the game.

Join us--and you'll celebrate, too!



Wouldn't you be pretty happy if the very people you were doing business with—or would like to—said "you're the best!"

That's just about what happened to us! Today's biggest and best tv advertiser and ad agency people (they spend plenty on television) examined the actual evidence in Billboard's 19th Annual Promotion Competition and said:

WBAL-TV IS FIRST IN BALTIMORE AND No. 2 ACROSS THE NATION FOR GENERAL AUDIENCE PROMOTION!

So—like we said—join us! Join us and the other top-grade national, regional and local tv advertisers on Channel 11, Baltimore, and you'll have plenty of reason to celebrate, too!

WBAL-TV  **CHANNEL 11, BALTIMORE**

An NBC Affiliate

Nationally Represented by **EDWARD PETRY & CO., INC.**

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

MORE FOR YOUR MONEY

with the

HOLLYWOOD Value PARADE

THE HIGHEST QUALITY LOWEST COST FIRST RUN FEATURE FILMS EVER OFFERED FOR TV!



For details contact

VALUE DIVISION

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

711 FIFTH AVENUE • PLAZA 1-4432 • NEW YORK, N. Y.

52
of COLUMBIA PICTURES
top hits
starring

WILLIAM GARGAN	ANN SOTHERN
GLENN FORD	JEAN ARTHUR
RITA HAYWORTH	GEORGE RAFT
MELVYN DOUGLAS	ROBERT YOUNG
LEW AYRES	JOAN BENNETT

... and many others!

ABC-TV FUTURE

Network Swinging To Live Programs

NEW YORK — Amid stockholder banter about puny dividends, directors' salaries, Robert Kintner and who doubled the Walt Disney guarantee on "Mickey Mouse Club," Leonard Goldenson, American Broadcasting-Paramount Theaters president, and his top brass revealed a positive timetable for ABC-TV which will see a big swing toward live programming.

The fall schedule will contain 6½ hours live and 15½ hours of film in prime evening time, but by the fall of 1958, ABC expects to have about 12 live and 11 film hours. Several live dramatic series, more musical stanzas featuring young stars and the arrival of a Sid Caesar of Jackie Gleason type hour are contemplated.

September, 1958, is the target

for the web's entry into color, for which \$15,000,000 has been set aside to cover the first months. Before that date, ABC will consolidate and centralize its New York offices in a square block around its present building, 7 W. 66th Street. Two "mammoth" studios, technical and service buildings, more office space and color equipment are part of the project being directed by the Austin Company.

With programming concentration on Thursday and Friday nights for the coming fall, and with Tuesday and Wednesday "already in excellent competitive shape," the web will next attack the problem of Monday and Saturday, leaving the building of its Sunday schedule for last.

"Sponsors require daytime shows to be live," says Goldenson, so

eight new studios are being built on the West Coast and several in the East to facilitate the web's re-entry into daytime programming. In 12 months, ABC will be carrying four hours a day live plus two hours of film, with a jump to five live by the fall of 1958.

A network creative arts department, headed by veepee James Aubrey Jr., will be built beginning in November, to bring staff producers, directors, designers, writers and editors into the fold. New personalities, some borrowed from other AB-PT divisions, Am-Par Records and Am-Par Pictures Corporation, will be built.

Top secret project is a process by which two programs can be transmitted at once on the same channel, called "multiplexing" in non-ABC quarters. This engineering feat is "further along than anyone thinks," according to a web spokesman. It's not known whether this would be tied in to Toll TV, the whole concept of which was denounced by Goldenson at the annual AB-PT stockholders' meeting last week.

"The over-all outlook for the company is good," says Goldenson. "We see our enterprise moving

steadily toward realization of the great potential of growth it possesses."

The must-buy concept, currently being flayed by Congressional committees, was dropped recently by ABC for the owned-and-operated stations which "advertisers buy anyway." The web requirement is now boosted from \$50,000 to \$60,000 per Class A hour per telecast, about four-fifths of the CBS-TV and NBC-TV requirements.

Pulse Has New System To Test Ads

NEW YORK—A single yardstick comparing broadcast and print media was offered by Pulse, Inc., last week to advertisers and their agencies. "Commercial remembrance" is the technique developed and still being tested to replace what Dr. Sydney Roslow, Pulse prexy, calls "misleading circulation figures."

"Print figures do not indicate how many readers have read your ad," says Roslow. "It is wrong to compare them with average quarter-hour tune-in of stations." Pulse's substitute is to show both newspapers, magazines, etc., and radio-TV program rosters to family groups in person.

A Pulse study in Baltimore showed that newspapers there provided 8 per cent ad coverage, TV gave 7 per cent and radio 2 per cent. Included in the rating base were non-readers and non-viewers, as well as readers and viewers who had ignored the commercial message.

An integrated, co-ordinated system of questioning makes the whole equal to more than the sum of its parts, Roslow thinks. The low 2-to-8 per cent response for each medium adds up to 25 or 35 per cent when all media are used simultaneously.

NBC Using 4 Spots To Sell Networks' Function & Value

NEW YORK—NBC-TV is presenting four different one-minute spots to tell the story of networks, their functions and value. The spots are being telecast three to five times weekly within the framework of several sustainers, including "Meet the Press." NBC newsman Frank Blair narrates. Subject matter is pinpointed to news coverage, public affairs, great sports events and entertainment programming.

Two more spots, on comedy and dramatic shows, will be made shortly, with Tom Poston and Louis Nye of the Steve Allen show a possibility for the narration.

28 A WEEK

WCCO Puts Stress on News Shows

MINNEAPOLIS — With 28 local news shows a week, WCCO-TV here is reversing the trend of news de-emphasis. The Twin Cities station has doubled its news staff, increased its facilities for news gathering and placed its greatest local production stress on nighttime news - weather - and - sports coverage.

A new "10 o'Clock News" show, upped from five to seven nights a week, has been expanded from a 10-minute to a half-hour stanza. WCCO's news staff has been enlarged to 22 reporters, writers, lab technicians and photographers, plus eight on-the-air personnel. Both sound-on-film and silent film coverage have been sharply increased and CBS Newsfilm is flown in 10 times a day.

Another improvement is the conversion of one of the 100 Auricons to a completely portable sound-camera. This was done by converting the amplifier to a transistor system and packaging the entire unit with the viewfinder of the camera. A lightweight power kit was developed. WCCO reports "dramatic film" is the result.

CBS Sets Night Slot for Dean

NEW YORK — Flushed with the success of Jimmy Dean with the earlybirds, CBS-TV is wondering whether the hillbilly artist has a nighttime potential. The network is currently in the process of developing a half-hour evening variety vehicle for Dean.

It is a possibility for the Saturday 10:30-11 slot. Should the Dean nighttime program make the grade, it would be the first country and western stanza on the network.

Miss America Goes To CBS or Philco

NEW YORK—Philco will ride again with the Miss America pageant, but will shift networks. The advertiser has put in an order for Saturday, September 7, 10:30-midnight on CBS-TV. Last season it used ABC-TV. Philco is also starting to shop for a network property. Batten, Barton, Durstine & Osborn is the agency.

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

The
TRAVELERS BROADCASTING SERVICE CORPORATION
announces the appointment of
HARRINGTON, RIGHTER & PARSONS, INCORPORATED
as National Sales Representative for
WTIC-TV CHANNEL 3
ON THE AIR SEPTEMBER, 1957

HARRINGTON, RIGHTER & PARSONS SALES OFFICES: NEW YORK, CHICAGO, SAN FRANCISCO and ATLANTA

Specialization

Caravel's TV department is staffed with experienced personnel whose sole job is to give fast, careful service to advertising agencies.

That type of specialization — unencumbered by other distracting functions — adds to the skills and morale necessary to meet exacting schedules on time, while maintaining a high degree of quality at every stage of production.

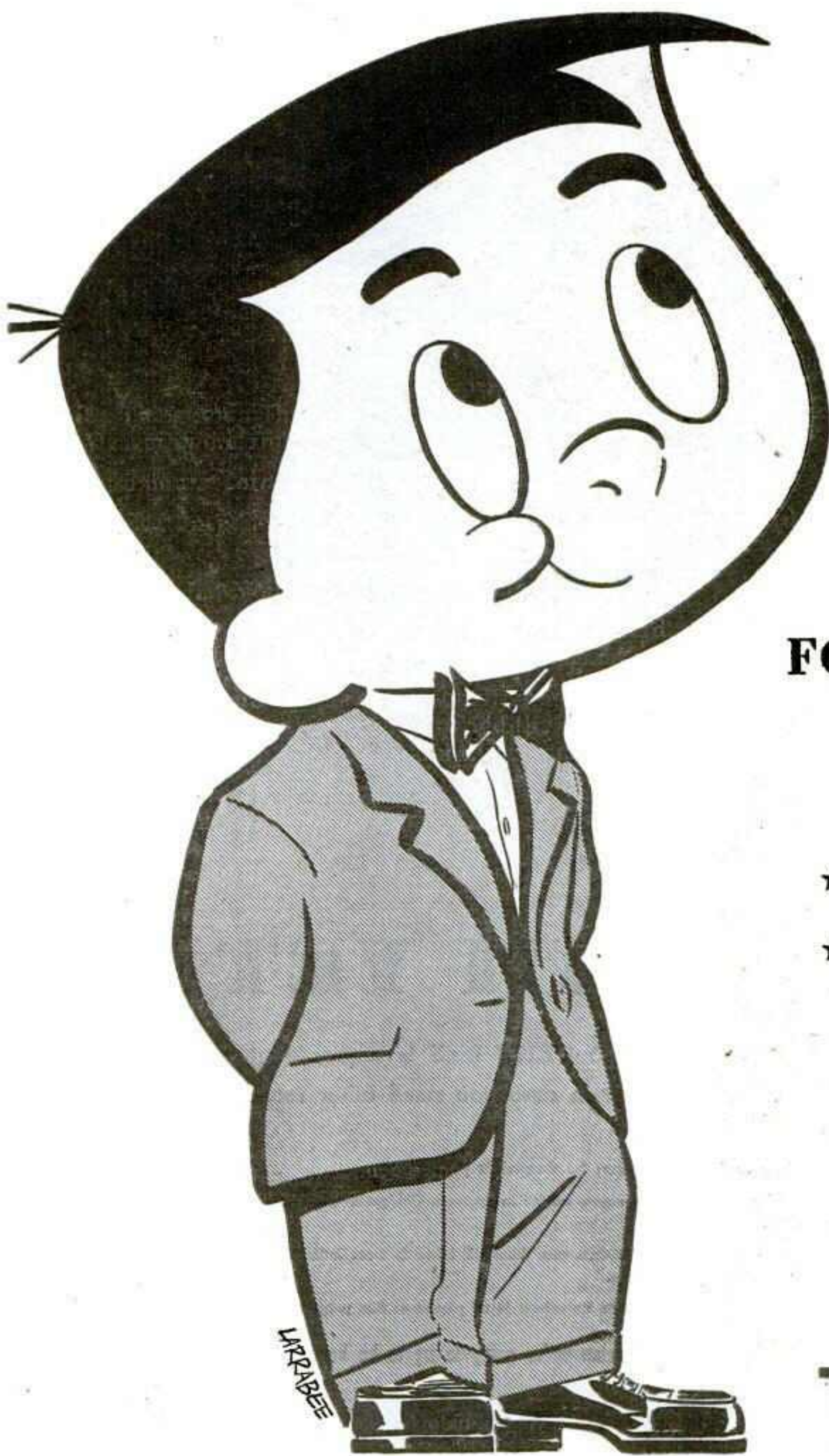
These qualities are evident in the TV spots of leading clients served by Caravel specialists.

Over thirty-five years of experience in the making of business films for America's leading advertisers.



CARAVEL FILMS
incorporated

730 Fifth Avenue
New York



Bee Zee

thanks you, Billboard,
FOR THOSE GRAND AWARDS!

- ★ *General Audience Promotion*
- ★ *Promotion of Local Live Programming*

WBZ 4 TV
BOSTON



WESTINGHOUSE BROADCASTING COMPANY, INC.



GRANDEST SLAM YET

Four Billboard first-place awards in one year is unprecedented. But KTTV itself is unprecedented. You should buy it, if for no other reason than to get results. But in case you need other reasons:

- a) KTTV's been the No. 1 L. A. choice of national spot advertisers for six straight years.
- b) KTTV has the top-rated and top-honored news and special-events service in Southern California—a priceless asset in getting and holding audience loyalty.
- c) KTTV's food merchandising plan is without parallel—more than one thousand telecasts from individual super-markets, with big in-store promotions built around the shows.
- d) KTTV's clean sweep of The Billboard awards demonstrates its know-how in all phases of film programming.



Put your campaign on KTTV, because from now on we're going to try to be better

KTTV

Los Angeles Times - MGM Television
Represented by BLAIR-TV

Bar BMI Issue, Option Kayo in Celler Report

WASHINGTON—The pendulum is still swinging on the Celler (D., N. Y.) House Antitrust Subcommittee report. Latest moves are reported as being against the staff documents proposals to abolish network option time, and against including Broadcast Music issue in the "conclusions" of any final majority report. Report now is said to be nearly ready for issue in a "week to 10 days."

The exact degree to which the committee report in final form will reject the staff proposals on option time have not been revealed. However, Rep. Kenneth Keating (R., N. Y.) ranking Republican on the Antitrust Subcommittee and on the full Judiciary Committee, believes that to win a majority vote the final version "would have to be entirely different from the original report as prepared by the Subcommittee staff," as far as option time is concerned.

The original Celler staff report (The Billboard, April 29-May 6) recommended that the FCC study option time "with a view to having it abolished" by an amendment to the FCC's chain broadcast rules. (Continued on page 22)

Packagers Plan Court Moves

NEW YORK—Lawyers for the seven TV producers that the Network Study Committee wants to question were meeting here last Friday (24) to decide on their next move. Examiner James Cunningham two days earlier had ruled down their motion to quash the subpoenas. He ordered them to appear at Federal Court here today (27) with all "books, papers and documents."

It seemed unlikely last week that the packagers would give in. Altho none of them was talking, it looked as if they were figuring out some route of further appeal, probably to the Federal Communications Commission itself.

The packagers have contended that the FCC has no authority to subpoena them, that the questions concern confidential dealings with third parties, and that they are mostly irrelevant to a study of network practices.

Abbey Sought For 2 Specs

NEW YORK—Bernard Schubert is negotiating for two spectaculars per year featuring the Abbey Players of Dublin. One showing would be on film, the other live. NBC and CBS both are understood to be interested.

Schubert already has a one-hour film version of "Professor Tim," comedy by George Shiel. The film was just completed by the Abbey troupe, and is now being screened by network brass.

'Code 3' Rated No. 1 In 100 Mkts. by ARB

NEW YORK—"Code 3" is topped in its time period in over 100 markets, according to ABC Film Syndication consensus of the latest American Research Bureau figures. In Pittsburgh, with an 88.1 audience share, it scored a 34.7. In Milwaukee, defeating Ed Sullivan and Alfred Hitchcock, the mystery show garnered a 24.4.

CRI SHARES IN PULITZER KUDOS

NEW YORK—Composers Recordings, Inc., specialist in recordings of contemporary American longhair music, received a big boost recently when one of its "firsts" won the Pulitzer Prize for musical composition.

The work was Norman delo Joio's "Meditations on Ecclesiastes." The first recording of the piece, by Alfredo Antonini conducting the Oslo Philharmonic, was released last month by CRI.

Publisher of the piece is Carl Fischer, Inc., an affiliate of the American Society of Composers, Authors and Publishers. CRI itself is underwritten by the American Composers Alliance, the Ditson Foundation and the American Academy of Arts and Letters.

Say Paramount To Sell Famous

NEW YORK—Famous Studios, the animation wing of Paramount Pictures, was reported to be on the sales block last week. One of the parties reported interested is Associated Artists Productions.

AAP has Paramount's "Popeye" cartoons, all 234 of them. They have proven to be one of the local programming sensations of the season. It was speculated that AAP may want to produce some new Popeyes.

As far as is known, there is no film product to go along with the sale of the Famous Studios facilities. Aside from the "Popeye" group, National Telefilm Associates owns the rest of the studios' output, including the "Little Lulu" series.

AAP Offering Film 'Bargain'

NEW YORK—In an effort to beef up sales of its pre-Warner Bros. product, AAP, Inc., has packaged all that film as its "Gold Mine Library." It is offering economical deals to stations that buy the entire group, which comprises 436 hours of programming.

"Gold Mine" includes 83 "Movie-land" features, 187 Monograms and 12 Sherlock Holmes as well as serials, shorts and Westerns. It will be peddled by AAP's regular sales staff.

6 % Revenue Rise Seen By Stations for '57

WASHINGTON—TV stations across the country estimate a 6 per cent increase in revenue during 1957, and a 3 per cent rise in operating expenses over 1956. The expectations are based on preliminary results of a survey of close to 200 TV stations. Survey was made by the National Association of Radio and Television Broadcasters for its membership, and is the "first significant revenue-cost estimate for this year," NARTB president Harold Fellows announced last week (25).

Individually, almost 80 per cent of the TV stations queried looked for some improvement in sales, while two-thirds expected higher costs. Stations located in markets of less than 100,000 population are planning on a much greater percentage gain in sales than the larger market TV stations. The

TIME MERCHANTS

Middleman Finds Place In Barter Business

NEW YORK—With the growing volume of time-for-film barter deals, one firm has moved into the business as middleman between the distributors with time on their hands and the advertisers with spot campaigns on their minds.

Time Merchants, Inc., was set up here last September by Dick Rosenblatt, a businessman who had previously been involved in the financing of some TV film series. He spent the first six months selling only the concept. Since starting to do actual business in the past two months, Rosenblatt says he has acquired time from eight different film distributors and has sold it to about 20 different ad agencies for about 100 different advertisers.

Time Merchants acts as exclusive agent for the film distributors in these deals. It generally sells the time for about 50 per cent discount off the end rate the advertiser would have paid had it

bought directly from the stations. It takes a commission and returns the balance to the distributors from which it acquired the time.

Unique Operation

As far as Rosenblatt knows, this is the only operation of its kind in the business. He says he would welcome some competition at this point because it could help increase acceptance of the idea.

The fact that he had to spend the first six months in educating the agencies on the soundness of bartered time suggests the resistance he ran into when he started Time Merchants. The main reasons the ad agencies were suspicious of barter deals, Rosenblatt believes, are that those who worked out the earliest such deals failed to explain themselves and didn't trouble to present a good front to the trade.

As Rosenblatt sees it, barter is an eminently practical way out of a recurring stalemate in the TV

film business. A station wants a film package but doesn't have the cash to get it on the distributor's terms; the distributor wants to move the product in that market, but can't afford to break his price structure. The solution is a barter deal—for the one commodity of value that every station has in surplus is time.

Uses Ad Agencies

With distributors increasingly taking this recourse, there was the opportunity for Time Merchants to step in to parcel this time in ways that would fill the spot advertisers' needs.

Time Merchants sells only thru ad agencies, usually dealing on the account level.

The fact that most earlier barter business bypassed the agencies helped build up the wall that TM had to break thru.

TM has also acquired time by bartering TV Equipment, But Rosenblatt says he wants to avoid those deals henceforth.

He declined to name any of the Advertisers or distributors with whom he has made deals. It is reported that one of his large clients is Lever Bros., which he didn't confirm or deny.

Altho barter is today unquestionably ingrained in the fiber of the business, it is virtually impossible to keep track of all the business done in this way.

Various Guises

It takes various forms, shapes and sizes. In some instances, film distributors have acquired ownership or profit participating interests in manufacturers in exchange for spot time they've acquired for them. In other cases, the advertiser buys a parcel of film and goes out and barter-it himself. In both these methods the ad agency is usually bypassed.

The tremendous amount of time being bartered is suggested by the spot expenditure record of the companies known to be acquiring time on a barter basis. In the Television Bureau of Advertising's latest quarterly report, Helaine Seager and Charles Antell rank 40 and 41 respectively. International Latex is up to 11th positions with an estimated \$1,408,700 in booked time for the three months. Sterling Drug, which acquires some time by bartering reruns of "The Vise," was the third largest spot buyer.

AAP Deal With MGM Deflates

NEW YORK—After months of negotiations, the deal for AAP, Inc., to take over the MGM short subject library has fallen thru. MGM-TV has begun preparing sales and merchandising plans to distribute the shorts itself.

The pending deal with AAP was not to have included the "Tom and Jerry" cartoons. Nevertheless, MGM-TV so far has not made any known deal on shorts, having concentrated all its attention on feature film sales.

Knode & Philips, TV & Sales Execs, Quit Edward Petry

NEW YORK—Two executives last week resigned from the Edward Petry Company. Thomas E. Knode, vice-president in charge of TV, and Charles Philips, manager of sales development, both have left the company. No replacements have been named. Neither executive has announced his future plans.

May Restrict Film Overlap Guarantee

NEW YORK—A partial solution to the overlap problem, which has flared up again for film distributors, may ultimately be offered by the Federal Communications Commission. In a ruling of August 1, 1955, the FCC prohibited networks from guaranteeing a station exclusivity outside its own particular community. The Commission has been considering extending this policy to stations' film contracts.

Should it do so, big-market stations will no longer be able to get contractual protection against an overlapping sale of any of its film.

This would presumably give the neighboring small-town station a better opportunity to obtain top film product.

In cases where a station has an overlap problem, the film distributor has generally been giving it protection against sale of the package to any other station whose transmitter lies within its Grade A contour, a radius usually of 50 miles. As a hedge against the FCC's possible outlawing such protection retroactively, the distributors have often written a clause

into the contract agreeing to rewrite it to give the station maximum protection possible under any new FCC regulation.

The overlap problem flared up recently when KNTV, San Jose, Calif., sued two San Francisco stations and 26 film distributors for freezing it out of film product.

'Woody' Deal Would Screen 50 Cartoons

NEW YORK—A deal is reported to be in the works to bring the "Woody Woodpecker" cartoons, 50 of them, into TV. The Leo Burnett Agency is reported to be the party dickering with Universal Pictures to get them for Kellogg's, possibly for airing on ABC-TV. (See separate story this issue.)

The "Woody" cartoons were produced by Walter Lantz. Another group of Lantz cartoons, about 125 of them, was put into TV about three years ago. They are now distributed by Guild Films.

CBS Names Cherry Finance-Mgt. V.-P.

NEW YORK—L. Byron Cherry was named vice-president-finance and management services of CBS, Inc. The division is newly established to specialize in financial efficiency. At CBS-TV Henry Grossman was appointed to the newly-created post of director of facilities operations. And former MCA-TV flack, Howard Berk, has joined CBS-TV to assist Harry Feeney, trade and business news manager.

Burt Hanft Named Screen Gems Veep

NEW YORK—Burt Hanft was elected a vice-president of Screen Gems last week. The firm has only three other vice-presidents, Ralph Cohn, John Mitchell and Irving Briskin.

Hanft joined Screen Gems as business manager in 1951. Before that he was in the legal department of Columbia Pictures.

THANK YOU

MILLER'S SUPERMARKETS
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BILLBOARD MAGAZINE
19th Annual Promotion Award Competition

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KBTV *Channel* **9** **DENVER**
COLORADO

John C. Mullins—President

Joseph Herold—Station Manager

Peters, Griffin, Woodward, Inc.—National Representatives

FCC Accepts Jurisdiction in Toll TV Issue

• Continued from page 1

Proposing a field trial puts the FCC in almost the same dilemma as authorizing full-scale operation, the agency points out. A trial too circumscribed means no true test; but on the other hand, authorizing it on an "unlimited or general scale," even for a limited period, would "not be justified" at present. FCC proposes a compromise field test under conditions that will give information on critical questions "not yet resolved." The test will preclude any "inordinate investment either by the industry or by the public," for a service on which "we must reserve final judgment."

What would be the basis for such a safe field trial? The FCC will depend on the answers to a series of questions for the blueprint. Station licenses, sponsors of toll systems and any other "interested parties" are asked to answer these posers:

1. In a trial period, should pay TV operation be confined to the larger markets, such as those with at least four stations?
 2. Should a maximum limitation be put on pay programming in terms of hours, or percentages of the station's total broadcast time per week?
 3. Should it be limited to UHF stations only, with few exceptions?
 4. Should trial in any one market be limited to a single subscription system? (present systems are Zenith's "Phonevision"; Skiatron Electronics' "Subscriber Vision," and Paramount's "Telemeter.")
 5. Should a trial of any one system be limited to one station in a market—or given to several stations?
 6. Would broadcaster maintain control over selection of programming broadcast over his own station?
- Other questions the FCC will ask, in its goal of a "meaningful trial" for toll TV, are: Which sta-

WABD to Use Syndies at 7

NEW YORK—WABD here has decided to use its 7-7:30 strip for syndicated shows, thus giving battle to WRCA-TV, which has been using the half-hour strip for vid-film series over a period of years. Beginning June 3, WABD will program mainly rerun product; Monday the Ray Milland show; Tuesday "The Hunter"; Wednesday "Three Musketeers"; Thursday "Sheriff of Cochise"; Friday "Bugs Bunny."

The syndicated product will replace Mike Wallace and the News and "Top Secret" in the strip. Meanwhile WABD has named six different personalities to take over June 4 for Mike Wallace on "Nightbeat," the 11-12 midnight strip. They are Emile Zola Ber- man, Mary Margaret McBride Jimmy Cannon, Al Morgan, Art Ford and John Wingate.

TvB ESTIMATE

1st 1/2 Spot Spending: \$116.9 Million; Up 16%

NEW YORK—In the early part of this year there were indications of softness in TV spot business. They must have been misleading. The Television Bureau of Advertising has just come out with its spot spending estimate for the first quarter of 1957. It was a whopping \$116,935,000. This is more than 16 per cent higher than the estimate for the first three months of 1956. In fact, it is the highest quarterly estimate of the six that TvB has published to date.

In part, the increase reflects the greater number of stations now reporting their spot business to TvB. But TvB also compared the reports of the 255 stations that participated in the first quarter of both years and found an overall increase of 1.7 per cent.

Anyway you look at it, 1957 got off to a better start than 1956. There were 23 companies in the \$1,000,000 class as against 15 in the first quarter of 1956. Most of the 31 product groupings showed increases over last year, the greatest being confections and soft drinks, up 55 per cent in their spot time buying. Cosmetics and toiletries were up 43 per cent, and drugs were up 21 per cent.

Among the advertisers in the top 100 for the first time were Texaco, United Fruit, Maybelline, Frontier Foods (Flav-R Straw), Bon Ami and Charles Pfizer.

Features Pull Nat'l Spot Biz At Fast Pace

HOLLYWOOD—Feature films, which used to rely principally on local advertisers for sponsorship, are beginning to draw national spot business at a rate undreamed of a year ago.

The latest example is KNXT's (CBS) "Fabulous '52" package, which will air Saturday nights from 10 p.m. to midnight and which has garnered no fewer than 10 national sponsors on a participating basis. (There are only two local advertisers on the program.)

Sponsors which have signed are Procter & Gamble (52 weeks), R. J. Reynolds Tobacco (52 weeks), Chesebrough-Ponds (52 weeks), Maybelline (16 weeks), Lever Bros. (6 weeks), Parker Pen (4 weeks), Texaco (3 weeks) and Dow Chemical (2 weeks).

Increased national spot business for features stems apparently from the success Colgate, Bristol-Myers, et al., have had with top six programs in various markets.

Clarification On AFM-SAG Agreement

HOLLYWOOD—Story in The Billboard (May 13) to the effect that a producer had used an actor to play a number on a musical instrument in the "Blondie" telefilm series, without paying 5 per cent into the AFM Trust Fund, stirred up a hornet's nest at the musicians' union last week.

AFM has a reciprocal agreement with SAG to the effect that a musician can do bit parts as an actor without joining SAG, and that an actor can do bits as a musician without joining AFM, providing that the role he plays in a show is primarily in his own profession.

Bill Harmon, who produces "Blondie," avers that in using an actor to do a piano sequence no intentional circumvention of AFM jurisdiction was intended, and that the musical stint was considered incidental to the role he portrayed.

Generally, an SAG exec said, an actor will be told not to play a role requiring a musical bit in a series which uses canned music. He admitted, however, that there is no real way of policing such parts unless an actor comes to the Guild for advice.

A.A.P. Names 2 Reps

NEW YORK — A.A.P. has named Edward J. Owens its Southern representative and Lloyd W. Krause its New England rep. Owens has been with MCA's film division, Krause with RKO Television Productions.

Spots Tested by TvB; 4:30 P.M. a Good Buy

NEW YORK — The Television Bureau of Advertising has launched a massive study of the penetration and cost efficiency of national spot. The study, the first part of which was released last week, will give every advertiser the opportunity to evaluate a broad variety of possible spot buys.

The first part of the study concerns ID campaigns on a 13-week basis. It gives the costs, penetration and efficiency to buys at seven different times, over 50, 75 or 100

markets, for both twice-a-week and five-times-a-week buys.

The deal with the lowest cost per 1,000 sales calls was for 4:30 p.m. twice a week on 50 stations. This came in at 81 cents per 1,000. The highest cost per thousand among the 42 combinations listed was \$1.31, which was for 10:30 p.m. five times a week on 100 top stations.

The results are also broken down for homes with housewives under 35 years old and also for homes of five or more members. TvB will also break them down by consumption rate of various products.

Separate such analyses will be published for 20-second and minute spots. Over-all, the study will evaluate campaigns ranging in price from \$4,729 to \$100,000 a week.

The audience figures are derived from Nielsen Audimeter homes February 11-15, 1957.

tions in a market would get the pay service, and what would be the basis for their selection? How much time would be needed to install subscription broadcast equipment? How short a period of actual operation would be a fair trial, and a fair test of public reaction? How many—or how few—subscribers would take the pay service in each city where trials are run?

Outrates all syndicated shows!

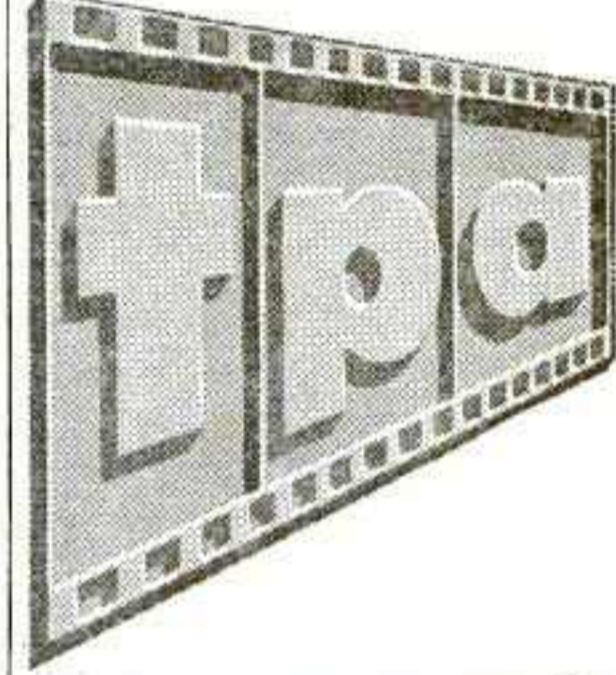


STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES — highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc. Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.



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COLOR CORPORATION

PULSE FILM RATINGS for March

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

Top 20 Film Shows

Table with columns: Rank Order, Show & Distributor, Avg. Rating. Lists top 20 film shows for March.

Top Film Shows Among Men

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

Top Film Shows Among Women

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

Top Film Shows Among Kids

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

Cookie Firm First Buyer Of 'Vagabond'

NEW YORK—Mother's Cake & Cookie Company has bought "Vagabond" for the West Coast. It has cleared three markets so far: San Francisco, Sacramento and San Diego, Calif. It has an option for

another 20 markets. Its sponsorship will begin in October.

This is Official Films' first reported sale on the new travel-adventure series. It was holding sales conferences here last week under Wells Bruen, syndication sales manager.

"Vagabond" has been running on KCOF-TV, Los Angeles, where its March rating was 13.5, second highest in the slot.

Agency for the cookie sponsor is Guild, Bascomb & Bonfigli.

PULSE LOCAL RATINGS FOR APRIL

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

CHARLOTTE, N. C.

1 TV STATION—52,000 TV HOMES. Population—324,300 (65th in U. S.). Buying Income—\$385,921,000 (90th). Retail Sales—\$294,138,000 (83d). Food Sales—\$46,603,000 (113th). Drug Sales—\$11,048,000 (67th). Automotive—\$53,943,000 (98th). Above figures include following counties: Mecklenberg.

TOP NETWORK SHOWS

- 1. Producer's Showcase, WBTV, Su. 69.3
2. I Love Lucy, WBTV, M. 68.5
3. Godfrey's Talent Scouts, WBTV, M. 67.8
4. Burns and Allen, WBTV, M. 66.5
5. Climax, WBTV, Th. 66.3
6. The Millionaire, WBTV, W. 66.3
7. I've Got a Secret, WBTV, W. 66.0
8. Arthur Godfrey, WBTV, W. 65.5
9. Jackie Gleason, WBTV, S. 61.8
10. December Bride, WBTV, M. 61.5

TOP MULTI-WEEKLY SHOWS

- 1. Arthur Smith, WBTV, T., Th. 49.3
2. CBS News, WBTV, M.-F. 44.5
3. Spangram, Misc., WBTV, M.-F. 42.0
4. Esso Reporter, WBTV, M.-F. 39.1
5. Looney Tunes Jamboree, WBTV, T.-F. 36.4
6. Weather, News Final (11 p.m.), M.-F. 23.6
7. Search for Tomorrow, WBTV, M.-F. 22.3
8. Guiding Light, WBTV, M.-F. 22.1
9. Love of Life, WBTV, M.-F. 21.9
10. Edge of Night, WBTV, M.-F. 21.6

TOP FEATURE FILMS

- Once Weekly
1. Million \$ Movie, WBTV, W.-11:30-12:00 mid. 14.3
Multi-Weekly
1. Morning Movie, WBTV, M.-F.-9:00-10:00 a.m. 14.6
2. Late Show, WBTV, M., W.-S.-11:30-12:00 mid. 14.6

TOP SYNDICATED FILMS

- 1. Dr. Hudson's Secret Journal (MCA), WBTV, Th.-8:00 64.0
2. Death Valley Days (Pacific Borax), WBTV, T.-8:00 61.3
3. Doug. Fairbanks Presents (ABC), WBTV, T.-9:00 60.8
4. Waterfront (MCA), WBTV, T.-8:30 60.3
5. Science Fiction Theater (Ziv), WBTV, Su.-7:00 51.8
6. Sheriff of Cochise (NTA), WBTV, F.-10:30 45.8
7. Frankie Laine Show (Guild), WBTV, Th.-7:00 44.0
8. Frontier (NBC), WBTV, Th.-10:00 42.8
9. Looney Tunes (Guild, Assoc. Artists), WBTV, T.-F. 5:00 42.5
10. Rosemary Clooney (MCA), WBTV, Su.-6:00 41.0
11. Patti Page (Screen Gems), WBTV, F.-7:00 41.0
12. Wild Bill Hickok (Flamingo), WBTV, W.-5:30 36.8
13. Soldiers of Fortune (MCA), WBTV, M.-5:30 35.5
14. Superman (Flamingo), WBTV, T.-5:30 35.0
15. Sky King (Nabisco), WBTV, M.-5:00 33.0
16. Buffalo Bill Jr. (CBS), WBTV, S.-11:00 a.m. 33.0
17. Captain Gallant of the Foreign Legion (TPA), WBTV, S.-9:00 a.m. 26.5
18. Men of Annapolis (Ziv), WBTV, Su.-3:00 23.3
19. Big Playback (Screen Gems), WBTV, S.-11:15 22.5
20. Federal Men (MCA), WBTV, Su.-11:15 13.3

DETROIT

4 TV STATIONS—957,600 TV HOMES. Population—3,518,600 (5th in U. S.). Buying Income—\$7,386,946,000 (5th). Retail Sales—\$4,841,614,000 (4th). Food Sales—\$1,086,050,000 (4th). Drug Sales—\$193,768,000 (4th). Automotive—\$1,115,412,000 (4th). Above figures include following counties: Macomb, Oakland, Wayne.

TOP NETWORK SHOWS

- 1. I Love Lucy, WJBK, M. 40.2
2. Bob Hope, WWJ, Su. 39.4
3. Perry Como, WWJ, S. 39.1
4. Lawrence Welk, WXYZ, S. 34.4
5. Playhouse 90, WJBK, Th. 31.7
6. Godfrey's Talent Scouts, WJBK, M. 30.7
7. Wyatt Earp, WXYZ, T. 30.4
8. Burns and Allen, WJBK, M. 30.2
8. What's My Line? WJBK, Su. 30.2
10. Ed Sullivan, WJBK, Su. 29.1

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WXYZ, M.-F. 23.1
2. Popeye, CKLW, M.-F. 23.0
3. News (11 p.m.), WJBK, M.-F. 13.2
4. Art Linkletter, WJBK, M.-F. 11.1
4. News—John Daly (7:15 p.m.), WXYZ, M.-F. 11.1
6. Kukla, Fran & Ollie, WXYZ, M.-F. 10.8
7. Arthur Godfrey, WJBK, M.-Th. 10.7
7. Queen for a Day, WWJ, M.-F. 10.7
9. Million \$ Movie, CKLW, M.-F. 10.1
10. Guiding Light, WJBK, M.-F. 9.6

TOP FEATURE FILMS

- Once Weekly
1. Million \$ Movie, CKLW, Su.-4:00-5:30 p.m. 13.1
2. Hollywood Theater, WXYZ, Su.-7:30-9:00 p.m. 12.2
3. Roundup Time, WXYZ, S.-10:00-11:00 a.m. 6.7
4. Highland Playhouse, WXYZ, S.-11:00-12:00 mid. 6.5
5. Filmland's Finest, WWJ, S.-11:15-12:00 mid. 6.4
Multi-Weekly
1. Million \$ Movie, CKLW, M.-F.-7:30-9:00 p.m. 10.0
2. Night Watch Theater, WJBK, M.-F.-11:30-12:00 mid. 8.8
3. The Early Show, WJBK, M.-Th.-5:00-6:00 p.m. 7.8
4. Charm Theater, WXYZ, M., T.-2:00-3:00 p.m. 4.4
5. Million \$ Mystery, CKLW, M.-F.-11:15-12:00 mid. 4.3

TOP SYNDICATED FILMS

- 1. Popeye (Assoc. Artists), CKLW, M.-F.-6:00 23.0
2. Popeye (Assoc. Artists), CKLW, Su.-5:30 21.5
3. Badge 714 (NBC), WJBK, Su.-7:00 21.2
4. Mr. District Attorney (Ziv), WJBK, F.-10:30 20.2
5. Sheriff of Cochise (NTA), WWJ, S.-7:00 20.0
6. Frontier Doctor (Hollywood), WXYZ, Su.-6:00 19.7
7. Highway Patrol (Ziv), WJBK, T.-10:30 18.5
8. Racket Squad (ABC), WJBK, S.-10:30 15.7
9. Dr. Hudson's Secret Journal (MCA), WXYZ, M.-10:30 15.5
10. Steve Donovan (NBC), WWJ, S.-6:30 15.0
11. Popeye (Assoc. Artists), CKLW, S.-5:00 14.5
12. Crusader (MCA), WWJ, M.-10:30 14.0
13. Amos 'n' Andy (CBS), WWJ, W.-7:00 13.9
13. Jungle Jim (Screen Gems), WXYZ, S.-2:30 13.9
15. Ramar of the Jungle (TPA), WXYZ, S.-3:00 13.5
15. Kit Carson (MCA), WWJ, S.-6:00 13.5

NEW YORK

7 TV STATIONS—4,096,800 TV HOMES. Population—14,124,600 (1st in U. S.). Buying Income—\$28,954,669,000 (1st). Retail Sales—\$17,069,367,000 (1st). Food Sales—\$4,380,677,000 (1st). Drug Sales—\$423,352,000 (1st). Automotive—\$2,243,498,000 (1st).

TOP NETWORK SHOWS

- 1. Bob Hope, WRCA, Su. 42.9
2. Person to Person, WCBS, F. 42.3
3. Ed Sullivan, WCBS, Su. 41.5
4. Perry Como, WRCA, S. 39.8
5. Playhouse 90, WCBS, Th. 37.4
6. Climax, WCBS, Th. 35.5
7. I Love Lucy, WCBS, M. 33.3
8. Phil Silvers, WCBS, T. 32.3
9. Lineup, WCBS, F. 32.1
10. Caesar's Hour, WRCA, S. 31.7

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather, Sports (11 p.m.), WCBS, M.-F. 18.2
2. Mickey Mouse Club, WABC, M.-F. 15.8
3. Popeye, WPIX, M.-F. 13.1
4. Looney Tunes, WABC, M.-F. 11.6
5. News, Weather (11 p.m.), WRCA, M.-F. 11.1
6. Late Show, WCBS, M.-F. 11.0
7. CBS News, WCBS, M.-F. 10.3
8. 7 o'Clock Report, WCBS, M.-F. 9.8
9. Queen for a Day, WRCA, M.-F. 9.5
10. Early Show, WCBS, M.-F. 9.1

TOP FEATURE FILMS

- Once Weekly
1. Movie 4, WRCA, Su.-10:30-12:00 mid. 12.4
2. Premiere Performance, WPIX, S.-10:00-12:00 mid. 11.2
3. East Side Kids, WABC, S.-5:00-6:00 p.m. 3.9
4. Million \$ Movie, WOR, S.-3:00-6:00 p.m. 3.7
5. Afternoon Movie, WRCA, S.-2:30-3:30 p.m. 2.4
5. Friday Night Movie, WABC, F.-9:30-11:00 p.m. 2.4

- Multi-Weekly
1. The Late Show, WCBS, M.-Su.-11:15-12:00 mid. 11.7
2. The Early Show, WCBS, M.-F.-5:30-7:00 p.m. 9.1
3. Million \$ Movie, WOR, M.-S.-7:30-9:00 p.m. 5.6
4. Movie 4, WRCA, M.-S.-5:00-6:45 p.m. 4.2
5. Million \$ Movie, WOR, M.-F., Su.-10:00-12:00 mid. 3.4

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WRCA, M.-7:00 14.0
2. Popeye (Assoc. Artists), WPIX, M.-F.-6:00 13.1
3. Looney Tunes (Assoc. Artists), WABC, M.-F.-6:30 11.6
4. Code 3 (ABC), WRCA, M.-10:30 10.4
5. Death Valley Days (Pacific Borax), WRCA, W.-7:00 9.7
6. Rosemary Clooney (MCA), WRCA, S.-7:00 8.8
7. Last of the Mohicans (TPA), WABC, W.-6:00 8.3
7. Guy Lombardo (MCA), WRCA, Th.-7:00 8.3
9. Superman (Flamingo), WABC, T.-6:00 7.8
10. Highway Patrol (Ziv), WPIX, W.-9:30 7.7
11. My Little Margie (Official), WCBS, S.-6:30 7.2
12. Buffalo Bill Jr. (CBS), WPIX, S.-6:00 6.9
12. Brave Eagle (CBS), WPIX, Su.-5:30 6.9
14. Soldiers of Fortune (MCA), WPIX, Su.-6:00 6.7
15. The Goldbergs (Guild), WABC, Th.-7:30 6.6
16. Amos 'n' Andy (CBS), WCBS, M.-F.-9:30 a.m. 6.4
16. Popeye (Assoc. Artists), WPIX, Su.-4:30 6.4

LIVE DEAD

Ad Award To Ford's Animations

NEW YORK—The Art Directors Club of New York this year did not give a medal for any live TV commercial. The two medal winners in the TV commercial category were both film. The animated Ford plug opening the Tennessee Ernie Ford show was elected the top animated commercial. It was produced by Playhouse Pictures on the West Coast, animated by Bill Littlejohn, directed by Bill Melendez and designed by Chris Jenkens and Sterling Sturtevant. The top live-action film com-

mmercial was for Lincoln auto thru Young & Rubicam. Produced by Wilding Productions, it had abstract backgrounds and a great deal of optical work. It was directed by Stephen Frankfurt and produced by Bill Muyskens.

A total of 1,200 commercials, kine and film, all kinds and lengths, were submitted, compared with 800 last year. No special medal was awarded this year, as one was last year to Piel Brothers, Bert and Harry. It was reported that the judges this year were more attracted to the live-action work than the animation.

In addition to the medals, distinguished merit awards (Tantamount to runner-up position) were given for two cartoon commercials, two live action commercials and two program openings.

Ray Patin Productions' banana and lemon frolic for Jell-O thru Young & Rubicam, and Storyboard's cowboy kid comedy for Maypo Oat Cereal thru Bryan

Houston, were cited for animation. In live-action, Warner Bros. floating portable TV commercial for RCA and the film Elliot, Unger & Elliot did on a small boy for Prudential Life were the runners-up.

The award winning show openings were for "Hallmark Hall of Fame" and "The NBC Opera," both designed by Ed Bennett of NBC.

Advertisement for MCA-TV Film Division, featuring a circular logo and text: 'a top quality film show for Every Product, Every Market, Every Budget'. Includes office locations and MCA-TV logo.

EDITORIAL

Regrets and Congrats!

Creative merchandiser, outstanding administrator, industry leader.

These are all proper delineations of Larry Kanaga, who leaves RCA Victor June 1 to enter another phase of the entertainment business.

The Billboard regrets Kanaga's departure from the record business, for he was one of the courageous spirits who made possible the broad expansion of sales thru such campaigns as "Operation TNT," "Save-On-Records," etc. His horizon was limitless and his thinking was on an industry level.

The Billboard congratulates him on his new opportunity.

We are certain that his spirit and drive will—for a long time—continue to influence disk industry policy.

Angel-Capitol to Divvy HMV Talent

NEW YORK—The anticipated division of HMV artists between Angel and Capitol Records, the two American wings of the British-based Electric and Musical Industries, Ltd., began last week.

The move had been awaited

since the severance in April of HMV's 40-year reciprocal arrangement with the domestic RCA Victor company. HMV, along with Columbia Gramophone Company, Pathe Marconi and Parlophone is a member of the huge EMI block.

According to Dario Soria, president of EMI-U.S., which markets Angel here, the latter label will carry future releases by such names as Victoria de los Angeles, Dietrich Fischer-Dieskau, Boris Christoff, Myra Hess, Gioconda De Vito, Rudolf Kempe, the Glyndebourne Opera, Virtuosi de Roma, etc. The speeches of Sir Winston Churchill will become available to Angel, which label also plans to issue all of the recordings made in London by conductor Guido Cantelli before his death last autumn.

In time, after the Victor commitments on previously issued recordings expire, Angel will re-release disks by Flagstad, Gigli, Schipa and Furtwangler. The label also plans a series of "Great Recordings of the Century," drawn from the HMV-EMI archives.

Angel's first release utilizing HMV material will hit this market in September, according to Soria. Up to the present, Angel's catalog has drawn mainly on British Columbia and Pathe Marconi.

Capitol also is getting its share of "names" from the parent firm, altho, according to President Glenn Wallichs, the company is about to step up its domestic recording of longhair talent. HMV artists henceforth to appear on Capitol include Yehudi Menuhin, Artur Rodzinski, Louis Kentner, Shura Cherkassky, and others to be named later.

The company's domestic program will build around such already established entities as Nathan Milstein, Stokowski and Steinberg.

Vox to Deb 2 'Voxamplers' On June Sked

NEW YORK—Vox Records is readying two new \$1.98 "samplers" for shipment to dealers on June 10. One will feature the pop pianist George Feyer, and the other the classical pianist Guiomar Novaes.

Larry Green, Vox vice-president tagged the disks "Voxsamples."

Also on the Vox June release are two single LP's of Chopin Nocturnes, played by Novaes, and a program of Ravel piano music—solo and with orchestra, played by Vlado Perlemuter. The Vivaldi "Four Seasons," with ork and violin soloist, Reinhold Barchet, comprise another single LP.

Four sets of light music include a volume of Italian band music, French rock and roll, and a salon set which Green has entitled "The Imperial Kreisler." (Fritz, not Charlie!)

MAJORS PLAN NO RETAIL LP PRICE SLASH

NEW YORK—Disk industry leaders, late last week amplified their view on LP record price stability. Opinions paralleling those of Columbia Records prexy, Goddard Lieberson (see separate story page 18), were expressed by Lloyd Dunn, veepee of Capitol Records, Milton Rackmil, president of Decca and George Marek, veepee and newly named general manager of RCA Victor's Record Division.

Dunn said he feels record prices have now reached "rock bottom," and that Capitol has no plans to reduce prices. Rackmil issued a statement that Decca has no intention whatsoever of reducing LP retail prices. In his first pronouncement in his new post, Marek said: "With the prices of labor and raw materials steadily rising, price reductions in records could not possibly be justified." He added that "in the event of competitive maneuvering, we will do what is necessary to protect our distributors and dealers."

Schubert Takes June Westminster Spotlight

NEW YORK — Westminster Records has scheduled another mass LP release for June, this time featuring as its composer-of-the-month, Franz Schubert. In the total release of 32 albums, 15 are devoted to Schubert, and these include no less than 20 complete works by the master.

Every one of the Schubert performances is a reissue, all having been withdrawn from the market last year for reprocessing and repackaging. In some instances they have been regrouped as well. New mastering has been done via the company's new Panorthophonic process.

Among the entirely new items in

RCA Loses Kanaga to GAC; Marek Takes Over Duties

Surprise Move Follows Biggest Year in Victor's Long History

By BILL SIMON

NEW YORK — George R. Marek is succeeding Lawrence W. Kanaga as vice-president and general manager of the RCA Victor Record Division, effective June 1.

Kanaga is resigning as of that date to become President of General Artists Corporation. In this post, he will succeed Tom Rockwell, who is going into semi-retirement due to ill health. The move, which comes suddenly, follows the

biggest year in Victor Records' long history, a fact which traders attribute in no small part to Kanaga's administrative ability.

Kanaga assumed the key post at Victor in April, 1956, after previously serving as veepee and operations manager. He had joined the division in 1949 as general sales and merchandise manager. Prior to that he had been with Montgomery Ward.

At GAC, Kanaga's salary is believed to be in the vicinity of \$100,000 per annum, with the guarantee of a large hunk of stock at the end of five years.

Marek, his successor, had been named vice-president and operations manager only this April. Originally, he joined Victor in 1950 as manager of artists and repertoire. He was made a veepee in April, 1956, with specific responsibility for the album department.

Marek, in addition to his industrial duties, has built a top reputation as a writer on musical subjects. He is author of "Front Seat at the Opera," "The Good Housekeeping Guide to Musical Enjoyment" and a biography of Puccini. He has been music editor of Good Housekeeping magazine since 1940.

In a meeting with Victor execu-

tive employees on Thursday (23), Marek made the statement that "There will be no organizational changes at least for a long time to come."

However, in a move designed before Kanaga's resignation, the label last week set up a special EP department, which will act with a certain amount of autonomy, separate from both the singles and LP operations. Starting June 1, EP releases will be made every two



GEORGE R. MAREK



LAWRENCE W. KANAGA

27 LP's on Victor Schedule for June

NEW YORK—RCA Victor will release 27 new 12-inch LP packages in June. Of these, 10 were issued formerly as 10-inchers and have been converted with the addition of new tracks.

Also being released are four LP's on the \$1.98 Camden line, and two new stereo tape decks.

Heading the Victor lists is the special rush release of the original cast album from the legit show, "New Girl in Town," with the Bob Merrill score. Actual recording wasn't scheduled to take place until Sunday (26), but Victor expects to release the set in the New York area next week.

Another special in the "LOC" or \$4.98 show-cast bracket is "Lena

Horne at the Waldorf-Astoria." This set was cut on location during the chattr's last engagement at the swank New York hotel.

Another on-location set, this one in the regular \$3.98 series, is "Freddie Martin at the Coconut Grove," a dance package. "The Big Sound on Broadway," with organist Ray Bohr (a former Save-on-Records special), "Tender Sax" with Bobby Dukoff, ork and chorus and "The Oombay Kings," a calypso set, are other pop highlights. Jazz issues include the Red Norvo Hi-Five set (last month's SOR entry) and a Jazz Workshop set

(Continued on page 59)

weeks, instead of monthly as in the past. EP's instead of being bi-products of LP's, henceforth will be entities produced especially for the EP market. Artists and repertoire and sales and promotion personnel will be assigned specifically to this category.

This program, according to Marek, has been inspired by the success of two Elvis Presley EP's on the best selling singles charts, and by the heavy sales activity of the entire EP line on the racks.

John Trifero, sales manager for the Save-On-Records program, also will take over as sales manager for EP's. Tom Sleet, who has been in pop albums promotion, becomes advertising and promotion manager for EP's only. This will include a.c.r. man for EP's, and his first chore will be a search for suitable new EP talent.

Richter Tops Decca's June Gold Labels

NEW YORK—Sviatoslav Richter, famed Soviet pianist, is the highlight artist on Decca's June Gold Label Release of eight new packages. The Richter disk features piano solo interpretations of three Schumann works; The Waldszenen, Fantasiestucke and March No. 2. Shura Cherkassky, another piano virtuoso, is featured in Tchaikovsky's Piano Concerto No. 2, with the Berlin Philharmonic.

Soprano Rita Streich is highlighted in a Mozart lieder recital, while American violist Lillian Fuchs appears in a recording of Bach's (unaccompanied) viola suites, Nos. 3 and 4. Rounding out the release are recordings by the Janacek Quartet and the Koeckert Quartet in works by Dvorak and Beethoven, and two Mozart orchestra disks by Fritz Lehman and the Berlin ork and Eugen Jochum and the Symphony ork of the Bavarian Radio.

Angel Solves Chamber Music Sales Problem

NEW YORK — Angel Records apparently has discovered the secret of profitably marketing normally slow-moving chamber music LP's. The company's 45,000 Library Series, started only a few months ago, accounts for four of the top 10 best selling albums in the chamber music category for this month.

Gimmicks for pushing the new line are, packaging the sets in simple, but attractive, buckram covers that can withstand long periods on dealers' shelves without damage, and a reduced price of \$3.98, as compared to the \$4.98 tag on other de luxe Angel releases.

the line is a Ukranian opera, "Bogdan Khmelniiski," by Dankevich, cut in Kiev, and made available via Leeds Music. Set is a \$19.95 seller. Also new is a single disk containing Mozart Symphonies Nos. 29 thru 32, by the London Philharmonic, conducted by Eric Leinsdorf. These continue to project where Leinsdorf is tackling all 41 Mozart symphonies chronologically.

A group of Strauss Waltzes, with Rodzinski conducting the London Philharmonic, formerly available in the de luxe Lab Series, is in this release as a regular \$3.98 package, and the Britten "Young Peoples' Guide to the Orchestra," out as

(Continued on page 59)

MOA Confab Opens Way to Increased Record Emphasis

Copyright Approach Key Subject; Assn. To Decide Current View in Next 10 Days

By BOB DIETMEIER
CHICAGO — Music Operators of America held their best convention to date last week, opening the way for a major development program embracing new services not only for operators but for the entire record industry as well.

By all standards, this year's convention was the biggest, and was generally regarded as the busiest.

Advance registration estimates place total attendance at 4,500, the largest group yet assembled for a three-day MOA convention. Included in this figure was a sizable number of record men, disk jockeys, music publishers, record distributors.

Dual Function

Even more pronounced this year, too, was the dual function the convention provided for two industries, juke boxes and records. On the one hand was the formal business program confined to operator trade practices. On the other, was the

program of informal meetings which took place on exhibit floors and elsewhere and covers the whole scope of the recorded music business. (See editorial comment elsewhere in this section).

Copyright legislation pending in Congress was a principal subject of both general business sessions and in one forum meeting. The forum meeting, designed as a round-table discussion among operators, publishers and songwriters, was a one-sided argument by MOA officials since no official of ASCAP was present to state the side of licensing bodies and to answer questions from operators concerning their position. It was revealed, however, that altho a letter had been sent to some songwriters and publishers inviting them to attend, no invitation had been issued any responsible official of ASCAP.

George A. Miller, MOA president, asked why no invitation had

been sent to a person able to speak for ASCAP, declared:

Copyright Confab

"We were perfectly willing to discuss the copyright situation with songwriters and publishers. But we are not on friendly terms with ASCAP and did not want to issue them a formal invitation. We would have been glad if someone representing their side had been present and willing to speak for their side, however."

It was announced at the forum meeting that a vote would be taken Wednesday (the day following the meeting) of operator members of MOA to determine what action MOA's leaders should be advised to take in the future on copyright legislation which would seek to remove the juke box exemption of the 1909 Copyright Act.

However, Miller said Thursday (23) that no vote was taken and that no definite course of action will be decided upon until after a visit he and Sidney Levine, MOA legal counsel, will take early this week to Washington, D.C., to up-
(Continued on page 81)

MOA's One-Sided Copyright Debate

Compromise Hope Dimmed by Session Marked by Absence ASCAP Reps

CHICAGO — The hope that ASCAP and MOA might discuss the possibility of a compromise solution to copyright problems — as urged by Senator O'Mahoney in his report issued November 30, 1956—failed to materialize at the operators' convention here last week. What transpired, instead, was a comic climax to months of shadow boxing—winding up Monday night with a "debate" or forum wherein nobody argued the ASCAP point of view.

The MOA program listed a Monday evening discussion, to be participated in by songwriters, publishers and operators. George

Miller, MOA chief, explained that he had sent out some 800 invitations to songwriters and that apparently none had shown up. He claimed he saw only a sprinkling of publishers. "Are there any writer or publisher members of ASCAP here who wish to participate in the panel discussion?" Miller asked. One small ASCAP publisher and one publisher's representative were in the room, but neither cared to participate amidst a group so strongly hostile.

Miller and MOA attorney Sidney Levine thereupon conducted a question and answer session, with questions from the floor permitting both the MOA execs to attack ASCAP and the principle of performing rights.

New Bill Outlined

Levine outlined the latest bill, S 187, introduced by O'Mahoney and co-sponsored by a half dozen Congressmen. This bill, which would remove the current royalty exemption, considers the operator as the person exercising primary control over the juke box. The location owner is exempted from any levy.

Questions posed from the floor seemed to be staged rather than
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NO INVITE FOR ASCAP PREXY?

CHICAGO — While the discussion on copyright was proceeding Monday night (see separate story), Paul Cunningham, ASCAP president, was in Chicago at the Palmer House. Several people friendly to the MOA remarked that Cunningham or other competent ASCAP spokesmen should at least have been given the courtesy of an invitation to attend the meeting described in the adjacent story.

Sidney Levine, when questioned on the matter, said: "Why didn't he come over?" The rejoinder was: "Why didn't you invite him?"

Levine stated that to have done so would have meant acquiescence to the O'Mahoney proposal that both sides sit down and seek a compromise.

One small ASCAP publisher, at the beginning of the session, started to phone Cunningham to ask him over, but then decided it was not for him to issue an invite.

Cunningham, reached next morning, pointed out that he had been available, but was not in the habit of making an appearance where he was not invited.

Verve Gets Soundtrack Of Wilder Pic

HOLLYWOOD — Negotiations between Allied Artists and Verve Records were concluded here last week, with the diskery acquiring soundtrack recording rights to the Bill Wilder production, "Love in the Afternoon."

Film stars Audrey Hepburn, Gary Cooper and Maurice Chevalier, with music adapted by Franz Waxman and additional music by Matty Malneck.

Package is the second soundtrack acquired by Verve, label previously coming up with "Funny Face."

Tempo Diskery To Reactivate

HOLLYWOOD — Tempo Records, indie Coast label that has been inactive for the past year, will reactivate its entire catalog shortly. New distribution is currently being set up under the direction of Al Ellsworth, with the firm to repackage and redesign its LP product.

Firm achieved its biggest success via a novelty recording of "Sweet Georgia Brown" some years ago.

NO ALBUM PRICE CUTS

'Inconceivable' Is Answer From Execs of Major Firms

By JOEL FRIEDMAN
HOLLYWOOD—Record dealers need have no fear of a price slash of package merchandise, at least within the foreseeable future. This is the consensus of opinion of top echelon executives from the major recording companies, all of whom view price reduction as "completely inconceivable."

Tho many dealers have voiced the opinion with some degree of consternation that the LP is about

to be reduced from its present \$3.98 level, there's little concrete evidence to substantiate such claims. They point to a rash of sales plans currently available, i. e., the Columbia Buy-of-the-Month, the Mercury foreign wax promotion, RCA Victor's Save-on-Records, the current M-G-M price lure, which was recently extended, and the Epic monthly specials, as supposedly firm examples of an impending across-the-board slash of

EDITORIAL

Grab the Opportunity

The leadership of MOA has a distinct opportunity.

The organization's annual convention, held last week in Chicago, can be broadened in scope so as to become an annual meeting of tremendous interest to every segment of the music-radio business.

The convention provides the physical opportunity for such an assemblage. A series of forums could easily be planned whereby fruitful discussion and interchange of information could take place among operators, a.&r. men, record sales executives, distributors, publishers, promotion men, etc.

To a degree, the convention has already assumed this character. It was apparent that the operators, record men, deejays and publishers in attendance last week seized the opportunity to make business contacts and advance their plans. Coral sales chief Norm Wienstroer, for instance, held a sales meeting with distributors from 13 key markets—appraising them of upcoming product, formulating policy, etc. Other individuals traded lines, wrapped up promotional deals and contacted scores of businessmen whom they could not easily meet in any other comparable period.

However, for the MOA convention to fully realize the potential indicated by last week's activity, the MOA's executives must broaden the organization's aims and horizons. We all know that much of the organization's activity is confined to relatively few subjects. The time has come for bigger thinking; for a larger view. The current MOA leadership should strive to this end.

Were MOA to succeed in broadening the scope of the convention to the fullest degree, the organization would bring upon itself much prestige. It would be improving its service not only to operators, but to record manufacturers, recording executives, publishers and many, many others.

The chance is there—and there's no gamble whatever.

N. Y. Disk Dealers Launch Price War

Cuts Up to 50% Fail to Bolster Sag At Sales Level in Retailers' Opinion

By REN GREVATT

NEW YORK — A price war gripped the retail disk trade last week in this traditional home-ground for record discounting. In a market where 25 to 30 per cent off list is commonplace, discounts have reached as high as 50 per cent on major labels, tho there was no marked feeling among retailers that the price cuts have done anything to prop the sagging level of sales.

Korvette's, one of the city's large general merchandise discount chains, opened a new outlet in Brooklyn a couple of weeks ago, across the street from Abraham and Strauss, venerable department store. To make a splash in the trading zone, Korvette advertised major label LP's normally selling for \$3.98, at \$2.39 and in some cases at \$1.98. A.&S., feeling it had to compete, followed suit and this week was offering Victor, Columbia, Capitol and Epic at \$2.39, and M-G-M, Decca, Coral, Mercury and London at \$1.98. An A.&S. spokesman would put no time limit on the sale but indicated it would last as long as the Korvette sale. Meanwhile, there was some indication that Korvette, having made its initial impact, would soon revert to a general policy of \$2.79 for \$3.98 LP's.

Meanwhile, both Macy's and Gimbel's have attempted to compete with A. & S. and have offered substantial segments of their inventory at comparably low prices. Hudson Radio is offering Angel disks at a special \$2.79 tag while the Record Hunter, another traditional price-slasher, is selling all Columbia, Mercury and Epic classical LP's for \$2.33. Still another, Golden Rule, last week offered Victor, London, Mercury, Decca, Coral, Epic and M-G-M LP's at \$2.29. Many other mid-town locations were offering comparable "off-list" prices.

One store, which had offered a big cut on certain key items, reported that for the first week of the sale, results were good, but when the ad ran a second week, sales dropped "way off." According to the spokesman, this was because the customers got wary and figured bigger price cuts were com-
(Continued on page 38)

SPA Ballots Distributed To Members

NEW YORK—Ballots for the election of seven persons to the council of the Songwriters Protective Association were distributed to SPA membership last week. Candidates include Robert Allen, Johnny Burke, Edward Eliscu, Sammy Gallop, Robert MacGimsey, Marvin Moore, Fred Norman, John Redmond, John Rox, Noble Sissle, Kay Swift, Kay Twomey, Eddie White, Hy Zaret, and incumbents Stanley Adams, Ira Gershwin, Pinky Herman, Burton Lane, Richard Rodgers and Leonard Whitcup.

Organization set its annual meeting for June 3 at the Hotel Edison here, and termed it "the most important meeting ever held by your association. The members of the council, together with John Schulman, will be present to discuss urgent matters vital to you as a songwriter."

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THEY'RE ALL GOING PLACES WITH

New Girl in Town

Everything about NEW GIRL IN TOWN is exciting! The show itself, the Original Cast album just released by RCA Victor, the top stars who've recorded pop singles of the score — and the all-out promotion and publicity RCA Victor is giving all these records! You're going to go places with NEW GIRL IN TOWN — so get going now! Contact your RCA Victor Records distributor right away!

...BROADWAY'S NEWEST MUSICAL HIT!



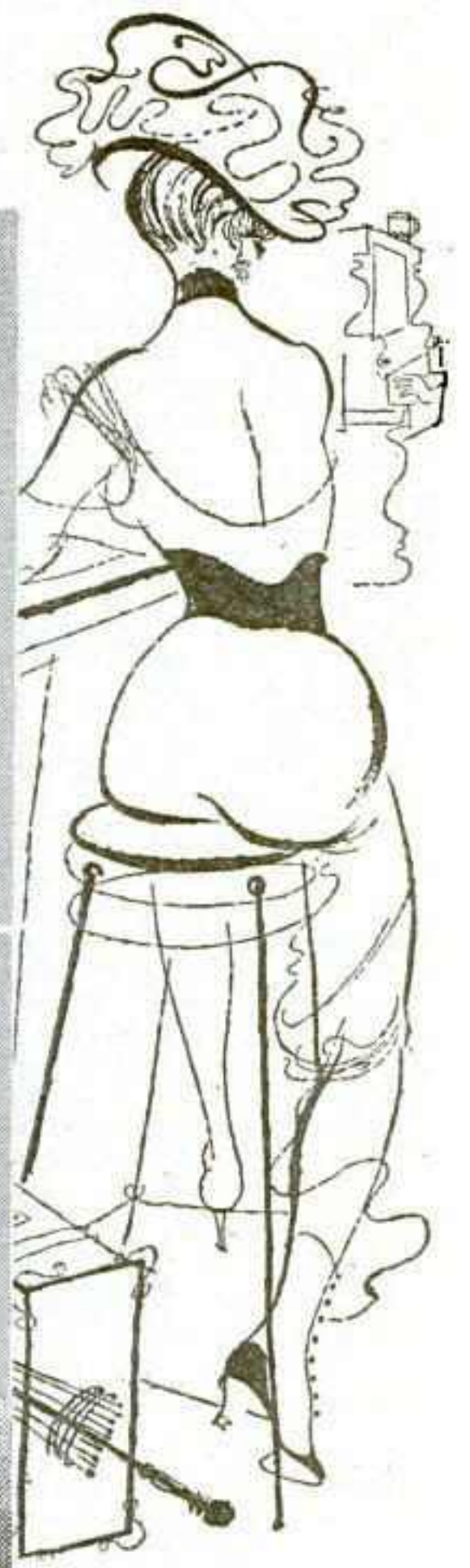
EDDIE FISHER sings
SUNSHINE GIRL

c/w

DID YOU CLOSE YOUR EYES?

with Hugo Winterhalter's Orchestra and Chorus

47/20-6913



HUGO WINTERHALTER plays

**THEME FROM NEW GIRL
IN TOWN**

c/w

**IT'S GOOD TO
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TONY MARTIN sings
LOOK AT 'ER

c/w

**MAIL, MAIL,
THERE AIN'T NO MAIL**

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The greatest line-up of Record Talent in TV History!

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RCA VICTOR
RADIO CORPORATION OF AMERICA



Abeles-Fox Train Guns on Copyright Infringements

See Pressing Plant Liable To Action

NEW YORK — Attorney Julian Abeles and Harry Fox, publisher's agent and trustee, are taking a new legalistic approach to the problem of protecting copyrights against infringement. Abeles hopes to prove that when a label is delinquent in the payment of royalties, the pressing plant is one of the liable parties.

Abeles points out that in today's record business, there are literally hundreds of small indies thruout the country, and many of these manage to produce big selling disks. The owner of the label may have very little tangible assets. He needs no plant, nor even a warehouse, inasmuch as the pressing companies not only press but also drop ship for him. The pressing plant is really the manufacturer. It is incumbent upon the pressing plant, in the opinion of Abeles and Fox, to exercise prudence and ascertain whether or not the label has acquired a mechanical license or filed notice of intention to use under the Copyright Act.

The first gun in this campaign has already been fired in the U. S. District Court, Eastern District of New York, against Shelley Products, Ltd., and Clark F. Galehouse and Michael Friedman, respectively president and vice-president of the corporation. Plaintiffs include Shapiro, Bernstein & Company, Inc., Joy Music, Inc., Leo Feist, Inc., Twentieth Century Music Corporation and Miller Music.

Copyrights of the aforesaid publishers were pressed by Shelly and released on the Solitaire label, whose head man is Manny Koppelman. Songs which were recorded on this label without permission, according to the publishers, included "Croce Di Oro," "Why Do Fools Fall in Love," "Lullaby of Birdland," "You, Baby, You," "Love and Marriage," "Seven Days," "Shake, Rattle and Roll," "Wake the Town and Tell the People,"

Disney's LP Output of 14 At 1956 Total

HOLLYWOOD — With the release last week of five new LP's, Disneyland Records has already matched last year's total output of 14 packages. Label estimates that it will have released approximately 30 albums by the end of this year. Disney pact with ABC-Paramount, for the release of its Mickey Mouse Club line, expires this fall, with the possibility that Disney will take over the distribution of its own product at that time.

Classics Pay Off for Pubs

NEW YORK — The classics are really paying off for publisher Ivan Mogull, who owns the copyrights on 12 tunes featured in the new Seeco album "Joe Loco Plays the Classics."

The pianist has adapted themes by such longhair greats as Chopin, Rubinstein, Schubert, Tchaikovsky, etc., in a danceable Latin-American tempo and given each selection a girl's name (Schubert's Serenade is Lori, etc.). All 12 adaptations are published by Mogull's Harvard Music.

NO DAMAGE TO CUSTOM TRADE

NEW YORK — Attempt to fix liability for infringement at the level of the pressing plant will not—in the opinion of Julian Abeles and Harry Fox—damage the custom record business. The effect will be quite the contrary they say, inasmuch as an exercise of caution on the part of the pressing plant will have a tendency to legitimize the business. There will be less piracy and bootlegging, Abeles and Fox claim.

"How About You," "I'll See You in My Dreams," "Love's a Many-Splendored Thing," "If I Give My Heart to You," and "I Need You Now."

The plaintiffs demand that the defendants 1) be enjoined from infringing, and from manufacturing, using and selling, distributing . . . or otherwise disposing of any parts serving to reproduce mechanically the copyright material; 2) that damages be paid to each plaintiff; 3) that an accounting of profits be made; 4) that defendants deliver up all infringing parts including matrices, masters, acetates, tapes, etc.; 5) that defendants pay costs and attorneys' fees.

The foregoing action is only the beginning. Abeles stated he was

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Seeco Suit Cues Mass Crackdown

NEW YORK — Initial stages of what is expected to be one of the largest mass crackdowns against a diskery for non-payment or underpayment of mechanical royalties got underway last week with a suit filed in U. S. District Court for the Southern New York District against Seeco Records. Attorney Julian Abeles filed suit for publishers' agent and trustee Harry Fox, on behalf of nine publishing houses. It was noted that in the Federal Court it is possible to sue for 8 cents per record side (treble damages) as against only 2 cents in a State court. In a previous case, Judge Weinfeld declared that such a case was within the jurisdiction of the Federal Courts.

Initially, 27 copyrights are involved but according to Julian T. Abeles of the firm of Abeles and Bernstein, Fox' attorney, more publishers will become a part of the suit as soon as their papers can be drawn up. When filing is completed, it's expected that at least 1358 compositions will be involved, for which royalty payments were either missing or incomplete. This is according to a report made to Fox by his accountants.

So far, the line-up of plaintiffs

(Continued on page 52)

Freed-Levy Team Back in Harness

NEW YORK — Rock and roll jockey king Alan Freed, has become reassociated with the Morris Levy, Phil Kahl interests. Freed announced last week that henceforth, Levy will operate as his personal manager for all personal appearances, television and motion picture deals.

Only recently, Freed and Levy had amicably split up their various mutual interests. Reportedly, prior to the rejoining of forces, Morris Levy negotiated the ABC-TV junkie for Freed with General Artists Corporation. Besides the personal management deal, Freed also named Levy executive producer and Phil Kahl associate producer of his TV shows.

Pic deals now in the works for Freed include a new musical extravaganza to be shot in the U. S. next month, with another next winter to be filmed in Europe, both for Dino Di Laurentis and Ralph Serpe, producers of "War and Peace," and Academy Award winner, "La Strada."

It was also indicated that Freed would not actively engage in any of Levy's and Kahl's other business interests. These include Kahl, Planetary and Patricia Music, the Tico, Gee, Rama and Roulette disk labels, Tico Distributing Corporation, Variety Artists Management, Birdland Star Tours, and Birdland and the Embers night clubs in Manhattan. Freed indicated that Jackie Music, which he previously had sold to Levy, might be reactivated but that he would have no interest in it.

Regarding previously announced possibility of his starting his own record and publishing operations. Freed said that such was not in the cards now. "Disk jockeys have no business being in the record and publishing fields," he said, adding that "jockeys can't be fair to all record companies and pub-

lishers when they are competing in the same business themselves."

Trade speculation also centered on how the new moves might affect any mutual interests which Freed may have with George Goldner, another alumnus of the Tico-Gee-Rama-Roulette axis. When told of the new tie-up, Goldner said he was "surprised and shocked." Altho he and Freed were friendly, he said, he denied that they had any mutual business interests.

Lorber to Put Full Time on Col. Business

NEW YORK — Alfred P. Lorber, vice-president in charge of business affairs and general attorney for Columbia Records, will devote his full time to the former department and the company's rapidly expanding business activities, according to an announcement by Goddard Lieberman, Columbia president. Neil Keating has been appointed general attorney of Columbia Records and Walter Dean has been named assistant general attorney.

New Home for Morris Music

NEW YORK — E. H. Morris Music last week bought a five-story building on W. 54th Street, between Sixth and Fifth Avenue.

The firm has sold its lease on its present offices here and will move into its new headquarters August 1.

All-Army Show Acts to Tour

WASHINGTON — Acts from among the finalists of the Army's 1957 All Army Entertainment Contest, held at Fort Monmouth, N. J., this month, will take part in the Army's world tour show, now in rehearsal at Fort Jay, Governor's Island. The "Rolling Along of 1957" show, which will also feature other Army talent, will present a preview performance at Fort Jay, before its global trek.

Winners of the All Army show this year, include SPe Carl Manulkin, U. S. Army Europe, top vocal soloist; the Cavaliers, First Army, top vocal group; drummer SP3 Rufus D. Jones, Third Army, top instrumental soloist.

Top instrumental group award went to the Dixielanders, a five-man First Army unit. Tap dancer Pfc. Carl C. Wright, of U. S. Army Alaska, won the individual specialty category. Top musical specialty group winner was skit "Mud, Sweat and Cheers," by Pvts. Robert M. Dishy and Alan Kohan, First Army. Non-musical top laugh award went to PFC's Norbert Kreisch and Kent P. Baker, for comedy-acrobatic skit. Top place in barbershop quartet went to "Fort Lewis Quad Leaders," Fort Lewis, Wash., Sixth Army. Country and western honors went to "QM Wranglers" of Fort Lee, Va., Second Army. Top award in Army Band Chorus category went to "2d U. S. Army Band Chorus," of Fort George G. Meade, Md., Second Army. A rhythm and blues group from the same fort. "The Melodaires," took top honors in the r.&b. and spiritual category.

Recorded Regimented Chorus winner was "2d Regiment Choir," Fort Chaffee, Ark., Fourth Army. Division or Post Chorus winners on record were "Fifth Division Red Diamond Chorus," Fort Ord, Calif., Sixth Army. The Army's top singing platoon was "2d TNG Company (RFA) MPTR" (sic) of Fort Gordon, Ga., Third Army.

Prep's A.&R. Operations Go To New York

HOLLYWOOD — The artist and repertoire operation of Prep Records, recently formed Capitol subsidiary label, has been transferred to New York, with Andy Wiswell named to direct all Prep recording activity.

Move was announced by Capitol President Glenn E. Wallichs. Wiswell will be assisted by Irv Jerome, Prep national sales manager, and Mannie Kelleme, district sales manager and Eastern sales promotion representative, in the selection of recorded masters submitted to the label. Trio will comprise a review committee in the latter instance.

Wiswell was recently transferred to the Capitol album a.&r. staff operating in New York. He will devote most of his time to Prep activity, and continue in the Cap package repertoire post as well.

R. Freeman to Pacific Jazz

HOLLYWOOD — Russ Freeman, West Coast jazz pianist, has been named to the post of musical advisor in a supervisory capacity at Pacific Jazz Records.

Freeman will work directly with label topper Dick Bock in his new post, and will continue as pianist with the Shelle Manne Quintet in addition to his other activities as arranger, accompanist and editor.

Petrillo Will Mull Local 47 Suggestions

NEW YORK — James C. Petrillo, American Federation of Musicians prexy, and representatives of Los Angeles Local 47 held a friendly four-hour meeting here last Thursday (23) morning, at which time the West Coast group urged active participation by film studio musician spokesmen in the AFM's upcoming bargaining sessions with TV film companies, and Petrillo agreed to give the group's arguments "serious consideration."

Also under discussion at the meet was the 5 per cent fee paid by TV film producers into the AFM's Music Performance Trust Fund. When the Local 47 group again suggested that the payment policy was a deterrent to live employment, Petrillo noted that the AFM had "long sought a better formula and would welcome suggestions for its improvement."

Petrillo also agreed to discuss further the problems of the West Coast musicians, altho no date was set for further talks. The West Coast representatives will probably give a complete report on the meeting, when they go before the full Coast membership this week.

The L. A. group was headed by its prexy Eliot Daniel, veepee John Tranchitella, director Dale Brown, and two Local 47 members—Charyll Butterman and Ray Menhennick. Petrillo was accompanied by his staff and Herman D. Kenin, a member of the AFM International Committee in charge of the Federation's West Coast office.

AFM Local 47 Hikes Scales

HOLLYWOOD — The cost of making phonograph records was further increased last week when AFM Local 47 sharply increased the scale for orchestrators and copyists. New rates become effective June 15 and are applicable for records, electrical transcription and recorded jingles (non TV film).

Raises come to approximately 25 per cent for orchestrations and 11 per cent for copying. Union noted that "all prices are based solely on the labor of orchestrating and do not include the fee for arranging, which is left to the discretion of the man doing the work."

New orchestration rate is \$5.00 per page of 10 lines or less, compared to the old rate of \$3.99 for 12 lines or less. Copying price is now 90 cents per page for instrumental parts, compared to the old rate of 81 cents.

Marks Buys Cugat Firm, Pacts Maestro

NEW YORK — E. B. Marks Music has purchased the entire catalog of Alameda Music, Xavier Cugat's Latin-American publishing firm. At the same time, the firm entered into a separate publishing agreement with Cugat as a writer for Marks Music.

Alameda will be operated by Marks as a separate concern under a Broadcast Music, Inc., affiliation. The first three Cugat tunes to be published by Marks Music are "Learning," "Very, Very Satisfied," and "Pan Amore Cha Cha," theme song of a new Italian movie and title of a new Cugat album on the Columbia label.

DECCA

has



SWEET TALK

(WON HER LOVING HEART)

The Westernaires Orchestra
Vocal Duet by

Curly Williams and Ralph Hanzel

DECCA 9-30351

I COMPLAIN

Al Hibbler

DECCA 30337 &
9-30337

FIRE DOWN BELOW

from the Warick Film Production
"Fire Down Below"

Jeri Southern

DECCA 9-30343

SEE YOU NEXT YEAR

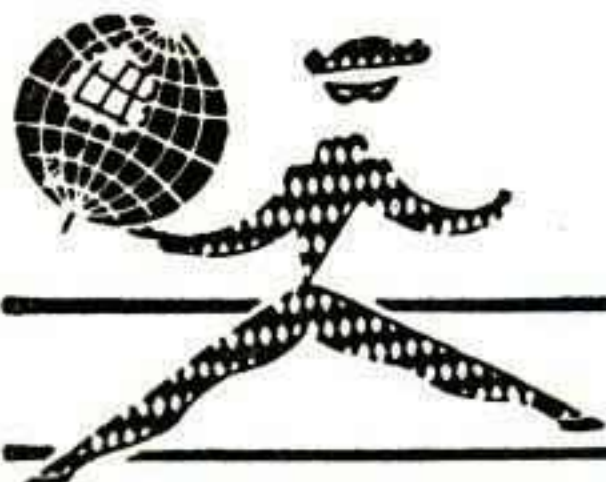
b/w

QUEEN BEE

The Five Secrets

DECCA 9-30350

four to go right to the top!



A NEW WORLD OF SOUND



Teensters Play Minor Role in Radio Audience Disk Pay-Off

• Continued from page 1

successful with a records-and-news broadcasting policy.

Women Major Goal

"Because women are the overwhelming portion of the radio audience," Goldberg reasons, "they must be the major goal of advertisers. Why can't the same goal apply to records? You have the audience right there. Why not exploit it as the biggest possible area of expansion for new record sales?"

In effect, the question might be asked: Why foist on 73 per cent of the audience a batch of top selling records of admittedly juvenile, and sometimes unpleasant character, with the pat apology that "these are the records the public is buying," when that public is really 10 per cent of the listenership with special tastes and emotions of its own? Why not investigate the tastes of the 73 per cent, on the probability that a profitable field for pop single sales as well as albums lies there, ready to be exploited?

An a.&r. man who has tried to steer such a course is Columbia's Mitch Miller, who argues, sometimes in the face of contrary evidence on the pop charts, that a sound recording philosophy is one that doesn't dump the adult in

favor of the kid. He consciously tries, he says, to listen to new material with the broad age market in mind rather than just the easily promotable teen-age set. Joining him in this view is Mike Stewart, manager of the Four Lads, who has eschewed rock and roll material, by and large, and has been almost alone in enjoying consistent success with ballads and rhythm tunes like "Who Needs You"; "No, Not Much," and "Moments to Remember." Perry Como is another whose guaranteed sale has remained high, apparently by purposely blinding himself to here-today-gone-tomorrow fads.

Unquestionably, the preponderance today of rock and roll is penetrating our musical traditions, so that adults are accepting it within limits. Charlie Hall, pop singles manager of RCA Victor, points out that when Elvis Presley's "Don't Be Cruel" enjoys an elephantine sale of five million pieces, the buyers go way beyond the teen-age stratum. Such evidence, Westinghouse's Goldberg agrees, justifies the heavy pay of such a disk to an adult audience.

Westinghouse Philosophy

The philosophy of the Westinghouse chain, according to Dick Pack, vice-president for program-

ming, is based on what he calls a "blend" of popular musical tastes. The housewife, he feels, wants to combine her nostalgic, traditional tastes for standards with some exposure to "what's new in the world," as expressed by the hits of today and the up-and-coming tunes. He refers to the production of such a blend as "a difficult art."

An undeniable fact seems to be that in after-school hours, a rock-and-roll policy will fatten a rating by concentrating the teen-age listenership to one favorite "big beat" deejay. This was the case in Nashville, where a manager, after achieving the biggest rating in town, began openly to question whether the rating means that much as a salable item to an advertiser. Another such instance was a top New York deejay who built his rating by luring a concentration of teen-agers, whereupon the station hoisted its rate card commensurately. Soon, however, advertisers began to drop away because the expanded audience was not being reflected at the cash register. The station switched away from rock and roll, dropped the deejay (by then heavily identified with the teen-age set), and happy days are here again, with a slightly reduced rate card.

Bar BMI Issue, Option Kayo in Celler Report

• Continued from page 11

and suggested that, failing this, the subcommittee itself might propose legislation to end the optioning of time in net affiliation contracts.

Opposite of this would indicate that majority of the subcommittee members felt option time should be largely left alone, or at least should not be sweepingly abolished. This stand would be in line with network's repeated testimony that endangering the option time-must buy structure would "emasculate" the whole structure of network national programming.

On the BMI issue, it appears that in the body of the final compromise report, the majority of the Celler Antitrust Subcommittee members may not object too strenuously to "some mention" of this aspect of the TV hearings held by the House group last year. However, Rep. Keating expects that the majority would "absolutely oppose" having this report draw any conclusions on the BMI-ASCAP issue, because of any influence it might have on pending court proceedings.

Pact Hikes Disk Vocal Scale 10%

NEW YORK—A wage scale increase of approximately 10 per cent has been won for disk vocal groups and soloists. The hiked scale is a part of the new contract which has been in negotiation between the American Federation of Television and Radio Artists and representatives of major diskeries. Agreement on all terms of the contract is understood to have been reached. Both sides are now involved in "straightening out the verbiage," according to one spokesman, and a formal announcement is expected following a meeting of the negotiators next week.

The new contract will run for two and a half years, and is retroactive to April 1 of this year. The contract involves considerable expansion in the coverage of artists, particularly in the field of country and rhythm and blues, working in the New York, Chicago and Los Angeles disk studios. Previously, country and r.&b. performers have never been covered at all in AFTRA agreements, and it is understood that those working in the Nashville area will still work without AFTRA coverage.

Thunderbird Offers Real Distrib Hype

BOSTON — Thunderbird Records, now going on with its promotion of the Jack Haskell version of "A-round the World in 80 Days," has added a further incentive to the pushing of the record. As an added bonus, Thunderbird will give every distributor who sells 50,000 records a Ford Thunderbird with his name engraved on the car.

Bob Share, general manager of the concern, anticipates that the contest could cost them six or seven Thunderbirds.

Terry... Decca has pacted the Westernaires, an instrument group out of Milwaukee and a vocal quintet known as the Five Secrets.

Gerry Sher, formerly of WTAO, Cambridge, Mass., is now handling Coral disk promotion in Boston... Betty Madigan has been held over a week at Chicago's Drake Hotel... Publicist Sid Asher has been named promotion consultant for Joe Leahy's new National label.

Settlement on 'Rag' Disputes

NEW YORK—The long pending ownership dispute over "12th Street Rag" between Shapiro-Bernstein Music and Jerry Vogel Music was settled out of court here last week. Vogel agreed to waive all claim to royalties piled up on the tune since 1941, but will henceforth receive one-third of all monies earned by the tune in the U. S.

At the same time, Vogel's suit against the American Society of Composers, Authors and Publishers—claiming 50 per cent of all royalty credits on the song—was also settled out of court. Terms were essentially the same, with Vogel granted one-third of all future credits on tune, while he waived rights to all credits heretofore piled up on the song.

Under terms of the settlement, the tune will henceforth be jointly published, with both firms credited as owners of the material on sheet music, etc. The rights waived by Vogel—from 1941 to 1957—reportedly represent a sizable amount of money. Attorney for Shapiro-Bernstein was Lee Eastman.

The tune was originally written as an instrumental by Enday Bowman in 1914 and published by Jenkins Music. A lyric by James Sumner was later written for it. Vogel then purchased Sumner's renewal rights on the song, while Shapiro-Bernstein picked up the tune from Jenkins.

Vogel has already been awarded 50 per cent of all performance money on the Bowman-Sumner version, and—in the recent suit—was trying to prove that he was entitled to participate in coin from 22 other versions of the song since copyrighted by Shapiro-Bernstein.

ABC Radio Policy Goes Anti-Platter

By JUNE BUNDY

NEW YORK—Network radio's attitude toward records continues to fluctuate, with some web execs convinced disk programs are the solution to their budget problem, while others believe in mixing live and wax programming and at least one web—ABC—adopting a frankly anti-platter policy.

ABC, heretofore one of the strongest supporters of network disk programming, indicated its switch-over last week, via the announcement of William S. Morgan Jr.'s election as veepee in charge of programming the ABC radio network, effective June 1. Morgan recently resigned as veepee of the McLendon Corporation and as general manager of KLIF, Dallas.

In making the announcement, ABC prexy Robert E. Eastman said: "Since Mr. Morgan comes to us from one of the outstanding independent stations, some may assume that ABC is going into a programming type parallel to that normally employed by independent stations. Nothing could be further from the truth. All ABC programs will ultimately feature 'live-talent' network personalities. Steps are already being taken to eliminate network programs employing phonograph records. There is no good reason why a network should ever play phonograph records."

ABC has already discontinued Martin Block's daily hour disk show over the network. Other record shows slated to go are Redd Lawrence's daily two-hour afternoon show, "Imagination," an hour-and-a-half ainer emceed by Milton Cross; "Platter Brains," a quiz show featuring disks, and several other programs.

In direct contrast to the ABC concept of network radio, the Mutual Broadcasting System, last month, adopted a new programming schedule, styled along the well known "music and news" format of the indies. In the main the new Mutual programming is musi-

cal with disk shows designed so that local stations may insert local spots or use them as sustainers.

Meanwhile, NBC and CBS continue to follow a middle-of-the-road policy, utilizing disks on some programs and live music on others. NBC leans a bit more toward disks, via "Monitor," etc., while CBS is still strong in the soap opera picture.

Vik Distribs Get Package Discount Offer

NEW YORK—Vik Records will kick off its summer album campaign next week with a special discount offer to its distributors.

According to Ben Rosner, general manager of the RCA Victor subsidiary label, distribs will be permitted to order the entire Vik package line with an extra discount during the entire month of June. This line at present consists of 58 LP's and 52 EP's.

Each distributor is authorized to make his own special offer in turn to his dealers.

Music as Written

New York

Al Berman, Harry Fox firm exec, and his frau Dorothy are the parents of a new baby son, born May 13. The boy, named Donald Steven, is their third child and first son... Herbert Rogalsky a Decca staffer for past six years, has joined Leonard I. Wolf Enterprises, in line with Wolf's plans to expand his promotional services into the Midwest.

Cambria Records has teed off under the wing of Dick Camillucci. First releases will be four sides by chanter Gino Tell. Other sides are in the works by thrush Naomi Caryl. Arrangements are by Dave

Dean Martin CAPITOL
Lenny Eversong CORAL
I CAN'T GIVE YOU ANYTHING BUT LOVE
Doris Allen INDE
Jo Ann Campbell ELDOBRADO

MUSIC FROM THE GREAT CATALOG OF MILLS

"HITS" From THE "HOUSE OF BOURNE"
PAT BOONE....."LOVE LETTERS IN THE SAND" (DOT 15570)
TINA ROBIN....."MY MAMMY" (CORAL 61822)
EYDIE GORME... "I'LL TAKE ROMANCE" (AM-PAR 9780)
BIG MAYBELLE....."ALL OF ME" (SAVOY 1512)
FRANK CHACKSFIELD....."LULLABY OF THE LEAVES" (LONDON 1725)
BOURNE, INC.—ABC MUSIC CORP.
156 W. 52 St. N. Y. C.

ATTENTION watch for
FACE IN THE CROWD
MAMA GUITAR
REMICK MUSIC CORP.

2 BIG ONES FROM BMI
Bill Haley and the Comets
"YOU HIT THE WRONG NOTE BILLY GOAT"
and
"ROCKIN' ROLLIN' ROVER"
DECCA 9-30314
DANBY-SEABREEZE
MUSIC COMPANIES
1419 BROADWAY | 129 E. 5TH STREET
NEW YORK, N. Y. | CHESTER, PA.

From the Sol C. Siegel Production
"MAN ON FIRE"
an M-G-M presentation
MAN ON FIRE
ROBBINS MUSIC CORPORATION

FALSE HEARTED GIRL
Tennessee Ernie Ford
CAPITOL
AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

A great tune recorded on ATLAS
"LOVE WAS A STRANGER TO ME"
another BMI Pin-up hit.
Mac-Avery Music Publishing Co.
271 W. 125 St., N. Y., N. Y.
MO 6-0420

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



LEWIS

Miss Monica sings these entries in the forthcoming Jack Webb production, "The D.I." (Drill Instructor) and like the proverbial Marines, has the situation 'well in hand!' Look for heavy action as the film breaks and tie-in promotions hit all markets!

Met My Match b/w (If'n You Don't) Somebody Else Will both from the Mark VII Ltd. production, "The D.I." Monica Lewis with Ray Conniff 4-40924



LAINÉ

Riding in on a flood tide of popularity, this latest release of Frankie's is not only a "natural," it's truly great! Coupled with the title song from the soon-to-be-released Paramount picture, "Gunfight at the O.K. Corral," it has all the makings of a new bonanza. Stake your claim and share the profits.

Without Him with Percy Faith and The Norman Luboff Choir b/w Gunfight at the O.K. Corral from the Paramount picture of the same name with Jimmy Carroll Frankie Laine 4-40916



THE FOUR VOICES

Four men on a mission—the boys are in great form (never sounded better) and on the go (make room on the charts!). Here's a high-powered entry with two terrific songs and solid delivery. Ray Conniff does a background that's strictly in the foreground, and it all adds up to a sure-fire hit!

Such a Shame b/w Angel of Love The Four Voices with Ray Conniff 4-40933



STAFFORD

Jo's new disc features one of the finest ballads pressed in many a moon. It's got warmth, sincerity and JO! What more could anyone ask? Flip is one of the catchiest tunes you've ever heard. It's played in hearts and looks like a grand slam!

I'll Be There (When You Get Lonely) b/w Underneath the Overpass Jo Stafford with Paul Weston 4-40926



BILLY WALKER

This combination of a solid country ballad and a novelty C&W with a Latin flavor puts Billy in favored position for the run to the winner's circle. It's real Gold Guitar material, and Billy's running on a fast track!

On My Mind Again b/w Viva La Matador! Billy Walker 4-40920-c



WAYNE WALKER

The "New Talent" department found young Wayne a truly versatile performer as shown on this, his first Columbia release. C&W and 'pop' singing and composing, too (he wrote both songs on this disc) are sending this lad off in style, and the style is terrific! With C&W moving more and more into the 'pop' field, Wayne is loaded for bear and aimed at the charts!

Whatever You Desire b/w A Teenage Love Affair (Can Cause the Blues) written and sung by Wayne Walker 4-40905-c

THE SURE-FIRE

HITS ARE ON THE HOTTEST COMPANY IN

COLUMBIA RECORDS

THE BUSINESS

A DIVISION OF CBS "Columbia" Reg. Marcas Reg.

young love



THE COMMUNICATION CENTER OF

went through here at 4:32 A. M.

Broadway had called it a Thursday night, but six floors up from The Palace six men and a girl went right on listening.

Someone put a new record on the turntable. The tone arm dropped and:

A head turned . . . a pencil stopped writing . . . two or three feet picked up the beat. . . .

Because, at 4:32 a.m., YOUNG LOVE went through.

All seven people agreed YOUNG LOVE is top material, and the record was rated Review Spotlight Treatment in the upcoming issue of The Billboard.*

What happened is not unusual. Judging the commercial potential of a new release is all in the day's job and the night's work to the editorial staffers of The Billboard's Music Department . . . and they go about it professionally.

For, though The Billboard's music staff are reviewers, they are, above all, reporters—who combine their newsman's ingrained, sensitive perception with their specialized knowledge of music and the music industry.

That is what makes them alert to all developments. It is one of the many ways in which The Billboard serves the expanding music industry fifty-two weeks a year.

*The Billboard, November 24, December 22 and December 29, 1956

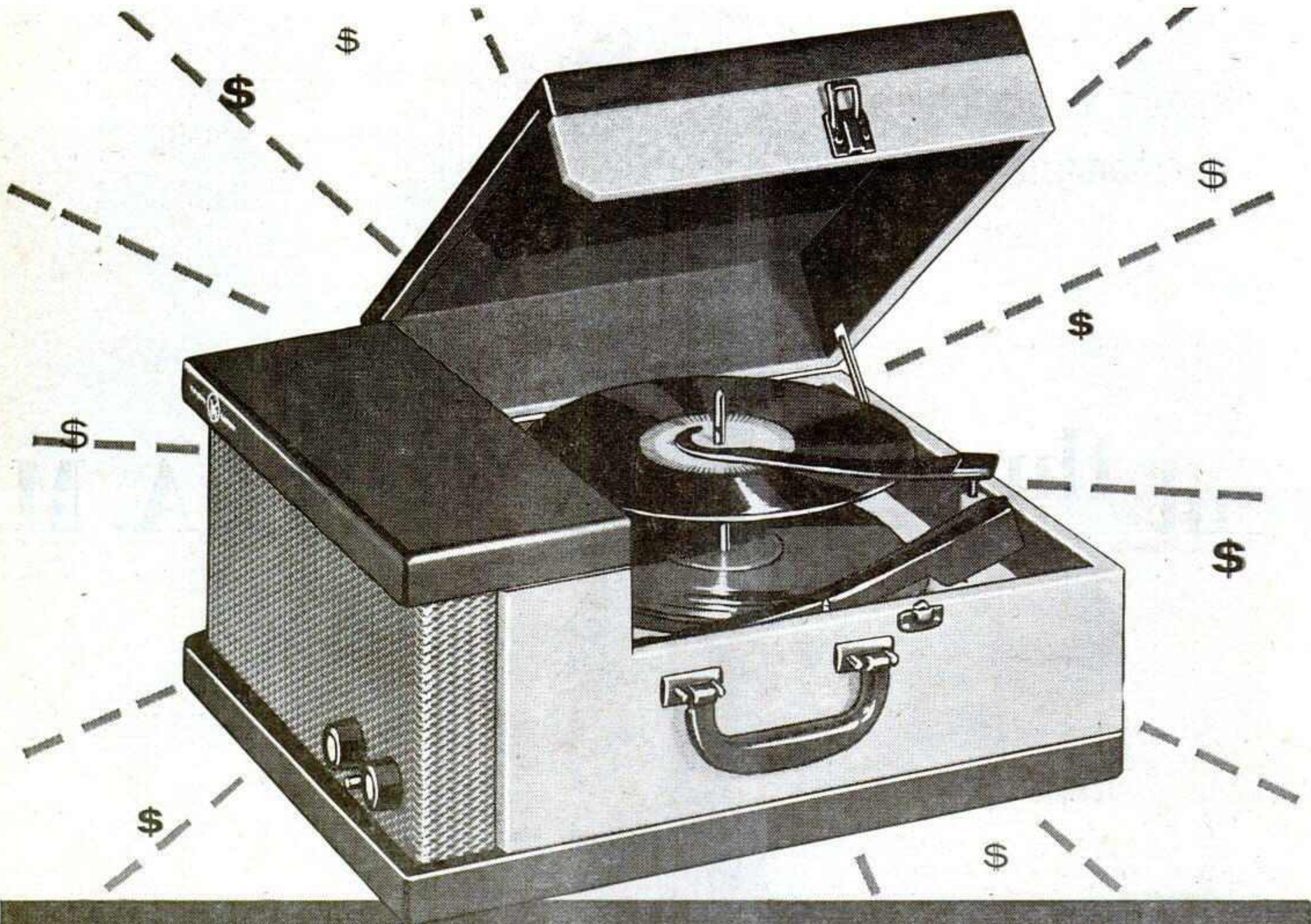
Billboard's Music Department receives an average of more than 200 new single and album releases each week for review. Paul Ackerman, Bill Simon, Ren Grevatt, Ralph Freas, June Bundy, Howard Cook and Bob Francis frequently listen to a record many times before making their final review evaluation of its potential.

No one, but no one, can consistently "pick all the hits" . . . however, Billboard, from the 200-plus records received each week, selects for Spotlight treatment those records which, in the opinion of the Music Department, have the greatest sales potential . . . and The Billboard's record of picking the winners is tops.

That is why record dealers, disk jockeys and juke box operators everywhere confidently use Billboard as their weekly buying and programming guide. It is one of the many ways in which Billboard helps the entire music industry expand!



THE MUSIC INDUSTRY the Billboard Publishing Company



Sell the Mass Market with Low-Cost M Model 1280 Hi-Fi Portable!

THESE FEATURES ADD UP TO PROFIT!

- 6" x 9" speaker with 3" concentric tweeter cone—amazing wide-range high fidelity reproduction!
- Powerful Push-Pull Amplifier!
- Input Jack for Tuner, Tape Recorder!
- Output Jack for External Speaker!
- Teams with V-M stereo-playback tape recorder for new, sensational stereophonic sound!
- Siesta-Matic for automatic convenience and wow-and rumble-free performance!
- 'Super-Fidelis' 4-Speed Record Changer—long the "Standard of the World!"
- Best-Selling Style in smart two-tone brown leatherette!

V-M gives you everything: authentic high fidelity to sell the mass market and sell it now, the model to "push," promote and feature! You sell and sell more often because of the top value, style and consumer-wanted features V-M packs into Model 1280. It beats everything in its price range. Start now to "beef up" your profits and outsell the field . . . YOU CAN DO IT WITH V-M MODEL 1280!!!

YOUR MOVE: call your V-M distributor . . . order Model 1280

There's top profit in selling Pleasure's New Sound

the **Voice**  **of Music**®

V-M CORPORATION

BENTON HARBOR, MICHIGAN

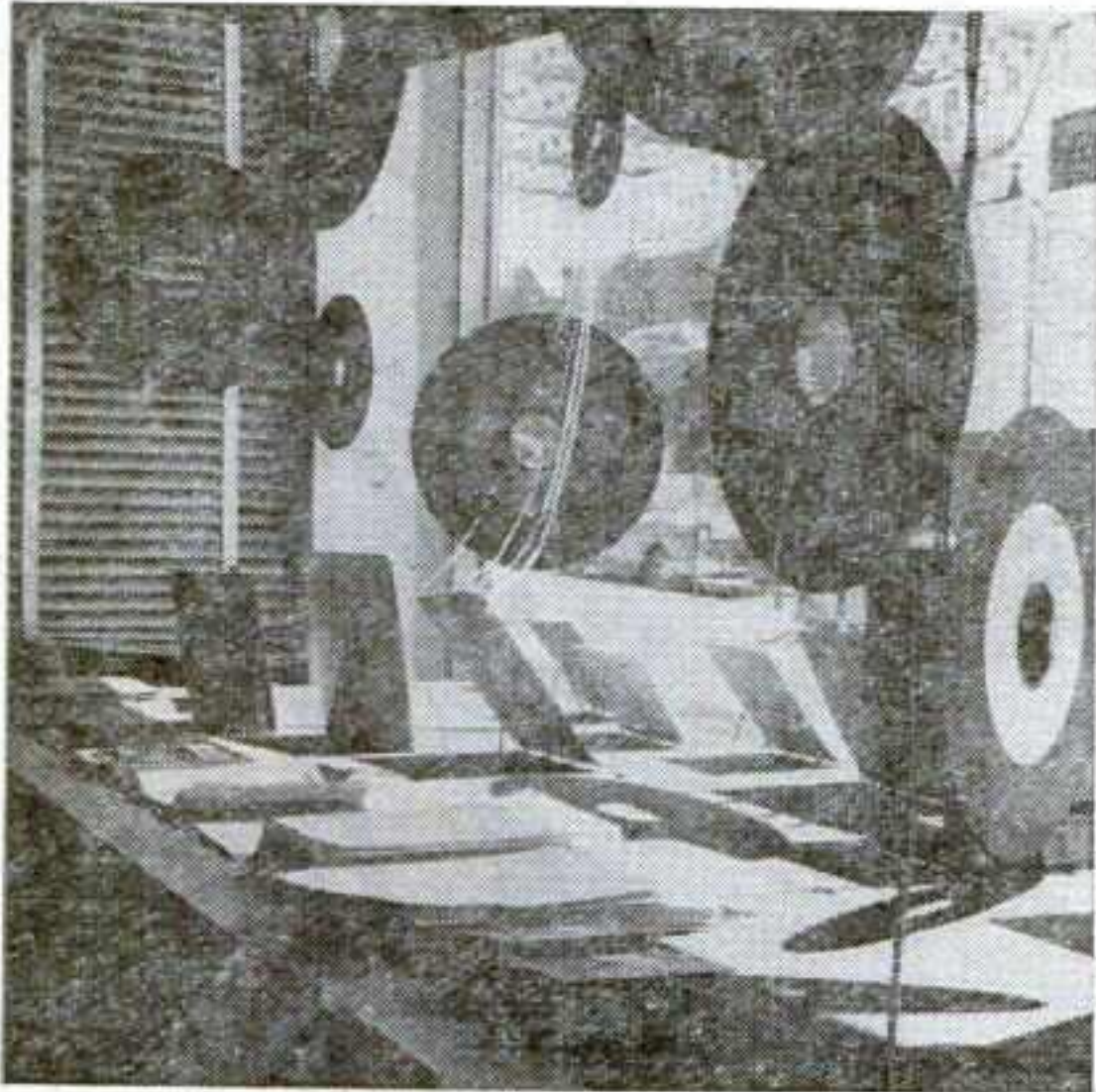
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

ONLY
\$94⁹⁵
LIST!!!

**Slightly higher in the West.*

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



DECORATE A WINDOW with giant cardboard disks of different sizes and colors. Let them hang freely on thin strings or wires so they can rotate in the breeze. Arrange your full color album covers on easels across the display platform. That's the way to attract passers-by to your store. Credit the Al Schreiber Record Shop of Baltimore, Md., with this eye-catching display. More accurately, credit Al Schreiber's artist-wife who knows that simple, bold elements make the best display. The photo shows that it is attractive even from the inside of the store.

NEW PRODUCTS

TWO 1958 COMBOS FROM EMERSON...

The Emerson Radio and Phonograph Corporation is introducing two "advance 1958 models." One is a radio-phono-TV combination (model 1280) priced at \$298. The other is a portable radio-phono, (model 875) price at \$88.

The TV part of the 1280 has a full power transformer chassis with 21-inch picture tube. The phono element features a four-speed changer. A twin speaker system is used for all elements. The unit is housed in a lowboy cabinet on legs of modern design.

The 875 radio-phono also features the four-speed changer and twin speakers. It is housed in a leatherette cabinet and is available in a choice of three two-tone color combinations.

PORTABLE TAPE RECORDER IMPORTED FROM ITALY...

A new portable tape recorder that weighs only 7½ pounds and fits the hand is being introduced



in the U. S. market by American Gelo Electronics. The unit is manufactured by Societa per Azioni Gelo, Milan.

Called the model G-255/S, the unit measures less than 10" X 6" X 6". The \$179.95 price includes microphone, tape take-up reel and cordovan-finish case.

The G-255/S operates at either 3¼ or 1½ ips, records dual track and has push-button operation. It has output jack for either speaker, amplifier or earphones; input jack for use with mike, radio, phono or telephone.

A clear plastic cover folds over reels and recording head, protecting them from dust and possible damage.

NEW ENCLOSURE, SPEAKER FROM RCA...

A new "custom convertible" high speaker enclosure is announced by the RCA Components Division. Designated type 302W1, the new enclosure has a natural fruitwood finish.

The enclosure can be adapted for use as a base reflex, infinite baffle or corner driver type of housing, depending on the needs of the user.

The RCA Components Division also announces a new 8-inch dual cone speaker for use in custom installations. It provides reproduction of frequencies from 60 to 18,000 cps. and has a power-proven capability of 10 watts.

Available June 15th., this model RCA-503S1 speaker has a user's price of \$12.50.

Does the Listening Booth Pay Off in Added Sales?

- Some dealers think they're more trouble than they're worth
- Connecticut dealers' de luxe setup allows for listening booth problems

By RALPH FREAS

Is the listening booth necessary in today's disk shop? Some dealers say they take up too much space. Others say they make pilferage too easy. Still others object to them on the grounds that they lend themselves to teen-age cavorting and horse-play. Whatever the reason, many dealers are eliminating listening facilities altogether.

A Disk Shop Convention?

One of the more interesting attitudes was expressed by a dealer who told The Billboard that the listening booth is a "disk shop convention" that bears little relation to actual sales. Disk buyers have learned to expect to listen to a record before buying it. It's customary. And, interestingly, customers seem to need to listen to assure themselves that they are buying a good, undamaged disk.

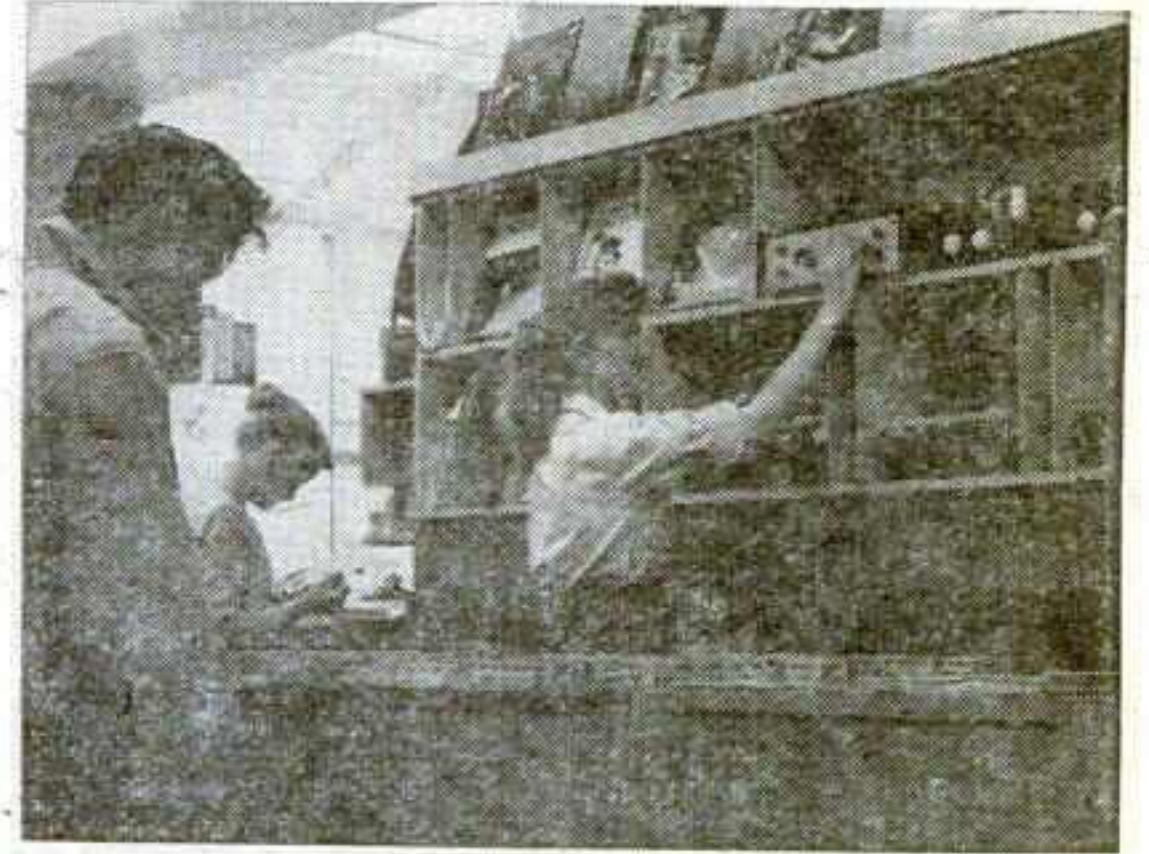
"But," the dealer pointed out, "what's the point of listening? If a disk is faulty, I exchange it anyway."

Okay for Some Records

Listening facilities do have a genuine purpose as a sales aid for certain disks. These disks are those with qualities that have to be heard to be appreciated. There are, for example, those records with brilliant, wide-range characteristics for customers addicted hi-fi-wise. Or, it might be a new interpretation of a serious work by an outstanding conductor or soloist. Customers with such discriminating tastes are, however, pretty much in the minority.

A De Luxe Setup

The Jack Bowman Record Shop in Bridgeport, Conn., has a listening booth setup that



The de luxe hi-fi is adjusted by the sales clerk. This amplifier powers a speaker console for in-the-open listening. Speaker is located against opposite wall and is a concession to customers who cannot appreciate a disk's qualities by listening in a small booth. Note the 45 singles rack set-up in the counter. This forces the teen-age customers to face the clerk while browsing, a factor which has cut into pilferage.

can be considered de luxe by the standards both of today and years past. In considering it, it is interesting to see how Jack Bowman, a dealer with years of experience, has had to make concessions to present-day sales conditions.

Bowman's listening facilities are comprised of six closed booths. The booths have glass doors and are positioned along one wall directly opposite the main sales counter. The clerks behind the counter have an unobstructed view into the booths, and can detect and stop horse-play or pilferage almost before it starts.

The booths contain no equipment except a speaker mounted in the ceiling. Turntables and amplifiers are located behind the counter and are operated only by store personnel. The turntables are numbered from 1 to 6 to correspond to the booths in which they play.

Besides the speaker, the Bow-

man booths are equipped with two other things, lighting and an electric fan, both of which are ceiling mounted. The inclusion of the fan points up a special problem of enclosed booths, ventilation is essential. Not only does a booth become stuffy and uncomfortable after a few minutes, but, if it is lined with soft acoustic material, it will absorb tobacco smoke and after a time develop a mild but unpleasant odor.

All This and Vandalism Too

The most vexing problem of the enclosed booths is that of vandalism. No matter how watchful Bowman's clerks are, they find, at the end of a business day, that some of their young customers cannot resist marking the acoustic title booth lining with crayon, pencil or lipstick. It's particularly jarring because the fixtures on the main sales floor are so clean, modern and up-to-date. Jack Bowman feels that he cannot educate his customers to stop

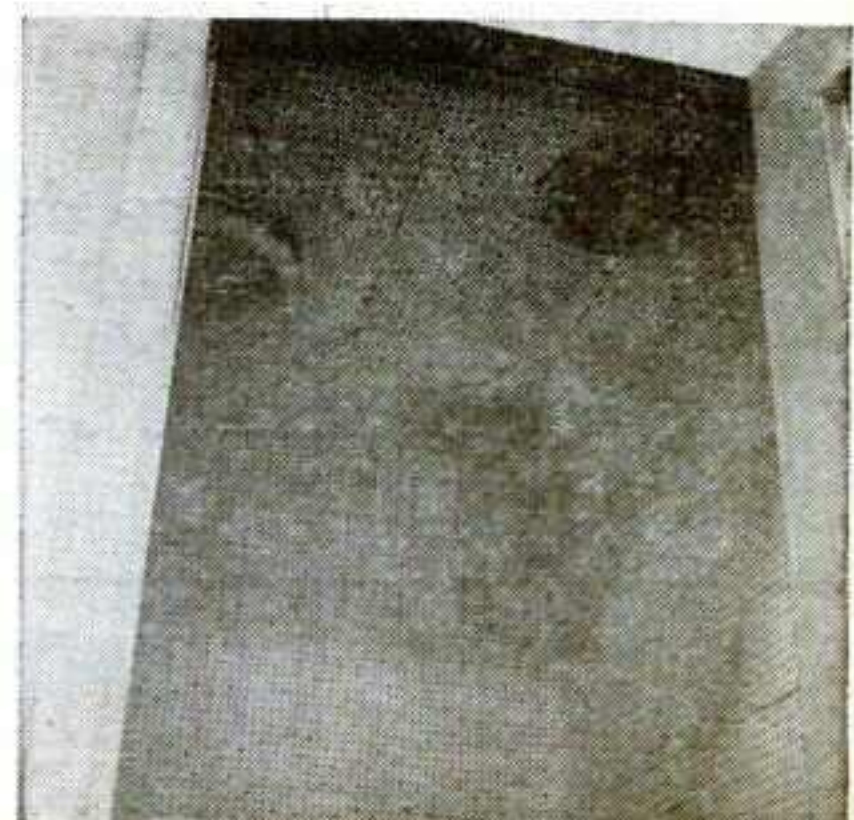
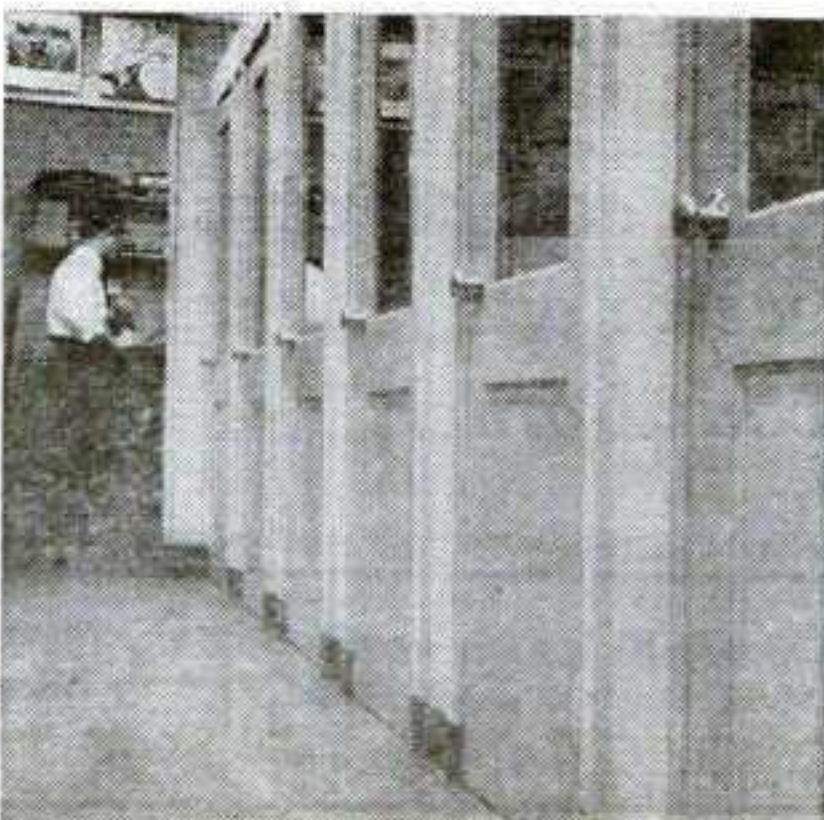
(Continued on page 59)



Left: Jack Bowman spins one for a customer. This takes no more time than digging a disk from stock and handing it to the customer to play. It eliminates disk damage, theft, and damage to demonstration. Jack Bowman knew the hazards of the listening booths and allowed for them.

Below, left: The six booths are in a line, facing the main sales counter. The glass in the doors permits unobstructed view of booth interior so that clerks can spot teen-age horse-play or petty pilferage. Booths are numbered from one to six which correspond to numbers on turntables behind the counter.

Below: Booths are equipped with fluorescent lights (left), ventilator fan (right, foreground) and speaker (right, background) all ceiling mounted. The ventilation is essential because booths become stuffy after short occupancy and acoustic tile absorbs tobacco odors. Biggest problem: cleaning doodlings from acoustic tile.

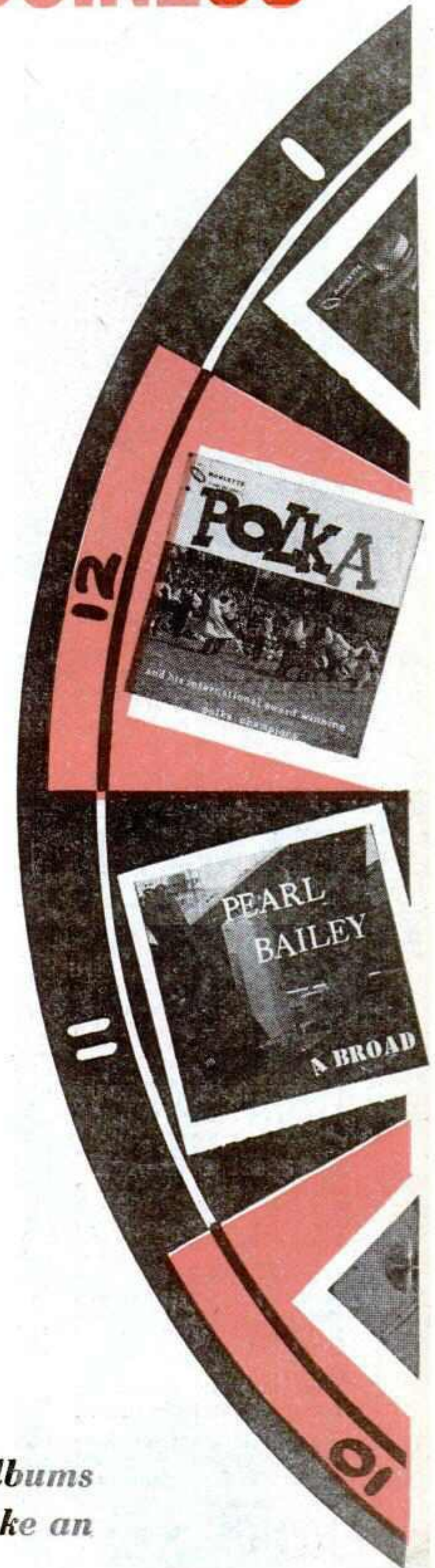


ROULETTE ANNOUNCES THE MOST in the HISTORY of the RECORD BUSINESS

The Number's Twelve

- When you purchase one each of our twelve new albums you pick an additional **TWO FREE**
- These albums are all 100% exchangeable at the end of 90 days
- This represents **CLEAR PROFIT** of over **\$25.00** on an investment of less than \$30.00
- This is no gamble! The **"DEALER"** wins!
- This introductory offer expires in 45 days so call your distributor and **place your order now!**

• If you so desire you can purchase any additional albums individually and receive one free with ten after you take an initial across-the-board order.



EVERY NUMBER PAYS OFF AT ROULETTE

659 Tenth Ave.
New York, N. Y.

IMPORTANT 1st ALBUM RELEASE

DYNAMIC HIGH FIDELITY

2
Calypso
 with the Playmates
 R-25001

3
JIMMY BOWEN
 R-25004

4
BUDDY KNOX
 R-25003

5
Radio City Music Hall
 Symphony Orch. conducted by Raymond Paige
 R-25008

6
AT THE EMBERS
 Dorothy Donegan
 R-25010

7
CHARLESTON
 by Bonnie Alden
 R-25006

8
Memories of Hal Kemp
 Henry Jerome and Orch.
 R-25007

9
ITALY
 songs by the Dimara Sisters
 R-25005

10
BARRELHOUSE
 by Moe Wechsler
 R-25002

11
POLKA
 Ted Tyle and his Polka Chips
 R-25011

12
PEARL BAILEY A BROAD
 R-25012

13
AT THE EMBERS
 Tyne Glenn
 R-25009

14
HAL KEMP
 LAMPLIGHT
 by Henry Jerome
 and His Orchestra

15
SHOWPLACE OF THE NATION

CHECK THESE BRAND-NEW RELEASES AND 12" CONVERSIONS!

NEW SENSATIONS IN SALES FOR JUNE FROM RCA VICTOR RECORDS



LOC-1027, EOC-1027



LPM-1339, EPA 1,2,3-1339



LPM-1372



LPM-1446, EPA 1-1446



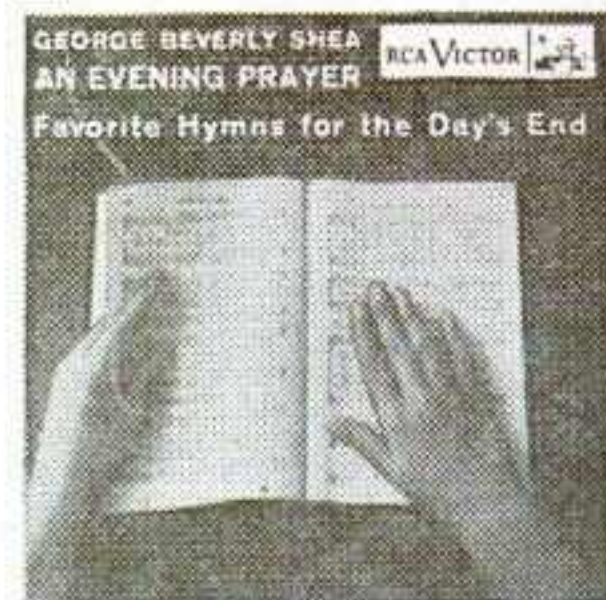
LPM-1429



LPM-1514, EPA 1,2-1514



LPM-1443, EPA 1-1443



LPM-1349, EPA-909



LPM-1354, EPA-922



LPM-1361, EPB-1361



LPM-1420, EPA 1,2,3-1420



LPM-1435, EPA 1-1435



LPM-1427, EPA 1,2,3-1427



LPM-1347, EPA 1,2,3-1347



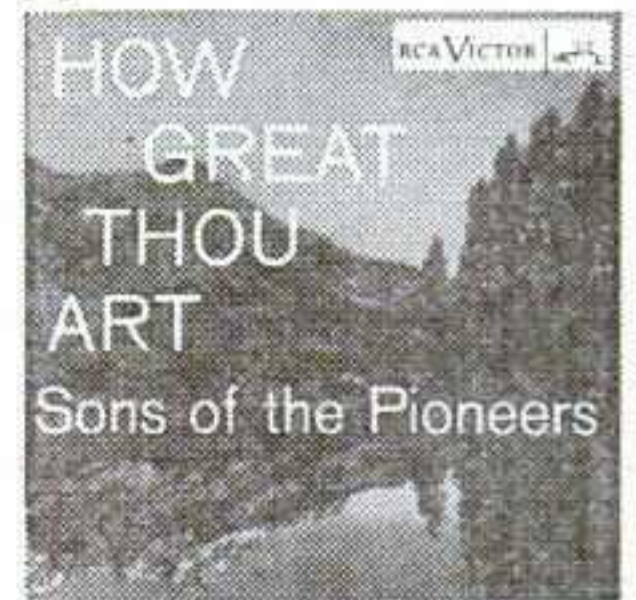
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LOC-1028, EOC-1028



LPM-1315



LPM-1431, EPA 1-1431



LPM-1414, EPA 1-1414



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

• Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

- RACHMANINOFF: Piano Concerto No. 2; Liszt: Piano Concerto No. 1—**
Rubenstein, Chicago Symphony (Reiner).....RCA Victor LM 2068
- TCHAIKOVSKY: 1812 Overture; Capriccio Italien—**
Minneapolis Symphony (Dorati).....Mercury MG 50054
- STRAVINSKY: The Rite of Spring—**
Paris Conservatoire Orchestra (Monteux).....RCA Victor LM 2085
- SCHUMANN: Concerto in A Minor for Piano and Orchestra, Op. 54; Strauss: Burlesque in D Minor for Piano and Orchestra—**
Serkin, Philadelphia Orchestra (Ormandy).....Columbia ML 5168
- BEETHOVEN: Sonata in C-Sharp Minor, Op. 27, No. 2 ("Moonlight"); Sonata No. 21 in C, Op. 53 ("Waldstein")—**Horowitz.....RCA Victor LM 2009
- OFFENBACH: Gaite Parisienne; Meybeer: Les Patineurs—**
Boston Pops Orchestra (Fiedler).....RCA Victor 1817
- TCHAIKOVSKY: Piano Concerto No. 1—**
Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
- STRAUSS: Don Juan; Waltzes from "Der Rosenkavalier"; Till Eulenspiegel's Merry Pranks; Love Scene from "Feuersnot"—**
Philadelphia Orchestra (Ormandy).....Columbia ML 5177
- BYRON JANIS PLAYS CHOPIN**.....RCA Victor LM 2091
- GRIEG: Piano Concerto in A Minor; Rachmaninoff: Rhapsody on a Theme of Paganini—**
Rubenstein, Chicago Symphony (Reiner).....RCA Victor LM 2087
- MENOTTI: The Unicorn, the Gorgon and the Manticore—**
New York City Ballet (Schippers).....Angel 35437
- TOSCANINI CONDUCTS—**NBC Symphony (Toscanini).....RCA Victor LM 2036
- THE CONCERTO: Works by Grieg, Liszt and Rachmaninoff—**
Rubenstein, Chicago Symphony (Reiner).....RCA Victor 6039
- CHOPIN BY STARLIGHT—**Hollywood Bowl Symphony (Dragon).....Capitol P 8371
- BEETHOVEN: Symphonies Nos. 1 and 9—**
NBC Symphony Orchestra (Toscanini).....RCA Victor LM 6009
- ESPANA—**Hollywood Bowl Orchestra (Slatkin).....Capitol P 8357
- BEETHOVEN: "Moonlight," "Pathetique" and "Appassionata" Sonatas—**
SerkinColumbia ML 5164
- DVORAK: Symphony No. 5 in E Minor, Op. 95 ("New World")—**
NBC Symphony (Toscanini).....RCA Victor LM 1778
- BEETHOVEN: Symphonies Nos. 5 and 8—**
NBC Symphony (Toscanini).....RCA Victor LM 1757
- BEETHOVEN: Symphony No. 5; Mozart: Symphony No. 40 (K. 550)—**
Philadelphia Orchestra (Ormandy).....Columbia ML 5098

• Classical

- BOCCHERINI QUINTETS, Op. 28; Op. 41, No. 2—**
BoccheriniAngel 45006
- MOZART: Clarinet Quintet in A (K. 581)—**Benny Goodman, Boston Symphony String Quartet ..RCA Victor LM 2073
- BOCCHERINI QUINTETS, Op. 11, No. 4; Op. 40, No. 4—**
Quartetto BoccheriniAngel 45007
- BRAHMS: Complete Quartets for Piano and Strings—**Victor Aller, Hollywood String QuartetCapitol PCR 8346
- BUDAPEST QUARTET ENCORES —** Budapest String Quartet ..Columbia ML 5116
- VIVALDI: The Seasons—**I MusiciEpic LC 3216
- EARLY ITALIAN MUSIC—**Quartetto ItalianoAngel 45001
- RAVEL: Quartet in F Major; Debussy: Quartet in G Minor—**
Budapest String Quartet ..Columbia ML 4668
- MOZART QUARTETS—**Smetana QuartetAngel 45000
- MOZART: Fine Kleine Nachtmusik (K. 525); Serenade No. 6 in D (K. 239); Divertimento No. 11 in D (K. 251)—**Boyd Neel Orchestra (Neel) Unicorn UNLP 1042

• Show

- MY FAIR LADY—**Origin.1 Cast.....Columbia CL 5090
- THE KING AND I—**Sound TrackCapitol W 740
- OKLAHOMA—**Sound TrackCapitol SAO 595
- AROUND THE WORLD IN 80 DAYS—**Sound TrackDecca DL 9046
- THE EDDY DUCHIN STORY—**Sound TrackDecca DL 8289
- CINDERELLA—**Original CastColumbia OL 5190
- CARROUSEL—**Sound TrackCapitol W 694
- HIGH SOCIETY—**Sound TrackCapitol W 750
- ROCK, PRETTY BABY—**Sound TrackDecca DL 8429
- Giant—**Sound TrackCapitol W 733

• Jazz

- ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK**Verve MG V 4002
- MY FAIR LADY—**Shelly Manne and His Friends.....Contemporary C 3527
- ELLINGTON AT NEWPORT—**Duke EllingtonColumbia CL 840
- CONCERT BY THE SEA—**Erroll GarnerColumbia CL 883
- DUKES OF DIXIELAND, Vol. 1**Audio Fidelity AFLP 1823
- DUKES OF DIXIELAND, Vol. 2**Audio Fidelity AFLP 1840
- ELLA AND LOUIS—**Ella Fitzgerald and Louis Armstrong.....Verve MG V 4003
- A DRUM IS A WOMAN—**Duke EllingtonColumbia CL 951
- CUBAN FIRE—**Stan KentonCapitol T 731
- VELVET CARPET—**George ShearingCapitol T 720
- 'ROUND ABOUT MIDNIGHT—**Miles Davis QuintetColumbia CL 949

• Reviews and Ratings of New Popular Albums

• Continued from page 31

er selection. Will meet little sales resistance from customers who favor Lombardo or Lanin-Davis-Chauncey Gray "society" dance bands.

NIGHTCAP75
Dick Leibert (1-12")
Westminster WP 6039

Organ mood album of such evergreens as "Laura," "September Song" and "Autumn Leaves." Leibert is at the Wuritzer and the coupling of special organ effects with "Natural Balance" sound makes this a good hi-fi bet. Westminster's album covers are showing improvement. This one's a stunner which nicely catches the late-evening mood.

SWINGING GUITAR74

Jorgen Ingmann (1-12")
Mercury MG 20200
Fine novelty instrumental stuff for jocks and for all varieties of guitar lovers. Danish Ingmann does a Les Paul with multiple taping, speed alterations, etc., but with a subtle, tasteful style of his own. Great sound enhances some clever effects. Almost any one of the 12 tracks will sell it. Try "Bye, Bye Blues" or "Hallo Joe." If pushed it can sell.

HAWAIIAN MEMORIES73

The Hawaiian Troubadors (1-12")
Mercury MG 20217
Another of the label's \$2.98 specials, this package offers an interesting new slant on Islands LP fare. A group of French musicians cut the sides ("Aloha Oe," "On the Beach at Waikiki," etc.) in Paris, utilizing the usual Hawaiian guitars, plus a celeste and an ingenious hi-fi mike placement setup. Result is a different sound, which should attract hi-fi fans as well as Hawaiian music fans and jocks with romantic instrumental segs.

SOMETHING OLD . . . SOMETHING NEW73

Ink Spots (1-12")
King 535
The familiar Ink Spots' styling is applied to several favorites, including "Ebb Tide," "Stranger in Paradise" and "Yesterdays." None of the past big hits by the group appear in their latest package. The present tenor manages to sound very much like Bill Kenny, and the new quartet is as appealing as the old one. Greatest appeal will be to those who remember the quartet in its era as top-notch record act.

PARIS FOR LOVERS73

Eddie Barclay Orch. (1-12")
Mercury MG 20190
Familiar titles, including "Autumn Leaves," "La Vie en Rose," "C'est Si Bon" performed in atmospheric French style. Arrangements are relatively simple but effective, emphasizing steady rhythm. Good cover should help retail sales, especially at present \$2.98 promotional price.

DINNER IN MEXICO72

Arturo Ramirez Orch. (1-12")
MG 20238
Mexican maestro Ramirez plays a relaxed, thoroughly pleasant brand of instrumental mood music, South-of-the-Border style, featuring guitar and marimba. Melodic selections include "Cielito Lindo," "Guadalajara," and other well-known Mexican themes. As one of Mercury's \$2.98 specials, this package could chalk up extensive sales in its usually limited market. Good display bet for vacation tie-ups.

DANCE THE HULA IN THE MOONLIGHT70

Danny Stewart Orch (1-12")
Coral CRL 57122
Stewart, a regular on ABC radio and familiar to West Coast nitery patrons, provides an urban Americanized brand of Hawaiian wax, highlighted by excellent steel guitar. Instrumental selections—low on tradition—hula items—include several Stewart originals, along with Sonny Burke's "Lovely Island at Hawaii," "Frangipani Blossom," etc. A solid stock item for special market.

HAWAIIAN MAGIC69

Al Perry and His Singing Surf Riders (1-12")
MacGregor MAC 1202
An eye-catching cover photo of a tastefully draped but practically bare-bosomed hula gal gives this package sock display value. Content—first-rate group warbling in traditional Island style on romantic Hawaiian themes—should also click with grass-skirt music fans. Package has potential on basis of cover and performance.

HI FI IN THE TROPICS66

Orquesta Montilla, Gilberto Valdes, Cond.
Montilla FM 94
Big band concert-type renditions of Cuban and Puerto Rican popular material covering last 50 years. Per-

formances and arrangements are rather heavy-handed, but could appeal to regular followers of this limited category.

CHERIE, I LOVE YOU64

Renee LeBas (1-12")
MG 20240
Liner explains that Miss LeBas is "the newest of a group of famed Parisian singers like Jacqueline Franco and Patachou," neither of whom have become other than specialized disk attractions. The chanteuse has a warm, intimate touch with her songs, sung in the mother tongue, but the chances of leaving any kind of mark on the current American record scene would seem practically negligible.

LARRY PLAYS62

Larry Seibert (1-12")
MacGregor MAC 1203
As a competitor for the numerous colorfully packaged pop organ offerings now on the market, it's difficult to see where this rates. Name value is missing, and the Seibert's playing of the Hammond and a companion unit called the Chamberlin (which duplicates other instrument sounds), is as good as the average cocktail lounge stylist, it doesn't rate the heavy exposure it would need to start moving. Safe to pass this over.

ON THE SHORES OF WAIKIKI60

Jerry Byrd Orch. (1-12")
Mercury MG 20230
Packaging, featuring the usual assortment of Island medolies, will find strong competition from the seasonal load of similar albums. Sound here is rather dull and lacks the color and vigor of other sets available. Choicer items will detract from sales of this album. Sides were cut during shel-lac era.

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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

1. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
2. HYMNS—Tennessee Ernie Ford.....Capitol T 756
3. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
4. AN EVENING WITH HARRY BELAFONTE.....RCA Victor LPM 1402
5. MY FAIR LADY—Original Cast.....Columbia OL 5090
6. SONGS OF THE FABULOUS FIFTIES—Roger Williams...Kapp KXL 5000
7. STEADY DATE WITH TOMMY SANDS.....Capitol T 848
8. SPIRITUALS—Tennessee Ernie Ford.....Capitol T 818
9. A SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
10. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
11. OKLAHOMA!—Sound Track.....Capitol SAO 595
12. THE KING AND I—Sound Track.....Capitol W 740
13. CLOSE TO YOU—Frank Sinatra.....Capitol T 789
14. MANTOVANI FILM ENCORES.....London LL 1700
15. JULIE IS HER NAME—Julie London.....Liberty LRP 3006

• Pop Albums Coming up Strong

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

1. Eydie Gorme.....Eydie Gorme
ABC-Paramount ABC 150
2. Pat.....Pat Boone
Dot DLP 3050
3. Rockin'.....Frankie Laine
Columbia CL 975
4. Here's Little Richard.....Little Richard
Specialty SP 100
5. Waltz With Lawrence Welk..Lawrence Welk
Coral CRL 57119
6. Calypso Holiday.....Noran Luboff Choir
Columbia CL 1000

• Most Played by Jockeys

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. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
2. SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
3. ROCKIN'—Frankie Laine.....Columbia CL 975
4. STEADY DATE WITH TOMMY SANDS—Tommy Sands.....Capitol T-848
5. CLOSE TO YOU—Frank Sinatra.....Capitol W 789
6. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
7. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
8. AN EVENING WITH HARRY BELAFONTE—Harry Belafonte.....Victor LPM 1402
9. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's....Columbia CL 952
10. CASA LOMA IN HI-FI—Glen Gray.....Capitol W 747
10. HEY, LET YOURSELF GO—Nelson Riddle.....Capitol T-814

• Spotlight on Sound

STRAUSS: Don Juan, Waltzes From Rosencavalier, Till Eulenspiegel, Feuersnot Love Scene. Philadelphia Ork., Ormandy. Columbia ML-5177.

The lighter elements in these four accessible Strauss compositions gain needed strength when balanced against a solid brass substructure. In this fine sounding disk, the balance is well nigh perfect—a happy marriage of composition and engineering. The clarity of reproduction of solo instruments will be applauded by the high fidelity fan.

• Review Spotlight on . . .

Pop Albums

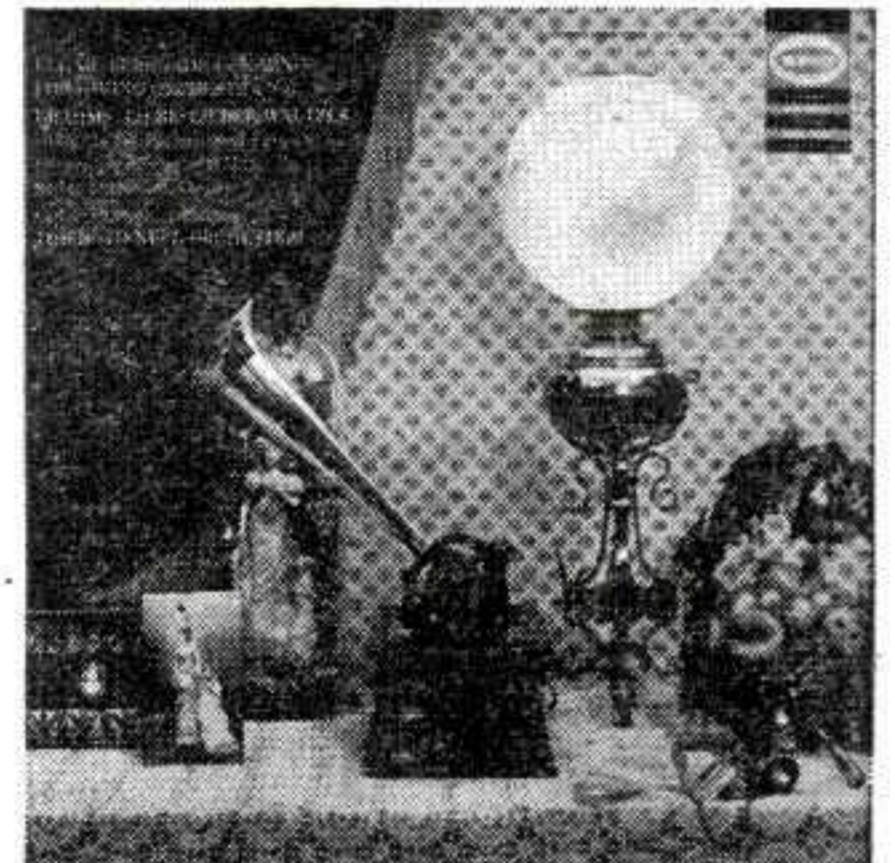
RING AROUND ROSIE (1-12") — Rosemary Clooney and the Hi-Lo's. Columbia CL 1006
Variety is the essence of this disk with Clooney and the group each taking solo turns, then in combination. Material, too, ranges wide from the soft ballad to an up-tempo mood. Thrush shows tremendous taste and artistry with a lyric in "I'm in the Mood for Love" while "Solitude" nicely showcases the inventiveness and imagination of the Hi-Lo's. Strong pop potential. The \$2.98 Buy of the Month.

Classical Albums

STRAUSS: DON JUAN; ROSENKAVALIER WALTZES; TILL EULENSPIEGEL; LOVE SCENE FROM "FEUERSNOT" (1-12")—The Philadelphia Orch. Eugene Ormandy, Cond. Columbia ML 5177

Generous Richard Strauss program superbly played by the virtuoso Philadelphians, with reproduction to match. Excellent combination of popular Strauss compositions gives this entry chance of superseding much of existing competition. Extra selling point is inclusion of "Feuersnot," not otherwise available. "Buy of the Month." \$2.98 tag makes it a natural.

— Album Cover of the Week —



ELGAR: SERENADE; BRAHMS: LIEBESLIEDER WALTZES, Epic LC 3350. The array of late 19th century nick-nacks attractively captures the flamboyance of the period. The excellent color photograph by L. H. Cohen details each object to advantage. Cover is sure to lure interested, curious, and in some cases, nostalgic glances.

• Reviews and Ratings of New Albums

Popular

SAMMY SWINGS81
Sammy Davis Jr. (1-12")
Decca DL 8486

A dozen standards here get the individual Davis treatment with results solid, as usual, throughout. Included are such items as "Black Magic," "The Lady's in Love," "Temptation," etc. All selections are already available on label's EP groovings, but Davis following can easily be intrigued with this grouping in a single package. Cover poses is a definite eye-catcher.

HITS ON THE HAMMOND80
Jesse Crawford (1-12")
Decca DL 8470

Here's another steady seller by the veteran organist. In addition to pleasing Crawford's faithful following, the package should also grab off extra sales via its line-up of past hits, some fairly recent, "Canadian Sunset," "Whatever Will Be, Will Be," "On the Street Where You Live," etc. Keyboard work is up to Crawford's usual high standard.

ARRIVEDERCI ROMA77
Augusta Alguero Orch. (1-12")
Mercury MG 20326

Elaborate, clever orchestrations a la Michel Le Grand promise lively action in shops and on the air. Contents stress traditional programming, with "O Sole Mio," "Santa Lucia," "Funiculi Funicula" and "Torna a Surriento" receiving fresh treatments. Super hi-fi sound. Specially priced at \$2.98 for current promotion.

MAINLY DELANEY77
Eric Delaney Orch. (1-12")
Mercury MG 20258

A hi-fi drum-fest that offers pop fans a nice change of pace from both rock and roll and standard fare. Tympani comes to the fore with Delaney's unique approach featured thruout. Hi-fi aficionados will get the message from "Mainly Delaney." Could do if well demonstrated.

TOP 1276
Various Artists (1-12")
Columbia CL 1017

This is the third such package issued by Columbia in recent months; it features 12 singles releases by a group of important artists. For example: "Twelve o'Clock Tonight," Doris Day; "Rock-a-Billy," Guy Mitchell; "A White Sport Coat," Marty Robbins, and others by Johnny Mathis, Frankie Laine, Vic Damone, King Flash, the Four Lads and Bill McGuffie. Flashy packaging like this of relatively current hit material is bound to get attention. Stores with a teen-age trade should give it a go.

DESIGNED FOR DANCING75
Jan Garber Orch. (1-12")
Decca DL 8484

Garber's insistent, regular beat provides eminently danceable fare, blending standards with an occasional new-

(Continued on page 32)

Classical

OVERTURES AND MARCHES (1-12")—Orch. Des Concerts Lamoureux and the Concertgebouw Orch. of Amsterdam, Paul Van Kempen, Cond. Epic LC 3349

Epics "Hit of the Month" at \$2.98 features Rossini's "William Tell" and "Barber of Seville" overtures, Tchaikovsky's "Marche Slave," Schubert's "Marche Militaire." Disk is notable for big sound in popular works that can use it to advantage. Orchestral playing is good, direction is adequate.

MOZART: SERENADE NO. 9; SYMPHONY NO. 29 (1-12")—Concertgebouw Orch. of Amsterdam, Eduard Van Beinum, Cond. Epic LC 3354

"Posthorn" Serenade and companion symphony receive benefit of fine playing and good recording. Serenade has not suffered from excessive duplication on disks, altho it ranks as important work. Van Beinum's approach is straightforward, well-controlled.

DE FALLA: RITUAL FIRE DANCE (1-12")—Jose Echaniz, piano. Westminster XWN 18434

Complete piano music of DeFalla is contained on this disk, including piano reductions of the ballets "El Amor Brujo" and "The Three Cornered Hat," "Fantasia Betica" and "Piezas Espagnoles" are major efforts; others are slight. Echaniz plays with more drama than refinement, with percussive sound realistically captured. Re-issue.

ELGAR: SERENADE IN E MINOR, OP 20; BRAHMS: LIEBESLIEDER WALTZES, Grleg, Dvorak (1-12")—Boyd Neel Orch., Cedric Dumont, Cond. Epic LC 3350

An unbackneyed choice of late 19th-century music for string orchestra. Prevailing romantic content is projected with sensitivity and grace in fine recorded sound. Cover conveys period charm. Dealers might suggest this as bridge between semi-classical and classical areas.

BRITTEN; RAVEL; DEBUSSY (1-12")—Orch. Des Concerts Lamoureux, Paul Sacher and Jean Fournet, Cond. Epic LC 3355

Outstanding modern vocal works in ideally conceived combination. Soprano Janine Micheau gives intense, accurate account of Britten's "Les Illuminations" and Ravel's exquisite "Scheherazade." Baritone Camille Maurane brings artistry and virile style to Debussy's "Villon Ballades" and "Don Quichotte" of Ravel. Important orch. accompaniments well interpreted in fine sound.

SCHUMAN: CRENDENDUM (1-12")—Philadelphia Orch., Eugene Ormandy, Cond. KIRCHNER: PIANO CONCERTO, Leon Kirchner, piano; Philharmonic-Symphony Orch. of New York, Dimitri Mitropoulos, Cond. Columbia ML 5185

Two American works of substance, brilliantly performed and well-recorded. William Schuman's "Crendendum" ("Article of Faith") is vigorous and direct. Leon

(Continued on page 34)

Jazz

JACKIE AND ROY BITS AND PIECES88
ABC-Paramount ABC 163

An excellent Jackie and Roy effort that runs the gamut of their modernistic vocal charms—scatting, straight duo vocalizing, Jackie singing solo—etc. Their performances abound with a fresh, bright quality that even the most jaded jazz listener will welcome. Programmatically well-paced, polished and swinging, LP can't help but appeal to jazz buyer and jocks alike.

BOBCATS ON PARADE78
Bob Crosby Orch. (1-12")
Coral CRL 57061

All 12 of these Crosby bands are on a Dixie marching kick. Four were cut this year with some of the big sidemen of the late '30's reassembled. The others feature the smaller "Bobcats" crew and were waxed more than seven years ago. Contrast in fidelity is very marked. Cover, showing toy tigers blowing band instruments is good for the impulse trade, and this, with the prominent display of Crosby's name, should pull a share of sales. Worth a try.

MAL-177
Mal Waldron Quintet (1-12")
Prestige LP 7090

For modernists who go for "thinking" jazz musicianship, this is a prize package. Front-line players Waldron on piano, Gigi Gryce on alto and Idrees Sulieman on trumpet, are all writers exploring new patterns and there's an absorbing "workshop" quality to the set along with more than usual quota of taste and charm. "Dee's Dilemma" has jazz in both 4/4 and 3/4, and "Shome" shows what the men can do with an item based on the blues. Sulieman's rich-toned trumpet is a gas on latter.

MIDNIGHT ON CLOUD 6977
George Shearing Quintet; Red Norvo Trio (1-12")
Savoy MG 12093

Valuable collection of Discovery sides of late '40's-early '50's vintage. Shearing tracks feature original quintet—M. Hyams, C. Wayne, D. Best, J. Levy—and have life and swing that commercial success of "quintet sound" has since watered down. Shearing appears on piano and accordion. . . . Norvo tracks are a matter of delightful empathy; Mingus and Farlow enmesh well with leader, and all play solos of great rhythmic and melodic interest. If shown, should sell well to jazz browser, and particularly to collectors.

THE JAZZ MESSAGE NO. 274
Featuring Hank Mobley (1-12")
Savoy MG 12092

A blowing session of some heat and significance on material in the hard, clipped, bopplish idiom. Lengthiness of tracks lend opportunity for players to spread out, solo-wise. Mobley

(Continued on page 36)

new from RCA Camden—
June's Monthly Budget Special!



Names like Dinah Shore, Vaughn Monroe, Sammy Kaye, Gene Krupa, Mindy Carson. Songs like Star Dust, Jealous, Always. A sensational four-color album cover picture plus SPECIAL NOTES. All for only \$1.98! Long Play CAL 361.

budget-priced **RCA CAMDEN**
profit picks of the month!

\$1.98 for each 12" Long Play! 79¢ for each 45 EP!



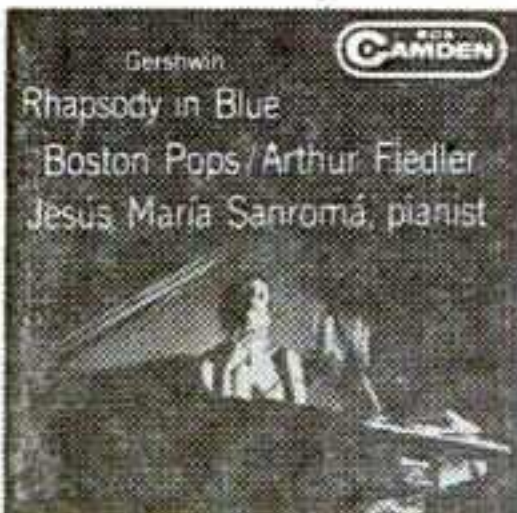
The Waltz King follows his first RCA Camden best-seller with a new designed-for-dancing album. Good Night, Sweetheart; Merry Widow Waltz; I Wonder Who's Kissing Her Now; others. Long Play CAL 358.



Featuring one of the greatest American sopranos ever to grace the stage of the "Met", in one of her most memorable roles. Selected arias and duets from "Carmen" (with Giovanni Martinelli and Pasquale Amato). Long Play CAL 359.



Bright and breezy melody for easy summer listening. Ballet music by Johann Strauss and Georges Bizet, masterfully played by the London Philharmonic Orchestra, under the baton of Dorati. Long Play CAL 365.



Never before a combination like this for only 79¢! Fiedler and the Boston Pops . . . Sanroma . . . and the complete Gershwin Rhapsody in Blue! A great performance of an American classic. 45 EP CAE 396.

Order through your RCA Victor distributor NOW!



Mood music in hi-fi! The 45 EP version of May's Budget Special, including You And The Night And The Music; Drifting And Dreaming; I'm Getting Sentimental Over You; Red Sails In The Sunset. 45 EP CAE 395.

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

• *Continued from page 31*

Kirchner's Concerto is more angular and dissonant. Schuman piece lends itself to demonstration for audio values.

Semi-Classical

A NIGHT IN OLD VIENNA.....74
Wal-Berg and His Orch. (1-12")
Mercury MG 20243

Johann Strauss and Kreisler account for most of selections, supplemented by popular operetta excerpts by Kalman and Stolz. Slick arrangements are closer to mood-music approach than usual symphonic versions. Hi-fi recording reinforces glossy quality that will attract buyers. Special reduced price (\$2.98) is added attraction.

LECUONA: DANZAS AFRO-CUBANAS
(1-12")—Jose Echaniz, piano. Westminster XWN 1843573

Popular contents include "Danzas Cubanas" and "Andalucia" suite in addition to title selection. Echaniz has proper sympathy and flair for Lecuona's salon-type pieces which have won widespread acceptance here. Dealers should demonstrate the familiar "La Comparsa," "Andalucia" ("The Breeze and I") and the inevitable "Malaguena." Cover attempts to shock, and succeeds. Re-issue.

LA LEYENDA DEL BESO68
Orquesta De Camara De Madrid, Enrique Estela, Cond. (1-12")
Montilla FM 93

Idiomatic performance of melodic zarzuela involving curse which haunts love of nobleman for gypsy girl. Soprano Dolores Perez excels in leading role; others contribute proper style. Dealers who have enjoyed some success in this special field will want to stock this.

CLASSICS IN THE PARK67
Donald Voorhees and His Symphony Orch. (1-12")
Urania UR 8003

Very light "pops-concert" program on the sentimental side includes "Valse-Bluette," "Simple Avenu," "Hejre Kati." Voorhees, of "Telephone Hour" fame, uses special arrangements to reinforce the "pops" character. Neither performance nor sound equals top merchandise in field.

Folk

SQUARE DANCES79
Jonesy (1-12")
MacGregor MAC 1204

Packaging doesn't sell it, but content of this LP is fine for square dance groups. Calls are clear, and are also printed, with instructions, in accompanying booklet. Style is Western, which requires some practice. Among tunes are such unusual dance entries as "Oh Johnny" and "Sioux City Sue." Also good for real rural regions.

FLAMENCO!76
Vicente Escudero (1-12")
Columbia CL 982

Veteran dancer turns to related singing with equal authority. Escudero proves top practitioner of art, advanced age only occasionally betrayed by shortness of breath. Record is completed by brilliant guitar solos by Mario Escudero (no relation) and non-flamenco Spanish selections by Pablo Miguel, pianist. Striking cover portrait and notes by Escudero enhance package.

CARIBBEAN CALYPSO70
Lance Haven sings (1-12")
Que FLS 103

Haven brings good voice, fine style to calypso selections mostly off the

beaten track. "Conch Ain't Got No Bone" is notable for vitality; "Reincarnation" for humor; "What the Zombie Say" for color. Good support by Tony Mottola Orchestra, recorded with some echo-chamber effect.

Specialty

LET'S PLAY BONGO'S79
(1-12")
HiFidelity 803

The bongo fad is strong enough to create demand for a package of this sort. It's a "how to" album, complete with spoken instruction, demonstrations and exercises in how to play bongos. The tracks are superbly recorded and it should find a ready market among bongo addicts and hi-fi enthusiasts.



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Famous Poems	4	4.95
The Best of Mark Twain	4	4.95

Title	Records in Album	List Price
Dr. Jekyll and Mr. Hyde	4	4.95
The Trial of Socrates . .	3	3.95
Sonnets of Shakespeare	3	3.95

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Title	Records in Album	List Price
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Alice in Wonderland . .	3	3.95
Storytime Favorites . . .	2	2.95
A Child's Garden of Verses	1	1.49
Rip Van Winkle; The Legend of Sleepy Hollow	1	1.49
Stone Face	1	1.49
Gulliver's Travels	1	1.49

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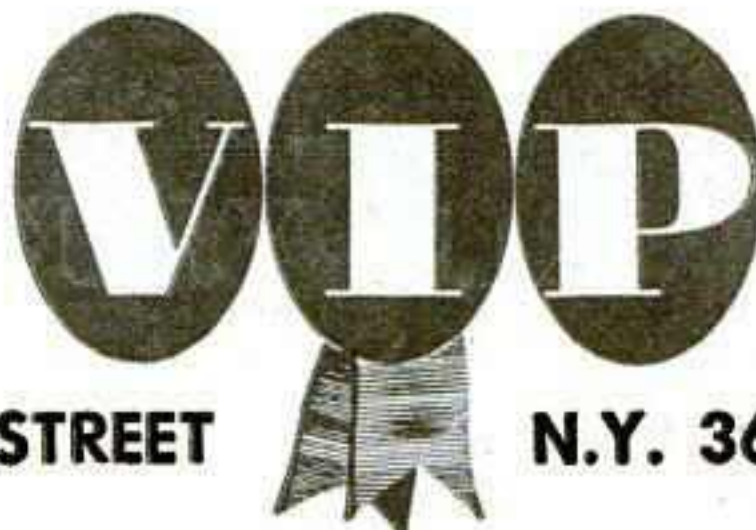
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• Reviews and Ratings of New Jazz Albums

• Continued from page 31

continues to grow more articulate, tho the performances of Lee Morgan and H. Jones on Side One and D. Byrd and B. Harris on Side Two are equally facile. Thoughtful, rhythmically sound solo playing should help sell this one.

MOBLEY'S 2ND MESSAGE74

Hank Mobley Quintet (1-12")
Prestige LP 7082
Mobley's adventurous modern tenor has a definite message that has to reach more and more buyers. This smart-looking package will sell on sight to those who have already been initiated, but the Mobley market still has a long way to develop before it can qualify as sure-shot merchandise. Also present is K. Dorham on trumpet.

KALEIDOSCOPE73

Sonny Stitt (1-12")
Prestige LP 7077
An interesting amalgam of earlier work by Stitt, who is heard within simulated big-band context—three trumpets and rhythm—but, for the most part, with just rhythm. Stitt works out on alto, tenor and baritone; plays with fluidity and fire, and makes an otherwise ordinary 'mainstream' LP something to hear. Sales are not likely to be earth-shattering, but Stitt's 'name,' and his fine work here should appeal to jazz buyer.

MULLIGAN-BAKER-DE FRANCO72

(1-12")
GNP 26
A recap of some of the older things recorded by this trio of modern jazz pioneers. Despite its age, the sound is still good and the set should have good dealer lure by virtue of the name value alone. Mulligan and Baker essay their usual fluid style, tho De Franco appears to have matured greatly since this wax was cut. Cover art is somewhat poorly designed.

AFRO-DRUM CARNIVAL70

(1-12")
GNP 25
A collection of sides featuring drum sounds, all of which have been culled from previously released masters. Much of the music itself is good, with names such as Jack Costanzo, Chano Pozo, Carlos Vidal and Luis Miranda among those featured. Tracks include "Manteca" by the Gillespie band, "Bongo Festeris" by Costanzo, "Ballet Du Bongo" by the Marty Paich Octet, all of which are fair demo tracks. Market is limited and glutted with similar works.

FUNKY70

Gene Ammons All Stars (1-12")
Prestige LP 7083
Primarily a 'down-home,' bluesy collection that could interest both the jazz buyer and periphery jazz-rhythm and blues clientele. Tenorist Ammons shows to advantage in this kind of program. It is his colleagues, however, A. Farmer, K. Burrell, J. McLean and M. Waldron, who create the musical interest.

ESCAPE69

Corky Hale, Jimmy Jones, Paul Smith (1-12")
GNP 27
There's too little excitement in this set to warrant great dealer demand. Corky Hale is a far-better-than-average harpist, tho the instrument is limited. Jones and Smith are better known, however their piano work is inclined to be somewhat too slick for many modern jazz fans. Sides have been culled from previously released material, while the cover almost certainly cannot get any exposure.

JAZZ SESSION66

Johnny Glasel (1-12")
ABC-Paramount ABC 165
General feeling of relaxed, quiet swing that pervades this LP could grab off a few sales, however, set does not have the substance to be any challenge. Glasel, a modern trumpeter with heavy traditional overtones, is oft-times feelingful, but more often lacks the facility to be of real interest.

WEEKEND JAZZ62

Various Artists (1-12")
MacGregor MAC 1201
This album will have to compete with products by better known musicians. Package is a fair treatment of several standards including "Royal Garden Blues," "My Honey's Lovin' Arms," and "Harmony Rag," but there are more inspiring examples of Dixie available.

MOUND CITY JAZZ60

Sammy Gardner and the Mound City Six (1-12")
Mound City Records
A St. Louis entry in the Dixie sweepstakes that has its moments; cornetist Muggsy Sprecher and trombonist Jim Haslip solo with gusto, and there is a primitive excitement

to the ensembles. However, poor packaging, mediocre sound, and the fact that the musicians are unknown outside of St. Louis don't facilitate matters. With due consideration given to good performance level, it is still doubtful that this will sell.

Polka

POLKA80

Steve Adamczyk Polka Band. (1-12")
Capitol T 805
A sock cover—featuring colorfully garbed polka terpers and lively, happy instrumental interpretations makes this album a strong sales entry. Adamczyk, who has a sizable Midwestern following, scores on a group of enthusiastic selections (mostly his own tunes) with a fine, pranceable beat.

POLKA LOVERS' TIME79

Kenny Bass and His Polka Poppers (1-12")
Coral CRL 57102
Excellent package of Americanized Slovenian polkas, otherwise known as "Cleveland style." Two accordions stand out in the clean, crisp orking. Two waltzes and 10 polkas included. Try "Hot Doggity" which has group vocal too. Neat cover will help sell it.

Children's

PINOCCHIO83

Paul Winchell & Jerry Mahoney (1-12")
Decca DL 8463
Heavy promotion, particularly at the store level, has been set for this new musical dramatization of the classic kiddie story. Starring famed ventriloquist Winchell and several of his regular pals, the album will get strong plugs on his new Saturday afternoon TV series. Drawback is the fact that the disk is not banded for easy excerpting and jocks are thus granted permission to play only the entire work. However, Winchell, as narrator, and his supporting cast, handle the tale appealingly and any dealer will be safe in recommending it. Package should be given display space.

ALICE IN WONDERLAND; MANY MOONS; THE EAGER PIANO83

Jane Powell (1-12")
Columbia CL 986
A handsome repackaging job. Miss Powell has an appealing little girl quality in the singing and speaking role of Alice, that kids of a wide age group should like. Cover painting is a stunner for parents and aunts and uncles on a shopping spree. Flip side does not feature Miss Powell, but stories by Michael Morris and Virginia Harden are well-told and dramatized. Can be good, consistent seller particularly at gift seasons.

Spoken Word

ROBERT FROST READS HIS POETRY...70

(1-12")
Caedmon TC 1060
Another reading from his own works by America's foremost living poet. Like its most immediate predecessor by Decca (DL9033), this packaging includes 23 selections. Ten of them, in fact, are duplications of the Decca edition. This set has an edge sound-wise in production, and the cover is infinitely more intriguing. Price, however, is \$2 more than Decca's. Write this down as another premium addition to the classic library of spoken word and prime stock for campus and specialty shops.

OEDIPUS REX69

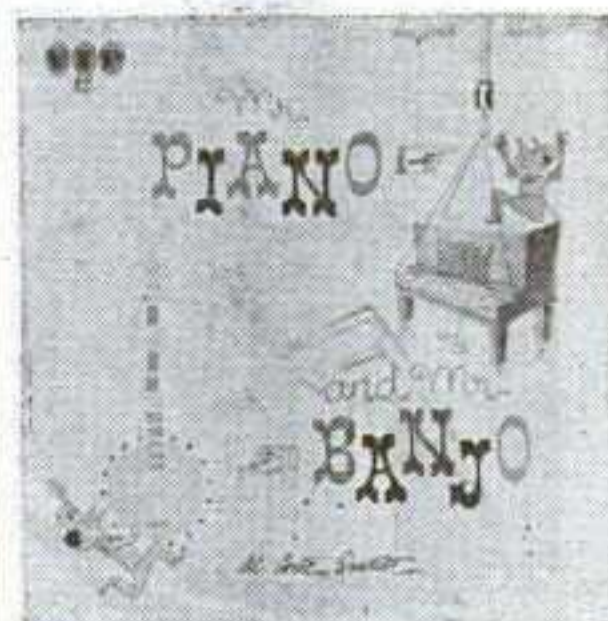
Douglas Campbell and Stratford, Ont., Shakespearean Festival Players. (2-12")
Caedmon TC 2012
An heroic style, uncommon on Broadway today, creates great impact in W. B. Yeat's translation of Sophocles' tragedy. Canadian group, headed by Douglas Campbell as Oedipus, gives well-integrated performance under Tyrone Guthrie's direction. Sound track recording from recent film gains in third-dimensional quality, fluctuates slightly in clarity.

Latin American

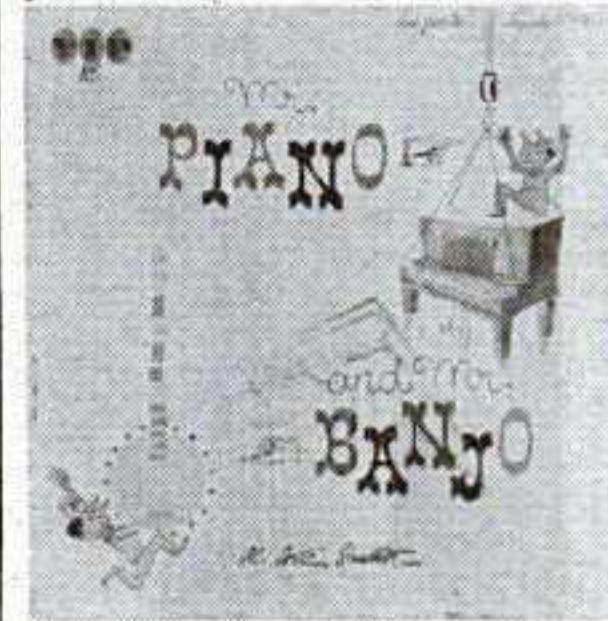
A TOUCH OF ARGENTINA73

Hector Varela and His Tango Orchestra (1-12")
Epic LN 3346
A dozen well projected tango rhythms in the authentic Buenos Aires groove. Maestro Varela includes two of his own compositions which have had great local success as singles along with a couple of fine old standards, "El Choclo" and "La Cumparsita."

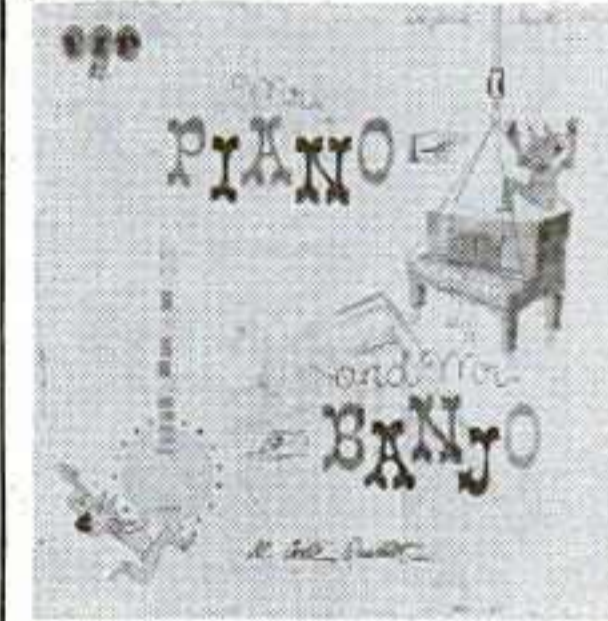
(Continued on page 38)



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—DOROTHY COLLINS — CORAL Records

LET'S KEEP THE DODGERS IN BROOKLYN —PHIL FOSTER — CORAL Records

LOVE BANK —BOB MANNING — RCA VICTOR Records

CALL ME MUTTON CHOPS —CAPRI SISTERS — CADENCE Records

LOVE LETTERS —NAT "KING" COLE — CAPITOL Records

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N. Y. Price War

Continued from page 18

ing. He opined that the same kind of uncertainty is probably affecting the whole New York disk market. "Why should they buy this week, when maybe they can save a quarter more next week?" said the source.

The price cutters here defend their strategy with the argument that they are expanding the market for disks by bringing them within the price range of many more buyers. Others claim that the worst offenders in the price war are those outlets for which disks are only a small part of their business. "They use the disks as leaders to lure the traffic, and at the same time destroy public confidence in the price structure of the record business," said one bitter merchant.

Meanwhile Sam Goody, who several weeks ago announced a \$2.50 tag on all 12-inch LP's of 10 leading diskeries, said that the sale has not built enough new volume to make it worthwhile. Goody had originally explained his special sale as a means of clearing inventory in advance of a possible reduction to \$2.98 on the list price of LP's. Goody's prices revert to his standard \$3.25 on June 1.

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	—	—
ACME	1	1	—
ALADDIN	—	—	1
ATLANTIC	1	—	—
BLUEHEN	—	—	1
CAPITOL	3	—	1
COLUMBIA	4	—	1
CORAL	2	—	—
CRYSTALETTE	1	—	—
DECCA	3	—	—
DELUXE	1	1	—
DOT	4	—	—
EMBER	—	1	—
EPIC	1	—	—
ERA	—	1	—
HICKORY	—	—	1
KING	—	3	—
LIBERTY	2	—	—
LONDON	1	—	—
MERCURY	3	—	3
M-G-M	5	—	3
MUSIC CITY	—	1	—
PORT	1	—	—
PRESIDENT	1	—	—
QUE	2	—	—
RAVE	1	—	—
RCA VICTOR	5	—	2
REQUEST	1	—	—
SARG	—	—	1
SPADE	—	—	1
SUN	2	—	—
THUNDERBIRD	1	—	—
TIME	1	—	—
VERVE	3	—	—
WHIRLIN' DISC	—	1	—
ZEPHYR	4	—	—
TOTAL	55	10	14

Latin American

Continued from page 36

Sound is excellent and package can provoke solid appeal for devotees of the tempo.

12 CHA-CHAS AND MERENGUES . . . 68
 Miguelito Cuba and His Orchestra (1-12")

Hollywood LPH 23

Routine program in slow and fast Latin tempos, with vocals interspersed by soloist and expected group chanting. Similarity of arrangements won't bemuse wallflowers, but dancers will find them perfectly serviceable; especially those who favor the \$1.49 price. For bargain and chain outlets.

Novelty

MISH MOSH 78

Mickey Katz (1-12")
 Capitol T 799

Typical Katz yiddish adaptations on pop hits sprinkled with much good humor. . . . Strong sales potential for a certain clientele. Dealers order accordingly. . . . Some of these selections have been previously released as singles.



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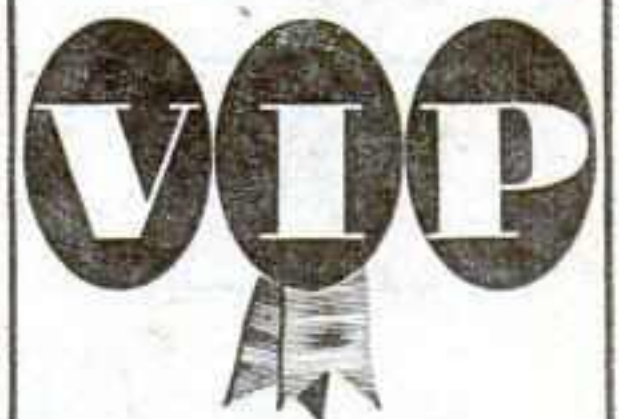
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DOWN BEAT MAGAZINE

EYDIE GORMÉ

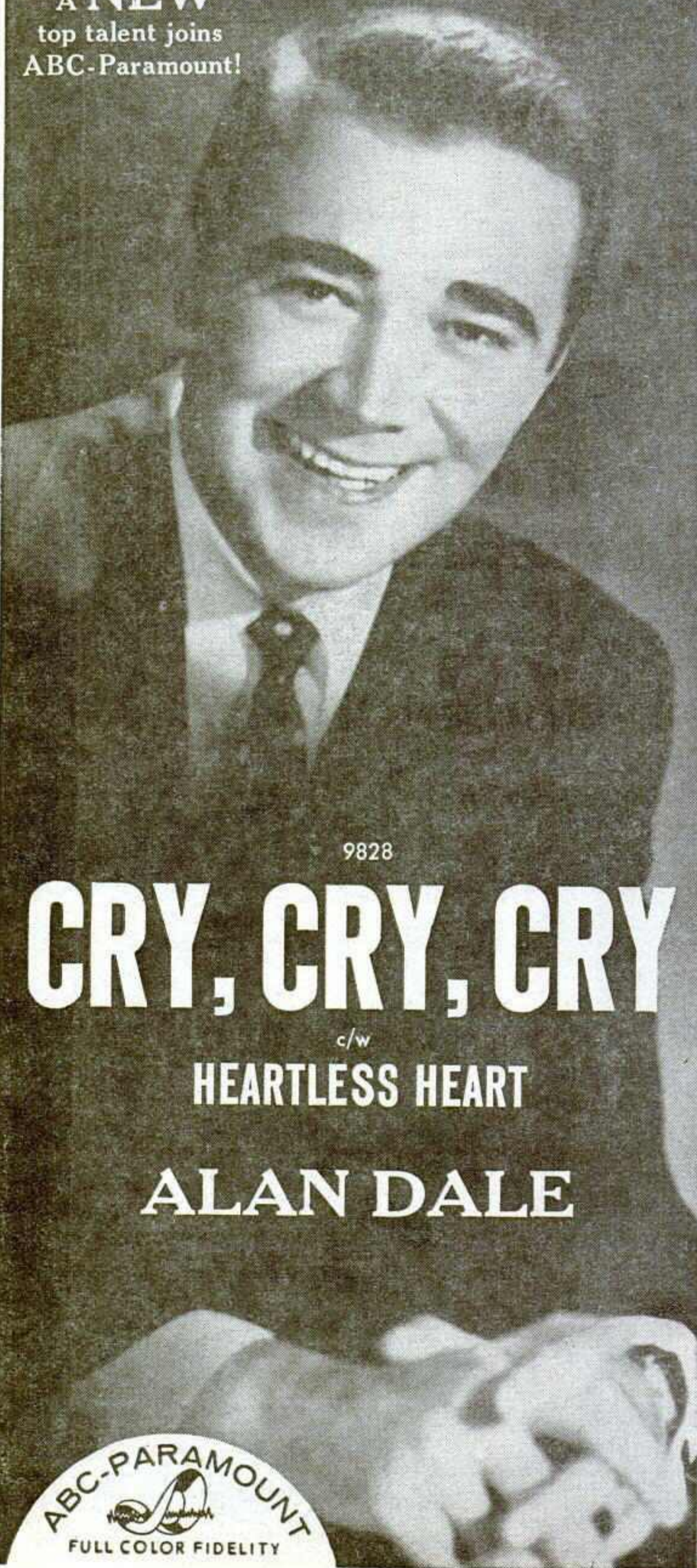


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You Can Bet Your Bottom Dollar
JACK SCOTT

9819

JUNE IS BUSTIN' OUT ALL OVER
c/w
WHAT A DIFF'RENCE A DAY MADE
THE AXIDENTALS

9821

I'M FOREVER BLOWING BUBBLES
c/w
Whisper Not
JACKIE & ROY

9822

HOW WILL I KNOW c/w **I'LL NEVER CRY**
DAMITA JO

C-1003

WITH
ALL MY HEART

c/w
(Can't We Be) More Than Only Friends

JODIE SANDS

C-1004

CUPID

c/w
Jivin' With The Saints

FRANKIE AVALON

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c/w I Ain't Got Nothing But The Blues
BEVERLY WHITE

LET ME KNOW 9826
c/w Ready To Go Steady
BILLY DUKE

DEEP WITHIN ME 9827
c/w Outside Of My Dream World
DON CASANA VE

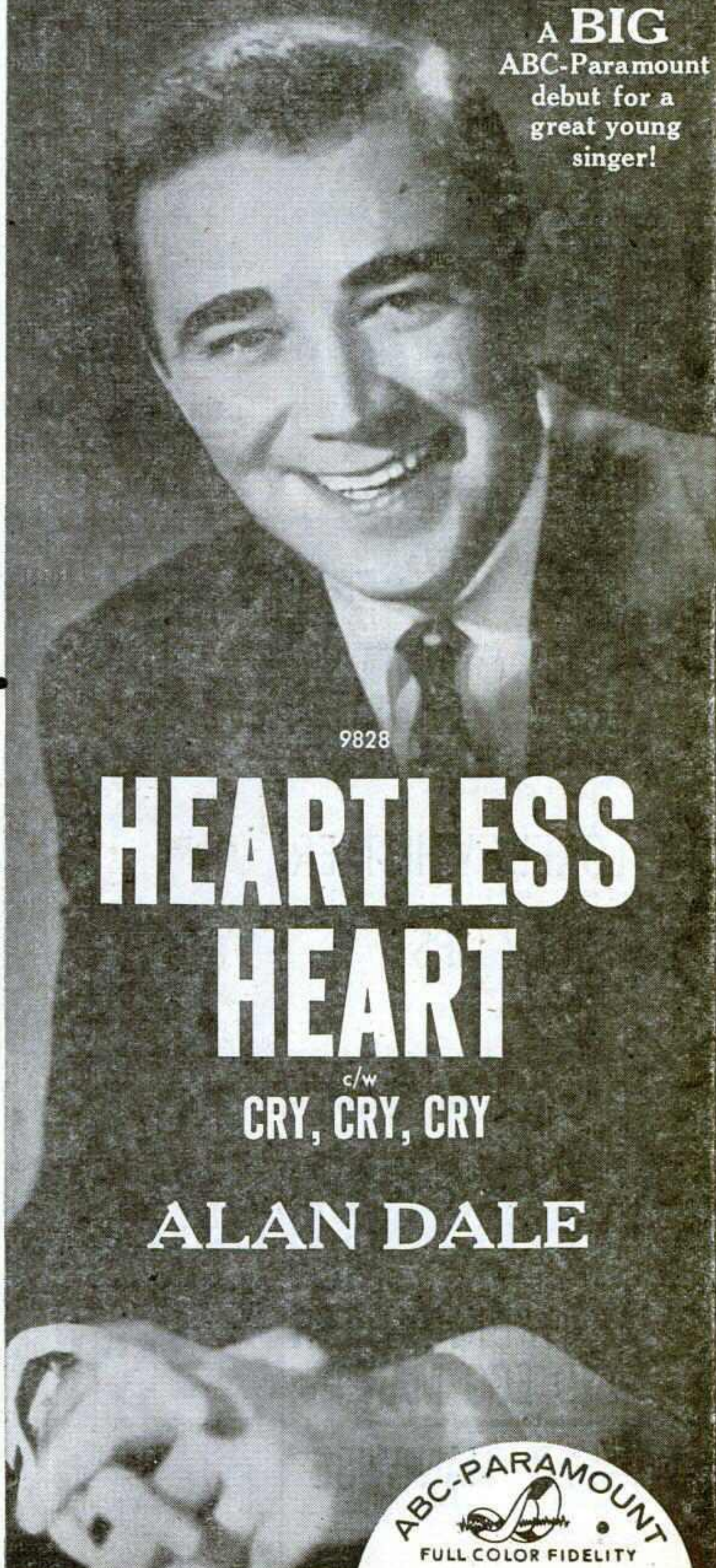
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STAN WOLOWIC & THE POLKA CHIPS

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singer!



9828

HEARTLESS HEART

c/w
CRY, CRY, CRY

ALAN DALE

CR-433
**IT'S
GOTTA BE YOU**

c/w
Teenage Queen

JOHNNY DEE

CR-434
PAGE ONE

c/w
Mighty Low

THE BLUENOTES



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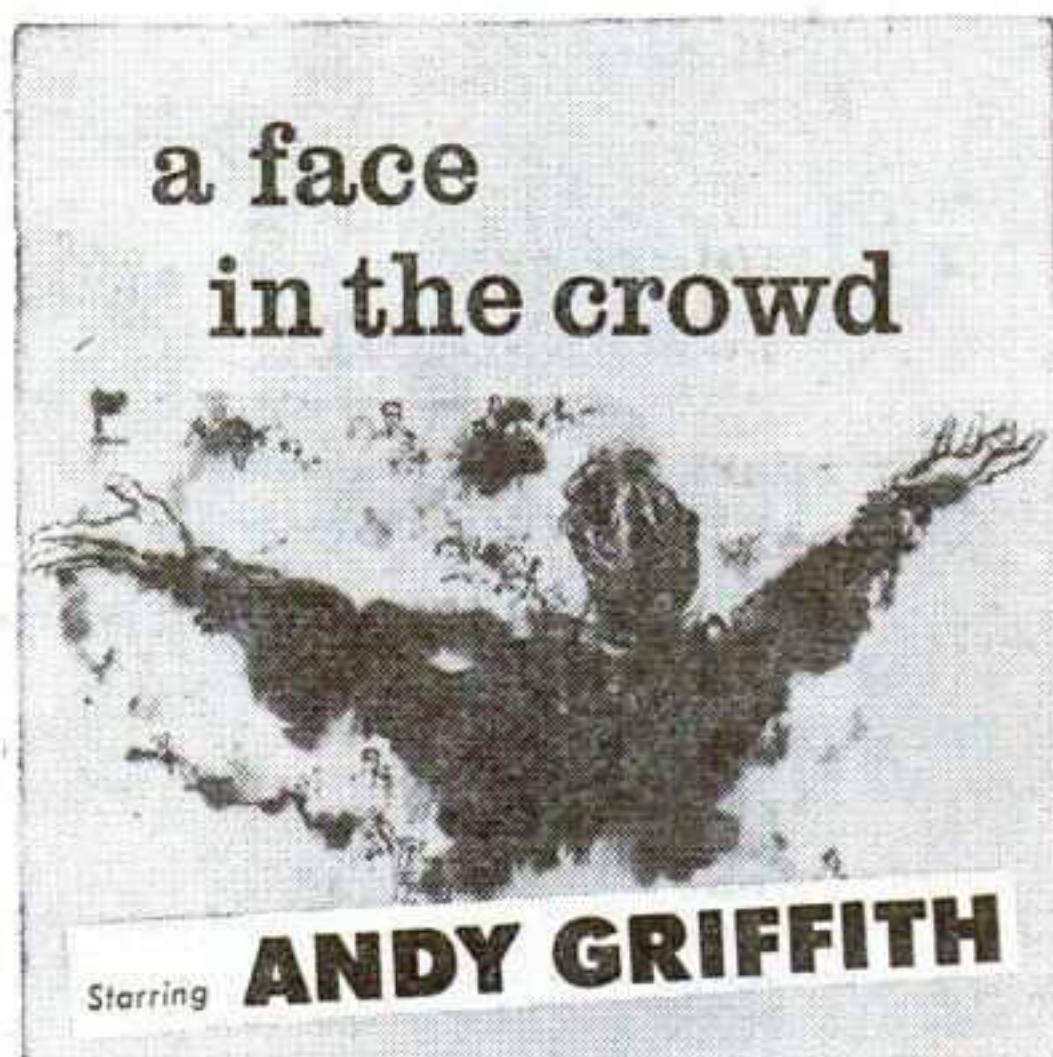


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33 1/2 RPM - W-865
Music From the Sound Track of the Otto Preminger
Production of Bernard Shaw's "Saint Joan"



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33 1/2 RPM - W-872
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Music From the Sound Track of the Elia Kazan Production
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and His Orchestra

THE LONELY WHISTLER

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RUBY LIPS

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JERRY REED



OH! LONELY HEART

ROCKIN' IN BAGDAD

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AND EGG MAN**

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WEAKER THAN WISE

with Orchestra Conducted by Sid Bass

record no. 3729



TOMMY WATTS



and His Orchestra

GRASSHOPPER JUMP

LOUISE

record no. 3726



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 22

This Week	Last Week	Weeks on Chart
1. All Shook Up By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6870. RECORD AVAILABLE: D. Hill, Aladdin 3359.	1	9
2. Little Darlin' By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	2	11
3. Dark Moon By Ned Miller—Published by Dandelion (BMI) BEST SELLING RECORDS: B. Guitar, Dot 15550; G. Storm, Dot 15558. RECORD AVAILABLE: H. Hawkins, Vic 20-6910.	4	6
4. Love Letters in the Sand By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15570. RECORDS AVAILABLE: Vi Vienne, Vip 1003; M. Wiseman, Dot 15578.	10	3
5. Round and Round By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solek, Dana 2121.	3	13

This Week	Last Week	Weeks on Chart
5. White Sport Coat By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: M. Robbins, Col 40864. RECORD AVAILABLE: J. Desmond, Coral 61835.	5	6
7. School Day By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: C. Berry, Chess 1653. RECORD AVAILABLE: T. Little, Brunswick 55007.	7	6
8. So Rare By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: J. Dorsey, Fraternity 755.	9	7
9. Come Go With Me By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Del Vikings, Dot 15538. RECORDS AVAILABLE: Federals, De Luce 6112; S. Gale, Dec 3032L.	6	12
10. Gone By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: F. Husky, Cap 3628. RECORDS AVAILABLE: R. Sovine, Dec 29755; B. Wayne, Mercury 71070; J. Weber, Col 40852.	7	12

Second Ten

11. Four Walls By Marvin Moore & George Campbell—Published by Sheldon (BMI) BEST SELLING RECORDS: J. Lowe, Dot 15569; J. Reeves, Vic 20-6874. RECORDS AVAILABLE: D. Collins, Coral 61828; B. Monroe, Dec 30327.	15	3
12. I'm Walkin' By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORDS: F. Domino, Imperial 5428; R. Nelson, Verve 10047.	12	12
13. Why Baby Why? By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.	11	11
14. Party Doll By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORDS: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.	12	14
15. Butterfly By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: Andy Williams, Cadence 1308; C. Gracie, Cameo 105. RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1028; Darlene Gillespie, Disneyland 51; B. Williams, Coral 61795.	14	15

16. Rock-A-Billy By W. Harris-Deane—Published by Oxford (ASCAP) BEST SELLING RECORD: G. Mitchell, Col 40877. RECORD AVAILABLE: Darlene Gillespie, Disneyland 52.	16	7
17. Marianne By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: Hilltoppers, Dot 15537. RECORDS AVAILABLE: T. Gilkyson, Col 40817; B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.	21	17
18. Almost Paradise By Norman Petty—Published by Peer International Corp. (BMI) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount 9787; L. Stein, Unique 385.	20	13
19. Empty Arms By I. J. Hunter—Published by Ivory Music (BMI) BEST SELLING RECORD: T. Brewer, Coral 61805. RECORD AVAILABLE: I. J. Hunter, Atlantic 1128.	17	5
19. Pledge of Love By Redd—Published by Lin (BMI) BEST SELLING RECORD: K. Copeland; Imperial 5432. RECORDS AVAILABLE: D. Contino, Mercury 71079; D. Hart, Reserve 118; J. Janis, ABC-Paramount 9800; Penguins, Atlantic 1132; M. Torok, Dec 30230.	17	8

Third Ten

21. Chantez Chantez By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP) RECORDS AVAILABLE: D. Shore, Vic 20-6792; G. Wisniewski, Dana-2120.	19	11
22. Teenager's Romance By Gillam—Published by Astec (ASCAP) RECORD AVAILABLE: R. Nelson, Verve 10047.	-	1
24. Freight Train By James & Williams—Published by Peter Maurica (BMI) RECORDS AVAILABLE: R. Draper, Mercury 71102; C. McDebit-N. Whiskey, Chic 1008.	-	1
23. It's Not for Me to Say By A. Gillman & R. Allen—Published by Korwin Music (ASCAP) RECORDS AVAILABLE: J. Mathis; Col 40851.	-	1
25. Do I Love You By Richard Rodgers—Published by Williamson (ASCAP) RECORDS AVAILABLE: V. Damone, Col 40858; S. Feller, ABC-Paramount 9795; T. Martin, Vic 20-6868; Paul Whiteman-B. Eberle, Grand Award 1013; J. Southern, Dec 30254.	-	6

25. Yes, Tonight, Josephine By W. Scott & D. Goodman—Published by Robert Astor (BMI) RECORD AVAILABLE: J. Ray, Col 40893.	23	3
27. Wonderful, Wonderful By Rauligh & Edwards—Published by Edwin Marks (BMI) RECORDS AVAILABLE: J. Mathis, Col 4-40784; J. Pearce, Vic 20-6916; D. Vaughn, Glory 256.	-	1
28. I Just Don't Know By R. Allen & J. Stone—Published by Korwin (ASCAP) RECORD AVAILABLE: Four Lads, Col 40914.	-	1
28. Start Movin' By D. Hill & B. Stevenson—Published by Sheldon (BMI) RECORDS AVAILABLE: S. Mineo, Epic 9216.	-	1
28. Young Blood By Leiber Stoller & Pomus—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.	26	2

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

• Best Sellers in Stores

For survey week ending May 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. 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. ALL SHOOK UP (BMI)—E. Presley . . .	1	9
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	4	3
BERNARDINE (ASCAP)—Dot 15570		
3. SCHOOL DAY (BMI)—C. Berry	3	7
Deep Feeling (BMI)—Chess 1653		
4. LITTLE DARLIN' (BMI)—Diamonds . .	2	12
Faithful and True (BMI)—Mercury 71060		
5. WHITE SPORT COAT (BMI)—M. Robbins	5	5
Grown Up Tears (BMI)—Col 40864		
6. SO RARE (ASCAP)—J. Dorsey	8	7
Sophisticated Swing (ASCAP)—Fraternity 755		
7. I'M WALKIN' (BMI)—R. Nelson	7	4
A TEENAGER'S ROMANCE (ASCAP)—Verve 10047		
8. COME GO WITH ME (BMI)—Del Vikings	10	14
How Can I Find Love? (BMI)—Dot 15538		
9. GONE (BMI)—F. Husky	6	11
Missing Persons (BMI)—Cap 3628		
10. ROUND AND ROUND (BMI)—P. Como	8	13
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
11. DARK MOON (BMI)—G. Storm	11	4
Little Too Late (BMI)—Dot 15558		
12. DARK MOON (BMI)—B. Guitar	12	6
Big Mike (BMI)—Dot 15550		
13. ROCK-A-BILLY (ASCAP)—G. Mitchell	13	7
Hoot Owl (ASCAP)—Col 40877		
14. FOUR WALLS (BMI)—J. Reeves	20	3
I Know and You Know (BMI)—Vic 20-6874		
15. START MOVIN' (BMI)—S. Mineo	24	2
Love Affair (BMI)—Epic 9216		
16. YOUNG BLOOD (BMI)—Coasters	16	2
SEARCHIN' (BMI)—Atco 6087		
17. BYE BYE LOVE (BMI)—Everly Brothers	—	1
I Wonder If I Care as Much? (BMI)—Cadence 1315		
18. IT'S NOT FOR ME TO SAY (BMI)—J. Mathis	—	1
Warm and Tender (BMI)—Col 40851		
19. FABULOUS (BMI)—C. Gracie	18	2
Just Lookin' (ASCAP)—Cameo 107		
20. PARTY DOLL (BMI)—B. Knox	14	14
My Baby's Gone (BMI)—Roulette 4002		
21. VALLEY OF TEARS (BMI)—F. Domino	—	1
It's You I Love (BMI)—Imperial 5442		
22. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	—	1
My Baby's Gone On, On (BMI)—J & S 1664		
22. HE'S MINE (BMI)—Platters	—	7
I'M SORRY (BMI)—Mercury 71032		
24. WONDERFUL WONDERFUL (BMI)—J. Mathis	—	2
When Sunny Gets Blue—Col 40784		
25. WHY, BABY, WHY? (BMI)—P. Boone	15	11
I'm Waiting Just for You (BMI)—Dot 15545		

• Most Played in Juke Boxes

For survey week ending May 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. 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. ALL SHOOK UP (BMI)—E. Presley . .	1	8
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LITTLE DARLIN' (BMI)—Diamonds . .	2	10
Faithful and True (BMI)—Mercury 71060		
3. ROUND AND ROUND (BMI)—P. Como	3	11
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
4. GONE (BMI)—F. Husky	4	8
Missing Persons (BMI)—Cap 3628		
5. DARK MOON (BMI)—G. Storm	11	3
Little Too Late (BMI)—Dot 15558		
6. WHITE SPORT COAT (BMI)—M. Robbins	7	4
Grown Up Tears (BMI)—Columbia 40864		
7. COME GO WITH ME (BMI)—Del Vikings	6	5
How Can I Find True Love? (BMI)—Dot 15538		
7. SCHOOL DAY (BMI)—C. Berry	8	4
Deep Feeling (BMI)—Chess 1653		
9. SO RARE (ASCAP)—J. Dorsey	10	5
Sophisticated Swing (ASCAP)—Fraternity 755		
10. PARTY DOLL (BMI)—B. Knox	5	13
My Baby's Gone (BMI)—Roulette 4002		
10. LOVE LETTERS IN THE SAND (ASCAP)—P. Boone	13	2
Bernardine (ASCAP)—Dot 15570		
12. YOUNG BLOOD (BMI)—Coasters	19	2
SEARCHIN' (BMI)—Atco 6087		
13. I'M WALKIN' (BMI)—F. Domino	9	11
I'm in the Mood for Love (ASCAP)—Imperial 5428		
14. DARK MOON (BMI)—B. Guitar	16	4
Big Mike (BMI)—Fabor 5018		
15. WHY, BABY, WHY? (BMI)—P. Boone . .	12	10
I'm Waiting Just for You (BMI)—Dot 15545		
16. I'M WALKIN' (BMI)—R. Nelson	18	2
TEENAGER'S ROMANCE (ASCAP)—Verve 10047		
17. ROCK-A-BILLY (ASCAP)—G. Mitchell	15	3
Hoot Owl (ASCAP)—Col 40877		
18. I'M SORRY (BMI)—Platters	—	3
HE'S MINE (BMI)—Mercury 71032		
19. BUTTERFLY (BMI)—A. Williams	14	13
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
20. FOUR WALLS (BMI)—J. Reeves	—	1
I Know and You Know (BMI)—Vic 20-6874		

• Best Selling Sheet Music

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. All Shook Up (Shalimar-Presley	2	7
1. Dark Moon (Dandelion)	3	4
3. Round and Round (Rush)	1	12
4. White Sport Coat (Acuff-Rose)	5	4
5. Little Darlin' (Eccellore)	4	4
6. Come Go With Me (Gil-Fecbee)	7	5
7. Why, Baby, Why (Winnerton)	6	8
8. Marianne (Montclare)	9	14
9. Chantez-Chantez (Cromwell)	8	11
10. Love Letters in the Sand (Bourne)	—	1
11. Butterfly (Mayland-Presley)	11	12
12. Almost Paradise (Peer)	10	11
13. Four Walls (Springfield)	13	3
14. Empty Arms (Ivory)	12	2
15. Rock-A-Billy (Oxford)	—	1

• Most Played by Jockeys

For survey week ending May 22

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

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP (BMI)—E. Presley . .	1	8
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LOVE LETTERS IN THE SAND (ASCAP)—P. Boone	9	3
Bernardine (ASCAP)—Dot 15570		
3. ROUND AND ROUND (BMI)—P. Como	3	14
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
4. LITTLE DARLIN' (BMI)—Diamonds . .	2	10
Faithful and True (BMI)—Mercury 71060		
5. SO RARE (ASCAP)—J. Dorsey	5	5
Sophisticated Swing (ASCAP)—Fraternity 755		
6. WHITE SPORT COAT (BMI)—M. Robbins	6	5
Grown Up Tears (BMI)—Col 40864		
7. SCHOOL DAY (BMI)—C. Berry	7	6
Deep Feeling (BMI)—Chess 1653		
8. GONE (BMI)—F. Husky	4	12
Missing Persons (BMI)—Cap 3628		
9. DARK MOON (BMI)—G. Storm	11	3
Little Too Late (BMI)—Dot 15550		
10. COME GO WITH ME (BMI)—Del Vikings	8	9
How Can I Find True Love (BMI)—Dot 15538		
11. DARK MOON (BMI)—B. Guitar	12	4
Big Mike (BMI)—Dot 15550		
12. YES, TONIGHT, JOSEPHINE (BMI)—J. Ray	24	4
No Wedding Today (ASCAP)—Col 40893		
13. MANGOS (ASCAP)—R. Clooney	10	7
Independent (ASCAP)—Col 40835		
14. BERNARDINE (ASCAP)—P. Boone	24	2
Love Letters in the Sand (ASCAP)—Dot 15570		
15. FOUR WALLS (BMI)—J. Reeves	20	2
I Know and You Know (BMI)—Vic 20-6874		
16. FOUR WALLS (BMI)—J. Lowe	—	1
Talking to the Blues (BMI)—Dot 15569		
17. I JUST DON'T KNOW (ASCAP)—Four Lads	23	2
Golly (ASCAP)—Col 40914		
18. BUTTERFLY (BMI)—A. Williams	14	13
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
19. GIRL WITH THE GOLDEN BRAIDS (ASCAP)—P. Como	—	1
My Little Baby (BMI)—Vic 20-6904		
20. WHY, BABY, WHY (BMI)—P. Boone . .	13	11
I'm Waiting Just for You (BMI)—Dot 15545		
21. IT'S NOT FOR ME TO SAY (ASCAP)—J. Mathis	21	2
Warm and Tender (ASCAP)—Col 40851		
22. PARTY DOLL (BMI)—B. Knox	15	13
My Baby's Gone (BMI)—Roulette 4002		
23. WONDERFUL, WONDERFUL (BMI)—J. Mathis	—	1
When Sunny Gets Blue (BMI)—Col 40784		
24. HE'S MINE (BMI)—Platters	—	1
I'm Sorry (BMI)—Mercury 71032		
24. SHISH KEBAB (BMI)—R. Marterie . . .	17	3
Bop a Boo-Bop a Doo (ASCAP)—Mercury 71092		

THE CREW CUTS

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Such A Shame

A BEAUTIFUL UNUSUAL BALLAD!

MERCURY 71125



Dot's PARADE of BEST SELLERS

- 15570— **LOVE LETTERS IN THE SAND**—**BERNARDINE**—Pat Boone
- 15558— **DARK MOON**—GALE STORM—**BONNIE GUITAR**
15550—
- 15569— **TALKIN' TO THE BLUES**—**FOUR WALLS**—Jim Lowe
- 15574— **A FALLEN STAR**—Jimmy Newman
- 15538— **COME GO WITH ME**—The Dell-Vikings
- 15571— **WHAT MADE MAGGIE RUN**—**LITTLE BILLY BOY**
—The Dell-Vikings
- 15581— **FOOL AROUND**—**WHICH WAY TO YOUR HEART**
—The Fontane Sisters
- 15573— **ON MY MIND AGAIN**—Bob Denon
- 15575— **TELL MY LOVE**—**VE' BORRIQUITO**—Billy Vaughn
- 15578— **LOVE LETTERS IN THE SAND**—**BECAUSE WE ARE YOUNG**—Mac Wiseman
- 15579— **ATOM BOMB BABY**—The Five Stars
- 15583— **SPEAK FOR YOURSELF JOHN**—**KILL ME WITH KISSES**
—Margaret Whiting
- 15585— **LOVE CHARMS**—**LOU BE DOO**—Sanford Clark
- 15576— **I SAW YOU, I SAW YOU**—**BYE BYE LOVE**—T. Tommy
- 15565— **KINGS ROCK**—**HELLO ALOHA**—Johnny Maddox

ALBUMS

- DLP-3054-D— **"THE TEN COMMANDMENTS"** composed and conducted by Elmer Bernstein
DEP-1056 **"A CLOSER WALK WITH THEE"**—Pat Boone

NEW RELEASES

- 15587— **HALF YOUR HEART**—**IF YOU SEE MY LOVE DANCING**—Bonnie Guitar
- 15584— **ROSIE'S GONE AGAIN**—**THE BLUES, THE GUITAR AND ME**—Jimmie John
- 15586— **WHIRLPOOL OF LOVE**—**REBEL**—Carol Jarvis
- 15588— **SAWING ON THE STRINGS**—**SWEETHEARTS IN HEAVEN**—Don Reno—Red Smiley
- 15589— **YOU AREN'T THE ONLY ONE**—**YOU DO SOMETHING TO ME**—The Classmates

Dot

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

Territorial Best Sellers

For survey week ending May 22

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Come Go With Me, Del Vikings, Dot
2. White Sport Coat, M. Robbins, Col.
3. Four Walls, J. Reeves, Vic.
4. Round and Round, P. Como, Vic.
5. All Shook Up, E. Presley, Vic.

Baltimore

1. Dark Moon, B. Guitar, Dot
2. White Sport Coat, M. Robbins, Col.
3. School Day, C. Berry, Chs.
4. Four Walls, J. Reeves, Vic.
5. So Rare, J. Dorsey, Fty.

Boston

1. It's Not for Me to Say, J. Mathis, Col.
2. Queen of the Senior Prom Mills Brothers, Dec.
3. Love Letters in the Sand P. Boone, Dot
4. Dark Moon, B. Guitar, Dot
5. Around the World B. Crosby & V. Young, Dec.
6. So Rare, J. Dorsey, Fty.
7. White Sport Coat, M. Robbins, Col.
8. Little Darlin', Diamonds, Mer.
9. With All My Heart, T. Sands, Col.
10. School Day, C. Berry, Chs.

Buffalo

1. Bye, Bye, Love, Everly Brothers, Cdc.
2. All Shook Up, E. Presley, Vic.
3. Gone, F. Husky, Cap.
4. White Sport Coat, M. Robbins, Col.
5. Round and Round, P. Como, Vic.
6. Come Go With Me, Del Vikings, Dot
7. Love Letters in the Sand P. Boone, Dot
8. Shish Kebab, R. Marterrie, Mer.
9. Four Walls, D. Collins, Cor.

Chicago

1. So Rare, J. Dorsey, Fty.
2. I'm Walkin', R. Nelson, Vrv.
3. Dark Moon, B. Guitar, Dot
4. All Shook Up, E. Presley, Vic.
5. Little Darlin', Diamonds, Mer.
6. School Day, C. Berry, Chs.
7. Don't Cry, My Love, V. Lynn, Lon.
8. Love Letters in the Sand P. Boone, Dot
9. Rock-a-Billy, G. Mitchell, Col.
10. Shish Kebab, R. Marterrie, Mer.

Cincinnati

1. School Day, C. Berry, Chs.
2. Love Letters in the Sand P. Boone, Dot
3. I'm Walkin', R. Nelson, Vrv.
4. Gone, F. Husky, Cap.
5. All Shook Up, E. Presley, Vic.
6. Little Darlin', Diamonds, Mer.
7. Dark Moon, G. Storm, Dot
8. White Sport Coat, M. Robbins, Col.
9. Round and Round, P. Como, Vic.
10. Teenager's Romance, R. Nelson, Vrv.

Cleveland

1. Love Letters in the Sand P. Boone, Dot
2. All Shook Up, E. Presley, Vic.
3. Little Darlin', Diamonds, Mer.
4. Bye, Bye, Love, Everly Brothers, Cdc.
5. White Sport Coat, M. Robbins, Col.
6. I'm Walkin', R. Nelson, Vrv.
7. School Day, C. Berry, Chs.
8. So Rare, J. Dorsey, Fty.
9. Dark Moon, G. Storm, Dot
10. It's Not for Me to Say, J. Mathis, Col.

Dallas-Fort Worth

1. Little Darlin', Diamonds, Mer.
2. School Day, C. Berry, Chs.
3. White Sport Coat, M. Robbins, Col.
4. All Shook Up, E. Presley, Vic.
5. Come Go With Me, Del Vikings, Dot
6. So Rare, J. Dorsey, Fty.
7. Talkin' to the Blues, J. Lowe, Dot

Denver

1. All Shook Up, E. Presley, Vic.
2. School Day, C. Berry, Chs.
3. I'm Walkin', R. Nelson, Vrv.
4. White Sport Coat, M. Robbins, Col.
5. Gone, F. Husky, Cap.
6. Dark Moon, G. Storm, Dot
7. Love Letters in the Sand P. Boone, Dot
8. So Rare, J. Dorsey, Fty.
9. Little Darlin', Diamonds, Mer.

Detroit

1. Love Letters in the Sand P. Boone, Dot
2. Rosie Lee, Mello-Tones, Gee
3. School Day, C. Berry, Chs.
4. Young Blood, Coasters, Atco
5. I'm Walkin', R. Nelson, Vrv.
6. All Shook Up, E. Presley, Vic.
7. So Rare, J. Dorsey, Fty.
8. Over the Mountain Johnnie & Joe, J & S
9. Start Movin', S. Mineo, Epi.
10. Bye, Bye, Love, Everly Brothers, Cdc.

Kansas City

1. School Day, C. Berry, Chs.
2. Love Letters in the Sand P. Boone, Dot
3. So Rare, J. Dorsey, Fty.
4. All Shook Up, E. Presley, Vic.
5. Teenager's Romance, R. Nelson, Vrv.
6. Rock-a-Billy, G. Mitchell, Col.
7. White Sport Coat, M. Robbins, Col.
8. Round and Round, P. Como, Vic.
9. I'll Take Romance, E. Gorme, ABC-Par.
10. After School, R. Starr, Dal.

Los Angeles

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. So Rare, J. Dorsey, Fty.

4. Round and Round, P. Como, Vic.
5. Come Go With Me, Del Vikings, Dot
6. School Day, C. Berry, Chs.
7. Love Letters in the Sand P. Boone, Dot
8. Gone, F. Husky, Cap.
9. Party Doll, B. Knox, Rit.
10. Crazy Love, F. Sinatra, Cap.

Milwaukee

1. Dark Moon, B. Guitar, Dot
2. I'm Walkin', R. Nelson, Vrv.
3. Little Darlin', Diamonds, Mer.
4. All Shook Up, E. Presley, Vic.
5. School Day, C. Berry, Chs.
6. Love Letters in the Sand P. Boone, Dot
7. Four Walls, J. Reeves, Vic.
8. Pledge of Love, D. Contino, Mer.
9. Come Go With Me, Del Vikings, Dot
10. Rock-a-Billy, G. Mitchell, Col.

Minneapolis-St. Paul

1. Love Letters in the Sand P. Boone, Dot
2. School Day, C. Berry, Chs.
3. So Rare, J. Dorsey, Fty.
4. All Shook Up, E. Presley, Vic.
5. He's Mine, Platters, Mer.
6. Four Walls, J. Reeves, Vic.
7. Little Darlin', Diamonds, Mer.
8. Yes, Tonight, Josephine, J. Ray, Col.
9. White Sport Coat, M. Robbins, Col.
10. Peace in the Valley, E. Presley, Vic.

New Orleans

1. All Shook Up, E. Presley, Vic.
2. Valley of Tears, F. Domino, Imp.
3. C. C. Rider, C. Willis, Atl.
4. Love Letters in the Sand P. Boone, Dot
5. White Sport Coat, M. Robbins, Col.
6. Round and Round, P. Como, Vic.
7. Dark Moon, G. Storm, Dot
8. Come Go With Me, Del Vikings, Dot
9. Over the Mountain Johnnie & Joe, J & S
10. School Day, C. Berry, Chs.

New York

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Come Go With Me, Del Vikings, Dot
4. So Rare, J. Dorsey, Fty.
5. Round and Round, P. Como, Vic.
6. It's Not for Me to Say, J. Mathis, Col.
7. Love Letters in the Sand P. Boone, Dot
8. Party Doll, B. Knox, Rit.
9. With All My Heart, J. Sands, Col.
10. Mama, Look-a-Booboo H. Belafonte, Vic.

Philadelphia

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Love Letters in the Sand P. Boone, Dot
4. Round and Round, P. Como, Vic.
5. Mama, Look-a-Booboo H. Belafonte, Vic.
6. White Sport Coat, M. Robbins, Col.
7. School Day, C. Berry, Chs.
8. So Rare, J. Dorsey, Fty.
9. Chantez Chantez, D. Shore, Vic.
10. Why, Baby, Why? P. Boone, Dot

Pittsburgh

1. White Sport Coat, M. Robbins, Col.
2. All Shook Up, E. Presley, Vic.
3. Teenager's Romance, R. Nelson, Vrv.
4. Love Letters in the Sand P. Boone, Dot
5. Over the Mountain Johnnie & Joe, J & S
6. I Just Don't Know, Four Lads, Col.
7. Dark Moon, G. Storm, Dot
8. Wonderful Wonderful, J. Mathis, Col.
9. Little Darlin', Diamonds, Mer.
10. School Day, C. Berry, Chs.

St. Louis

1. Little Darlin', Diamonds, Mer.
2. Teenager's Romance, R. Nelson, Vrv.
3. Dark Moon, G. Storm, Dot
4. Fabulous, C. Gracie, Cam.
5. Start Movin', S. Mineo, Epi.
6. All Shook Up, E. Presley, Vic.
7. Love Letters in the Sand P. Boone, Dot
8. Freight Train, R. Draper, Mer.
9. Around the World B. Crosby & V. Young, Dec.
10. Why, Baby, Why? P. Boone, Dot

San Francisco

1. School Day, C. Berry, Chs.
2. All Shook Up, E. Presley, Vic.
3. Come Go With Me, Del Vikings, Dot
4. Dark Moon, B. Guitar, Dot
5. Gone, F. Husky, Cap.
6. Little Darlin', Diamonds, Mer.
7. Rang Tang Ding Ding, Cellos, Apo
8. So Rare, J. Dorsey, Fty.

Seattle

1. White Sport Coat, M. Robbins, Col.
2. All Shook Up, E. Presley, Vic.
3. Teenager's Romance, R. Nelson, Vrv.
4. I'm Walkin', R. Nelson, Vrv.
5. Over the Mountain Johnnie & Joe, J & S
6. Lucille, Little Richard, Spe.
7. Gone, F. Husky, Cap.

Toronto

1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. Bye, Bye, Love, Everly Bros., Cdc.
4. Come Go With Me, Del Vikings, Dot
5. Gone, F. Husky, Cap.
6. Little Darlin', Diamonds, Mer.
7. Dark Moon, G. Storm, Dot
8. Round and Round, P. Como, Vic.

* (Not available as a Pop Single. Available on RCA Victor EPA-4054.)

MGM Records



JONI JAMES
WITH A NEW SUMMER HIT!
**SUMMER I'M SORRY FOR
LOVE YOU, MY FRIEND**

K12480 • MGM 12480

**MARVIN
RAINWATER**



**GONNA FIND
ME A
BLUEBIRD**

K12412 • MGM 12412

DAVID ROSE & His Orchestra

**CALYPSO
MELODY**

K12430 • MGM 12430



RAY CHARLES SINGERS

**WHEN IT'S
SPRINGTIME
IN THE ROCKIES**

**LOVELIER
THAN
EVER**

K12470 • MGM 12470

DICK HYMAN TRIO

**TOKYO
ALLEY**

**SWEET GEORGIA
BROWN**

K12476 • MGM 12476

**MIKE SECREST
THE GIFT**

DO YOU PROMISE

K12479

RON HARGRAVE

**HOLD
ME**

**THE SONG
OF THE
MOONLIGHT**

K12475

GARY WALKER

**EVERYBODY'S
GOTTA GO
SOMETIME**

**IT'S ONLY
A MATTER
OF TIME**

K12474 • MGM 12474

HANK BARNETT

**FORSAKING
ALL OTHERS
(Never
Forsaking
You)**

**DEEP IN
A DREAM**

K12481

**NEW SOUND TRACK
ALBUM**



A SELLSATION!

OVER 750,000 SOLD
IN 4 WEEKS!



Fats Domino

**VALLEY
OF TEARS**

b/w

**IT'S YOU
I LOVE**

#5442

A
BIG SMASH!



Roy Brown

**LET THE FOUR
WINDS BLOW**

b/w

**DIDDY-Y
DIDDY-O**

#5439

GETTING
REAL HOT!



Faye Adams

**KEEPER
OF MY HEART**

b/w

**SO
MUCH**

#5443



IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.

THE TOP 100

For survey week ending May 22

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

Pos.	Song, Artist, Label	Pos. Last Wk.
1.	ALL SHOOK UP, E. Presley, Victor	1
2.	LITTLE DARLIN', Diamonds, Mercury	1
3.	ROUND AND ROUND, P. Como, Victor	3
3.	LOVE LETTERS IN THE SAND, P. Boone, Dot	9
5.	SCHOOL DAY, C. Berry, Chess	6
6.	WHITE SPORT COAT, M. Robbins, Columbia	5
7.	SO RARE, J. Dorsey, Fraternity	7
7.	GONE, F. Husky, Capitol	4
9.	COME GO WITH ME, Del Vikings, Dot	8
9.	DARK MOON, G. Storm, Dot	10
11.	DARK MOON—B. Guitar, Dot	13
12.	FOUR WALLS, J. Reeves, Victor	16
13.	PARTY DOLL, B. Knox, Roulette	11
14.	WHY BABY WHY, P. Boone, Dot	12
15.	ROCK-A-BILLY, G. Mitchell, Columbia	15
16.	I'M WALKIN', F. Domino, Imperial	14
17.	TEENAGER'S ROMANCE, R. Nelson, Verve	42
18.	YES TONIGHT, JOSEPHINE, J. Ray, Columbia	22
19.	YOUNG BLOOD, Coasters, Atco	45
20.	SEARCHIN', Coasters, Atco	38
21.	WONDERFUL, WONDERFUL, J. Mathis, Columbia	25
22.	I JUST DON'T KNOW, Four Lads, Columbia	33
23.	HE'S MINE, Platters, Mercury	35
24.	BERNARDINE, P. Boone, Dot	39
24.	BUTTERFLY, A. Williams, Cadence	20
26.	START MOVIN', S. Mineo, Epic	—
26.	GOIN' STEADY, T. Sands, Capitol	43
28.	PLEDGE OF LOVE, K. Copeland, Imperial	17
28.	I'M WALKIN', R. Nelson, Verve	27
30.	EMPTY ARMS, T. Brewer, Coral	18
30.	TALKIN' TO THE BLUES, J. Lowe, Dot	29
32.	FREIGHT TRAIN, R. Draper, Mercury	53
32.	VALLEY OF TEARS, F. Domino, Imperial	—
34.	FOUR WALLS, J. Lowe, Dot	37
35.	IT'S NOT FOR ME TO SAY, J. Mathis, Columbia	44
36.	SHISH KEBAB, R. Marterie, Mercury	31
37.	MANGOS, R. Clooney, Columbia	34
38.	I'M SORRY, Platters, Mercury	21
39.	LOVE IS A COLDEN RING, F. Laine, Columbia	23
40.	BYE, BYE, BYE, Everly Brothers, Cadence	63
41.	GIRL WITH THE GOLDEN BRAIDS, P. Como, Victor	63
42.	PARTY DOLL, S. Lawrence, Coral	19
43.	EMPTY ARMS, I. J. Hunter, Atlantic	62
44.	GONNA FIND ME A BLUEBIRD, M. Rainwater, M-G-M	60
45.	FREIGHT TRAIN, C. McDewitt-N. Whiskey, Chic	—
46.	PLEDGE OF LOVE, M. Torok, Decca	27
47.	C. C. RIDER, C. Willis, Atlantic	46
48.	I'M STICKING WITH YOU, J. Bowen, Roulette	32
48.	NINETY-NINE WAYS, T. Hunter, Dot	29
50.	FABULOUS, C. Gracie, Cameo	36
50.	MAMA LOOK-A BOOBOO, H. Belafonte, Victor	24
50.	OVER THE MOUNTAIN, Johnnie & Joe, J & S	67
53.	LITTLE WHITE LIES, B. Johnson, Bally	57
54.	ROCK YOUR BABY TO SLEEP, B. Knox, Roulette	—
54.	I LIKE YOUR KIND OF LOVE, A. Williams, Cadence	61
56.	OLD CAPE COD, P. Page, Mercury	68
57.	ALMOST PARADISE, R. Williams, Kapp	50
58.	AFTER SCHOOL, R. Starr, Dale	47
59.	AROUND THE WORLD, Bing Crosby-V. Young, Decca	90
60.	CHANTEZ CHANTEZ, D. Shore, Victor	53
61.	MAMA GUITAR, D. Cornell, Coral	56
62.	WHEN ROCK 'N' ROLL COMES TO TRINIDAD, Nat (King) Cole, Capitol	48
63.	PLEDGE OF LOVE, D. Contino, Mercury	52
64.	*PEACE IN THE VALLEY, E. Presley, Victor	57
65.	WITH ALL MY HEART, J. Sands, Columbia	—
66.	DON'T CRY MY LOVE, V. Lynn, London	—
67.	IT'S YOU I LOVE, F. Domino, Imperial	—
68.	CAN'T WAIT FOR SUMMER, S. Lawrence, Coral	—
69.	ONE FOR MY BABY, T. Bennett, Columbia	80
70.	QUEEN OF THE SENIOR PROM, Mills Brothers, Decca	—
71.	I'LL TAKE ROMANCE, E. Gorme, ABC-Paramount	66
72.	WONDERING, P. Page, Mercury	78
73.	LUCILLE, Little Richard, Specialty	41
74.	ROSIE LEE, Mello Tones, Gee	85
75.	DO I LOVE YOU? V. Damone, Columbia	88
76.	MY LITTLE BABY, P. Como, Victor	—
77.	JUST BECAUSE, L. Price, ABC-Paramount	40
78.	HAREM DANCE, Armenian Jazz Sextet, Kapp	79
79.	TOO LATE, G. Austin, Victor	—
80.	BUTTERFLY, C. Gracie, Cameo	26
81.	LITTLE DARLIN', Gladiolas, Excello	75
81.	WARM UP TO ME BABY, J. Bowen, Roulette	94
83.	MY DREAM, Platters, Mercury	—
83.	TEEN-AGE CRUSH, T. Sands, Capitol	55
85.	WIND IN THE WILLOW, J. Stafford, Columbia	96
86.	RANG TANG DING DONG, Cellos	—
87.	SITTIN' IN THE BALCONY, E. Cochran, Liberty	59
88.	ALMOST PARADISE, L. Stein, Unique	91
88.	TILL, P. Faith, Columbia	80
90.	WHITE SPORT COAT, J. Desmond, Coral	—
91.	PARTY DOLL, Roy Brown, Imperial	—
91.	DO I LOVE YOU, T. Martin, Victor	—
93.	SITTIN' IN THE BALCONY, J. Dee, Colonial	80
94.	FABULOUS, S. Lawrence, Coral	—
94.	1492, B. Johnson, Bally	92
96.	SHANGRI-LA, Four Coins	—
96.	TINA, Easy Riders, Columbia	—
96.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	74
99.	CALYPSO MELODY, D. Rose, M-G-M	84
99.	MARIANNE, T. Gilkyson, Columbia	50

*(Not available as a Pop Single. Available on RCA Victor EPA-4054.)

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

INTRODUCING
the Teen-Ager's Newest
SINGING IDOL...
RUSS WALKER



with
2
SMASH
HITS!

"LISTEN"

B/W

**"A HEART CAN BE
A LONELY PLACE"**

R504X45

another **HIFI RECORD** hit recording from

HIGH FIDELITY RECORDINGS, INC.
6087 SUNSET BLVD. • HOLLYWOOD 28, CALIF.

HE'S SO GREAT!

**. . . and so
are the
tunes**

**perry
como**

**the girl with the
golden braids**

b/w

my little baby

47/20-6904



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



PHOTO by DON STEWART

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES

Coming Up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

Yes, Tonight, Josephine (BMI), was recorded by Johnnie Ray, Columbia 40893. It was erroneously listed in last week's Billboard as recorded by Frankie Laine.

1. **Going Steady** **Tommy Sands**
(BMI) Capitol 3723
2. **Yes Tonight, Josephine** **Johnnie Ray**
(BMI) Columbia 40893
3. **After School** **Randy Starr**
(BMI) Dale 100
4. **Warm Up to Me, Baby** **Jimmy Bowen**
(BMI) Roulette 4010
5. **Rock Your Little Baby to Sleep** . **Buddy Knox**
(BMI) Roulette 4009
6. **I Just Don't Know** **Four Lads**
(ASCAP) Columbia 40914
7. **Freight Train** **Rusty Draper**
(ASCAP) Mercury 71102
8. **Around the World** **Victor Young**
(ASCAP) Decca 30262
9. **Gonna Find Me a Bluebird** . **Marvin Rainwater**
(BMI) M-G-M 12412
10. **Mama Guitar** **Don Cornell**
(ASCAP) Coral 61819

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.

- MY DREAM** (AMI, ASCAP)—The Platters—Mercury 71093—The group, which hasn't failed, has another big one going. The side is moving everywhere. Flip is "I Wanna" (Peer, International, BMI). A previous Billboard "Spotlight" pick.
- COCOANUT WOMAN** (Clara, ASCAP)—Harry Belafonte—RCA Victor 6885—Biggest loot areas for the new Belafonte platter are Milwaukee, Philadelphia, St. Louis and Baltimore. Elsewhere sales are jumping. Flip is "Island in the Sun," (Clara, ASCAP). A previous Billboard "Spotlight" pick.
- I LIKE YOUR KIND OF LOVE** (Acuff-Rose, BMI)—Andy Williams—Cadence 1323—The new side by Williams has begun to take off. Chicago, Minneapolis, Boston, Philadelphia, Buffalo and St. Louis list the platter as a best seller. Virtually all other markets report that the disk is moving well. Flip is "Stop Teasin' Me," (Barnaby, ASCAP). A previous Billboard "Spotlight" pick.
- OLD CAPE COD** (Pincus, ASCAP)
WONDERING (Egap, BMI)—Patti Page—Mercury 71101—"Cape Cod" has the edge at the moment, but both sides are accounting for big sales. Strongest areas are Boston, Buffalo, Milwaukee and Atlanta. Requests are heavy in Philadelphia, Pittsburgh, Baltimore, Providence, New York and other top markets. A previous Billboard "Spotlight" pick.
- FREIGHT TRAIN** (Peter Maurice, ASCAP)—Nancy Wiskey With the Charles McDevitt Skiffle Group—Chic 1008—The version by Rusty Draper has already proven strong enough to be a best buy, and this is also very much in demand. Strongest sales are reported in Boston, Providence, Baltimore, Buffalo, and Pittsburgh, Chicago, Milwaukee, and Philadelphia. Flip is "Cotton Song," (Smash, BMI). A previous Billboard "Spotlight" pick.
- I JUST DON'T KNOW** (Korwin, ASCAP) — Four Lads — Columbia 40914—The disk is clicking big in several areas, with Buffalo, Pittsburgh, Milwaukee, and Minneapolis biggest. It's also strong in Baltimore, Chicago, Durham, and Cleveland. Flip is "Colly," (Korwin, ASCAP). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

POP RECORDS

- LITTLE RICHARD** . . . Specialty 606 **JENNY, JENNY**
(Venice, BMI)
MISS ANN (Venice, BMI)
Two great sides here, with the top in the frantic, dedicated, hootin' and howlin' mood of "Lucille." Flip, another top contender, is a moderate-paced swinging blues. Both have top money potential.
- BONNIE GUITAR** . . . Dot 15587 **HALF YOUR HEART**
(Dandelion, BMI)
IF YOU SEE MY LOVE DANCING (Dandelion, BMI)
Still riding her hit, "Dark Moon," the stylish chick can make it again with either of these. First, it's a melodious, plunk-plunk-backed ballad, with the flip an almost equally fetching three-beater, very close in approach to "Keep It a Secret."
- NAT COLE** . . . Capitol 3737 **SEND FOR ME**
(Winnerton, BMI)
MY PERSONAL POSSESSION (Roosevelt, BMI)
The Cole's last wasn't a fast mover, this coupling can put him right back up there. The top is a new and ultra smart excursion into the blues. The flip is a more typical ballad offering and plenty pleasing, too. Either or both here.
- JERRY LEE LEWIS** . . . Sun 267 **WHOLE LOT OF SHAKIN' GOIN' ON**
(Marlyn, BMI)
IT'LL BE MINE (Knox, BMI)
A recent Billboard talent nomination, Lewis comes thru with what should be a sure hit, in a driving blues shouter in the typical Sun tradition. Flip rockabilly could go, too, on strength of another top performance and cute lines.
- THE FOUR VOICES** . . . Columbia 40933 **ANGEL OF LOVE**
(Opus, BMI)
Some very impressive chanting by the group with extra bows for the lead singer. Ballad has a powerful theme that should get thru a teen-age ear with real impact. Flip is "Such a Shame," a nicely rendered, folkish ballad (Meridian, BMI).
- SANFORD CLARK** . . . Dot 15585 **LOVE CHARMS**
(Sherman, BMI)
Clark will have to compete with the tune's cleffer, Ray Stanley, for the honors, but this convincingly handled reading of the highly teen-directed material can take most of the loot. First-class chanting effort on a strong song. Flip is "Lou Be Doo," a blues with a healthy beat (House of Fortune, BMI).
- TEDDY RANDAZZO** . . . Vik 0277 **NEXT STOP PARADISE**
(Prentice, ASCAP)
Randazza, formerly a member of the Chuckles, has a sock platter in his first solo release. It's a rockabilly ditty with a tricky beat, a solid, vocal performance, and strong teen-appeal. Flip is "How Could You Know?" (Regent, BMI).
- BILLY WARD** . . . Liberty 55071 **STAR DUST**
(Mills, ASCAP)
LUCINDA (Ward, BMI)
Ward's first Liberty waxing could be a two-sided hit. The Carmichael standard, "Star Dust," is rendered in an interesting blend of lush strings and rock and roll beat. The flip, a smart calypso, is warbled with charm and humor by Ward and his Dominoes.
- PATSY CLINE** . . . Decca 30339 **TODAY, TOMORROW AND FOREVER**
(Amber, ASCAP)
TRY AGAIN (Four Star, BMI)
See Country and Western Spotlight.
- JAYE P. MORGAN** . . . RCA Victor 6938 **GRADUATION RING**
(Compton, ASCAP)
YOU, YOU ROMEO (Planetary, ASCAP)
The thrush hasn't made it on her last few disks, but this one could turn the sales tide. "Graduation Ring" is a ballad with powerful teen-age appeal. The flip is an unusual piece of material with a semi-rock and roll flavor and a belting vocal.

POP DISK JOCKEY PROGRAMMING

- MANTOVANI ORK.** . . . London 1746 **AROUND THE WORLD**
(Young, ASCAP)
Other versions of the movie theme have already grabbed extensive jockey play, but this one rates spins on basis of quality performance and excellent trumpet solo. Lush, richly orchestrated instrumental programming material. Flip is "The Road to Ballingarry" (ASCAP).

POP TALENT

- JIMMY DONLEY** . . . Decca 30308 **KICKIN' MY HOUND AROUND**
(Copar, BMI)
COME ALONG (Old Charter, BMI)
Donley is an exciting new c.&w. talent with triple market appeal. He sells with intense showmanship and spontaneous exuberance. "Kickin' My Hound Around" is a country blues with a funky sound. The flip is another country blues.

Reviews and Ratings

BILL HALEY AND HIS COMETS
(You Hit the Wrong Note) Billy Goat . . . 88
DECCA 30314—Altho this one appears to come from the bottom of the Haley barrel, the strength of the act could carry it thru. Haley has had much better. (Danby-Seabreeze, BMI)
Rockin' Rollin' Rover . . . 78
Again, some of the Haley sparkle is


lacking from material and performance. (Danby-Seabreeze, BMI)

CHUCK MILLER
Rang Tang Ding Dong 85
MERCURY 71118—Miller's cover of the chart-bound Apollo original of the "Jap-

(Continued on page 53)

LITTLE RICHARD

jenny, jenny b/w



miss ann #606

SPECIALTY RECORDS, INC

8508 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA

• 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

- A Face in the Crowd (R) (F)—Remick—ASCAP
- Almost Paradise (R)—Peer International—BMI
- All Shook Up (R)—Presley-Shalimar—BMI
- Around the World (R) (F)—Young—ASCAP
- Dark Moon (R)—Dandelion—BMI
- Do I Love You (R)—Williamson—ASCAP
- Empty Arms (R)—Ivory—BMI
- Girl With the Golden Braids (R)—Roncom—ASCAP
- Funfight at the O.K. Corral (R) (F)—Paramount—ASCAP
- I Can't Give You Anything But Love, Baby (R)—Mills—ASCAP
- Italiano (R)—Harms—ASCAP
- It's Good to Be Alive (R)—Valyr—ASCAP
- It's Like a Donkey to Gallop (R)—Bregman, Vocco & Conn—ASCAP
- Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
- Lonely Man (R) (F)—Paramount—ASCAP
- Look At 'Er (R) (M)—Valyr—ASCAP
- Love Letters in the Sand (R) (F)—Bourne—ASCAP
- Mama Guitar (R) (F)—Remick—ASCAP
- Mangos (R)—Redd Evans—ASCAP
- My Troubled Mind (R)—Porgie—BMI
- Old Cape Cod (R)—Pincus—ASCAP
- River Front Blues (R)—Hanover—ASCAP
- Round and Round (R)—Rush—BMI
- So Rare (R)—Robbins—ASCAP
- Speak for Yourself John (R)—Famous—ASCAP
- Stars Fell on Alabama (R)—Mills—ASCAP
- Sunshine Girl (R)—Valyr—ASCAP
- That Face (R) (F)—Empress—ASCAP
- Wind in the Willow (R)—Broadcast—BMI

Television

- All Shook Up (R)—Presley-Shalimar—BMI
- Butterfly (R)—Mayland-Presley—BMI
- Calypso Melody (R)—Cromwell—ASCAP
- Can I Steal a Little Love (R)—Northern—ASCAP
- Dark Moon (R)—Dandelion—BMI
- Do I Love You (R)—Williamson—ASCAP
- Drop That Name (R) (M)—Stratford—ASCAP
- Dynamite (R)—Skidmore—ASCAP
- Girl With the Golden Braids (R)—Roncom—ASCAP
- Going Steady (R)—Central—BMI
- Gone (R)—Hill & Range—BMI
- I'm Sorry (R)—Algonquin—BMI
- I'm Stickin' With You (R)—Jackie—BMI
- I'm Walkin' (R)—Excellorc—BMI
- Lonely Man (R) (F)—Paramount—ASCAP
- Love Is a Golden Ring (R)—Montclare—BMI
- Love Letters in the Sand (R) (F)—Bourne—ASCAP
- Make Like a Bunny, Honey (R)—Winneton—BMI
- Mama Look-A Booboo (R)—Duchess—BMI
- Ninety-Nine Ways (R)—Mayland—BMI
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Party Doll (R)—Jackie—BMI
- Promises, Promises (R)—Manchester—ASCAP
- Round and Round (R)—Rush—BMI
- Shangri-La (R)—Robbins—ASCAP
- So Rare (R)—Robbins—ASCAP
- Teen-Age Waltz (R)—Champagne—ASCAP
- Wind in the Willow (R)—Broadcast—BMI

• Best Selling Sheet Music in Britain

(For week ending May 18)

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.

- Butterfly—Aberbach (Mayland-Presley)
- Heart—Frank (Frank)
- Ninety-Nine Ways—Good Music (Mayland)
- Young Love—Cromwell (Lowery)
- True Love—Chappell (Buxton Hill)
- Rock-A-Billy—Joy Music (Joy Music)
- Look Homeward Angel—Kassner (Greta)
- Around the World—Sterling (Young)
- The Banana Boat Song—Morris (E. B. Marks-Bryden)
- Marianne—Montclare (Montclare)
- Singing the Blues—Frank (Acuff-Rose)
- Mr. Wonderful—Chappell (Laurel)
- I'll Find You—Robbins (Robbins)
- Mangos—Bron (Redd Evans)
- Don't Forbid Me—Campbell Connelly (Roosevelt)
- Chapel of the Roses—Victoria (Triangle)
- Adoration Waltz—Bron (Sovereign)
- Good Companions—Maurice (Maurice)
- Knee Deep in the Blues—Leeds (Acuff-Rose)
- Cumberland Gap—Essex (Hollis)

• Best Selling Pop Records in Britain

(For week ending May 18)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. ROCK-A-BILLY—Guy Mitchell (Philips)		1
2. BUTTERFLY—Andy Williams (London)		2
3. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips)		7
4. WHEN I FALL IN LOVE, Nat (King) Cole (Capitol)		4
5. CUMBERLAND GAP, Lonnie Donegan (Pye-Nixa)		3
6. BABY, BABY—Teen-Agers (Columbia)		5
7. I'LL TAKE YOU HOME AGAIN KATHLEEN—Slim Whitman (London)		12
8. NINETY-NINE WAYS—Tab Hunter (London)		8
9. TOO MUCH—Elvis Presley (HMV)		10
10. BANANA BOAT—Harry Belafonte (HMV)		6
10. FREIGHT TRAIN—Chas. McDevitt Group (Oriole)		9
12. CHAPEL OF THE ROSES—Malcolm Vaughan (HMV)		17
13. LOOK HOMEWARD ANGEL—Johnnie Ray (Philips)		13
14. BUTTERFINGERS, Tommy Steele (Decca)		—
15. BUTTERFLY—Charlie Gracie (Parlophone)		16
16. AROUND THE WORLD—Ronnie Hilton (HMV)		—
17. MR. WONDERFUL—Peggy Lee (Brunswick)		—
18. YOUNG LOVE—Tab Hunter (London)		11
19. WHY, BABY, WHY?—Pat Boone (London)		20
20. AROUND THE WORLD—Bing Crosby (Brunswick)		—

Pressing Plant

• Continued from page 20

preparing actions against pressing plants in Canada, including Quality Records, Ltd., and Rainbow Plastics, of Toronto, and Record Press, Windsor, Ont.

Other Pubs Alert

Other publishers are also entering the scene. According to Abeles these include Ludlow Music, Inc. ("Band of Gold"), Bregman, Vocco & Conn, Inc. ("And the Angels Sing"); ARC Music ("See You Later Alligator," "Thirty Days"); Edward H. Marks ("Dungaree Doll") and Planetary Music ("c'Est La Vie").

Tradesters will note that the action against Shelley—and the effort to fix liability at the pressing plant level—anticipates whatever decision may be handed down in the case of Shapiro-Bernstein vs. Sam Goody and Porten Distributors. In the latter case, which had to do with the sale of bootlegged Glenn Miller material, Abeles has been attempting to fix liability at the dealer-distributor level. This action is now in the U. S. Court of Appeals.

Seeco Suit

• Continued from page 20

includes the following firms: Joy, Hawthorne, Edward B. Marks, Edwin H. Morris, Crestview, Mayfair, Paramount, Famous and Shapiro-Bernstein.

According to Fox, his accountants indicate that Seeco's total royalty arrearages, based on pressings made in this country for more than five years prior to March 1956, were "substantially in excess of \$400,000." In the same period, it is alleged that Seeco's arrearage on disks pressed here but shipped for sale in Latin-America, was "at least \$350,000." Seeco has claimed that in the case of disks pressed and sold in Latin-America, even the masters were made here, it is not liable under the provisions of the American copyright law.

The combined suit seeks treble damages of 6 cents per disk pressed of every one of the tunes concerned. The suit also claims that in 1954 and 1955, Seeco had filed notice of user and had agreed to pay the statutory license fee under Section 1 (E) of the Copyright Act.



BILL DOGGETT
DING DONG

King 5058

RAM-BUNK-SHUS

King 5020

CHLOE

b/w Number Three

King 5044

ANNIE LAURIE

IT HURTS TO BE IN LOVE

Deluxe 6107

DONNIE ELBERT

WHAT CAN I DO

b/w Hear My Plea

Deluxe 6125

EARL BOSTIC

SEPTEMBER SONG

King 5041

LITTLE WILLIE JOHN

I'VE GOT TO GO CRY

b/w Look What You've Done to Me

King 5045

WYNONIE HARRIS

BIG OLD COUNTRY FOOL

King 5050

NEW RELEASES

THE MIDNIGHTERS

OH, SO HAPPY

b/w Is Your Love For Real

Federal 12299

ANNIE LAURIE

IT MUST BE YOU

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• Reviews of New Pop Records

• Continued from page 51

anese Sandman" rocker is one of his better effort. Could cut in for a good slice of the money. (Bess, BMI)

Bye, Bye, Love...77
This cover of the Everly Bros.' smash follows several other good covers. Tho it's late, the strong coupling and fine performance should make this a profitable entry. (Acuff-Rose, BMI)

JO STAFFORD

I'll Be There
(When You Get Lonely)83
COLUMBIA 40926—Side is very much like "You Belong to Me," which was a big one for the singer a few years ago, and it's top side here. (Golden West, BMI)

Underneath the Overpass...75
Appealing vocal duet of a cute, bouncy tune. Strength of singer's recent "Wind In The Willow" should warrant spins of this tune. Side should move. (Paramount, ASCAP) ASCAP)

THE WILDER BROS.

I Want You82
VERVE 10055—Bright, brisk, gimmicky group warble, with tricky and smart ork backing under Barney Kessel. It's in the teen groove and there's meat here for jocks to chew over. (Manning, BMI)

Teenage Angel...81
Simple r.&r. appeal sung in appropriate love-sick harmony by the brothers, with recitation part way. It's an effort to ride a trend, group shows quality. (Radon, ASCAP)

JONI JAMES

I'm Sorry For You,
My Friend82
MGM 12480—The poignant c.&w. ballad, penned by the late Hank Williams, has powerful appeal for today's market. Thrush's tender treatment should get plenty of jockey play. (Acuff-Rose, BMI)

Summer Love...80
Canary tackles a sprightly tune with commendable verve. Her style, however, is more effective on ballad, and flip is stronger side. (Valando, ASCAP)

JACK HASKELL

Around the World82
THUNDERBIRD 1956—Tune is doing well as an instrumental by Victor Young. Flip of that side is a vocal by Bing Crosby. This platter, however, is very well made, and vocal

savvy shown by the artist could still come in for a fair share of the coin. (Young, ASCAP)

Away Out West 70
Another musical theme from the "Around the World in 80 Days" flick. Smartly produced side has the sound effects of a train being attacked by Indians. Flip is more salable. (Young, ASCAP)

RAY STANLEY

Love Charms81
ZEPHYR 022—Fine vocal on a well-done side. Slow pacing here is attractive, and guitar lends excellent support. Plenty of potential, but the cover by Sanford Clark could be stronger version. (Sherman, BMI)

My Lovin' Baby...72
Stanley presents a most appealing vocal on a moderate-beat rockabilly. Previous disk by the singer did well, and this one should also cop spins. (Sherman, BMI)

BRENDA LEE

Love You 'Til I Die80
DECCA 30333—The littlest rockabilly chick (age 9) sells a rumba blues with showmanship and magnetism. The gal has been plugging both sides via "Ozark Jubilee" and other network TV shows. Solid sales item, for both pop and c.&w. markets. (Amber, ASCAP)

Dynamite...79
Personable belting job on rhythm tune by Brenda Lee—complete with incongruous but cute growl-sounds. Watch both sides. (Skidmore, ASCAP)

JULIUS LA ROSA

Cryin' My Heart Out for You78
VICTOR 6923—One of La Rosa's brighter efforts has him in a swinging framework. Chorus and ork backing on the simple but solid melody provide good movement, tho presence isn't the best. Side rates watching however. (Joy, ASCAP)

When You're With the One You Love...70
This is a Latinish mouthful with a strong "Funiculi" feel. La Rosa tosses in some Italian bits mixed with the English lyric but the side has only moderate potential in today's market. Flip comes closer. (Kuhl, BMI)

MINDY CARSON

Sugaree78
COLUMBIA 40923—Miss Carson is

effective on a modified rockabilly. Pianola and rhythm set up a backing that carries it along and adds up to strong total impression. Bears watching. (Joy, ASCAP)

Time and Tears...66

Finger-snapping, folk-spiritual type chant fails to come alive or to sell in this reading. (Oxford, ASCAP)

AMES BROTHERS

Rockin' Shoes77
RCA VICTOR 6930—The Ames make a belated but fairly sharp entry in the rock and roll field. This has a catchy Latin rockin' beat with a gal chorus that gives it a rhythm and blues feel as well. Strong wax that can move nicely with exposure. (Winneton, BMI)

Tammy...75

From the film "Tammy and the Bachelor," comes this cover of the title tune. Pat Kirby has the original but this slow, rock and roll backed version of the ballad can compete well. (Northern, ASCAP)

DICK JACOBS

An African Prayer77
CORAL 61843—A retentive theme, voiced thru many choruses. Has a slightly "Skokiaan" touch. Chorus works with band to a big climax. Lots of jock and juke action possible here and sales can follow. (Northern, ASCAP)

Fantabulous...72

Simple beginnings with guitar and piano build up thru repetition of a basic theme to an all-band session, with maestro Jacobs' regular incantations of "Fantabulous." Good danceable instrumental has solid juke box possibilities. (Vernon, ASCAP)

RICKIE PAGE

Gee, How I Love You76
ZEPHYR 020—Voice here indicates a big, young talent. In this r.&r.-styled ballad, there's a wealth of appeal. The balance could have been better, but chances still strong. (House of Fortune, BMI)

I'll Never Smile Again...75
Sweet teen-age voice, effectively echoed, is most appealing in this rock reading of the standard. Coupling could turn up a sleeper. (Leeds, ASCAP)

THE CHANCELLORS

There Goes My Girl76
PORT 5000—A lively, typical teen-age group side by seven kids from Port Washington, N. Y., High. Debut disk of new label of whom prop is Jerry Blaine's son. Material and performance could click with his contemporaries. (Benell, BMI)

(Continued on page 54)

2 GREAT HITS

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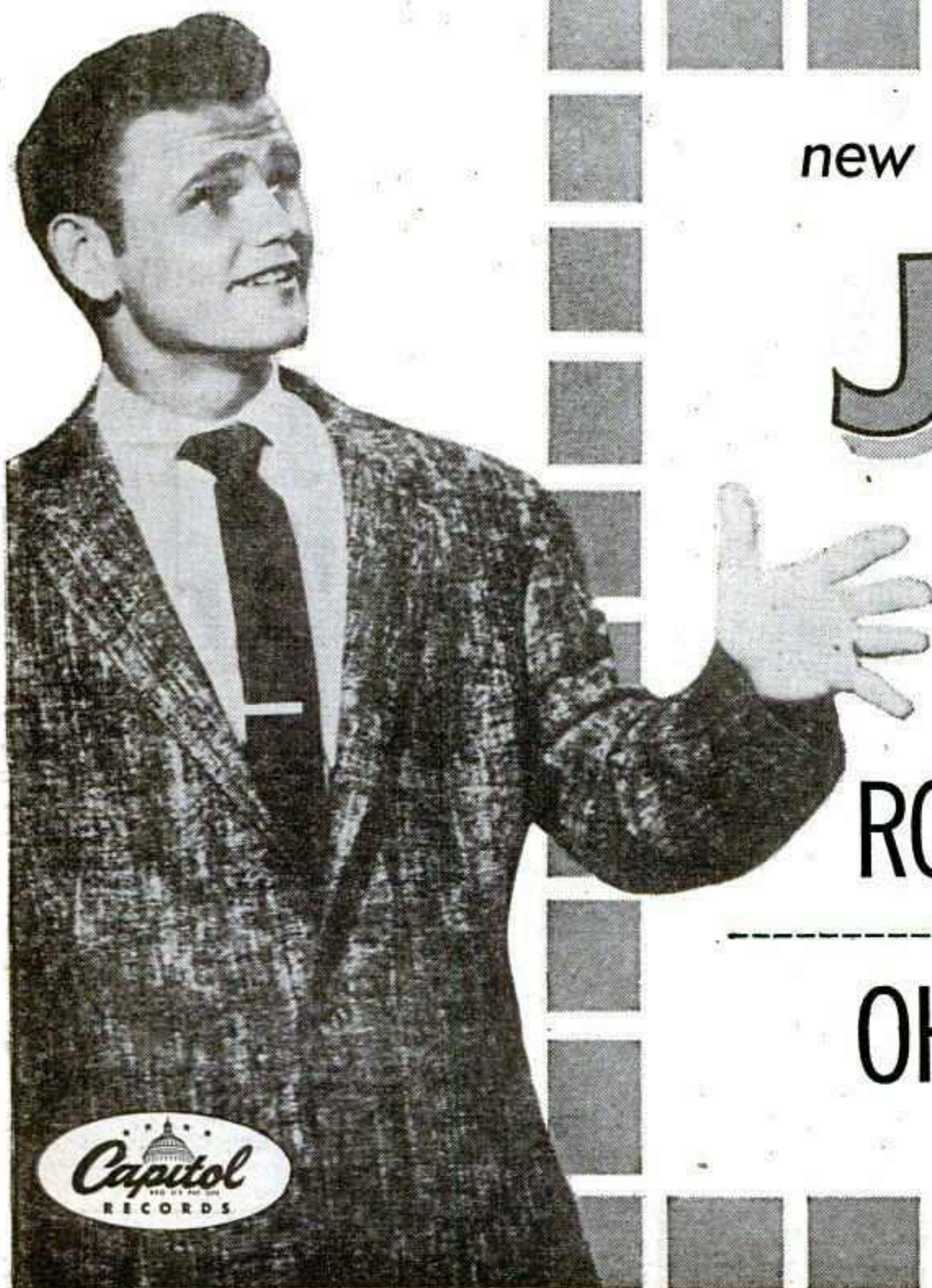
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VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Noble Gravelin, WAMM, Flint, Mich., writes: "I banned Little Richard's 'Lucille' because I feel the lyrics advocate immoral practices. I'm happy to say that the general consensus of my listeners — teen-agers and adults—is that I did a most praiseworthy thing." . . . E. J. Schuster, KRYS, Corpus Christi, Tex., last week embarked on a try at beating the Texas endurance record of 138 hours of straight radio broadcasting. He started spinning records from an open bus pavilion at 1 p.m. May 20, and at the writing was still going strong.

YESTERYEAR'S TOPS—

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

MAY 3, 1947:

1. Mam'selle
2. Linda
3. Heartaches
4. My Adobe Hacienda
5. Peg O' My Heart
6. April Showers
7. Anniversary Song
8. I Wonder, I Wonder, I Wonder
9. I Believe
10. Across the Alley From the Alamo

MAY 3, 1952:

1. Blue Tango
2. Kiss of Fire
3. Wheel of Fortune
4. Guy Is a Guy
5. I'm Yours
6. I'll Walk Alone
7. Blacksmith Blues
8. Here In My Heart
9. Be Anything (But Be Mine)
10. Pittsburgh, Pa.

Winner in the Cartier-RCA Victor contest, staged to promote the "Jewels From Cartier" album, was Jim Winters, WABI, Bangor, Me., who took first prize, a \$1,500 diamond cocktail ring. Second prize went to Gordon Max, WBBC, Memphis; third prize, Cathy Furniss, WCBS, San Francisco; fourth prize, Lewis Compton, WHEE, Martinsville, Pa. . . . April Winters, striking red-headed staffer of The Billboard, New York, married deejay Harry Kaye, KFWB, Hollywood, Monday (27) on the West Coast. Kaye is setting up ethnic and folk dance concert series in various colleges around Los Angeles, and is also packaging a calypso show.

RENO JOCKS: The recently formed Reno DJ Association, Reno, Nev., has sponsored 13 dances for teen-agers in the Reno-Sparks, Nev., area to date. The hops have brought in more than \$1,600, all of which has gone into a fund earmarked for a youth recreation center. The dances are held once or twice weekly at the State Building in Reno, with such top artists as Rosemary Clooney, Don Cornell, etc., appearing as guests. Members of the Association include John E. Daniel, KONE, Reno; Bucky Bates, KONE; Bill Warren, KONE; Bill Binford, KONE; Jerry Laird, KOLO, Reno; Mason Altiery, KOH, Reno; and Lee Cobb, KPIL, Carson City, Nev.

GIMMIX: Janet Byers, advertising-promotion manager, KYW, Cleveland, advises that KYW's summer promotion "will be characterized by a calypso beat." The station will feature special calypso jingles thruout June, July and August. Listeners will be invited to submit calypso jingles, with first prize a trip to the West Indies. All of KYW's summer special spots will be cut by RCA Victor artists.

"Sponsor's sales results are more important than ratings." According to Joe Flood, whose two daily radio shows over KTLN, Denver, spotlight 70 commercials each day. Twelve of the sponsors have been with Flood since he started in radio more than 10 years ago.

Jean and Don Harvey have moved their "Harvey House" show to XERF, Del Rio, Tex., where it will be heard eight hours nightly—a total of 48 hours broadcasting time each week for the pair. The show will feature rockabilly, hill-billy and country and western disks, plus a full hour of hymns and gospel platters each night.

Al Turner, formerly with KLIF, Dallas, has joined KJIM, Fort Worth. . . . Joe Barri, WLBK, Sycamore, Ill., is doing a remote show on Fridays from a local record store. . . . Bob Kallimer has taken over the teen-age "Music Show" from 8 p.m. to midnight over WBUD, Trenton, N. J. . . . Howard Clark, formerly with KBSF, Springhill, La., has joined KCIJ, Shreveport, La.

YOU SAID IT: In reference to a recent Vox Jox paragraph, re a newspaper columnist's comment on "frustrated disk jockeys," Dick Biondi, WHOT, Youngstown, O., writes, I'm sure that if Mr. Terras will leave New York and travel around the country, he will find disk jockeys that can't walk a block in their respective cities or towns without being greeted at least once. The statement Mr. Terras—being so highly informed—should know that we disk jockeys can only play what publishers and record companies send us. If what they send us meets with the approval of the audience, who are we to say it's trash; unless, of course, we set ourselves up as little tin gods. He states jocks and artists seldom become friends. May I ask Mr. Terras how many newspapermen have become friends with U. S. presidents, world figures, etc.? It's too bad Mr. Terras isn't a disk jockey so he could really know what he writes about; or could it be that way down deep Mr. Terras is a 'frustrated disk jockey'?"

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:

- St. Paul
"Love Letters in the Sand," Pat Boone, Dot
- Fort Worth
"Round and Round," Perry Como, RCA Victor
- Las Vegas, Nev.
"Four Walls," Jim Reeves, RCA Victor.
- Panama City, Fla.
"So Rare," J. Dorsey, Fraternity.
- Cincinnati
"Yes, Tonight, Josephine," J. Ray, Columbia
- Boston
"It's Not for Me to Say," Johnny Mathis, Columbia.
- "Look at Er," Tony Martin, RCA Victor.
- Detroit
"Girl With the Golden Braids," Perry Como, RCA Victor.
- Chicago
"Do I Love You," Tony Martin, RCA Victor.

Reviews of New Pop Records

Continued from page 53

Tell Me You Love Me...70
Ballad side is less effective, but the kid appeal is present. Flip is the one to watch. (Benell, BMI)

ALAN DALE
Cry, Cry, Cry76
ABC-PARAMOUNT 9828—A new rock and roll ballad with distinct touches of "O Solo Mio." Dale backs off mike and belts with echo effects. Performance rates as hefty debut on label, and the side deserves exposure. (Golden State, BMI)

Heartless Heart...70
A frothy, airy piece of upbeat stuff for Dale, which has no great message. An okay reading but the nod goes to the flip. (Hawthorne, ASCAP)

BOBBY RAND
Talking to Myself75
DOT 15580—Warm, distinctive rendition of deliberately paced ballad with an Ivory Joe Hunter flavor and rock and roll beat. (Maggie, BMI)

Don't Make My Poor Heart Weep...73
Infectious, ranchera-styled dirty is handed a compelling rockabilly-type delivery. Both sides have multi-market appeal. (Maggie, BMI)

RICHARD HAYMAN
Tammy75
MERCURY 71123—Flick theme is out in two earlier versions, but Hayman's classy ork and group arrangement, with his harmonica, could grab a big share if tune goes. Jocks will like this one. (Northern, ASCAP)

Calypso Girl...70
Danceable, listenable Latin orking. If the jocks are looking for another "Calypso Melody," this could fill the bill. Instrumental. (Wadsworth, ASCAP)

LENNY PERNA
I Hope You Find a Sweetheart75
DOT 15582—In the main, this is a gang-sing. Tune is an old-fashioned bit of commercial corn, with lively backing that combines shuffle, rock and roll and a bit of old Papoli. Literally and figuratively, could make noise. (Debmars, ASCAP)

Calypso Girl...63
More of Perna's piping here, tho group is still on hand. Strength is in flip. (Debmars, ASCAP)

NICK NOBLE
A Fallen Star74
MERCURY 71117—Noble, with group, impresses on this cover, altho it's a bit late. One of his better performances. (Tree, BMI)

They're Playing Our Song...71
Eden (Nature Boy) Abhez is one clobber on this non-mystical schmaltz waltz. It's not too different from dozens of other waltz-weepers, however. (Studio, ASCAP)

ANN LEONARDO
One and Only74
CAPITOL 3733—The young chick impressed with her recent debut on the label and this carries on the impression. Side moves in a solid rocking groove. Strong performance rates plays altho other versions are stronger. (Homefolks, Sheryn, Sheldon, BMI)

Lottery...70
A pleader to the one true love not to gamble on the other chicks. Interesting material, well handled by the thrush. Side also rates attention. (Bourne, ASCAP)

HELENE DIXON
Just a Beginner in Love74
EPIC 9215—There are some distinctive touches in the Ray Conniff backing on this better-than-average r.&r.-styled ballad. Attractive thrashing merits plays. (Harvard, BMI)

Window Shopping...65
Slight material gets a capable performance and strutting Conniff-style support, but it's not enough. (Dominion, BMI)

MARLENE WILLIS
Graduation Dance73
ZEPHYR 021—A tale of a teen-age conquest. The canary sings it in deep, syrupy tones which could give the disk some impact. Gal is worth exposing to the market to determine reaction. (House of Fortune, BMI)

Angel With the Devil in Your Eyes...70
The rhythm side. Chirp gets good support from sax, band and chorus with good, swingy vocalizing on her own. Jocks could try this too, but flip seems to hit closer to the mark. (Simon, BMI)

KENNY & MOE
Big Joe73
DE LUXE 6134—A rockin', contagious rhythm-blues, highlighted by Kenny and Moe's fresh, happy vocal sound. Interesting new talent for deejays. (R-T, BMI)

I Sing This Song...70
Youthful duo sings rather monotonous dirge-like ballad with mournful sincerity. Flip is better showcase for their talents. (Men-Lo, BMI)

(Continued on page 55)

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Reviews of New Pop Records

Continued from page 54

THE NITE RIDERS
Sittin' Sippin' Coffee 73
 M-G-M 12487—Peppy, happy-sounding honky-tonk tune belies his expression of grief over a lost chick, and he ends up making a pitch for the waitress. Cute side that should get spins in pop and country markets. (Prentice, ASCAP)
Tank Town 68
 Instrumental blues with tenor sax featured. Good mood and beat. For all markets, tho it's not too different from many others. (Oceanic, BMI)

GORDON MacRAE
When You Kiss Me 72
 CAPITOL 3724—Pretty ballad with rhythm ork and chorus assistance is a strong vocal by singer. Side should go better than some recent platters by MacRae. (Brandom, ASCAP)
Endless Love 70
 Fine vocal on a Latin flavored side with lush ork and chorus backing. Flip is closer to current pop tastes. (Mills, ASCAP)

RICHARD LANHAM
On Your Radio 72
 ACME 712—Twelve-year-old warbler debuts in a lively setting patterned after many Frankie Lyman-Teenagers sides. Diction isn't always clear, but side is strong and could stir. (Beam, BMI)
Dance of Love 68
 Complicated combination of Latin and jump, with some powerfully out-of-tune singing by the youngster. Still, crazy, mixed-up quality could intrigue some of today's listeners. (Beam, BMI)

JOHNNY STARK
Waltin' 72
 CRYSTALLETTE 712—Attractive vocal on a medium-beat ballad with chorus support. Side has potential and could create interest, if pushed among teenagers. (Laine-Simms, BMI)
Teenage Lovers 66
 Listenable styling of a moderate-beat tune that doesn't sound different enough from many other entries. (Laine-Simms, BMI)

TOMMY WATTS ORK
Louise 71
 CAPITOL 3726—American debut of English dance ork on the old Whiting standard. Good material for deejays in this clever, danceable arrangement. (Famous, ASCAP)
Grasshopper Jump 70
 Instrumental dance novelty—also a prospect for jocks. Side features an instrumental spring effect to depict the leaps of the grasshopper. (Keith, BMI)

ROBBIN HOOD
Wouldn't Cha Like to Know 71
 M-G-M 12486—Young canary belts out a rockabilly song in okay fashion. Backing moves along with strong r.&r. beat. (Jungnickel, ASCAP)
For the Love of Mike 69
 Both material and performance are

overly coy. Tune, subtitled "or for Pete's sake," features counterpoint gimmick with familiar classical theme behind pop melody. (Feist, ASCAP)

EARTHA KITT
A Woman Wouldn't Be a Woman 71
 RCA VICTOR 6928 — Miss Kitt pounds out these truisms about "a rag and a bone and a hank of hair," from her current Broadway musical legit. Performance has a real edge to it and material is good enough to get some action. (Chappell, ASCAP)
Toujour Gal 68
 Properly costumed in her "Shinbone Alley" production Eartha Kitt probably sells this with big plus values. On a disk, it generates only a limited appeal. Fans will buy it but break-out chances seem slim. (Chappell, ASCAP)

OSCAR PETERSON
Soft Sands 70
 VERVE 10056—Effort is made to pull any Eddy Heywood with this jazz pianist. B. Bregman backing is with strings and chorus. Tune, one of those small-range, repetitious mood things, is in Heywood style too. If jocks have room for more of these, it could get spins. (Weiss & Barry, BMI)
Echoes 70
 Another mood piece, with some bluesy Gershwin touches. Playing is tasteful, non-jazz and non-distinctive. (Palm Springs, ASCAP)

THE DEEPS
Deep Purple 70
 QUE 1002—Parrish-DeRose standard is mistakenly credited on label to "Q" Music. The Deep River Boys do verse and all in sweet, un gimmicked, very spinworthy vocal. It's from a new LP. For jocks and jukes. (Robbins, ASCAP)
Lissanne 68
 Melody is adapted from familiar gypsy theme. Attractive group side for jocks. Also from LP. ("Q," BMI)

THE MADHATTANS
Wowie 70
 ATLANTIC 1142—The title word is really stressed in this ricky-tick tune which is given the '20's approach, featuring the usual banjo accompaniment. Fine backing by Ray Ellis will help push platter. (Progressive, BMI)
A Basketful of Blueberries 66
 Calypso treatment of the old "Chop Sticks" melody with lyrics. Group scores well with imaginative chorus and ork support. (Progressive, BMI)

CHAMP BUTLER
A Little White Church 69
 ZEPHYR 019—Making of this side is skedded to be subject of the "You Asked for It" TV show. Butler warbles the three-beat sentimental item tenderly, and whistles too. Show may stir some action, but competition is tough. (Sheriton, ASCAP)
Hunky Dory 65
 A rather strenuous rock and roller by the ex-Columbia warbler. Strength lies in possible promotion value of flip. (Orlando, BMI)

ALFI AND HARRY
Safari 69
 LIBERTY 55066—This caper refers to man's eternal quest for big game in the female form. A funny bit with lyric in the calypso groove, but sounds of the jungle and grunts, etc., give it a brand new sound. Jocks in need of change of pace should try this. (Frank, ASCAP)
Closing Time 64
 This is similar to the pair's "The Trouble With Harry," with Harry playing piano and Alfie offering spoken observations here and there. Side has little to say and novelty attention would center on flip. (Mappa, ASCAP)

SID GOULD
Morris 69
 CORAL 61841—Some regular Gould "comedy" material, better suited to the Borscht Circuit than to disks. Some fans of the comic may be interested. (Monmar, ASCAP)
Sid Gould's Initial Game 55
 "Audience participation" has people throwing film star initials at Gould who answers with some extremely unfunny business. Embarrassing. (Opus, BMI)

STAN WILSON
Jane, Jane, Jane 68
 VERVE 10057—Folk singer Wilson sells a pretty calypso with gentle simplicity and heart. Moderate sales possibilities. Calypso has "had it" with most jocks. (Vivid, ASCAP)
Walkiki Farewell 67
 Another quality performance by Wilson on a poignant calypso item with similar sales future. (Vivid, ASCAP)

FOUR SPICES
Sunshine Girl 68
 M-G-M 12485 — Fresh-voiced blend

work on a happy tune from the Broadway musical "New Girl in Town." Eddie Fisher's version, tho, probably has bulk of play cornered on song. (Valyr, ASCAP)
Fire Down Below 66
 Title theme from new Rita Hayworth movie is a swiny rhythm tune with a Latin tempo. Group is suitably exuberant, but Leroy Holmes backing is side's biggest sales asset. (Columbia, ASCAP)

JIMMY LAMBERTH
Latch On to Your Baby 68
 RCA VICTOR 6917—Showmanly vocal on a catchy rock and roller with solid r.&r. backing. If this one gets any exposure, it might stir up a little action. (Met. Publ., BMI)
I'll Pretend 55
 Pretty country ballad is handed a weak vocal. Singer is more commercial on rock and roll flip. (Met. Publ., BMI)

THE VERSATONES
De Obeah Man 67
 RCA VICTOR 6917—The Versatones sell an earthy calypso with polished showmanship and a bright tempo. If calypso was still hot, either of these sides would pull play, but now spin-chances are dim. (Benill, BMI)
Walt for Me 67
 Rich, legit-styled group warbling on a charming, leisurely paced folk-calypso. (Chappell, ASCAP)

LANCE HAVEN
Good Reasonin' 67
 QUE 1001—Woman is "ugly as sin" but he loves her with "good reasonin'." Fine, authentic-sounding calypso is an excerpt from new album. For the calypsohiles who can't afford the package. ("Q," BMI)
Malantina 67
 Calypso-folk ballad, tenderly chanted by a talented performer. Also from LP. Some jocks might get on this one. ("Q," BMI)

STEVE ALLEN ORK
Do You Ever Think of Me 67
 CORAL 61839—Down in the Duchin register, Allen plays some authoritative one-finger piano against string ork backing. A dance disk with nostalgic flavor. For some jukes. (Miller, ASCAP)
I Love You 66
 Another oldie, similarly dressed, and again for a standard juke slot where dimes are for dancing. (Feist, ASCAP)

VIC DONNA
Count the Tears 67
 ATLAS 1075—A rock and roller. Has a fair performance by Donna and a standard rhythmic backing, with good tenorman. (White Cloud, BMI)
Love Was a Stranger to Me 66
 A tender ballad, nicely chanted by Donna. He's backed by the Parakeets (Mac-Avery, BMI)

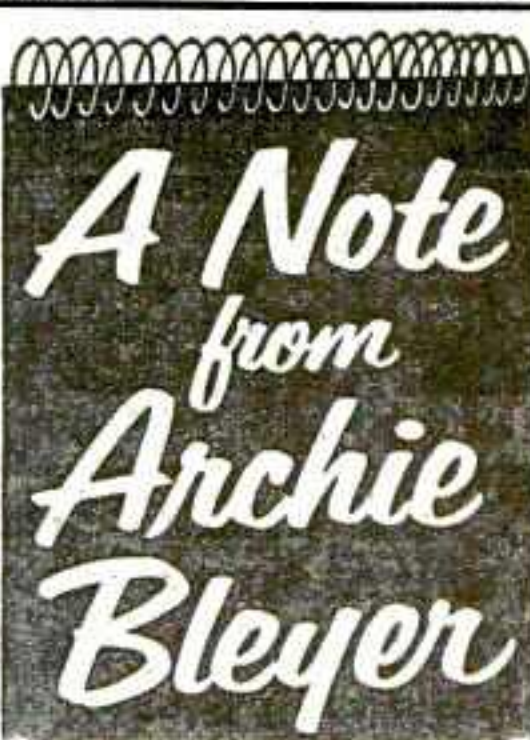
RANDY CARLOS ORK
Makin' Whoopee 67
 RCA VICTOR 6929—Vocalist sounds like Desi Arnaz on the cha cha cha interpretation of the standard. Danceable, and vocal job adds a touch of humor. Juke ops and jocks might give it a listen. (Bregman, Voeco & Conn, ASCAP)
Jelly Bean Merengue 65
 Authentic sounding big band orking of the danceable Latin form. Title has little meaning but decibels are high enough for possible juke use. (Nassau, BMI)

WORLD SYMPHONY ORK
Tropical Trumpets 67
 REQUEST 732—Instrumental is from the album, "Many Moods," and will probably fare best as a mood side for deejays. (Pleasant, ASCAP)
Stradivarius in a Safe 65
 Excerpt from the LP, "Musical Portraits of Wall Street." Also a good deejay side, but singles sales are unlikely for coupling. (Pleasant, ASCAP)

BILLY DUKE
Let Me Know 67
 ABC-PARAMOUNT 9826—A husky rockabilly tone from Duke on a side with moderate market appeal. Certain hiccuppy vocal gimmicks fail to add much, however. (Merion, BMI)
Ready to Go Steady 64
 The hiccuppy style is more pronounced on this teen-age entry. Nothing really new that could kick it off. (Merion, BMI)

MARTY DRAKE
The Lord Gave Me a Bible 67
 RAVE 1001—Drake gives a skilled and showmanlike reading of an attractive religious song. Jud Conlon group supports. Jocks with appropriate formats can work this in a featured spot. (Van Houten, BMI)
Swinging Doors 57
 Material has the quality of "B" film musical production number. Outdated and lacks appeal for current buyers. A most inappropriate coupling for flip. (B&G, ASCAP)

ROBERT MAXWELL
Open Your Mouth and Sing 67
 M-G-M 12488—In waltz time, the chorus sings out in a big, echoey hall
 (Continued on page 56)



Heading for the top

THE EVERLY BROS.
 "Bye Bye Love" #1315
 Andy's greatest
 ANDY WILLIAMS
 "I Like Your Kind of Love" #1323
 Who are they????
 THE BOBBSEY TWINS
 "Part Time Gal" #1324
 "A Change of Heart"

Climbing fast

THE CHORDETTES
 "Echo of Love" #1319
 From The Strange One
 ARCHIE BLEYER
 "Jocko's Theme" #1313

THREE NATURALS
 JOYCE HAHN
 "Gonna Find Me a Bluebird" #1318
 "I Saw You, I Saw You" #1318
 KENYON HOPKINS
 "Rosebud" #1322
 MARTY FRANKLIN
 "Mama Look a Booboo" #1321
 "Jamaica Farewell"

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C & W—POP HIT
JOHNNY CASH
"NEXT IN LINE"
 and
"DON'T MAKE ME GO"
 Sun 266

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This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

PATSY CLINE

Today, Tomorrow and Forever (Amber, ASCAP)
Try Again (Four Star, BMI)—Decca 30339—The gal hit the best seller charts with "Walkin' After Midnight," and her latest platter is a sure bet to follow suit. "Today" is a pop-flavored rock and roll ballad, while the flip is a slower-paced ballad, also in the poppy vein. Both sides should do well in both c.&w. and pop markets.

WADE AND DICK

Bop Bop Baby (Knox, BMI)
Don't Need Your Lovin' Baby (Knox, BMI)—Sun 269—The duo pounds out a strong selling job on the rockabilly, "Bop Bop Baby." The side carries a rhythmic message that should appeal to the kids. Flip is a wailing, minor blues also tuned to today's teens. Both sides are backed by the usual Sun sounds.

BENNY BARNES

Nickels Worth of Dreams (Starrite, BMI)
Mine All Mine (Starrite, BMI)—Mercury 71119—Barnes presents a forceful, but intimate delivery in this story about memories revived by playing the juke box. The side has all the stuff needed to be a big one. Flip is a breezy, old-timey pop tune warbled with ebullience. Interesting two-guitar work on this side.

C&W TALENT

JIMMY DONLEY

Kickin' My Hound Around (Copar, BMI)
Come Along (Old Charter, BMI)—Decca 30308—See listing under Pop Spotlight reviews.

Reviews of New C&W Records

JIMMY DEAN

Losing Game . . . 78
MERCURY 71120—Dean wraps up a plaintive ballad with sock simplicity and emotional impact. There's potential in this tender reading. (Starrite, BMI)
Happy Child . . . 72
Ingratulating vocal on a light-hearted, up-tempo tune with appealing lyrics. Dean has finally established his identity via his new CBS-TV show and could spark sales on this disk. Watch it. (Starrite, BMI)

THE WINTERS BROS.

No One But You . . . 76
COLUMBIA 40913—Hill treatment of an attractive up-beat tune that will appeal to lovers of this country type. Form is similar to a ranchera. A well-made platter. (Cedarwood, BMI)
What Do You See in Him? . . . 73
Close harmony on a weeper with guitar and piano backing. Side should also go well with hill fans, but flip could be stronger. Good group. (Golden West, BMI)

HANK WILLIAMS

With Tears in My Eyes . . . 74
M-G-M 12484—The late artist warbles a moving ballad with sincerity

and heart. Sides, featuring only guitar accompaniment, are apparently culled from vast store of demo material cut by Williams. Not styled for today's market, but will still attract loyal fans and jockey play. (Acuff-Rose, BMI)
Leave Me Alone With the Blues . . . 74
Wistful weeper with effective lyrics is handled with tenderness and feeling by Williams. Same comment on sales potential. (Acuff-Rose, BMI)

WILMA LEE & STONEY COOPER

My Heart Keeps Crying . . . 74
HICKORY 1064 — Tangy mountain styling of a folk-type tune with a semi-ranchera construction. Okay territorial sales foreseen. (Acuff-Rose, BMI)
WILMA LEE
This Thing Called Man . . . 70
Gal has trouble understanding her spouse. She really pours her grief into the reading, altho the appeal might seem to be limited to those similarly suffering. (Acuff-Rose, BMI)

CECIL CAMPBELL

Rock and Roll Fever . . . 72
M-G-M 12482—This one has an infectious rockabilly beat and amusing novelty lyrics. With right exposure disk might grab off pop play as well as c.&w. (Lynn, BMI)
The Rocking Guitar . . . 70
A sock instrumental waxing of a brightly rhythm item with excellent solo guitar. Attractive jock wax. (Lynn, BMI)

DAVE RICH

The Key to My Heart . . . 70
RCA VICTOR 6926—Tender, stylized reading of a pop-type waltz, with chorus and harpsichord in the backing. Pretty side, but one which may have trouble finding its proper market. (Tree, BMI)
Red Sweater . . . 67
The sweater, symbol of teen-ager's love, is laid aside for another boy's blue one. Material and performance both disappoint. (Gaylord, BMI)

Reviews of New Pop Records

Continued from page 55

to give it a party sound. Harp sounds at a minimum here but the theme of the tune has a good juke box appeal, just the same. (Maxwell, ASCAP)
Mary Lou . . . 64
A colorful version of the standard, highlighting Maxwell's virtuosity on the harp. Side has chorus and o.k. as well. Okay sound and performance. (Mills, ASCAP)

The following records, also reviewed this week, do not, in the opinion of The Billboard's music staff, have wide enough appeal to gain national distribution and sales strength:

- ROD BARTON—The Air Port Song/Eldorado—Vilma 2092
- ADI BELL & THE BEL BOYS—Memory Waltz/Don't Let Me Be the Last to Know—Testa 100
- BILL BRANDO—One Sided Love/Love Me Again—VIP 1002
- LILLIAN BRIGGS—Sugar Blues/Boogie Blues—Epic 9214
- JANIE DAVIDS—Gonna Get Even/Big Deal—Key 576
- WALLY FERNEZ—Cumbia/Jamaica Ginger—Arrow 1004
- STICKS HERMAN—Cry, Cry, Cry/Long Gone Baby—Hollywood 1080
- TEDDY LAWSON—There's No Return From Love/I Knew It Was You All the Time—Mansfield 611
- VIRGINIA LOWE—In Tears/I Believe in You—Josie 818
- JEAN MARTIN—Yum, Yum, Yummy/Another Door Opens—Coral 61838
- FRANKIE MASTERS ORK—Baby Buggie Boogie/The Little Gates—Salem 1004
- DRAKE MORGAN—Lonesome/Drifting Along—Vilma 2090
- JIMMY SMITH'S CAVALIERS—In a Roundabout Way/Trinidad Daddy—Michelle 366
- VIC STEVENS—Love Me Baby/100 Cups of Coffee—Styletone 101
- DELORES VENTURA ORK—The Handy Man From Peru/Porto Fino—President 1016
- FLO WILSON—A Pink Velvet Rose/Who's Laughin'—Mercury 71116
- TERI YORK—After All/How Big a Fool—GNP 123
- ZANY NU-TONES—That's Just the Thing for Me/See You Soon Baboon—Time 100

Polka

- THE POLKA DOTS
Lawrence Welk Polka . . . 81
VERVE 10054—A plea to "Lawrence" to please play a polka. Vocal story line runs thru the entire side with a real tribute to Welk, Bright accordion backs, and the reference to the famous maestro alone can get good juke box attraction. (Champagne, ASCAP)
Happy Trumpet Polka . . . 76
This one's set to a famous marching melody, with trumpets and accordion sharing the spotlight. Lots of happy sound here, but vocal references on flip make it the choice of the pair. (Lindley, ASCAP)
- STAN WOLOVIC
My Beautiful Girl . . . 80
ABC-PARAMOUNT 9825 — Polka rhythm with group vocal is set to an old, old tune. Good terparable fare which can get some of the market usually reserved for the more specialized labels. (Studio, BMI)
Red Wine Polka . . . 80
Compares well with the flip in its strong appeal. Good bright sound here with enthusiastic harmonies from singers. A money-making juke box pairing. (Studio, BMI)
- RITA FAYE
Bonaparte's Retreat . . . 68
M-G-M 12483—Personable thrashing by tiny artist on the familiar tune with standout string work on backing. Interesting jockey wax. (Acuff-Rose, BMI)
Out at the Pool . . . 66
Young thrush chirps pertly on Boudleaux Bryant rockabilly ditty with summer vacation-theme lyrics and a decided rock and roll tempo. Flip is better suited to gal's style, but song has pop promise.

The following records, also reviewed this week, do not, in the opinion of The Billboard's music staff, have wide enough appeal to gain national distribution and sales strength.

- TOMMY BLAKE—Freedom/Mister Hoody—RCA Victor 6925
- BILL CLIFTON—Take Back the Heart/Flowers From the Hillside—Starday 290
- EDDIE DEAN—Lonesome Guitar/Taos—Sage 235
- CURTIS GORDON—Cry, Cry/Sixteen—Mercury 71121
- RICK JOHNSON—Let's Live for the Future/My Pretty Cherie—Sarg 156
- RAY LUNSFORD—Mr. Vernon Rag/Carrill County Blues—Starday 296
- VERN PULLENS & B. J. JOHNSON—Country Boy's Dream/What Am I to Do?—Spade 1935
- SILVER SPURS, LAUREL & MILES—That's How Much You Mean to Me/The Girl Who Sat in My Row—Blue Hen 117
- EDDIE SKELTON—Let Me Be With You Forever/My Heart Gets Lonely—Starday 294

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Among the country and western music folk spotted on the convention floor at the MOA convention in Chicago last week were Pee Wee King, Andy Doll, Wesley Rose, Lester Rose, Joe Lucas, Harold Moon, Mr. and Mrs. Jim Reeves, Mr. and Mrs. Charles Lamb, Virginia Rutledge, Paul Cohen, Don Pierce, H. W. (Pappy) Daily, Jim Wilson, Mr. and Mrs. Jim Christie, Murray Nash, Lee Rosenberg, Vi Muszinski, Floyd Whitehead, O'Brien Fisher, B. (Hoot) Harville, Jim Halsey, Bob Franklin, Sugarfoot Hank Garland, Mr. and Mrs. Ted Edlin, Ginny Rodgers, C. G. (Red) Mathews, Eddy Arnold, Charley Hall, Marty Salkin, Nancy Whiskey, Marvin Rainwater, W. E. (Lucky) Moeller and Brenda Lee.

An all-"Ozark Jubilee" cast plays four Ohio stands for promoter Harry Riddle opening at Toledo May 30, and following with Cincinnati May 31, Columbus June 1 and Troy June 2. Talent line-up comprises Smiley Burnette, Billy Walker, Libby Horne, the Tall Timber Boys, Marvin Rainwater, Suzi Arden, Uncle Cyp and Aunt Sap, and Slim Wilson and Goo-Goo Rutledge (Flash and Whistler). On the Cincy date, general admission is 90 cents, with 50 cents for kids, and reserves pegged from \$1.50-\$2.50. . . . Red Foley resumes his emcee chores on "Ozark Jubilee" June 8 and, incidentally, celebrates a birthday June 17.

Uncle Jim Christie, veteran performer and long one of the top c.&w. deejays in the business, for the last seven years on XEG, 150,000 border station, is shifting his operations to St. Paul, where he has been appointed production and promotion manager of WISK. Uncle Jim says the WISK management has plans for making the station one of the most powerful c.&w. outlets in the country, and that he'll devote most of his time to promoting country and western music and artists. He asks that record companies put him on the list for c.&w. and gospel records. His address is 158 White Bear Avenue, St. Paul. Jim will continue via tape his shows for XEG and XERB.

Fred Stryker's Fairway Music, Hollywood, has a new release on Decca by Tex Williams called "Every Night" It's a cover on the tune Peggy Lee did on Capitol. . . . The California Country Music Convention committee has chosen Jeani Mack, 16-year-old country singer with Spade Cooley and his all-girl band, as Miss Country Music of Southern California. She is skedded to appear on a series of TV and radio shows and persona's to plug the country music conclave to be held at Salinas, Calif., August 23-24. Miss Mick is currently on leave of absence from the Cooley combo to work a string of personals at Armed Forces bases thruout Southern California.

Gary Walker recently signed a recording pact with M-G-M, with his initial release coupling a pair of his own tunes, "Everybody's Gotta Go Sometime" and "It's Only a Matter of Time." Deejays can fetch themselves a sample by writing to Walker at 3621 Floral Drive, Nashville. Gary's activity in the past has been largely limited to songwriting. He achieved some measure of success with his "Repenting," recorded by Kitty Wells; "Ac-

ording to My Heart," cut by Jim Reeves; "Trademark," done by Carl Smith, and "Look What Followed Me Home Tonight," waxed by George Morgan. . . . Pee Wee King makes his first guest appearance on "Ozark Jubilee" in Springfield, Mo., May 25, along with his partner, Little Eller Long.

Eddy Seacrist and the Rollin' Rockets, of WOAY-TV, Oak Hill, W. Va., are now spotted an hour on Friday nights, sponsored by a local furniture store, and 30 minutes on Saturday afternoons. The lads put in their spare time on shows and dances in the West Virginia, Virginia and Kentucky areas. In the line-up are Norman Chapman, guitar; Bob Haynes, steel; Clarence (Batman) Batten, drums; Dude Webb, precision bass, and Eddy Seacrist, rhythm guitar and vocals. Carl Spearen manages the unit.

Songwriter Bob Center has launched his own recording and music publishing firm in Tyler, Tex. Platter works is known as Bobby Records, with the publishing end bearing the name of Parkdale Music Company (BMI). Center handled the vocals on his first release on the Bobby label, "Poor Little Black Sheep" b.w. "I Beg Your Pardon, Ma'am." Among Bob's better-known tunes of the past is "Drinking Tequila," which was recorded by Jim Reeves. . . . Tex Williams and his new nine-piece combo are back in Riverside Rancho, Los Angeles, every Friday and Saturday nights. Tex has a new rockabilly release on Decca coupling "Every Night" with "Talkin' to the Blues."

Mel Price and His Santa Fe Rangers, who recently returned to the States from a 10-week tour for the U. S. Air Force thru Morocco, Lybia, Malta, Italy, Germany, France and England, appeared at Valley View Park, near Hellam, Pa., Sunday (26). Price, who has resumed his daily radio show on Station WIPA, formerly WASL, Easton, Pa., has a new Starday release coming up around June 1. . . . Tentatively set as guests on "Circle Theater Jamboree," Cleveland, thru June are Onie Wheeler, Hawkshaw Hawkins, Jean Shepard, Flatt and Scruggs and Odie and Jodie.

The Browns, Jim Edward, Maxine and Bonnie, have just had their first album release for RCA Victor. Selections include "I Heard the Bluebirds Sing," "My Isle of Golden Dreams," "The Table Next to Me," "Just in Time," "Draggin' Main Street," "I Guess I'm Crazy," "Looking Back to See," "I'll Hold You in My Heart," "You'll Always Be in My Heart," "Don't Use the Word Lightly," "How Can It Be Imagination?" and "Sky Princess." . . . Rex Allen, his horse, Ko-Ko, and the Frontiersmen have just been pacted for the International Dairy Show and Rodeo, Chicago, October 10-20, and the Royal Livestock Exposition, Kansas City, Mo., October 23-26.

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C&W Best Sellers in Stores

For survey week ending May 22

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

This Week	Last Week	Weeks on Chart
1. GONE (BMI)—F. Husky	1	15
Missing Persons (BMI)—Cap 3628		
2. WHITE SPORT COAT (BMI)—M. Robbins	2	7
Grown-Up Tears (BMI)—Col 40864		
3. FOUR WALLS (BMI)—J. Reeves	3	5
I Know and You Know (BMI)—Vic 20-6874		
4. HONKY TONK SONG (BMI)—W. Pierce	4	10
SOME DAY (BMI)—Dec 30255		
5. ALL SHOOK UP (BMI)—E. Presley	5	8
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
6. GONNA FIND ME A BLUEBIRD (BMI)—		
M. Rainwater	6	5
So You Think You've Got Troubles (BMI)—M-G-M 12412		
7. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline	8	14
Poor Man's Roses (ASCAP)—Dec 30221		
8. FRAULEIN (BMI)—B. Helms	7	9
Heartsick Feeling (BMI)—Dec 30194		
9. THERE YOU GO (BMI)—J. Cash	10	24
TRAIN OF LOVE (BMI)—Sun 259		
10. FIRST DATE, FIRST KISS, FIRST LOVE		
(BMI)—S. James	9	8
Speak to Me (BMI)—Cap 3674		
11. YOUNG LOVE (BMI)—S. James	14	22
You're the Reason (BMI)—Cap 3602		
12. I'M TIRED (BMI)—W. Pierce	12	18
It's My Way (BMI)—Dec 30155		
12. BYE BYE LOVE (BMI)—Everly Brothers	15	2
I Wonder If I Care as Much (BMI)—Cadence 1315		
14. AM I LOSING YOU? (BMI)—J. Reeves	11	18
Waitin' for a Train (BMI)—Vic 20-6749		
14. NEXT IN LINE (BMI)—J. Cash	—	1
Don't Make Me Go (BMI)—Sun 266		

Most Played C&W in Juke Boxes

For survey week ending May 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. WHITE SPORT COAT (BMI)—M. Robbins	1	7
Grown-Up Tears (BMI)—Col 40864		
2. GONE (BMI)—F. Husky	1	13
Missing Persons (BMI)—Cap 3628		
3. FOUR WALLS (BMI)—J. Reeves	4	4
I Know and You Know (BMI)—RCA Victor 20-6874		
4. ALL SHOOK UP (BMI)—E. Presley	3	7
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
4. GONNA FIND ME A BLUEBIRD (BMI)—		
M. Rainwater	5	8
So You Think You've Got Troubles (BMI)—M-G-M 12412		
6. HONKY TONK SONG (BMI)—W. Pierce	7	8
SOME DAY (BMI)—Dec 30255		
7. FRAULEIN (BMI)—B. Helms	9	2
Heartsick Feeling (BMI)—Dec 30194		
8. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline	6	9
Poor Man's Roses (ASCAP)—Dec 30221		
9. THERE YOU GO (BMI)—J. Cash	8	21
Train of Love (BMI)—Sun 258		
9. BYE BYE LOVE (BMI)—Everly Brothers	—	1
I Wonder If I Care as Much (BMI)—Cadence 1315		
9. WOMAN I NEED (BMI)—J. Horton	—	1
She Knows Why (BMI)—Col 40919		

Most Played C&W by Jockeys

For survey week ending May 22

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. GONE—F. Husky	1	14
Cap 3628—BMI		
1. FOUR WALLS—J. Reeves	3	5
Vic 20-6174—BMI		
3. WHITE SPORT COAT—M. Robbins	5	7
Col 40864—BMI		
4. ALL SHOOK UP—E. Presley	4	8
Vic 20-6870—BMI		
5. HONKY TONK SONG—W. Pierce	1	10
Dec 30255—BMI		
6. GONNA FIND ME A BLUEBIRD—M. Rainwater	6	8
M-G-M 12412—BMI		
7. FRAULEIN—B. Helms	7	7
Dec 30194—BMI		
8. BYE BYE LOVE—Everly Brothers	13	3
Cadence 1315—BMI		
9. OH, SO MANY YEARS—W. Pierce & K. Wells	10	8
Dec 30183—BMI		
10. BYE BYE LOVE—W. Pierce	—	1
Dec 30321—BMI		
11. FALLEN STAR—J. Newman	10	2
Dot 1289—BMI		
12. FIRST DATE, FIRST KISS, FIRST LOVE—		
S. James	9	6
Cap 3674—BMI		
13. WALKIN' AFTER MIDNIGHT—P. Cline	8	12
Dec 30221—BMI		
14. GONNA FIND ME A BLUEBIRD—E. Arnold	—	1
Vic 20-6905—BMI		
15. NEXT IN LINE—J. Cash	—	1
Sun 266—BMI		

C&W Territorial Best Sellers

For survey week ending May 22

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. White Sport Coat, M. Robbins, Col.
2. Four Walls, J. Reeves, Vic.
3. All Shook Up, E. Presley, Vic.
4. Some Day, W. Pierce, Dec.
5. First Date, First Kiss, First Love, S. James, Cap.
6. Gone, F. Husky, Cap.

Charlotte

1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. Honky Tonk Song, W. Pierce, Dec.
4. Gone, F. Husky, Cap.
5. There You Go, J. Cash, Sun

Dallas-Fort Worth

1. Fraulein, B. Helms, Dec.
2. Gone, F. Husky, Cap.
3. Gonna Find Me a Bluebird, M. Rainwater, M-G-M.
4. Honky Tonk Song, W. Pierce, Dec.
5. White Sport Coat, M. Robbins, Col.
6. Four Walls, J. Reeves, Vic.
7. All Shook Up, E. Presley, Vic.

Houston

1. Gone, F. Husky, Cap.
2. White Sport Coat, M. Robbins, Col.
3. Fraulein, B. Helms, Dec.
4. Four Walls, J. Reeves, Vic.
5. Gonna Find Me a Bluebird, M. Rainwater, M-G-M.
6. All Shook Up, E. Presley, Vic.
7. Don't Stop the Music, G. Jones, Sdy.
8. Honky Tonk Song, W. Pierce, Dec.
9. Too Much Water, G. Jones, Sdy.
10. Gentle Love, C. Walker, Mer.

Memphis

1. Bye Bye Love, Everly Bros., Cde.
2. Whole Lot of Shaking Going On, J. L. Lewis
3. Four Walls, J. Reeves, Vic.
4. Next in Line, J. Cash, Sun
5. Fallen Star, J. Newman, Dot
6. So Long, I'm Gone, W. Smith, Sun
7. White Silver Sand, D. Gardner
8. White Sport Coat, M. Robbins, Col.

Nashville

1. Bye Bye Love, Everly Bros., Cde.
2. White Sport Coat, M. Robbins, Col.
3. Four Walls, J. Reeves, Vic.
4. Fallen Star, J. Newman, Dot
5. I'll Be There, R. Price, Col.
6. Next in Line, J. Cash, Sun
7. Gonna Find Me a Bluebird, M. Rainwater, M-G-M.
8. Fraulein, B. Helms, Dec.

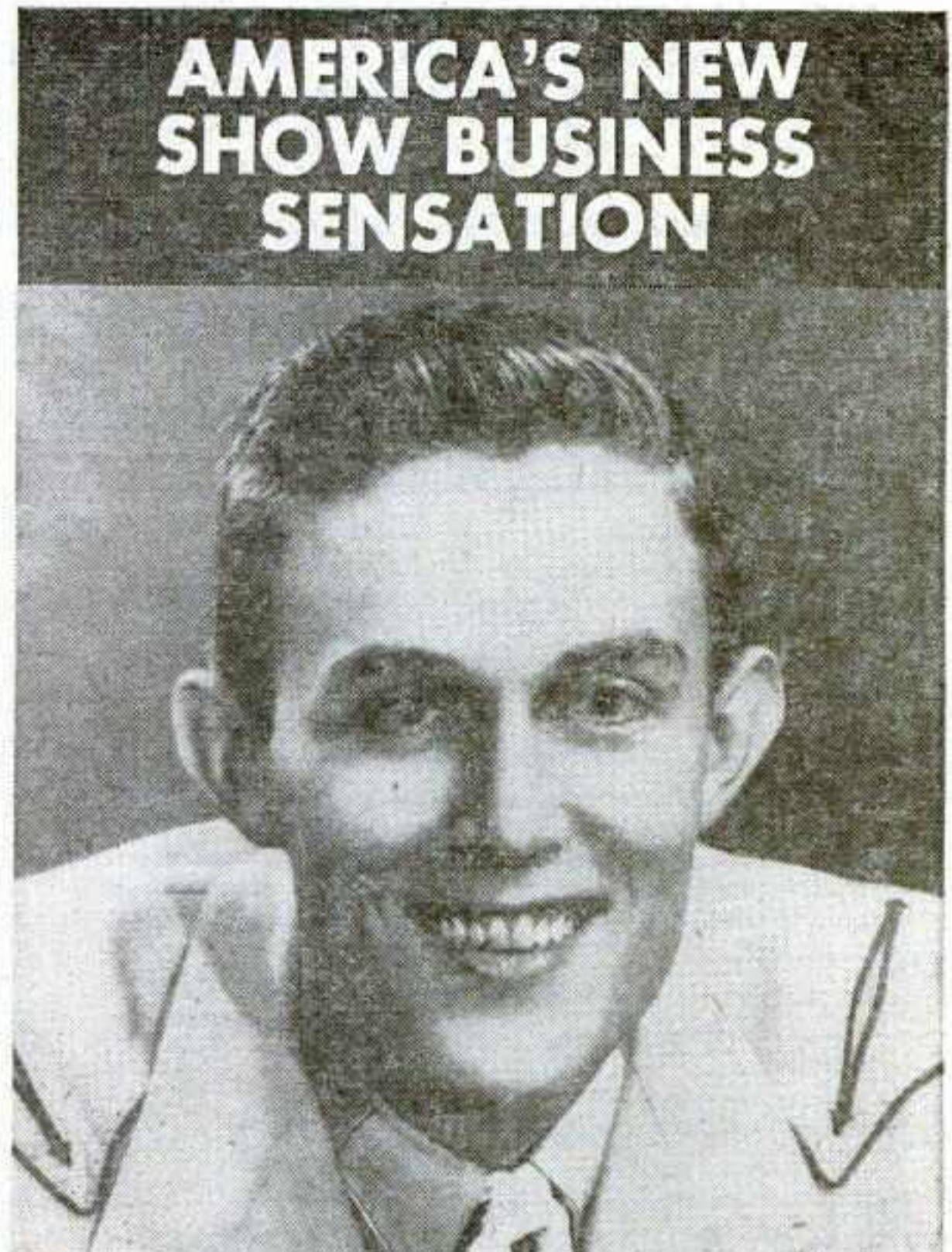
Richmond, Va.

1. Four Walls, J. Reeves, Vic.
2. Gone, F. Husky, Cap.
3. White Sport Coat, M. Robbins, Col.
4. Don't Laugh, Louvin, Bros., Cap.
5. Gonna Find Me a Bluebird, M. Rainwater, M-G-M.

St. Louis

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. Honky Tonk Song, W. Pierce, Dec.
4. Four Walls, J. Reeves, Vic.
5. White Sport Coat, M. Robbins, Col.

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"LOSING GAME"

MERCURY 71120

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COUNTRY SERIES

This Week's R&B Best Buys

RANG TANG DING DONG (I AM THE JAPANESE SAND MAN) (Bess, BMI)—Cellos—Apollo 510—The platter is registering well in Boston, Philadelphia, Milwaukee, and Pittsburgh. It's also moving strongly in Durham, Cleveland, Buffalo and the Southern areas. Flip is "You Took My Love," (Bess, BMI).

LITTLE BILLY BOY (Greta, BMI)—The Del Vikings—Dot 15571—The new side seems like a follow-up to group's smash "Come Go With Me." Heavy sales are reported in Pittsburgh, Milwaukee, Buffalo, Baltimore, New York, St. Louis, Philadelphia, Cleveland and the South. Flip is "What Made Maggie Run?" (Fee-Bee, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . R&B RECORDS

LITTLE RICHARD
Jenny, Jenny (Venice, BMI)
Miss Ann (Venice, BMI)—Specialty 606—See listing under Pop Spotlight reviews.

LARRY WILLIAMS
Short Fat Annie (Venice, BMI)
High School Dance (Venice, BMI)—Specialty 608—Williams has come up with an answer to "Long Tall Sally" on an amusing rocker that tells the tale by using title characters of several hit songs in the lyrics. Explosive side is loaded with potential. Flip is a change of pace on a ballad that should click with the teen set.

JERRY LEE LEWIS
Whole Lot of Shakin' Going On (Marlyn, BMI)
It'll Be Me (Knox, BMI)—Sun 267—See listing under Pop Spotlight reviews.

NAT (KING) COLE
It'll Be Me (Winneton, BMI)—Capitol 3737—See listing under Pop Spotlight reviews.

R&B Territorial Best Sellers

For survey week ending May 22

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Come Go With Me, Dell-Vikings, Dot
2. Searching, Coasters, Ato.
3. C. C. Rider, C. Willis, Atl.
4. Just to Hold My Hand
C. McPhatter, Atl.
5. Little Darlin', Gladiolas, Exc.
6. So Rare, J. Dorsey, Fty.
7. Little Darlin', Diamonds, Mer.
8. Young Blood, Coasters, Ato.
9. It Hurts to Be in Love, A. Laurie, Del.
10. Lucille, Little Richard, Spe.

Charlotte

- 1. Searching, Coasters, Ato.
2. I'm Walkin', R. Nelson, Vrv.
3. All Shook Up, E. Presley, Vic.
4. Young Blood, Coasters, Ato.

Chicago

- 5. School Day, C. Berry, Chs.
6. Valley of Tears, F. Domino, Imp.
7. Just to Hold My Hand
C. McPhatter, Atl.
1. All Shook Up, E. Presley, Vic.
2. So Rare, J. Dorsey, Fty.
3. It Hurts to Be in Love, A. Laurie, Del.
4. Next Time You See Me
Little Jr. Parker, Duk.
5. School Day, C. Berry, Chs.

Cincinnati

- 1. C. C. Rider, C. Willis, Atl.
2. All Shook Up, E. Presley, Vic.
3. Send Me Some Lovin'
Little Richard, Spe.
4. School Day, C. Berry, Chs.
5. I Wanna Get Married, B. B. King, RPM

Detroit

- 1. School Day, C. Berry, Chs.
2. All Shook Up, E. Presley, Vic.
3. Young Blood, Coasters, Ato.
4. I Wanna Get Married, B. B. King, RPM
5. So Rare, J. Dorsey, Fty.
6. Little Darlin', Diamonds, Mer.
7. Next Time You See Me
Little Jr. Parker, Duk.
8. Rosie Lee, Mello Tones, Gee.
9. Gone, F. Husky, Cap.
10. C. C. Rider, C. Willis, Atl.

Los Angeles

- 1. All Shook Up, E. Presley, Vic.
2. C. C. Rider, C. Willis, Atl.
3. Johnny's House Party, J. Hearman, Mcy.
4. Come Go With Me, Del Vikings, Dot
5. Little Darlin', Diamonds, Mer.
6. Next Time You See Me
Little Jr. Parker, Duk.
7. School Day, C. Berry, Chs.
8. Love's a Hurting Game
I. J. Hunter, Atl.
9. So Rare, J. Dorsey, Fty.
10. What Can I Do? D. Elbert, Del.

New Orleans

- 1. C. C. Rider, C. Willis, Atl.
2. Valley of Tears, F. Domino, Imp.
3. Empty Arms, I. J. Hunter, Atl.
4. Over the Mountain
Johnnie & Joe, J & S
5. All Shook Up, E. Presley, Vic.

New York

- 1. School Day, C. Berry, Chs.
2. Blue Monday, F. Domino, Imp.

Reviews of New R&B Records

BILL DOGGETT

Ding Dong . . . 79
KING 5058—Sock juke and jockey potential, as usual, marks Doggett's latest platter. Swings instrumental wax with a powerful, contagious beat and solid solo segs on sax and organ. (Lynbeth, BMI)
Cling to Me . . . 77
Sweet, sensuous instrumental treatment of a sultry theme. Good for mood music jock sessions—both r.&b. and pop. (Jay & Cee, BMI)

THE "S" ROYALES

I'd Better Make a Move . . . 79
KING 5053—A moving blues side with a fervent reading by the lead singer and strong support from the rest of the group. (Armo, BMI)
Think . . . 73
This one rocks right along with a spirited, churchy flavor, hand-clapping beat and inventive backing. Lead vocal sells clever lyric with style. Armo, BMI

ANNIE LAURIE

It Must Be You . . . 77
DE LUXE 6135—Engaging piping by canary and chorus on bluesy tune with an easy, swinging tempo. Attractive jockey wax. (Chappell, ASCAP)
Please, Honey, Don't Go . . . 76
Thrush packs vibrant songmanship into multi-track vocal treatment of effective ballad with an insistent beat. (Men-Lo, BMI)

JOE MEDLIN

No One But You . . . 76
KING 5054—Medlin, cutting his first sides in some time, registers on an appealing blues-ballad with a strong assist from an unbillied canary and vocal chorus. Infectious guitar work on backing. Merits jockey attention. (Jay & Cee, BMI)
I'll Be All Right . . . 74
Warmly expressive reading on a poignant ballad with a pop-ish flavor. Quality programming for jocks. Monument, BMI

THE CHANNELS

What Do You Do? . . . 75
WHIRLIN DISC 107—Group packs plenty of vitality and sales savvy into a lively rhythm-ballad with a rockin' beat and Latin-ish flavor to backing. With exposure this might show up well sales-wise. (Spinning Wheel, BMI)
I Really Love You . . . 75
Intense reading by lead singer on an attractive ballad with fervid backing by group. (Spinning Wheel, BMI)

THE COLONAIRES

Sandy . . . 72
EMBER 1017—Tribute to Sandy is a moderate-beat blues effort with ork (Continued on page 59)

- 3. Come Go With Me, Del Vikings, Dot
4. Just to Hold My Hand
C. McPhatter, Atl.
5. Lucille, Little Richard, Spe.
6. C. C. Rider, C. Willis, Atl.

Philadelphia

- 1. C. C. Rider, C. Willis, Atl.
2. Over the Mountain
Johnnie & Joe, J & S
3. All Shook Up, E. Presley, Vic.
4. What Can I Do? D. Elbert, Del.
5. Next Time You See Me
Little Jr. Parker, Duk.
6. Lucille, Little Richard, Spe.
7. Send Me Some Lovin'
Little Richard, Spe.

St. Louis

- 1. School Day, C. Berry, Chs.
2. C. C. Rider, C. Willis, Atl.
3. Next Time You See Me
Little Jr. Parker, Duk.
4. Lucille, Little Richard, Spe.
5. Dearest, Mickey & Sylvia, Vik.
6. Come Go With Me, Del Vikings, Dot

Washington, D. C.

- 1. School Day, C. Berry, Chs.
2. C. C. Rider, C. Willis, Atl.
3. Just to Hold My Hand
C. McPhatter, Atl.
4. Valley of Tears, F. Domino, Imp.
5. Young Blood, Coasters, Ato.
6. Jim Dandy Got Married, L. Baker, Atl.
7. Little Darlin', Diamonds, Mer.
8. All Shook Up, E. Presley, Vic.
9. Gone, F. Husky, Cap.
10. Next Time You See Me
Little Jr. Parker, Duk.

R&B Best Sellers in Stores

For survey week ending May 22

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

Table with columns: This Week, Last Week, Chart. Lists records like SCHOOL DAY, SEARCHIN', ALL SHOOK UP, etc.

Most Played R&B in Juke Boxes

For survey week ending May 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Chart. Lists records like ALL SHOOK UP, SCHOOL DAY, COME GO WITH ME, etc.

Most Played R&B by Jockeys

For survey week ending May 22

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.

Table with columns: This Week, Last Week, Chart. Lists records like ALL SHOOK UP, LITTLE DARLIN', YOUNG BLOOD, etc.

Advertisement for Aladdin Records featuring Shirley & Lee 'ROCK ALL NIGHT' and Gene & Eunice 'STRANGE WORLD'.

Advertisement for Vee Jay Records featuring 'ALL THINGS ARE POSSIBLE' by The Harmonizing Four.

Advertisement for Peacock Records featuring 'I'LL CRY FOR YOU' by Big Walter.

Advertisement for Dooto Records featuring 'LET ME CRY' by Willie Headen.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Fats Domino moves into the Rocky Mountain territory for a solid week of bookings early next month. Leroy Smith, Denver r.&b. impresario, has set the one-nighter tour, which begins June 1 at the Civic Auditorium, Amarillo, Texas. The tour continues thru consecutive evenings at the Arcadia Ballroom, Pueblo, Colo.; the Rainbow Ballroom, Denver; the Civic Auditorium, Albuquerque, N. M.; and then on to Tucson, and Phoenix, Ariz. . . . Roy Milton and his band played a three-day gig May 18, 19 and 20 at Denver's Rossonian Lounge.

Aladdin reports three unusually sizzling disks, now moving out in the key markets of Los Angeles, St. Louis, Washington, Detroit and New York, at a near record pace. The hot ones are Gene and Eunice's "Strange World," the Velvetones' "Glory of Love," and "Johnny's House Party," by Earl Palmer's Party Rockers and the Jayhawks. The label has informed distributors that "a killing is in the making" on all three. . . . Aladdin has also debuted a new novelty group answering to the title of Wilburn Whitfield and the Pleasers. Sides are "P. B. Baby" and "The One I Love." Shirley and Lee, the other prize "couple" entry in the Aladdin stable, have just come up with a strong pairing of their own in "Rock All Night," and "Don't You Know I Love You?" . . . Bandleader Cootie Williams, recently signed to an RCA Victor disk deal, is expected to ink a pact with the Shaw booking office shortly.

Chris Connor, whose two-LP de luxe Gershwin package will soon be released on Atlantic, was honored with a special "night" Wednesday (22) at Harlem's Smalls' Paradise. The jazz thrush was heard three times during the evening in her initial Harlem appearance. She is the second jazz artist to be so honored in the spot operated by the popular jockey Tommy Smalls. The first was Count Basie, last January. . . . Hy Siegel of Apollo Records reports his "Rang Tang Ding Dong (I Am

the Japanese Sandman)" by the Cellos, got a steady three-hour exposure, Wednesday (15) by Jockey Wayne Hanna on WMAK, Nashville. The tune has also been covered by Chuck Miller on Mercury.

Gospel and r.&b. jockey Bill Dupree has joined WLIB in New York. He was formerly with WMFS in Chattanooga and most recently with WEBB, Baltimore. . . . Willie Headon, whose Dooto disk of "Let Me Cry," is said to be showing good action, is touring up and down the West Coast on dates set by the Cumber agency. Meanwhile, prexy Dootsie Williams has just cut four sides with the label's hot group, the Cuff Links. All members of the crew are in the Air Force, stationed at Fort McClellan, California.

Action point of the disk scene shifted to Chicago last week as juke operators, jockeys and record company men rubbed shoulders at the annual convention of the Music Operators of America. Seen there, for the first time by many in attendance for a long spell was genial Phil Chess of the Chess-Checker disk axis. Phil is back in harness and looking great, following a rough illness. The Chess brothers have opened beautiful, plus new offices on Chicago's South Side. The second floor of the layout has been rented to the Sheldon Recording Studios, under the management of Jack Wiener, who will do all the diskings for both Chess and Checker as well as outside accounts. The studios contain what is considered the most modern and functional set of matched echo chambers around. Chess has assured the trade that the great and familiar Chess sound will be only the better as a result.

From the MOA front in Chicago comes word that maestro Dick Jacobs' handling of the band and production of the show was the greatest. R.&b. entries in the talent line-up included Mickey and Sylvia and Ivory Joe Hunter and it's conceded that both acts drew a heavy response.

Does Listening Booth Pay Off?

Continued from page 27

writing on the walls and has decided that the only answer is to cover the acoustic tile with an easy-to-clean plastic. The tile itself is almost impossible to clean.

What about the loss of the acoustic factor?

"I'll compensate for it on the amplifier," Jack Bowman explains. "It won't be so good as the booth lining, but what can you do?"

System Has Advantages

Despite all of the above problems, Bowman's system has definite advantages. For one thing, the customer doesn't handle the records—no small thing when you consider how fragile long-play disks are. Neither does the customer handle expensive demonstration equipment. This means that diamond needles cannot be stolen, that a 33 1/3 rpm record will not be played by mistake with a 78 rpm stylus or any of the other ills that hi-fi equipment and records are heir to.

It takes as little time for the clerk to put the demonstration record on a turntable as it does to take it from stock and hand it to the customer. And, the clerk doesn't have to keep in mind what records have gone into the booths.

A further check on pilferage is the Jack Bowman system of keeping only the empty album covers in the self-service browsers. The actual records are kept in green stock envelopes behind the counter. This system extends to EP's.

Other Listening Facilities

The six booths don't represent the entire auditioning picture at the Jack Bowman Record Store. In addition, he has an elaborate hi-fi hook-up for the benefit of customers who can't get the real impact of a record in a small enclosure. The hi-fi rig is also operated from behind the counter. The console speaker is back against the wall on the main sales floor. It can whisper or shout with equal fidelity and the volume is in the hands of the clerk.

Jack Bowman likes his auditing facilities. He knew exactly what he was doing when he installed them. He knew that his clientele expected to be able to listen to purchases. Most important of all, Jack Bowman knew what their disadvantages were and had the intelligence and experience to allow for them. In this case, the listening booths are a balance of need and provision.

Schubert Takes

Continued from page 17

a regular disk, is now available as a "Lab" package as well.

Among the new chamber music entries is a set of the six Handel violin sonatas played by Marius Casadesus. The latter's ensemble also does a program of early 18th century instrumental music.

Continuing another series for the label is harpsichordist Fernando Valenti, who is completing the entire set of Scarlatti sonatas. This month the diskery offers Volumes 17 and 18.

Among the Schubert titles are the 15 string quartets played by the Vienna Konzerthaus Quartet, the Octet, two piano trios, two of the piano sonatas (Ops. 42 and 122) played by Kurt Applebaum. Orchestral works include Symphonies 4 and 5, with London Philharmonic under Dean Dixon, and the complete "Rosamunde" music with Dixon batoning Viennese forces.

In a lighter vein, there is a three-disk Flamenco anthology, with songs and dances in several different styles. These are available singly or in one pack. There's also a set of folk music from Russian Caucasian provinces, a Deutschermeister Band disk and two sets of calypso by Eric Connor.

27 LP's on Victor

Continued from page 17

with clemmer George Russell and his Smalltet.

The pop conversions include volumes by George Beverly Shea, Tito Puente, Andre Previn, the Band of America, Louis Armstrong ("Town Hall Concert Plus") Buddy Morrow ork, Sons of the Pioneers, Hank Snow, and the Hugo Winterhalter-Byron Janis "Rhapsody in Blue" backed by "Grand Canyon Suite."

There will be two extended play (EPA) sets, apart from those which duplicate the LP material. One will be a culling of older Betty Johnson sides, and the other will be a new set for the teen trade, entitled "Teenagers Dance the Hop-A-Do," with dance directions, etc.

The Red Seal list is headed by "Horowitz in Recital." This includes generally short selections by Schumann, Chopin, Haydn, Scarlatti, Brahms, Scriabin, Moszkowski and Sousa (the popular "Stars and Stripes" transcription). Two former SOR specials will be on regular release — the Stravinsky "Rite of Spring" with Moneux, and the Prokofieff Symphonies No. 7 and "Classical," with Malko and the Philharmonia ork.

That same English ork will be featured in a Shostakovich Symphony No. 10 (Kurtz cond.), in Dvorak Slavonic Dances (Malko cond.), and in Arnold's ballet, "Homage to the Queen" (Irving cond.). Organist Virgil Fox has a new set of "Great Protestant Hymns." The single Red Seal conversion is "Byron Janis Plays 'Blue Danube' and Other Favorites." This also includes six Brahms waltzes and items by Chopin and Liszt.

EP's will be issued containing six of the Fox hymns, and of Arthur Fiedler doing four tunes from "New Girl in Town."

Camden Product

The Camden releases include a Wayne King album and riffs of the 1920's. Latter has one-time Victor sides by pop artists including Dinah Shore, Sammy Kaye, Gene Krupa, Vaughn Monroe, Jeanette MacDonald, etc. There's collectors' special in "Geraldine Farrar in Carmen," which also includes several duets with Martinielli and Pasquale, and a ballet coupling by the London Philharmonic (Dorati cond.).

Among the Camden EP's is

Album Price Cuts Inconceivable

Continued from page 18

suicide. They are on firm ground when they point to their fixed costs, all of which are predetermined, few of which are flexible, and most of which will unquestionably continue to increase in the future. Royalties to publishers and recording artists, federal excise tax, recording wage scales, payments to the American Federation of Musicians and record-pressing prices are fairly well established thruout the industry, and there is little that a major diskery can do to reduce overhead in these areas. A savings in the cost of pressing, for example, means a sacrifice in quality, and in these days of a highly hi-fi-conscious consumer market, few firms would run the risk of relatively insignificant savings at the expense of quality.

Dealer, Distributor Mark-Up Of infinitely more importance, it's pointed out, is the present dealer and distributor mark-up, presently set at approximately 38 per cent for dealers and 18 to 20 per cent for distributors. If such profit margins were to be continued, a price reduction of \$1 would mean dealers and distributors would have to do at least 30 per cent more business to make as much money as they are now earning.

Goddard Liberson, president of Columbia Records, queried recently on the subject, declared: "I am very much against it. Simple economics are involved." Similar expressions have come from top-level management executives at

RCA Victor, Capitol, Decca and other firms.

Victor execs believe that the industry volume will have to be two to three times bigger than it presently is before prices of LP's can possibly come down. They also point to the day when enough production facilities will be available as an influencing factor. It's no secret in the trade that pressing and studio time is sorely taxed, and additional facilities will have to be made available to keep up with any increased demand.

The recent growth of many cheaper-priced LP lines has also cued speculation that price reductions by the majors were soon to come. While it's true that such firms as Tops, Crown and the new entries in Hollywood, Halo and Score, are doing rather well, there's some doubt that many such labels could compete in established dealer outlets against top recording artists. Many dealers report that the quality of the cheaper labels is decidedly inferior and not designed for habitual disk buyers. Rack jobbers, on the other hand, have been welcoming such goods, and claim that these are being grabbed up by a new group of buyers who have yet to set foot in a regular record shop show. Consequently, they assure the majors that the \$1.49 labels are non-competitive and no threat to regular-line, name-brand labels.

The majors confidently are predicting a big summer and fall, with higher dealer profits anticipated thru preservation of the exiting price structure.

Reviews of New R&B Records

Continued from page 58

backing. Breathily rendition should have a chance. (Angel, BMI)
Can't Stand to Lose You... 68
Ballad with a shuffling tempo is attractively styled, but flip is slightly stronger. Good lead stands out. (Angel, BMI)

LOVE LETTERS

Walking the Streets Alone... 72
ACME 104—Slow-paced ballad shows fine work by the tenor. Backing complements the singer's efforts effectively. Side could spark interest. (Beam, BMI)
Owee—Nellie... 65
Group goes well on a ballad with moderate rhythm backing. Flip has more. Tune is like several hundred others. (Beam, BMI)

JOHN HEARTSMAN & THE GAYLARKS

Johnny's House Party (Parts I & II)... 69
MUSIC CITY 807—Uninhibited party sounds highlight a rockin' instrumental theme, with an insistent, pounding beat and spontaneous sax and guitar work. The platter has juke and jockey appeal, but the Earl Palmer version on Aladdin will probably grab off bulk of play. (Gallon, BMI)

THE PLANETS

Stand There, Mountain... 68
ERA 1038 — A lofty philosophical thought expressed here as lead man Vince Howard sells the goods. Persuasive chanting, tho the song seems to move very slowly. (Poplar, BMI)
Never Again... 64
Slow rock and roll ballad with an other wailed reading by Howard. Tune is trite, however. Flip has a better chance. (Chancellor, BMI)

"Rhapsody in Blue" in the best-selling performance by Sanroma with Fiedler and the Boston Pops. Victor's tape releases, both "Stereo-Orthophonic" only, are "Lena Horne at the Waldorf-Astoria" and "Sketches by Skitch." Latter set, in its disk version, is the June SOR Pop Special.

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Herb Dotten

Below the Mason-Dixon Line

WHAT is happening in the South? To find out, we made a swing, visiting Memphis, Dallas, Shreveport, Hot Springs and New Orleans. Here are some of our observations:

At Cotton Carnival time, Memphis is many things. . . . It's the Royal American Shows playing on the city streets. . . . Ernie Farrow's Wallace Bros.' Shows showing to an all-Negro clientele in a park off famed Beale Street. . . . A big name show (Pat Boone this year, Elvis Presley last year) in the Municipal Auditorium. . . . Formal dances in all of the hotels.

It is the spectacular Landing of the Barge. . . . A brilliant fireworks show staged by the Illinois Fireworks Company. . . . Impressive, crowd-pleasing parades replete with gorgeous floats. . . . Kings and Queens of Cotton and their colorfully garbed entourage everywhere. . . . Cotton gowns and dresses displayed in all of the department store windows.

To many showmen, Memphis at Cotton Carnival time is something more. . . . The beginning of a new outdoor season and a meeting place. . . . Bill Wynne, manager of the Memphis-based Mid-South Fair, was on hand with a novel plan: To flood a block square at the fair this year, there to present two passenger-carrying Little Showboats, plus an exhibit of cabin cruisers.

Clvde (Senator) Byrd, in from Little Rock and the Arkansas Livestock Show there, with plans for vast plant improvements this year. . . . N. S. Hand, in with a progress report of the more than \$300,000 construction program now under way at the Mississippi State Fair.

The big question: "What does the season hold?"

There was no dissent. "The outlook is excellent; the best in years." Why? "The heavy rains have broken the drought which hurt in recent years. There is plenty of money around, and everybody who wants to, is working."

Texas-Style Building Goes Up

Big new thing in Dallas is the Dallas War Memorial Auditorium now nearing completion. It's typical of Texas, huge and trail blazing. Actually, it is more than an aud. It has a 10,000-capacity arena, a 1,700-seat theater, plus oodles of added space for exhibits and some large rooms for trade shows and conventions. Arena is radical departure from tradition. It's circular, rather than oval-shaped.

It will open up more work for show people. Already penciled or pencilled in for the fall and winter: Gene Autry's Rodeo, the Ringling-Barnum circus and one of the top icers.

Out at the sprawling fairgrounds, the drive to improve State Fair's appeal continues. Artists' conceptions of things to come, noted in the office of Manager Jimmy Stewart, points this up.

On the midway of State Fair Park, there are new attractions. Chief among them is the German Carrousel, imported by Fred McFall Sr. Conversational topic is the weather. . . . Midway op Joe Murphy takes the drenching with a smile, pointing out that it should be big boon to later-season operation, particularly the State Fair.

Chuck Moss, giving Joe a helping hand, led a tour of the Lone Star Showmen's Club building. He was president when it went up. Structure and its furnishings and facilities are a credit to Moss and to all the Texas showmen who support the club.

Improvements Pushed at Shreveport

In Shreveport energetic Joe Monsour, Louisiana State Fair manager, continues to press improvements to the fair plant and program. Going up are two toilet buildings, each costing in excess of \$35,000. They're the finest to be found anywhere. One of the two is being constructed near the midway, a break for the Royal American Shows personnel and the Royal's gross, as well as for the customers.

New this year is a steel guard rail circling practically all of the race track—a safety measure for auto race drivers and fans. Some of the older buildings are being up-dated. More new ones are planned. All of the work ties to a master improvement plan launched since Monsour assumed the manager's post.

The paid gate policy, inaugurated a few years ago, is paying off handsomely. Now everyone is sold on it. Realization, based on first-hand observation, has come to all that the fair's surpluses are being plowed back to provide more and better facilities and attractions.

Two major buildings built in recent years are outstanding. One is the Gas Building, erected by the United Gas Corporation. Strikingly designed and impressively decorated, it houses four demonstration kitchens, all knockouts. Another outstanding building that went up in the last few years is the Youth Center. It offers housing for young fair exhibitors. More important, it has a large arena. As such, it serves as a year-round amusement center and is getting much usage and giving added work to show people.

Hot Springs Is Home to Many

Hot Springs is the home-town of hundreds of outdoor show folks, ranking next to Miami and Tampa in this respect. . . . Principal gathering place is the Hot Springs Showmen's Club, a well designed, built and equipped buliding that conveys a warm, homey feeling.

Chief amusement workshop is the winter quarters of the Olson Shows. A 45-acre layout, it is owned by Harry Hennies, former co-owner of the Hennies Bros.' Shows, predecessor of the Olson Shows.

Hennies, who now lives in Houston, directed the building of the Hot Springs Club. Paul Olson was president at the time. Big talk there even now is of how J. W. (Patty) Conklin, the Canadian midway biggie, assisted by such stalwarts as Kiddieland operator Mickey Doolan, raised more than \$25,000 on the club floors one night for the building fund.

Hennies currently is erecting a large bowling alley in Houston, where he also operated a Kiddieland, built by him after selling his interest in the carnival.

Many show people have bought homes in the resort. Not a few operate businesses in the city. Curley Reynolds is one of them. The erstwhile World of Today Shows owner runs a unique sight-seeing service. Uses two Navy ducks mounted on trucks to show resort visitors the sights. Works in nautical attire, complete to captain's hat.

Newberry Sets Short Still Date Season

CHICAGO — Earl Newberry's Trans-World Auto Daredevils this year will play a short still date season with one of the major dates being a performance at Michigan State Fairgrounds, Detroit, June 9. This will mark the first time a thrill show has played the grounds other than during fair week.

The show will actually bow its short run of still dates at Saginaw, Mich., the night previous. The troupe then moves East for dates at Riverside Park, Agawam, Mass., then to several NASCAR speedways after which it will perform at Ohio State Fairgrounds, Columbus; Rubber Bowl, Akron; Playland Park, South Bend, Ind., and the Terre Haute, Ind., fairgrounds.

In the Chicago area the Newberry stunters will play twice at Soldier Field, twice at O'Hare Stadium and once each at Blue Island's Raceway Park and Joliet's Memorial Stadium. In addition, private industrial shows are scheduled for Louisville, Cleveland, Minneapolis and Philadelphia.

In all, the show has booked 138 dates, 90 of which are at fairs. Staffers include Leo Overland, general manager; Henry Kalcheim, secretary; Jerry Morrison and Jimmy Rose, publicity; J. D. Wright Jr., promotion, and Jim Crews, outdoor advertising.

Performers will include Al Gross, Charles Beeler, Jim Williams, Jim Canton, Don Woods, Hal Kent, Jack Freiberg and Gene Deatheridge. The Cytrix Troupe, English motorcyclists, are scheduled to arrive in the U. S. June 4 to launch their second tour with the Newberry aggregation.

St. Louis Cele Discontinued

ST. LOUIS—A resolution discontinuing operation of the Mid-America Jubilee for this year and in the future has been adopted by the board of directors of City-County Cavalcade, Inc., Roscoe C. Hobbs, president, announced. Hobbs pointed out that nearly 400,000 people attended last

Okla. Birthday Expo Contracts Name Bill

Rooney, Lamour, McGuire, Page, Ray Headline Grandstand Offering

OKLAHOMA CITY—Mickey Rooney, Dorothy Lamour, the McGuire Sisters, Patti Page and Johnny Ray are among the grandstand headliners contracted to appear at the Oklahoma Semi-Centennial Exposition here June 14-July 7, Jimmy Burge, exposition manager, announced.

All of the talent was signed by Nicholas Matsoukas, of Oklahoma City, a member of a group which holds the grandstand attraction and grandstand concession privilege. Lou Walters of New York's Latin Quarter Revue fame will produce the various production shows to be presented.

Mickey Rooney and Dorothy Lamour, plus a Walters' version of Ziegfeld Follies, will be in June 14-20. Patti Page, the Four Aces and the Latin Quarter Revue are pacted for June 21-23. Johnny Ray, plus the Latin Quarter Revue, are slated for June 24-June 30. The McGuire Sisters, plus the Follies

Parisienne, will play July 1-July 7. Matinee grandstand entertainment will consist of the Hollywood Jalopy Derby, June 14-23, an animal circus and thrill show June 24-30, and a Rock and Roll Show July 1-7. Bill for the latter will include Al Hibler, George Hamilton, Professor Backwards, the Big Four Quartet, Dave Scott's orchestra, the Evening Breeze Quintet and Candy Candido.

Hal McIntyre and his ork will supply the music at each night grandstand show. Two shows will be given each Friday and Saturday night of the exposition's run.

Barnes Pacts Two TV Names For Westorama

CHICAGO — Two television names have been signed by Barnes-Carruthers Theatrical Enterprises, Chicago, to head "Westorama," the outdoor spectacular which this year replaces the Barnes-Carruthers No. 1 revue at major fairs.

Steve Donovan (Douglas Kennedy) of the Western Marshal Show and Lofty Craig (Brad Johnson) of the Annie Oakley Show are the two names pacted, Sam J. Levy Sr., president of the Barnes-Carruthers office, announced.

Signing of the two followed a trip to Hollywood by Randy Avery, Barnes-Carruthers staffer. The Western Marshal Show and the Annie Oakley Shows are both carried by stations in practically all areas "Westorama" is to play.

Sky-O-Rama 5-Town Tour Ends Okay

SPRINGFIELD, Mo.—The Atterbury-Hornbeck Sky-O-Rama, Inc., a high act thrill unit plus Smiley Burnette, recently closed a five-city tour. The unit, framed by Bill Atterbury and Darrell Hornbeck, played in stadiums under auspices.

Success of the first effort has prompted the two to plan a 16-week tour next spring, opening in March and closing in June. Atterbury said that no city with a major fair or outdoor show will be played.

Acts on this year's show, in addition to Burnette, included the Sky Kings, sway poles; Four Comets, aerial acro managed by Roger Nederveld; Jeanette and Jackson, sky dancers; Great Logan and Company, aerial adagio; Sky Cycle, managed by Martin King; Ortas, stage adagio; Rosalie and Bill Atterbury Jr., single trap; Miss Manuelita, aerial novelty; Arias Duo, aerial; Flying Roberts; Texas Tommy's Dogs, and Tombaro's guns and whips. G. W. Birdsong had the concessions.

Local bands were used and the show carried its own lighting system. Staff, in addition to Atterbury and Hornbeck, included Ray Lewis and W. H. Shugart, contracting agents; Robert Stephens, electrician; Eddie Jones, sound and band director; Roderick MacKenzie, stage manager, and Pat Moore, program director.

D. C. Stadium Bill Advances

WASHINGTON — Hope that the nation's capital will have a new \$6,000,000 stadium grew brighter last week when the House passed a bill authorizing construction of a stadium with a seating capacity of 50,000. The bill is before the Senate.

The way is now paved for a grant of \$35,000 for a full economic and engineering survey of the project.

The District Armory Board would be authorized, under the bill's terms, to construct and maintain the stadium, including parking facilities, and to pay the indebtedness from sale of revenue bonds, which would run for 30 years.

September's event but expenses ran above all estimates and created a deficit of close to \$400,000.

Indiana Fair Okays Act Substitutions

Joni James Replaces Patti Page; Signs TV Names for Family Day

INDIANAPOLIS — Joni James and the Fontaine Sisters will replace Patti Page and the Four Aces will substitute for the Four Lads at the Indiana State Fair as a result of State Fair board action here Friday (17).

The decision of the board culminated a hassle over whether to accept the substitutions offered by General Artists Corporation. Six members of the 19-member board walked out of the meeting to climax the hassle.

Joni James and the Fontaine Sisters will give two performances, Saturday night, August 31, and Sunday afternoon, September 1. The Four Aces will play five shows — August 28 thru September 1.

The board has received confirmation of two special acts for the

fair's closing Friday, to be known as Family Day. The acts confirmed were Green Jeans of the Captain Kangaroo TV show and Mickey Braddock (Corky, the Circus Boy). Former was booked in by Marvin Josephson, latter by Edward L. Justin of Screen Gems Inc. On Family Day children will be admitted free, parking also will be free and the adult admission price will be dropped to 25 cents.

The board Saturday (18) awarded a contract to the Burge Ice Machine Company, Chicago, to install a new ice rink in the Coliseum. Winning bid of \$58,400 was submitted by John A. Heinzelman Jr., chief engineer of the Burge Skating Rink Division. H. D. Tousley Co., of Indianapolis, is to remove the old rink at a cost of about \$11,000.



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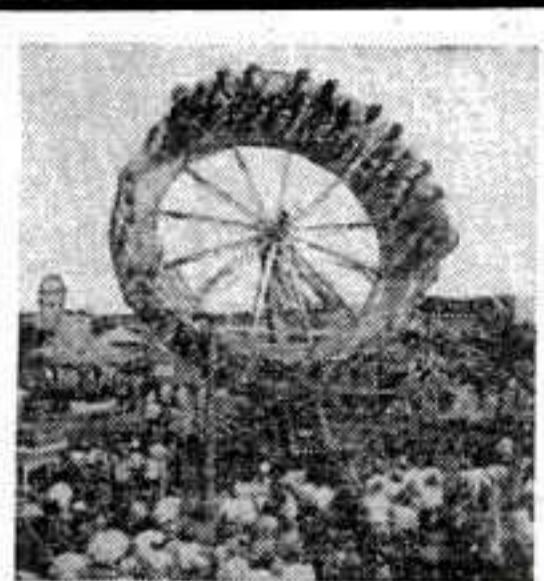
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COMING EVENTS

Alabama
Enterprise—Diamond Jubilee, June 17-22. Don Donaldson.
Tuskegee—Booker T. Washington Picnic, June 30-July 6. Booker Washington Centennial Commission, Booker Washington Birthplace, Va.

Arizona
Flagstaff—Indian Powwow, July 4-6.

California
Del Mar—Southern Calif. Expo., June 28-July 7.
North Highlands—Sacramento Riding Club Horse Show, June 8-9. Mrs. Hazel Hogan, 3260 Ben Lomond, Sacramento.
San Diego—Piestadel Pacific, July 24-Aug. 10. Wayne Dallard.
Santa Barbara—Horse Show & Flower Show, July 16-21. Edward G. Van Cleave, 715 Santa Barbara St.
San Jose—Homes Beautiful Expo. (Civic Aud.), June 6-9. Robert L. Jordan.
Stockton—Legion Celebration, July 4.

Colorado
Cripple Creek—Celebration, July 6-7. Two Mile High Club.
Walsenburg—Spanish Peaks Fiesta, June 16-22. Star Caywood, P. O. Box 643.

Delaware
Laurel—Chicken Festival, June 10-15.

Georgia
Augusta—Celebration, July 4-6. Wm. E. Anthony, P. O. Box 1181.

Idaho
Blackfoot—Snake River Valley Horse Show, July 11-13. Dess Lauder, Sugar City.
Emmett—Emmett Cherry Festival, June 17-22.
Meridian—Meridian Dairy & Stock Show, May 29-June 1.
Rigby—Rigby Pioneer Days, June 14-16.

Illinois
Chicago—Chicago Fair (Navy Pier) June 28-July 4. Geraghty, Chicago Assn. of Commerce, 1 N. La Salle St.
Chicago—Celebration (Soldier Field), July 4.
Geneseo—Celebration, July 3-6. VFW Post 5083, E. State St.
Hardin—Legion Picnic, July 4-7. Howard Devine.
Madison—Celebration, July 1-6.
Palmyra—Terry Park Industrial Fair & Rodeo, July 14-18. Oral H. Cooper.
Polo—Centennial, June 17-22.
Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson.
Springfield—Land of Lincoln Centennial, July 1-6.

Stockton—Street Carnival, July 18-20. Frank Niemeier.

Indiana
Brazil—Celebration, July 4.
Huntington—VFW Street Fair, July 29-Aug. 3. W. O. Randol, Markle.
North Webster—Mermaid Festival, June 24-29. Robert Huffman, Lions Club.
Shoals—Railroad Centennial, July 1-6. Sanford A. Deekard, Shoals News.
Shelburn—Veterans' Reunion, May 24-June 1.
West Baden—Legion Celebration, July 1-6. Dow B. Henson, Box 91.
Valparaiso—Celebration, June 26-29.

Iowa
Clinton—Spring Festival, May 27-June 2.
Lake Park—Celebration, July 4-7. A. V. Hanson, Box 225.

Kansas
Emporia—Centennial, June 30-July 6. Chamber of Commerce.

Kentucky
Louisia—Homecoming, July 1-6. Dr. E. J. Tisko.
Paintsville—Celebration, July 1-8.

Louisiana
New Orleans—La. Boat Festival—Pan American Regatta, June 8-9. Herman J. Prager Jr.
Shreveport—Shreveport Horse Show, June 12-15. Mrs. Saunders Gregg.
Tallulah—Centennial, Aug. 26-30. M. C. Stone.

Massachusetts
Boston—Boston Common Dairy Festival, June 8-17. Paul Corson.
Gloucester—St. Peter's Fiesta, June 27-30.
Lowell—Celebration, July 1-4. Legion Post 87.
New Bedford—Firefighters' Free Charity Circus, July 8-13.
Revere—Bunker Hill Celebration, June 14-22. Jeff Harris, 103 Walnut Ave.

Michigan
Bay City—Bay Co. Centennial, June 16-22. Jack Davis, Box 12.
Goodrich—Old Settlers Days, June 12-16. F. Bucky Walters.

Minnesota
Edgerton—Dutch Festival, July 17-18. Clifford H. Peterson.

Missouri
Caruthersville—Centennial, June 3-9.
Centralls—Centennial, June 10-15.
Florissant—Centennial, June 17-22.
Gallatin—Davies Co. Jr. Lamb Show, June 3. George Schmitt.
Gerald—4-H Livestock & Home Economics Show, July 4-5. Raymond Ketterer.
Huntsville—Huntsville Horse Show, July 1-2. J. D. Bagby.
Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
Matland—Blue Grass Festival, June 26-29. Dale A. Marion, American Legion.
Maryville—4-H Fat Lamb Show, June 4. Kenneth Walkup.
Moberly—Kiwanis Club Jr. Fat Lamb Show, June 15. A. T. Johnson.
Monroe City—Centennial, June 3-8.
Montgomery City—Centennial, Aug. 30-Sept. 2. M. E. Anderson.
Republic—Ozarks Future Farmer Fat Lamb Show, June 14. Vencil G. Mount.
Shelbyville—Shelby Co. 4-H Lamb Show, June 19. John M. Douglas.

(Continued on page 67)

Winkley Race Pulls 12,174

CEDAR RAPIDS, Ia.—Frank Winkley's Auto Racing, Inc., pulled one of its largest still date race crowds on record here Sunday (19) when 12,174 spectators came to Hawkeye Downs to see a 300-lap late model stock car race. Only ARI still date to surpass this figure was the Gopher 500 held at St. Paul last fall.

Winkley, who will also promote a Memorial Day 100-lap midget auto race here, announced that G. J. (Moke) Cosby, longtime race publicitor, had been added to his promotion staff. Cosby will serve in a part-time capacity as he is an editorial staffer on the Davenport (Ia.) Democrat.

Also on the Winkley staff are Nick Nachicas and Herschell Buchanan, publicity; Jerry Marlatt and Marty Catanzaro, billing; Mrs. Frank (Verna) Winkley, Bill and Barbara Hoff and Jake Bozony.

Indiana Ups Admission Tax

INDIANAPOLIS — A 50 per cent increase in the rate of Indiana tax on admissions to circuses, carnivals, fairs, expositions, drive-in theaters, conventional theaters and other places of entertainment will become effective July 1. The hike, which brings the excise from 1 to 1½ per cent on gross income, was adopted at the recent session of the Indian General Assembly.

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 American Beauty: Clinton, Ia.
 Amusements of America: Matamoras, Pa.
 Babcock United: Artesia, Calif.
 Badger State: St. Cloud, Minn.
 Baker United: Martinsville, Ind.; Crawfordsville 3-8.
 B & B: Ardmore, Okla.
 Beam's Attrs.: Masontown, Pa.
 Bee's Old Reliable: Wayland, Ky.
 Belle City: Kenosha, Wis.; (S. 27 & W. Morgan) Milwaukee 3-9.
 Big City: Madisonville, Tenn.
 Big Four Am.: Winthrop Harbor, Ill., 5-9.
 Bogle, F. C.: Junction City, Kan. 30-June 8; Salina 14-22.
 Borderland: Valentine, Tex.
 Brasch Bros.: Blooming Grove, Wis.
 Breeze, Nelson Am.: Maysville, Ky.
 Brown, Al, Tri-State: Sisseton, S. D. 27-30; Britton 31-June 1.
 Buck, O. C.: Yorkville, N. Y.
 Buckeye State: Roseville, O.; Washington C. H. 3-8.
 Burkhardt: Joliet, Ill.; Green Rock 3-8.
 Burkhardt No. 3: Aurora, Ill. 29-June 2; Lombard 5-10.
 Capital City No. 2: East Point, Ga.
 Carroll's Greater: Prior Lake, Minn., 31-June 2; Waseca 3-5.
 Cherokee Am. Co.: Claremore, Okla.
 Central States: Columbus, Neb.
 Cetlin & Wilson: Petersburg, Va., 1-8.
 C.&H. Am. Co.: Dixon, Ill., 28-June 2.
 Continental: Glens Falls, N. Y.
 Crafts Expo.: Yermo, Calif., 8-12.
 Crystal Amusements: Belton, S. C.
 Davidson-Brannen: Des Moines, Ia., 28-June 2; Decatur, Neb., 7-9.
 Davis Am. Co.: Newport, Ore. 28-June 2; Hermiston 3-9.
 Deggeller Am. Co.: Toledo, O.
 Dobson's United: Antigo, Wis., 30-June 2.
 Down River Am. Co.: Monroe, Mich., 28-June 2.
 Drago, No. 1: Paoli, Ind.
 Drago, No. 2: Tipton, Ind.; Attica 3-8.
 Drew, James H.: Weston, W. Va.
 Dumont: Gallatin, Tenn.; Lebanon 2-8.
 Eastern Am. Co.: Auburn, Me.; Mexico 3-8.
 Eddie's Expo.: Brownsville, Pa.; Clarion 3-8.
 Evans United: La Plata, Mo.
 Franklin, Don: Farmers Branch, Tex.
 Garden State Rides: Bethlehem, Pa.; Pennsburg 3-8.
 G. & B.: Kingwood, W. Va.; Grantsville, Md. 3-8.
 Gem City: Kingsport, Tenn.
 Georgia Am. Co.: Chambley, Ga.
 Glades Am. Co.: Buena Vista, Va.
 Gladstone Expo.: Mayfield, Ky.
 Gold Bond: Ottawa, Ill.
 Golden Gate: Sharps Park, Calif., 28-June 2.
 Gooding Am. Co., No. 1: Chillicothe, O.
 Gooding Am. Co., No. 2: Marion, O.
 Gooding Am. Co., No. 3: Parkersburg, W. Va.
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 Gooding Am. Co., No. 7: Columbus, O.
 Gooding Am. Co., No. 8: Martins Ferry, O.
 Gooding Am. Co., No. 9: Springfield, O.
 Grand American: Carroll, Ia.; Fort Dodge 3-8.
 Great Western: Lamont, Calif.; Selma 3-9.
 Griffiths Am. Co.: Tower City, Pa.; Hummelstown 3-8.
 Grosecruth Combined: Danville, Ill.
 Hale's Shows of Tomorrow: Kansas City, Mo., 27-June 30.
 Hannah's Am. Co.: Cokeburg, Calif.
 Hannum, Morris: Schuykill Haven, Pa.
 Happy Attrs.: Conneaut, O.; Ash-tabula 3-8.
 Happyland: Mount Clemens, Mich.
 Hill's Greater: Walsenburg, Colo.
 Holiday Am. Co.: Gladstone, Mo.
 Hottle, Buff, No. 1: Alexandria, La.
 Hottle, Buff, No. 2: Monroe, La.
 Hugo's Novelty Expo.: Topeka, Kan., 27-June 8.
 Ideal Rides: Shelburn, Ind.
 Inland Empire: Lewiston Orchards, Idaho, 29-June 2; Colville, Wash., 5-9.
 Irwin Greater: Omar, W. Va.
 Johnny's United: Murfreesboro, Tenn.; Caruthersville, Mo., 3-9.
 Ken-Penn Am. Co.: Kittanning, Pa.; Greensburg 3-8.
 Key City: Bradley, Ill.
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 Lawrence Greater: Gallatin, Tenn.
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Marvel: Hanna City, Ill., 30-June 2.
M. D. Am. Co.: (Front & Erie) Philadelphia, Pa.; Phoenixville 3-8.
Meeker's: Longview, Wash.
Mercury: St. Clair, Mo. 27-29; Pacific 30-June 1.
Merriam's Midway: Atlantic, Ia.; Vinton 3-5; Belmont 7-8.
Midway of Mirth: Auburn, Ill.
Mighty Interstate: Appalachia, Va.; Cumberland, Ky. 3-8.
Monarch Expo.: Granite City, Ill.; Monroe City, Mo., 3-8.
Moore's Modern: Nowata, Okla.; Bartlesville 3-8.
Motor State Expo.: Amherst, O. Motor State No. 2: Madison Heights, Mich.
Mound City: Pacific, Mo.
Mullin's Royal Pine: Lincoln, Me.
Myers, Sonny, Am. Co.: Troy, Kan.
New England Am.: East Dedham, Mass.; North Brookfield 3-8.
Nolan Am. Co.: Willowick, O., 28-June 2.
Northern Expo.: Ft. Pierre, S. D. Ohio State: Lancaster, O.; Washington C. H., 3-8.
Olson: Hot Springs, Ark.
Page Bros. Combined: Glasgow, Ky.
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Pan American: Fort Knox, Ky.
Pan American Am. No. 1: El Cajon, Calif., 29-June 2; Huntington Park 5-9.
Pan American Am. No. 2: Salinas, Calif., 29-June 2; Fremont 5-9.
Parada: Bartlesville, Okla.; Pawhuska 3-8.
Penn Premier: Bradock, Pa.
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Powelson Am. Co., No. 2: Marietta, O.; Zanesville 3-8.
Prell's Broadway: Harrisburg, Va.
Putka, A. H. Am.: Rock Falls, Ill.; Cherry Valley 5-8.
Rainier: Cosmopolis, Wash., 27-31; Parkland 2-8.
Reid's Golden Star: Monterey, Tenn.
Reithoffer: Eaglesville, Pa., 2-8.
Ritters United: (Fair) Claremont, Calif., 29-June 1; LaSierra 4-8.
Rock City: Oak Forest, Ill., 28-June 2; Mokena 6-9.
Rogers Bros.: Willmar, Minn., 31-June 2; Ellendale, N. D., 6-8.
Rohr's Modern Midway: Wilmington, Ill., 29-June 2.
Rose City Rides: Ironton, Mo.; Mountain View 3-8.
Royal American: Evansville, Ind.
Royal United: Lansing, Ia., 30-June 1; Sheldon 3-4; Adrian, Minn., 5-6; Jasper 7-9.
Schafer's Just for Fun: Dallas.
Shop-O-Rama: Moab, Utah.
Siebrand Bros. Combined: Winslow, Ariz.
Shorter's Greater: Fayette, Ia., 27-28; Alta Vista 29-30; Elgin, Minn., 31-June 2.
Skerbeck: Ontonagon, Mich., 27-June 2.
Smiley's Am.: Crabtree, Pa.
Smith's Funland: Eskdale, W. Va.
Smith, Geo. Clyde: Cumberland, Md.; Scalp Level, Pa. 3-8.
Southern Valley: Gurdon, Ark.
Snapp Greater: Miami, Okla., 3-9.
Standard: Thermopolis, Wyo.
Stan-Nell's: Browns Valley, Minn., 28-30.
Stephens, Otto: Centerville, La.
Strates, James E.: (Cottman St.) Philadelphia.
Sunset Am. Co.: Marshalltown, Ia.; Winona, Minn., 3-8.
Tassell, Barney: Annapolis, Md.

Circus Routes

Beatty, Clyde: Philadelphia, Pa., 27-June 2.
Benson Bros.: Little Rock, Ark., 27; Brinkley 28; Memphis, Tenn., 29; Dyersburg 31; Fulton June 1; Metropolis, Ill., 3; Johnston City 4; Du Quoin 5; Centralia 6; Vandalia 7; Decatur 8; Rantoul 10; Danville 11; Terre Haute, Ind., 12.
Carson & Barnes: Pine Bluffs, Wyo., 27; La Grange 28; Lingle 29; Lusk 30; Edgemont, S. D., 31; Hot Springs June 1; Custer 2.
Cristiani Bros.: Pottsville, Pa., 27; Reading 28; Bridgeport 29; Lancaster 30; Allentown 31; Dover, N. J., June 1.
Hagen Bros.: Janesville, Wis., 27; Madison 28; Baraboo 29; Beaver Dam 30; North Fond du Lac 31; Oshkosh June 1; Green Bay 3; Manitowoc 4; Sheboygan 5; West Bend 6; Kenosha 7; Oconomowoc 8.
Hamid-Morton: Montreal 27-June 1.
Hunt Bros.: Stratford, N. J., 27; Morrestown 28; Burlington 29; Bordentown 30; Trenton (White Horse) 31; Princeton June 1; Freehold 3; Long Branch 4; Milltown 5; Scotch Plains 6; Newton 7; Lincoln Park 8; Union 10.
Kelly-Miller: Pecos, Tex., 27; Hobbs, N. M., 28; Seminole, Tex., 29; Lamesa 30; Brownfield 31; Levelland June 1; Littlefield 2; Portales, N. M., 3; Tucumcari 4; Hereford, Tex., 5; Borger 6; Pampa 7; Perryton 8; Guymon, Okla., 9; Liberal, Kan., 10.
Mills Bros.: Naperville, Ill., 27; Clarendon Hills 28; Villa Park 29; Melrose Park 30; Bridgeview 31; Lansing June 1; Lafayette 3.
Polack Bros. Eastern: Fort Sill, Okla., 27-28; Grand Junction, Colo., 31-June 1; Provo, Utah, 3-4; Rapid City, S. D., 7-9; Missoula, Mont., 14-15.
Ringling Bros. and Barnum & Bailey: Rochester, N. Y., 30-June 2; Hershey, Pa., 4-8; Norfolk, Va., 9-16.
Sarasota: Cairo, Ill., 28; Marion 29-30; Benton 31; Olney June 1.

Miscellaneous

Burke's Wild Cargo: Evansville, Ind., 27-June 1.
Hitler's Personal Auto: Evansville, Ind., 27-June 1.
Jungleland Circus: Salinas, Calif., 29-June 2; Fremont 5-9.
Wolcott's Original Rabbit Foot Minstrels: Morgan City, La., 27; Franklin 28; Jeanerette 29; Abbeyville 30; Scotlandville July 1; Baton Rouge 3.

Ice Shows

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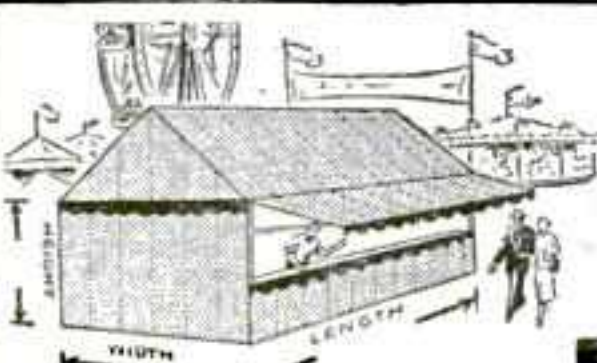
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**Big Top Men Quit
Rope-Caller Chants**

• Continued from page 1

"So he can push it down-stake; and now we'll move along."

The rope caller's polite last line was the crew's cue to move to the next ropes. Once they had worked clear around the 150 by 300-foot big top, and down-staked 80 main guys, they repeated the circle to guy out the 80 extra guys. The purpose of these is to create a depression in the tent surface for rapid drainage of rainwater. Side poles hold the tent edge high; extra guys between them pull the edge downward.

Like Square Dance

This means crews guyed out 160 ropes on a sample tent. To that were sometimes added 26 quarter-pole guy ropes. Finally, in some sections of the country or in some weather conditions, the boss canvasser ordered use of the so-called funny ropes. More properly, these are scissor ropes because they extend from one wall pole to the next stake, crossing over each other to give an added brace against heavy wind. The whole process is called ragging out.

Pearly Houser, who now keeps an eye on the canvas of the Al C. Kelly & Miller Bros.' Circus, recalls when they "called the rope," like calling a square dance, with a two-part chantey in which the caller sang ballad-like lines, and the crew answered with a version of "yo, heave-ho" as they pulled the rope. When Houser was with Barnum & Bailey for a tour of Europe nearly 60 years ago, they called this one:

"I hit my wife (Yo, heave);
"With a singletree (Yo, heave);
"You ought to hear her holler (Yo, heave)
"Oh, Lordee, don't murder me (Yo, heave);
"Down-s. ke."

Womenfolk of the big top gang had it rough, if the chanteys Houser recalls are a guide. A second one went like this:

"My Lulu's gone to Kansas (Yo, ho),

"I told her not to go (Yo, ho),
"And now she's wading (Yo, ho),
"In the cold and icy snow (Yo, ho);
"Next rope. . . ."

This labor some times had to be completed before the men could go to breakfast. George Werner, now with the Clyde Beatty Circus and recently boss canvasser on the Ringling-Barnum show, recalls that when the flag was raised as a signal that the cookhouse was ready to serve, the rope caller took notice this way:

"Thar she be; heave it.
"Flag flying in the breeze; shake it.

"Ups and over; break it.
"Ham hocks and bumble bees; down-stake it.
"Graveyard stews and stacks of wheats; move along."

Maybe a long season of that menu—"ups and overs," "bumble bees" and "graveyard stews"—gave rise to the contrary comment of the rope caller remembered by another veteran tent man, Whitey Lehrter: "Every time (Heave it),
"Ding dong ring (Heave it),
"Look on the table Heave it),
"Same damn old thing. . . ."

While the rope caller might irk the cookhouse boss with this sort of thing while ragging out the dining tents, the crews delighted in baiting performers, too. Take the time Pearly Houser says his rope men paraphrased somewhat greater literature to commemorate an event in one performer's life:

"Come back, come back, he cried in grief (Yo, heave-ho),
"Across the muddy, stormy lot (Yo, heave-ho);
"And I'll forgive the big top chief (Yo, heave-ho),
"My daughter, oh, my daughter (Next stake)."

Bewhiskered Joe Applegate, who first ragged tops with a circus in 1900 and now handles the Hagen Bros' spread after years with Beatty, remembers a chantey with circus' perpetual travel as a theme: "Heigh-ho, heave, shake, break, shake, break;

"Hold back, set back, fall back, shake, break;
"Omaha, St. Louis, Kansas City (San Antone). . . ."

In that one, the name of the current day's town was inserted in the fourth spot. Similarly, another chant was adapted to fit the name of the show owner they were with at the time. As George Werner recalls, it was used for placing quarter poles rather than for guying out:

"Oh, come along, you children, come (Heigh-ho);
"Put your hands on a pole and do your part (Heigh-ho),
"Let's push them up and set them straight (Heigh-ho);
"Yes, sir, bossman says let's not be late (Heigh-ho).
"We all know it's a dirty old rag (Heigh-ho),
"Oh, but it's a good old rag (Heigh-ho);
"Yes, sir, it's a big old rag (Heigh-ho);
"Today it is a (wet) old rag (Heigh-ho),
"Man, you know it's (Downie's) old rag (Heigh-ho),
"And (Mr. Downie) wants it up (Heigh-ho)."

Werner and C. A. Sonnenberg, who also has seen wet and dry tents

THE FINAL CURTAIN

BROWN—Willie,
47, Ferris Wheel operator at Fun Fair Park, Alexandria, Va., May 20 in Alexandria Hospital following a heart attack. During winter seasons he had been employed by Associated Amusements of Miami and had been connected with ride operations for 20 years. Burial in Douglas Cemetery, Alexandria.

EARLE—Frank O.,
60, well-known sheet writer, May 15 in Veterans' Hospital, Montgomery, Ala., following a heart attack.

GALETTI—Margaret A.,
77, former circus performer and one-time dancer, at Chicago May 16. She was a native of Chester, Pa., and had been a performer since childhood. She was with a wild animal act worked by her late husband, Charles F. Galetti, on circuses. Only survivor is a brother-in-law, George B. Galetti, Chicago. Burial at Chester, Pa.

GIBSON—Daniel H.,
57, assistant manager of the Admiral Semmes Hotel, Mobile, Ala., and well known to outdoor showmen, May 16 of a heart attack. Survived by his widow, a sister and five brothers. Services May 17 and burial in Pine Crest Cemetery, Mobile.

GRENO—Edward N.,
66, recently in La Grange, Ga., while showing with the Capital City Shows with which he had trouped for the past six years. During 50 years of show business he had toured with such organizations as the Hagen & Wallace, Coleman Bros. and Bee's Old Reliable shows. Survived by two brothers and a sister of Fort Wayne, Ind. Burial in La Grange.

HAMMON—Ernest J.,
known professionally as Professor Hammond and husband of Princess Garnett, mentalist, April 8 at his home in Montoursville, Pa., of a coronary ailment.

LONG—Baden H.,
showman, April 17 in Fullerton, Calif.

PIELERT—Abbie Scofield,
who with her husband formed the comedy juggling act of Pielert and Scofield in vaudeville, May 16 in Baltimore of a complication of diseases. She was

guyed out for Downie and a dozen other show owners whose names were inserted in similar chanteys, recall when Harvey (Lowdown Red) Beach had the big top with Yankee Robinson Circus and called the ropes this way:

"Heave ho; heave it; Rock, bock, nock.

"Shake it, break it, take it.
"Down the stake. . . . Walk along, gentlemen."

The way elephant man Bill Woodcock remembers one, they worked in a pun with a circus name in the fifth line of this one:

"Heave it, heavy down;
"Hump back, jump back;
"Take it back,
"Break your back,
"Hagenbeck;
"Down stake; next . . ."

Tho the big top remains, and big top crews are ragging them out every day, the chanteys have disappeared. Automatic stake drivers replaced sledge hammer crews. Mechanical spool trucks replaced the job of manhandling bulky bales of canvas. Tractors replaced teamsters. And as a leading tent manufacturer put it, a "different breed (cat) is working on canvas crews. This cat doesn't dig the old chantey."

the sister of the Late Billie Fields, burlesque comedian. She worked as a tap dance single until about 45 years ago when she married Charles W. Pielert. They retired in 1928. Services May 18 and burial in Loudon Park Cemetery, Baltimore.

STEWART—Albert E.,
64, secretary of Bottineau County Fair, Bottineau, N. D., May 15 in that city. (Details in Fairs section.)

STIFFLER—Leta,
mother of Millie Watkins and grandmother of June Hall, formerly of the James E. Strates Shows, May 19.

MARRIAGES

BENNETT-GOLDEN—
Leon Bennett, Side Show manager, and Helen Golden, Side Show owner, May 21 in St. Leo, Fla.

ROWAN-RODDY—
Tex Rowan, formerly with the Ringling show, and Eugenia Roddy, nonpro, April 30 in New Orleans.

BIRTHS

REYNOLDS—
A daughter, Ann Odessa, May 5 in Bogalusa, La., to Mr. and Mrs. Paul Reynolds. Father, formerly with the L. J. Heth Shows, is now with the Buff Hottle Shows.

ZACCHINI—
A son, Tyrone Paul, May 5 in Tampa to Mr. and Mrs. Mario Zacchini. Father is a carnival ride owner and circus performer.

**2 State Fairs
Contract MCA
Indian Spec**

CHICAGO—The Aztec-Mayan Indian Spectacular, which features the Birdmen of Teotihuacan, has been contracted by the Ohio State Fair, Columbus, and the Nebraska State Fair, Lincoln, Eldred Stacey of Music Corporation of America announced.

Earlier, the State Fair of Texas had signed the Indian troupe for the 16-day run of the Dallas expo.

At Columbus, Stacey said, the Indians will be in for six days, August 24-29, with matinee and night shows each day. Some of these performances will be in front of the grandstand. The others will be held in the Coliseum in connection with the horse show.

At Lincoln, the troupe will give two afternoon shows.

**Sweeney Adds
Four Staffers**

TOPEKA, Kan. — Bill Clark, publicity man with National Speedways, Inc., since 1949, has been named publicity director of the racing organization, Al Sweeney, president, announced here last week. Clark replaces Moke Cosby, who this year is remaining in Davenport, Ia., where he is a staffer on the Davenport Democrat.

Sweeney also reported that his promotion staff has been augmented by the addition of three new men. They are Phillip Young, Kansas State University; Danny Stamatoles, Des Moines, and Wayne Grett, Drake University.

FAIRS-EXPOSITIONS

MAY 27, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

65

New Farm-Home Center Is Middletown's Pride

MIDDLETOWN, N. Y. — The Orange County Fair, which climaxed a long struggle toward the 100,000 attendance figure by topping that mark last year, has nearly completed its 265-foot-long farm

and home center at the fairgrounds' pedestrian entrance.

The low structure, being erected at a cost of \$70,000, contains 10,000 square feet and will centralize agencies of the County Agricultural Society.

Reportedly the 19th of its kind at fairs in New York State, the building has 30 rooms including a large conference room for meetings of agricultural groups. Two wings are separated by a large lobby, and a foot-traffic ticket booth is incorporated into the building.

Free Country Show

The fair this year has again signed a country and western talent grandstand show, free to patrons. "Grand Ole Opry" artists include the Duke of Paducah, George Morgan, Anita Carter, Lew Childre, Annie Lou and Dan. Dill, and the Candy Kids. They will appear August 5-9.

Opening-day attractions August 3 will be the afternoon horse show and night stock car racing.

(Continued on page 67)

Death Claims Al E. Stewart, Bottineau Secy.

BOTTINEAU, N. D. — Albert E. Stewart, 64, secretary of Bottineau County Fair here since 1943, died May 15 in this city. He had been in failing health for a year.

Born May 30, 1892, in Bottineau, Stewart was a past president and member of the advisory board of the North Dakota Fairs' Association and had been active in civic affairs, having served on the local school board and as president of the Oak Creek Cemetery Association. He was a member of the Ken Temple of the Shrine as well as Masonic bodies at Bottineau.

Surviving are his widow, Lena; two sons, George, Edmonds, Wash., and Jack, Ray, N. D.; four sisters, Mrs. W. A. Simpson, Bozeman, Mont.; Mrs. R. A. Smith, Great Falls, Mont.; Mrs. L. B. Lenehan, West Glacier, Mont., and Mrs. W. V. Peterson, Seattle; five grandchildren and two uncles.

Services were held Sunday (18) in the First Baptist Church of Bottineau, with burial in Oak Creek Cemetery.

Gresham, Ore., Builds Stage

GRESHAM, Ore. — Multnomah County Fair this year is again plowing back much of its profits into plant improvements, Duane Hennesy, manager, announced.

Major improvements include a new pari-mutuel plant for its successful night horse racing program, a new outdoor stage, additional sanitary facilities and expansion of the cafeteria which was built for last year's fair. The new stage is used for free attractions.

Preparations for this year's run are almost completed, with dates August 1-10.

Springfield, Mo., Rescales Rates On Gate, Parking

SPRINGFIELD, Mo. — Ozark Empire Fair has put several price increases into effect this year on its gate, grandstand and parking, Glen B. Boyd, veteran secretary-manager, disclosed.

The outside gate charge of 10 cents for children has been upped to a quarter; the grandstand is scaled at \$1 to \$2 instead of last year's \$1 to \$1.50, and the parking charge has been increased to 50 cents, a 15-cent hike.

The fair will have completed its new steel and concrete grandstand this year and has also added two new, modern rest rooms and a new dairy cattle barn.

Features this year will be the appearance of clown Emmett Kelly for four days and TV performer Pinky Lee on one day.

ADDS NAMES

Dayton Inks Guy Mitchell, Lone Ranger

DAYTON, O. — Montgomery County Fair, which last year scored big with a name entertainer, will again feature this type of attraction during its August 31-September 4 run, Goldie V. Scheible, secretary-manager, announced.

Topping this year's bill will be Guy Mitchell and a supporting show, set for the Sunday night grandstand program. Last year a show featuring Pat Boone broke all grandstand marks at the fair.

The name policy will be extended this year to include a Tuesday evening program with the Lone Ranger, Tonto, Silver and Lassie.

Also set for fair week is the Joie Chitwood thrill show, "Dancing Waters," Sky Kings, two days

(Continued on page 67)

S. D. State Hikes Gate

HURON, S. C. — South Dakota State Fair is putting a new outside gate admission price schedule into effect, increasing its adult admissions to 50 cents from 25 cents, Kenneth Balgeman, secretary, reported. Children will continue on a free basis and the grandstand will remain at \$1.50.

New features this year will be a program of modified stock car races, bronk riding contest with

(Continued on page 67)

Fresno, Calif., Signs "Waters," Kochman Stunter

FRESNO, Calif. — "Dancing Waters" and Jack Kochman's thrill show will be new features at the 1957 Fresno District Fair, to be held here for 10 days starting October 4. T. A. Dodge, fair secretary-manager, said that the entertainment program had been set with the exception of the grandstand show for five nights.

Contract for the free vaudeville show on the outdoor stage, Dodge added, has been awarded to Fanchon & Marco, headed by Russ Stapleton in Hollywood.

A senior and junior horse show will be featured the first two nights and Sunday afternoon. Kochman's attraction is scheduled for the closing Saturday and Sunday nights and Sunday afternoon. The vaudeville will run the full 10 days. The grandstand show, Monday thru Friday, is yet to be booked.

"Waters" will be presented on the independent midway and a charge for admission will be made. The unit managed by Alfred Osborn will play the date.

Crafts Shows, of North Hollywood, will again be on the midway.

Fire Razes Barn At Weyburn, Sask.

WEYBURN, Sask. — Spontaneous combustion in baled straw was blamed for a fire which destroyed an \$8,000 horse barn on the Weyburn Exhibition grounds. The building was insured for \$6,000. A new barn is expected to be ready in time for the summer fair.

Saskatoon Ex Invests 50G In Grounds

SASKATOON, Sask. — Saskatoon Industrial Exhibition has invested over \$50,000 in major plant improvements this year, S. N. MacEachern, manager, disclosed here last week.

Largest expenditure was in the construction of new barns, a program that totaled \$24,000. New refreshment booths cost \$10,000, drainage ran \$9,030, and paving cost \$7,512, MacEachern noted.

No changes in admission prices are planned this year, with rates at 50 and 25 cents and the grandstand scaled at \$1 to \$1.50.

San Antonio Expo Shows \$11,000 Net

SAN ANTONIO — Despite poor economic conditions brought on by eight years of drought, the 1957 San Antonio Livestock Exposition wound up a financial success. Auditors revealed this year's run produced a net profit of \$11,000.

Altho not as large as in previous years, it was regarded as more than satisfactory under adverse conditions which prevailed when

(Continued on page 67)

Di Paolo Pacts Humboldt, Sask.

HUMBOLDT, Sask. — Contract for the grandstand show at this year's fair of the Humboldt and District Agricultural Society has been signed with Bob di Paolo, of KBD Enterprises, Calgary. Arrangements have also been completed for two days of harness races with pari-mutuels. Shetland pony chariot races will be run off between the race events.

97 Florida Execs Attend Short Course

Dr. T. P. Chaires Re-Elected Prez; Stratton Named Veep, Barrineau Secy.

GAINESVILLE, Fla. — Ninety-seven Florida fair executives, representing 30 of the State's fairs, turned out for the sixth annual short course and annual meeting of the Florida Federation of Fairs and Livestock Shows here recently.

Most of the sessions were devoted to the annual course which was held in the air-conditioned student service center of the University of Florida. Methods of improving general operation were discussed by panels, community co-operation was treated and a group of women described what they like to see at fairs.

Other topics included insurance, legislative programs, contracts with carnivals and other attractions and publicizing and advertising of fairs. M. E. Twedell, assistant manager of the Florida State Fair, Tampa, moderated the publicity forum while J. C. Huskisson, manager of the Tampa event, interpreted pending legislation.

In the business meeting of the association, Dr. T. P. Chaires Jr., Bradenton, was re-elected president. Other officers include Senator H. O. Stratton, Callahan, first vice-president and T. L. Barrineau, Tallahassee, secretary-treasurer.

Named district vice-presidents were: R. L. Dressel, Miami; Lamar Allen, West Palm Beach; Frank

Stoutamire, Tallahassee; J. E. Gorman, Jacksonville; Richard Lundy, Live Oak; Lee Maxwell, DeLand; Huskisson, Tampa, and George Wallace, Arcadia. New directors are H. E. Wood, Tallahassee; W. J. Platt Jr., and F. S. Perry, Florida Agricultural Extension Service; Carl Hanna, Wauchula; D. A. Storms, Plant City; Evan R. Jenkins, Clearwater; E. O. Partin, Kissimmee, and Joe E. Cooper, Panama City.

Dates for the 1958 meeting and short course will be May 19 and 20.

Ohio Bill Would Aid Fairs Via Geegees Levy

COLUMBUS, O. — Ohio House Bill No. 617, affecting fairs in the state, has been amended and passed by the Senate and returned to the House for action.

The original bill passed by the House was designed to raise \$550,000 thru additional taxes on pari-mutuel or certificate methods of wagering at State horse races. A portion of these funds would then have been made available to fairs, which also would have shared in additional funds for their horse racing programs alone, provided they refrained from permitting use of their tracks for motorcycle or auto races thru the year.

The Senate amendment excludes that portion of the bill aimed at prohibiting use of fairgrounds race tracks by auto and motorcycle racers. Both of these interests have been responsible for the raising of thousands of dollars annually for charitable purposes thru the staging of races on fairgrounds tracks.

Waco, Tex., Cuts Rodeo, Adds TV Acts

WACO, Tex. — The Heart of Texas Fair this year has scheduled two days of entertainment featuring recording and television personalities in place of two days of the rodeo, Othel M. Nely, general manager, announced last week.

The fair, which will operate September 28-October 4, is holding to unchanged gate admissions of 50 and 25 cents. Prices for the Coliseum show, which last year was priced at \$1.75 and \$3, has not been determined for this year, Nely said.

Advertising program for this year's fair will be devoted to radio, newspapers, television and window cards, with no bumper strips, decals or snipes used.



WANTED—For 17 Weeks—Plus, Season. Opening June 20.

ELEPHANTS, CLOWNS, A-1 EMSEE. Top Figures for Top Talent

P.O. BOX 1553, SOUTH SIDE STATION, SPRINGFIELD, MISSOURI

DISPLAY FIREWORKS FOR ALL OCCASIONS... ANYWHERE

RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:

1. Latest creations in breathtaking aerial shells.
2. Brilliant animated ground displays.
3. Expert operators available to completely set up and fire any display.
4. Complete public and property liability insurance.
5. Rain-out clause.
6. High-powered advertising and promotional facilities.
7. Programs can be changed nightly for repeat performances.
8. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.
9. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.
10. Displays shipped everywhere in the United States.

SECRETARIES AND ENTERTAINMENT CHAIRMEN WRITE FOR OUR BIG SPECIAL CATALOG

RICH BROS. INTERSTATE Display Fireworks Co. DEPT. 8-8, BOX 514 • SIOUX FALLS, SOUTH DAKOTA

TRANSPLANTED PARK

Frank Rush Relocates Funspot As Army Takes First Okla. Site

LONE WOLF, Okla.—An entire park that was packed up, transplanted nearly 50 miles, and moved into all-new location and facilities is the accomplishment of Frank Rush and his family and staff.

Their park is Craterville Park, formerly at Cache, Okla., and now at the entrance of Quartz Mountain State Park near here. Already behind them is more than a month of successful operation at the new site, with weekends drawing from 16,000 to 20,000 patrons.

The original park was founded by Rush's father and mother in 1921 and was successful for 35 years, operating rides and concessions and a dude ranch with about 80 horses.

Drew 1 Million

Attendance in 1956 was slightly more than 1,000,000 people. The park booked numerous acts thru the Zemater and MCA agencies. Names included Minnie Pearl, Ernest Tubb, Roy Acuff, Smiley Burnette, Tex Ritter, Lt. Ripp Masters and Rin-Tin-Tin, Sky Kings and Hawthorn Bears. The spot played circus acts as part of Zemater's circuit that also includes parks at New Orleans, Dallas and Oklahoma City.

By the end of last season Rush knew that the Army's long-discussed plan for expanding Fort Sill was going to be carried out and that this meant his ranch and

park location would be taken over.

Since then the Army negotiated with him for the price, but they were not able to arrive at any agreement. His 2,500-acre Craterville Park Ranch Resort was condemned for the Army, and \$467,000 was posted by the Army with the court, pending a final agreement or court ruling on the price to be paid. Rush said the Army's offer is not enough. The Army also has taken a total of 20,000 acres from private owners and 7,500 acres from the Department of Interior. That agency declines to give the Army another 2,500 acres.

Uprooted and ordered out, the Rushes began looking for a new location, settling on the present site. Rush said he expects to be able to hold the previous trade as well as win more patronage in the new place. There are no other parks in the area, which comprises three counties of good farm and irrigation land.

About \$300,000 was invested in the new place. Rides, concessions, stock and merchandise were moved from the previous park. Built new were numerous buildings and landscaping. Area was blacktopped. Picnic facilities are included.

Attractions are a new Roller

Rink, Auto Scooters, Funhouse, Pretzel, refreshment stands, miniature golf, Kiddieland, National Train, Rock-O-Plane, Fly-O-Plane, Reptile Gardens, Merry-Go-Round, two pony rides, saddle horses, outdoor stage, offices and shop.

The Quartz Mountain State Park also has many attractions and nearby is a 160,000-acre lake where water sports are popular. The Rushes located their motel and Indian curio shop near Highway 62, heart of the Comanche Indian country.

A free show is scheduled for each weekend. This past weekend they were to have had the Sky Masters, Sky Kings, Sway-o-Rama and Sky Cycles, produced by Bill Atterbury. Fourth of July fireworks and other special events are in the works.

Rush's mother, Mrs. Frank Rush Sr., is active in the operation. Rush and his wife and children are moving to a newly acquired ranch of 3,600-acres near Saddle Mountain, Okla., where they will raise quarter horses, Shetland ponies, Appaloosa horses and Hereford cattle.

Much of the original park's personnel is continuing at the new location. Included in this group is Bob Kirk, park superintendent.

Crowds Overwhelm New Train Layout At Brackenridge

SAN ANTONIO—The Brackenridge Eagle, the "world's longest miniature train," hit the rails here Sunday (19) at Brackenridge Park.

Two to three times as many tickets as there were seats had been sold each time the train pulled into the station Sunday during peak hours. Parks Director Robert Frazer, on hand to watch Sunday activities, agreed the rush for seats was a "mess." G. L. Smith, franchise owner, said the situation would be remedied. He said seats would be installed and passengers lined up in order of ticket purchases. Smith said another train, expected soon, would help, too.

The Sunday pile-up was a repeat of what happened Saturday during peak hours. Observers figured the situation would straighten out when popularity of the train tapered off. Formal opening of the railroad is scheduled for May 31. City councilmen approved construction of the railroad in the park. The city gets a percentage of receipts.

Longhairs, High Brows Go Free At Glen Echo

GLEN ECHO, Md. — Glen Echo Park here is going high brow, in the words of Manager Gerald P. Price. The Washington funspot is donating use of its rides on two occasions, once for the benefit of the National Symphony Orchestra and once for a Georgetown Junior League fundraiser.

In each case donations of a dollar will be asked and each contributor will get a label-type ticket admitting him to any ride on the grounds. Glen Echo will hold back the big Coaster, keeping it closed down on benefit days, but others will be running free to donors.

Orchestra benefit is from 10 a.m. to noon, Saturday, June 1, and the Junior League benefit for mentally retarded children will be June 15. After the special two-hour periods, the park will be open for the usual weekend public business.

freshment-type eatery. The building includes a major-sized German Carrousel and probably will receive Arcade units. A 25-foot-high sign, with 10-foot illuminated letters, should make the spot visible from the Whitestone Bridge and

(Continued on page 67)

\$2.7 Mil Job Spurs Hampton Beach Hopes

HAMPTON BEACH, N. H.—The beachfront here has opened for what is expected to be its biggest season yet. A \$2,700,000 project is completed and everything is in readiness for the crowds which will flock in Memorial Day. Extension of the beach, widening of the main highway and additional parking spaces were pushed along, since this is the 50th anniversary of the resort as a precinct of the town of Hampton. A celebration will be staged June 17 to mark the creation of the new two-and-a-quarter-mile beach.

Completion of the project has sparked an extensive modernization program by businessmen along the front, led by John J. Dineen, owner of the Casino and president of the Chamber of Commerce. Dineen also is marking the 30th year of his family's operation of the Casino, a building two blocks long which has the ballroom, Arcade, shops of all types, lunch bars, a market and bowling alley.

Cugat, Lombardo Booked

Dineen has remodeled the ballroom, including a new lighting system and benches for spectators being replaced by light, modern chairs. The stage has been remodeled and carpeted. Xavier Cugat will christen the ballroom along with Abbe Lane. Guy Lombardo will be in for the May 30 date.

Mrs. Helene Fuller will be operating a major-sized Arcade for the 28th year, and Alice L. Dineen will have her gift shop, which is actually a large specialty store, again in operation. James J. Batterbury is assistant to Dineen.

Hampton Beach is promoted as "the family beach." Dineen has arranged fireworks every Wednesday night, and a get-acquainted night every Monday at the Casino Ballroom. Events will be supervised by Bill Elliot, radio's "singing cop."

Two Weekends Pull Rainfall In New England

BOSTON—Rain on two weekends put a damper on the bright beginning enjoyed by parks and beaches in this area. After nearly three weeks of balmy sunshine, Friday (17) came up with a steady drizzle that went over into Monday (20). Spotty weather Sunday (26) was another business deterrent.

Emergency conditions had existed up to Friday with wooded areas tinder-dry. A number of outdoor installations were in danger from burned areas north and south of Boston. At Old Orchard Beach, Me., large areas were burned out the fire, which looked as tho it might menace the beach installations, was stopped within a mile of the beach.

Only spots with ballrooms managed to attract any patrons during the rainy Friday and Saturday. It had little effect at Norumbega Park, Auburn, where Douglas Farrington had booked in George Hamilton IV and a house band.

New York Newcomer Using TV, Guests

NEW YORK—A network TV show has been arranged to help highlight the premiere of Fun Fair, an all-percentage park operation which has been building for two years. Assembled by realtor John Ursini, the spot will offer 13 kiddie rides, 11 adult rides and other units when it gets into the daily swing.

Sunday (26), date of the telethon over the Du Mont network, Fun Fair alternated with the midtown studio as telecast site. Named the Dean Martin Telethon, it will raise leukemia funds for the Blood Disease Center at the City of Hope in California. Ursini and the park's major tenant, Max Lander, of the Adventurers Inn restaurant, re-

portedly have guaranteed the charity \$20,000 against the day's receipts.

Fun Fair's daily schedule begins on July 4, when all units are expected to be completed. The restaurant building, major structure on the 10 acres, is not yet completed, but most rides, all tenant-operated, are ready to go.

Long Star List

Stars to appear at Fun Fair include Dorothy Collins, Wyatt Earp, Superman, sportscaster Marty Glickman, Floyd Patterson, Jackie Robinson, Hank Bauer, Peewee Reese, the Baird Marionettes, Al Schacht, Whitey Carson, and Du Mont's Sandy Becker, Magic Clown, Jolly Jellybean and Captain Video, and a Marine band and drill team. Marine helicopters will transport money pledges from Flushing, the park location, to the studio.

The Adventurers Inn, long a leading eatery in Westchester County, is erecting a lavish re-

Optimism High Tho Rain Hits At Detroit Spot

DETROIT — The outlook is optimistic at Jefferson Beach Park here despite the fact that actual business since opening on April 20 has only been fair. Cool weather has discouraged attendance, especially for this park. Its location on Lake St. Claire usually keeps the temperature down several degrees. Spending by park patrons has been encouraging.

Some changes and rearrangements of rides have been made, headlined by the addition of a Caterpillar and two Kiddie Rides and the removal of the Miniature Railway.

Jefferson Beach has secured a two-year renewal of its license from the municipal council, putting an end to reports that the park might be closed and converted to other use.

Weather Clobbers Business At Denver Parks, Ballrooms

DENVER — Sixteen days and nights of rain capped with a 48-hour snowstorm and three more days of cold rain showers scuttled the openings of Lakeside and Elitch's Gardens here.

The Gurtler brothers, as usual, kicked off the Elitch season with three big pre-opening nights of dancing. The first night was the annual policemen's ball, followed by the inter-collegiate dance night. Cold rain showers dampened the activities for the three nights, and Sunday evening was little better.

Across town, stock car races opened Ben Krasner's Lakeside Park earlier, but the rainstorms closed all the activities from Mon-

day until Thursday. Krasner has television coverage of his Sunday night stock car races. Midget races for Friday night were canceled due to the inclement weather. A special Miniature 500 is on tap for Krasner's Memorial Day, when midgets will run 500 laps around the track.

The same bad weather that stopped the rides and midway concessions at Lakeside and Elitch's, hurt the dance trade at the open-air Trocadero ballroom.

Rollie Roberts and his 16-piece band have been signed for the summer at Krasner's ballroom. It will be open only on Fridays, Saturdays and holidays.

Claim 750,000 See Air Show Off Coney Island

NEW YORK—Altho partially curtailed by threatening weather, the air show scheduled for Coney Island went off smoothly Sunday (19), with an estimated 750,000 spectators turning out along the Boardwalk.

The show was canceled for a while, but reinstated for a partial, satisfying demonstration, which drew considerable press comment. Appearances were that this second use of the Coney area for an Armed Forces Day program was a big success, and that the event is well on its way toward becoming an annual aerial display fixture.

Stars of the show were the crack Thunderbird Troupe, which flashed by at low altitude, only five feet separating their wingtips at speeds around the supersonic. The formation did loops, rollovers, sharp turns and other maneuvers.

Many Exhibits

On land, at points along the Boardwalk, all Armed Forces set up exhibits displaying fighting equipment which included guided missiles and long-range artillery. Missiles were the Snark, Matador, Nike-Atlas and Terrier. Planes were the FJ3 Fury and F9F Cougar jet fighters, and H-19 helicopter. The Army showed tanks and field pieces. Demonstrations showed air-sea rescues and simulated landings.

Intention is to establish the annual affair as the nation's leading air show. Another purpose, secondary to one set of participants but primary to another, is the attraction of millions of people to the Coney Island amusement area, pointing up the beginning of the outdoor fun season.

ROLLER RUMBLINGS

\$1,800 Prize Offer by Chi Skate at Institute

CHICAGO—Tuition valued at \$1,500 and a \$300 cash prize have been offered by Chicago Roller Skate Company in a tie-in with the ninth annual American Skating Institute at J. W. Norcross Warnoco Amusement Rink at Greeley, Colo.

This tie-in marks the second successive year that the Chicago firm has participated in the Institute via a contest, aimed at bettering the rink business, among amateur skater-professional-operator students attending the school.

The contest offers tuitions for a single amateur, amateur married couple, single professional or operator, and professional or operator couple.

Prizes may be offered for the best suggestion in one or both of the following categories, said Joseph Shevelson, vice-president of the Chicago Skate firm:

Table listing SKATING RINK TENTS and USED TENTS FOR SALE with various dimensions and prices.

PORTABLES ARE THE ANSWER Porto-Bilt TENT COVERED SKATING RINKS

CURVECREST RINK-COTE The skating surface for wood and masonite floors. The ultimate in clean lines and traction.

FOR SALE 40x100 Portable Roller Rink, in good condition—first \$3,000.00 takes it.

FOR SALE 40 pairs of Shoe Roller Skates, \$5.00 a pair; in good condition. May be seen.

We BUY AND SELL NEW and USED RINK ROLLER SKATES.

"CHICAGO" Rental Clamp Skates—Regular Plastic Wheels "DURYTE" Long Wearing Easy Rolling No Dust

Dayton's Names

Continued from page 65

of harness racing and a marching school band festival.

A new feature this year will be a "Queen of the Furrow Contest." The Dayton Fair will conduct an eight-county contest to select a representative to attend the International Plowing Contest to be held September 17-21 in Peables, O.

Miss Scheible reported that promotion will be increased this year. More money will be allotted to newspapers, radio and television in addition to window cards, fence signs, bumper strips and a billboard in the heart of the city.

Close to \$75,000 is being spent on the well-located plant this year. A new junior livestock arena—with 8,000 square feet of floor space—has been constructed at a cost of \$38,700. The building has a black-topped floor and is equipped with fluorescent lighting.

The cattle barn has been renovated, painted inside and outside, the floor blacktopped and new lighting and doors installed at a total cost of \$6,500.

Farm-Home

Continued from page 65

Following night will feature a Thrill Show. Closing weekend offers big car racing Saturday afternoon (10), stock car racing that night, rodeo and Wild West show Sunday afternoon, and the Gene Holter Wild Animal Show Sunday night.

On August 4 there will be an air show with co-operation of Stewart Air Force Base, celebrating the 50th anniversary of air power.

The admission price schedule has been raised this year. Last year it was 60 and 30 cents for adults and children. This year it is pegged at 75 and 40 cents.

San Antonio Expo

Continued from page 65

The February expo was held. Prior to the show, some officials thought it would be doing good to break even, according to E. W. Bickett, president.

Bickett was re-elected president of the fair. Also renamed were Joe Freeman, chairman of the board; Mark L. Browne, first vice-president; Fred W. Shield, second vice-president; Lucian T. Jones, treasurer, and the following executive committeemen: R. H. Friedrich, Perry Kallison, G. A. Lowrance, Jess McNeel, R. Beal Pumphrey and J. R. Straus.

The 1958 event will be held February 7-16.

S. D. Hikes Gate

Continued from page 65

Casey Tibbs, grand champion steer show, horse and pony and sale, and a tractor maintenance contest.

The fair will introduce its improved 7,000-car parking lot this year. This area includes picnic shelters, rest rooms, lights, policing and a shuttle bus service to the main part of the grounds with no charge.

Other improvements include installation of five blocks of curbs and gutters and resurfacing of streets, additional grounds lighting, renovation of the grandstand ticket office and construction of two new race horse barns.

COMING EVENTS

Continued from page 61

St. Joseph—Buchanan Co. Dairy Show, July 27. Webb Embrey.

Nebraska Bellevue—Sarpco Co. Centennial, Aug. 5-10. Harold Pfander.

New York Lackawanna—Marine Corps Memorial Celebrations, June 11-16. Fred V. Catuzza Jr., 54 Jackson Ave.

North Dakota Dickinson—Celebration, July 1-6.

Ohio Gibsonburg—Firemen's & Legion Homecoming, July 24-28. Al Schlee, V. Fire Dept. Jamestown—Lions Club Celebration, July 4-6. George Smith, 24 1/2 E. Market St., Xenia, O.

Oklahoma Miami—Semi-Centennial, June 3-9. Oklahoma City—Semi-Centennial Expo., June 14-17. James C. Burge, Box 5111, Parley Station.

Oregon Portland—Intl. Trailer Show, June 8-18. Jack Natlack, 419 Portland Trust Bldg. The Dalles—Mid-Columbia Livestock Show, 4-11. Pat Stock & Sales, June 2-5.

Pennsylvania Hyndman—Lions Club Street Fair and Celebration, July 1-6. Norman B. Poorbaugh.

South Dakota Bristol—Diamond Jubilee, June 9-11. Bristol—Old Settlers' Picnic, June 2. Brookings—VFW Carnival Days, May 30-June 6.

Texas Brady—Brady Jubilee, July 4-6. Jim Harkrider.

N. Y. Newcomer

Continued from page 66

as far away as LaGuardia Airport. Park is on Whiteston Parkway in Queens.

Parking is available for 1,000 cars, covering a space six blocks long by two city blocks wide.

In addition to rides, there is an 18-hole miniature golf course. Among the rides, all of which are installed on 10-year leases, are Roto-Jet, Whip, Tilt-a-Whirl, National Comet Coaster, National Train, Hot Rod, German Scooters, Teetercopter, Carrousel, Ferris Wheel and, kiddie Fire Engine, Junior Hot Rod, Tanks, Pony Carts, Sky Fighter, Boats, Junior Whip, Pony Trot, Rockets, Wheel, Jolly Caterpillar and live ponies.

Central ticket boxes will be used. Park provides location, electricity and promotion. Ride operators pay a percentage on gross ticket revenue.

Aiding the pre-opening campaign will be the Elliot Home and Lillian Pickard publicity agency. Ursini has stated there will be no stoppers on the use of tie-ins, discount tickets, and gimmicks of all kinds to stimulate patronage.

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Brady—Jubilee, July 4-6. Jim Harkrider. El Paso—Food-O-Rama (Coliseum), June 13-15. Continental Enterprises, Liberty Hall.

Utah North Salt Lake City—Intermountain Jr. Fat Stock Show, June 5-6.

Virginia Orange—Orange Firemen's Fair, June 14-15. Russell M. Preddy. Roanoke—Roanoke Diamond Jubilee, June 14-22. Jim Mace, 412 S. Jefferson St.

Washington Bothwell—Celebration, July 4. Centralia—Lewis Co. Rose Show, June 29-30.

West Virginia Buckhannon—Central W. Va. Strawberry Festival, June 6-7. John A. Poling. Ripley—Celebration, July 4. Don Plesher, Box 6.

Wisconsin Appleton—Centennial, June 28-July 7. Burlington—Legion Celebration, July 3-7. Hudson—Centennial, July 4-7. Edward G. Younger.

Wyoming Daniel—Green River Rendezvous, July 7. Greybull—Days of '49, June 8-9. Thermopills—State Park Day, June 9.

CANADA Ontario Oakville—Oakville Centennial, June 29-July 6. Tom Ringler, Box 345. Waterloo—Centennial, June 26-July 2.

Saskatoon Saskatoon Stock Show (Stockyard), May 31-June 1. S. N. MacEachern.

FOR SALE OR LEASE Nine factory-built Kiddie Rides with automatic timers. Now in operation, but must be moved by June 30.

WANT FERRIS WHEEL Need Wheel to round out our park. Choice location on front of midway.

CONCESSIONS WANTED New England's largest children's amusement park has space for operators of Taffy, French Waffles, Fudge, Candy, etc.

KIDDIE RANCH Route 1, Saugus, Mass.

PRESTIGE AND PROFITS A HOLMES MINIATURE GOLF COURSE

High Quality KIDDIE RIDES ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS— GALLOPING HORSE CARROUSEL

FOR SALE—BARGAIN ARROW MFG. CO. TRAIN

ADOBE CREEK LODGE LOS ALTOS HILLS, CALIF. WH 8-4487.

CIRCUS REVIEW

Crowd-Pleasing Beatty Show Makes Flash With Motor Edition

By IRWIN KIRBY

ROOSEVELT, N. Y.—Critical observers of the Clyde Beatty Circus will be hard-put this year to dispute the new truck show's claims of being the biggest circus under canvas. In a performance running an hour and 40 minutes, there is no shortage of action or crowd-pleasing elements.

It is an action-packed show from the time of Beatty's explosive entry with his wild animal routine, to the nine-elephant long mount that closes the show. During the aerial "Dreamland" web number there is no center ring act, due to the fall in Albemarle, N. C., of Don Dorsey, who sustained a broken arm and rib fractures. The Sabre Jets turn, four spots from closing, has a finale effect on patrons, many of whom start to leave at this point. Help was not much of a problem until the New York area was played, when many hands visited the Ringling closing and have been slow returning to the Beatty fold.

Trailer Smashed

In the move from Staten Island to the Long Island opener on Port Washington, Wednesday (15) pixied directional signs, scattered much of the rolling stock. A concession trailer smashed into a tunnel abutment and had to be scrapped. Show is awaiting delivery of a new trailer. Rider was propelled thru the tractor windshield but was not seriously injured.

The show, having completed the transformation from rails to trucks, looks good. Equipment is impressive, with several sleepers detailed to clowns, workers, musicians and girls. These are trailers fitted with bunk beds, louvred and screened windows and wash basins. Beatty's animal cages, affixed to former auto transport trailers, make an impressive flash and have attracted much attention along the route. One trailer's front portion was used to haul the cage iron, but buckled under the weight. Cage is hauled separately now, and welding has repaired the trailer.

The new big top canvas from U. S. Tent is white with red and blue striping, and the wide blue panel down the center is decorated with red diamonds bearing the Beatty initials. Interior illumination is brilliant, four clusters of lights surrounding the outside rings and six around the center one, plus three dome lights.

Midway Geared High

Midway layout is geared to earn, featuring Freddie Jones' Snake Show, Joe Lewis' Whale Show, menagerie behind a new Snap Wyatt bannerline, and concessions. All outside units, including the shows, are decked out in the orange-and-blue show colors. Two ticket wagons have given way to one white wagon, handling both general admissions and reserves at separate windows. Prices are \$1.45 for general admission, kids 75 cents, and \$2.70 for reserves. Seating capacity is 4,500.

Five trailers of blues feature steel flooring, telescoping on channel steel supports and braces. They are 14 rows deep, 40 persons to a row. There are two inside exchange booths.

Menagerie includes three camels, two llamas, nine elephants, one tiger, two lions, two leopards, two raccoons, kinkajou, chimps, monkey cage, two bears, five ponies and two horses. Only other horses on the show are those of the Alberto Zoppe riding act. Several of the Jimmy Edgar Sparks show

cages are welded onto flatbed trailers, for the menagerie.

Advertising Heavy

Show caught was a near-full house, following a two-thirds matinee. Lot was firm but corrugated. Nevertheless all acts avoided trouble with the unsure footing. Bulk of the turnouts responded, upon questioning, to the circus newspaper layouts provided by Roland Butler. Advertising has been heavy in local papers, and news coverage has been favorable, altho billing has not been too noticeable outside of small window cards and half-sheets. This is expected to improve with assignment of Art Bitters as bill crew manager.

Press has Walter D. Nealand and Ora Parks ahead, splitting towns, with producing clown Eddie Dullum back on the show for radio and TV interviews. Also in clown alley are Frankie Saluto, Jimmy Armstrong, Shorty Hinkle, Lou Nagy, Bill Brickle, Cueto and Balila.

Forty banners were hung here, plus three on elephants, a clown-stuffed new car, and elephant tug of war. Bill English has the banners and program ads.

"La Fiesta" pageant parade opens the performance, followed by clowning and the Beatty act, using 10 lions and four tigers. There is a lion rolling the barrel, spinning tiger, tiger rollover and back-and-forth leaping over a fence. Tigers then exit and Beatty gets the 10 lions to crouch side by side. Eight then exit, Beatty stares down the ninth for its exit, and leaves himself by slamming the cage door in the face of the 10th, as it rushes the door. Clowns do a balloon chase, Colleen Alpaugh and Jane Rosalie (Nicholas) each work one elephant and two ponies, and Leona Hall and Ramona Velarde (Chata Weber) follow with revolving ladders, as the cage is struck.

Sixth display is the Carmenas, (Continued on page 69)

Boston Date Poor On R-B Arena Trek

BOSTON—Ringling Bros. and Barnum & Bailey Circus closed a six-day, 13-performance run at the Boston Garden Sunday (19) with a gross reportedly in the vicinity of \$150,000. This was somewhat below last year's total despite the fact that there was picketing then, and the competition of the AGVA presentation at the Boston Arena.

Behind the drop was a slow mid-week as well as a reduced advance sale. The circus had attempted to spark the traditional slow opening by offering half-price ducats to moppets Tuesday thru Thursday nights, but this appeared to have had slight effect at the box office.

For years the circus had done a gross of \$250,000, but two years ago it took a dive and last year's unrest forced it down farther. A belief here that it was a smaller circus also appeared to be responsible for keeping some regular patrons at home.

Mid-Week Poor

Most houses up to the weekend were small. There wasn't a half house until Friday night (17), and the pullout show on Sunday, at 5:30, drew three-quarters.

Tuesday (14) had two light houses, as did the second day. By Thursday night (16) the at- (Continued on page 69)

Kelly-Miller Wins Against 3 Weeks Of Okla. Rain, Mud; Texas Next

VERNON, Tex.—Al G. Kelly & Miller Bros. Circus entered Texas here Monday (20) with three weeks of hard tramping and good business behind it and a long route of Texas and New Mexico towns in the immediate future.

The circus had only three days without rain and mud during the first three weeks. The only solid lot was an airport runway used at Fredericks, the last Oklahoma stop. Tornado warnings were out in most of the recent stands. Water was standing on several lots, and two ponies were electrocuted when standing in flood water at one town.

Again the show found the highway it must use was under as much as six feet of water after a cloudburst. But at Vernon, the mud and rain was replaced by dust storms.

Despite weather, the show has been doing good business. Only one losing day has been played so far. The concerts are drawing well with Col. Tim McCoy as the feature. McCoy and his newly appointed manager, Glen J. Jarnes, who also is assistant show manager, have been making radio and TV interviews as well as luncheon club appearances. McCoy's trailer

has been painted in Day-Glo and autograph seekers line up.

Sunday (12) at Alva, Okla., brought a big afternoon crowd despite tornado warnings. Rain at night slowed the move to Woodward, where the show played Monday (13). It had half and two-thirds houses then, with more bad weather and mud. A delegation of TV, radio and magazine people from Oklahoma City caught the show in Woodward.

Elk City, Tuesday (14), had half houses after a late arrival and tornado warnings. The pole wagon and a seat wagon broke down on the way, but equipment was shuttled by other units to make the afternoon show.

Altus, Wednesday (15), had a good lot and the town is booming with Navy air base personnel. Lions Club auspices was used. The B&B carnival was next to the circus on the grounds. Rain continued and tornado warnings in Altus were simultaneous with a storm that killed eight people in a nearby town. Kelly-Miller had half and two-thirds houses.

On Thursday (16), Hobart had a soft lot with standing water. But the afternoon was near-full and night was two-thirds filled. McCoy drew a big concert there.

THESE ARE CIRCUS JUMPS?

NEW YORK—A sample of the tight overland operation which has added miles to the lives of Hunt rolling stock and rubber, was the routing pattern displayed last week in New Jersey. Hunt Bros. Circus rolled up the grand total of 18 miles for seven successive towns. One jump, from Bellmore to Barrington, was a mile and four-tenths. This is rather conservative, even for Hunt.

2 Cervones, Knapp Form R-B Band Core

BOSTON—The musical setup in the Ringling circus has Izzy Cervone and two sidemen traveling with the show. The other players will be picked up in each stand on the road. Cervone's nephew, Jack Cervone, is assistant and playing trumpet. Drummer is Don Knapp.

Local musicians' unions will provide bandsmen where the circus plays in auditoriums or arenas, but will be under the jurisdiction of the American Federation of Musicians in stadiums and outdoor stands.

In Boston 16 local musicians made a total of 19 there. The union also will provide 16 musicians for the Providence stand, May 20-26 in the Rhode Island Auditorium.

The number in the band will vary according to the size of the date. After Providence, the circus moves to Rochester, N. Y., where there will be a total of 16 in the band. Agents beyond that date have not as yet been contacted.

For the Navy celebration in Norfolk, Va., Cervone said he thought a band made up of Navy men might be used.

Rehearsal Tuesday (14) took one hour and 45 minutes, which Cervone said was unusually short.

Foul Weather Breaks Hurt Carson-Barnes

SHARON SPRINGS, Kan.—Plagued by 26 days of rain, cold weather and storm warnings, Carson & Barnes Circus has done good business at the few stands it has played in favorable weather since opening April 18 in Atoka, Okla. One of the good dates was the Sunday (19) matinee here, which drew a capacity house in the face of a sandstorm.

The 80-foot big top with which the show opened has been replaced by a 90 with four 30's, and the Side Show banner line has been replaced by two pictorial wagon fronts. Also on the midway is Jack Turner's big snake exhibit and a pony ride under the supervision of Dick Loter.

The performance, presented in three rings, consists of Woodcock's elephants, presented by Colonel and Babe Woodcock; a single elephant act, Wanda and Mike Moore; Shelby and Babe Jackson, trampoline and bars; Jimmy and Dolly Conners, rolling globe, dogs and ponies; the Blonda Wards, bear, pony and monkey acts; Dick Loter, foot whirl and single traps, and Wanda Moore, Darlene Loter and Babe Jackson, ladders, web and iron jaw, plus show-owned Liberty act and bear and pony drills. For the first time the show is carrying a Wild West concert, produced by Jim DeLock.

Owners of the show are Jack Moore, serving as general manager; D. R. Miller, who is also co-owner of the Kelly-Miller Circus, and Tom McLaughlin, general agent. Mrs. Ann Moore is treasurer; Paul Pyle, general superintendent; John J. Lynn, superintendent of tickets; Jack Turner, legal adjuster; Dorothy Turner, ticket wagon; Ted LaVelda, Side Show manager; Happy Hanks, purchasing agent and 24-hour man; Walt Newman, boss canvasser; Bill Woodcock, superintendent of elephants; Johnny Tippetts, props boss; Jimmy Conners, transportation; Sabu Cherro, menagerie; Ruth Stevens, cookhouse; Mike Moore, Side Show canvas; Newell (Cherokee) Noah, ring stock; John Grady, Side Show ticket box and show painter; Frances Loter, wardrobe; John Hicks, pitcher; E. B. Crowther, brigade manager, and J. W. Foster, opposition brigade. Norman Anderson has the concessions, with Paul Zump, novelties, and Don Hollish and Jimmy Kernan, seat butchers. Anderson also has the hippo exhibit, under the supervision of Harper Hardwich.

Repeat Dates OK for Hunts

NEW YORK—A solid string of repeat dates have panned out pretty well for Hunt Bros. Circus thus far in its New Jersey back yard.

Good averages were yielded at Bellmore Wednesday (22) and Barrington, Thursday, Friday-Saturday spots were to be Medford and Stratford. Three-show days were experienced last week on a pair of Pennsylvania dates, Norristown and Wayne.

The Wild West feature has been well received. Business, spotty in the early days because of coldness, has picked up with the arrival of milder weather, Harry Hunt noted.

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Pat Kelly, 77, Of Kelly-Morris, Dies in Florida

NEW SMYRNA BEACH, Fla.—Pat Kelly, 77, partner in the Kelly-Morris circus and others, died at a hospital here Wednesday (22). He had been ill about two years but expected to join Benson Bros. Circus next month for his 60th season on the road.

Kelly was a son-in-law of Bill Morris, owner of the Benson show, which formerly was called Kelly-Morris. Paul Kelly, Chicago and Peru, Ind., animal owner, is Kelly's son.

Kelly grew up at Petersburg, Ill., where he practiced circus stunts in his family's barn and where he became associated with the pioneer indoor circus of Ed Shipp. At 17 he became a circus performer, working trapeze, jockey drops, tight wire, and dog-pony routines. He worked with Ringling Bros., Sells Floto, Sells & Gray and many others, as well as vaude and fairs.

At one time he owned Kelly Bros. two-car circus; again he was a partner with Tom McLaughlin in Singer Bros. Circus, and for about eight years he has been a partner with his daughter and son-in-law in the Kelly-Morris show.

Survivors include his widow; his son, Paul; two daughters, Mrs. Bernice Morris, of the circus, and Mrs. Josephine Allen, Norwalk, Conn.; seven grandchildren and two great-grandchildren. Burial was at Havana, Ill.

Straw Capacity At Uniontown For Cristiani

MORGANTOWN, W. Va. —Cristiani Bros. Circus was winning big business against weather odds last week. The show evacuated its top Thursday (16) when a flash storm came up with 50-mph winds. There was no injury, no damage, no other special events at the time, and the show continued as usual.

In Coshocton, O., Wednesday (15), there were about 800 customers in the rainy afternoon, and more than 1,000 at night. Elks sponsored.

Uniontown, Pa., Friday (17), produced a straw house in the afternoon and a full house at night. Merchants had a Dollar Day Sale to coincide. Boosters club sponsored the show and CFA members obtained the lot.

At Morgantown, Sunday (19), both houses were filled despite rain.

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PHONEMEN

Ward (Audrey), Rae Kane (Alpaugh), and Martha Carson (Leona), and the long mount. Show is backed by Ray Aguilar and seven pieces in the band. Betty Alpaugh handles wardrobe. Count Nicholas is equestrian director. Bill Webster oversees concessions. Frank McClosky and Walter Kernan are running the tour for Acme Circus Operating Company, with Bob Reynolds as superintendent. Floyd King is general agent, aided by Doc Hall. Frank Orman is adjuster.

Beatty Show a Crowd Pleaser

• Continued from page 68

head-to-head. Girl foot-spins a rod, and the finale is head-to-head spinning. Revolving disk is on the head of the understander. Clowns come on with washing machine gag. Three-act tight wire display has Attilana in the center, the Latinos with bucket walking and rope skipping, and the Great Ricardo (Mendez). Attilana does a backward somersault, easily.

Tenth is the clown G. I. gag. Elements include the dropped goose from the rafters and cannon bit, with Jimmy Armstrong in the cannon and Frankie Saluto on high in tattered coverall. Mei Lin does her hair slide and the Fortseitz-Mendez Trio are impressive on the high wire. Included are spinning on shoulder bar, hanging from instep, a leapfrog across the wire by two members, rollover on the shoulder bar, and jump to the wire from shoulder stand position. Clowns come on with oriental serpent gag.

Flying Neat

Fourteenth is the Sabre Jets, with Dick Anderson catching, and Juan Rodriguez, Billy Ward and Encarnacion. Act went smoothly, with no hitches in a crab, passing leap, two and a half by Ward, and Juan's double to hand bar, starting with back to catcher. Plenty of flourish and neat work drew big hands. Three-ring display to follow had Seguras in center for teeter-board three-high and double somersault to shoulders; Mei Lin, diving from a lap tray while swaying by her hair, and the Rentoos, juggling.

The Great Huberto (Weber) does his inclined rope climb and slide. Zoppe-Cucciolo riding act is next-to-closing. All comedy bits went well here, including Cucciolo's spin on bar held by Alberto, five-on-a-horse tomfoolery, and midget riding mechanic stuff. Zoppe's horse-to-horse somersault was faultless, also his ride twice around on one foot. Closing has three rings of elephants by Irene

R-B Hub Arena Date Weak

• Continued from page 68

tendance was pushing half, and Friday had a light afternoon with a three-quarter night.

On Saturday there were morning, afternoon and night performances, all near-capacity. Sunday's afternoon and twilight shows were both three-quarters.

This is the first year that Boston Garden has figured in the circus operation as much more than a landlord. This time it handled the cash and some other work, including a share of the publicity chores. Garden officials shied away from quoting actual figures on the engagement.

Next stand was Providence, R. I., in the 5,500-seat Rhode Island Arena, first of the new-style Ringling stands. This year arenas are handling all ticket work, advertising and concessions. Providence top price is \$3.60, with kids half-priced Tuesday, Wednesday and Thursday nights, and Thursday and Friday matinees.

It was felt in Boston that the circus had a big job on its hands to resell itself, after the stories and publicity of the 1956 foldup and the change in this year's routing and performance picture.

Newspaper advertising this year was at a new low, with only insides display of two and a half inches. Television and radio was used to some extent, but there appeared to be a drop in that department also. Publicity, under Howard Y. Bary's direction, was good. Several papers carried good feature stories and there was at least one picture in each paper every day.

Billing appeared to be at a minimum, with none of the big-board spaces of other years being used. Store windows, always used for

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3 West Coast Units Get Rain at Fairs

SAN FRANCISCO — The two units of West Coast Shows were split into three for that many California fairs all of which had rain for their runs ending Sunday (19).

The units were featured for five days at the Junior Fair, Chowchilla; Calaveras County Fair & International Frog Olympics, Angels Camp, and the May Fair in Dixon.

Chowchilla opened Wednesday (16) with rain hitting late Friday night and extending thru the closing Sunday. Dixon opened Friday and had heavy rains thruout Saturday and Sunday. At Angels Camp, nearly four inches of rain was recorded from Friday night thru Sunday, causing the cancellation of featured events which in good weather would have boosted the carnival revenue.

Reports from Chowchilla showed that the rain there was more intermittent as compared with the downpour at Angels Camp particularly. The Chowchilla carnival lot was strawed with nearly 250 bales of hay in an effort to continue business.

Harry Myers, West Coast Shows

Corporation manager, visited the three shows on their various lots. Myers, however, spent most of his time at the Calaveras event, with Bobby Cohn, general agent for the shows, also on hand.

Al Rodin was in charge of the second unit that was practically intact at the Chowchilla fair. With him for this run were Louis Leos, corporation secretary, and E. W. (George) Coe, West Coast's business representative.

7 Major Rides

The show complement for the Chowchilla date included 7 major and 4 kid rides, 32 concessions and five shows. The show line-up was Side Show, Claude Gilbert; dogs and ponies, Roy Widner; mummified giant; Earl Leonard; Funhouse managed by Lee Turnbow, and Glasshouse, Bob Dignan.

Ed Hellwig, manager of the first unit, directed operations at Dixon. The line-up included 6 rides, 43 concessions and 5 shows. Shows were Side Show, Don Gilbert; freak cow, Bill Hart; Lion Motor-drome, Speed Mullins; girl show, Mrs. D. Mullins, and Funhouse, Russell Soper.

For the Angels Camp date, several rides were booked by Charles Albright. The rides numbered seven—4 major and 3 kiddie devices. Albright also brought 14 concessions and there were 14 independent concessions from the show.

Show personnel includes: West Coast No. 1—Hellwig, manager; Barbara Hellwig, secretary; Joe Wallace, ride superintendent; Gary Wallace, assistant; Danny Wilson, mechanic; Donald Leonow, assistant; Harry Baker, first electrician; (Continued on page 73)

Krekos Signs Cola-Pony Tie-In Deal

SAN FRANCISCO—Mike Krekos' West Coast Shows and two nationally advertised beverage manufacturers are co-operating on a pony giveaway for 12 of the shows' dates.

The tie-in calls for the Coca-Cola Company and the Pepsi-Cola Company, thru their local representatives, to distribute 100,000 free carnival admission tickets with the show offering ten-cent rides. The pony will be given away at 5 p.m. of the closing Sunday at three fairs, three celebrations, and six still dates.

One of the first ponies was awarded Sunday (19) at the May Fair in Dixon, Calif. Ed Hellwig manages the West Coast unit that played the date.

Cox Season Starts Good

COALINGA, Calif. — Great Western Shows got off to a good start this season and thus far spending has been up to expectations, Ray Cox, owner, announced.

The organization, which is out for its fourth season, spent considerable money on flashing the midway this year. New arches were built for each ride and red and green fluorescent lighting was added with flashers on the towers.

John and Emma Odom are running Raymond Ray's pony ride. After 17 years in Honolulu, Clyde and May Pope are back with a long-range shooting gallery. Louie Stickles is running a cat rack and also doubling as sign painter. Ma and Pa Gates are back with jewelry. Howard (Whitey) Wells is stockman and ball game agent. Al Terry joined with milk bottles and Watt Miller with a balloon store.

Rain, Wind Hit Royal Opening At Evansville

EVANSVILLE, Ind. — Heavy rains and lashing winds set back the scheduled opening of the Royal American Shows stand here by two days.

The RAS was scheduled to open Tuesday night (21) and was up and ready to open then when the weather interfered. No damage to show canvas or equipment was caused by the high winds.

Show personnel was alerted for possible tornadoes, two of which were reported not far from Evansville.

Long, hard rains preceded the Royal's opening. The rain started Saturday (19) and continued all day Sunday. The lot dried sufficiently for the show to move on Tuesday in time for the opening that night when wind, accompanied by heavy rain, hit.

The Royal's stand here is to run thru Saturday, June 1.

Rain Cuts Down Meeker Grosses

SPOKANE, Wash. — Rainy weather cut into grosses of Meeker's Shows and Combined Circus here May 13-18. The organization provided the midway attraction at the annual Lilac Week Festival. Opening night the Lilac Queen and her court visited the fun zone.

WEATHERMAN FOILS ALEX

LOS ANGELES — Alex Freedman of Freedman Concessions, which supplies novelties on both carnival and fair midways, believes in playing it safe against the weather.

Freedman had signed to take novelties on the Crafts Shows midway to the Hell-dorado Days in Las Vegas, Nev., last week. Fearful of getting rained out, he sent his manager, Morry Levy, with stands and agents to the Calaveras County Fair & International Frog Olympics in Angels Camp, Calif., as a cover move.

In Las Vegas, Freedman got a big Friday (17) and also did satisfactory business despite high wind on Saturday. Levy? He was rained out almost completely.

Showers Cut Into Tivoli Spring Takes

JONESBORO, Ark.—Tivoli Exposition Shows, out since March 1 when it opened at Alexandria, La., has been hard hit by weather thruout Louisiana and Arkansas.

Typical was DeQuincy, La., the last week in April, when every night except two was washed out by heavy rains. Even the kids' matinee was canceled due to a downpour. The stand at Leesville, La., would have been a total loss, but the rains abated long enough to get the final three nights in and spending was reported okay.

Carl S. Anstead, general agent and secretary, spent several days in a DeQuincy hospital following a heart attack. Mrs. Betty Dunn was guest of honor at a recent birthday party. Mrs. William Carter presented her husband with a daughter, Ann Marie, born in Lake Charles, La.

Andy Divine joined with girl and illusion shows. New on the front end are Mr. and Mrs. Bob Johnson, long-range gallery and milk bottles; Mr. and Mrs. Tony Barsenti, Coke bottles and over-and-under, and Mr. and Mrs. Bill Grey, hit-or-miss ball game.

Recent visitors included Bill and Nancy Ackerman and Mr. and Mrs. L. D. (Red) Brunk.

Hudson Closer Good One for Continental

OGDENSBURG, N. Y.—Continental Shows got it up early here for the Monday (20) opener, following a fair week's business in Hudson, N. Y.

Hudson opened cold, and a night was lost to rain. Over-all results, however, were judged as equal to last year. Saturday (18) matinee was the best thus far.

Jump here covered 300 miles and was made with only one minor mishap when a ride trailer was stuck in the rear by a non-show tractor-trailer. Damage was light to the show truck, but heavy to the other vehicle.

Gooding Spring \$\$ Inch Ahead of '56

Refurbished Amusement Park Turns in Thumping Increase

COLUMBUS, O. — Gooding Amusement Company ride units have been notching up slightly better grosses than in the early weeks of '56 despite the weather, which has been considerable more rainy than last year.

Meanwhile, the Zoo Park, acquired by Floyd E. Gooding last year, has been turning in thumping increases, with the hikes due to the vastly improved grounds, new rides and a sharp rise in the number of school picnics.

Open daily since Easter, the park, which is located opposite the Columbus Zoo, also has benefited in recent weeks from the purchase by Gooding of six kiddie rides which formerly operated in the Zoo and are being used in the total Gooding operation.

A new regulation two-car Roller Coaster, built by the Philadelphia Toboggan Company, has proved a big stimulus to business in the park. Special offers to schools has played a major part in increasing the number of picnics. To each child brought in by school groups, two free ride tickets are given, with subsequent ride tickets being sold at four for 25 cents.

The Zoo itself has been drawing

unusually large crowds, because of the publicity given the birth in it of the first gorilla ever born in captivity.

The park has conducted an intensive mail campaign to build up its picnics. To further improve public relations, the park staged a press party Friday (24) that exceeded all expectations. Invitations went to the working press here and thruout the surrounding area. Originally, it had been estimated that 200 would attend, but reservations exceeded 535. Free rides and dinner were provided all who attended.

Little Dixie Gets 7 Weeks Of Rain, Mud

ORDWAY, Colo.—Little Dixie Amusement Company is looking for a better weather break now that the show has moved into Colorado, according to Roy Fitzsimmons, owner. Thus far this spring the show has had seven weeks of rain and mud and one week of dust.

The show, formerly titled the Fitzsimmons Shows, will play the Memorial Day celebration here May 29-June 1. It will then move to Salida, Colo., for the Arkansas Riverboat Races June 6-9.

Newspapers and radio stations in that area are heavily promoting the event which will draw contestants from Europe as well as this country. Parades, band concerts, free acts and other attractions are scheduled as additional lures. Also on the program is a beauty contest and special trains to bring people to Salida from surrounding areas.

From Salida, the show will play two additional Colorado celebrations—the American Legion event at Antonito, June 12-15, and the Spanish Peaks Fiesta, June 16-22 at Walsenburg.

McDermott Inks Cicero, Ill., Centennial

CICERO, Ill.—Frank McDermott, owner-manager of McDermott Amusements, has been signed to provide the midway attractions for 10 days of the summer-long centennial celebration here this summer. The rides, shows and concessions will be here August 15-25.

The lot will be located at Cicero, Ogden and 26th streets, and 15 rides and close to 50 concessions are planned, McDermott said. Ample parking is available for several thousand cars, several parades are planned during carnival week and local industry and schools have tied in with the promotion.

Ray Booth & Associates, Pittsburgh, are producing the centennial portion of the celebration at this Chicago suburb.

Spring Takes Reported Okay By Powelson

BARBERTON, O. — Steady business has marked early dates for Powelson Amusements despite the usual amount of spring rain and cold, Leonard (Happy) Powelson, general manager, disclosed here last week.

The No. 1 unit experienced bad weather at the McKinley Heights Shopping Center in Niles, O., but excellent drainage enabled rides and concessions to get back into action shortly after each rain. As a result, grosses were steady, Powelson said. Promotion for the date included ads in Warren, Youngstown and Niles newspapers and 14 daily spots on radio stations WKBN and WBBW in Youngstown.

The Powelson No. 2 unit opened at Gallipolis, O., May 6. It then moved to Mason City, W. Va., and is playing several stands in that State before returning to Ohio.

Recently added to the route was the annual Putnam Association celebration on the streets of Zanesville, O.

Staff, in addition to Powelson, includes Homer Snedeker, No. 1 unit manager; Richard Griley, assistant manager; O. E. (Gene) Huff, secretary; Harry L. Day, No. 2 unit manager, and Frank D. Bland, general agent.

Funfair Opens Under New Owners

DETROIT — Funfair Shows opened its season in suburban Center Line Thursday evening (16) under the ownership of Charles Duma and Charles G. Stapleton. Duma, long-time concessions operator, recently took over the interest in the show formerly held by Milton R. (Pete) Stapleton, who moved to California. Show is operating four rides plus concessions in this area.

MIDWAY CONFAB

A. Hymes, novelty concessionaire, is playing dates with the Rintin-Tin show for Ward Beam. On the schedule are stops at Dayton and Akron, O.; Erie, Pa., and Binghamton, N. Y. . . . Louise Geritz reports from 4864 Anderson Street, St. Louis, that Boob is seriously ill in City Hospital there. . . . Joey Vance, last year out with a back-end unit on World of Mirth, is currently in Boston framing a singing drummer act.

Prior to hitting the road, personnel of E. E. (Ernie) Farrow's Wallace Bros. Shows attended a barbecue at winter quarters. Those attending, in addition to Farrow and family, were Mr. and Mrs. N. C. Taylor, Mr. and Mrs. Bob Jeter, Mr. and Mrs. Claire Winters, Mr. and Mrs. Andy Rasmussen, Mr. and Mrs. W. J. (Red) Harper, Mr. and Mrs. Grover Bostwick, Mr. and Mrs. Earl Riecken, Mr. and Mrs. Kenneth Smith, Mr. and Mrs. Brad Suttin, Paul L. Duncan, Martin Yard, Bob Hackenberry, Paul and Roy Wasson, Clarence Addkinson, Wayne Hannon, Carey Gregory,

Steve Harcha, C. M. Miller, Alva Cook, Roger Cook, Marvin Kemp, Mr. and Mrs. Eugene Woods and Hobeson Reagan. Guests included Mrs. and Mrs. Johnnie Portemont, Mr. and Mrs. Harold Jackson, Mrs. Docie Oglesby and Mr. and Mrs. Vernon Smith.

Bobbie Sickels is back in the office wagon of Peppers' All States Shows. . . . Mrs. Marie Jones, widow of the late Cary Jones, is a supervisor at the Soldiers and Sailors Children's Home in Xenia, O. During a recent vacation Mrs. Jones visited Mr. and Mrs. William R. Snapp in Joplin, Mo. . . . Kim and Craig Wanous, sons of Mr. and Mrs. Walter Wanous, Side Show ops on World of Mirth, are touring with their parents this season. Kim was recently confirmed and Craig made his first communion on Mother's Day.

Mr. and Mrs. William Snapp, owners of the show bearing their name, recently spent several days in St. Louis where they reported they'll open June 3 in Miami, Okla. On the fair route are events in Wisconsin, Arkansas and Louisiana. . . . Joe the Grinder recently visited O. C. Buck Shows and cut up jackies with Jack Burke, Fitzie Reynolds and Joe Mooney. . . . Jerry Gerard, manager of Maryland Bazaar Shows, and Spencer Stine furnished the midway attractions at the recent Andrews Field (Maryland) Air Show.

Staffers on Carroll Greater Shows this year include Charles Carroll, owner; Mrs. Betty Carroll, manager; Jerry Ramsey, secretary; Ross L. Sinderson, lot superintendent; Clarence Lanke, electrician; Jimmy Dean, Merry-Go-Round foreman, assisted by Whitey McConaughay; Neva Lanke, George Hicks and Gladys Jester, tickets; Vern Jester, Stanley Martin and Bob Stutler, kiddie rides; Geetus Johnson, Round-Up; John Stevenson, Octopus; Jack Henkelvig, Ferris Wheel; Blackie Stewart and Gerald Parker, Tilt-a-Whirl. Concessionaires include C. . . Erickson, L. M. Jolley, Paul Herkes, Bill Sitka, Geneva Hazen, Eugene Haddad, Jean Haddad, Joe Stanley, John Stanley and Liz Stanley.

Harry Corry, veteran auctioneer with United Exposition Shows, is sporting a new Chrysler Imperial purchased from Young-Bundy Motor Compan, East St. Louis, Ill.

May 14 birthdays were celebrated on the Prell's Broadway Shows at Charlottesville, Va., for Pinky Sylvester and Bill Welch, the party being hosted by Lillian and Bill Sylvester. Guests included Mr. and Mrs. Harry Stevens and daughters, Marie Harriet and Judy; Skippy Reisinger, Patty Ann Grisch, Mrs. Joan Prell and sons, Rickey and Jeffrey; Carl Prell, Mrs. Eleanor Miller and children, Sharon and Glenn; Mrs. Julia Sarama, Mr. and Mrs. Paul Williams and Mr. and Mrs. S. Lebow. . . . Allen Johnson, brother-in-law of Irene Barton, is recuperating in Demascus, Md., following hospitalization for a stroke. . . . Jack and Anne Russell, concessionaires for 31 years, have retired in Miami.

Hodge's Freakatorium has been doing excellent business at Riverside Park, Agawam, Mass., since opening there May 17, according to LaVern Martin, bearded lady annex attraction. Also in the lineup are Prince Boki, fire; Betty Golden, electric act; Doris Camp, sword box; Armless Freddy; Mimi Larneau, sword swallower; Woody Dutton, talker and canvas; Joe Oddie, magic and emcee; Gert Hodge, change and collections; William Durk, two-faced man; Freddy Chalmers, fat clown; Jack Rose, tattooed man; Jessie Rankin, gorilla boy, and Slim Curtis, front talker.



S. TOM CARSON
Bus. Mgr.

BILL HOLT
Asst. Mgr.

NEWBURGH, N. Y.
MAY 27-JUNE 1

TRAINOR, PA.
JUNE 3-8

LEXINGTON, VA.
JUNE 10-15
FIRST SHOW IN 14 YEARS

BRISTOL, VA.
JUNE 17-22

FORT CAMPBELL, KY.
JULY 1-6
55,000 TROOPS ON GROUNDS

CONCESSIONS Novelities, Grab and Cookhouse for Ft. Campbell. Honkies, High Striker, Penny Arcade, Diggers, Custard.

SHOWS Wildlife, Crime.

RIDES Scrambler, Rock-a-Plane, Round-Up.

RIDE HELP Wheel Man, carry two Wheels, take care of one.

CONCESSION HELP: Maury Levitt and Harry Rubin want Agents, Razzle, P.C. Dealers. Levitt can place Wheel Man. Contact Newburgh Hotel. Agents contracted will have choice locations at Fort Campbell, Ky.

RIDES AND SHOWS, CONTACT ROSS MANNING
NEWBURGH HOTEL, NEWBURGH, NEW YORK

PENN PREMIER SHOWS

*world's cleanest * midway*

DRAVOSBURG, PA., JUNE 3-8. ALL STEEL MILLS WORKING 24 HOURS A DAY

CONCESSIONS Can place Age, Scales, Short Range Gallery, Fish Pond, Bear Pitch, 6 Cats and any other legitimate Concessions. We play Pittsburgh vicinity for the next seven weeks, where the stacks are smoking 24 hours a day.

SHOWS Can place Manager with people to handle. Circus Side Show. We have new top and Show complete. What have you? We have 14 of the best Fairs in the East, starting last week in July. Can place Wildlife; Irene Burton, answer; also place good Monkey Show or any Show not conflicting. R. E. Leonard, contact me. Can place Man for Life Show, we have everything complete; Dr. Parker, answer. Bob Rawlings can place Talker and Help for Motordrome. Smokey and Lucky Van, contact me.

RIDES Can place Round-Up, Fly-O-Plane, Spitfire, Caterpillar or any Ride not conflicting.

HELP Can place Foreman for Water Boat Ride who drives semi. Can also place Working Men on Rides if you drive. We do not hire tourists with cars, save your gas.

Address all mail and wires to
LLOYD D. SERFASS, Owner or **HARRY (BUSTER) WESTBROOK, Bus. Mgr.**
Penn Premier Shows, Braddock, Pa., all this week; Dravosburg, Pa., next; followed by Connellsville, Pa., Firemen's Celebration. We play Charleroi, Pa., Veterans' Celebration, July 4.

M·D AMUSEMENT SHOWS *Cleanest Midway on Earth!* **M·D AMUSEMENT SHOWS**

WANT CONCESSIONS for Babe Ruth Community Fair, Phoenixville, Pa., June 3-8; followed by Bridgeport, Pa., Community Park Fair, June 10-15; American Legion Celebration, Sharon Hill, Pa., June 17-22; Fountain Hill, Pa., June 24-29; then **CENTENNIAL**, Hazleton, Pa., July 1-6—Midway will be directly in front of entrance to Pageant area; and Kimberton, Pa., Firemen's Fair, The Great Bethlehem, Pa., Fair and Sussex County Fair, Branchville, N. J. Now Booking independent Shows and Rides for Cumberland County Fair, Bridgeton, N. J., starting Labor Day.

RIDE HELP—Can place Ferris Wheel Foreman for #5 Eli Wheel; top wages. Contact
MICHAEL DEMBROSKY
Now at Front & Erie, Philadelphia, Pa.

LAST CALL **LAST CALL**

THE GREAT BUNKER HILL CELEBRATION

Being held for the first time for 9 BIG DAYS, June 14-22, including a three day holiday weekend

Site is the former location of the Massachusetts State Prison, which has been torn down

Shows and games can work evenings and all day Saturday, Sunday and Monday, June 15, 16, 17. Rides work afternoons and nights.

DAILY PROMOTIONS, INCLUDING FIREWORKS AND THE BIG ANNUAL PARADE, WHICH DRAWS 500,000 PEOPLE.

WANT: Rides, Shows, Eating Booths of all descriptions, Age and Scale, Floss, Novelties, Souvenirs, French Fries and all legitimate types of Concessions. Flat joints need not apply, save postage. There are railroad sidings right at the lot. This will be the biggest celebration in the East, on a prize lot that will not be available after this year. All communications to:
JEFF HARRIS 103 Wanut Ave. or Box 88, Revere, Mass.
Phone: REvere 8-3525 before 10 P.M.

Kiddie Merry-Go-Round
FOR SALE
Allan Herschell, like new. Priced right for cash or will lease \$300 per month. Call or wire at once:
C. A. GOREE
Hamilton Hotel Olney, Texas

MOTOR STATE EXPOSITION SHOWS
AMHERST, OHIO, ANNUAL CELEBRATION, MAY 29-JUNE 1. PRIZES, FIREWORKS, ETC.
Want Hanky Panks, Ice Cream, Pronto Pups, Cookhouse. RIDE HELP—Foremen for Rock-a-Plane, Tilt, Octopus, Second Men who drive. No drunks or chasers. Howard Rayburn, Blackie Jack Little, come on.
All replies to Joe Frederick
Amherst, Ohio, until June 1; then Holly, Mich.

FOR SALE COMPLETE UNIT
Eli Ferris Wheel
Herschell Kiddie Auto Ride
Miami Kiddie Train Ride
Two (2) Dodge Tractors with winches
Two (2) Freuhauf Van Trailers
Two (2) Trailmobile Rack Bodies
All size Stands and Booths, including 20x20 Bingo, Wire, Wheels, etc. First-class condition. Priced reasonably. Can be seen up in air at
TALLEYVILLE FIRE COMPANY FAIR
near Wilmington, Delaware, Route 202.
For information call
Wilmington, Del., Olympia 5-2952, or Philadelphia, Pa., Greenwood 3-8201.

WANTED—WANTED
Merry-Go-Round Foreman and Second Men for other Rides. We pay top wages to those who know their business. No drunks or chasers wanted. Pay your own.
PRUDENT'S AMUSEMENT SHOWS
124 Cedar Ave.
Patchogue, L. I., N. Y.
Phone: Grover 5-0315

F. C. SWISHER
Wants Agents for Diggers, Short Range, Hit & Miss, Four Bottle Bear, Roll-A-Ball, Six Cats, Buckets, Penny Pitch, Scrambler and Coaster Foremen, Second Men, Side Show Ticket Sellers.
PARADA SHOWS
Bartlesville, Okla., this week; Pawhuska, Okla., June 3-8; Dewey, Okla., June 13-14-15, big Celebration on Streets.

WANTED
Girls for two Girl Shows, Talker, Candy Pitchman for 18 Fairs. Wire, don't write, haven't time. Wardrobe and transportation furnished, salary every night.
Walsenburg, Colo., May 28 to June 1; Pueblo, Colo., 3 through 9.
CLARENCE J. THAMES
HILL'S GREATER SHOWS
P.S.: Dave, come home.

WANTED
Concessions and Shows for the
Bainbridge Annual Street Fair
JUNE 12, 13, 14, 15.
Flat rate \$15.00; cut-in \$1.00; Shows, percentage.
Contact G. KILGORE, Bainbridge, Ind.
Phone calls 4:00 to 6:00 p.m. only.

HUBERT'S MUSEUM
228 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

THIESS UNITED SHOWS
WANTED
Concessions of all kinds. Ride Help. NO DRINKERS. Agents wanted. Hank and Betty Dyle, come on or write.
Moose Celebration, Oglesby, Ill., May 29 to June 1; Depue, June 7-9.

Morris Hannum Shows

One of the Great Eastern Shows

EMMAUS, PA., JUNE 3-8, FEATURING CAPT. EDDIE'S THRILL SHOW

CONCESSIONS—Straight Sales, Hanky Panks and two Wheels.
RIDES—Any Major Ride not conflicting.
SHOWS—Any family-type Shows. Real proposition for Monkey Speedway.
HELP—Experienced Men who drive for all Rides, especially Wheel and Octopus.
Show now playing Schuylkill Haven, Pa., May 27-June 1;
next week Emmaus, Pa., June 3-8. All replies to
MORRIS HANNUM
Necho Allen Hotel, Pottsville, Pa., this week.

PAGE COMBINED SHOWS

PLAYING BALANCE OF SEASON AT CELEBRATIONS AND FAIRS
NO MORE STILL DATES. 16 VERY GOOD FAIRS

CONCESSIONS: Water Games, Ball Games, Break-the-Dish, Long Range Gallery, Basketball, Bear Pitch, Glass Pitch, Bird Pitch, String Games, Derby Racers and Arcade.
SHOWS: Wildlife, Crime, Big Snake, Geek, Fat Show and Life Show.
RIDES: Coaster, Rock-o-Plane, Scrambler, Scooter, Round-Up or any Ride not conflicting. Kid Rides, Auto, Tanks, Sky Fighter and Boats.
HELP: Foremen on Tilt, Spitfire and Wheel. Also Second Men who have license and drive. Want first-class Show Carpenter to join at once on wire. Bonus to good Men and pay every Wednesday.

All replies to **BILL PAGE**

Punxsutawney, Pa., this week.

P.S.: S. A. Richardson, come on immediately.

BYERS BROS.' SHOWS

Opening Clarion, Iowa, June 3-8

20 Celebrations and Fairs including Osceola, Iowa, July 4, and Sweet Corn Days at Vinton, Iowa, Labor Day. Fairs include:

Rockwell City, Ia.
Jefferson, Ia.
Independence, Ia.
Northwood, Ia.

Osage, Ia.
Humboldt, Ia.
Camden, Ark.

Coushatta, La.
Natchitoches, La.
Ruston, La.
Olla, La.

Closing Nov. 15 in Louisiana.

CONCESSIONS: Want Hanky Panks of all kinds
SHOWS: Special privileges to Grind Shows and Side Shows.
RIDES: Will book 2 Flat Rides. Prefer Octopus, Tilt or Round-Up.
AGENTS: Dutch Wilson wants Agents for Pin Store, Rolldowns, Razzle and Buckets. Also General Concession Help. All those contracted please phone me at once. Answer

C. W. BYERS or DUTCH WILSON

Winter Quarters, Boone, Iowa. Phone 512R2 until June 1; then Clarion, Iowa.

MIGHTY INTERSTATE SHOWS

WANT WANT WANT

SHOWS: Wildlife, Snake, Funhouse, Penny Arcade or any family-type Shows. The Millers want useful Side Show People of all kinds for Outside, Inside and Annex. Good deal for Tattoo Man with own flash. Inquire in person. No drunks. Want capable and reliable Motordrome Riders. RIDES: Will book any Flat Ride or Kiddie Rides not conflicting. Want to buy Octopus, Roller Coaster and Kid Rides. RIDE HELP: Can use Foremen and Second Men on all Rides. Top wages paid to experienced Men. Prefer licensed semi drivers. CONCESSIONS: Will book Hanky Panks of all kinds, Age & Weight, Novelties, Short Range and Long Range.

Replies to **H. B. ROSEN**

Appalachia, Va., this week; Cumberland, Ky., to follow.

PRELL'S BROADWAY SHOWS

WANT WANT WANT

CONCESSIONS: Age and Scales, Photo, Cigarette, Derby, Hanky Panks of all kinds. Shows: High-class Girl Show with or without equipment. Snake Show. RIDES: Live Pony Ride, two more Kiddie Rides, Octopus (book or lease), Scrambler, Round-Up.

Want first-class Billposter. Larry Sorrenson, answer. Want first-class Mechanic with tools for fleet of International trucks. All answer:

PRELL'S BROADWAY SHOWS Harrisburg, Pa.

WANT RIDES—CONCESSIONS—SHOWS—HELP

Far Tiro, Ohio, June 5 to 8, Annual Street Celebration with long route of Street Celebrations to follow. Route to interested people.

Want two Grind Stores and Hankles of all kinds. Reasonable privileges. RIDES: Will book any non-conflicting Rides. Party with Coaster call again. Need Man and Wife for Illusion Show. Ervin and Ida, come on. GENERAL RIDE HELP: Come to Tiro, Monday, June 3. Ask for Chuck Adams. Fred Lifer, Hog, R. J. Tipton or any Help with us before, come on. Tom McGuire, see Chuck. Hank, who operated light plant, come on, tried to call you.

A. R. Briggs Shows

Winter Quarters address, Fairgrounds, Sidney, Ohio, Phone Hy 8-0983.

G & B SHOWS

Want for two County Firemen's Convention, Grantsville, Md. Cork Gallery, Slum Spindle, High Striker, Flat Concessions, Apples or any Concession working for Stock. Can place Ride Help, must be able to drive; Couple to take over Grab. Danny Royal wants one Pin Store and one Count Store Agent, also Agents for Pan Game. All replies:

GEORGE BROAS

Kingwood, W. Va., this week; then Grantsville, Maryland.

PAN-AMERICAN SHOWS

Want Hanky Pank Concessions of all kinds, 6-Cat, Popcorn, Candy Apples, Bear, Glass and Age, Pea Pool, Pan Game, Beat-the-Dealer and Hanky Pank Agents. Want Wildlife Show, Operator for Motordrome, Operator for Funhouse. Must drive. Want Girl Show inside talent, Operator for Monkey Speedway. Want Ride Foremen for Wheel and Octopus, Second Men on all Rides. Must be sober and drive. Want good Truck Mechanic with own tools.

PULASKI, TENN., ALL THIS WEEK.

LAWRENCE GREATER SHOWS

Fairs start first week in July.

Want Hanky Panks, one or more, \$20.00 per week no flats. HELP: Foremen on all Major Rides. Especially want Ferris Wheel and Flyoplane Foremen, Second Men on all Rides, must drive semis. Salary and bonus and all winter's work in Florida Park. Johnny Wilson, Tex Keaton, Friday Patrick and J. V. McNaire, get in touch. Want Ride Superintendent. Man to Up and Down Front Gate. General Help in all departments. Want Funhouse Operator, liberal percentage; Carpenter with tools. Girl Show with own Outfit. Have complete Outfit for Side Show. Lisa Del Mar, get in touch. **SAM LEVY**, Gallatin, Tenn., this week.

Reid Sets Boston For Latest Opener

MANCHESTER, Vt. — The latest opening yet for the King Reid Shows will find the New England-based unit in the Boston area on June 3, for its first date. Owner Reid, in Montpelier, Vt., during the current legislative session, expressed the studied opinion that early spring dates have proven, at best, doubtful assets.

Even considering the vagaries of the weather, he recalled, the years have produced little spring business for a show blessed with clear skies and favorable temperatures. Customers have just been reluctant to hit the midway.

A crew of 12 men has been hard at work in quarters under supervision of stepson Arthur Pinsonault, and preparations have moved smoothly. No shortage of help has been experienced, with many standby personnel returning to the show.

A major addition to the fair route this year will be the Champlain Valley Fair at Essex Junction Vt. The fairs, which begin the last week in July at the Old Home Week and Fair, in Woodstock, N.B., and end at the Eastern States Exposition in West Springfield, Mass., also include a ninth year at Skowehegan, Me.; Knox County (Me.) Fair; second year at Rutland, Vt., and Cobleskill, N.Y.

Cobleskill Paved

Cobleskill, beginning a three-year agreement, will feature a 1,500-foot, newly paved midway jointly installed by Reid and the fair. At the ESE, the ride space is reportedly doubled to some 650 feet on the main promenade, with possibilities of at least 35 rides being erected. Among them will be a permanent, macadam hot rod speedway, permanent footings for a Wild Mouse ride which will book in for the week, and battery of four Ferris Wheels.

Altho Reid will close for the season at Eastern States, plans are for the assembly of a back-end unit to continue at least six weeks with another major show, on southern dates. The plan has reportedly been discussed with a couple of owners, and the propositions look promising.

The show will leave Boston after one week, then play a week in Maine and seven weeks in Canada, where the prospects appear to be the best in years. Dates will include Fredericton, St. Johns, Moncton, in Prince Edward Island, Bathurst, and a celebration at Grand Falls.

Units Named

Set for the show is Harry Agne's binggo for the entire route. This is a new unit seating 300 persons.

Calgary Sets New Fire Regulations

CALGARY, Alta.—In a move to reduce danger of fire in concession booths at the Calgary Exhibition and Stampede, the fair board has issued an order concerning materials to be used in their construction. Only treated, fire-resistant canvas will be allowed on the booths and all wood must be at least the thickness of quarter-inch plywood.

De Gaynor Kid Show Opens to Fair Takes

MENOMINEE, Mich. — Cliff N. De Gaynor's Traveling Kiddyland opened its season here Saturday (18) in Henes Park and did fair business despite cool, wet weather. De Gaynor, owner-manager of the organization, was recently released from a Bascobel, Wis., hospital following a stroke.

Also new is a 30 by 40 Cook-house of Bill Chalkis Jr., with a dozen tables. Also set are Irene Burton's Wild Life, Clayton Campbell's Funhouse and 90-foot Death Valley Reptile show, William Chalkis' Circus Side Show and Monkey Circus, office-owned Monkey Motordrome, Chalkis' revue, operated by Lucky Lott, and Lawrence Williams' Club Ebony with 16 performers. A Gay Nineties show will join for fairs.

Concessionaires include Charles Travers, concession manager; William Devito, 5; Thomas Devito, popcorn, candy apples and french fries—the Devitos are in their 18th year with the show—Arthur Pinsonault, floss; Freddy Premo, 2; Paul Miller, Derby and Arcade. Arthur April will bring his Fly-o-Plane and Scooter, and Dale Quillman, six kid rides.

Repeating as publicist will be Mae Hong, Dorothy Vallie will handle tickets in the office, and another person will be named soon for the office. Charles Joyce is general agent. Al Thomas is electrician. Ride foremen include Earl Jones, Charles Kroll, Don Morrison, and Rusty Atkinson.

Carnival Routes

Continued from page 63

Tatham Bros. Combined: Petersburg, Ill.; Manito 3-4; Havana 6-8.

Tennessee Valley Am.: Morgantown, Ky.

Thiess United: Oglesby, Ill., 29-June 1; Depue 7-9.

Thomas, Art B., No. 1: Fremont, Neb.; Laurens, Ia., 3-4; (Morningside) Sioux City 6-8.

Thomas, Art B., No. 2: Watertown, S. D.; Bristol 2-4; Garretson 5-6; Webster City, Ia., 8-12.

Thomas Joyland: Morgantown, W. Va.

Tidwell, T. J.: Brownfield, Tex. Tinsley, Johnny T.: Mt. Airy, N. C.; Elkin 3-8.

Tip Top: Chilton, Wis., 31-June 2. Tivoli Expo.: Waynesville, Mo. 29-June 8.

20th Century: Ponca City, Okla. United Expo.: (Kingshighway & Natural Bridge) St. Louis, Mo.

United States: Norton, Va.; Bradshaw, W. Va., 3-8.

Virginia Greater: Hyattsville, Md.; Annapolis 3-8.

Wade Greater: Ecorse, Mich., 29-June 9.

Wade, W. Ga.: Battle Creek, Mich.

Wall, Alfred Am.: Milford, Ill., 12-15.

Wallace Bros.: Pontiac, Ill. West Coast, No. 2: Seaside, Calif.; Livermore 3-9.

Wilcox, Dick: Kennebunk, Me. Wilson Famous: Bushnell, Ill.; Morton 3-8.

Wolfe Am. Co.: Bassett, Va. World's Finest: Hamilton, Ont.; Sault Ste. Marie 3-8.

World of Mirth: Arbor (Plainfield), N. J.

World of Pleasure: Muncie, Ind. Young, Monte: Provo, Utah.

HELP WANTED

Experienced Age and Weight Man, work percentage. Ref. required. Write

LINCOLN PARK

P. O. Box 87, Dartmouth, Mass. WANT TO SELL: CROSSLEY FIRE ENGINE, 14 passenger, A-1 condition.

Have good location for

MINIATURE GOLF CONCESSION

INDIAN MOUNDS KIDDIELAND

8005 Collinsville Rd., East St. Louis, Ill. (Ph.: Granite City, Ill., Glenview 2-1163)

W.G. WADE SHOWS

WANTED

MERRY-GO-ROUND FOREMAN

who knows his ride. Prefer semi driver. Good proposition for right man.

Excellent opportunity for **STRING SHOW** for season. Can also use two neat **GRIND SHOWS** and one more **BALLY SHOW**. All replies

D. WADE

c/o Western Union, Battle Creek, Mich., all this week.

P.S.: Following Battle Creek we play Kalamazoo, Mich., on the North Burdick Street show grounds.

JACK FLYNN and BOB MEYERS

Want Agents for Peek Store, Count Store, Swinger and Buckets.

SHOWS: Sideshow, Snake Show (Jimmy Farmer, get in touch with Bob Meyers).

HELP: Ride Help who drive semis.

Address:

Care Buff Hottle Shows #1 Alexandria, La.

WANT RIDE FOREMEN

For Scrambler, Octopus, Wheel. Want Concessions and Agents, Ticket Sellers.

PARADA SHOWS

Barfliesville, Okla., this week; Pawhuska, Okla., June 3-8; Dewey, Okla., June 13-14-15, big celebration on streets.

FOR SALE

Super Roll-o-Plane with lift motor, complete with Seml. Cheap. Good condition.

Theodore Meadows

TENNESSEE VALLEY AMUSEMENTS Morgantown, Kentucky, this week.

Wanted Sideshow Acts

Full season's work. Permanent location.

Contact:

TONY MORENO

Palace of Wonders Nu-Pike—125 West Pike Long Beach, Calif.

CHARLES TRAVERS

OPENS WITH KING REID SHOW, PROVIDENCE, R. I., JUNE 3.

All Agents contact me at Manchester, Vermont. Have opening for one more Grind Store Agent, Gunners and Ball Boys wanted. Jessie, contact me. Phone 444, 5-6 p.m.

THANK YOU

JON (DUTCH) AND EVA SHAFER

Promotional Director Mills Bros. Circus, for your new Buick Roadmaster Riviera 75 Sedan purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Alltoona, Pa. Phones 9247 or 3-0003

WANTED

Wheel and Merry-Go-Round Foremen. Also Second Men who drive. Can place Concessions.

MOUND CITY SHOWS

Pacific, Mo., this week

WANTED

CLEAN CARNIVAL

FOR 4-DAY CENTENNIAL,

Aug. 30, 31, Sept. 1, 2.

Good spot. Contact

M. E. ANDERSON, Concession Chairman

Box 145, Montgomery City, Mo.

DUTCH WILSON

Wants Agents for Grind Stores, Pin Stores, Rolldowns, Razzle and Buckets.

Also General Concession Help. Robert Langhorn, Bill Gentry, Van Harwood, J. D. Summers and all others, contact me.

Opening Clarion, Iowa, June 3.

Address: Care Byers Bros. Shows, Winterquaters, Boone, Iowa. Phone 512R2.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
Cincinnati 22, O.
2160 Patterson St.

Parcel Post

Paris, Raymond (2
am. Pkgs.) \$c

- Adams, Sidney
- Allen, Bob
- Allen, Robt. E.
- Alsup, Mrs. Pearl
- Almany, Fred
- Ames, George
- Anderson, Mrs. Marie E.
- Anderson, Norman
- Anderson, Russell
- Andes, Gene
- Archer, H. L.
- Arnold, Floyd
- Arnold, Floyd (Rube)
- Arnold Jr., Floyd
- Artell, Frank
- Auger, Frank & Patricia
- Bailey, Joe
- Baldwin, Jos C.
- Barfield, Emmett
- Barnes, Mrs. L. E.
- Bartel, Sim
- Bell, Bernie
- Bergman, Leo H.
- Bilen, Steve
- Black, Woodrow & Mrs.
- Blease Jr., A. H.
- Bogart, Jack (The Great Jaxson)
- Bowen, Virginia May
- Bowman, Charlie
- Bradley, Bruno B.
- Bradshaw, Bob
- Brock, Harry (Skeeter)
- Brockus, Jo Ann
- Broeffle, Sunny (Sonny?)
- Broeffle, H. J.
- Brown, Arthur
- Brown, Chester W.
- Brown, Clyde & Millie
- Brown, Mrs. Edna L.
- Eroyles, Lenwood
- Bruno, Anton F.
- Buckwitz, Ella
- Burdine, Roy O.
- Burridge, F. H.
- Butch, Donald
- Camp, Mrs. Sis
- Canol, Frank
- Cantrell, D. W.
- Carawan, C. L. & Mrs. (Slim)
- Carey, Mrs. Gertrude
- Carpenter, Edw.
- Catalano, Peter
- Caudill, O. L.
- Chapman, Wendell
- Ciccarilli, Fioraut
- Ciccarilli, Jack
- Clark, Lou
- Coder, Charlie
- Cody, Edw.
- Conway, Althea
- Cook, James R.
- Cooper Jr., Lester
- Costigan, J. P. (Jerry)
- Couls, Robt. W.
- Cox, Jack & Jackie
- Cox, Mrs. Cecil
- Crabtree, James
- Cutler, Mrs. Rose
- O'Reye, Phil
- Dale, Bill
- Daubenspeck, Robert V.
- Davis, E. & I.
- Davis, Chuck
- Davis, E. B. (Bill)
- Davis, E. & R.
- Davis, Earl C. & Mrs.
- Davis, Judy
- Davis, Tommie
- Dearing, Ralph & Stella
- Decker, Joyce
- Defendoll, Glenn
- Delawater, John W.
- Dennis, Jack (Whitey)
- Dimock, Ken
- Docen, Clarence
- Doran, Bernard & Mrs.
- Duckett, William R.
- Dvorsack, Lois
- Eddy, Charles
- Eddy, Samuel Daniel & Marion
- Edgar, James
- Ely, Steve
- Emswiler, Albert & Mrs.
- Estell, Chas Will
- Faulkner, Ed
- Felts, Mrs. Millie
- Feltz, Wallace
- Fink, Harry
- Fitzpatrick, J. (All-Weather Polish)
- Gable, Joseph
- Gallagher, F.
- Gallagher, D. J.
- Gallagher, John
- Gallo, Michael
- Gallupo, Jack O. & Mrs.
- Gates, Ocie A.
- Gatewood, Roy
- Gavin, Jessie Earl
- Gentry, Rye
- Gillikin, Michey
- Girouard, Alva
- Gleason, Jimmie
- Glisson, Mrs. F. A.
- Goff, James
- Goldston, Leon & Mrs.
- Goldston, Mrs. Sue
- Graham, Rusty
- Graver, George E.
- Graver, Mr. & Mrs.
- Davis, Chuck Nibbles
- Gray, Clifford H.
- Gross, Charlie
- Gutnick, Mrs. Kenneth
- Halley, Mrs. Peggy
- Hallstrom, D. & Mrs.
- Hale, D. D.
- Hamblin, William D.
- Hamilton, Ray
- Hangerter, Allan
- Harbin, Frank
- Harmon, Gen.
- Harr, George
- Harrington, Mrs. W.
- Havens, Dikki Sue
- Hayes, Harry Burton
- Hazelton, Norman
- Hazelwood, Arleigh
- Hazelwood, Mrs. H.
- Hellin, Hyman
- Herschberg, James
- Hitti, John (Blacky)
- Hoffman, John Edw.
- Hoge, Mrs. Roland
- Holden, Milo
- Hosmer, Mr. & Mrs.
- Howard, J. R.
- Huffite, T. J. & Virginia
- Humphreys (Hartford) Jimmie
- Hunt, A. & Mrs.
- Hunter, Robert E.
- Huot, George (prop. boy)
- Janney, Geo W
- Johns, Wm. J.
- Johnson, Mrs. Edith
- Johnson, Mike R.
- Johnson, Richard
- Johnson, Williams & Mrs.
- Joseph, Herman
- Kane, Maxwell
- Kellar, Robert E.
- Keller, Will Carleton
- Kelley, Jean
- Ketton, Alva
- Kiser, Jeff
- Korman, Carroll
- La Morris, William F.

(Continued on page 80)

LAST CALL KING REID SHOWS GALA OPENING

TWO MAMMOTH CELEBRATIONS, JUNE 3, K of C FAIR, PROVIDENCE, R. I.; JUNE 10, BOY'S CLUB FAIR, ARLINGTON, MASS.; THEN JUNE 17, CALAIS, MAINE; THEN SEVEN SENSATIONAL WEEKS IN FINEST CANADIAN TERRITORY. ROUTE INCLUDES 3 OLD HOME WEEKS; FOLLOWED BY OUR REGULAR ROUTE OF FINEST NEW ENGLAND STATE FAIRS.

WANT—Motordrome and Girl Shows with own equipment. Operator for office-owned Monkey Drome. Foremen and Second Men on all rides, top salary.

Hanky Panks of all kinds, Scales and Age, Pitches, Novelties, Duck Pond, Jewelry, etc. All our old Concessionaires come on.

Contact KING REID, Manchester, Vermont. Phone 468-W

JAMES E. STRATES SHOWS

WANT FOR 1957 SEASON—15 BIG FAIRS, STARTING JUNE 29

SHOWS—Wild Life, Fat Show, Unborn, Monkey Show, Freak Animal Show or any grind show of merit.

WANT TO BUY
Camel, Zebra, Llama. Also miniature Cage Wagon.

FOR SALE—NO. 5 BIG ELI WHEEL

Kelly and Sutton want Glass Blower. Dick Manley or Don James, contact.

Cottman & Buffleton Avenues, Philadelphia, Pa., this week.

West Coast Units Get Rain

Continued from page 70

Paul Herrin, second electrician; Les Smith, Bob Winterstein, Harry Johnson, Ray Butler, Larry Stoner, John Carpenter, John Hemmet ride foremen; Bob Stalnaker, Lawrence Andrado, Daniel Donaldson, Kenneth Deligilio, Stanley Hemmet, James Glone, and Robert Stevens, second men; Betty Coe, front gate tickets; Joann Terpening, Alice Stevens, Harriet Carpenter, Mary McMorrine and Edna Tonguette, ticket sellers. Robert McMorrine handles the towers and gate and Ed Kemp, The Billboard. Bruce Freeman is the third man on the Tilt-a-Whirl.

Concessions

Unit No. 1 concessions include Cecchini & Levaggi, 8, managed by Ernest Hohlitt; Frank Ward, 1; Mr. & Mrs. Don Heffner, 4; Mr. and Mrs. Tommy Syester, 2; Hunter Farmer, 2; Sam Dolman, 2; Art Andersen, 2; Mrs. Vic Davis, 1; Wesley (Bucket Brownie) Brown, 1; John Ristick, 4; Louis Ristick, 3; Bob White, 2; Charlie Peck, 2; and Ruth Korte Davis, 2. John Miller has the Cookhouse; Madge Wallace, eating stand; Jack Christensen, popcorn, and Phil (Trader) Horn, the novelties.

Lil Schue has six kid rides booked with the corporation.

Don Gilbert's Side Show features Claude Gilbert, talker; Harold Gould and Robert Gilbert, tickets; Florence Morden, midget fat girl; Jesus Gonzales, seal boy; Julius, pinhead; Helen Barry, four-legged girl; Ali San, fire-eater; Norma Gilbert, sword box; Terri BURGESS, electric act; Dave Warren magic; Chief White Eagle, whip-

cracker, and Steve Gould, glass dance.

Concessions on the second West Coast unit are: Cecchini & Levaggi, 8, managed by Morey Schiller; Jules Blumental and Dave Seitel, 4; Phil Silvers, 5; Ronnie and Buddy Wald, 3; Sam Lasky, 3; Harry Martin, 2; Ray Rainey, 2; Norman (Dutch) Schue, 1; Milt Arnold, 3; Ted Sharpe, 1. Fred Goodrow, 1; and Johnny Provenzale, 1. Sam Landesman has the Cookhouse and eating stand; Bae Zaleel, jewelry; Jess Gomez, popcorn, and Horn, novelties.

Virgil Latiker is the ride superintendent; Shortly Lawler, electrician, and Bill Kuehl, assistant; Chuck Auker, chief mechanic, and William Snelson, Billboard agent and Merry-Go-Round foreman.

Billposting for the units is done by Earl Sipperly.

Davis Opens Dixie Shows

BENTONVILLE, Ark.—Dixie Amusements opened its 1957 season at Jay, Okla., April 24, followed by the Chetopee (Kan.) Centennial May 1-4. Route of the show will concentrate on the Arkansas-Kansas-Oklahoma area, with a later swing into Nebraska, Iowa and Missouri for the fair season.

Clifford Davis, manager, is assisted by I. O. Davis. At present the show carries 1 major and 3 Kid-die rides and 15 concessions, but no shows on the still dates.

New Attractions in Deggeler Line-Up

TOLEDO — Deggeler Amusement Company, the former Ray Howard Bros. Shows, began its season here recently with such attractions as Rolloplane, Dodgem, Fly-O-Plane, kiddieland and two new Eyerly rides in the line-up. Also new is a searchlight, and a King Crazyhouse is to be delivered in July.

Among personnel are Melvin and Gaylord Otterbacher, Curly Little, Earl Fisher, Oliver Louis, Jimmy Carr, Silm McCune and Mark Williams.

Norfolk Wedding for Bill Jones' Daughter

NORFOLK, Va.—Gloria Ann Jones, daughter of Mr. and Mrs. H. William (Bill) Jones, was married at First Presbyterian Church here May 7 to Ward Leland Jones, who operates a photo business in Syracuse, N. Y.

The bride's father is widely known in the East for his bingo operations. The bride has been teaching in Syracuse the past year. Following their honeymoon, the couple will reside at 1364 Teal Avenue, Syracuse.

BRASCH BROS. SHOWS

Can use Wheel or Octopus Man. Absolutely no drunks. Also can place Photos, Jewelry, Novelties, Tile and Ball Game, other Concessions that work for stock and do not conflict. Dan Evans wants Agents for all Stock Shows. Will book Tilt with second option to buy—must be late model. Blooming Grove, Wis., thru June 2. Nineteen Celebrations to follow.

WANT

For 1957 Opening June 12 at Milford, Ill. Concessions — Everything open except Popcorn and Cotton Candy. No flats or gypsies. Ride Help—Need Wheel Foreman and Man and Wife to operate two Kid Rides. All replies to

ALFRED WALL AMUSEMENTS
Watska, Ill.

BITTER'S UNITED SHOWS

Playing home-town Fairs and Celebrations. Wants Concessions that do not conflict. No grift or Mitt Camp. 130 South K St., San Bernardino, Calif., or as per route.

WANTED

First and Second Men on #5 Eli Wheel, Tilt-A-Whirl and Merry-Go-Round. Must drive semi trailer.

LONE STAR AMUSEMENTS
1701 Harrison St., Amarillo, Texas
Phone: DR 2-5783

FOR SALE

36-ft. Merry-Go-Round, 24 Jumper, needs reconditioning throughout, \$1,000.00.

ELTON LILE
2808 Nelson Dr. Hopkinsville, Ky.
Phone: TUXedo 5-5637

WANTED

Truck Drivers Men to work on Rides, also Mechanic who can handle a fleet of trucks. Call 2178, Worthington, S. D. Then as per route. Contact

JOHN DORLAND
c/o Royal United Shows

RED LEMON

TIM AYLIFFE

Want Agents for Duck Pond, Pitch-Tilt, You-Win, Coke Bottles, Glass Pitch and other Grind Stores.
c/o NELSON BREEZE AMUSEMENTS
Maysville, Ky., May 27-June 1

WILLIAM T. COLLINS SHOWS

LAST CALL LAST CALL LAST CALL
SHOW OPENS JUNE 21, HUTCHINSON, MINN., WATER CARNIVAL

HELP: Want Foremen that have chauffeur's licenses for Tilt, Dodgem, Wheel, Octopus, Rock-o-Plane and Round-Up. Second Men on all Rides, also Front Gate and Light Tower Help.

SHOWS: Can place Grind Shows of merit. Want Girls for Posing Show and Revue. Salaries paid out of office.

RIDES: Will book Loooper or any outstanding major Ride. (Mike Price, let me know if coming.)

CONCESSION HELP: Bucket Agents (Dottie & Chuck Johnson, get in touch. Anyone who worked for me last season get in touch. Can use Bear Pitch Help. Men to Up and Down Concessions (no drunks) (Lefty Williams & Jimmy Lee, get in touch). Winter Quarters now open. All replies to Joe Mandrick Phone Parkway Hotel, Minneapolis, Minn. Mail c/o William T. Collins Shows.

CONCESSIONS: Will book Hanky Panks of all kinds. Also Glass Pitch, Scales, Age, Novelties & Short Range.
SIDE SHOW HELP: Outstanding Freaks and Working Acts. Also Ticket Sellers. Salaries paid out of office.
Reply to Side Show Manager, Jack Korie c/o Palm Lake Court, 7600 N. W. 27th Ave., Miami, Fla.
WILLIAM T. COLLINS SHOWS, 801 E. 78th St., Minneapolis, Minn.

CHARLIE GRIGGS HAS FOR SALE—G-TOP

Build on 32-ft. semi, two-ton Chevy Tractor, good rubber, fully equipped with bar, refrigerator, electric drink box, television, running water, card room, \$1,200.00 cash. Can be booked on Show for one-third. Must be sold this week, as I leave for Canada June 5. Staying in Morganfield, Ky., second week for Army payday, May 31. 8,000 National Guards just moved in. Can use two more Agents, also Operator for Girl Show with two or more girls. Will give capable Man two Shows for season. Would like to hear from Legal Adjuster without Concessions.

Wire c/o WESTERN UNION, MORGANFIELD, KY.

P.S.: Thanks for all the replies to last week's ad, I have signed contracts with two girls for Canadian tour, but will need two good Agents to go along.

HAVE ONE WEEK OPEN IN JULY

Want established Celebration. Fund Raising Committees in Eastern Pennsylvania, telephone or wire me collect at once.

MORRIS HANNUM

Necho Allen Hotel, Pottsville, Pa., this week.

BUCKEYE STATE SHOWS

Playing all bonafide Celebrations—6 to 9 Rides. Roseville, Ohio, May 27-June 1; Washington C. H., Ohio, June 3-8; West Carrollton, Ohio, June 10-15.

Want Games and Concessions, no racket or Mitt Camps. Popcorn, Apples, French Fries, Waffles and Sno. Want Ride Help. First and Second Men for all Rides; top wages and good treatment, pay each week and bonus.

FATS VANDERGRIFT, Mgr.

P.S.: Geo. Christenson, call me collect. Phone: Zanesville GL 2-8252.

WANT TO BUY, BOOK OR LEASE

FOR GOOD PARK LOCATION

#5 Eli Wheel, Tilt, Coaster and Kiddie Rides.

HAVE GOOD PROPOSITION FOR PONY RIDE.

INDIAN MOUNDS KIDDELAND

8005 COLLINSVILLE RD. EAST ST. LOUIS, ILL.

(Phone: Granite City, Ill., Glenview 2-1163)

WANT-CONCESSIONS-WANT

<p>BROWNSTOWN, IND. July 15-20, Incl.</p>	<p>On the Streets for ANNUAL HOMECOMING. Place Games only.</p>
<p>MADISON, IND. July 23-27</p>	<p>ANNUAL 4-H FAIR. Can place Snow Balls and all Games. Limited space here.</p>
<p>ELNORA, IND. July 29-Aug. 3</p>	<p>DAVISS COUNTY FAIR Can place Floss, Apples, Corn and All Games.</p>
<p>SANDUSKY, MICH. Aug. 20-24</p>	<p>SANILAC COUNTY 4-H FAIR. Can place all Games.</p>

APPLY BY LETTER ONLY TO
GOODING AMUSEMENT CO.
1300 NORTON AVE. COLUMBUS 8, OHIO

ROHR'S MODERN MIDWAY

Wilmington's bigger and better than ever Memorial Day Celebration, 5 big days and nights—May 29-June 2. Then the 16th District American Legion Convention at Magnolia, with a solid route of Fairs and bona fide Celebrations to follow.

Concessions: Balloon Dart, Fish Pond, Basketball, etc. Hanky Panks only. Good proposition to couples to operate Trailer Cook House and Mug. Shows: Will book Show that does not conflict. Want reliable party to operate office-owned Shows. Have all equipment. Ride Help: Experienced Ferris Wheel and Spinaroo—must drive. Chuck and Ernie, contact. Bill Hall, call. No flats or gypsies.

FRANK MYERS Concession Manager
D. J. ROHR Wilmington, Illinois

LITTLE RHODY SHOWS

WANT FOR BRISTOL, R. I., CELEBRATION, JULY 4.
Largest Patriotic Observance in New England.

Major Rides not conflicting, Side Shows, Hanky Panks, Candy Floss, Grab Stands, etc. Can also use 50 or 75 KVA Power Plant.
Open Monday—4 Big Days 4—Bonfire and Fireworks on 3rd and 4th.
For Space Contact
JOSEPH P. "KID" HOPE
8 MASON AVENUE Tel.: Clifford 3-7889 BRISTOL, R. I.

WANT RIDE HELP

Capable Ferris Wheel and Octopus Men. Prefer drivers. If you can show us that you know these Rides, come on. Long season, best treatment, good salary and bonus. All replies to:

MORRIS HANNUM SHOWS
Schuykill Haven, Pa., May 27-June 1; Emmaus, Pa., next week, June 3-8.

ATTENTION! BIGGEST CELEBRATION IN 1957
OKLAHOMA SEMI-CENTENNIAL, JUNE 14-JULY 7-24 BIG DAYS

Have exclusive rights on all Gaming Concessions on Independent midway. Will book the following Concessions: Long Range Shooting Gallery (Kenny, who was on Collins Show last season with Short Range, contact immediately). Also any Hanky Pank Concessions that do not conflict and are up to our standards. Want Agents for One Ball, Bushel Basket and all Stock Concessions. Anyone who has worked for me before, get in touch. BING BERSTEIN and CIGARETTE BLOCK DEALERS, get in touch. Want to hear from CAPTAIN EBO AND HIS TRICK DOGS, MARVIN (LEFTY) WILLIAMS (drove truck for me last season), Morris Friedenheim, Lewis Kerberchek, get in touch. Contact CHARLES (CHUCK) MAGID, Biltmore Hotel (Room 805), Oklahoma City, Okla. (Phone: Regent 6-3611).

GRAND AMERICAN SHOWS

Want for Fort Dodge and Waterloo, Iowa and Celebration in June.

Want Grind Shows, Arcade, Photo. Want Concessions, Hanky Panks, Glass Pitch, Age and Scales, Jewelry, Slum Spindle, Bear and Bird Pitches, Fish or Duck Pond. Want Ride Help who have chauffeur's license and drive semi trucks.
Carroll, Iowa, this week; Fort Dodge next. P.S.: Roy Duffy wants Agents.

INDIAN POWWOW, FLAGSTAFF, ARIZONA
JUNE 29-JULY 7

Want Hanky Panks of all kind. Will sell Ex on Novelties, Scales and Age. Want Agents for Hanky Panks, Hustler for grandstand.
LOYD WILSON
204 South 23d St. Phoenix, Arizona

Wanted—Peak Store & Count Store Agents—Wanted

For Kingsport, Tenn., and four "First In" spots in Ohio, followed by our tour of Fairs. Also want Flashy Bingo and Hanky Panks of all kinds.

DON GRECO Call or Wire **SAM GRECO**
BUSINESS MANAGER **GEM CITY SHOWS** CONCESSION MANAGER
Kingsport Inn Hotel, Kingsport, Tenn.

DEGGELLER AMUSEMENT COMPANY

Great Eastern Shopping Center—Woodville Road until June 2.
Games—We have Photo Gallery, Scales, Cork Gallery, Break Record, etc.
Can use Ride Men in all departments.
IRVIN DEGGELLER Toledo, Ohio

<p>STOCK TICKETS</p> <p>1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 24.00 100 Rolls 44.00</p> <p>Rolls 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p align="center">TICKETS</p> <p>of every description.</p> <p>Wheel tickets carried in stock for immediate shipment.</p> <p align="center">THE TOLEDO TICKET CO. Toledo 12, Ohio</p>	<p>SPECIAL PRINTED Cash With Order Price</p> <p>Roll or Machine</p> <table border="1"> <tr><td>2,000</td><td>6.90</td></tr> <tr><td>4,000</td><td>7.80</td></tr> <tr><td>6,000</td><td>8.70</td></tr> <tr><td>8,000</td><td>9.60</td></tr> <tr><td>10,000</td><td>10.50</td></tr> <tr><td>30,000</td><td>15.20</td></tr> <tr><td>100,000</td><td>33.00</td></tr> <tr><td>500,000</td><td>133.00</td></tr> <tr><td>1,000,000</td><td>250.00</td></tr> </table> <p>Double Coupon Double Price</p>	2,000	6.90	4,000	7.80	6,000	8.70	8,000	9.60	10,000	10.50	30,000	15.20	100,000	33.00	500,000	133.00	1,000,000	250.00
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10,000	10.50																			
30,000	15.20																			
100,000	33.00																			
500,000	133.00																			
1,000,000	250.00																			

Club Activities

Pacific Coast Showmen's Association

Ladies' Auxiliary

Attendance at the meetings is holding up well considering the fact that more and more people are leaving for the road.

George and Betty Coe celebrated their wedding anniversary before leaving here. Recent departures included Lillian Schue, Margaret Farmer, Clara Anderson, Marosa Herman, Nina Levine and Bill and Ruth Davis. Esther Carley visited on Meeker's Shows. Peggy Steinberg, who will remain here this season, spent a couple of weeks visiting her husband, Joe, on Siebrand Shows.

Emily Baily reported members convalescing after illnesses included Clara Zeiger, Myrtle Hutt, Ruth Saphro and Trudi Di Santi. Blanche Henderson visited Crafts Shows recently where she talked with Charlotte Warren, Berta Harris and Shirley Leatherwood. Grace Merkel has moved to Costa Mesa, Calif.

Meetings during the summer will be held the second and fourth Mondays.

Showmen's League of America

CHICAGO — With the meetings over for the season, activities have settled down to routine.

A summer schedule of operations has been put into effect. The office will be open from 9:30 a.m. to 5 p.m. Mondays thru Fridays; 9:30 a.m. to 1 p.m. on Saturdays, and closed all day Sunday.

The Clubrooms will be open 9:30 a.m. to 10 p.m., Mondays thru Saturdays, and on Sundays from noon to 10 p.m. The house committee will supervise the clubrooms and Herbert Pepper was named custodian.

Recent new members are Leo Willis, Bernard A. O'Connor, John Callagan Jr., John S. McDade, Pat Hoy, Daniel Amico and Eugene E. Barrett.

First meeting of the fall season will be October 3.

Caravans, Inc.

CHICAGO — Turnout for the club's 13th anniversary program was good. On hand were President Agnes Barnes, Molly Raymond, Mae Taylor, Wanda Derpa, Lillian Lawrence, Irene Coffey, Helen Wettour, Ann Sleyster, Rose Jarboe, Mae Sopenar, Eva Shine, Nora Heglund, Anna Schmidt, Lillian Pano, Bertha Sheehan, Helen Hoffmeyer, Marie Dornfield, Margaret Levins, Anna Graebert, Josephine Glickman, Frieda Rosen, Claire Cherniak, Mary Martin, Marie Broughton, Violette Slovick, Lucille Hirsch, Marianna Pope, Marion Falco and Geraldine Muscarello.

At a special meeting preceding the event, correspondence was read from Frances Berger, Gladys Dowswell, Alda McCue, Lillian Glick, Isabel Brantman and Helen Wettour.

Winners at the spring social were Agnes and Oliver Barnes, Isabel Brantman, Marion Falco, Ann Graebert, Nora Heglund, Lillian Lawrence, H. A. (Whitey) Lehner, Margaret Levine, Pearl McGlynn, Eva Shine, Mae Sopenar, Mary Stutzke, Mildred Maniloff, Max Brantman and Mae Taylor.

Mollie Raymond displayed the awards for the summer books, including an Admiral clock-radio, silverware and a coffeemaker.

Clubroom will be closed until September 24.

PARAKEETS and CAGES

(Parakeets, 85¢ Each)
Write or Wire for Prices on Live Birds.

● Shipped Daily ● Safe Arrival
● Lowest Prices ● Buy Direct

CHICAGO BIRD & CAGE CO.
422 S. State St., Chicago, Ill.
Phone: WEbster 9-4191




WANT FOR B & J SHOWS

OPENING IN TORONTO, OHIO, JUNE 3 TO 8

Want Hanky Panks, Ball Games, Glass Pitch, etc. Grind Shows. No grift or gypsies. This is a family show. Ride Help for Jenny, Wheel, Octopus and Chairplane. Also want a Man to take care of three Kid Rides.

JOS. R. LITTON, Mgr. K. Gambill Rides, P. O. Box 1182, Steubenville, Ohio

IMPERIAL SHOWS

RIDE HELP: Want Merry-Go-Round Foreman, Wheel Foreman, other useful Ride Men. Must be licensed drivers. (No cars, please.)

CONCESSIONS: Want High Striker, Penny Pitch, Glass Pitch, Water Games, Novelties, others not conflicting. WINTERQUARTERS OPEN.

Show opens Fairbury, Ill., May 30; then Alton, Ill., June 5-8.

Address BILL GULLETTE, Mgr., Fairbury, Ill.

FOR SALE NOW

By 2 Carnival Folks, forced to leave the road by illness.

1950 1 Ton Panel Truck, 4 forward speeds, with 5 almost-new tires and tubes. All clean, seats 3. Also Age and Scale Stand, lock-up-at-night type, new safety electrical box, signs, wire; Silvertone Portable P.-A. System complete. \$800.00 takes all.

Write C. B. F. HARRINGTON, V. A. Hospital, Ward 9
Lake City, Fla., or 622 No. Beach St. Daytona Beach, Fla.

AMUSEMENTS OF AMERICA

Can place for balance of season, including 15 Fairs, Hankys of all kinds. Help on all Rides. Tony Mason wants Girl Show Talker and Wife. Can use Sideshow Talker and Acts. Can place one more Flat Ride not conflicting.

Address JOHN VIVONA, Matamoras, Pa., this week

RIDE MEN WANTED

Sober, who drive semis, any Ride. Can use Hanky Panks and Ball Games.

Opening for Monkey, Animal, Mechanical or other Grind Shows.

Marshalltown, Iowa, this week; Winona, Minn., next.

K. H. GARMAN, SUNSET AMUSEMENT CO.

BEAM'S ATTRACTIONS

5. CONNELLSVILLE FIREMEN'S OLD HOME WEEK, JUNE 3-8. This is one of the biggest events of its kind in Western Pennsylvania. Parades and other special activity. Can book Shows and legitimate Concessions. HELP: Second Men for Rides who can drive. Capable Carnival Help of all kinds can be placed.

Contact **STEVE DECKER**, Show Grounds, Masontown, Pa., this week.

ATTENTION CANADIAN RIDE FOREMEN

Can Place for Season Starting June 15 IN THE UNITED STATES.

Foremen who can drive semis. No drunks or chasers, only sober, reliable Help. Foremen for Ferris Wheel, Dodgem, Octopus, Round-Up, Rock-a-Plane and Tilt-A-Whirl. All replies to

WILLIAM T. COLLINS
801 E. 78th St. Minneapolis, Minn.

WILLIAM B. MOORE

WANTS FOR CETLIN & WILSON SHOWS OPENING PETERSBURG, VA., JUNE 1.

Due to disappointment want capable Operator of Six Cat. Contact at once. Also Up and Down Help for Concessions. Dave Dicordi, Russell Zion, let me hear from you. All Hanky Panks open.

WILLIAM B. MOORE
HOTEL PETERSBURG
PETERSBURG, VIRGINIA

WANTED—WANTED—WANTED

Merry-Go-Round Foreman and Second Men for other Rides. We pay top wages to those who know their business. No drunks and chasers wanted. Pay your own.

PRUDENT'S AMUSEMENT SHOWS

124 Cedar Ave., Patchogue, L. I., N. Y.
Phone: Grover 5-0315

DROME RIDERS

Can place capable, sober Trick Rider for season, \$125.00 Still Dates; \$150.00 Fairs plus cut in ding. John Blackley, answer.

DEL CROUCH
Olson Shows, Hot Springs, Ark., this week; Decatur, Ill., June 10-15.

WANTED — WANTED — WANTED

Ride Help who get paid each week in cash, no meal tickets, for Ferris Wheel, Tilt and Merry-Go-Round; must have driver's license. Drunks, stay where you are. Need Concession Help. Wonderful opportunity. Out thru November. Have only 8 Concessions on Show, no more wanted. Need Diesel Man for 60 kw. with some mechanical knowledge of trucks. Ewald Jr. and Frank, answer.

Contact **CHAS. BALDWIN**
Camp Hill, Ala., May 27 thru June 2; Lafayette, Ala., follows.

BURKHART UNIT #3

Want at Once—Hanky Panks of all kinds and one set of Diggers. Can use one major Ride not conflicting. Can also use one good Manager with reference. We play Chicago area (no room for trailers). Call or Write **CARL BURKHART**
Phone: 8-5693, Plano, Ill., or Aurora, Ill., May 29-June 2; Lombard, June 5-10.

FOREMEN WANTED

FOR MERRY-GO-ROUND AND WHEEL

BILL GULLETTE
Imperial Shows, Fairbury, Ill.

Griffiths Amusements

WANT

#5 Wheel Foreman, Second Men who drive. Legitimate Concessions only.

Tower City, Pa., this week; Hummelstown, Pa., June 3 thru 8.

PARAKEETS
85c
 Minimum Order, 40 Birds.
CAGES 50c EACH
 Shipped Daily—F.O.B. Los Angeles.
 —Call or Wire—
24-HOUR SERVICE
Durkee's Bird Farm
 8967 E. Gallatin Rd., Pico, California
 Phone: OXford 9-5210

Ranger-Lassie In Kan. City, Miss Tornado

KANSAS CITY, Mo.—The Lone Ranger-Lassie show appeared at Kansas City's Municipal Stadium Saturday and Sunday, and was safely out of the area by the time a tornado struck this area Monday (20). The show was nearly rained out the first day, but did well enough on the second.

Last weekend (25-26) it was at the Milwaukee baseball park and it is scheduled to play Wrigley Field, Chicago, June 1-2. Schedule has been amended to eliminate a number of weekday appearances contracted earlier. Tie-ins are being used in many stands. At Chicago they have tickets for sale at cut rates in about 200 National Tea supermarkets.

After Chicago, the show lays off three weeks, then resumes with a tour of Southern cities under the direction of promoter Eli Weinberg. Fair dates mark the last stands before the September 28 finale.

It was the first event of its kind to appear in the Kansas City ball park.

Vivonas Okay in Philly Stand; Faracchio Wed

WEST CHESTER, Pa.—Amusements of America had a fair week in Philadelphia, with pretty good attendance contributing to the ride gross, which was better than anticipated. Fire the previous week, in Leiperville, destroyed Joe Faracchio's novelty stand.

Faracchio was married Friday (17) to Sara Baer in Elkton, Md. Best man and maid of honor were Dominic and Marie Vivona. The bridegroom has a new Roller Coaster on the show.

Visitors here included the committee from Leiperville, Joe Sherman, Mr. and Mrs. Paul Rapple, son and daughter-in-law of Jim Rapple, billposter, and Harry Wilson.

Sebastian (Babe) Vivona reports good results to date with the No. 2 unit, which will join the main unit for fairs. Rosita Dell is recovering from a recent illness.

Brashear Sets June 10 Bow In Texas Town

FORTH WORTH — American Midway Shows will open its road tour June 10 in Greenville, Tex., Don M. Brashear, owner-manager, announced. Until then, the rides and concessions will play lots in this city.

One of the major dates on this year's route will be the Wright City, Okla., July 4 celebration, Brashear said. Kansas fairs booked include those at Hill City, Hardtner, Stafford, Blue Rapids and Beloit. In Oklahoma the show will play the Woodward fair while Texas annuals include those at La Grange, Giddings, Caldwell, Bellville and Alice.

Joining the Cotton State Shows recently to operate the Side Show were Doc, Dottie, Robert and James Miller, hailing from Phoenix, Ariz.

Fay and Bill Snyder, who are soon to join Garden Bros.' Circus, recently purchased a new waterfront home in Miami.

New Kochman Unit Hunts Sunny Skies

MEDFORD, Ore.—Reportedly the first attraction rain-out in 31 years, was the fate of Jack Kochman's Auto Daredevils, at the Angels Camp (Calif.) Fair on Saturday (18). The elements dogged the former Jimmy Lynch unit the following day as well, with a rain-out at Stockton, Calif.

Business generally has been better, since the show left the Southwest's flood belt. Texas was especially rough, and there was a rain-out at Phoenix. Business was weather-weakened at Houston and elsewhere, by rain, high winds, or both.

Where given a weather break, the show has enjoyed good business. A hefty crowd of 2,800 attended the show here Wednesday (22).

Kochman is touring with this unit, which has Bill Reed as manager and ramp-to-ramp jumper. Also a featured driver is Lucky Leo Schultz. With the performers is Patricia Jones, veteran stunt driver and stock car racer, who had received considerable publicity in the West thru her exploits in the gas economy run, in which she finished second to Bill Loshier.

3 On Advance

Handling the advance are William Skinner of Miami and Clarence Chrisman of Memphis, who are also billers, and Don Bebe. Personnel complement totals 16. Kochman's agreement with Mrs. Virginia Lynch included trailers, ramp equipment and other material it is understood, as well as rights to use of the Jimmy Lynch title.

The unit will continue thru Oregon and Washington, then route eastward for its opening fair date, June 30 at the Dewitt County Fair, Farmer City, Ill. Following will be the fairs at Metropolis and Brownstown, Ill. Fairs will be in Indiana, Illinois, West Virginia, Tennessee, Kentucky, Michigan, and westward to end at California fairs.

Plans are developing rapidly for a 1958 repeat tour of Europe, now being shown by Jack Kochman's Hell Drivers. Attorney Martin Krugman is there now, doing legal work for the repeat visit, and Manager Bob Conto will return to Europe in mid-June. This unit will return for the fair season, opening at Harrington, Del.

Charro Days Inks Franklin

BROWNSVILLE, Tex. — The Charro Days Commission announced that it has awarded its 1958 midway attractions contract to Don Franklin Shows, which played the date this year. The 1958 event will be held February 12-16.

Other bidders were H. P. Hill, Hill's Greater Shows, and Don Brashear, American Midway Shows.

Carroll Springs At Minnesota Spot

LEXINGTON VILLAGE, Minn.—Carroll's Greater Shows opened the first stand of a limited still date season here Wednesday (15). Following the Wednesday (22) closing here, the show moved to Spring Lake Park, Minn., and then goes into a celebration and fair route in Minnesota and South Dakota. Major addition to the line-up this season is a Round-Up.

Monarch EXPOSITION SHOWS

Monroe City, Mo., Centennial next week, followed by Polo, Ill., Centennial. Six big Days and Nights at each spot, then a solid Route of Fairs.

CONCESSIONS: Can place a few more Hanky Panks, also Pitches, Age and Weight, Basketball, Caramel Corn, Novelties, Arcade and others.

HELP: Can place Foreman and 3 Second Men. Must drive.

Address E. L. WINROD, Mgr.

Granite City, Ill., this week; Monroe City, Mo., next week.

MOTOR STATE SHOWS #2

WANT FOR MAY 29 OPENING, MADISON HEIGHTS, MICH., CORNER OF 14-MILE ROAD AND STEVENS

Want Foreman for two-abreast Merry-Go-Round. Second Men who drive. Hanky Panks, will Ex Photos, Scales and Age, Glass Pitch, Hi-Striker. Can use one or two Shows.

Will be at lot Monday, May 27. All replies to

F. DICKSON, Manager

BIG CITY SHOWS

MADISONVILLE, TENN., MAY 27-JUNE 1; FOLLOWED BY V. F. W. CELEBRATION, COLUMBUS, IND., JUNE 3-8, ON THE STREETS

RIDES: Want Octopus, Tilt or any flat Ride. CONCESSIONS—Hanky Panks of all kinds. Good opening for Bingo. SHOWS—White or Colored Girl Show, 5-in-1. Funhouse, Big Snake. HELP: Agents for Hanky Panks, Age & Scales, Grind Store, Skillo Help. Foremen for Ferris Wheel and Chairplane. Help in all departments.

Contact Jimmy Ackley, Owner, or Ralph Decker, Bus. Mgr. MADISONVILLE, TENN.

P.S.: Doc Blessinger, contact.

ATTENTION! BIGGEST CELEBRATION IN 1957 OKLAHOMA SEMI-CENTENNIAL, JUNE 14-JULY 7—24 BIG DAYS

Have exclusive rights on all Gaming Concessions on independent midway. Would like to hear from Long Range Shooting Gallery. Also Hanky Pank Concessions. Have opening for Agents on Stock Concessions. FOLLOWING PEOPLE GET IN TOUCH: GRABO HENDERSON, EVELYN RENALDO (Charlie Reid's ex-wife), JIMMIE RADCLIFF, BLACKIE JACOBSON, MARVIN (LEFTY) WILLIAMS, CAPT. EBO AND HIS TRICK DOGS, MORRIS FRIEDHEIM.

Contact CHARLES (CHUCK) MAGID

Biltmore Hotel (Room 805), Oklahoma City, Okla. (Phone: Regent 6-5611).

GOLD BOND SHOWS

WANT CONCESSIONS: Hanky Panks only Want Ice Cream, Basket Ball, Cigarette Shooting Gallery, Age and Weight, Ball Games, Pitch-Tilt-Win, Fish Pond, Add-Em-Up Darts, Bird Pitches, Roman Targets. SHOWS: Want Mechanical, Monkey, Illusion, Side Show (Bill Fitch, answer) Can furnish complete equipment for 5-in-1 to reliable Operator. RIDE HELP: Can place Second Men. No drunks. ALL REPLIES BY WIRE ONLY.

HICKEY STARK, Mgr.

OTTAWA, ILL. MAY 27-JUNE 1.

LITTLE DIXIE AMUSEMENT COMPANY

WANT FOR FOUR CELEBRATIONS IN COLORADO: Ordway, May 29 thru June 1; the Big One, Salida-Arkansas River Boat Race, Salida, 4 days on the streets, June 4 thru 9; Antonito, right downtown, American Legion, June 12 thru 15; Spanish Peaks Fiesta, Walsenburg, June 16 thru 22.

Want a few more Hanky Panks, Coke Bottles, Heart Pitch, Fish Pond, Bear Pitch, Mug or any others not conflicting. Will place Side Show with own equipment. Can place Flat Ride. Can place Second Men on all Rides. This is a seven-ride show.

Contact ED WHALEN, Gen. Mgr., per route above

MERCURY SHOWS

WANT Legitimate Concessions of all kinds for three big Centennials: Rolla, Mo. (downtown on the streets), June 3 thru 8; Centralia, Mo., June 10 thru 15; Florissant, Mo., June 16-22.

Contact BOB ALSOBROOK

St. Clair, Mo., until May 29; Pacific, Mo., until June 1; then per route above.

Page Bros.' Circus & Carnival Combined

Want Electrician and Mechanic, Ride Superintendent, Ferris Wheel Foreman, Ride Men on all Rides. Useful Show People in all departments. Any Show with own equipment except Girl Show. Hanky Panks of all kinds.

Bowling Green, Ky., now; Albany, Ky., next week.

RIDE FOREMEN WANTED

Wheel Foremen, Merry-Go-Round Foreman, Tilt Foreman, Kiddie Ride Foreman. Second Men on all Rides. Foreman's wages start at \$50.00 on up depending on what you know. Second Men wages start at \$40.00 on up.

SCOOTER FOREMAN WANTED

Want Man who can Up and Down and take care of 10-Car Ride. This Ride is mounted on two semis, no heavy plates to lift.

A. J. SUNNY AMUSEMENTS

3006 East 130th St. Phone Washington 1-4679 Cleveland 20, Ohio

THOMAS JOYLAND SHOWS

Can place at once for Side Show, Bally Girls, Man and Wife Team for Illusion, Tattoo Artist, Acts of all kinds. Can place Ride Men on all Rides, must drive. Want Caterpillar Foreman at once. Can place Carpenter, very good salary. Want Penny Arcade, Photo Gallery, Short Range, Balloon Darts and legitimate Concessions of all kinds.

Address: MORGANTOWN, W. VA., THIS WEEK.

when answering ads . . .
 Say You Saw It in The Billboard

WANTED
GIRLS
 • Novelty Acts
 • Waitresses
 • Dancers
 GOOD PAY
TOMMY THOMAS
 Club Mardl Gras, 92 Duval St.
 Key West, Fla.
 Phone: CYpress 4-9147 after 9 P.M.

NOTICE
RIDE MEN AND CONCESSIONERS:
 Southern States Shows can place, to join at once, experienced Ride Men in all departments; those who drive trucks and have license given preference. Have room for a few more Hanky Panks. No P.C. or flats. We are now playing the cream of the markets and they are open. Can offer you a long, sure season. We are now booking Acts and Shows for our fall route. All interested parties contact at once.
JOHN B. DAVIS
 Wildwood, Fla. May 27 through June 1.

WANT GARDEN STATE RIDES
 For Pennsburg, Pa., June 3-8; Allentown, Pa., June 10-15; then the Phoenixville, Pa., Firemen's Fair, June 18-29; with a 3-County American Legion Convention to follow.
 CONCESSIONS: Can place Grab, Milk Bottles, Coke Bottle, Basketball, Glass Pitch, Bear Pitch, Cigarette Gallery, Long or Short Range, Break Records, Ice Cream, Waffles, Sno Cone. What have you? All address: R. H. MINER, Stefko Blvd. and Walter St., Bethlehem, Pa., now.

\$200 PER DAY
MADE OPERATING CONCESSIONS,
 AT STATE, COUNTY FAIRS and Carnivals! How to frame and operate! Attendance principal! Fairs. Complete compact. Indispensable! New! Illustrated. Write for Free details. Postpaid \$3.00. Globe Sales Co., Macon, Ga.

Concessions Wanted
 For CENTENNIAL CELEBRATION, 10 Big Days, June 28-July 7.
 Free High Acts. (In conjunction with 23rd Annual JCC Civic Celebration.)
 Rate for Concessions—\$6.00 per foot.
APPLETON CENTENNIAL HEADQUARTERS
 Appleton, Wis.

A and T AMUSEMENT CO.
 Opening Piqueton, Ohio, May 28, ON LOT NOW.
 WANT Concessions of all kind.
 WANT RIDE HELP.
HAM ANDERSON or PETE TURNER

WANTED
DERBY HELP AND CALLERS
CARL HANSON
 5975 N.E. Second Ave. Miami, Fla.
 P.S.: Leonard Liddle, contact.

CARNIVAL WANTED
 Montague (Mich.) Homecoming by Optimist Club, late July or early August, on club grounds. Write
MONTAGUE OBSERVER
 Montague, Mich.

WANT FERRIS WHEEL
 Need Wheel to round out our park. Choice location on front of midway. Take all. No percentage or privilege to office. Over one-half million colored here. Contact
Mike Caldera, Mgr., Sunset Lake Park
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10 of our latest and HOTTEST promotional items. Re-order just the items you desire. You must be delighted with our sample kit or money refunded immediately. Send us \$6.90 today for your kit or write for FREE listing.

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18 VITAMINS plus 13 MINERALS In Every Tablet!
*In a Natural Base of Liver, Yeast, Alfalfa,
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**Here's the New Vitamin-Mineral
Tablet With More to Talk About...
At a Price to You That Makes for
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No matter what you're selling now, you owe it to yourself to find out how much more Naturalin Vitamin-Mineral Tablets offer in pitch appeal and profit. Check the formula at right very carefully. Compare it with any other product on the market. We manufacture for doctors and companies throughout the United States. Thus we offer this low, direct-to-you price:

ONLY \$6.00 PER DOZEN BOTTLES, PREPAID!

Yes, your cost is only 50¢ per bottle of 60 tablets (a full month's supply). Order your first dozen today on the guarantee that they sell faster than any you've ever pitched, or return for full refund. YOU CAN'T LOSE! YOU CAN PROFIT!

YOUR OWN BUSINESS!

On orders of 12 dozen or more we'll be glad to imprint YOUR NAME on the Naturalin label instead of our own... AT NO EXTRA COST!

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The NATURALIN FORMULA

TWO TABLETS DAILY PROVIDE:

Vitamin A . . . 5,000 USP units	Calcium 130 mg.
Vitamin B-1 3 mg.	Cobalt 0.1 mg.
Vitamin B-2 2 mg.	Copper 0.1 mg.
Vitamin B-6 0.1 mg.	Iodine 0.1 mg.
Vitamin B-12 2 mcg.	Iron 10 mg.
Pantothenic Acid 2 mg.	Magnesium 1 mg.
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Vitamin D 800 USP units	Manganese 1 mg.
Vitamin E 1 intl. unit	Zinc 0.1 mg.
Vitamin K 0.1 mg.	Flourine 0.01 mg.
Vitamin P 1 mg.	Molybdenum 0.1 mg.
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Para Aminobenzoic Acid 1 mg.	Wheat Germ Oil 5 mg.
Rutin 1 mg.	Alfalfa Powder 1/4 gr.
Folic Acid 0.1 mg.	Prune Powder 1/4 gr.

Provides the following percentage minimum daily requirement of Vitamin A 125. B-2 100, C 100, D 200, B-1 300, Calcium 17.3, Iodine 100, Iron 100, Phosphorus 13.3.

MERCHANDISE TOPICS

ABC Premium & Novelty Company, Chicago distributor of general merchandise, has moved and taken on a new name. The firm has been retitled Damen-Lawrence Sales, Inc., and has moved to 4727 North Damen Avenue, Chicago. The telephone number is UPTown 8-1112. To mark the changes the firm will hold a grand opening at its new address the week of June 3, Monday thru Saturday. The new location was necessary due to expanding business in the firm's line of sundries, carded goods, household items, hardware, toys, jewelry, leather goods, electrical appliances, specialties, novelties, premiums and gifts.

K & L Jewelers will move to new and larger quarters in Los Angeles about June 1. According to Stuart Krause of the firm, this will mean faster and more efficient service for customers. The new address will be 217 West Fourth Street.

Herman L. Jesson, 124 West Sixth Street, Los Angeles, is now including in his line of novelties genuine baby alligator head key chains made by Indians in Colombia. Jesson imports them direct. Novelty buyers will remember Jesson as the importer of Amazon orchids and the original shrunken heads, the latter made by Jivaro Indians of Eastern Ecuador.

Indianapolis Statuary Company, 1549 Madison Avenue at Lincoln, has on hand a large assortment of plaster for the trade. Included in the line are plush and slum. The firm will send a price list or sample. Due to detour U. S. 31, come to 1500 South East Street, two blocks west on Lincoln, when visiting. Loading dock and parking space are provided.

Murray Roth and Dave Berk, of Gem Sales Company, 533 Woodward Avenue, Detroit, report that sales of the six-pen pocket secretary have their order department busy. According to the firm's owners, no pen item handled by them has ever produced action like the six-unit product. The item consists of a pocket secretary and memo pad combination in a handsome leather-grained vinyl material and six Windsor ball point pens. Price is \$8.40 per dozen or \$96 per gross. Samples are available at \$1 postpaid. Your money will be refunded if you are dissatisfied with the merchandise after inspecting it.

Levin Bros., Terre Haute, Ind., a company which has been established since 1886, is running a group of low-priced specials. Featured are 10 gross of assorted slum, \$8.50; plastic police whistle ring, six dozen on a card, \$1.50; eight-inch feather doll, \$1.65 per dozen, and 18-inch floral paper parasol, \$9 per gross. All prices are f.o.b., Terre Haute, and postage is extra. A 25 per cent deposit is required on all c.o.d. orders.

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FORMULA WITH TITANIUM inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only \$1.35 per gallon.
RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. \$1.50 per gallon.
SHERMAN MASTER PAINTERS PRODUCTS Rubberized, concrete, porch and floor enamel Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only \$2.40 per gallon.
3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self display window front box, consists of 1", 2" and 3 1/4" sizes. A brush for every painting purpose. Individually boxed. Packed 12 boxed sets to master carton \$1.00 per set. 25% dep., money order or bank check. Bal. C.O.D. F.O.B. Chicago.
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 Mama Dolls
 200 DOZEN!
 All rubber, rooted hair, closes eyes, fully dressed.
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24" TAFFETA CLOWN-DOLL \$4.50 dz. Gr. lots. In gr. lots
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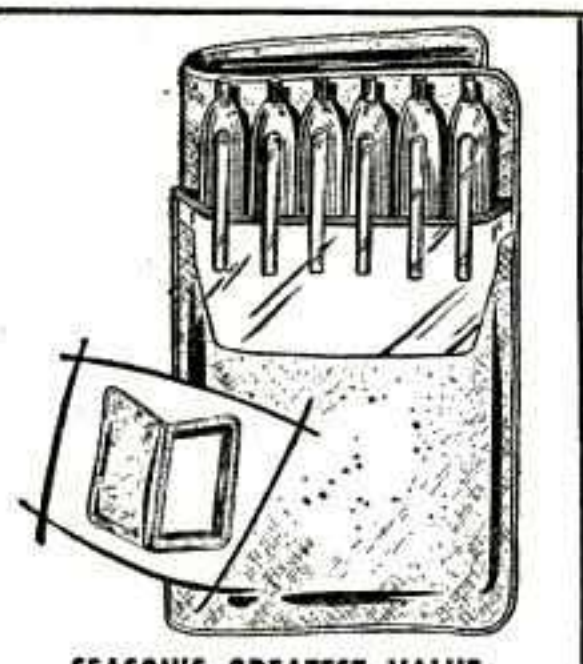
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 Free Catalog, 48 Illustrated Pages. 25% Deposit on C.O.D.'s.

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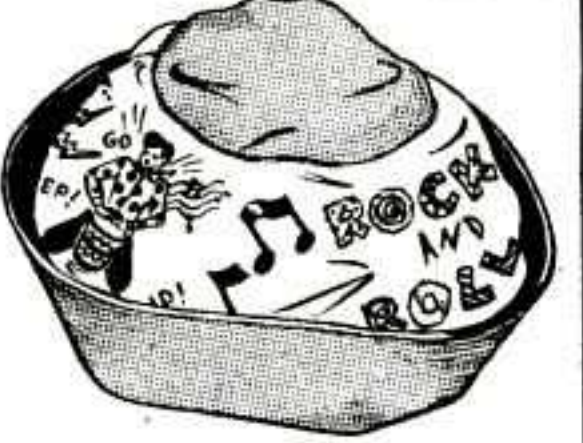
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\$3.25 Doz.
 Gold finish. White brilliant center. Red or Green sides.
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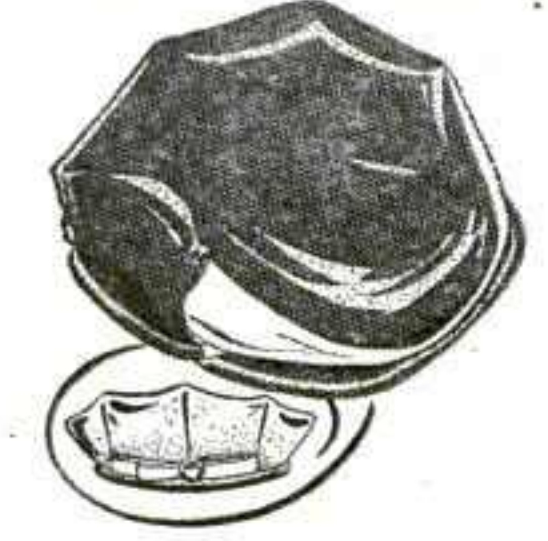
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 Most Sensational Pen Deal in Years. SIX PEN POCKET SECRETARY SET—Including:
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 (2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.
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 All Pens Fully Guaranteed.
Specially Priced .. \$7.00 per doz. Sets
 Sample Set \$1.00 Postpaid.



LATEST SENSATION
 Four Piece Combination Set—Two Top Quality Retractable Ball Point Pens with Gold Tone Tops. Also a pair of extra fine Sun Glasses for men and women. These are put up in fine simulated leather pocket savers in assorted colors. Terrific money maker.
\$6.50 per dozen Sets



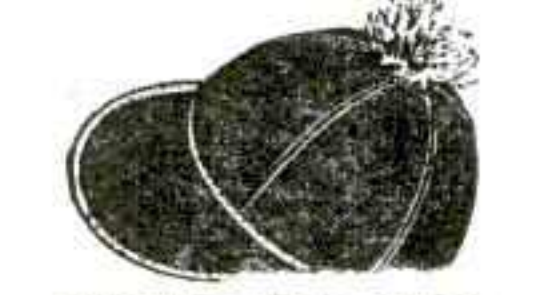
ROCK & ROLL GABARDINE CREW HAT
 Assorted Pastel Colors
\$6.00 per dozen
\$65.00 per gross



BEAT THE HEAT
 With The New Sensational 2-TONE KOOL LID FOAM HAT
 Made of the new wonder insulated foam material. It is a frosty feather weight foam which will give you summer comfort you have never known before. These hats are flexible and washable. Will fit all head sizes. Assorted pastel colors.
Specially priced \$8.50 per doz.



NOW! NEW LOW PRICE
 For All Hat Operators
LATEST CREATION
 Checked and plaid Be-Bop Hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.
\$4.00 Doz. \$45.00 Gross



KIDDIE FELT CAPS
 WITH POMPONS
 Assorted sizes and colors.
Gross \$27.00



MOTORCYCLE CAP WITH TWO BANDS
 Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia.
\$6.25 Doz. \$72.00 Gr.
 These hats in colored material. Pink, Yellow, Blue, Black, etc.



Men's Full-Size BLACK FELT DERBIES
 With blinding. This hat is now sweeping the country.
\$5.00 Doz. \$52.00 Gr.



LADIES' 5-PIECE GENOVA WATCH SET
 Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf- which can be used as candy dish.
\$6.00 Complete Set
 Sample Set, \$7.00



FULLY AUTOMATIC CHROME POCKET LIGHTER
\$4.50 per Dozen
\$48.00 per Gross



MEN'S 11-PIECE WATCH SET
 Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match. Retractable Ball Point Pen & Pencil Set, Wallet, Goldtone Pocket Lighter, Cufflink & Tie Slide Set. Money Clip & embossed, hinged silk lined box. Service Guarantee included.
\$7.50 set complete
SAMPLE SET \$8.50

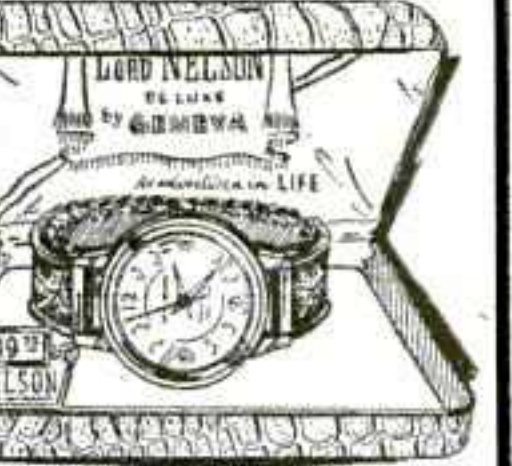


7-Pc. MEN'S WATCH SET
 Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set.
2 Year Service Guarantee
\$5.50 per set
Sample Set, \$6.50

FLASH! PEARL SET
\$8.00 per doz. Sets
TREMENDOUS VALUE
 Sample Set \$1.00



HARRIS SPECIAL
 4-PIECE COME & BRILLIANT STONE JEWELRY SETS
 Necklace, Earrings & Flexible Bracelet to match. 24 Kt. gold plated. Satin lined gift box
\$12.00 dozen
\$1.50 sample set



Lord Nelson waterproof, shock-proof anti-magnetic Men's Wrist Watch with split second hand, stainless steel back and combination leather and metal Gold Tone & Pencil Set. Advertised in Life Magazine. Boxed with \$49.75 price tag.
\$6.50 each Sample \$7.50



ARMY AIR FORCE SUN GLASSES
 In beautiful Leatherette Case, gold finish Frame and adjustable flexible Ear Piece.
\$5.50 Doz. \$63.50 Gr.
 Complete with Case.

SPECIAL OFFER
 NEW RETRACTABLE BALL POINT PEN
 The New, Sensational Retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak proof, large ink supply.
\$1.50 dozen
\$14.00 Gross
 4-inch Metal Refills \$7.00 per gross

MEN'S JEWELLED GOLD TONE WRIST WATCH
 Expansion Band to match
\$4.00 each
LADIES' GOLD TONE WRIST WATCHES
 With Expansion Band to match.
\$4.50 each
 Add \$1.00 each for sample Watches.

The New MIRACLE CROSS AND CHAIN
 With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored Stones. This makes a beautiful and practical gift.
\$5.00 doz.

25% deposit required—money order or cash. We Ship Same Day We Receive Order. We Ship All Over the World.
HARRIS NOVELTY COMPANY
 1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.
 Phones: Market 7-9848—WA 2-6970
 Send for Latest Catalog

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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.

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Show-Biz presents the newest addition to its comedy library. Fifty categories of up-to-date material in hundreds of sharp gag lines. As modern as tomorrow. Order your copy now, only \$5.00.

SHOW-BIZ COMEDY SERVICE

(Dept. BB 19)
1613 E. 29 Street Brooklyn 29, N. Y.
23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. Jc24

AGENTS & DISTRIBUTORS

ASIA TRADE INQUIRIES—NEW DIRECTORY lists free Trade Guides, Journals, Directories in Japan, Hong Kong, Directory of Nippon Annal, Box 6266-L, Spokane 28, Washington. Jc10

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BALL POINT PENS, \$12.50 PER 100. Refills, \$1 dozen. Low price imprinting. Your name, address, ad. Write. Sample order, 5 Pens, \$1. Topval, Lyndhurst, N. J. Jc3

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. "Raco," XL, Boston 10, Massachusetts. ch-mp

DEMONSTRATE, DISTRIBUTE, SELL—great Insecticide Line needed everywhere. Professional formulas. Used safely, easily, indoors-outdoors. Effective. Low cost. Profitable. Each sale repeats. Capable distributors only, write: Sayer Associates, 426B2 Portland Building, NW, Washington 5, D. C. Jc3

EARRINGS—ASSORTED STONED AND tailored. \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. my27

GRIPPERS 1½—BRAND NEW. CLOSE OUT \$28 each or \$250 for 10; ½ deposit. Ferral, 1525 Ann St., East Lansing, Mich. Jc3

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$6.50 gross
Tie Bars, carded 3.60 gross
Charm Bracelets 7.20 gross
Stoned Pins 7.20 gross
20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.
GET THE "ORIGINAL" 1957 BLUE BOOK Directory of manufacturers, jobbers, wholesalers. Deal direct with over 6,000 firms who supply anything up to 100% dealer discounts. Also new products. Free wholesale plan. Associated Wholesalers, 1016-B Starr, Burlington, Iowa. ch

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tinted Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.05 dz.
Asst. Tie Slides, carded 1.00 dz.
Rosaries imported 1.25 dz.
Summer Sets, boxed 7.20 dz.
Tie & Cufflinks Set, asst. 3.50 dz.
4-Pc. Rhinestone Sets, boxed 18.00 dz.
Summer Earrings, asst. 12.00 gr.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 9.00 dz.
Cufflinks carded, asst. 1.50 dz.
Necklaces, asst. 1.50 dz.
Send for descriptive literature or other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

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MEN'S WALLET—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage, C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. my27

JEWELRY CLOSEOUTS

- E1—Tailored Earrings, Asst. Gr. .. \$18.00
- E2—Stone Earrings, Asst. Gr. 21.00
- E3—Pierced Hoop Earrings Gr. 8.50
- E4—Stone E/Rings, Etc. Asst. Gr. ... 12.00
- T1—Tailored Tie Sets, Bxd Dz. 3.50
- T2—Stone Tie Sets, Bxd Dz. 4.50
- T3—Asst. Tie Sets, Bxd Dz. 5.75
- T4—Tie Slides, Carded Dz. 1.25
- T5—Marilyn Monroe Tie Sets Dz. ... 10.50
- C1—Cufflinks, Carded Dz. 1.25
- C2—Odd Lot Neck & Brace Gr. 15.00
- B1—Bracelets, Asst. Gr. 24.00
- W1—Men's 6-Piece Watch Set 5.95
- W2—Ladies' 5-Piece Watch Set 6.25
- W3—Men's Stone Dial Watch 5.50
- W4—Men's 10-Piece Watch Set 7.50
- W5—Men's 10-Piece Watch Set 7.50
- P16—6 Asst. Cuff Sets, Bxd. 3.00
- P24—Men's 6-Piece Watch Set 5.00

- L3—Stoned Pen & Liter Bxd Dz. \$19.80
- R3—Gents' Stone Rings, Asst. Dz. ... 2.75
- K101—Ladies' Manicure Set Dz. 7.20
- K110—Men's Manicure Set Dz. 7.20
- R101—Pearl Rosaries Bxd Dz. 9.00
- R102—Pearl Rosaries, Bxd. Dz. 5.25
- R164—Religious Medallions, Bxd. Dz. 6.75
- 2—Gift Perfume Set, Bxd. Dz. 14.40
- 6—"Your Grace" Perfume, Bxd. Dz. 9.00
- 6—"Lis'n Dear" Perfume, Bxd. Dz. 21.00
- 2160—Stone Neck & Ears, Bxd Dz. ... 7.50
- 2164—Stone Neck & Ears, Bxd Dz. ... 9.00
- 2256—3-Piece Pearl Set, Bxd. Dz. ... 8.50
- BF101—Ladies' Wallets, Dz. 4.50
- BF122—Ladies' Wallets, Dz. 3.60
- BF445—Ladies' Wallets, Dz. 6.50
- BF124—Men's Wallets, Dz. 3.60
- BF446—Ladies' Wallets, Bxd. Dz. ... 15.00
- BF447—Men's Wallets, Bxd. Dz. ... 11.25

Try samples of any items at reg. prices. 20% dep. bal. COD. Free catalog.
NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Providence, R. I.

A Sparkling Success!
CEL-MAX
Success!

Ladies Rhinestone WATCH SET
\$7.95

- Beautiful Jeweled RHINESTONE WATCH with sleek band!
- Glittering Bracelet
- Stunning Necklace • Smart Earrings

Yes... a distinctive 6-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. \$5.25, with order, balance C.O.D.

Spotlight Value!
Cel-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. Sample, order 6. \$6.45

\$4.89

CEL-MAX, Inc.
582 SO. MAIN ST. MEMPHIS, TENN.

PLUSH from MFR!

32" PLUSH BEAR
Cotton stuffed. Assorted colors .. **\$20.00** dz.

32" SUPER PLUSH BEAR
Vinyl Rubber, Painted Nose. **\$21.75** dz.

21" FLAPPER BEAR \$11.00 dz.

10" PLUSH SCOTTY & BEAR
\$6.00 dz. In gross lots... \$5.75 dz.
F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

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NEW IMPORTS — SALT AND PEPPER Shakers, \$3 dozen; Perfume, \$6 dozen; Earrings, \$2.50 dozen. Cash with order. Sullivan Sales, 2017 Mohawk Place, Cincinnati, Ohio.

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PROFITABLE BUSINESS, OPPORTUNITY amazing, shoeing plans, work home, start spare time. Send no money, write. Reliance Exchange, Box 152, Chicago 90.

RAINBONNETS, \$7.20 GR. CASED, CHAIN Store Novelty, 19 W. 34, N. Y. C. ch-jc3

SELL 11X14 OIL COLORED ENLARGEMENTS only \$2.95. \$1 commission each sale, act quick! Acme Enlargers, Box 57 (Levy) North Little Rock, Ark. Jc3

WHOLESALE—RAINBONNETS, 49¢ RETAILER, carded \$2 doz.; Ribbon, 72 pcs. boxed, \$3 postpaid. Coastal Supply Co., Tappan St., Manchester, Mass. my27

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ALLIGATORS, RINGTAIL AND SPIDER Monkeys, Ringtail Cats, Raccoons, Boa Honey Bears, Coimundi, Fox Squirrels, Agouti, Flying Squirrels, Toucans, Coyotes, complete stock Birds, Animals and Reptiles. Write or phone: Bill Allen, Fredericktown, Missouri.

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PARAKEETS, 50¢ EACH UP; MINIMUM order 25 Birds; Cages, \$4.80 doz.; Canaries, Flash Cages, Rats, Mice, Monkeys, Immediate shipment. Terms: Part cash, balance C.O.D. Established 1907, National Pet Supply, 3029 Olive, St. Louis 3, Missouri. Jc24

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HAVE TOP LOCATION FOR AMUSEMENT Park. Will give attractive proposition to reliable company that can handle same. Apply: E. L. Perly, Flintstone, Md. je10

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CONCESSION BODY—ALL STEEL, OPENS three sides, fluorescent, many extras; also two Custard Machines all in top shape. No reasonable offer refused for either. No pictures. C. B. Foutz, General Delivery, Newsoms, Va.

FOR SALE—CUSTOM BUILT MINIATURE Steam Train Ride, coaches and track, used one year, good condition. Hubert Perkins, 2923 Heyward St., Columbia 5, S. C.

FOR SALE — KIDDIE AIRPLANE RIDE with Fence, complete, no junk, \$625. Fred Utter, Gen. Del., Bloomingdale, O.

JUNIOR SIZED CHAIR PLANE, 10 SEATS, 8 hp. Briggs Motor, almost new; Boat Ride, 26 passenger, platform type. Copper Kettle, 500 ft. 4.0 rubber covered wire. C. H. Bruister, Salsuma, Ala.

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Winchester gallery pump guns, loader, gallery parts, 2 motor blowers for ping-pong blower game, 2 Add-A-Ball games, A-1 condition; \$25.00 for both other games.

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Two-year-old 60-ft. Round Top One-year-old yellow and blue striped. Side Walls—made for no center pole rigging. Easily converted. All poles except center supplied. \$600.00.

Write Theatre-Go-Round
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16 YOUNG MARE PONIES ALL FOR \$1200. There is no more like these. No time for letter writing. Truck available for delivery. Phone 9317, day or night. P. L. Cobb, Amite, La.

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. Jy22

A 5½ KW. GENERATOR, 2 CYLINDER Wisconsin Motor, like new, \$495. Write: Hoffman, Box C, Wickatunk, N. J.

MINIATURE TRAIN, MODEL G 12, excellent condition, \$1500. Lester F. Downing, Alton Bay, N. H.

PORTABLE ROLLER RINK, 40'x100' Complete; new Tent, Maple Sectional Floor, 100 pairs Chicago Skates, Counter, Sound System, Wiring, etc., \$5,250. Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn.

FOR SALE—SECONDHAND SHOW PROPERTY

BRILL'S ILLUSION PLANS: SIDE SHOW Stunts, Burned Alive, Electric Chair, 6 Platform, 4 Escapes, 4 Rigger, No-Middle-Mirrie, Lensless Fishbow, Buzz Saw, Coffin Blade Box, \$5 each. Doll House, Headless, Saving Woman, 3 Cuts, \$3 each. Pit Show (Spidera), \$8. All \$50. Free catalog. Brill, Box 275, Peoria, Ill.

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FOR SALE—CUSTOM BUILT MINIATURE Steam Train Ride, coaches and track, used one year, good condition. Hubert Perkins, 2923 Heyward St., Columbia 5, S. C.

FOR SALE — KIDDIE AIRPLANE RIDE with Fence, complete, no junk, \$625. Fred Utter, Gen. Del., Bloomingdale, O.

JUNIOR SIZED CHAIR PLANE, 10 SEATS, 8 hp. Briggs Motor, almost new; Boat Ride, 26 passenger, platform type. Copper Kettle, 500 ft. 4.0 rubber covered wire. C. H. Bruister, Salsuma, Ala.

FOR SALE

Winchester gallery pump guns, loader, gallery parts, 2 motor blowers for ping-pong blower game, 2 Add-A-Ball games, A-1 condition; \$25.00 for both other games.

FOREST PARK
P. O. Box 1026 Dayton 1, Ohio
TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. je10

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, trade-ins; photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my27

WE'VE GONE INDOORS

Two-year-old 60-ft. Round Top One-year-old yellow and blue striped. Side Walls—made for no center pole rigging. Easily converted. All poles except center supplied. \$600.00.

Write Theatre-Go-Round
Virginia Beach, Va.

USED EVANS WHEEL, ELECTRIFIED FOR lights, sixty numbers, five feet high. Contact: Imperial Decorating Co.; S. L. Fraser, Prop.; 822 Hall St., Manchester, N. H.

16 YOUNG MARE PONIES ALL FOR \$1200. There is no more like these. No time for letter writing. Truck available for delivery. Phone 9317, day or night. P. L. Cobb, Amite, La.

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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: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.
LOWEST PRICES ANYWHERE

Sherfy's
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Midgets, 3,000 series—7 colors
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MAKE BIG MONEY SELLING TOWELS

We've sold MILLIONS of LOW AS Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:

100 Towels	4.50
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2000 Towels	65.00
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Made of Aluminum and Gold or Nickel Plated

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MISCELLANEOUS

GIRL SIDE SHOWS WANTED FOR CARNIVALS week June 10 to 15 at Limeport, Pa. Write or call WO 5-2005. Ask for C. W. Ritter. my27

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CONTACT DESIRED WITH SINGLE Women interested in hypnotism, astrology, Confidential. Scorpion, c/o Main P. O., Box 1199, Albuquerque, N. M.

MR. HOPE, \$200. WM. H. J. RIGHT. Homestead don't know. Hugh disappeared, handling bills. Extra money, if possible, would help. Mother sick, children fine. Ray.

RANDY—THE ADDRESS IS 1907 WEST McKinney, Houston, Tex. Phoner JACKSON 3-0161. No letters from your sister. Why? J.T.M.

RECEIVING-FORWARDING ADDRESS, \$3 month. Letters remailed 25¢. New York Times classified, \$1. W. Laughlin, 137 Cedar Ave., Newport News, Va.

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CARNIVAL PHOTOGRAPHERS—WE HAVE Piedmont Direct-Positive Cameras and Eastman Paper and Chemicals in stock Catalog mailed. Memphis Photo Supply, P. O. Box 1350, Memphis, Tenn. my27

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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.

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GIRLS WANTED WITH OR WITHOUT EXPERIENCE: Dancers, Singers, Pianist, Waitresses, Hostesses. Wardrobe furnished. Good pay. Pink Pony, Box 722, Kingsville, Tex.

TENOR-CLARY—IMMEDIATELY, Commercial style. Read and cut shows well. Small unit. Presently house band. Don't miss represent. Contact Chuck George, Park Hotel, Great Falls, Mont.

WANT FOREMAN FOR SMITH AND SMITH Chairplane and Herschell Carousel. Carlson's Rides, 2007 Sassafras St., Erie, Pa.

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5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Wednesday for the Following Week's Issue

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DRAMATIC ACTRESS—PROFESSIONAL, age 34, very capable, have photos, dance some. Interested in TV, Maurine Dillinger, c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.

MISCELLANEOUS

AVAILABLE! UNPRECEDENTED FEATURE! Has no precedent in show history! Miracle-made Woman, voice, personality! Unbelievable calendar age 78, by the Miracle she is only 19. Does she know the secret of youth? Recognized by highest authorities. Figure displayed in her amazing act! Her remodeled Portable Theatre available if desired: 52 more seats. Wants to contact financially and professionally responsible producer to organize, book and promote national appearance tour. Have new elaborated musical stage show version requiring cast of five to follow Miss Marita Detores, Capitol Hotel, Richmond, Va. my27

EDITOR, FEATURE, PROMOTION AND Publicity Writer wants part time work. Arthur G. Patterson, 2520 Euclid Place, Minneapolis 5, Minn. je3

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\$15.84 per gross
10 gross lots
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3 different color ball pens with ink to match, handy comb and plastic pocket saver

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SILVER TIP REFILLS \$6.48 GR.

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● Life Time Guarantee

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COLORED BAND FOR NIGHT CLUBS, cocktail lounges, taverns, etc.; four men, entertaining and singing. Orchestra Leader, 3519 Rhodes St., Chicago, Ill. je10

DRUMMER INTERESTED IN JOINING combo in summer resort work, 29 yrs., car, single, new drums, good beat. All offers considered. Paul Lewth, 110 Avon St., New Haven, Conn.

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TRUMPETER DOUBLING TENOR SAX, Vocals, some Drums, Read, Fake, Married. Want summer location, Creighton, 4022 So. Trail, Sarasota, Fla. my27

4 TO 6 PIECE COMBO—AVAILABLE JUNE 15; travel anywhere U.S. or Canada. All styles, Commercial, Latin, Progressive; Uniforms, etc. Prefer location, resort or hotel. Excellent references. Joe Harris, 5907 Phillips Ave., Pittsburgh 17, Pa.

PARKS & FAIRS

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FIVE-PERSON VARIETY STAGE SHOW OF Magic, vaudeville and dance. Beautiful costumes, talented, reasonable rates. Wright's Variety Show, Casey, Ill. je22

HERE IS THE TOUGHEST ASSIGNMENT A Stunt Man can get. Sensational high diving as featured by Fox Movietone. You name your date and Capt. Mac will appear personally to put on a performance that will be long remembered. For particulars address Capt. Mac, 456 Lamphier Place, Warren, O. Tel. 45337 my27

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination Magnolia O. Route 21 je10

"WONDERAMA"—THE MINIATURE Blackstone show. Instead of the vanishing elephant, we perform the original disappearing peanut." Harry Albacher, "the world's greatest living magician," 1728 East 32nd St., Lorain, O.

VAUDEVILLE ARTISTS

"ACADEMY AWARD LOSER" HARRY Albacher, the world's greatest starring magician. For availabilities contact Brownie Kumara 1235 Christopher St., Johnstown, Pa. my27

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MR. TALENT BUYER—PRESENT THIS exceptional Act to your audience "The Girl and Her Stallion" in Western Songs and Horsy Talk. A lovely girl and a beautiful animal expertly routine in a varied combination of a guitarist-vocalist and superb horsemanship. Box C-187, The Billboard, Cincinnati 22, O. je10

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Merchandise You Have Been Looking for

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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.

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A New Idea in a Tax Free Ticket Game MATCH YOUR NUMBER

Players like to play and locations like the profits. Send for details of this fast money maker and other ticket games.

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Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

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\$6.90 per dz. sets
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Sample...\$1.00 ea.

JEWELLED PENS

With perfumed ink with jeweled clip or boutique simulated pearl cap. Individually packed in clear acetate display container.

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Improved pen and pencil holster made of tough Vinylite electronic welded construction, with reinforced pocket edges, snap fastener on belt loop. Black or brown.

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Adjustable • Exhausts stale air • Fresh air drawn in from outdoors • No drafts, directs air up-down-straight • Quiet four 8" blades for maximum volume • 110-120 V. A.C. only • Packed 1 to carton • Carries price tag \$39.95.

EXCLUSIVE EXTRA FREE

Portable Steel Fan Stand included, nothing to assemble. ea. in lots of 6. Sample \$9.50 ea.

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They Come in Two Sizes
6" x 8"\$ 8.90 ea.
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If one only \$1.00 extra
Milady actually gets two different color purses in one. Just turning the flap around, she will have a different color purse. Made in many different color combinations.

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Made in Tampa. Highest grade plush used. Shipment made on receipt of order. Try a sample order and be convinced. Terms: 25% deposit with all orders, balance C.O.D. Free catalogues mailed on request.

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25 PER CENT WITH ORDER, BALANCE C.O.D.

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LADIES' WATCH SETS, \$5.95
New 17 J.—His, \$10; Hers, \$9

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Williams, Richard
(Kay Thompson Troupe)
Williams, Troy
(Amuse. Co.)
Williams, Willis
Stafford
Winner, Grace
Worthington, Arthur
Wozniak, Mrs. F. J.
Wrenn, C. B.
Young, Joyce
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Zimm, George
Zingo, James & Mrs.</p> |
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DRAMATICS PAYS

Spotlight on Juke Hikes Play for Op

DENVER—Splitting the cost of a convenient ceiling spotlight, which can be focused on the juke box to call attention to it at all times, is an unusual move which has helped to increase play for Ted Sturm, phonograph operator here.

Sturm shares the opinion of many specialists that "anything seen too often becomes invisible." He contends, even tho the phonograph is a 200-play machine, colorfully designed, and alive with glowing lights, the customer who has been coming in to the same bar regularly simply doesn't notice it.

"Until something stimulates him to want to hear some music the tavern patron is likely to overlook the phonograph altogether."

Tries Light

Not so in a half a dozen of Sturm's locations. Sturm experimented first with a Globeville tavern location where he mounted an inexpensive, swivel-type ceiling spotlight out in front of the juke box, pointed downward, where it bathed the phonograph in a glow.

(Continued on page 82)

New System Records Ops' Disk Changes

HOLLYWOOD — Program-O-Matic, a system designed to give music operators a visible record of tunes and their placement on phonographs as well as those recently removed, is being offered by the Pantages Maestro Company here.

Program-O-Matic, which consists of a sleeve approximately seven inches long and second and one-half inches wide, is made of durable, pliable, transparent plastic. In the upper righthand corner, a reinforced hole permits filing of the sleeves on a nail or hook in the operator's shop.

The company, headed by Rodney Pantages, recommends a set of three Program-O-Matic sleeves, which sell for 50 cents each, for 100-120 selection machines and five for 200-record players. For the latter, at least two extra sleeves are suggested to keep a record on the tunes removed from the machine.

To keep a record of the disks current on a machine, Pantages suggests that the operator insert a title strip for each in one of the 10 slips, divided five to a column.

(Continued on page 97)

Air Juke Facts to Public: MOA Panel

CHICAGO — Operators agree that an effective public relations program is the key for obtaining the type of reasonable tax and licensing regulations that the juke box industry needs for survival.

The occasion was the second forum discussion titled, "Taxation and Licensing Problems, Public Relations and Present Legislation," at the Music Operators of America annual convention held here last week.

Moderating the forum were

Vic Ostergren Re-Elected by Indiana Group

EAST CHICAGO, Ind.—Vic Ostergren, who has served as president of the Automatic Equipment & Owners' Association of Indiana for 10 years, was re-elected to that post for another two-year term May 15 at an association meeting here.



VIC OSTERGREN

Other officers elected by the association, all new this year, are John Lettge, vice-president; Dorris Harris, recording secretary; Matt Pohl, financial secretary and treasurer; Boyd Luken, custodian, and Edmund Bukala, sergeant at arms.

Ostergren called for 100 per cent participation by association members at the Music Operators of America Convention, held last week in Chicago.

Pa. Ops See New AMI H

PITTSBURGH—Approximately 350 operators and guests attended a showing of the new AMI Model H phonographs held by Banner Specialty Company here recently.

Distinguished guests who appeared with other operators were Mrs. Celia Pearlman, of Magdiel, Israel, and Louis J. Reizenstein, president of Western Pennsylvania National Bank.

Eric Dyer, AMI regional district (Continued on page 93)

MOA Panel Details Dime Conversion

CHICAGO—Dime play is here to stay but the nickel is dragging its feet in leaving.

That was the general trend of the first forum discussion on dime play and diversified operations which kicked off the 10th annual convention of the Music Operators of America held here last week.

Interest on the subject ran high, as the room was filled to capacity with approximately 100 operators.

Moderating the forum were Lou Casola, Harry Snodgrass, John A. Wallace and Howard Ellis.

Gordon Stout, David Baker, Martin Britz and Clint Pierce.

Despite the late hour, the meeting drew a capacity crowd of well over 100 operators. Many were forced to stand in the back of the room, as all available seats were taken well before the meeting began.

Stress Public Relations

Numerous operators rose from the floor to tell steps they had found helpful in gaining favorable

(Continued on page 96)

MOA Confab Opens Way to Increased Record Emphasis

Copyright Approach Key Subject; Assn. To Decide Current View in Next 10 Days

Continued from page 18

date themselves on the present outlook.

Will Decide Soon

Miller said that following their trip, he would meet with a seven-man MOA advisory group for the purpose of outlining their current policy with respect to copyright legislation.

Altho no MOA official would confirm this, it is believed highly probable a current approach will follow closely along lines suggested at the forum meeting and even earlier by MOA: That some way

be devised to combine performance fees with mechanical royalties and thereby by-pass licensing societies.

Miller, Levine and Martin Britz, treasurer, were all returned to their positions with MOA at Wednesday's closed membership meeting. After being re-elected, Miller promptly reappointed Levine legal counsel. Both Miller and Levine were given salary increases. Each received a standing ovation.

In addition, seven officers were named and a slate of 25 directors. (A complete list of all officers and

directors will appear in The Billboard next week. Most were re-elected to their posts.)

Tax Plan

Biggest decision reached at the closed membership meeting Wednesday, and touched on briefly earlier in the week by Miller, was that MOA will lay out a complete tax advisory service on a national, local and State level for operators.

The purpose of this program will be to provide all necessary professional advice and other help to operators in solving problems in bookkeeping, accounting, and taxes.

The plan is slated to be tied to regional tax offices of MOA, with Leo L. Kaner, head of a Chicago accounting firm which bears his name, as the director of the program.

A total of 54 exhibitors occupied the equivalent of 100 booths at the show, making it the largest MOA gathering in terms of exhibits. (See separate stories in vending and amusement games for exhibits pertaining to those two types of equipment.)

Even the banquet show Tuesday—which lasted from 9 p.m. to 2 a.m. and contained 30 acts—constituted the biggest assemblage of record artists at this traditional MOA event.

Forum meetings were consistently well attended and informative. (See separate stories in this issue. Next week's Billboard will also carry further details of convention proceedings.)

JACKET APPEAL

Op Tries EP Experiment; It Goes Big

OGLESBY, Ill.—A local operator's experiment in the promotion of EP's seems to have turned up at least one of the keys to why people buy records and play them on juke boxes.

It all started with a question in the mind of Sam Samolitis, operations supervisor of Clydesdale Music, Oglesby music operating company.

Sam wondered why the EP's sold well in the local record shop and yet seemed somewhat slow in receiving acceptance on his phonographs. He had a hunch that the colorful jackets had something to do with the sales. So he decided to try an experiment.

Behind several of his phonographs, he thumb-tacked some of the more attractive covers, featuring such stars as Presley, June Christie and Earl Bostie. He added a small printed caption telling that each of the selections were available on his phonograph.

Play Hypos

Almost immediately he noted a sharp increase on his popularity meter for the featured selections.

In other locations, Sam placed the jackets around the lighted edge of the location's well. Again the response was immediate.

He found that he was able to

(Continued on page 93)

MOA's One-Sided Copyright Debate

Compromise Hope Dimmed by Session Marked by Absence ASCAP Reps

Continued from page 18

spontaneous and were obviously designed to permit Miller and Levine to amplify their usual anti-ASCAP point of view. Prior to the evening session, it was whispered around the convention that the MOA would declare itself in favor of an increased mechanical royalty to writers and publishers. This suggestion materialized at the evening session—being put forward by Paul Barrett of California. Latter, when questioned later, said he was a BMI writer and publisher, not an operator. While declaring himself in favor of an increased mechanical, he was careful to state that

he did not regard juke performances as falling within the area of performance for profit. Miller stated the MOA is on record as favoring an increased mechanical rate.

Other operator and MOA points of view put forward at the meeting included the following: 1) A change in the Copyright Act would work excessive hardship on operators; 2) The case has been explored nine times before by Congress—is this not enough? 3) It was charged that should the juke box exemption be removed, the large publishers, such as Warners, the Big Three, Chappell etc., would benefit, with the small firms and writers getting very little; 4) It was charged that juke performances had built up writers, publishers and diskers—maybe "they should pay us." 5) Levine, in answer to a question, stated that if the exemption were removed, this would mean payment not only to ASCAP, BMI and SESAC, but to hundreds of newly-created performing rights societies.

Levine went on to claim that repeal of the juke box exemption would invest ASCAP with excessive power; that "chaotic" conditions would result and that "our business as we know it would be destroyed." He attacked the ASCAP distribution system, stating that it was not understood by rank and file members and that it was unfair to small writers.

MOA Essential

Several times Levine emphasized that the existence of MOA was essential—even in the event of passage of an amendment to the Copyright Act. "We would have to fight across the bargaining table and go to court on rates to protect the operator," he said. He warned against what he called the operators' biggest danger, "complacency." "Without the organized effort of MOA our industry will find itself devoured."

At one point in the session, Henry D. Spalding, billed as founder and former editor of Deejay Magazine, took the floor to state that he had chairmanned a meeting of some 20 jockeys, all of whom support the side of MOA as against ASCAP. Questioned later, Spalding said he is now a free-lance jockey.

The group wholeheartedly agreed that the dime was a necessity for survival.

However, statements by members of the panel, as well as operators from the floor, showed that while the dime conversion has become pretty much accepted in most big cities, it is definitely lagging in the rural areas.

Rural Areas Lag

Howard Ellis told that his home town of Omaha was almost 100 per cent converted but the surrounding territories were slow to fall into the fold. Casola and Snodgrass echoed the same for their respective territories of Rockford, Ill., and Albuquerque, N. M. Casola, however, pointed to a definite drag in the rural areas surrounding his city, with conversion no better than 60 per cent.

Wallace stated that conversion was near the 60 per cent mark for the whole State of West Virginia, but was considerably less in areas of Ohio and Pennsylvania.

Chief discussion centered around how to overcome the two big stumbling blocks that operators appear to be facing in making dime play a 100 per cent reality.

First was "cut-throat competition."

Second was the stubborn local

(Continued on page 82)

Miller Says MOA on Sound Financial Basis

CHICAGO—For the first time in its history, the Music Operators of America, Inc., is on a sound financial basis, President George A. Miller told more than 200 delegates to the MOA convention here at the Monday (20) business session.

Miller explained that in the past, the directors would lend the organization \$500 each to get the show started. This year the loan was not necessary.

He added that the exhibit space was a sellout this year and that space for the 1958 show is already being sold.

580 New Members

While MOA membership data is not available for publication, Miller revealed that 580 new members joined the organization last year, and indications are that another 1,000 more will join MOA in 1957.

Key MOA objectives this year are a sound public relations program and the organization of a MOA tax advisory service. Another MOA objective is the organization of a national television show to further the goals of the music machine operators.

Miller emphasized that despite the public relations plans being made by the national organization, the most effective public relations is performed on the local and State level. He urged local operator associations to instigate their own programs.

New Applicants

He warned the local associations to examine carefully new applicants and make sure that the

calibre of association members maintains its high level.

Miller cited the increase in license fees for Boston operators as demonstrating the need for MOA to extend tax advice to operators. He told the delegates that an excessive license fee in one community will give other municipalities ideas, and that the fee can spread.

As an alternative to special taxation, Miller said, the existing



GEORGE A. MILLER

personal property taxes are a fair measurement of what the operator should pay to support local governments.

Miller told operators to cooperate with the local authorities in the payment of personal property taxes.

MOA Details 10c Conversion

Continued from page 81

tion argument that "while dime play may increase juke box take, it will lose customers for the location."

A variety of methods were given that had proved successful thruout the country.

Speaking from the floor, Gordon Stout, a South Dakota operator, told that he had switched to dime play two years ago, but that his State was nowhere near 100 per cent conversion.

Location Arguments

His key to success had been in explaining to location owners that increased costs made it impossible for him to render proper service unless dime play was installed. He told the location that with dime play he could afford to spend more money on the spot: better juke boxes, better records, more changes and service. He pointed out that in the long run the location would not only make more money from the juke box but would attract more customers.

"Now I even have my locations asking for dime play when a new machine is installed."

"If the operator goes about his selling job properly, he doesn't need to work thru an association to make dime play work."

New Machines

A Peoria, Ill., operator told how he had achieved 90 per cent dime play by putting his machines on dime whenever he installed a new juke box. "This is done gradually, but over the space of a year or two, it'll be highly successful, with little location resistance. The new machine is a wonderful selling point to customers as well as owners."

A slight, different tack was taken by Harry Snodgrass in Albuquerque, who made all his dime conversions within the space of two weeks, for all his stops, without even telling his locations a thing about it.

He took the position that "my locations didn't tell me when they increased the price of beer and hamburgers, why should I consult with them when I have to increase my prices."

He said for the whole route, he only had seven complaints, and these were easily answered.

When one location proved stubborn, Snodgrass told him the juke box would go back to a nickel if the location would sell Harry beer and hamburgers for pre-war prices. He said the argument ended there.

A New Hampshire operator told of a gimmick that he used in making the conversion. He plugged the nickel chute, and made all play at two for a dime. Later when the customers got used to putting dimes into a machine, he changed again to one tune for a dime, and had little or no difficulty.

Survey Helps

A Lincoln, Neb., operator told that he was able to utilize a survey made by the local telephone company, that showed people had more dimes in their pockets than nickels. "My original conversion to dime play, three years ago, failed," he said. "But later, we switched back to a dime and have had no trouble since."

"Recently a location offered to give operators the full take if they would install a juke box on nickel play. Not an operator in the area would touch him."

Willie Blatt, of Miami, arose from the floor to tell operators that his decision to switch was prompted by the prices he was paying for equipment and labor. "I showed my location the figures: juke boxes priced at \$1,200; \$1 for a record; \$120 a week for a mechanic, and many more. Also, the time available on a juke box is cut

too, what with television cutting in."

Blatt said that 95 per cent of his machines were on dime play. He also told how he felt that competition rather than hurting him, had actually helped. "I'm pushed to give my customers the tops in service and equipment. In the long run, this helps me keep my locations as well as improve my take."

Prefer 3 for 25 Cents

"We start all our new locations off with a new 200-selection machine at dime play. If we don't receive a minimum of \$7 per week from the spot, we pull the machine, and let the location go."

In answer to a question by Bob Walker, Helena, Mont., on how many tunes to charge for a quarter, operators agreed that certainly three for a quarter is best, but the main thing is to get on dime play. If four tunes for a quarter helps break the ice by all means use it. It's always easy to switch back to three tunes for a quarter without any real gripes after dime play has been installed.

EP's Help

A sharp burst of applause greeted Sy Jacobs, of Boston, when he arose and commented that 15-cent play for EP's had helped him not only in increasing his over-all take, but in making the dime play conversion.

Lee Holiday, South Carolina, was another operator who said he found EP's helpful in making his dime play work.

Jacobs added that with the 50-cent chute, he was able to use a gimmick that had paid off. He marked the machine at seven tunes for a half dollar, but would actually set the juke for eight or nine plays. The customers thought they were getting something extra, and were using the half-dollar chute at a stepped-up pace.

In summing up the comments of the group, panel member Ellis stated that, "it was obvious the group was sold on dime play, but they must have the strength and courage to go thru with it. The fear is within ourselves. Dime play is here to stay," he said.

Diversified Operation

With the dime session running longer than planned, there was little time left for discussion of diversified operations. However, a quick show of hands in the room showed that about 40 per cent of the operators present had diversified their routes in some way.

Biggest headache mentioned in diversified operations had to do with the small operator, who had to service all types of machines, with which it was difficult to become familiar. A large operator who could afford to put on service men who were specialists in each of the fields was not affected by this point. Only solution to the problem was in extensive training of servicemen which, unfortunately, could prove quite costly.

While many operators stated they had diversified to fight competition, a note of caution was voiced against diversifying unless the operator was actually making money from all types of his equipment.

In other words, don't diversify just to have one piece of equipment support another. It's only good if all of the individual pieces of equipment are making money on their own right.

Emphasizing this point, Gordon Stout told that a good cost analysis bookkeeping system was needed to determine whether it was profitable for an individual operator to engage in a diversified operation.

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Minthorne Music held showings of the new Seeburg phonograph in San Diego and San Bernardino. Attending the events from the local headquarters were Jean Minthorne; George Mahlum, general manager; Jack LaRue, factory engineering representative, and Matt Nordorf, sales department. LaRue conducted a school for operators in connection with the showings.

Nick Lanzisero, who recently became the father of a son, Gary, is leaving Minthorne Music after five years. Starting in the service department, he has recently been in the background music section. He will join his brothers, Bill and Andy Lanzisero, in the operation of the American Coin Machine Service Company. The company is now located in the Sierra Distributors' Building but will move to new quarters.

Gary Sinclair, Wurlitzer factory representative who makes his home in the San Francisco region, in town visiting Wayne Copeland, of Sierra Distributors. Sinclair came here following a brief visit at home after he returned from a trip to Alaska. . . . Mrs. Faith Guthrie made several stops on West Pico recently for parts and supplies for her route. . . . Larry Collins, Whittier operator, is adding several long-alley bowlers. . . . Phil Robinson, Chicago Coin representative, left for Chicago to attend the Music Operators of America convention and to look in at the Chicago Coin factory to see what surprises they are planning.

Dramatics Pays

Continued from page 81

ing pool of light whenever it was snapped on, during both daylight and evening hours.

Installing a convenient switch at the bar, so that the bartender could snap the phonograph on and off at will, Sturm found he was getting immediate psychological results. Standard instructions to the co-operating bartender was to leave the light off while the phonograph was playing and the atmosphere generally a busy one.

Immediately after the last record had been played, however, and there was a "lull" in activities, the bartender's instructions were to snap the light on, where the phonograph leaped out into startling prominence. Invariably, as Sturm had hoped, within a few seconds after the floodlight was snapped on, at least one customer would start for it with a handful of change.

Low Effective

Experimenting further, Sturm found that a soft yellow light in place of harsh white light was just as effective in attracting attention to the phonograph, and certainly was more likely to be welcomed by the location owner and the patron. When he changed the first spotlight over to a yellow light, the sudden snapping on of the spotlight was far less likely to irritate customers and yet it served the same purpose.

Since then, Sturm has been busy installing similar spotlights in most of his bar locations, particularly in large, dark taverns, restaurants and cocktail lounges. Human nature being what it is, this touch of dramatics has turned out to be "just what the doctor ordered" to increase the amount of play per hour thruout Sturm's entire area.

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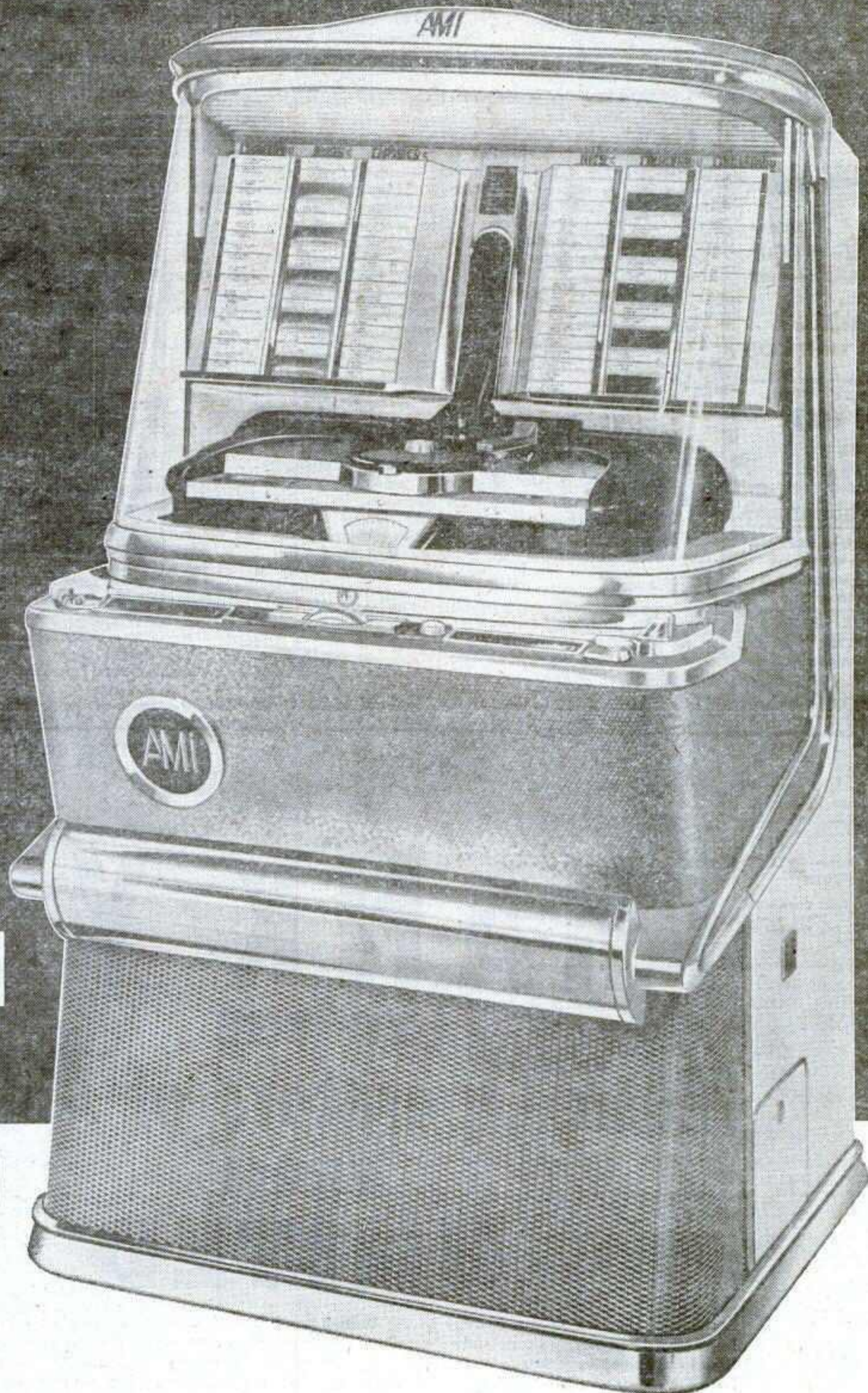
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LICENSEE: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye, 5 Palaisgade, Copenhagen K., Denmark.

Ladies' Auxiliary for MOA Is Proposed

Baker Tells of Boston Tax Situation; Levine Warns of Latest ASCAP Bill

CHICAGO — Formation of an MOA ladies' auxiliary as a public relations arm of the music machine industry was disclosed Monday (20) at the MOA business session.

Clint Pierce, MOA vice-president, said that the auxiliary was being formed at the convention. He explained that much of the ASCAP public relations effort was directed at women, working thru women's

clubs, and that the music machine industry could follow suit to advantage.

Pierce also told the delegates of the need to present their story before their fellow businessmen. He suggested that they speak before such service clubs as Lions, Rotary and Kiwanis at every opportunity.

Boston Tax

Dave Baker, MOA director, told of the juke box tax situation in Boston and the actions of local newspapers in presenting the industry in an unfavorable light.

He explained that the license fee had been \$50 for the state and \$50 for the city, the latter figure to cover Sunday play. When a measure to add another \$50 annual fee for week-day play (bringing the total tax to \$150 per machine per year) was passed and then rescinded by a 6-3 City Council vote, a headline in the Boston herald spoke of a "fee cut" for juke box operators.

As a result of bad play from the press, Mayor Hynes vetoed the nullification of the increase, and the City Council, fearful of pressure, failed to override the veto.

DJ Co-Operation

Dick Linke, of Columbia records, emphasized the need for co-operation between juke box operators and disk jockeys and told the delegates that both could benefit from cross plugging.

John Haddock, president of AMI said that proper service to locations is the key to good public relations. He added that "the hope of the business is treating (the

music machine industry) as a business."

He explained that too many operators do not pay attention to details, that they do not know their costs, and sometimes they do not know which locations are profitable and which are unprofitable.

Hirsch De La Viez, MOA vice-president, explained the importance of proper programming. He said that if an operator made no programming changes in six months his collections would fall off by 70 per cent at the end of that period.

Yet, continued De La Viez, many operators lose a substantial percentage of their potential by sloppy programming. He advised operators to test records before putting them on location and warned against buying a record by an artist merely because his last disk was a hit.

He said that youngsters in the 10-21 age group are the hit pickers, and added that this is a good thing for the industry.

Elvis Presley, De La Viez said, is the best thing that ever happened to the industry, because he aroused an interest in music and created a new class of record buyers.

Sidney Levine, MOA counsel, said that music machine operators have already been saved \$100,000-000 by their fight to prevent the performance fee exemption removal. This sum, he explained, would have been paid were it not for the exemption.

Even tho no bill to remove the exemption has ever come up for a vote, Levine warned the operators against complacency. He pointed out that Senate Bill 1870, introduced April 12, is backed by a cross section of the Senate and that it can be defeated only by diligent effort.

He said that a removal of the exemption would allow ASCAP to move into the juke box as a silent partner.

Levine pointed out that the

Rep. Miller Praises Juke Ops On Keeping Industry Clean

CHICAGO — Representative George P. Miller (D. Calif.) called on delegates to the annual MOA convention to keep up the fight to prevent racketeers from gaining a foothold in the music machine business. Representative Miller praised the operators for their efforts to keep the industry clean.

The California congressman told the operators that their livelihood depended in keeping the middle and lower economic groups strong. In this regard, he mentioned, pay increases for the lower classifications of public servants keep the economy strong and aid the juke box industry.

Rich Don't Play

The rich man doesn't play juke boxes, he pointed out, and when the man in more moderate circumstances is squeezed, the juke box operator is one of the first to suffer.

Also speaking at the Tuesday business session was Harry D. Spaulding, former editor of Deejay Magazine. Spaulding said that disk jockeys are anxious to work with

latest proposed bill would allow the exemption to remain in force for the tavern owner who owned his equipment and advised operators to discuss this measure with the location owners.

This bill, Levine said, would not help the tavern owners, as it would put the operator in an unfavorable position and hence would hurt the service and commission which could be offered the location.

Monday's meeting was opened with a presentation of the flag by a United States Navy drill team, followed by an invocation by Father Hugh Galkins of Our Lady of Sorrows Basilica.

juke box operators, and that their goals are often the same.

He suggested methods by which each segment of the industry could help promote the other.

Ditchburn Speaks

G. Norman Ditchburn, president of The Ditchburn Organization in London, was a guest speaker. His firm manufactures juke boxes only for its own operation.

He outlined the problems of operating in England, including high performance fees, heavy cost of equipment, and the equivalent of 4-cent play.

But, nonetheless, he predicted a bright future for the juke box industry in the United Kingdom, due primarily to the enthusiastic acceptance of automatic phonographs by the public.

Invocation

The meeting was opened with an invocation by Rabbi Noah Gamsi of the Chicago Loop Synagogue, followed by a reading of amendments to the bylaws by Sidney H. Levine, MOA council.

It was closed with a talk by G. Herbert True, assistant professor of the University of Notre Dame.

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EP'S	
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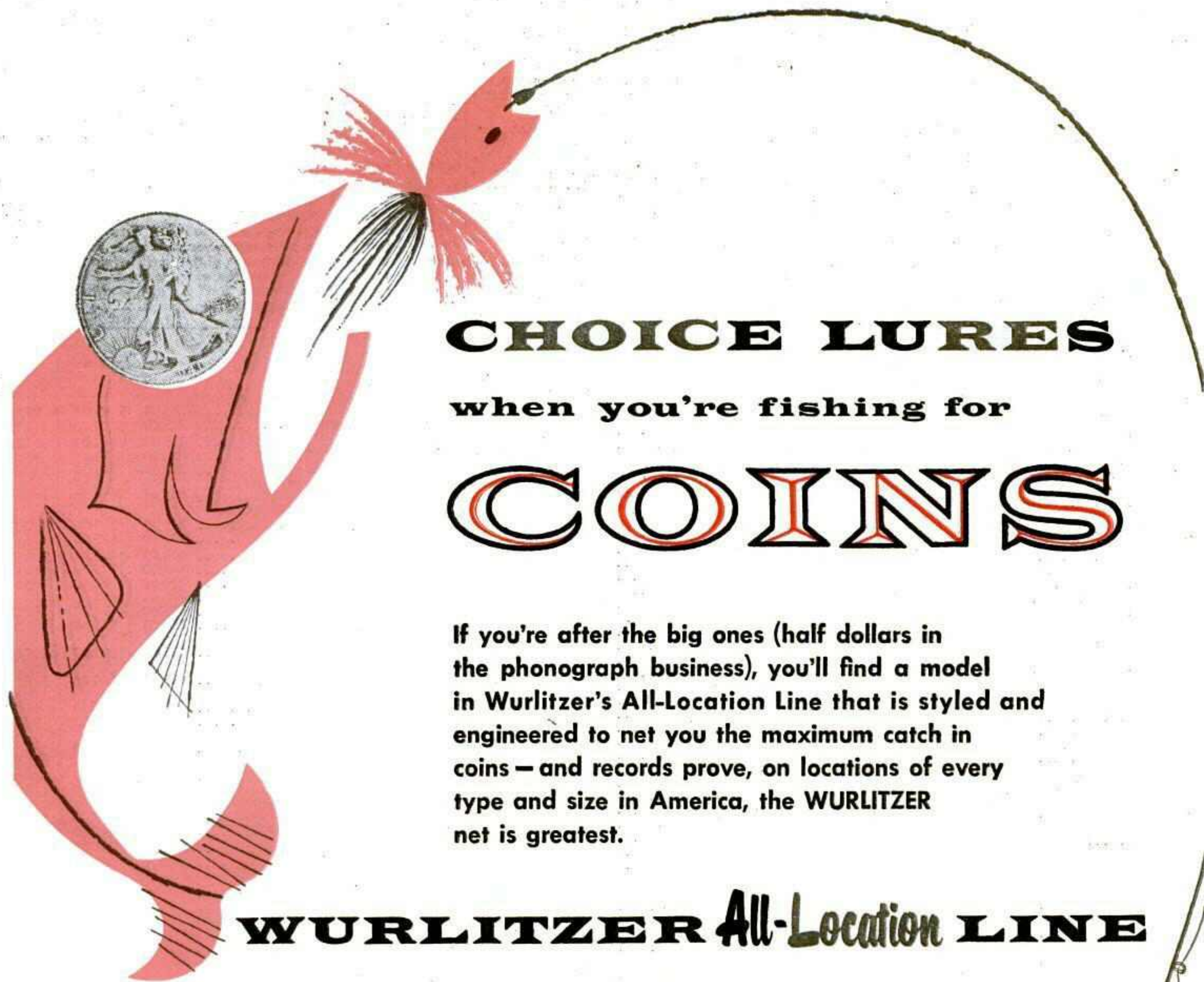
A BIG THANK YOU TO THE Music Operators of America FROM UNITED

Because of the tremendous activity in the United booth at the M.O.A. convention . . . because of the huge crowd of operators constantly streaming into the booth . . . we take this opportunity at post-convention-time to say this thank you to all for your eager interest in the New United Phonograph. No need to repeat here the many words of praise expressed by you who saw and heard this great new phonograph in actual operation. Your enthusiastic comments on the ruggedness and extreme simplicity of the United mechanism are very much appreciated. And, to those who were unable to attend the M.O.A. Convention, we extend a cordial invitation to you to write for the very latest data on this greatest of all phonographs . . . the United Phonograph. Again our thanks to you, the Music Operators of America.

JACK MITNICK, Director of Sales

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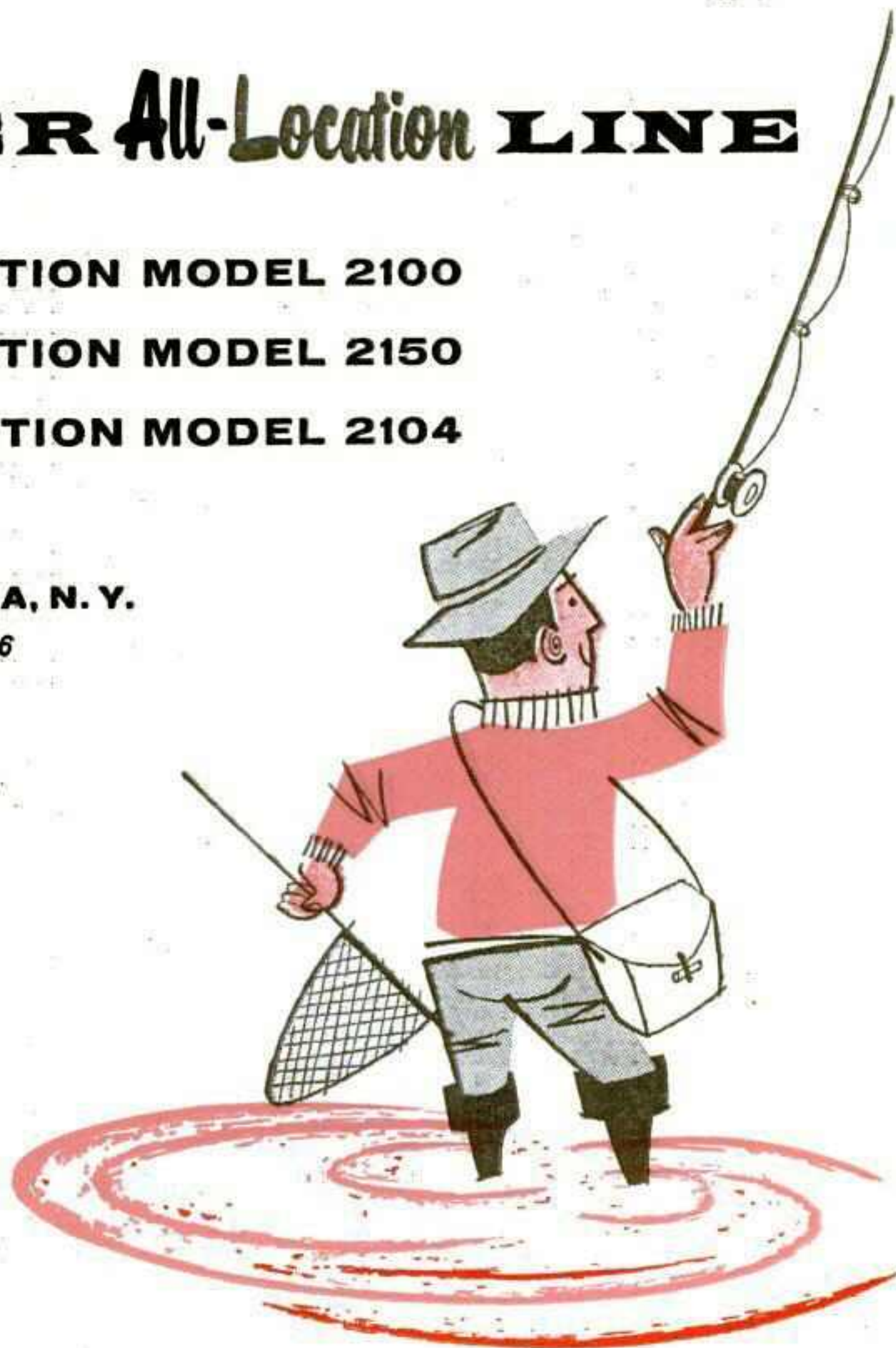
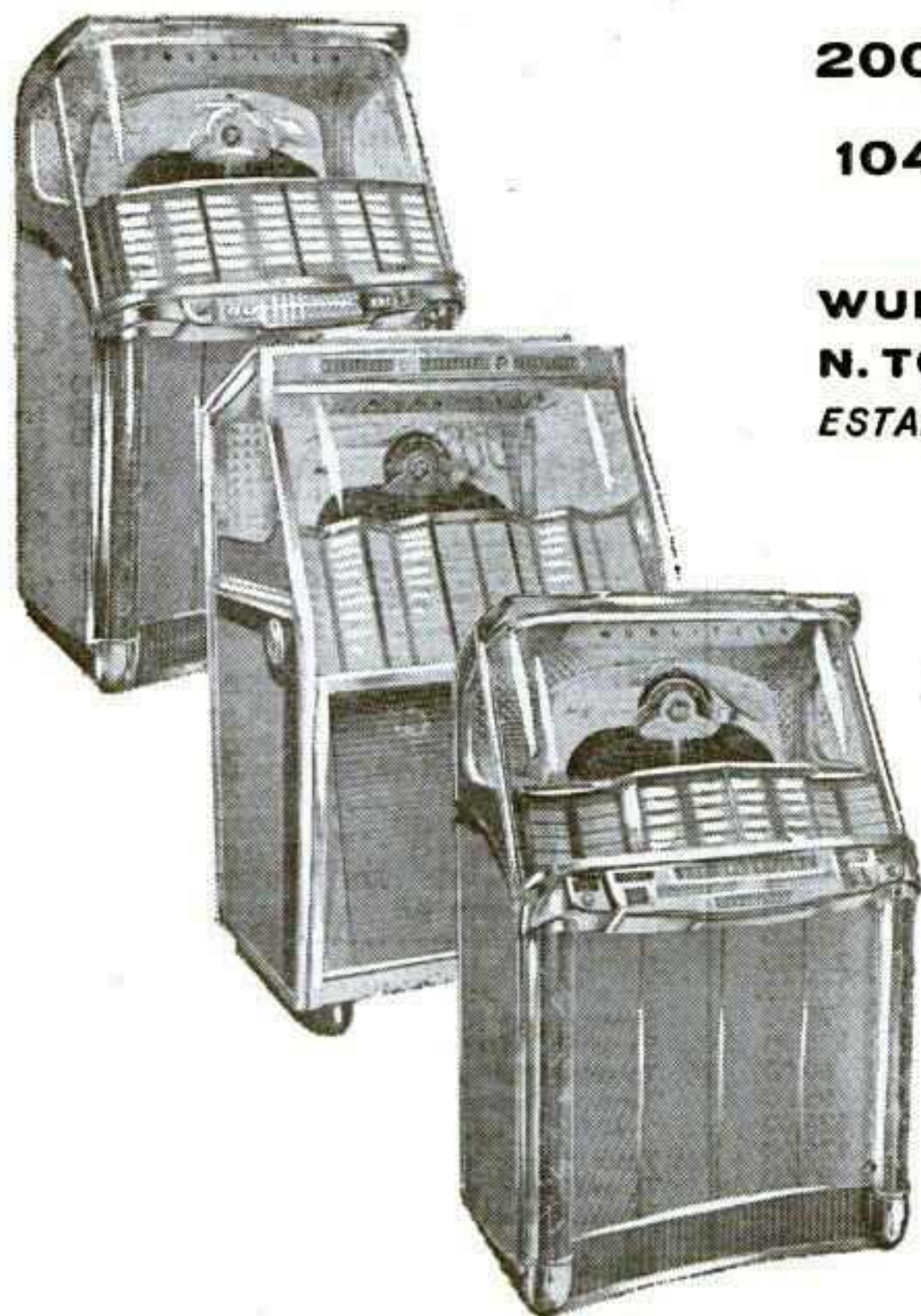
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THE BILLBOARD WEEKLY

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 May 20, 1957)

MUSIC MACHINES				PINBALL GAMES			
	High	Low	Mean Avg.		High	Low	Mean Avg.
AMI				GOTTLES			
Model A (46) 40 sel.,				Arabian Knights (11/53)	\$165.00	\$100.00	\$150.00
78 RPM	\$ 75.00	\$ 45.00	\$ 75.00	Chinatown (10/52)	75.00	40.00	45.00
Model B (48) 40 sel.,				Crossroads (5/52)	75.00	45.00	70.00
78 RPM	125.00	65.00	125.00	Daisy Mae (7/54)	175.00	150.00	150.00
Model C-40	365.00	85.00	125.00	Derby Day (4/56)	230.00	175.00	225.00
Model C (50) 40 sel.,				Diamond Lill (12/54)	199.50	139.00	175.00
78 RPM	150.00	65.00	125.00	Dragonette (6/54)	225.00	125.00	175.00
Model D-80 (51) 40 sel.,				Duette (3/55)	265.00	185.00	225.00
78 RPM	345.00	125.00	279.00	Frontiersman (11/55)	245.00	194.50	210.00
Model E-40 (53) 40 sel.,				Gold Star (5/54)	200.00	150.00	150.00
78 RPM	365.00	295.00	295.00	Green Pastures (1/54)	145.00	75.00	130.00
Model E-80 (53) 80 sel.,				Guys & Dolls (5/53)	95.00	44.50	55.00
45 RPM	435.00	350.00	385.00	Gypsy Queen (2/55)	210.00	165.00	185.00
Model E-120 (53) 120 sel.,				Happy Days (7/52)	95.00	60.00	95.00
45 RPM	475.00	275.00	425.00	Harbor Lites (2/56)	210.00	195.00	210.00
Model F-80 (54) 80 sel.,				Jockey Club (4/54)	165.00	100.00	134.50
45 RPM	750.00	375.00	650.00	Knockout (12/50)	49.50	45.00	49.50
Model F-120 (54) 120 sel.,				Lovely Lucy (2/54)	175.00	114.50	130.00
45 RPM	675.00	395.00	625.00	Lady Luck (9/54)	190.00	134.50	155.00
ROCK-OLA				UNITED			
1434 (50-51) 50 sel.,				ABC (2/52)	\$395.00	\$325.00	\$350.00
78 RPM	\$300.00	\$149.50	\$225.00	Cabana (3/53)	55.00	45.00	45.00
1434 Fireball	275.00	275.00	275.00	Caravan (1/56)	295.00	245.00	275.00
1436 A-53) 120 sel.,				Circus (8/52)	50.00	40.00	50.00
45 RPM	275.00	140.50	169.50	Havana (2/54)	175.00	40.00	125.00
1438 (54) 120 sel.,				Hawaii (6/54)	65.00	55.00	60.00
45 RPM	425.00	395.00	395.00	Leader (10/51)	115.00	85.00	95.00
1442 (54) 50 sel.,				Manhattan (4/55)	345.00	110.00	249.50
45 RPM	550.00	495.00	500.00	Mexico (3/54)	75.00	45.00	65.00
1446 Hi-Fi 120 sel.,				Nevada (8/54)	195.00	50.00	125.00
45 RPM	725.00	625.00	695.00	Pixie (9/53)	225.00	135.00	185.00
SEEBURG				WILLIAMS			
HM-100-A Hideaway	275.00	189.00	245.00	Army & Navy (10/55)	\$ 90.00	\$ 39.50	\$ 60.00
M-100-A (49) 100 sel.,				C. O. D. (9/53)	175.00	75.00	115.00
45 RPM	245.00	150.00	225.00	Dealer '21' (2/54)	125.00	65.00	110.00
M-100-B (51) 100 sel.,				Deluxe Baseball	125.00	65.00	125.00
45 RPM	450.00	355.00	425.00	Disk Jockey (11/52)	75.00	40.00	75.00
M-100-C (53) 100 sel.,				Four Corners (11/52)	80.00	80.00	80.00
45 RPM	545.00	445.00	495.00	Fairway (6/53)	90.00	49.00	90.00
M100G (54) 100 sel.,				Grand Champion (8/53)	95.00	95.00	95.00
45 RPM	675.00	545.00	615.00	Gun Club (11/53)	75.00	45.00	75.00
M-100-R	765.00	650.00	725.00	Hayburner (6/51)	75.00	35.00	75.00
M-100-W	625.00	575.00	595.00	King of Swat	275.00	245.00	245.00
HF-100-G	645.00	545.00	625.00	Lazy Q (2/54)	70.00	50.00	60.00
WURLITZER				SHUFFLE GAMES			
1015 (46) 24 sel.,				Ace Bowler (CC) (9/50)	\$150.00	\$ 85.00	\$110.00
78 RPM	\$ 95.00	\$ 39.50	\$ 65.00	Advance Bowler (CC) (5/53)	110.00	95.00	100.00
1100 (47) 24 sel.,							
78 RPM	160.00	65.00	119.50				
1250 (50) 48 sel.,							
45 or 78 RPM	145.00	100.00	125.00				
1400 (51) 48 sel.,							
45 or 78 RPM	195.00	139.50	175.00				
1500 (52) 104 sel.,							
45-78 RPM Mix	310.00	195.00	210.00				
1650 (53) 48 sel., 45 RPM	395.00	285.00	285.00				
1700 (54) 104 sel.,							
45 RPM	695.00	525.00	640.00				
1800 (2/55) (W)	825.00	595.00	695.00				

	High	Low	Mean Avg.
Venus Deluxe (U) (3/55)	\$350.00	\$325.00	\$275.00
Victory Bowler (B) (5/54)	95.00	95.00	95.00
Venus Bowler	225.00	175.00	175.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; EV—Evans; EX—Exhibit; G—Game; GH—Gottlieb; K—Koenig; M—Mint; S—Sears; T—Telesco; U—United; W—Williams; WA—Wabag.

ABT Challenger (5/46)	\$30.00	\$29.50	\$30.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	150.00	125.00	150.00
All Star Baseball (W)	185.00	135.00	185.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	95.00	125.00
Auto Photo (AP)	1495.00	1495.00	1495.00
Balloonamat Capitol P (1/55)	345.00	225.00	295.00
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	225.00	175.00	195.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	175.00	135.00	175.00
Bat-A-Score (Ev) (8/48)	145.00	105.00	145.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51)	395.00	395.00	395.00
Big Inning (B) (47)	85.00	85.00	85.00
Big League Baseball (3/51) (W)	145.00	125.00	125.00
Big League Baseball (W) (2/54)	195.00	135.00	175.00
Big Top (G) (6/54)	325.00	275.00	295.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	255.00	225.00	245.00
Card Vender (Ex)	50.00	50.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	195.00	175.00	195.00
Champion Baseball (G)	275.00	175.00	275.00
Champion Hockey ('46)	125.00	125.00	125.00
Coon Hunt (S) (2/54)	175.00	85.00	100.00
Dale Gun (Ex)	55.00	35.00	50.00
Defender (B) ('40)	125.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	145.00	99.50	145.00
Drivemobile (M) (7/54)	195.00	95.00	160.00
500-Shooting Gallery (Ex) (3/55)	275.00	175.00	250.00
Flash Hockey (Coinex) (9/46)	225.00	225.00	225.00
Flying Saucer (M) (6/50)	149.50	79.50	99.50
Football (M)	85.00	85.00	85.00

	High	Low	Mean Avg.
Goalee (CC) (1/46)	\$90.00	\$65.00	\$90.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Harvard Metal Typer	125.00	125.00	125.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	295.00	225.00	245.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	125.00	95.00	95.00
Jet Fighter (W) (10/54)	225.00	225.00	225.00
Jet Gun (Ex) (12/51)	125.00	105.00	110.00
Jungle Gun (U) (7/54)	185.00	135.00	150.00
Kicker & Catchers	25.00	18.00	20.00
K O Fighter	325.00	245.00	325.00
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	349.50	335.00	335.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	20.00	20.00
Midget Movies (CC)	145.00	125.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Moon Rides (B) (5/54)	250.00	250.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	125.00	125.00	125.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Pistol (CC) (1/49)	50.00	39.50	50.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	175.00	100.00	175.00
Polar Hunt (W)	295.00	210.00	245.00
Pop Up	25.00	14.50	20.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	175.00	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)	365.00	225.00	313.00
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)	145.00	135.00	135.00
Shoot the Moon	65.00	65.00	65.00
Shooting Gallery (Ex) (6/54)	175.00	100.00	110.00
Sidewalk Engineer (W) (5/55)	195.00	135.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	225.00	165.00	225.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	145.00	75.00	125.00
Sky Gunner (CC)	145.00	100.00	125.00
Sky Rocket (G) (5/55)	295.00	195.00	245.00
Space Gun (Ex)	110.00	95.00	95.00
Space Ship	350.00	200.00	325.00

	High	Low	Mean Avg.
Sportland (Ex) (11/51)	\$225.00	\$145.00	\$175.00
Sportsman (K) (11/54)	195.00	175.00	195.00
Standard Metal Typer F S	325.00	199.00	275.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	185.00	125.00	185.00
Super Slugger (U) (7/55)	295.00	255.00	275.00
Telequiz (1/49) (T)	95.00	75.00	90.00
Treasure Cove (Ex) (6/55)	325.00	275.00	275.00
Undersea Raider (2/46)	125.00	125.00	125.00
World Series (W) (4/51)	99.50	50.00	85.00
Zingo (1/51) (U)	65.00	45.00	65.00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn, 5c or 1c	\$10.00	\$8.50	\$10.00
Columbus 1c Bulk	8.50	5.00	6.50
Du Grenier (7 Col.)	67.50	14.50	45.00
Du Grenier (9 Col.)	100.00	45.00	85.00
Du Grenier (11 Col.)	87.50	75.00	87.50
Du Grenier Tab Gum (6 Col.)	15.00	14.50	14.50
Du Grenier V D Cigarette	55.00	50.00	50.00
Eastern Electric C-8	85.00	45.00	85.00
Electro (8 Col.)	95.00	95.00	95.00
Electro (10 Col.)	165.00	75.00	135.00
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.)	17.50	13.95	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	95.00	110.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	6.50
Northwestern 49, 1c	12.50	8.50	12.00
Northwestern Deluxe 1c & 5c	19.50	12.00	12.00
Northwestern (10 Col.) Tab Gum	19.50	19.50	19.50
P X (8 Col.)	125.00	75.00	115.00
P X (10 Col.)	110.00	110.00	110.00
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
Rowe Crusader (10 Col.)	160.00	115.00	149.50
Silver King, 1c	7.45	7.45	7.45
Silver King, 1c Ball Gum	8.50	7.45	7.45
Silver King, 1c Mdse.	8.50	7.45	7.45
Silver King, 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	125.00	80.00	80.00
Stoner Candy (8 Col.)	165.00	110.00	125.00
Uneeda Cigarette (6 Col.)	65.00	45.00	45.00

MOA CONVENTION NOTES

Most popular suite in the Hotel Morrison was the Governor's Suite, official residence of the Governor of Illinois, when His Excellency is in Chicago. The plush facilities were rented by Gabe Forman, Suffolk-Nassau Amusement Company, who held open house for members of the New York delegation as well as operators from other sections.

Monday was the big night at the 20th floor showplace, as nearly 100 operators dropped in. Tuesday evening, after the banquet, recording stars, including Something Smith and the Redheads (Epic label) and Eddy Fontaine (Decca) dropped up to shake hands with the operators and sing a couple of numbers. Joe Valino (Bally) was a visitor but didn't sing.

For the second straight year, the New York delegation of 40 men and a woman took a special flight on a Northwest Orient Stratocruiser from Idlewild Airport to Chicago.

Lou Boorstein, Leslie Distributors, who was chairman for the recent coin machine division UJA dinner, was in charge of arrangements for the flight.

While the operators were enjoying their steak dinners over Ohio, Cathie Carr (Fraternity label) was acting as official hostess, passing out drinks (courtesy of Leslie Distributors) to the boys.

The trip turned out to be a profitable one for Miss Carr and for Carl Pavesi, head of the Westchester Operators Guild. When Miss Carr learned that the WOG has its annual affair (at the Holiday Inn, June 4), she expressed a desire to sing there. Within a matter of minutes a reporter introduced her to Carl Pavesi, and now Cathie Carr will be a featured performer at the dinner.

The operators were impressed with the friendliness and courtesy of the Northwest crew, which included: Capt. A. J. Sthel; co-pilot Steves Elak; engineer Don Hackett; stewardesses Virginia Buss and Catherine Geary; purser C. Nicklow, and John Loudon, NWA New York agency manager.

Joe Greco, Greco Bros., Glasco, N.Y., and Lou Valenti, Staten Island operator, visited the race track. Both seemed happy with the results.

John Bilotta, Bilotta Distributors, Newark, N. Y., was inviting all his friends to his daughter Patricia's wedding, June 15, at St. Michael's, Newark. The groom is Robert Button, a recent graduate of Syracuse University. Patricia is an SU junior. The reception will be at the Dolphin Club, Sodus Point, where the Bilottas have their summer home on Lake Ontario.

Missed at the convention were Al Denver, president of the Music Operators of New York, and Sandy Moore, president of Suffolk-Nassau Amusement. Both men had to stay in New York due to ill health.

Ben Haskell, attorney for the Associated Amusement Machine Operators of New York, was the official representative of the New York game operators.

Voted the best story tellers of the convention by the New York delegates were Al (Senator) Bodkin, Forest Hills Music, and Dave Stern, Seacoast Distributors.

Saul Taube, Manchester, N. H., operator, was dubbed the official emissary from the Granite State. Lindy Nardone, Rochester, N. Y., operator, gave an interesting talk on how to develop dime play.

Harry Aposteleros bet this reporter a cigar we couldn't

DISK TALENT MARATHON AT THE MOA BANQUET

CHICAGO — Music Operators of America put on an entertainment marathon of recording talent that lasted almost five hours at their traditional banquet and floor show which wound up their 10th annual convention, last week.

Over 1,200 operators, distributors, manufacturers and guests filled the Terrace Casino Room of Chicago's Morrison Hotel to capacity, as tickets for the affair were sold out almost as soon as the convention started.

They viewed what was possibly the longest assemblage of recording talent that had ever been assembled in a show that started shortly after 9:00 p.m. and didn't end until 2:00 a.m. the next morning.

Some 30 different acts, from almost as many individual record labels were represented.

Emceeding the show was Vincent Gottschalk, former Chicago disk jockey, who shared the honors with Hirsch De la Viez, chairman of the entertainment committee who was responsible for assembling the entire show.

It was difficult to pick out any one performer that was the crowd's favorite.

Gibbs Hit

Georgia Gibbs (RCA Victor) belted out a medley of three songs that showed her at her best—personality and voice combined. Tony Bennett swung thru "Here I Go Again"

and then got serious with, "Without a Song." For an encore, he loosened his tie and really cut loose with "One for My Baby."

Maggie Whiting (Dot) opened with "Falling in Love," followed by a medley of three songs written by her father as a preview to an album she plans to record: "She's Funny That Way," "Marvelous," and "Beyond the Blue Horizon."

Roger Williams (Kapp), one of the few instrumentalists who has managed to stay at the top, played two of his current hits: "Spring Is Here," and "Autumn Leaves," along with the tune that made him popular three years ago, "I've Got Rhythm."

Betty Madigan (Coral) opened with her current favorite "Lovely Lies." She followed with a tune that she and bandleader Dick Jacobs had recorded together: "Another Love."

Jacobs Orchestra

Incidentally, Jacobs, who with his orchestra backed the entire program, played almost intermittently for the full five-hour stint without a break. It was a tribute to the whole band, as they did a wonderful job of supporting each act, with but a few hours of rehearsal during the afternoon.

Among other performers who appeared were: Something Smith and the Redheads, Jodi Sands, the Diamonds, Dean Jones, Sutton

spell his name correctly. He claims it's never been spelled right in any trade publication.

Tommy Greco set a record (for him) by attending every business session and all forum discussions. Harry Berger and Charlie Katz, West Side Distributors, reported heavy interest in their bowling conversion. Irving Kaye said he was pleased with the sale on his pool game.

COINMEN YOU KNOW

New York

By AARON STERNFIELD

Tom Greco Brothers, Glasco, N. Y., visited Johnny Bilotta, Bilotta Distributing, Newark, N. Y. Later in the week, Greco and Bilotta met with Sy Redd, Redd Distributing, Boston, at Bilotta's Albany office.

Morris Rood of Runyon Sales reports that orders for the new AMI's have been coming in so fast that Buddy Fox has been pulled off the road to handle floor sales. . . . Recent visitors to 10th Avenue include John Tartaglia, County Vending, Port Chester; Lester Smith, Pleasantville; Dick DiCicco Yonkers; John Fuller, Universal Vendors, Albany; Harold Seidel, Allied Vending, Kingston, and Meyer Budinoff, Bud's Amusement, Port Chester.

Al Goldberg, Emerson Music Service, and Joe Mandell, Queens-Nassau Music, recently became fathers. . . . Mr. and Mrs. Seymour Pollak of Tarrytown recently became grandparents for the first time.

Dancers—a nonvocal acrobatic dancing team, Miss Wong, a Formosa import with a cute voice and comedy routine, Brenda Lee, the little 13-year-old, with a big voice.

Bonnie Guitar, Little Wally & the Lucky Harmony Boys, Four Freshmen, Russ Arno, Margie Meinert, Mickey and Sylvia, Andy Williams, Betty Johnson, Lee Young, Nick Alexander & Coquettes, Joe Valino, Cathy Carr, Steve Lawrence, Bobby Christian, Bobby Barrett, Nancy Whiskey, who incidentally flew in from London for the performance; and Marvin Rainwater.

Bulk Vending Leaders Hit BB Attack on NVA Meeting

Raynor, Eppy, Kantor, Guggenheim, Quinn: Editorial Jab Unjustified

Following are letters from six prominent people in either bulk vending or the National Vendors' Association or both. The letters are in reply to an editorial which appeared in the May 13 issue of The Billboard criticizing NVA's conventions. They are published in full. One tradester requested his name be withheld, which we were happy to comply with. We think these comments indicate that many are willing to work hard to solve two key problems: Membership and convention attendance. The Billboard welcomes suggestions, criticisms or comments on this problem. Write to Editor, Coin Machine Division, The Billboard, 188 W. Randolph Street, Chicago 1.

Meet Successful on Informal Basis

Your editorial on "What's Wrong with NVA?" shows a sincere desire to make NVA a better organization,

for which we want to express our appreciation.

A lot more is derived from these conventions than may be apparent on the surface. It seems that people in general are reluctant to stand in front of a group to ask questions. The tendency at the NVA conventions has been to derive the most benefit, simply by speaking to operators, distributors and manufacturers, individually.

The conventions, in this manner, serve a very vital and important function, by bringing together men of the same industry from all parts of the country, to afford each one the opportunity of meeting and exchanging ideas.

We feel that the NVA conventions are highly successful in serving this purpose, tho it may not be apparent during the formal business sessions.

There are a number of other points which were brought out in your editorial that we are aware of, and will do our best to solve during the coming year. If all con-

cerned will have patience and understanding we feel certain that our association will continue to grow.

Leonard G. Quinn
Confection Products Company.

Won't Help to Be Negativistic

As a charter member of the NVA, I read your editorial "What's Wrong With NVA" (May 13), with amazement. It doesn't require any great amount of ingenuity or imagination to be destructive and negativistic, as was the author of this piece. Very seldom is anything completely black or white; completely good or bad as your editorialist would seem to classify things. Let us look at his points one at a time:

"Attendance was small"—compared to what? Ours is a relatively small organization representing a relatively small industry.

"Business Session . . ."—If the business sessions were as dull as your editorial writer contends, your own reporters must have slanted the news badly to make them sound so interesting in the six articles pertaining to these sessions.

"Moving the Convention to Miami . . . Vacation Trip with little incidental buying and selling on the side"—there is no reason why attending a convention cannot be pleasant as well as edifying and mentally stimulating.

There is also no stigma attached to doing business at a convention. The American Toy Fair, which is the largest trade show in the

(Continued on page 89)

NAMA Outlines '57 Program, Exhibits

Workshops Keyed to Coffee, Personnel And Books, Plan New Exhibit Policies

CHICAGO — A series of workshop sessions devoted to record keeping, coffee vending and personnel problems in the vending industry will keynote the program of the 1957 convention-exhibit of the National Automatic Merchandising Association to be held in Philadelphia October 13-16.

The plans were revealed by James Wanink, chairman of the convention program committee, fol-

lowing a meeting of the group in New York.

Operation Automation has been chosen as the theme for the 1957 conclave.

According to Wanink, further emphasis in the program sessions will be devoted to "what is necessary for sound growth and expansion."

Exhibit Policies

At the same time, NAMA's trade show advisory committee met for two days to draft policies for the convention exhibits as well as subsequent trade shows.

According to chairman William Seldy, the following recommendations were made to the board of directors:

"1. That the amount of space sold to any exhibitor be unrestricted.

"2. That sale of exhibit space not be limited to NAMA members.

"3. That the exhibit fee be increased to \$10 per square foot, with a 60 per cent discount to NAMA member companies.

"4. That NAMA should continue to admit as guests press representatives, bankers, government officials, educators, visitors from foreign lands, executives from other trade associations and guests of the NAMA staff. Further, NAMA should admit as guests the buyers (or prospective buyers) of the services of vending machine operators (location owners, in-plant feeding officials, personnel managers, etc.).

Sellers Pay Fee

"5. Sellers (or prospective sellers) to the vending industry (product suppliers, machine manufacturers, and accessory equipment and supplies manufacturers), even tho they might not be currently doing any business in the vending industry, and non-member operators should pay the full registra-

(Continued on page 95)

Brooklyn Firm Tests Electric Hot Dog Unit

WASHINGTON—A new electric-cooking hot dog and hamburger vender is being prepared for production by Radio Receptor Company, Inc., Brooklyn.

The inventors, Milton Rothstein, Arthur L. Rosoff and Seymour Yusem, have been assigned patent No. 2,790,379, which they have turned over to Radio Receptor.

The firm has not announced when they plan to have the model ready for production.

The unit is said to cook and deliver a frankfurter or hamburger in 20 seconds by use of high-frequency electricity.

Products are stored in a refrigerated cabinet section, fully wrapped. Upon insertion of the coin, the packaged hot dog or hamburger is delivered to a cooking compartment where it is heated for 18 seconds. It is then delivered to a compartment fitted with a door for delivery to the customer.

Vending Firms Report Limited Sales at MOA

CHICAGO — Vending machine exhibitors at the annual Music Operators of America convention at the Morrison Hotel here Sunday thru Tuesday (19-21) reported only a limited degree of interest in their wares.

While many juke box operators are already in cigarette vending, and quite a few seem interested in drinks and food, few of the exhibiting manufacturers reported much in the way of good leads.

Vending exhibitors included the Bally Manufacturing Company, drink machine; Continental Vending Machine Corporation, cigarette machine; Eastern Electric Company, cigarette machine; Sid Lovitt Enterprises, milkshake machine; National Vendors, cigarette machine; Rowe Manufacturing Company, full line, and Rudd-Melikian food and drink machines.

Consensus seemed to be that the operators were so concerned with current problems in the music and game fields, that they were able to pay only scant attention to merchandise vendors.

While most manufacturers left the convention without much in the way of sales to show for their efforts, they seemed agreed that the music operator can become a factor in the vending industry.

EDITORIAL

A New Beginning

Leaders in the bulk vending industry comment elsewhere on this page on our editorial, "What's Wrong with NVA?", which appeared in the May 13 issue. Some sharply attack our words. Some scold us for our intemperance. Some sadly agree with us.

But one heartening threat runs thru all of them: All are deeply concerned about the future growth and success of the National Vendors Association.

We believe these comments represent a new beginning for NVA: For its conventions in particular, for its growth in general.

We took the bold stand we did for one purpose: To further the growth and prosperity of the bulk vending operating business.

With these comments from top leaders of the business as the groundwork for a new beginning, we suggest below some scaffolding for building on this groundwork.

There's just one point raised that we want to clear up. We are charged with immature judgment in taking a bold stand. This gets our dander up.

We are staffed with people who have lived with the bulk vending business—and NVA, a relative newcomer to the business—since its early beginnings.

We know it as a business that is solid enough to grow strong with strong leadership.

We know it as a business that flourishes with bold action. Regardless of what we or NVA do or do not do, bulk vending will continue to be a good business. But we want to make it a better one. We think a national association has the potential to make it a better one.

We think now is the time for a revitalized NVA. We think now is the time for new ideas and new thinking to build NVA's membership and its convention attendance.

Most important, we don't think our way of seeking solutions to the problem—as outlined in the suggestions below—is the only way. We do think it is one good way. But we will back to the fullest any other way that will produce results.

Here are some steps we urge leaders in NVA to take:

1. Air the problems which obstruct membership in the association and which hold down convention attendance. This can be done in a number of ways. Here are two suggestions:

(a) Call together officers of the association for the purpose of laying out a questionnaire which could be sent to manufacturers, distributors and operators.

(b) Have NVA's president name a committee of industry representatives to submit a report on how the membership and attendance problem could be solved.

The substance of either the questionnaire or the report would be to determine answers to two primary questions:

1. Under NVA's present structure, can membership in the association be substantially increased?

2. Can attendance at NVA's conventions be increased?

We think the approach to both these answers must necessarily be directed at the operator. The reason a distributor may try to discourage an operator from attending may be the same reason NVA should give an operator for attending.

After all, the distributor and the manufacturer must be left alone to work out their own selling problems. But NVA should not allow the operator to be the victim of this quarrel.

Actually, if NVA is successful in doubling the number of operators attending its 1958 convention, and the year after that, doubling that, it would seem that the manufacturer and distributor would come to some kind of agreement to sell to them at conventions.

In fact, perhaps NVA would be best advised to sell the operator on attending the convention by telling him flatly that this is the chance to make the best deals for buying his merchandise.

At any rate, the twin objectives of building NVA's membership and of building NVA's convention attendance should be the first to be tackled by NVA. Action should be taken now.

Fedam Offers New Vender Trade Plan

RIVER GROVE, Ill. — Fedam Company has come up with a new sales promotion plan enabling operators to turn in used equipment at the firm's original selling price of \$159.95 toward the purchase of the company's new line of hot-food venders.

The plan, believed to be the first of its kind in the vending industry was announced last week by Art Holland, treasurer. The plan is designed to gain greater distribution of the firm's new hot-food line, as well as enable operators to up-date their equipment and still regain their investment in the firm's original model.

Here are some of the details. Fedam will take for trade-in all of the firm's original model (VS-1) hot-food venders and give credit for \$159.95. This can then be applied toward the purchase of either Fedam's newest hot-food venders

—the VS-3 (single price) or VS-4 (multiple price).

Holland estimates there are currently in excess of 1,500 VS-1 units on location, which the company expects to trade in. The model was first introduced in September, 1956.

Delivery

One attractive feature of the plan is that the operator will be sent the new machine before he has to turn in the older model. Upon making the necessary arrangements with the operator, Fedam will ship the new model to the operator's choice of destination. He can then replace his old machine with the new VS-3 or VS-4 model, and ship back his older VS-1 unit to the company, in the same shipping crate the new unit was sent in.

The new VS-3 and VS-4 models (Continued on page 95)

Pepsi Expands Vending Plans

WILMINGTON, Del. — Pepsi-Cola has invested \$12 million in vending machines, Alfred N. Steele, chairman of the board, told the annual meeting of stockholders, held here last week.

The move is in line with Pepsi-Cola's previously announced plans to hypo sales thru an expanded vending program. Last year, the firm placed more than 50,000 machines on location. This exceeds the total of all machines placed by the firm for the period of 1950 to 1955.

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Leaders Hit BB Attack on NVA Meet

Continued from page 88

United States, and probably the best attended, consists of nothing but merchants offering their wares to buyers.

"Making an appeal to wives and families . . ." — bulk vending is often a family business. Wives and even children help in cleaning and loading machines, counting pennies, etc. Does The Billboard suggest that these people who are vitally concerned in our industry be excluded from participation in our convention?

If The Billboard is really interested in our association and its growth, they can help in the following way:

1. Publish a summary of the association's achievements in helping the operator with legal, sanitation and insurance problems.
2. Give us all-year coverage instead of just a splurge at convention time.
3. Reproduce periodically our membership application.

Robert K. Guggenheim, Karl Guggenheim, Inc.

Nothing Is Wrong Except Attendance

As one of its first members, I say nothing is wrong with NVA. Your editorial would have been more to the point if the question were asked what is wrong with the NVA attendance at the convention. The answer to that question is a simple one.

So long as distributors across the country play down the convention with their customers attendance will lag. With the present set-up, and this is no means intended to be a criticism of the distributor as they have a legitimate reason, distributors and jobbers will not direct their customers to attending these conventions as they will then lose them to the manufacturers. This deterrent can certainly not be blamed on the NVA. The NVA is an association for everyone, operators, jobbers, distributors and therefore cannot take a side on this important issue. This is a problem in itself that has stifled the growth of the NVA. Once distributors are assured of holding their customers much will be accomplished to enhance the attendance at NVA conventions.

As for the NVA itself, it was never intended to be the razzle dazzle associated with similar trade conventions. Our organization is one of action to provide security and business stimulation to both members and non-members. All those who make their livelihood from bulk vending know that NVA offers them the security and confidence that only an organization of this type can bring. Routes are serviced and built today because tomorrow NVA stands as the operator's helpmate.

One buys auto insurance not with the hope of having an accident and thus collect. An accident may happen but by taking out insurance you have security knowing that if an accident does happen there is someone to give the assistance that singly you are unable to give. So, too, is NVA that feeling of security and help that individually no member can give himself. In its quiet way NVA gives all the services and help that any member hopes it will give. Nothing to me is lacking. I wouldn't want it to be any more than it is.

Bob Kantor
Confection Specialties, Inc.

What Can Be Done To Get Members?

After reading your editorial, "What's Wrong with NVA?" which appeared in the May 13 issue of

The Billboard, I decided to allow two or three days to pass before answering same, since I wanted to evaluate your remarks as objectively as possible and this I knew was impossible until my blood pressure returned to normal. I have now reached that state, so here goes.

My first reaction of anger rapidly changed into one of curiosity. What was the purpose of this editorial? What did the writer feel he was going to accomplish? To satisfy my curiosity, I called and spoke with the man who wrote it. Very firmly, he stated that he had no intention of hurting NVA, but rather his purpose was to help it; that the industry really needed NVA; that he was glad that people were irate over the contents of the editorial, since what he hoped to accomplish was an arousing of all in the industry to unify themselves, to discard their apathy and to make the '58 convention a big success.

Since I know the writer of the editorial, there is no doubt in my mind that this was sincerely his motive. However, I do feel his judgment was immature (due to a lack of experience) in selecting the approach he did, since he could have achieved the same ends with a positive approach rather than using a negative, critical format.

Let me illustrate just what I mean, assuming the editorial was meant to be constructive:

1. The title was a poor choice. Firstly, it immediately creates prejudice in the mind of the reader; secondly, it implies that all agree that something is wrong, now let's find out what it is, and this is not true, and, thirdly, it is derogatory in an arbitrary way, in that it doesn't offer the reader an opportunity to evaluate any facts. In essence, the title states a critical conclusion that something is wrong, and a question mark, instead of an exclamation point doesn't change this psychological result.

Since the writer wanted to help, his journalistic judgment should have told him to use a positive title, such as, "NVA Deserves Industry Support," or "Bulk Operators Are Asleep at the Switch," or "Lack of Support for NVA Is Shameful." In other words, the title should have directed its criticism at those who deserved it, and not at NVA.

2. The writer of the editorial then talks about attendance and the business sessions. Personally I don't believe the writer of the editorial was even present at the business session. I was there and I didn't see him. His reference to attendance figures are completely wrong. He says that Dan Toko-

witz made a good speech on "chain stores," but that others weren't prepared. Over the phone he said, "Naturally, that excludes your speech, Raynor, because as always, you're great." The editorial says questions went unanswered. This is not true, since I served as chairman of both business sessions, and there wasn't a single question which I cut off. Everyone was given an opportunity to ask questions, without exception.

It is ironic and humorous to note that on the very same page on which the editorial appeared in The Billboard is a long article written by Nick Biro. If any reader peruses both the editorial and the article, he must come to the confusing conclusion that each of the writers is talking about a different convention. They are that inconsistent. The factual report of the convention, and a newspaper man is supposed to report facts, is contained in the article written by Nick Biro. He praised all parts of the business sessions.

3. The editorial states: "As a matter of fact, convention emphasis for the last few years has been on frills such as ladies' programs which are fine." My dear Mr. Editorial Writer, what convention were you covering? This year we had no ladies' program. Surprise.

4. The editorial criticizes the fact that we appeal to wives to attend our convention. To this we plead guilty, we do. But, for a good reason. It may interest the writer of the editorial to know that our industry has some unique features, one of which is that the wife of the operator is in many cases an integral part of the business; that she works in harmony and unity with her husband; that she is one of the vital and key factors in the business' personnel; that she has tastes and instinct in knowing what the public wants and will like and most important, she's really interested in the business

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Leaders Hit BB Attack on NVA Meet

• Continued from page 89

itself. So the wives are very important to us.

5. The editorial states: "We believe strongly in NVA and in the bulk vending industry it represents. . . . it is time for plain talk." The editorial ends on a constructive note, indicating that The Billboard will do whatever it can to help make the '58 convention a real success. For this we are grateful. . . . Now, however, let's do a little of our own "plain talking."

How come the editorial didn't point out to all manufacturers, dis-

tributors and operators the vital role that NVA has played in protecting their businesses? Why didn't it recount with praise our accomplishments in Washington with regards to Internal Revenue tax matters and the sanitation code which is now being drafted by U. S. Health & Welfare Department? Why didn't the editorial say in plain language, "I, you make your living in the bulk vending industry, there can be no possible excuse for your not being a member of NVA," and indicate that "NVA has kept you alive."

Since all of us are interested in a bigger membership for NVA and larger attendance at our conventions, I asked the writer of the editorial if he had any constructive ideas which would help us accomplish these objectives. He had but one, and this was that we should be very strict in regulating who could or could not exhibit, and one rule should be that no one could exhibit at our convention who did

not have a proper distributive set-up. In this way, says he, distributors who deal with the operators at the grass-roots level would bring in hundreds of new members.

I told him NVA was not a dictatorship, that we, nor any other trade group, ever had the right to dictate business policies for individual companies; that we would be glad to serve as a medium for arranging conferences between parties or even to serve as an arbitrator where requested, but that business methods and policies of merchandising were none of our business (unless something was being done which was injurious and detrimental to the future of the operator or the industry).

Most important, why don't all operators join NVA without the need of someone spoon-feeding them at the grass-roots level? Most of them know about the association and appreciate its importance. Apparently, they know our work will continue whether they join or not, and thus they will get the protective benefits either way. Let George do it. Let George pay the money. Yet, when trouble or problems arise in their local areas, they come running. Tell them, Mr. Billboard, in big print, that some day they won't have George to hang on to, and they'll be mighty sorry they didn't pay a mere pittance as dues to maintain their security and future welfare.

In closing, let me say that I represent numerous trade associations, covering a variety of important and vital industries, wherein the membership is proud and happy to belong. It is my humble opinion that as much, or more, has been done by NVA during its existence, for its membership, than has been done by these other trade groups. Some day soon, a wave of appreciation and understanding will sweep across this country, and in its wake all who are interested in the bulk vending industry will rise and be counted as members in their organization, NVA. Then we will have the kind of conventions The Billboard and all of us are working toward.

Milton T. Raynor
General Counsel
National Vendors' Association

Quiet, Reasoned Analysis Needed

Your editorial in The Billboard (May 13) "What's Wrong With NVA?" calls for a quiet and reasoned analysis of our conventions.

First, however, may we suggest, like the green traffic light which changes to orange before it changes to red, it would have been more considerate to have written privately to the 28 newly elected officers and directors. Then, if the 1958 convention suggested further action, you could then have flashed the red light with your editorial.

Who comes to our conventions? Why do they come? What are they after? How do they get what they want? Why do they come back year after year (those who do)? Why do some come once, and skip a year or several, or never come again? Why do many never attend at all?

You have do know the people in our industry, perhaps as intimately and closely as I do. You can't judge them as a whole. Rather, you have to understand them as individuals.

Some come to the convention and never attend a meeting. They just won't. Maybe they can't get up before noon. Maybe they don't like to sit in a crowded room. Maybe they are poor listeners. Maybe they know it all. Maybe they have "other" appointments. Maybe they are there only to buy, only to sell,

or only to make deals and trades, who knows?

Some come in and go out so quickly, you hardly notice them. They breeze thru in a hurry, see only a few people, do their business and away they go. If you count heads at meetings, you won't be counting them.

Some come because they are part of the industry. They want to be at the convention. They make no effort to participate in any way whatsoever, perhaps only attend the parties and seek entertainment. Some folks are like that.

The exhibitors come to sell, to meet their customers, to cement

MANDELL GUARANTEED USED MACHINES

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ABT Guns	30.00
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Pistachio Nuts, Jumbo Queen	49
Pistachio Nuts, Large Tulip	46
Pistachio Nuts, Vendor's Mix	47
Pistachio Nuts, Sheik	43
Cashew Whole	44
Cashew Butts	45
Peanuts, Jumbo	41
Spanish	32
Mixed Nuts	37
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	40
Leaflets, 550 ct.	40
M & M, 550 ct.	50
Hershey-ets	43

RAIN BLO BALL GUM

Rain Blo Ball Gum, 40 ct.	28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Blo Ball Gum, 100 ct.	27
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
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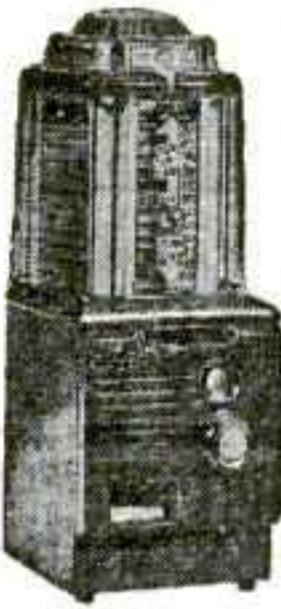
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ROWE CANDY MERCHANT	99.50
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb.	97.50
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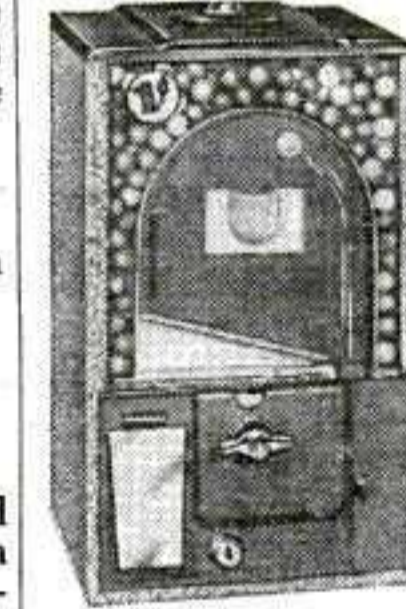
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Write for complete details and prices. Our specialty is helping more operators make more money.

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Manufacturers of the World-Famous Line of TOPPER Vendors

better relations, to wine, dine and entertain them. They come to check-up and keep taps on their competitors.

Those who do not attend may not for many reasons, lack of time, personal problems at home (illness, etc), concern about the expense, no one to mind the route, too small a route, live too far away, non-joiners, never occurs to them to attend, etc.

Most come to get something out of the convention, and they do, much more than is on the surface.

A convention is a physical thing extended over time and place, as well as diversified as to people and their purposes and attitudes. There are hours for meetings, hours for exhibits, hours for bull-sessions, for

eating, for entertainment, for sleeping, for going places and doing things, late hours, late arisings, indulgences. It's hard to tie them all down at one time, in one place, to one interest, to down-to-business, to co-operation, to participation.

The very fact, however, that our attendance has been going up, increasing, year after year, that most of the registrants have never missed a convention, that more new registrants come than drop out, is the pay-off of the values and successes of our convention.

There is more to a convention than the business meetings and the speakers. There are private conversations among operators, between operators and distributors, between operators and exhibitors. There are group bull-sessions that are most instructive and valuable. There are exchanges of carefully guarded ideas and secrets that each operator holds secret and precious

and begrudgingly will tell to another operator.

There is always the thrill to the registrants who shop for charms. They are eager in their search for the newest releases and actually enjoy placing orders for charms.

There are the business meetings and speakers, and there we have had a hard time to find the best authorities to discuss mutual problems. There is a paucity of experts and a reticence on the part of many operators to tell what they know. This situation is well known to our convention committee and a determined effort has already been launched to plan much better in that direction.

Part of every convention is partying and entertaining. It's a time for having fun, too. That's why there are two parties, one given by a group of exhibitors and a big dinner dance, generously hosted by Leaf Brands, people with hearts of gold and heads of wisdom, making tremendous contributions to our industry and convention.

For that matter, all of the exhibitors are sincere and hard-working businessmen, who are the staunchest and most loyal contributors for the good of all.

And why not a convention at Miami Beach? One never knows

till one tries, which city and what time of the year is the best place and time for a convention. We are strong enough to make a good try, and time, intelligence, hard work, sincerity and good will will prevail. We shall continue to exist, to grow, to expand and to prosper.

Samuel Eppy
Samuel Eppy & Company, Inc.

Trouble Lies With Charm Mfrs.

I quite agree with you that the NVA isn't what it should be and I do believe the whole trouble lies with the charm manufacturers.

A few of them are very greedy and will sell to anyone at the same price. How can they expect a distributor to bring his customers to a convention and have them taken away from him.

Some people are more interested in making a few fast bucks rather than trying to build a real organization.

I don't think the NVA will ever grow until all manufacturers deal directly thru distributors and give the distributors the protection they need.

This I know will be difficult, as trying to get them all together is an impossible task.

(Name withheld on request).

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\$19.75 Each

IMMEDIATE DELIVERY.
Each coin inserted must receive one piece of gum. Player snaps the ball through the air until it's caught in the pocket. Then player receives gum.

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SANITARY VENDOR

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25c — or 50c coin mechanism.
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Separate cash box.
Holds up to 160 packages.

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Every machine mechanically perfect, refinished LIKE NEW and guaranteed to be satisfactory. If not O.K. to buyer, money promptly returned on return of machine.

100-Bar Lawrence 5c Hershey Bar Vendor, wall or post type, two locks & keys, like new	\$ 35.00
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DuGrenier Candy Man, with BASE, or may be used as wall type, perfect finish, mechanically O.K.	75.00
National 6-Col., 108-Bar, wall or base type	80.00
National 9-Col., 108-Bar, wall or base type, LIKE NEW	100.00
Rowe 25c 6-Col. Cigarette Vendor, wall or base type, reconditioned, refinished LIKE NEW	40.00
Rowe 10-Col., kings or regulars, 25c or 30c	100.00
Same as above but selling at TWO prices, 25c and 30c	125.00

In this business, same location since 1945. Reference: Dun-Bradstreet, Association of Commerce or any bank of Paducah. Write or REVERSE CHARGES and Phone 20592. Terms to all alike—third with order, balance C.O.D. OR 3% discount for full remittance with order.

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Since 1945

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POPPERETTE

Fully Automatic Popcorn Machine

10c Hi Profit %

\$159.00

TERMS: 1/3 Deposit With Order, Balance C.O.D.

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Game Trade Sees Fresh MOA Exhibits

Equipment Variety, Brisk Activity Marks Annual Coin Amusement Industry Show

CHICAGO — The armchair operator who has seen all the new coin game equipment at his distributor's showroom and doesn't bother to attend the exhibits at the Music Operators of America Show, may have guessed wrong this year.

Not only were a good number of amusement machines unveiled here at the Morrison Hotel for the first time, but both attendance and activity appeared to be greatly improved over last year.

A bigger variety of machines were displayed this year compared to last, when bumper pool games dominated the exhibits.

This year, even the pool games looked better. New lines featuring quality construction were introduced.

And a fresh appeal was added to the long-bowler field with the introduction by one firm of a larger duck pin ball used in conjunction with a bowling game conversion unit.

But in addition to these stand-

ard lines, a flock of new novelty and Arcade machines were shown.

Chalk Up Orders

A number of exhibitors reported brisk orders for machines on display, and since orders are more a bonus than an expectation at a show of this type, they were good testimonials for the calibre of exhibits in general.

Among the attention-getters in the amusement halls were Mike Munves' Squoits water polo game, Dale Burp gun, and Exhibit viewer machines; Bally Manufacturing

(Continued on page 97)

DUCK PIN BALL BOWLERS DRAW MOA ATTENTION

CHICAGO—If there was any question as to whether duck pin balls—4½ inches in diameter—could be used on coin-operated bowling games, the question was resolved last week at the Music Operators of America Show here.

Visiting operators and distributors took to the duck pins like a duck takes to water. They were particularly pleased that they were able to put a good hook on the ball, sometimes difficult with the smaller-sized balls.

The duck pin balls are part of a new bowling game conversion unit displayed at the MOA Show by Exhibit Supply Company, Chicago.

34 Distrib Execs Hit Coin Problems

Sales, Public Relations Discussed at NCMDA Business Meet; Name Officers

CHICAGO — Thirty-four executives representing 27 distributing firms witnessed the liveliest and most provocative discussion of industry problems staged to date by the National Coin Machine Distributors Association.

NCMDA's annual business meeting, held Sunday night (19) at the Morrison Hotel, was generally regarded by distributors attending as the most successful so far in terms of frank discussion of problems affecting the business.

To insure further study of problems discussed with a view to taking any action deemed necessary, Al

Schlesinger, NCMDA's managing director, was voted full powers to name committees by the board of directors at their meeting Monday (20).

Milton Marmer, Marmer Distributing Company, Cincinnati, was elected president for the coming year. Marmer was formerly vice-president. Ron Rood, Southern Music Company, Orlando, Fla., was named vice-president. Irvin Blumenfeld, General Vending Sales Corporation, Baltimore, secretary, and J. D. Lazar, treasurer, were both re-elected to those same posts.

Directors elected were: Ted Bush, Bush Distributing Company, Miami, Fla.; Don Moloney, Donan Distributing Company, Chicago; Gil Kitt, Empire Coin Machine Exchange, Chicago; Hymie Zorinsky, H. Z. Vending, Omaha; Charles Robinson; Si Redd, Redd Distributing Company, Boston; J. R. Pieters, King Pin Equipment Company, Kalamazoo, Mich.; Jack Bess, Roanoke Vending Exchange, Richmond, and John Bilotta, Bilotta Distributing Company, Newark, N. Y.

Schlesinger reviewed the progress of the association during the

(Continued on page 93)

INDUSTRY PRESENTS THREE PLAQUES

446 Coinmen Turn Out to Honor Meyer Parkoff at UJA Banquet

NEW YORK—Some 446 members of juke box and amusement game world turned out at the Grand Ballroom of the Sheraton-Astor Hotel May 15 to pay tribute to Meyer Parkoff, head of the Atlantic-New York Corporation, and to celebrate the culmination of the 13th Annual Drive of the coin machine division of the United Jewish Appeal.

Members of the coin machine industry, sparked by the general chairman, Lou Boorstein, of Leslie Distributors, raised more than \$30,000 for UJA this year.

Parkoff was honored thrice during the evening, as he was presented with plaques by the Music Operators of New York, the Associated Amusement Machine Operators of New York, and the United Jewish Appeal.

Presented Awards

Making the presentations were Al Denver, MONY president; Sandy Warner, AAMONY chairman, and Lou Boorstein. The plaques were awarded on the basis of service to the industry and efforts on behalf of UJA.

The guests warmed up for the

occasion with a cocktail hour before dinner, which was launched with the escorting of Parkoff, the 1957 guest of honor, to the dais by Al (Senator) Bodkin, last year's honored guest, and Joe Young, who was guest of honor in 1955.

Rabbi Gilbert Klapperman, who is Meyer Parkoff's rabbi in Lawrence, L. I., delivered the invocation and paid tribute to the members of the industry who died since the last UJA dinner—George Ponsler, Max Levine, Bill Rabkin, Nat Cohn, Max Munves and Al Meyers.

Dais Roster

Seated on the dais were Mike Munves, Mike Munves Corporation; Ted Blatt, AAMONY counsel; Joe Young, Young Distributors; Barney Sugarman, Runyon Sales; Rev. Richard E. Evans, of the National Christian Committee of the United Jewish Appeal; Al Denver, MONY president; Sidney Levine, MONY counsel; Harry Rosen, Atlantic-Pennsylvania; Al (Senator) Bodkin; Sandy Warner, AAMONY president; Carl Pavesi, president of the Westchester Operators' Guild, and Mr. and Mrs. Parkoff.

Father John Kelly, who heads the National Catholic Community Service Canteen, told how Meyer Parkoff donated juke boxes to the USO during World War II, how

(Continued on page 97)

Munves Booths Feature Water Polo, Burp Gun

CHICAGO—The new Squoits water polo game and Dale Burp Gun model were viewed by many tradesmen for the first time here at the Mike Munves exhibit at the Music Operators of America Convention last week.

Joe Munves, in charge of the exhibit, reported good orders on both pieces, and announced a dozen new distributors for the machines named at the show.

Squoits, manufactured by Aquatic Products Corporation, Los Angeles, is a two-player Arcade piece, adaptable to tavern locations. Players shoot streams of water at ping pong balls within a compact stainless steel tank with perforated bottom. Goal is made and score registers on automatic scoreboard when a ball is shot thru a hole. Ball is immediately returned for continued play.

According to Thomas L. Mc-

Knight, Aquatic Products vice-president, the game has been on locations for about four years and released to the market thru Munves for the first time this year. He expects the game to make headway as an all-round location piece.

The Dale Burp Gun is an Arcade model featuring a sub-machine gun and mount cabled to a target unit consisting of a group of windows behind which gangster figures appear and disappear one

(Continued on page 98)

Binks Blends Pin, Pool Features in New Game

CHICAGO — Binks Industries has combined the foremost features of the pool game, skill play, and of the in-line pinball game, in-line scoring, and has come up with an entirely new type of game, Bank Pool.

Player can choose to either shoot balls with cue stick or roll balls, banking them off of cushions flanking a sunken ball-hole target field.

Balls are shot or rolled up right-hand lane, rebound off of cushions and settle in numbered ball holes corresponding to numbers on back-glass score cards. Backglass is similar to that of an in-line pinball model, with one large 25-number card and two nine-number "super" cards.

Playfield surrounding target area is covered with pool table felt, and cushions are pool table type.

Player attempts to make in-line scores on cards, and gets higher odds by depositing additional coins. Scores register automatically.

A guard rail extending across front end of cabinet prevents the player from guiding balls into holes with cue stick, the rail tripping and causing a tilt when touched. A plexi-glass covering protects the target area.

Player presses a button on cabinet front to release five balls into tray to begin each game. Bank Pool is equipped with an A.B.T. drop chute. Game is approximately 36 inches by 66 inches.

Bank Pool was shown to the trade for the first time at a suite exhibit at the Sherman Hotel here during the Music Operators of America meet last week. Marketing details are not yet completed.

RIGHT AGAIN?

Big Pool Balls Next, Belgian Expert Says

CHICAGO—"Pool balls used on coin-operated games in the U. S. will get bigger." That's the latest prediction of Roger Delmotte, commercial manager of Usines De Callenelle, Callenelle, Belgium.

Delmotte has already predicted—practically step by step—the developments in the coin pool field here, and has thus far been 100 per cent accurate.

Delmotte first came to attention of the coin trade here in April 1956, when, at a time when bumper pool sales had dropped off following a peak period, he predicted a comeback for the game via the six-pocket models. At this time six-pocket pools were virtually unknown on the coin pool market. (The Billboard, April 7.)

Patterning his predictions after

(Continued on page 98)

Louisville Ban Hits Teen Pin Play, Ups Fees

LOUISVILLE—The Board of Aldermen here has adopted a new ordinance prohibiting pinball play by persons under 18 years of age, boosting annual city license fees from \$15 to \$20 per game and providing for seizure of machines on which cash pay-offs are made.

The ordinance amends an existing code that prohibits juveniles of 16 and under from playing pinballs. The existing code provides for fines of from \$5 to \$25 for allowing minors to play, and from \$25 to \$100 for making cash pay-offs. These provisions of the ordinance were not amended.

The new code was submitted by Mayor Andrew Broaddus, who commented after the amending ordinance was passed: "This is about as far as we can go without additional State legislation."

Delaware Senate Passes Anti-Pin Bill; Up to House

DOVER, Del.—A bill which Attorney General Joseph Donald Craven says would prohibit free games on pinballs was passed Tuesday (20) by the Delaware Senate and sent to the House.

The bill had missed passing by one vote, in an earlier session May 19, and was brought back for a new vote Tuesday.

Attorney General Craven asserted that the measure would do

(Continued on page 97)

Court Affirms Toledo Ban on Pin Free Play

TOLEDO—A visiting Court of Appeals has ruled here that pinballs adjustable to provide free plays, whether they actually pay off or not, are illegal in Toledo.

Backing the Toledo pin ban as constitutional, the court said that if a free-play mechanism can be re-activated, after being altered, the machine is banned under the ordinance. It said the ban applies to any machine constructed so as to make a payoff possible.

The unanimous decision by three appellate judges from the Lima district, overrules a verdict by Common Pleas Judge Tom D. Stahl. Judge Stahl had ruled (The Billboard, December 15) that pinballs altered to eliminate the free-play feature, were not illegal under the Toledo ordinance.

The court stated that it is fundamental in cases of this kind that

(Continued on page 98)

Carolina Pin Bill Set Aside Until 1958

COLUMBIA—A bill in the South Carolina House to ban pinballs in the State has been set aside until 1958, when it may get further consideration.

Two hearings have been held on the bill, introduced by Rep. Paul Moore of Spartanburg, but it has never advanced beyond the subcommittee stage.

Operator spokesmen, meeting with a House committee last April, told legislators that passage of the proposed bill would result in lost jobs and lost tax revenue. (The Billboard, April 29.)

34 Execs Hit Coin Problems

Continued from page 92

year and pointed to projects which NCMDA could undertake to benefit the industry in the future (see below).

Selling problems of the distributor and the relationship of distributor to both manufacturer and operator were highlighted in open discussion.

It was suggested that a committee be organized to keep manufacturers better informed of selling problems of the distributor. This suggestion met with sharp resistance from a number of members who argued that each distributor faces problems peculiar to his business and that each distributor must necessarily be the final judge of how to buy and sell. It was therefore tabled.

Si Redd and J. D. Lazar both underlined the importance of a distributor conducting his own business guided solely by what was best for him and without reference to what competitors may be doing. Each emphasized the necessity of a distributor having a clear grasp of operators' needs in his own area in order to best serve both the industry and his own business.

The need for a public relations program was cited by Schlesinger in reviewing some progress made by NCMDA in acting as a source of information about the industry to newspapers and magazines to help the public understand better the business.

Irving Sandler, of Sandler Distributing Company, Des Moines, pointed out that a public relations program for the industry can be based on juke boxes and/or on any amusement game except in-line pinballs. He declared that the illegal operation of in-line pinballs in some areas cannot be helped by any public relations program. Public opinion of this kind of equipment—even tho played by large numbers of people—is bad there-

fore and there's nothing that public relations can do to help it, he said.

Barney Sugarman, Runyon Sales Company, New York; Sandler, J.D. Lazar, Joe Mangone, All Coin Amusement Company, Miami; Redd, Bush, Moloney, Bilotta, Eddie Zorinsky, Sam Taran, Taran Distributing Company, Miami, and Joe Robbins, of Empire Coin Machine Exchange, Chicago, all participated prominently in the discussion.

Other areas of discussion centered around an idea for an annual distributor sales promotion and a membership drive. A membership committee was named. Its members are: Jake Friedman, Friedman Amusement Company, Atlanta; Abe Susman, State Music Distributing Company, Dallas; William Happel; Marvin Roth, Roth Novelty Company, Wilkes-Barre, Pa.; Gabe Forman, Young Distributing Company, New York.

In addition to those already named above, others attending the meeting included: B. D. Lazar, Alen Kanarek (B. D. Lazar Company, Pittsburg); W. A. Browning (Roanoke Vending Exchange); J.T. Anton (King Pin Equipment Company); Jack Burns (Empire Coin); Irving Kempner (Runyon Sales); Mickey Anderson, (Mickey Anderson Amusement Company, Erie, Pa.); Ozzie Truppmann (Bush Distributing); H. B. Brinch (Brinch Distributing Company, Butte, Mont.); Mac Brier and George Hussman (Donan Distributing); Joe Romero (Jose Romero, Inc., San Juan, P.R.); Herb Perkins (Purveyor Distributing Company, Chicago); Joe Kline (First Coin Machine Exchange, Chicago) and H. N. Branson (H. N. Branson Distributing Company, Louisville). Also attending the meeting were Lewis Bennett, NCMDA counsel, and Hilmer Stark, Aaron Sternfield and Bob Dietmeier, of The Billboard.

Genco Preems Bonus Scoring Rolldown Game

CHICAGO—Genco Manufacturing & Sales Company begins shipment this week of a new rolldown game based on the popular "21" card game, with bonus score features.

Players roll 2 1/8-inch wood balls over sloping playfield, attempting to skillfully guide them into numbered ball holes.

Object of game is to score a 21-point total by landing balls in properly numbered holes, or to match score with light-up pennants representing totals of 16 thru 21.

Players get bonus scores by either making 21 points, or a total corresponding to lighted pennant. Player gets no bonus if he scores higher than 21. Player rolls as many balls as he needs to hit the 21-point total.

The six light-up pennants score from 10 to 60 points each, depending on which one is matched with score, and a player gets a double bonus in the final frame for making 21.

Game can be played by single player, or two can compete. Each player gets four frames per dime, and frame-by-frame scores are recorded automatically on the backglass.

Bally Trolley Fits 5-Sq.-Ft. Floor Space

CHICAGO—Toonerville Trolley, new Bally Manufacturing Company coin-operated kiddie ride, shown for the first time at the Music Operators of America meet here last week is one of the most compact ride pieces ever made.

It fits into a two by three-foot space.

Two kiddies can ride at once, seated in motorman's position, and can accelerate movement by operating a lever. The all-metal trolley rocks back and forth along a three-foot track mounted on rubber feet. It delivers a 60-second ride per dime.

Jacket Appeal

Continued from page 81

transfer EP's from location to location, and still get the same results. In this way, he was able to utilize selections from his record library without incurring additional record costs.

When it comes to buying new EP selections, Sam watches the record charts and consults the local record stores to determine what the best sellers are. He's found that juke play and retail sales seem to go hand in hand.

Indiana Boosts Op Tax On Gross Income 50%

INDIANAPOLIS—Come July 1, Indiana will take 50 per cent more in taxes from all types of coin-operated equipment.

That is the effective date of a law passed in the recent session of the Indiana General Assembly, which provides that the State's toll on all such devices, juke boxes, games or vendors, will be upped from 1 per cent of gross income to 1 1/2 per cent.

Enacted in 1933, the excise is called the Gross Income Tax, and it is just that, a tax on gross income.

Thus the operator pays the tax on all that he takes out of the machine. He pays, in fact, even on the share retained by the location owner, who also pays on what he receives.

The increase did not come as the result of an isolated drive to harass the coin machine industry. It developed as a part of a comprehensive tax-raising program to meet the rising cost of State government.

Taxable as Property
Coin machines in the State are also subject to assessment as personal property. This evaluation is made by local assessors and the tax collected by the local communities. On the local as on the State level, increased costs necessitated higher tax rates.

To facilitate the collection of both the gross income tax and local taxes, the 1957 Assembly enacted the law which requires identification of proprietorship. Henceforth, the name and address of the owner must be displayed on all machines.

The gross income tax rate on coin equipment has been raised only once before. That was in 1949, when a 150 million payment

of a World War II veterans' bonus compelled a comprehensive increase. Then it was raised from 1 per cent to 1 1/4 per cent.

With the collection of a sum adequate to achieve the bonus payment, the increase was permitted to expire in 1953 and the coin machine rate fell back to 1 per cent.

Fischer Bows New Imperial Coin Pool Line

CHICAGO—Fischer Sales & Manufacturing Company, Tipton, Mo., introduced a new line of coin-operated pool tables, the Imperial line, at the Music Operators of America show here last week.

The new six-pocket models are available in dark mahogany, blond hardwood, or white and black specked design, and are available with either slate or wood composition tops.

In addition to stressing quality workmanship, as compared to cheaper constructed bumper tables prevalent on the market in past years, the Imperials have two new design features:

Legs are boltless, permitting operators to move tables without use of a wrench, and legs won't drop off from cabinet. An automatic ball rack enables players to sort sunken balls into two separate sections of rack. Standard on the Imperial line, the new automatic ball racker is extra on the De Luxe and Special tables, both hardwood models.

Pa. Ops See New AMI H

Continued from page 81

sales manager, represented the phonograph company, along with Banner personnel, who hosted the showing. Included were I. H. Rothstein, president; Albert M. Rodstein, vice-president; Herbert R. Rosenthal, manager of the Pittsburgh office; Allan Bruck, Philadelphia; Paul Cohen and William Hamel, sales representatives.

Banner's office and service personnel included: Helen Pearch, Alvera Angelini, Thomas Scheller, James Johnson, John Morris, Jack Ware and James Skinner.

Some of the operators in attendance were: R. L. Stover, Altoona, Pa.; Willard Shiner, Pittsburgh; Ed Henderson and John A. Swisher, Supreme Amusement Company, Fairmount, W. Va.; W. W. Pate, Cramblett Amusement Company, Salisbury, Pa.; Nate Ruder, Ruder Amusement Company, Johnstown, Pa.; Mr. and Mrs. R. Bruce Schrack, State College, Pa.; Frank Salvaggio, Gallitzin, Pa.; Mr. and Mrs. H. C. Lowe, DuBois, Pa., and Frank Seely, Hilltop Vending Company, North Braddock, Pa.

James V. Delluvio and John A. Euliano, E & D Amusement, Meadville, Pa.; Paul Halenda, Main Music Company, Pittsburgh; Mr. and Mrs. Curley Harvey, Bayard, W. Va.; Harold Oser, Bayard, W. Va.; Mose Boyer, Fairmont, W. Va.; Elmo Trickett, Fairmont, W. Va.; Jean Costales, Jean's Amusement, Weirton, W. Va.; Dave Frank, Acme Music Company, Homestead, Pa.; Jacob Dobkin and Joe Dobkin, Allan Sales, Wheeling, W. Va., and Mr. and Mrs. Donald Wells, Wells Coin-O-Matic, Kinzua, Pa.

Mr. and Mrs. Peter M. Orenzuk, Modern Music Service, Weirton,

W. Va.; Louis H. Trapletti and Paul Calabove, Joal Vending, Altoona, Pa.; Jack K. Maragos, Pittsburgh; Mr. and Mrs. Phil Lang, Williams Vending Company, Pittsburgh; Mr. and Mrs. George Kondrasuk, Ellwood City, Pa.; Thomas R. Rutherford, Franklin, Pa.; Bob Aiello and William Garbart, Aiello Amusement Company, Ridgway, Pa.; Bill Macaul, Neville Island, Pittsburgh, and Mr. and Mrs. Ted Wright, United Vending, Greensburg, Pa.

Gene Klein, Jefferson Amusement, Clairton, Pa.; Joseph DeLeo, Altoona, Pa.; Carl Hamburg, Hamburg Bros., Pittsburgh; "Cliff," of Salvaggio Amusement Company, Gallitzin, Pa.; Bill Watson, Chester, W. Va.; Mr. and Mrs. Sam Melillo, Brockway, Pa.; Mr. and Mrs. Luther Williams, Miller Music Company, Clarksburg, W. Va.; Ray Nickel, Nickel's Amusement Company, Monroeville, Pa., and Bill Gentile, Pittsburgh Coin Machine Exchange, Pittsburgh.

Mr. and Mrs. I. M. Johnston, Johnston Music Company, Philipsburg, Pa.; Joseph Peiffley, Penn Music Company, Meadville, Pa.; Nick Kratsas, Verona, Pa.; Mr. and Mrs. Edward Novak, Eddie's Vending, Pittsburgh; Henry Orum, Ace Coin Machine Company, Wheeling, W. Va.; George Glausser, Glausser Music Company, Pittsburgh; Furey Ross, Pittsburgh, Pa.; Mr. and Mrs. Charles Auslander, Pittsburgh, and Howard Degelman, Pittsburgh.

Steve Belfiore, Canonsburg, Pa.; Meyer Popkins, Pittsburgh Coin Machine Exchange, Pittsburgh; George Ferris, Carnegie Equipment Company, Altoona, Pa.; Joe

(Continued on page 95)



JOE ROBBINS, of Empire Coin Machine Exchange, Chicago, accepts plaque for Gil Gitt, head of Empire and former NCMDA president, for Kitt's contribution to association during last year from Irvin Blumenfeld, General Vending Sales Corporation, Baltimore, and secretary of NCMDA. Presentation was made Sunday night at NCMDA annual business meeting.



LEWIS BENNETT, NCMDA legal counsel (l.), and Al Schlesinger, managing director of the association, at annual business meeting at the Morrison Hotel Sunday night.



Milton Marmer
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BROADWAY 345	MAGIC 165
NITE CLUB 395	GOLD MEDAL 195
BIG SHOW 495	UNITED TEAM \$ 95
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Got. Grippers \$ 25.00
Mercury Grippers 25.00
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Kicker & Catcher 52.50
AST Challengers 29.50
AST Target Skill 29.50
Cast Alum. Stands 8.00

RIDES
Bally Space Ship \$325.00
Bally Model T Ford, new Write
Bally Motorcycle, new Write
The Bull 275.00
Elsie the Cow 275.00
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Carousel 325.00
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Space Ship 295.00
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Lehigh 12 Col., new \$225.00
Eastern 12 Col., new 289.50
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National 950 110.00
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PX 10 Col. 110.00
Lehigh 12 Col. 150.00
Electro 8 Col. 95.00
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Seeburg B \$410.00
Seeburg C 495.00
Seeburg 200V 745.00
Seeburg 100 Wall-boxes, grey finish 39.50
AMI Model A 75.00
AMI Model C 135.00
AMI Model D-80 325.00
AMI Model E-120 395.00
Wurlitzer 1400 145.00
Wurlitzer 1500 195.00
Wurlitzer 1600 295.00
Wurlitzer 1250 125.00

CANDY VENDORS
Mills 5 Col. \$ 65.00
U-Select 35.00
Vendall, 8 Col. 95.00
Stoner's 4 Col. 110.00
DuGrenier 8 Col., new 235.00
20 brand-new 8-Col. Vendalls, 5 or 10 150.00

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Genco Circus Gallery, 1957, new 500.00
Davy Crockett Kiddy Gallery, new 345.00
Peppy the Clown, Marionette Theatre, special, new Write
Williams Crane, legal everywhere, new Write
Williams Baseball, 1957, best yet, new 450.00
Standard Metal Type, new 450.00
Relaxator, Foot Vibrator, new 240.00
Tungo Grip Machine, new 195.00
Bally Police Motorbike, top kiddy ride, new 700.00
Supreme Bull's-Eye Pistol 95.00
Trotter Horse, real leather saddle and harness, new Write
Graphoscope, coin telescope 645.00
Exh. Vacuumatic Card Vendor, 2¢ base 234.50
Ant Colony, new and novel, new 149.00
Exhibit Barrel Peek Shows, set of two, new 225.00

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Mutoscope Lord's Prayer Vendor 249.50
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Exhibit Dale Guns 34.50
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Lane Carousel 299.50
United Yankee Bowler 89.50
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Williams 4 BAGGER 350.00
Williams KING OF SWAT 245.00
Genco CHAMPION BASEBALL 245.00
Genco HI FLY BASEBALL 245.00
United STAR SLUGGER 295.00
Genco RIFLE GALLERY 150.00
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Exhibit DALE GUNS 50.00
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2000 \$995.00
1900 895.00
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1550AF (only 1 in stock) 285.00
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1400 139.50
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WALL BOXES
Seeburg 100 Sel. Chrome \$ 45.00
Seeburg 100 Sel. Hammerloid Finish 32.50
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Wurlitzer 4851 12.50
Wurlitzer 5204 (8 only) 15.00
Wurlitzer 3020 3.50

BINGOS
Hawaii \$ 60.00
Pixie 135.00
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United Banner \$115.00
United Imperial 55.00
United Leader 85.00
United Rainbow 80.00
Bally Jets 95.00
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- New Buttons
- Completely Reconditioned
- New Instruction Plates

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Model 2000 (200 Sel.) \$795.00
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AMI

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F-120 550.00
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Model A 69.50

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M100B 425.00
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GUARANTEED RECONDITIONED PHONOS

- Mechanisms Completely Overhauled and Tested
- All Worn and Defective Parts Replaced With New Parts
- Amplifiers and Tone Arms Reconditioned or Replaced
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MAin 1-6310

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Fedam Offers

Continued from page 88

which have been field tested for 10 weeks are refined versions of the firm's pioneer model, VS-1. Holland stated there are currently more than 200 of the new units in the field.

Refinements center around three main points:

1. Redesigned front, with modified drop chute and selection panel, with a new lock-out mechanism.
 2. Simplification of electrical wiring.
 3. Multiple pricing (VS-4).
- Both the new VS-4 and VS-3 are identical except for the pricing feature. The VS-3 retains the single price, straight 15-cent or 25-cent vend. The VS-4 will vend at four separate prices, accepting nickels, dimes and quarters.

The units serve from one to 10 selections, with a vending capacity of 50 6½, 7 or 8-ounce cans. Storage capacity in the base will accommodate another 240 cans.

Dimensions are 56 inches high, 29 inches long and 16 inches deep.

Mississippi operators in Jackson recently shopping for equipment and supplies: Charles Ethridge, John Haley Music, Durant; Joe Tierce, Tierce Amusement, Greenwood; George Fraley, Macon Music, Macon; Bert Shives, Yazoo Novelty, Yazoo City; O. H. Rushing, Rushing Amusement, Philadelphia; J. T. Long, Long Music, Hollandale; Cy Puckett, The Music Man, Lambert.

Ops See AMI

Continued from page 93

Gemma, Gemma Music Company, Clarksburg, W. Va.; Mr. and Mrs. Alex J. Semchak, Angelo Amusement, Frank, Pa.; Howard (Skipper) Thomas, Thomas Music Company, Steubenville, O.; Mr. and Mrs. H. A. Custead, Butler, Pa.; William Schrim Williams Vending, Pittsburgh, and John Kopko, City Vending, Monessen, Pa.

William H. Larry, Supreme Amusement Company, Cumberland, Md.; Mr. and Mrs. M. Balingier, Acme Vending Company, Pittsburgh; Mr. and Mrs. Ed Butterworth and Pat Butterworth, Johnstown, Pa.; Mr. and Mrs. Leo F. Bischof, Johnstown, Pa.; Mr. and Mrs. W. A. Rosenberger, Equipment Service Company, Pittsburgh, and Mr. and Mrs. Harry Snyder, Snyder Amusement, Fayetteville, Pa.

Milk Production Up

Farm production of milk in April totaled 11,428 million pounds, 1 per cent more than in April, 1956, and 9 per cent more than the 1946-55 average for the month, according to Agriculture Department. Volume produced on U. S. farms during April was sufficient to provide 2.24 pounds daily per person. Milk production in the first four months of this year reached a record high of nearly 41.6 billion pounds, slightly more than the previous high for the same months last year.

NAMA Outlines

Continued from page 88

tion fee established for their category. However, registration fees will be credited to dues if the company becomes a member within 90 days.

Exhibit space will be assigned on the basis of the following space priority schedule:

1. One point for each year of participation in former exhibits.
2. One point for each year of

exhibit continuity, counting back from 1956 to 1947 inclusive.

3. Two points for each year of membership in NAMA, counting back from 1956 to 1947 inclusive.

In addition to the foregoing schedule, where two or more companies request the same space but different amounts, preference will be given the applicant requesting the larger amount.

In order to overcome the problems of a large number of requests for specific booths, exhibit applications will be released in a series of three groups, as follows:

First group—Maximum space priority companies.

Second group—All other NAMA machine manufacturers, allied, supplier and subscriber members.

Third group—All other exhibitors of record and exhibit prospects.

Space requests from companies in the second and third groups will be honored on the basis of the space priority points within their groups.

According to Seldy, all requests for hotel assignments will be handled by the Philadelphia Housing Bureau.

**REGULATION
6-POCKET
POOL**

**FISHER
BALLY
EXHIBIT
EL DORADO**

**BIG CHOICE OF
DEALS YOU
CAN'T BEAT!**

WANTED—

WILL PAY CASH \$\$\$\$ for these Bingos if they are reconditioned and prepaid to Boston.

NITE CLUB & DOUBLE HEADER.....	\$300
BIG TIME & MIAMI BEACH.....	100
VARIETY & GAYETY.....	45

HIGHEST PRICES PAID for SHUFFLE ALLEYS—GOTTLIEB and WILLIAMS 5-BALLS!

MUSIC CLOSEOUTS

Write—Wire—Call

8 WURLITZER 1800's
10 WURLITZER 1700's

—KIDDIE RIDES—

BALLY CHAMPION HORSE.....	\$450
MERRY GO-ROUNDS (Lane, Lee, etc.).....	400
BALLY SPACE SHIP.....	225
SEE SAW.....	195
SCIENTIFIC TV RIDE.....	195
BOATS.....	225

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SIX-POCKET POOL**

IMMEDIATE DELIVERY!

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BINGO GAMES

KEY WEST.....	\$575	GAYETY.....	\$115
BIG SHOW.....	535	BIG TIME.....	210
DOUBLE HEADER.....	455	VARIETY.....	125
PARADE.....	445	SURF CLUB.....	95
NITE CLUB.....	415	BRAZIL.....	375
BROADWAY.....	375	SOUTH SEAS.....	275
BEACH BEAUTY.....	295	STARDUST.....	245
MIAMI BEACH.....	215	STARLET.....	215
GAYTIME.....	175	PIXIES.....	185

SHUFFLE GAMES

Genco SKILL BALL.....	\$225	C. C. HOLLYWOOD.....	\$195
Exh. RINGER BALL.....	225	Un. DLX CAPITOL.....	210
Wms. ROLL-A-BALL.....	325	Un. DLX CLIPPER.....	175
Un. DLX COMET.....	95	Un. DLX LIGHTNING.....	150
Un. DLX VENUS.....	110	Bally GOLD MEDAL.....	175
Bally MAGIC.....	145	Bally VICTORY.....	95

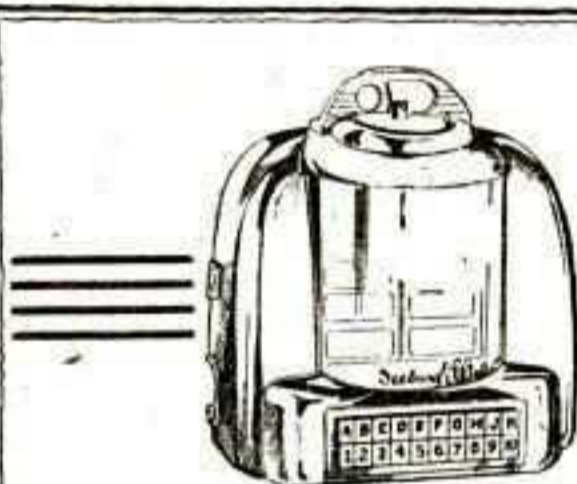
5-BALLS

Gott 4-PI. REGISTER.....	\$345
Gott 4-PI. SCOREBOARD.....	275
Bally BALLS-A-POPPIN'.....	295
Gott 2-PI. SEA BELLES.....	325
Gott 2-PI. TOREADOR.....	295
Wms. PETER PAN.....	155
Gott SLUGGIN' CHAMP.....	175
Gott TWIN BILL.....	165
Gott DAISY MAE.....	145

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ARCADE EQUIPMENT

Wms. DLX 4-BAGGER.....	\$295	Un. STAR SLUGGER.....	\$275
Wms. KING OF SWAT.....	245	C. C. SUPER HOME RUN.....	95
Wms. BIG LEAGUE.....	135	C. C. HOME RUN.....	85
Wms. POLAR HUNT.....	210	Un. CARNIVAL GUN.....	175
Un. PIRATE GUN.....	355	Genco STATE FAIR.....	345
Wms. CRANE.....	Write	C. C. CRANE.....	145
C. C. TWIN HOCKEY.....	235	Genco NITE FIGHTER.....	85
Deco SPACE SHIP.....	\$175		



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100
WALLBOXES**

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

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HF100R.....	\$725
HF100G.....	625
M100C.....	500

WURLITZER

1700.....	\$525
1500AF.....	295
1400.....	175
1250.....	145

TERMS: 1/3 DEPOSIT REQUIRED

WURLITZER WALLBOX SPECIALS

5204, 104 Selection.....	\$19.00
5204A, 104 Selection.....	35.00
5205, 104 Selection.....	45.00
5206, 48 Selection.....	35.00
4851, 48 Selection.....	25.00
4820, 48 Selection.....	19.00
3020, 24 Selection.....	9.00

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- Rock-Ola (51-50) . . 150
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Finest condition—ready to operate!

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ATLAS MUSIC COMPANY

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when answering ads . . .

Say You Saw It in The Billboard

Air Juke Facts to Public

Continued from page 81

tax and licensing legislation. Inevitably the answer boiled down to two words—public relations.

Operators told how it was necessary to educate the legislators as well as the public on the actual workings of the juke box industry.

"We must not kid ourselves," one operator stated. "Our business still is held in low repute by many, who at the mention of the word 'juke box' immediately conjure up pictures of slot machines and racketeer elements.

"As long as this picture persists in the public mind, we'll continuously be confronted by discriminatory licensing and taxation measures."

In answer to a question from the floor, Sidney H. Levine, MOA legal counsel, said that the association had already taken several concrete steps along this line on the national level.

MOA Steps

He said, at the suggestion of several directors, MOA had decided to set up a tax advisory service which would be concerned with local tax and licensing problems, as well as on a national basis.

Levine stated that MOA was also considering the appointment of a top-notch public relations firm to represent the members. He cautioned, however, that final approval for such a measure would have to come from the general

membership—and that extra funds would have to be voted to effectively carry out such a program.

Stressing public relations on the local level, Martin Britz told how the operator was the best qualified individual to tell the public just what kind of business he was in.

"But this has to be a constant effort — 365 days a year," he cautioned, "not just an occasional donation or juke box give-away."

Civic Groups

He urged operators to belong to civic groups—the more the better. "Speak to the group and tell them about yourselves," he said. "It's not enough that you believe you're in a good legitimate business—you've got to sell the public on this."

Dave Baker told of the proposed licensing measure in his home town of Boston that is in actual danger of crippling the juke box industry there. He said Boston operators were planning to attack the measure from a constitutional standpoint.

Baker pointed out the legal difference between a license and a tax. A license can't constitutionally exceed the amount of money needed by the municipality to police the industry. A tax, on the other hand, can be as high as the Legislature wants to assess.

Since the Boston measure is in fact a license—operators are waging a fight to show that the juke box industry doesn't need any more policing than other comparable enterprises. They plan an extensive public relations program to inform the city authorities exactly how their industry works and to convince them that it is run on a legitimate basis.

Another Boston operator told how he had achieved considerable success in building the reputation

of the juke box industry by participating in civic groups, being active in local organizations and even running for a city post, to which he was elected.

He pointed out that Boston, like many other cities, was in the process of re-building. Authorities are not only anxious to "clean up the city, but to raise revenue as well. Unless we show that the juke box industry is a clean, legitimate and desirable business, we're bound to be subject to indiscriminate legislation."

The sentiments were echoed by Clint Pierce and Gordon Stout. Stout added that in his State of South Dakota, operators had succeeded in revoking a juke box licensing requirement by pointing out that venders were not subject to any licensing requirement, and that the juke box was nothing more than a "music vender," requiring no more policing or supervision. They succeeded in defeating the measure with this argument, according to Stout.

Harry Snodgrass said that in Albuquerque, the license had been \$25 for a machine with a 5-cent chute, and \$50 for a machine with a 10-cent chute.

He said at year's end, he found he had paid an amount of money in license fees to the city which was 5 per cent of the total occupational license fee collected by the municipality. And this did not even take in other operators.

He said after his case was explained to the mayor and city council, with all the facts aired, the license was reduced.

Harry Schlesinger of Square Amusement, Poughkeepsie, died April 27. A veteran New York State operator, he was the brother of Sam Schlesinger, who was associated with him in the route, and Al Schlesinger, managing director of the National Coin Machine Distributors Association. (See separate story.)

Distributors for

UNITED'S Hi-Fidelity Coin-Operated PHONOGRAPH

THE GREATEST ADVANCEMENT IN AUTOMATIC MUSIC IN 20 YEARS

EVERY ONE STEAM-CLEANED AND REFINISHED LIKE NEW!	SEEBURG	AMI	SEEBURG
	V200 \$315.00	C120 \$725.00	3W1 (Chrome) \$55.00
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	M100C 525.00	E120 425.00	8" Wall Speakers . . . 8.50
	M100B 425.00	D80 295.00	WURLITZER
	HF100G . . . 645.00	E40, 78 RPM 295.00	1900 \$795.00
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UNITED	WILLIAMS	GENCO
Bowling Alley	6-Pocket Pool	Circus Rifle Gallery
Team Bowling Alley	6-Pocket Slate Pool	Gypsy Grandma
KLOPP	1957 Baseball	AUTO PHOTO
Coin Counters	Crossfire Gun	Model 11
Coin Changers		

ARCADE

Quarterback . . . \$215.00	World Series . . . \$ 99.50	2-Player Basketball . . . \$195.00
Crane 175.00	Pennant Baseball . 125.00	Goatee 90.00
Mutoscope Photomatic (prewar) . 295.00	Deluxe Baseball . . 125.00	Four-Player Derby . . 99.50
Sidewalk Engineer 150.00	Hi Fly Baseball . . . 245.00	Big Bronco 395.00
Muto. Football . . . 275.00	Zodiac 175.00	Flash Hockey 99.50
Submarine 125.00	Major League Baseball 150.00	Champion Baseball 225.00
Bally Moon Ride . . 250.00	Basketball Champ 175.00	Twin Hockey 275.00
Telequiz 95.00	Peppy Write	Range Rider 295.00
Silver Gloves 165.00		Round the World Trainer 425.00

SPECIAL CLOSEOUT!
GENCO'S DAVY CROCKETT
Brand New!! Write

WANTED
GOTTLIEB 5 BALLS
Any Quantity

Empire COIN MACHINE EXCHANGE
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- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment
- All equipment is guaranteed mechanically and electrically perfect — all has been completely reconditioned.
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NEW PARTS INFORMATION CATALOG NOW AVAILABLE —SEND FOR YOUR COPY—

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

Delaware Senate

Continued from page 92

away with pinballs used for gambling. The existing statute, according to Deputy Attorney General Ralph S. Baker, makes cash payoffs on pinballs a criminal offense.

Game Trade

Continued from page 92

Company's new Toonerville Trolley kiddie ride; Chicago Coin's Commando Gun; Auto-Photo's new model photo machine; Fischer's new Imperial line of pool tables;

Still other newly developed machines were shown privately in the hotel suites.

Thirteen exhibitors displayed amusement machines at the Show, about the same number as last year.

New System

Continued from page 81

Notation to correspond with the phonograph placement is made on a center removable strip.

The extra sleeves permit a back-inventory of each location. This is done by the operator dating one title-strip for each record removed on change-day.

Pantages said that Program-O-Matic will be handled by phonograph distributors as well as record one-stops.

Industry Presents 3 Plaques

Continued from page 92

he organized the coin machine division of the National Catholic USO and how he was always ready to donate time and money to the USO.

Other tributes to the guest of honor were paid by Sidney Levine and Ted Blatt.

Lauds Mrs. Parkoff

Rabbi Klapperman told of Meyer Parkoff's activities participation in the religious life of Lawrence, and paid particular tribute to Mrs. Parkoff as head of the Temple Sisterhood and as a community leader.

He also told of his recent seven-week visit behind the Iron Curtain and of the urgent need to bring immigrants to Israel.

Guest speaker was the Rev. Richard E. Evans, head of the National Christian Committee for UJA and spiritual leader of the Labor Temple.

Blasts Policy

Reverend Evans blasted our Mid-Eastern policy which he termed as "appeasing Nasser and yielding to pressures from oil interests."

He traced the current concepts of Anglo-Saxon law and morality to ancient Israel and termed the pres-

ent republic as a "bastion of liberty" in the Mid-East.

Lou Boorstein said the cause of UJA brings no problem of dual loyalty as it has always been in the American tradition to aid free people in all corners of the globe.

Praises Committee

In his acceptance speech, Meyer Parkoff paid tribute to members of the executive committee who worked so hard to make the campaign successful.

The entertainment roster included Morgana King, Mercury; Glory Allen, representing Barney Poss; Bernie Nee, Columbia; the Lane Brothers, RCA Victor; Mitzi Mason, Vik; Randy Starr, the singing dentist; Betty Johnson, Bally; Ocle Smith, Cadence; Jim Lowe, Dot; Barry Frank, of the Sammy Kaye ork, and Kathie Karry, Fraternity.

The Gene Stanley ork backed

the artists and provided dance music until past midnight.

After the affair, Al (Senator) Bodkin and Mrs. Bodkin were hosts at an informal party at Lindy's.

Williams

Now Delivering:

- 1957 BASEBALL
CROSSFIRE GUN GAME
SIX POCKET POOL TABLE

See Your Williams Distributor

Williams

MANUFACTURING CO. 4242 W. Fillmore St., Chicago 24, Ill.

New 6 Pocket POOL GAMES

Size 41"x74"x32". Complete with 15 numbered balls, cue ball, rack, bottle and peas, instructions and repair kit.

Table listing prices for SLATE TOPS, ROTATION PLAYFIELD, 4-HOLE BUMPERLESS RACK POOL TOP, and various ball sets.

MID-STATE CO. 2369 Milwaukee, Chicago 47, Illinois. Dickens 2-3444

Rosen Gives You REAL Buys SHUFFLE ALLEYS

Table listing various shuffle alley games and their prices, including All Star Team, Miami Shuffle, Triple Strike, etc.

DAVID ROSEN Exclusive AM Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

A-1 MECHANIC WANTED for Bingo Games

- WORK IN CHICAGO AREA
REGULAR HOURS
SALARY-\$600.00 PER MONTH
VACATION
BONUS ARRANGEMENT
MUST HAVE CAR

WRITE TO BOX 875

The Billboard, 188 W. Randolph St., Chicago 1, Illinois



SCORE FIRST! YOU'LL BE ON THE BALL with FIRST-Class Equipment from FIRST!

ARCADE

Table listing arcade games and prices, including Mut. LORD'S PRAYER, Mut. K. O. CHAMP, etc.

GUNS

Table listing gun games and prices, including STATE FAIR, WILD WEST, SKY GUNNER, etc.

SHUFFLES

Table listing shuffle games and prices, including CHICAGO COIN SCORE-A-LINE, THUNDERBOLT, etc.

Table listing shuffle games and prices, including MARS BANNER, ACE, LEAGUE, etc.

Table listing shuffle games and prices, including CHALLENGER, BIKINI, CLUB 10-PLAYER, etc.

WANTED! Gottlieb 5-BALLS Bally BINGOS Cash or Trade

LIKE MAGIC! AN AMAZING 20-FOOT BOWLING ALLEY from YOUR OLD SHUFFLE GAME! EXHIBIT'S TRUE-BOWLER

Hit of the M.O.A. Show! BIG! BIG! BIG! 2-lb. genuine Brunswick Duck Pin Bowling Balls! 4 1/2" diameter. Closest thing to Real Bowling! FIRST Has It-FIRST! Exclusive Exhibit Distributors for Illinois and Indiana.



Exclusive Distributors for CHICAGO COIN in N. Illinois and Indiana

Advertisement for 'FIRST IN POOL GAMES! Everybody's Talking About EXHIBIT'S NEW 6-POCKET POOL GAME' with details on materials and pricing.

Advertisement for SLATE POOL GAMES, \$115 COMPLETE, featuring 'FINEST SLATE TOPS' and 'Regulation size 32"x48" Rubber-backed billiard cloth' for \$67.50.

Large advertisement for FIRST COIN MACHINE EXCHANGE, INC. featuring '1st AND STILL CROWNING' logo and address: 1750 W. NORTH AVE. CHICAGO 22, ILLINOIS. Dickens 2-0500.

**EXCLUSIVE FACTORY DISTRIBUTORS
AMI - CHICAGO COIN - GENCO - EXHIBIT**

ARCADE

Genco Circus Gun	Write
Genco State Fair	\$350.00
Genco Davy Crockett	Write
Genco Quarterback (New)	265.00
Genco Champion Baseball	225.00
Wms. Four Bagger	325.00
Genco Hi-Fly Baseball	245.00
Genco Skill Ball	325.00
Genco 6-Player Skill Ball	425.00
Genco Deluxe Skill Ball	475.00
Wms. King of Swat	245.00
Chi Coin Ski Ball	400.00
Round the World Trainer	425.00
Bert Lane Merry-Go-Round	295.00

ARCADE

Kiddie Whips	\$350.00
Ex. Big Bronco	395.00
Chi Coin Derby	100.00
Chi Coin Bull's-Eye Baseball	275.00
Chi Coin Steam Shovel (New)	Write
Wms. Crane	Write
Wms. Sidewalk Engineer	150.00
Chi Coin Twin Hockey	275.00
Ex. Ringer Ball	200.00
Wms. Safari	275.00
K.O. Fighter	395.00
Monkey Climb	395.00
Set Shot Basketball	245.00

**SPECIAL
AMI G-200**

WRITE FOR PRICES OR CALL

1/2 DEPOSIT WITH ORDER,
BALANCE C.O.D. OR SIGHT DRAFT



when answering ads . . .
Say You Saw It in The Billboard

Court Affirms

Continued from page 92

the court cannot substitute its judgment for that of the council which enacted the ordinance. "An ordinance cannot be overturned by a court unless it is clearly arbitrary, unreasonable or unrelated to the public health, morals, safety or welfare of the community."

The Toledo ordinance bans any pinball which is so constructed as to make possible by the use of an adjustment, or by the registering of odds or a score, the return of tokens, free plays or other privileges.

The court upheld the constitutionality of the ordinance, stating that this phase of the controversy was well reviewed by the Sixth District Court of Appeals in a similar case in Columbus, O. The Toledo ordinance is modeled after that of Columbus.

Munves Booths

Continued from page 92

at a time within a few seconds interval. As each target is hit, it jumps up and down, a gong rings and a red light flashes, while a score is registered.

The gun, on dime play, fires 240 shots in 30 seconds, targets hit by direct electrical contact similar to that used on the popular rifle units which also utilize the Dale contact system.

Target unit is 72 inches high, set back 30 inches from 46-inch-high gun mount. Width of the two units is 30 and 12 inches respectively.

Named at the show to handle the Squoits and Burp Gun pieces were Bilotta Distributing Company, Newark, N. Y.; Birmingham Vending, Birmingham; Supreme Distributors, Miami; Lieberman Music, Minneapolis; Southern Music Company, Memphis; Denver Music Company, Denver; Miller-Newmark, Detroit and Grand Rapids, Mich.; H. W. Brinck, Butte, Mont.; Joe Westerhouse, Cincinnati; Cleveland Coin Machine Exchange, Cleveland, and Redd Distributing Company, Boston.

Big Pool Balls

Continued from page 92

developments on the older Belgian coin pool market (the game has been popular here since 1947), Delmotte now believes the next phase of the coin pool business will find larger pool balls in use. Most of the present models utilize the snooker-size balls.

Delmotte, whose firm supplies pool balls for many of the coin pool games on the U. S. market, was here last week for the Music Operators of America Show. Nyack Sate Company, Nyack, New York, an exhibitor at the Show, is distributor of the balls. Delmotte was accompanied on his MOA rounds by Louis Clement of the Belgian Consulate, Chicago.

Delmotte commented, "It is remarkable the way American manufacturers have improved the quality of their coin pool tables."



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THE BILLBOARD
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- 2 1448 ROCK-OLAS,
Like New \$650.00
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- 2 1434 ROCK-OLA,
45 RPM 150.00
- 2 SEEBURG "R"
with Royal 50c Units 725.00

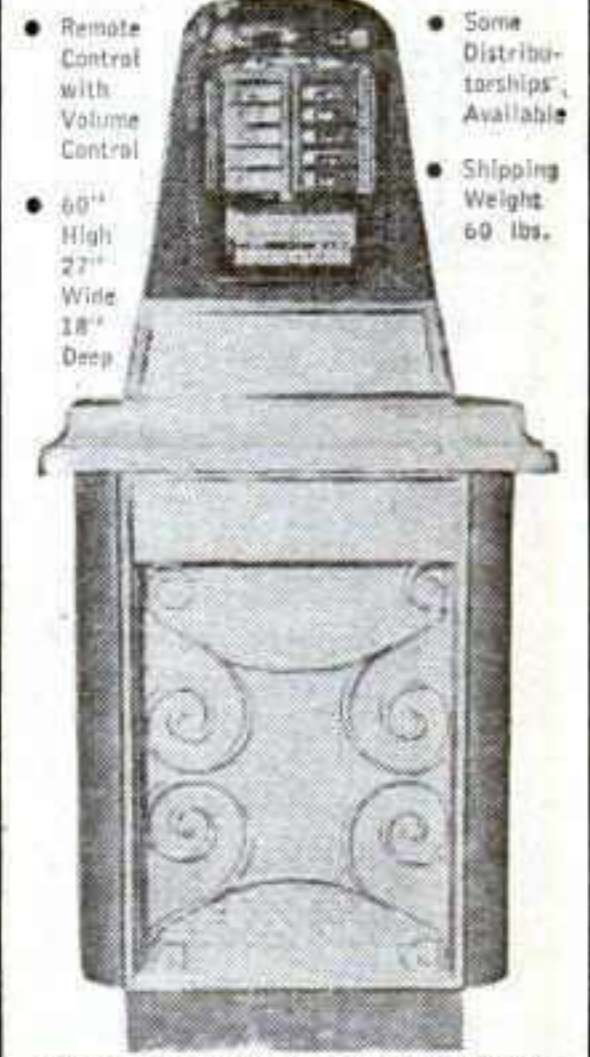
COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR
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Phone Paul Speer
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"CONSOLETTA"

Replaces from 4 to 8 Wallboxes!



Write for Prices and Literature

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COIN MACHINE DISTRIBUTING CORP.
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HARRISON 2-8255

Genco's Newest SENSATION

"GYPSY GRANDMA"

FORTUNE TELLER

*SHE MOVES!
SHE BREATHES!
SHE ANSWERS QUESTIONS!
SHE TELLS FORTUNES!*

**THE FIRST OF ITS KIND
IN THE HISTORY OF THE
COIN MACHINE BUSINESS!**

PAT. PENDING

WORLD'S MOST COMPACT
"Moving Grandma"
Fortune Teller
Location Space—No Problem
Only 24" x 46" High

Grandma actually lifts your fortune card with lifelike fingers, waves and delivers card so realistically—she's almost human!

"CIRCUS" Rifle Gallery

Featuring Mysterious "CRAZYBALL" and "SAD SAM" Targets

Now Delivering—
**LOWEST PRICED 6-HOLE
ROTATION POOL TABLE**
on the market today
Complete with finest accessories



DAVY CROCKETT
The ONLY JUNIOR SIZE Moving
Target Rifle Gallery

GENCO MFG. & SALES CO.
2621 N. ASHLAND AVE. • CHICAGO 14, ILL.

Only ROCK-OLA has

Picture Window Programming
offering the dual pricing system
. . . with nothing extra to buy

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Ask about our special Trade-in Offer

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SCOTT CROSSE COMPANY
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KEY WEST \$570.00

MIAMI BEACH 200.00

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RECONDITIONED GENCO **STATE FAIR \$340**

WE'LL PAY TOP DOLLAR—CASH OR TRADE

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POKER FACE
QUEEN OF HEARTS
ARABIAN KNIGHTS
GREEN PASTURES
MYSTIC MARVEL
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HAWAIIAN BEAUTY
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GRAND SLAM
DAISY MAE
GOLD STAR
LADY LUCK
DIAMOND LILL
TWIN BILL
GYPSY QUEEN
SOUTHERN BELLE

CORONATION
SWEET ADD-A-LINE
WISHING WELL
FRONTIERSMAN
EASY ACES
HARBOR LITES
DERBY DAY
CLASSY BOWLER
AUTO RACES

Attention, Operators in
N. INDIANA—N. ILLINOIS—IOWA

Deal Yourself In with a Sure-Fire Winner . . .

GOTTLIEB'S 1-PLAYER ROYAL FLUSH

ROTO TARGETS! EXCITING NEW MATCH FEATURE!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUCKingham 1-6466 CHICAGO 14

COINMEN YOU KNOW

Detroit

By HAL REVES

William A. Ryan has taken over operation of the F. & G. Vending Company, cigarette route formerly operated by his brother, Robert J. Ryan, of St. Clair Shores, and Jack Gage, of Detroit. The latter pair are concentrating in the music machine field, operating under the name of G. & R. Music Company.

Phil Jones, manager of the one-stop record service at Angott Distributing Company, reports an increase in business requiring the addition of Bob Sulzewski, a newcomer in the business, to the staff. He has a background in records and is the nephew of Joe Galeski, Cosnat Distributing Company here. Phil is busy himself spearheading organization of a new fraternity for the music business, with special events to raise funds for underprivileged children.

Carl Angott, of Angott Distributing, and Mrs. Angott spent several days at the Music Operators' of America convention. . . . Roland Bunday, repairman of the Angott organization, was married May 11 to the former Joan Heavener. The couple left for the East Coast for their honeymoon.

Otto Wissner, of Mount Clemens, Mich., was a Detroit visitor Monday (13), picking up parts for his equipment and looking over new machines.



JOE ASH SAYS: ATTENTION, EUROPE

Our personal representative is now in Europe and will visit your country for several weeks. We will be most happy to include your place of business on his itinerary if you contact us as soon as possible. Our Cable Address is: COMAC.

SINCERELY YOURS,

JOE ASH

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in So. Jersey, Del. and E. Penn.

ACTIVE

AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALLWAYS.

666 N. Broad St., Phila. 30, Pa. POPlar 2-4495
Write or wire for prices

SPECIALS!



Slate pool tables, reconditioned with brand-new slate top installed . . . \$125.00
Reconditioned pool tables. Each \$50

SHUFFLE BOARDS,
SCORE BOARDS,
WALL TYPE . . . \$49.50
OVERHEAD TYPE. 95.00
FRONT END POOL TABLES 50.00

SPECIAL ON
14 FT. BOWLERS!!

Write

SHUFFLES

UNITED
SUPER BONUS \$290
★ IMPERIAL 90
★ ROYAL 80
★ OLYMPIC 70
★ STAR 16TH FRAME 55

KEENEY
★ DIAMOND \$140
★ BIKINI 130
★ PACEMAKER 80
★ DOMINO 60
★ CARNIVAL 50
★ 10 PLAYER 50
★ Indicates Match Play

Phonographs:

SEEBURG V200 . . . \$795
SEEBURG R 695
SEEBURG C's 495
WURLITZER 1800 . 595

SUPPLIES

Rotation Balls, Sets \$12.50
Del. Rotation Balls 18.50
Playfield Cloth 9.50

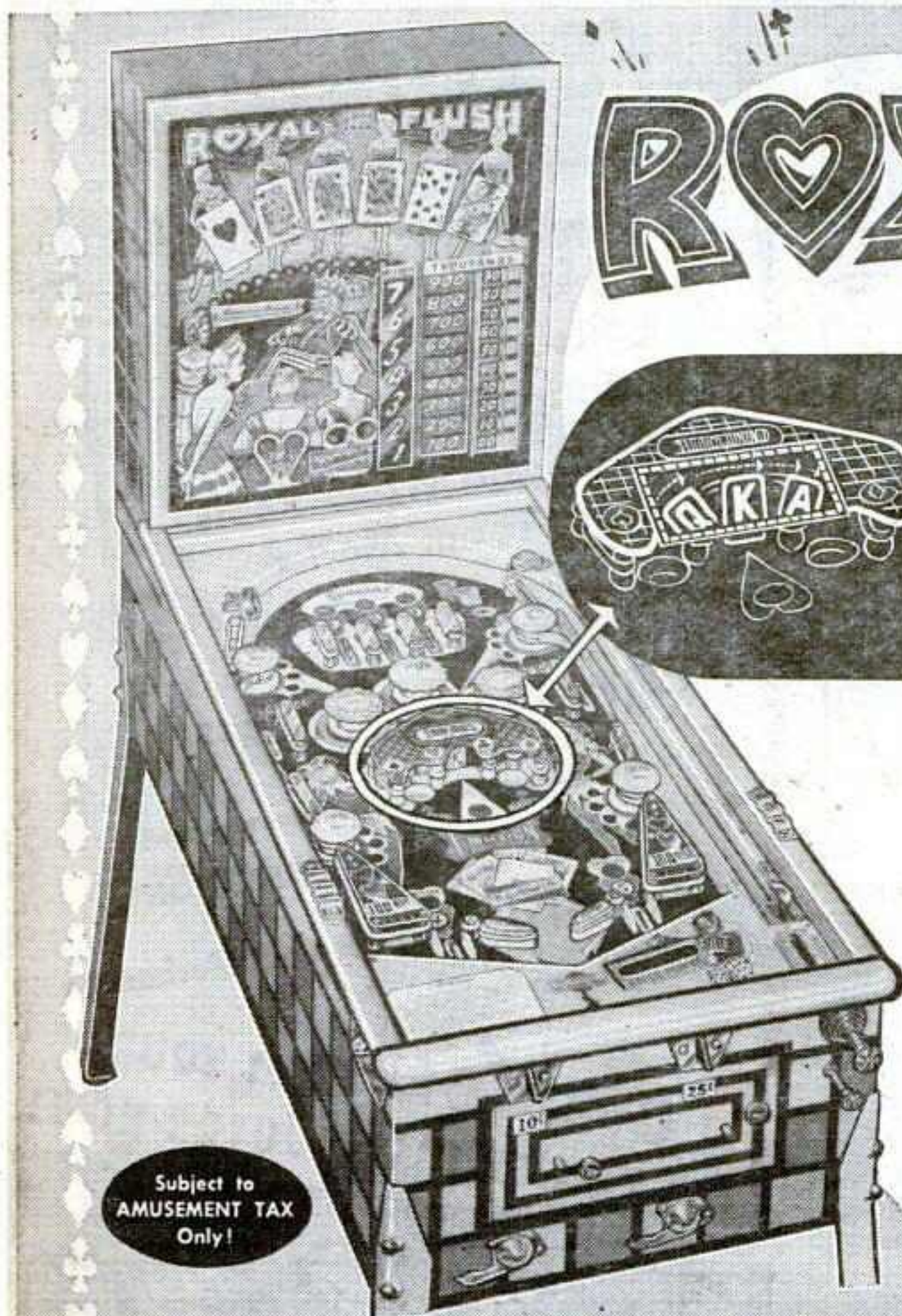
SIX POCKET POOLS \$265.00

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

GIVE TO DAMON RUNYON CANCER FUND



GOTTLIEB'S ROYAL FLUSH
PRESENTING

A Terrific New Idea to Attract and Hold Player Interest . . .

ROTO-TARGETS!

Hitting Roto-Targets lites cards in lite box for Royal Flush. Complete Flush lites targets for special score. Holdover feature carries lighted cards from game to game.

- ♠ Scoring Rollovers 1-2-3-4-5 Relights One of 5 Rollovers for Special.
- ♥ All New Match Feature for Extra Play.
- ♣ Super-Powered Flippers Shoot Ball Up Field at Roto-Targets.
- ♦ Available with Twin Chutes.
- ♠ High Score to 7,900,000.
- ♥ Plus All the Standard Gottlieb Play Features!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

NOW DELIVERING

- ★ **BALLY A.B.C. BOWLING LANES**—14 & 11 ft.
- ★ **ROCK-OLA PHONOS**—50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.

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CLEAN GAMES—READY FOR LOCATION

KEY WEST	Write	GAY TIME	\$200.00
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BROADWAY	395.00	YACHT CLUB	60.00
MIAMI BEACH	225.00		

Immediate Delivery. 1/2 Deposit
FRANK. MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

GIVE TO DAMON RUNYON CANCER FUND

Exhibit Lists Gun At \$725, Bowler Conversion \$550

CHICAGO—Sam Lewis, Exhibit Supply vice-president, has set a list price of \$725 on the Pop-Gun Circus, and a list price of \$550 on the Tru-Bowler, shuffle-to-bowling conversion.

Both of the new game units were shown at the Music Operators of America Show here last week.

Pop-Gun Circus, features ping pong balls shot from an air-compressing pistol at bobbing comical targets. An automatic scoreboard keeps score.

Tru-Bowler, the conversion unit, consists of a cabinet unit which can be combined with any type of shuffle bowler to up-date the machine into a bowler utilizing 4 1/2-inch Brunswick duck pin bowling balls. The full conversion includes cabinet, balls, new roll-over panel, coin box and installation instructions.

Production of frozen orange concentrate in Florida was nearly 42 million gallons by April 6, Agriculture reports. Figure is 9 per cent larger than production a year earlier. Stocks held by Florida packers were up 31 per cent.



CHALLENGER PISTOLS, \$29.95 Lots of 5

ATTENTION, OPERATORS: May We Invite You to Visit Our Premises and Inspect the Many Available Coin-Operated Kiddie Rides?

READY FOR LOCATION—1st COME, 1st SERVED! KIDDIE RIDES—COIN-OPERATED

Exhibit's Big Bronco	Write	Merry-Go-Rounds	\$228.00
Royal Rocket Ride	\$150.00	Rocket Kiddie Rides	97.50
Clown Sea-Saws (Med. Size)	125.00	Exhibit's Star Shooting Gallery	95.00
Exhibit Vacuumatic Card Vender	149.50	Exhibit Space Gun	50.00
Chi Coin Super Jet	248.00	Genco Sky Gunner	100.00
		Goatee	85.00

KIDDIE RIDES (Coin Operated) We Buy—Sell—Trade. Send us your list and requirements.

Export Inquiries Invited... All Prices F.O.B. Chgo. All Phones: Uptown 8-1369. CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

BEAT THESE PRICES IF YOU CAN!

Renewed—Reconditioned

PHONOGRAPHS

SEEBURG 100 C	\$445.00	SEEBURG 100 G HI-FI	\$545.00
SEEBURG 100 R	675.00	SEEBURG V-200	795.00
NEW TUBES .5U4-6J7-6L6-6SK7-6SL7-6SN7-6V6	60% DISCOUNT		

These Phonographs are not trade-ins. We are the original owners. Tip-top condition. Ready for your location and make money for you.

In Business Since 1933 . . . Ask Any Successful Operator 1/2 Deposit, Balance C.O.D. or Sight Draft

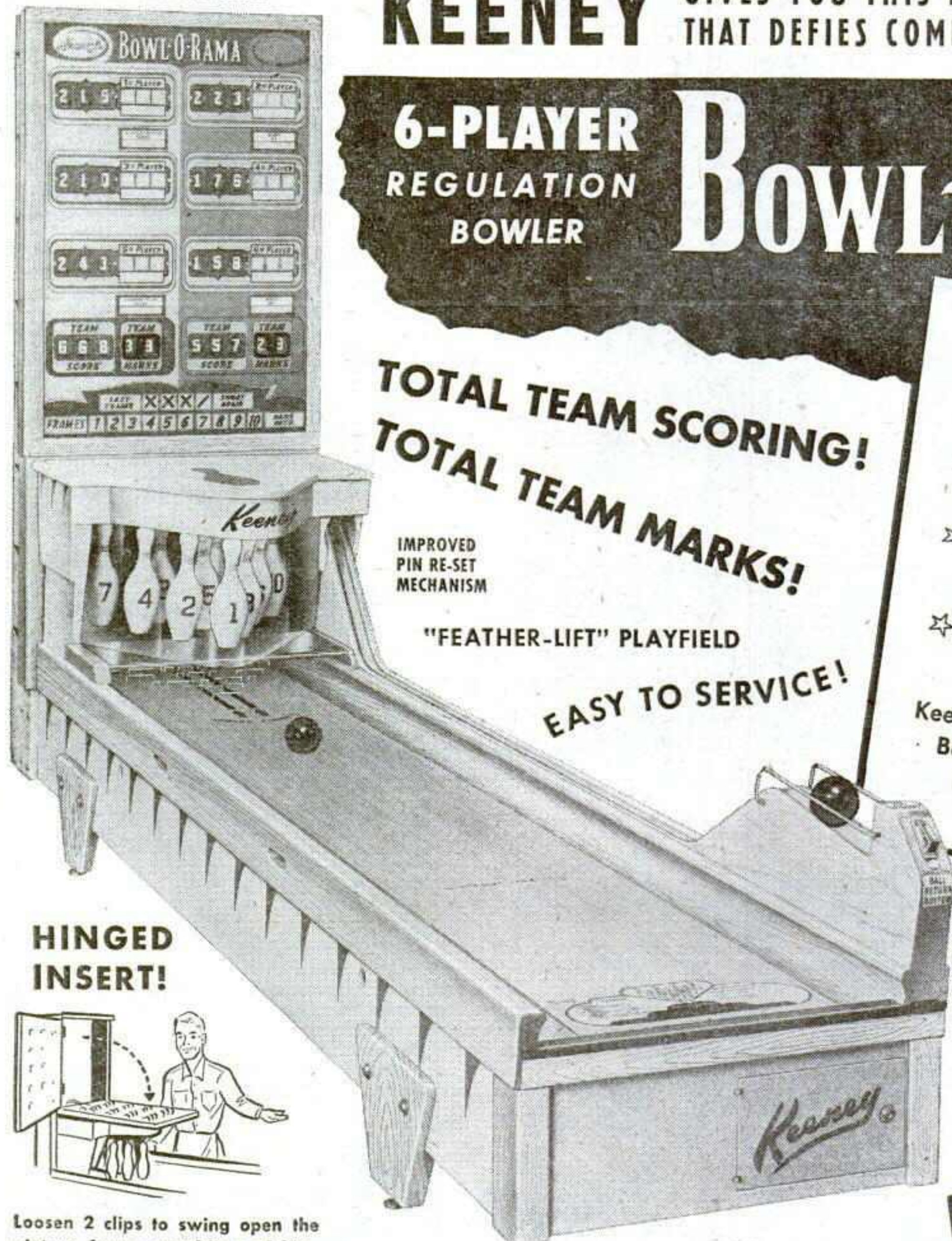
Gaycoin Distributors

4866 Woodward Temple 2-7300 Detroit 1, Mich.

when answering ads . . .

Say You Saw It in The Billboard

SILVER MIRRORED BACKGLASS



KEENEY GIVES YOU THIS FANTASTIC NEW MONEY MAKER THAT DEFIES COMPARISON IN THE BOWLING FIELD!

6-PLAYER REGULATION BOWLER

BOWL-O-RAMA

TOTAL TEAM SCORING!

TOTAL TEAM MARKS!

IMPROVED PIN RE-SET MECHANISM

"FEATHER-LIFT" PLAYFIELD

EASY TO SERVICE!

FEATURING:

- ★ Jam-Proof Ball Lift
- ★ Actual Gutters
Also available without gutters
- ★ Colored Reels for Team Scoring
- ★ Black and White Reels for Team Marks

Keeney is First with Regulation Bowling at its very best in

"BOWL-O-RAMA"

HAND-HIGH BALL RETURN BUTTON!

National Slug Rejector Coin Mechanism

Order FROM YOUR KEENEY DISTRIBUTOR NOW!

J. H. *Keeney* & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

HINGED INSERT!



Loosen 2 clips to swing open the picture frame moulding of lite-box—then entire insert with reels and wiring folds forward

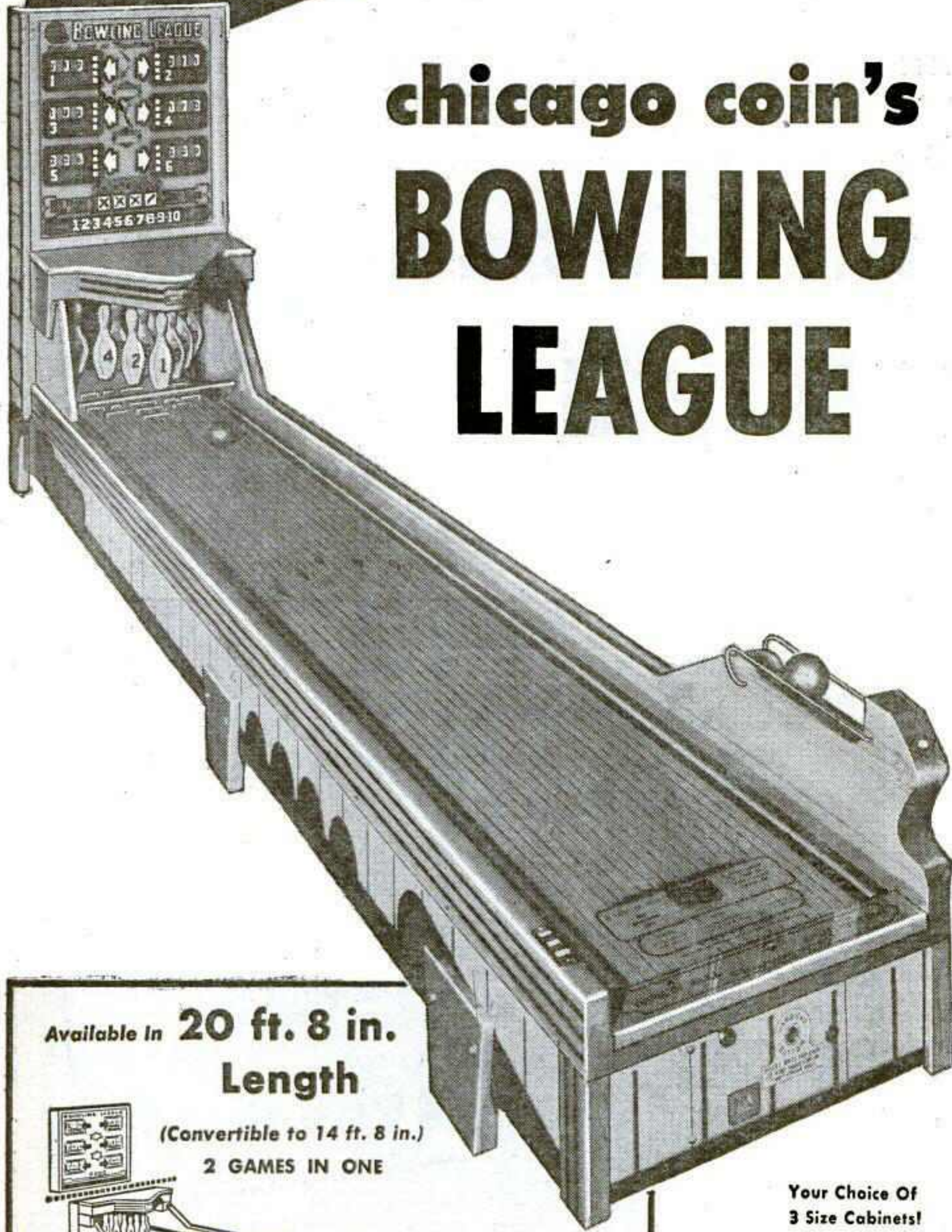
Two Lengths: 14 ft. and 11 ft.

Now Available In
Super FREE-PLAY Model

NEW COLORS! NEW PLAY! NEW BIGGER PROFITS! NEW REALISTIC STRIPED PLAYFIELD!

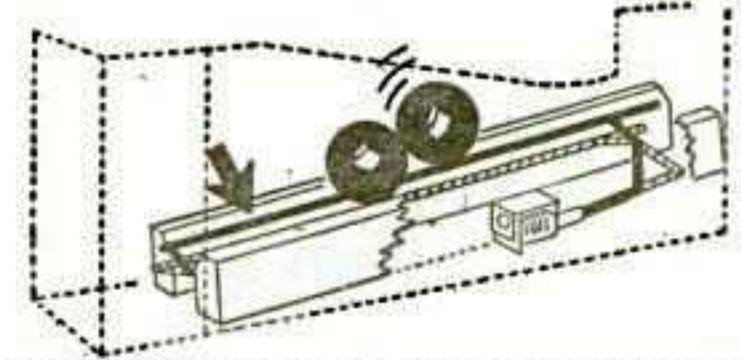
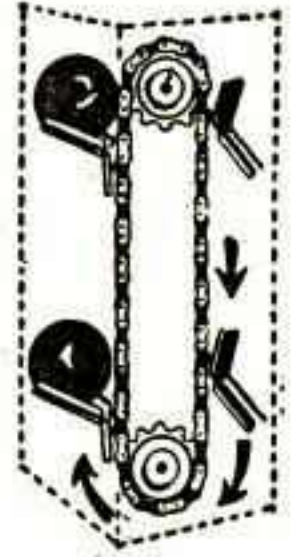
*Tops in EXTRA FEATURES!
 Tops in EXTRA PROFITS for YOU!*

chicago coin's
BOWLING LEAGUE

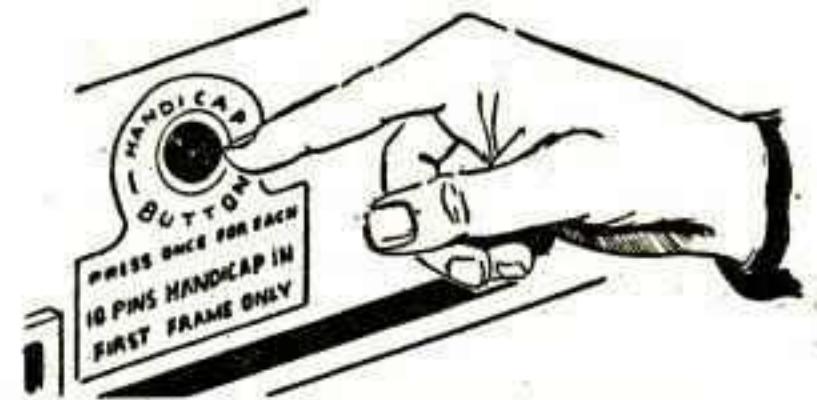


**NEW!
 ALL METAL
 ROLLER CHAIN
 AND SPROCKET
 BALL LIFT**

(ELIMINATES
 BALL JAMS)



BALLS FEEDING ON TO CHAIN ELEVATOR GET AGITATED IN THE TROUGH, PREVENTING JAMMING OR BALL HANG-UPS



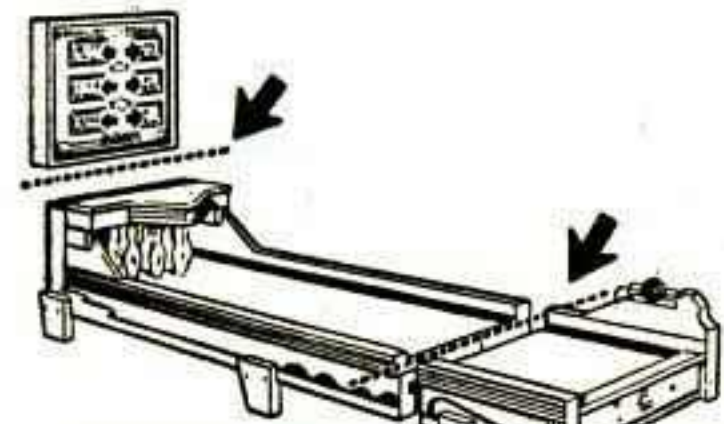
SCORING HANDICAP CONTROL



ALL MECHANISM IN THE BACK RACK



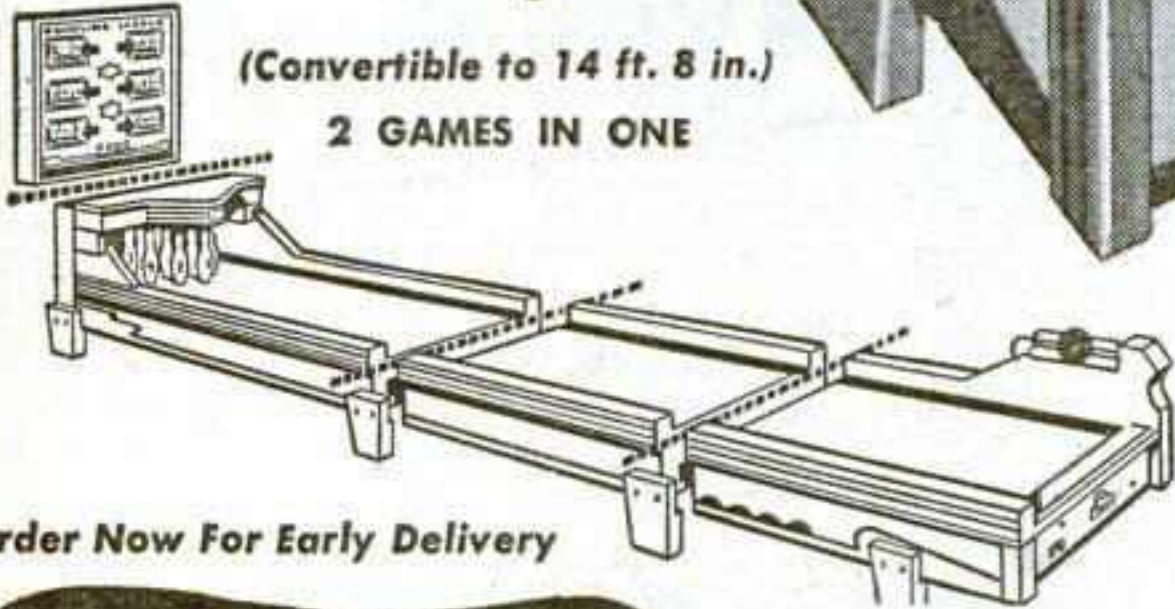
**GENUINE GUTTERS
 NEW REALISTIC STRIPED PLAYFIELD!**



**3 SECTIONS FOR EASY HANDLING!
 Custom Built For A Perfect Fit**

Available in **20 ft. 8 in. Length**

(Convertible to 14 ft. 8 in.)
2 GAMES IN ONE



Order Now For Early Delivery

Your Choice Of
 3 Size Cabinets!

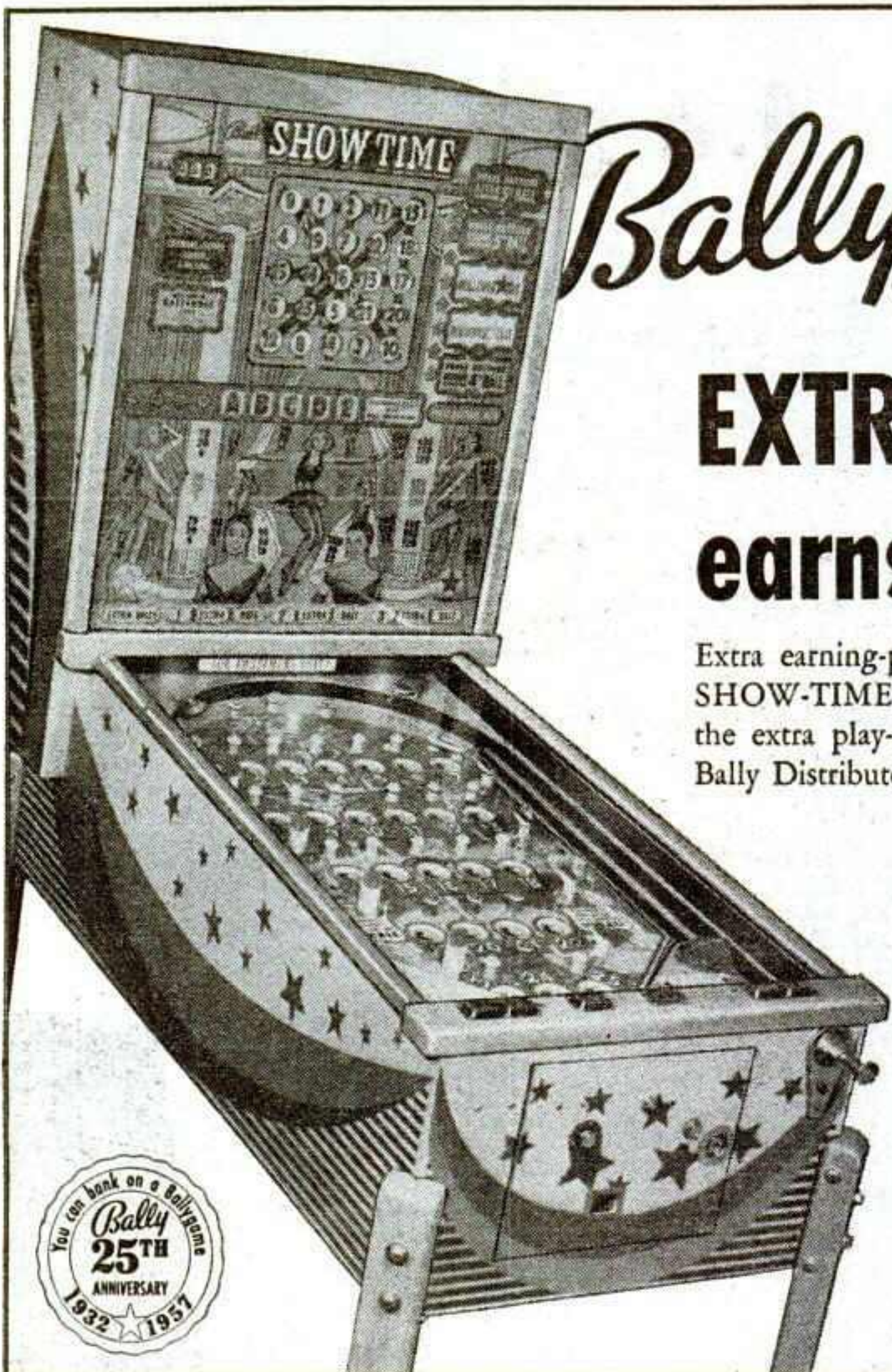
- 20 Ft. 8 In. Length
- 14 Ft. 8 In. Length
- 12 Ft. Length

29 Inches Wide
 18 Inches High

Equipped With National Slug Rejector!

**chicago
 coin**
 MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



Bally SHOW-TIME

**EXTRA time is EXTRA fun,
earns EXTRA cash for you**

Extra earning-power of Extra Time is profit-proved in greatest Ballygames. Now SHOW-TIME gives players 4 WAYS TO PLAY FOR EXTRA TIME . . . and the extra play-appeal insures extra profits to you. Get SHOW-TIME from your Bally Distributor today.

New Style **MAGIC SQUARES**
plus New **MAGIC LINE**

TRIPLE-DECK ADVANCING SCORES
CORNER SCORES — BALLYHOLE
EXTRA BALLS



ABC Bowling Lanes

PLAYED WITH 3 IN. BALLS

SCORES AUTOMATICALLY TOTALIZED BY

**OFFICIAL
BOWLING RULES**

STRIKES — SPARES — SPLITS

STRAIGHT BALL • HOOK BALL • BACK-UP BALL

6 CAN PLAY

3 POPULAR SIZES

11 ft., 14 ft., 18 ft. long

18 IN. HIGH ALLEY • SECTIONAL CONSTRUCTION

ORDER FROM YOUR BALLY DISTRIBUTOR

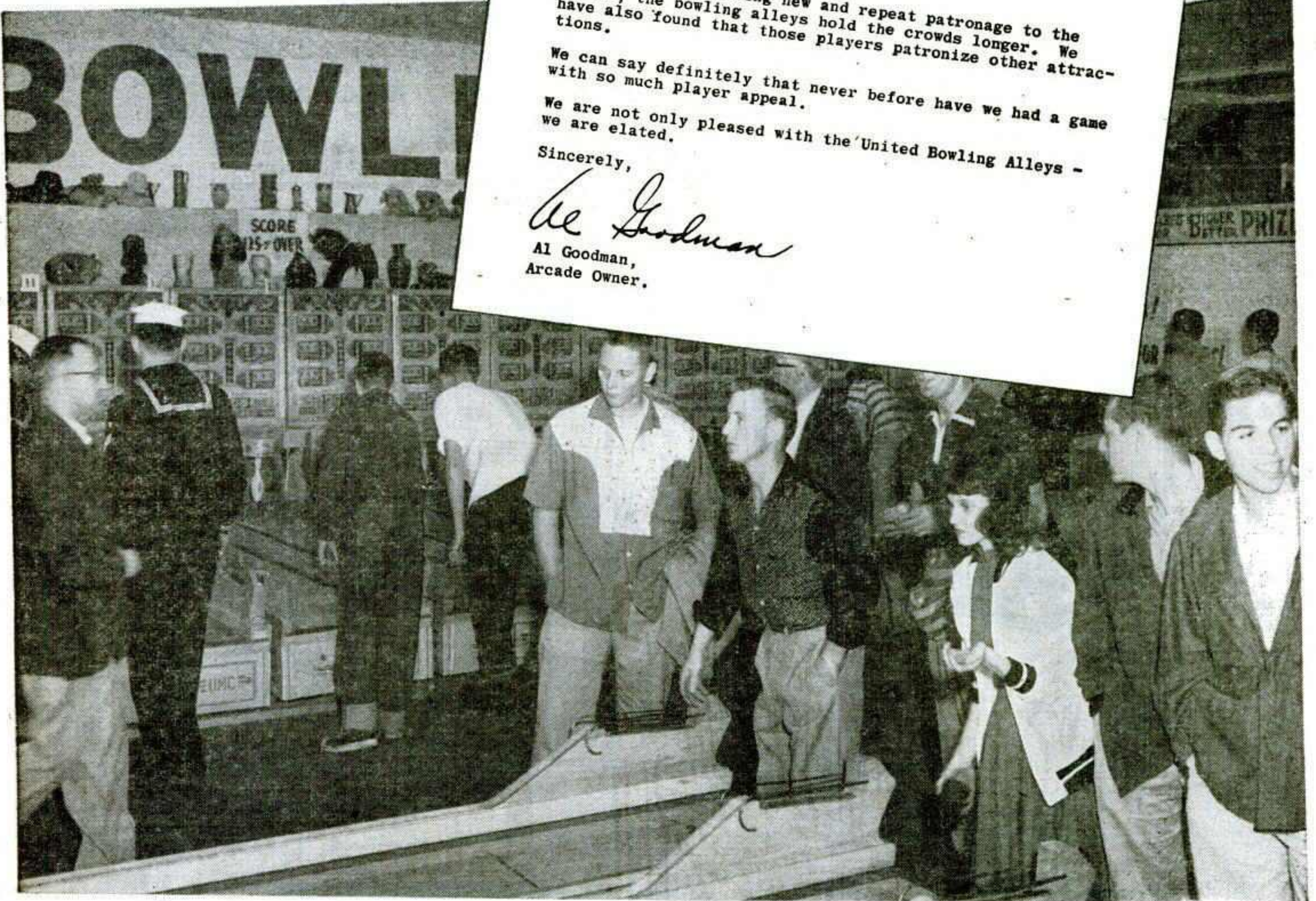
BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago



Free
**TOURNAMENT
PROMOTION KIT
WITH EACH GAME**

HOW THEY ARE DOING AT AL GOODMAN'S PLAYTIME ARCADE

WITH UNITED'S BOWLING ALLEY



A. & B. Coin

400 West Pike

Long Beach, Calif.
May 12, 1957

United Manufacturing Company
3401 North California
Chicago 18, Illinois.

Gentlemen:

You will be interested to know that we are operating a battery of 21 United Bowling Alleys at the Playtime Arcade on the Pike here in Long Beach. They are doing sensational business.

We are highly pleased with the reception given these machines. I am sure that you will be interested in the story behind their installation.

About two months ago, upon the advice of the Simon Distributing Company of Los Angeles, we purchased six of the United Bowling Alleys and immediately put them on location. They attracted an unusually large number of players. It was common to see 14 or more players at most six machines. This clearly indicated that we could most profitably use more of them. Because of the tremendous popularity of the machines, we removed some older equipment. We purchased 15 additional alleys. This was all that we could fit into the remaining arcade space. We could use several more United Bowling Alleys - if the space permitted.

In addition to drawing new and repeat patronage to the arcade, the bowling alleys hold the crowds longer. We have also found that those players patronize other attractions.

We can say definitely that never before have we had a game with so much player appeal.

We are not only pleased with the United Bowling Alleys - we are elated.

Sincerely,

Al Goodman

Al Goodman,
Arcade Owner.

Get United's BOWLING ALLEY On Location Now! Available in Regular and Team Models... Operates Everywhere!



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

3 SIZES

- 11 FT. LONG
- 14 FT. LONG
- 18 FT. LONG

SECTIONAL CONSTRUCTION FOR EASY INSTALLATION AND HANDLING

SEE YOUR DISTRIBUTOR

Seeburg..

ALWAYS FIRST

WITH MAJOR ADVANCEMENTS

THE STRAIGHT-IN-LINE

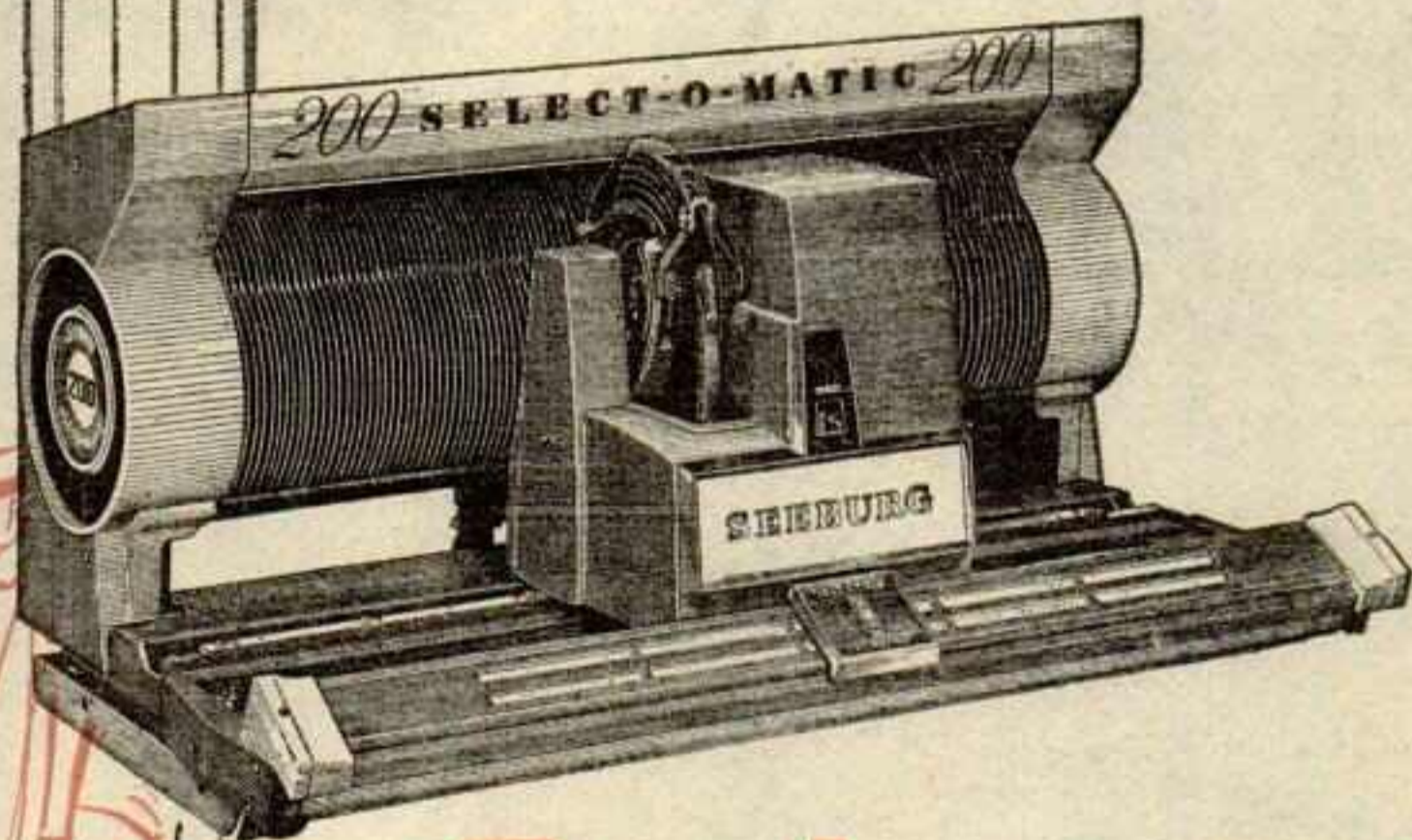
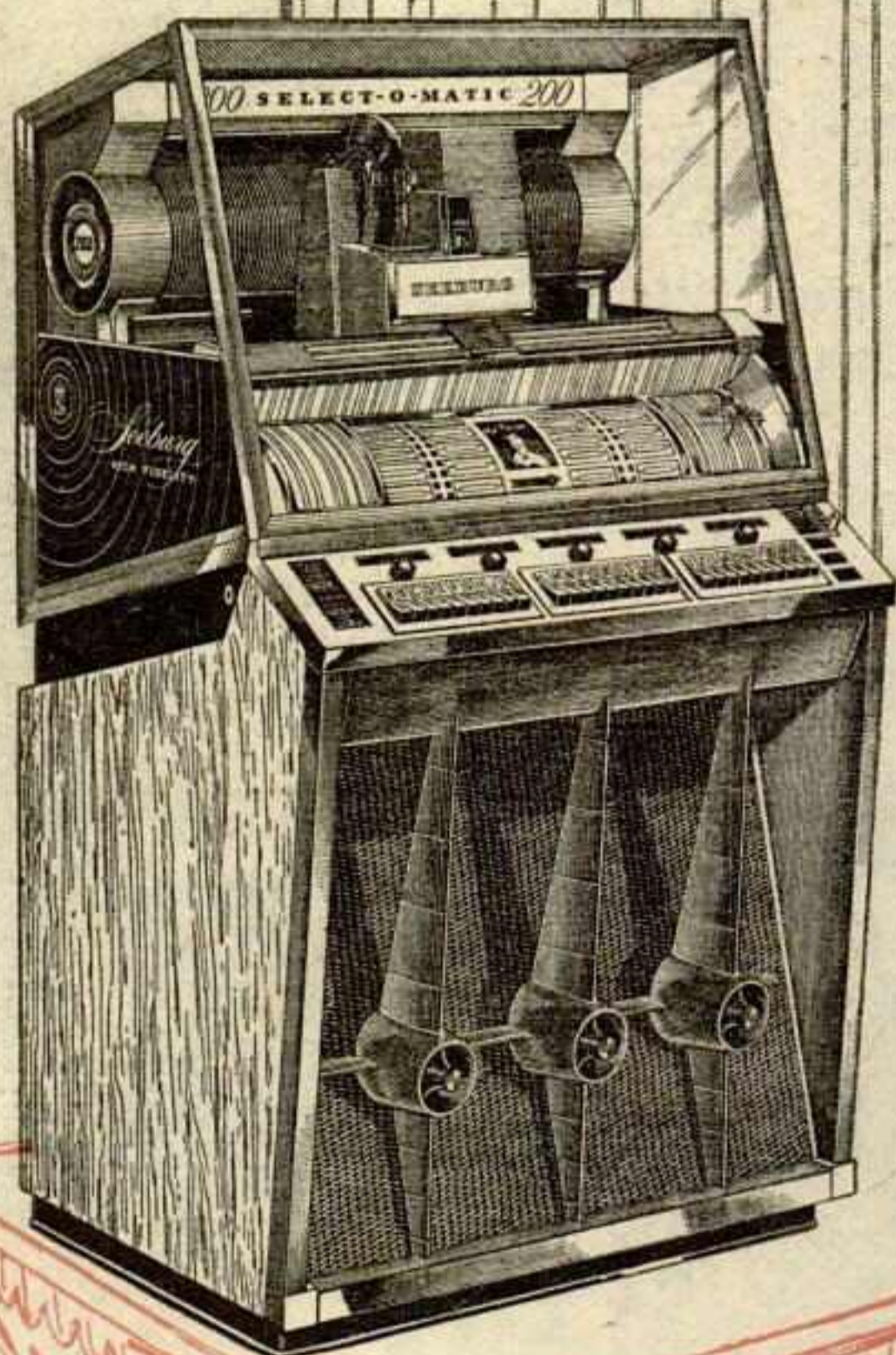
Select-o-matic 200

MECHANISM

The straight-in-line design of the Select-O-Matic mechanism offers these distinct advantages:

Records are stored and played in the vertical position . . . dust and abrasives will not collect in record grooves. Never drops a record, never turns one over because even when playing, records never completely leave their individual storage compartments. Lightweight, spring-tension pickup exerts minimum pressure. Easy accessibility from front simplifies record changing.

And only Seeburg has it! The finest performing mechanism in the history of coin-operated music.



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated

America's Finest and Most Complete Music Systems