

The Billboard

music merchants' convention special and product roundup

Including complete results of The Billboard's ANNUAL PHONO RECORD DEALER SURVEY
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PRICE: 35 CENTS
ALL OVER THE WORLD

JULY 15, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Arcade Trade Tops Around the World

Mike Munves Ships Amusement Games To Every Nation; Marks 45-Year Stint

By AARON STERNFIELD

NEW YORK—Gun games are popular in Pakistan this year. The Japanese are leaning heavily toward baseball games. Skeeballs seem to be catching on in France. And the arcade business in the U.S.A. was never better.

Source of these statements is Mike Munves, an operator, manufacturer and distributor for 45 years, and the acknowledged dean of the arcade industry.

The Mike Munves Corporation ships arcade games—some brand new and others 50 years old—to the 48 States and to virtually every nation in the civilized world. And Munves is shipping more this year than ever before.

Up From Soapsuds

Munves literally grew up with the business. In 1912, when Mike was 17 years old and a partner in a laundry company (he went in business at the age of 15) he was attracted to a man walking around with a canvas sack loaded with coins. The man would go to penny gum machines, open them and drop all the coins in the sack. After a dozen or so stops, the sack was so loaded with coins that the man had trouble lifting it.

Munves didn't know anything about the coin machine business, but it looked like an easier way of making a living than collecting dirty laundry. So he sold his share in the laundry for \$300, bought some old Mutoscope viewers and gum machines, and went into the operating business with his brother Joe as a partner.

N. Y. Operator Sees Big Year

NEW YORK—Arcade operators throughout the nation are converting 5-cent coin chutes to dime play without meeting any consumer resistance. Max Schaffer, who operates three large arcades in the Times Square area, reports that while play has fallen off slightly, revenue is considerably ahead of 1956, and arcade owners are enjoying the most profitable year in their history.

Gun games seem to be the big earners this year, with Cops and Robbers doing particularly well, Schaffer said. Kiddie rides are still capable of earning impressive totals in arcade locations.

The weather is another factor contributing to what may be a record arcade year. The extended June-July hot spell has been sending city dwellers to the mountains and seaside in droves, and the resort arcade operators have been reaping the harvest.

Those were the salad days of the coin machine industry. Locations would bring in \$40 to \$50 a week in pennies, and \$50 a week was a lot of money then.

Happy Days

Commission wasn't much of a problem. Most locations were happy to get 25 per cent, and a few go 30. When the Munves boys went around on collections, they would count the money before the location owner, keeping the first dollar and giving the next 30 cents to the location until the cash box was empty.

Before World War I, coin-operated amusement devices were a novelty in New York and virtually unknown in many other sections of the country. Mike Munves set out to correct that situation.

He set up operations in Cincinnati, St. Louis, Louisville, Boston and Worcester, Mass. There was no absentee management. Every month, the Munves brothers would make the long circuit on trains, collecting and paying out commissions personally, and making sure that the games were in good working order.

31 Arcades

After 10 years of operating on locations, Mike Munves began setting up arcades. By 1928 he had 31 operating in the New York area.

Factory service on parts and supplies wasn't the same then as it is today. Frequently, if Munves wanted a part, he made it himself. By the end of the 1920's, he was making punching bags and Globe Bowlers for his own arcades, and selling to the trade.

Within the next few years he

(Continued on page 132)

HI-FI PACES ACTIVE MUSIC TRADE SHOW

NEW YORK—The prediction that the public will spend from \$600,000,000 to \$670,000,000 on high fidelity during 1957 is having its effect at the 56th Annual Conclave of Music Merchants.

There are more exhibitors of high-fidelity phonos and equipment than ever before. The importance of hi-fi merchandising to the retailer is not missed by the Association itself. Their Electronics Committee is devoting an evening to a "High Fidelity and Radio Sales Clinic" on Tuesday (16).

Commenting on the trend, Bill Gard, executive secretary of the Music Merchants Association, points to figures from the Electronics Information Bureau of Chicago which show that retail sales of high fidelity in 1956 reached the \$500,000,000 mark. Of these sales, 70 per cent, or \$335,000,000, represented package goods, or console and cabinet sets. The Bureau predicts that sales will increase from one-fifth to one-third in 1957.

The remaining 30 per cent, or \$165,000,000, represents sales of components. The breakdown, as estimated by the Institute of High Fidelity Manufacturers, between the various components is as follows: Amplifiers—42,000,000; tuners—25,000,000; installations, turntables, etc.—42,000,000; tape recorders—16,000,000; and speakers and speaker systems—42,000,000 dollars.

Gard notes that more tape recorder manufacturers are featuring stereophonic sound at this year's show. In addition, several producers of stereophonic recorded tapes are showing their lines for the first time.

Billboard Survey Cues Record Year For Disk Industry

Big Volume Outlets on Increase; Singles-Album \$ Ratio Maintained

By RALPH FREAS

NEW YORK—The disk industry is headed for another record-breaking year. This forecast is based on answers of record-phonographic dealers to a Billboard survey of their first five months' business for 1957.

The survey, complete results of which are given in this issue, contains a detailed analysis of the record-phonographic business and has brought to light many interesting facts. For one thing, the ranks of the big volume stores have swelled this year over last. Another significant factor spotlighted by the survey is the singles-album dollar volume ratio which has been maintained at 55 for albums to 45 for singles for the second year in a row. Smaller dealers, the survey shows, are resorting more to price-cutting them as a weapon against the big discount merchants. With regard to accessories, diamond needle sales have shown a dramatic increase in sales.

Only 12.6 per cent of dealers indicated on the 1956 Survey that they grossed more than \$75,000 in annual disk volume. This year 16.8 per cent claim volume in that amount, attesting to the general good health of the industry. This increase in the big grosser class coincides with the increase in number of outlets—both music specialty shops and rack operations in chains—all of which points to a substantial increase in total disk industry sales for 1957.

In 1955, as a result of the gen-

eral industry slash in LP prices, album sales rose spectacularly. Last year, for the first time, album merchandise moved past singles in dollar volume, hitting a peak of 56.5 per cent of total disk purchases. This year again, album sales registered 55 per cent, a not appreciable change.

It would seem then that the ratio will continue to hold. As the current crop of teen-agers—best singles customers—moves into the twenties and young-married group, the present sizable pre-teen group will replace them and hold the ratio in balance.

Still another important factor is the place held by the EP disk in singles-album picture. Last year, EP's had dropped 50 per cent over the year before. This year, they represent 10 per cent of album sales or only slightly less than 1956. The EP may have found its level or its drop has been halted and it is set for something of a comeback. Dealers have told The Billboard that the beginning-of-the-year slash in EP prices had given the EP new life, but that they did not expect the full effect of the change to take place until later in the year. This is certainly borne out by the survey findings. Interestingly, in another question,

(Continued on page 27)

Poll Cues Tape Sales Strength

NEW YORK—Tape, both blank and recorded, showed strength as a dealer money-maker during the first five months of 1957, according to the recent Billboard poll of record-phonographic dealers.

Blank tape was out in front with 57.7 per cent of dealers reporting an upswing in sales. An additional 37.1 per cent said sales were the same as last year. Only 5.2 per cent noted a down-trend in blank tape sales.

Recorded tape, while it didn't lead, also did well on the survey. Almost half of the dealers (49.2 per cent) said recorded tape sales were up. Some 43.1 per cent said sales were down.

New entries into the recorded tape field (Mercury, Verve, Vanguard and Stere-O-Tapes), a reportedly new producer of blank tape (Kodak) and the stereo playback feature on many new recorders will probably stimulate still more activity in this field during the last half of the year.

NEWS OF THE WEEK

Spectaculars Making Comeback, Minimum of 3 a Week on Schedule . . .
Telev viewers will have plenty of spectacular program pickings next fall. Schedules indicate that a minimum of three "big" shows a week will be available for viewing thru the season. . . . Page 2

Syndication Gets a Big Boost From Station Groups on Buying Spree . . .
Telefilm sales are in sudden summer upbeat as TV station groups like Du Mont, Westinghouse and General Teleradio pool their buying power to snag many of the newest syndication properties. . . . Page 14

Multi-Disk Tunes On Upswing; Three Songs Cue New Trend . . .
The race on songs is on again. Three ballad tunes in the last week, "Long Lonely Nights," "Fascination," and "Soft Sands," have brought a flurry of disk releases, practically simultaneously. Pacesetter for the trend appears to be "Around the World," with 12 disk versions,

and the only current tune on the Honor Roll of Hits with more than four disks. . . . Page 22

Band Receipts, Bookings Up; Summer Take Well Ahead of '56 . . .
Bands, in terms of box office receipts and bookings, are running well ahead of last summer, which was the best in many years. Up-surge due to kids dancing again rather than just listening or watching a show. . . . Page 22

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BREAD-AND-BUTTER PLUS

Specs in Comeback, With Average of 3 Listed Weekly

NEW YORK—The critical stir accenting bread-and-butter programming has overlooked the resurgence of the Spectacular, which will be liberally combined this fall with the weeklies to give balance and variety to the schedules. For the 40 weeks beginning September 15, a minimum of two and an average of three specials will be telecast each week.

More of the specials will be advertiser-created than in past seasons and few of the shows will be part of a series of specials, they will be scheduled rather in whatever hours are available on all

nights of the week. But despite much mention of web de-emphasis, the subjects, formats, casts and sales efforts of CBS-TV and NBC-TV show greater imagination, variety and brilliance than ever before.

On the NBC roster are six Jerry Lewis shows (Oldsmobile), six Bob Hope (Timex), Dean Martin (Prestone), 16 Shirley Temple fairy tales, "Pinocchio" (Rexhall), the Edsel show with Bing Crosby as emcee, three Las Vegas nitery hours, Standard Oil's \$500,000 salute, two Oscar telecasts (Oldsmobile), "Command Performance" (Texaco), "Pied Piper" (Chesterfield), "Annie Get Your Gun" (Pepsi Cola-Pontiac), five "Space" documentaries, "Antarctica" and "The Innocent Years" (Timkin) and Hallmark's big-name series.

In addition, NBC has class series like the NBC Opera quintet and "Omnibus," while CBS offers "The

Seven Lively Arts" in the same vein. CBS specials include six Lowell Thomas "High Adventure" shows (Delco Division), 10 du Pont kicking off with the Rex Harrison in "Crescendo," five "I Love Lucy" (Ford), two Frank Capra-Bell Telephone, Miss America contest (Philco), "Rodeo" (General Mills) and "Conquest," a new space series.

With about 130 specials and spectaculars announced, running 60 minutes and upwards, and added starters reporting, what the columnists are saying does not reflect what the programmers are doing. Only ABC-TV, which has never figured greatly in the special-or-no-special end of programming, is pursuing a strictly bread-and-butter schedule. The other webs and their advertisers seem as anxious as ever to splash up the program listings and satisfy the palates of all viewers.

Weaver Show Adds Sponsor

NEW YORK—Climax Industries of Cleveland became the second sponsor to buy into Sylvester (Pat) Weaver's Program Service. The sponsor for Kid-O, a synthetic modeling compound, purchased "Ding Dong School" which tees-off Monday August 26 on an eight market hookup, with five more markets to follow on October 5. The Taylor-Reed Corporation has already bought into the same show for its Coco-Marsh.

'Bride and Groom' Lifts NBC Rating

NEW YORK—The premiere week of "Bride and Groom" gave NBC-TV its highest Trendex ratings in the history of its 2:30-3 p.m. time period. A 4.7 rating, with a 32.4 audience share, cut the CBS-TV lead to .2 rating and 1.3 share, or an advantage of 4 per cent as opposed to the lead of 94 per cent it held up to the return of "Bride and Groom."

'Small World' Eyed By Pan-American

NEW YORK—Pan-American is showing some interest in "Small World" for the Tuesday 10:30-11 p.m. slot on CBS-TV. The show, with Eric Sevareid, features an exchange of thoughts between European and American citizens. J. Walter Thompson is the agency.

Grove Lab Buys 52 'Today' Participations

NEW YORK—Grove Laboratories has bought 52 participations in NBC-TV's "Today" show, thru Cohen & Aleshire. The spots, for Fitch hair products and Four-Way cold tablets, run from mid-November thru April.

MEN OUTNUMBERED

Kids Blunt C-P-M Value of Oaters

NEW YORK—The sponsor of many an "adult" Western this fall may be mighty surprised to find a sizable percentage of moppet mavericks sneaking into his audience corral, watering down the efficiency of each TV advertising dollar by anything from 15 cents to 30 cents.

A special national audience study by A. C. Nielsen of eight network Westerns airing this spring shows that pre-teen youngsters actually outnumber adult male viewers in the average situation, with the kids making up 30 per cent of the audience, teen-agers 11 per cent, women 30 per cent and men 27 per cent.

It's natural that early-evening Westerns would attract a heavy moppet audience, inflating the over-all average, with kid percentage running in the 40's or high 30's. But even in the after-9:30 p.m. Westerns the moppet influence is still felt, seldom dropping below 15 per cent.

Women are also fond of Westerns. Nielsen audience composition study shows the ladies forming the largest adult segment in seven out of eight Westerns examined. This factor is likely to make Westerns a useful buy for some of the advertisers who have signed them for fall—such as Singer Sewing Machine and Hudnut—but it raises a question, particularly when com-

bined with the moppet audience, about other product lines.

On the basis of straight average, Westerns show an excellent average rating (a national Nielsen of 29.3, with a range of 22.0 up to 35.6 among the current crop). The Nielsen cost-per-1,000 on commercial minutes is excellent at the network level (\$2.77 for Westerns against \$3.49 for all half-hour evening web shows).

But a gasoline or auto or insurance advertisers—any advertiser making a product not basically selected by women and children—may find his cost-per-1,000 on a network Western is actually tripled in terms of the fact that men make up one third or less of the audience.

Sweets Takes Three ABC Segs, Plus 'Rangers'

NEW YORK—Sweets Company of America has bought the equivalent of five alternate half-hours per week on ABC-TV in the 5-5:30 p.m. slot. It joins Kellogg Company on Mondays for alternate weeks of "Superman," on Wednesdays for a weekly quarter-hour of "Wild Bill Hickok" and Fridays for a weekly quarter-hour of "The Buccaneers."

Sweets will also bring "Tales of the Texas Rangers," a property it has leased from General Mills, to the Saturday 5-5:30 p.m. time for full sponsorship. "Tales" is to be preceded by "All-Star Golf" and followed by "The Lone Ranger," giving ABC two hours of sponsored web shows on Saturday afternoon for the first time.

Kellogg, which has bought "Woody Woodpecker" for Thursdays, had to sell one of the second halves of its Wednesday and Friday buys to avoid product conflict with General Mills in the "Mickey Mouse Club" strip at 5:30. Sweets had sponsored "Tales" on CBS-TV until last month, Saturdays, 11:30-12 noon.

JAPANESE STAR 'RECORD' GUEST

NEW YORK—Talent scouts abroad will have to travel some to beat "The Big Record," which went to Tokyo for its first guest of the series (September 18). Homamura, Japanese songstress, has been signed to recreate her best selling record version of the "Banana Boat Song" on the Wednesday CBS-TV 8-9 p.m. music hour.

'Wire Service' Bounced Again

NEW YORK—Max Factor has bought the Monday 8-8:30 p.m. time on ABC-TV for next season, adding another round to the game of where to put "Wire Service." R. J. Reynolds, which had been eyeing that slot, is now reported mulling Sunday at 8:30, the slot following Kaiser Aluminum's "Maverick" buy.

Factor will choose between "Those Whiting Girls" and "Do You Trust Your Wife?" this week for its Monday time period. The 7:30-8 p.m. slot is open, but Reynolds doesn't want to stay where it has been. The advertiser is again considering keeping "Wire Service" in its current hour-long form, rather than make the announced reduction to a half-hour series.

General Foods has expressed interest in the Sunday 8:30-9 p.m. slot, too, not specifically for "West Point," which it is about to withdraw from CBS-TV. ABC programmers are pushing "Maggie," the Margaret O'Brien situation comedy, for that berth or the 9-9:30 p.m. spot.

NEW YORK—Frank P. Bibas, who headed McCann-Erickson's creative film operations for six years, has joined Transfilm as a producer-account executive. Prior to joining Transfilm, he headquartered in Hollywood, where he was production v.p. for Roland Reed-Cross-Krame, Inc. He has to his production credit more than 3,000 TV commercials.

INSTITUTIONAL

Service to U. S. Stressed On TV Week

WASHINGTON—Broadcasters across the country are planning a "strong institutional campaign for National Television Week," dramatize how television serves America," according to NARTB President Harold Fellows.

Fellows announced today (15) that the theme for the observance will be "Television—a Member of the Family." He said NARTB's objective would be to unite stations and networks in an all-out effort to "project the story" of the way television serves the nation.

Norman Cash, president of Television's Bureau of Advertising, said the bureau is now ready to launch "expanded services to advertisers to assist them in the effective use of this moving medium." Advertisers will be sent series of "carefully documented capsule facts exploring the dimensions and dynamics of television and its abilities to move the goods of our country's rocketing production." The Bureau and NARTB are co-sponsors representing television broadcasters in the TV Week observance. Other sponsors are RETMA and NARDA for manufacturers and dealers.

'CONQUEST'

Monsanto in Market for CBS Show

ST. LOUIS—The Monsanto Chemical Company was reportedly on the verge of buying "Conquest," a new Sunday afternoon hour-long prestige entry to be produced and telecast by CBS-TV. The purchase, which would encompass as few as four shows and as many as 10 shows, could run thru 1958 after debut in October of this year.

"Conquest" will be the most ambitious network program devoted to science alone. It will consist of a science newsreel, two major science features, an award for a young scientist, and a story honoring a veteran scientist. No emcee has been named. The purchase will be an institutional one for Monsanto, which previously used TV to promote All, its detergent, now being marketed by Lever Bros. Gardner is the agency.

ARB Top 10 TV Web Shows

(June 1-7)

Rank	Program & Network	Fig.
1.	Perry Como (NBC)	37.9
2.	Chevy Chase-Pat Boone (NBC)	34.9
3.	I Love Lucy (CBS)	33.9
4.	Gansmoke (CBS)	31.6
5.	What's My Line? (CBS)	31.2
6.	Playhouse 90 (CBS)	31.2
7.	Wyatt Earp (ABC)	31.4
8.	Steve Allen (NBC)	31.4
9.	I've Got a Secret (CBS)	31.8
10.	Father Knows Best (NBC)	30.5

Videodex Top 10 TV Web Shows

(June 1-7)

Rank	Program & Network	Fig.
1.	The \$64,000 Question (CBS)	33.2
2.	Perry Como (NBC)	31.7
3.	Ed Sullivan (CBS)	30.7
4.	Twenty-One (NBC)	30.4
5.	I Love Lucy (CBS)	30.4
6.	Playhouse 90 (CBS)	29.8
7.	Chevy Chase (NBC)	29.8
8.	Dragnet (NBC)	28.9
9.	Cavalcade of Sports (NBC)	28.9
10.	Climax! (CBS)	28.8

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed

Bill me

Name _____ 757
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

83-STATION LAG

NBC in Big Drive For Full-Net Sales

NEW YORK—With NBC TV's fall network line-ups falling short of the full network by an average of 83 stations, and with some of the newer small-market affiliates already grumbling that they are getting the skimmed-milk treatment from clients in a cream line-up of fall TV campaigns, sales execs at NBC headquarters are going all-out in a "sell-the-full-network" campaign, with emphasis on the optional outlets.

Average client station list of 118 outlets is well beyond the 58-station basic NBC web now, and should hold that way right thru the fall. Problem lies chiefly in convincing Madison Avenue buyers to go right up to the top.

It's not an easy sell. NBC coverage shows that the basic 58 outlets cover 85.9 per cent of TV homes. The additional 143 outlets in the web add what seems to be a meager 15 per cent in coverage at a 48 per cent hike in time charges. Routine reaction at the agency level is frequently a "Who needs it?" with some optional outlets added to fill out coverage, such as in the Program Extension Plan package of 49 outlets priced as a group.

NBC Research, however, has come up with some below-the-surface facts concerning the reinforcing action of the optionals, particularly since many are in one-station or two-station situations which invariably deliver higher ratings that easily top the costs of added coverage.

Using Nielsen Television Index

data, NBC-TV calculates that if you buy the basic network, then add all 143 NBC optionals, the average network rating goes up 38 per cent and the homes reached figure goes from 5,450,000 homes up to 8,600,000, a gain of 58 per cent. This, NBC says, "compares very favorably with the 48 per cent increase in time charges."

Throwing program costs into the picture makes the comparison even better, since line-up length seldom affects production budgets, NBC

40 Teachers Take Course at WVEC

NORFOLK—Forty elementary and secondary school teachers are taking an intensive month's course here in the problems, uses and methods of educational television. The workshop, sponsored by WVEC-TV, is equipping them for an increase in TV classes this fall. WVEC is allotting two hours a day, Monday thru Friday, for courses.

adds. On the basis of the average time-and-talent evening show, total costs are upped 28 per cent by adding the optional outlets, while the audience size goes up 58 per cent. The optional outlets will heavily bolster viewing in areas where the optional station overlaps with a basic station.

Dow, Bendix Weigh 'Space'

NEW YORK — Dow Chemical and Bendix Aviation are interested in sponsorship of "Space," a series of five hour-long specials to be aired eight weeks apart during next season over NBC-TV.

The live-and-film hours will cost about \$250,000 per telecast. Formats will be hinged on astronautics, the science of space; the Geophysical Year; the rocket cities, top secret boom towns; and visits to planetariums, museums and test sites.

Speidel Shifts To New Panel

NEW YORK—Speidel is shifting out of Mondays 7:30-8 p.m. on NBC-TV, and into Saturdays 10-10:30 on the same web, where it will co-sponsor a new panel show, "What's It For?" with Pharmaceuticals, Inc., next season. Speidel was to sponsor "The Price Is Right" on Mondays and its decision to decamp leaves that property without a network berth.

"What's It For?" is a new panel show owned by Entertainment Productions, Inc., and to be emceed by Hal March. It questions the panel about inventions and their uses. Abe Burrows has been mentioned for the panel.

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Offices: Cincinnati 22, 2160 Patterson St.; New York 36, 1564 Broadway; Chicago 1, 183 W. Randolph St.; Hollywood 28, 1520 North Gower; St. Louis 1, 812 Olive St.; Washington 5, 1426 G St., N.W.

REVOLUTIONARY DEVELOPMENT FOR SPOT COMMERCIALS EXCLUSIVE ON WRC-TV IN WASHINGTON, D. C.



WRC-TV's new "Magic Lens technique" brings to local live TV in Washington the eye-catching effects of expensive filmed commercials. Now you can get network-calibre production values for your live spot commercial—at no extra cost. Whirls, wipes and split screens, and unlimited types of intricate dissolves, make this new effects generator one of the most pronounced advances in local TV. Your trademark, for example, can now become the focal point of a live dissolve into your commercial message!

WRC-TV can also be your testing ground for new commercial ideas and forms—without costly pilot films and extra technical expenses. All you have to do is send your script.

The WRC-TV Commercial Production Service does the rest. The "Magic Lens technique" is the latest service developed at WRC-TV, both for advertisers and viewers. Another major contribution will come this Fall with the opening of WRC-TV's new \$4 million color plant. For then, the "Magic Lens technique" will radiate your message in color as well as black-and-white. Find out now how WRC-TV's "Magic Lens technique" can work sales wonders for you in the nation's 9th largest market!

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

WRC-TV-4

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard TV Program and Time Availabilities, and The Billboard International.

Now, during
 minute, the Bi
 in daytime tele
 to them



ARLENE FRANCIS
 (Aug. 12, HOME's hostess begins
 new 10 a. m. Show. Jan Murray's
 Treasure Hunt follows at 10:30)
 10:00 AM



BILL CULLEN
 THE PRICE IS RIGHT
 11:00 AM



TENNESSEE ERNIE FORD
 (Bride and Groom with
 Frank Parker and Bob Paige
 premiered in this period July 1)
 2:30 PM



JOHN CONTE
 NBC MATINEE THEATER
 3:00 PM



JACK BAILEY
 QUEEN FOR A DAY
 4:00 PM

g the average ggest audience vision Comes



BOB BARKER
TRUTH OR CONSEQUENCES
11:30 AM



JACK BARRY
TIC TAC DOUGH
12:00 NOON



BILL LEYDEN
IT COULD BE YOU
12:30 PM

...to the ten popular NBC Television personalities and the fresh new programs they star in, during the major networks' regular daytime schedules. There are still some availabilities in such big-audience shows as *The Price Is Right* with 5,000,000 viewers per average minute; *Truth or Consequences* with 5,300,000; and *Comedy Time* with 7,300,000. Take advantage now of the greatest growth story in the history of daytime television.

Source: Nielsen Television Index, AA Homes, June 1 '57 (NBC sustaining and commercial segments, 10 am-5:30 pm, N.Y.T.). ARB, Viewers per Set, June '57



MARTHA SCOTT
MODERN ROMANCES
4:45 PM



DICK STARK
COMEDY TIME
5:00 PM

NBC TELEVISION

GATE OPENS

Nielsen Now Making Hay in England

NEW YORK—The sun never sets on A. C. Nielsen.

The veteran researcher, who has long been eying a British counterpart of the U. S. acceptance accorded his Nielsen Television Index, is now moving quietly toward his goal.

Altho a steering committee of British broadcasters, advertisers and agencies placed an exclusive audience-measurement TV contract with a rival—despite a book-sized presentation by the Nielsen

firm which included everything down to calculus equations on probable error—the gate is once again open to Nielsen. The exclusive deal expired June 30.

Nielsen, meanwhile, has been going ahead on its new European headquarters building at Oxford, which will soon house 700 British

employees, and has paid a series of personal calls on prospective overseas clients, many of them users of commercial TV in Britain.

Stating that "British commercial television has unquestionably gone over the top—in respect to sales, usefulness and popularity," Art Nielsen last week revealed that "Many of the most important users" of British commercial TV have now signed up for Nielsen analysis of their video advertising, since the Nielsen firm is no longer frozen out of the picture.

One of Nielsen's biggest revenue potentials: "American companies have made serious effort to sell in European markets."

L&M Weighs La Rosa Show

NEW YORK — Liggett & Myers is considering Julius La Rosa for its Saturday 9-9:30 slot on NBC-TV next season which it shares with Max Factor. The advertiser attempted to get Dean Martin for the half hour show, but without success. La Rosa, now in the 8-8:30 Saturday night Summer slot on NBC, has worked for L. & M. before as a warm weather replacement.

Bulova Mulls Sinatra Segs For Holidays

NEW YORK—Bulova may buy six or more half hours in the Frank Sinatra series from Chesterfield next fall. Bulova would move in on various holiday occasions, Christmas, Thanksgiving, to give its products special promotion.

The show is on ABC-TV Friday 9-9:30 p.m. and also will include two hour specials. McCann-Erickson is the agency for both clients.

Residual Suit Vs. Lippert

HOLLYWOOD—First suit on residuals for theatrical pix released to TV was filed by Writers' Guild of America in Federal Court against Lippert Pictures, Inc., here last week.

The suit charges breach of contract, alleging Lippert failed to make payment for TV release of post-1948 films to writers. Lippert, according to the WGA brief, was a member of the IMPRA which signed a contract with the Guild in 1948 agreeing to adhere to any industry-wide formula for release of the pix to television.

NBC Promotes Curtis, Tobin

NEW YORK—NBC Television Films has upped Dan Curtis, Eastern sales manager, to manager of regional sales, and John Tobin, Northeast sales supervisor, to eastern sales manager.

At the same time, the subsidiary of California National Productions named William Breen Northeast supervisor, Jules Arbib Southeast supervisor, Richard Baldwin head of the Central area, Herbert Miller for the Midwest and Robert Blackmore for California.

27 Lined Up For 'Official'

NEW YORK — "Official Detective," for years a successful low-budget radio package on Mutual, will roll within a fortnight as a syndication vidfilm series by Desilu for NTA release. According to NTA, pitches made on the basis of a pilot lensed last spring have resulted in 27 markets signed prior to the start of the 39-episode production schedule. Mort Briskin is producing and Lee Sholem directing the series, which is based on a tie-up with "Official Detective" magazine.

Columbus Gives Gems 'Thrillers' Romantic Format

COLUMBUS, O. — WBNS-TV here has begun playing Screen Gems "Telethriller" serials in a unique romantic wrap-around format titled "Conquest." Emcee Alan Scott wears a black patch as he chats from his "trophy room" and interviewers other "soldiers of fortune" between reels.

The series is slotted Monday-Friday, 5:15-5:45 p.m., succeeding a Western feature show.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

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

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

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

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

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

VARIETY AND MUSICAL SHOWS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists 20 programs with their respective costs.

QUIZ AND PANEL SHOWS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN FOR COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists 15 programs with their respective costs.

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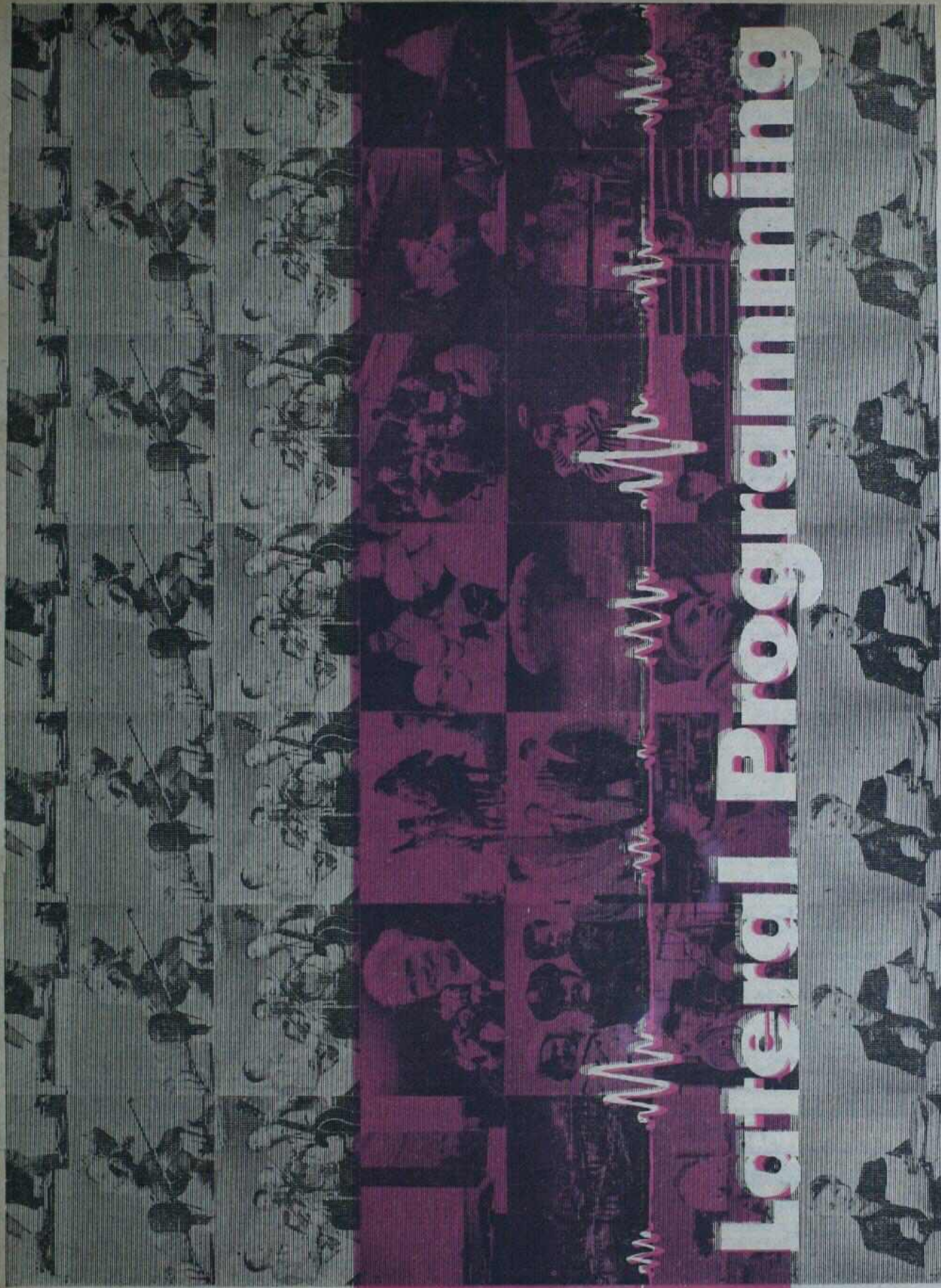
PROGRAMMING— the key to successful TV advertising THE BILLBOARD— the key to successful programming

COMING COST PER THOUSAND ANALYSES:

Next Week: The Top Hundred

This is
nighttime radio
as you
know it...

This is
nighttime radio
with a
sound
difference...



Here, at last, is a brand new approach for reaching and selling nighttime radio audiences... a revolutionary concept of what nighttime radio should, and can, be when programmed with imagination. We call it "Program PM."

"Program PM" gives listeners an exciting,

new kind of entertainment. It takes them Behind The Scenes... tells them the Inside Story of the world around them... in music, sports, theatre, news, politics. You name it; Lateral Programming has it!

Lateral Programming is the greatest upgrading in radio formats in years, and it's

planned to give plenty of selling impact to your product message. Let the sound difference in nighttime radio make a sound difference in your sales figures. "Bink" Dannenbaum, WBC V-P for Sales, or your PGW "Colonel" can tell you all about Lateral Programming and "Program PM."

**WESTINGHOUSE
BROADCASTING
COMPANY, INC.**



RADIO
BOSTON, WBZ-WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOIO
CHICAGO, WIND
PORTLAND, KEK

TELEVISION
BOSTON, WBZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPBC

WIND represented by A M Radio Sales
KPBC represented by The Ritz Agency, Inc.
All other WBC stations represented by
Peters, Gruber, Woodruff & Inc.

Celler Warns FCC to Delay Toll TV Trial

WASHINGTON—House Antitrust Chairman Celler (D., N. Y.) has strongly warned the Federal Communications Commission to wait for decision by Congress before getting itself into the "complexities" of a trial for subscription television. Rushing into experiment in toll, before other antitrust and allocations problems in the TV industry are solved, could bring "disastrous" consequences, Celler wrote FCC Chairman John Doerfer last week (11).

For once, the antitrust chairman is on the side of the nets. He feels that the "unparalleled built-in profit potential" of a pay service "may drive free network television as we know it from the airwaves." Other possible consequences of subscription TV would be black-out of free programming to public; possible siphoning of free programs to pay; speed-up of trend toward monopoly of talent, already noted Celler; and finally the TV audience may be divided along economic lines.

Legally, Celler doubts that FCC has authority even to allow a toll TV test, much less authorize the service at will. He points to the commission's own uncertainty as to "How to classify" the pay service as proof that FCC is on very thin ice. Celler feels that the pay service will not come under public utility category, but would get into broadcast area. This would open a Pandora's box of dangers to free telecasting.

The antitrust chairman reminds the FCC of its past troubles in regulating networks and tackling allocations problems. The complex problems of subscription service would mean regulating the relationships between pay program producers and franchise holders, between stations, manufacturers and distributors of decoding equipment—and the public. Celler feels the commission was "prudent" in not trying to classify the service, but wrong in assuming authority to allow pay TV. The two pronouncements are contradictory, Celler feels.

If FCC does risk authorizing "so radical a departure from existing methods in TV," it would be stretching the licensing authority to its very limits. Even if the decision is ultimately held to be legally sound, Celler believes it would certainly run into court test again, he advises FCC to get Congressional say-so in advance and avoid not only a possible "judicial test" but "corrective legislation" by Congress.

Like the network comments at the FCC on toll TV (see separate story), the Celler warning points to dangers in a trial, whether it be too limited or too broad. He cites examples of decisions which FCC made and could not reverse, like its sanction of ownership of station by nets, later regretted; also its intermixture of ultra and very high stations.

Bringing up the subject of network station profits in big cities, Celler points out that 30 per cent of all TV revenue before tax comes from this source. Should pay TV prove successful in these cities, Celler asks "would not the networks become eager applicants" for pay service? And if they did, would the FCC be able to refuse them? He questions if networking could survive withdrawal of its most profitable stations.

Finally, he said the proposed trials of subscription TV would involve "a calculated risk of such magnitude... that the decision whether or not to embark on them should be made by Congress, and not by the Commission."

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Program Type

Adventure-Suspense-Western
News-Sports-Miscellaneous

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

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

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

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ADVENTURE, SUSPENSE, WESTERN SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
1. WYATT EARP (Gen. Mills, P&G, ABC) \$ 2.19	1. ALFRED HITCHCOCK (Bristol-Myers, CBS) \$ 2.47	1. ALFRED HITCHCOCK (Bristol-Myers, CBS) \$ 2.04	1. CIRCUS BOY (Reynolds, Metals, NBC) \$ 1.86
2. CLIMAXI (Chrysler, CBS) 2.30	2. WYATT EARP (Gen. Mills, P&G, ABC) 2.59	2. CLIMAXI (Chrysler, CBS) 2.09	2. LASSIE (Campbell, CBS) 2.59
3. ALFRED HITCHCOCK (Bristol-Myers, CBS) 2.32	3. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS) 2.66	3. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS) 2.44	3. CHEYENNE (Chesebrough-Ponds, Gen. Elec., ABC) 2.69
4. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS) 2.51	4. CLIMAXI (Chrysler, CBS) 2.86	4. WYATT EARP (P&G, Gen. Mills, ABC) 2.52	4. LONE RANGER (Swift, Gen. Mills, ABC) 2.70
5. CIRCUS BOY (Reynolds, Metals, NBC) 2.54	5. CIRCUS BOY (Reynolds, Metals, NBC) 3.04	5. THE LINEUP (P&G, Brown & Wmson, CBS) 2.67	5. WYATT EARP (P&G, Gen. Mills, ABC) 2.84
6. THE LINEUP (Brown & Wmson, P&G, CBS) 2.74	6. BROKEN ARROW (Miles, Gen. Elec., ABC) 3.37	6. CIRCUS BOY (Reynolds, Metals, NBC) 2.83	6. ROBIN HOOD (Wildroot, Johnson & Johnson, CBS) 2.86
7. BROKEN ARROW (Miles, Gen. Elec., ABC) 2.81	7. CHEYENNE (Chesebrough-Ponds, Gen. Elec., ABC) 3.43	7. CHEYENNE (Chesebrough-Ponds, Gen. Elec., ABC) 2.93	7. BROKEN ARROW (Miles, Gen. Elec., ABC) 2.99
8. CHEYENNE (Chesebrough-Ponds, Gen. Elec., ABC) 2.89	8. THE LINEUP (P&G, Brown & Wmson, CBS) 3.51	8. BROKEN ARROW (Miles, Gen. Elec., ABC) 3.08	8. RIN TIN TIN (Natl. Biscuit, ABC) 3.06
9. DRAGNET (Schick, Liggett & Myers, NBC) 3.03	9. DRAGNET (Schick, Liggett & Myers, NBC) 3.73	8. DRAGNET (Schick, Liggett & Myers, NBC) 3.08	9. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS) 3.12
10. LASSIE (Campbell, CBS) 3.10	10. ON TRIAL (Campbell, Lever, NBC) 3.94	10. BOLD JOURNEY (Ralston, ABC) 3.25	10. WELLS FARGO (Gen. Foods, Amer. Tob., NBC) 3.48
11. WELLS FARGO (Gen. Foods, Amer. Tob., NBC) 3.23	11. ZANE GREY (Ford, Gen. Foods, CBS) 4.14	11. LASSIE (Campbell, CBS) 3.40	11. ZANE GREY (Ford, Gen. Foods, CBS) 3.65
12. ON TRIAL (Campbell, Lever, NBC) 3.27	12. WELLS FARGO (Gen. Foods, Amer. Tob., NBC) 4.17	12. ON TRIAL (Campbell, Lever, NBC) 3.44	12. NAVY LOG (U. S. Rubber, Amer. Tab., ABC) 3.99
13. ROBIN HOOD (Wildroot, Johnson & Johnson, CBS) 3.32	13. LASSIE (Campbell, CBS) 4.19	13. ZANE GREY (Ford, Gen. Foods, CBS) 3.45	13. THE BUCCANEERS (Sylvania, CBS) 4.03
14. ZANE GREY (Ford, Gen. Foods, CBS) 3.34	14. NAVY LOG (Amer. Tob., U. S. Rubber, ABC) 4.63	14. WELLS FARGO (Gen. Foods, Amer. Tob., NBC) 3.68	14. JIM BOWIE (Amer. Chicle, Chesebrough-Ponds, ABC) 4.10
15. NAVY LOG (Amer. Tob., U. S. Rubber, ABC) 3.39	15. CONFLICT (Gen. Elec., Chesebrough-Ponds, ABC) 4.73	15. WEST POINT (Gen. Foods, CBS) 4.07	15. ROY ROGERS (Gen. Foods, NBC) 4.27
16. LONE RANGER (Swift, Gen. Mills, ABC) 3.44	16. BIG STORY (Ralston, Amer. Tob., NBC) 4.95	16. PANIC (Liggett & Myers, Sales Builders, NBC) 4.21	16. DRAGNET (Schick, Liggett & Myers, NBC) 4.56
17. BIG STORY (Ralston, Amer. Tob., NBC) 3.99	17. JIM BOWIE (Amer. Chicle, Chesebrough-Ponds, ABC) 5.37	17. CONFLICT (Gen. Elec., Chesebrough-Ponds, ABC) 4.23	17. ON TRIAL (Campbell, Lever, NBC) 4.96
18. WEST POINT (Gen. Foods, CBS) 4.02	18. ROBIN HOOD (Wildroot, Johnson & Johnson, CBS) 5.38	18. BIG STORY (Amer. Tob., Ralston, NBC) 4.26	18. WEST POINT (Gen. Foods, CBS) 5.26
19. BOLD JOURNEY (Ralston, ABC) 4.16	19. PANIC (Liggett & Myers, Sales Builders, NBC) 5.57	19. NAVY LOG (Amer. Tob., U. S. Rubber, ABC) 4.35	19. CONFLICT (Gen. Elec., Chesebrough-Ponds, ABC) 5.75
20. JIM BOWIE (Amer. Chicle, Chesebrough-Ponds, ABC) 4.21	20. West Point (Gen. Foods, CBS) 5.62	20. JIM BOWIE (Amer. Chicle, Chesebrough-Ponds, ABC) 4.72	20. ALFRED HITCHCOCK (Bristol-Myers, CBS) 5.88
21. PANIC (Liggett & Myers, Sales Builder, NBC) 4.45	20. WEST POINT (Gen. Foods, CBS) 5.62	21. ROBIN HOOD (Wildroot, Johnson & Johnson, CBS) 4.81	21. CLIMAXI (Chrysler, CBS) 5.90
22. RIN TIN TIN (Natl. Biscuit, ABC) 4.49	21. LONE RANGER (Swift, Gen. Mills, ABC) 5.75	22. WIRE SERVICE (Miller, R. J. Reynolds, ABC) 4.93	22. PANIC (Liggett & Myers, Sales Builders, NBC) 6.17
22. THE BUCCANEERS (Sylvia, CBS) 4.49	22. THE BUCCANEERS (Sylvania, CBS) 6.34	23. LONE RANGER (Swift, Gen. Mills, ABC) 5.52	23. SIR LANCELOT (Lever, Amer. Home Prods., NBC) 6.25
24. CONFLICT (Gen. Elec., Chesebrough-Ponds, ABC) 4.59	23. WIRE SERVICE (Miller, R. J. Reynolds, ABC) 6.96	24. SERGEANT PRESTON (Quaker, CBS) 5.88	24. THE LINEUP (P&G, Brown & Wmson, CBS) 6.46
25. WIRE SERVICE (Miller, R. J. Reynolds, ABC) 5.16	24. ROY ROGERS (Gen. Foods, NBC) 8.06	25. THE BUCCANEERS (Sylvania, CBS) 6.34	25. SERGEANT PRESTON (Quaker, CBS) 6.56
26. SERGEANT PRESTON (Quaker, CBS) 5.28	25. SERGEANT PRESTON (Quaker, CBS) 8.83	26. RIN TIN TIN (Natl. Biscuit, ABC) 6.47	26. BOLD JOURNEY (Ralston, ABC) 7.99
27. ROY ROGERS (Gen. Foods, NBC) 6.68	26. RIN TIN TIN (Natl. Biscuit, ABC) 8.86	27. ROY ROGERS (Gen. Foods, NBC) 8.38	27. BIG STORY (Ralston, Amer. Tob., NBC) 9.16
28. SIR LANCELOT (Lever, Amer. Home Prods., NBC) 6.92	27. SIR LANCELOT (Lever, Amer. Home Prods., NBC) 10.42	28. THE VISE (Sterling, ABC) 8.87	28. BENGAL LANCERS (Gen. Foods, NBC) 12.86
29. THE VISE (Sterling, ABC) 8.99	28. THE VISE (Sterling, ABC) 11.14	29. SIR LANCELOT (Lever, Amer. Home Prods., NBC) 10.05	29. WIRE SERVICE (Miller, R. J. Reynolds, NBC) 13.16
30. BENGAL LANCERS (Gen. Foods, NBC) 11.50	29. BENGAL LANCERS (Gen. Foods, NBC) 14.10	30. BENGAL LANCERS (Gen. Foods, NBC) 12.49	30. THE VISE (Sterling, ABC) 36.23

NEWS, SPORTS AND MISCELLANEOUS SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
1. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) \$1.94	1. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) \$1.71	1. PERSON TO PERSON (Time, Amer. Oil, CBS) \$2.70	1. DISNEYLAND (Derby, Swift, Amer. Dairy, Amer. Motors, ABC) \$ 1.71
2. CAVALCADE OF SPORTS (Toni, Gillette, NBC) 2.08	2. CAVALCADE OF SPORTS (Toni, Gillette, NBC) 1.80	2. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) 3.10	2. CAVALCADE OF SPORTS (Toni, Gillette, NBC) 7.63
3. DISNEYLAND (Amer. Motors, Derby, Swift, Amer. Dairy, ABC) 2.92	3. RED BARBER (State Farm, NBC) 3.33	2. CAVALCADE OF SPORTS (Toni, Gillette, NBC) 3.10	3. YOU ASKED FOR IT (Best Foods, ABC) 8.74
4. PERSON TO PERSON (Time, Amer. Oil, CBS) 3.10	4. PERSON TO PERSON (Time, Amer. Oil, CBS) 4.28	4. DOUG EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Hazel Bishop, CBS) 4.36	4. WIDE WIDE WORLD (Gen. Motors, NBC) 9.26
5. RED BARBER (State Farm, NBC) 3.69	5. YOU ASKED FOR IT (Best Foods, ABC) 4.93	5. YOU ASKED FOR IT (Best Foods, ABC) 4.93	5. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) 9.93
6. DOUG EDWARDS NEWS (Hazel Bishop, Brown & Wmson, Amer. Home Prods., CBS) 4.34	6. DOUG EDWARDS NEWS (Hazel Bishop, Amer. Home Prods., Brown & Wmson, ABC) 4.97	6. DISNEYLAND (Derby, Swift, Amer. Dairy, Amer. Motors, ABC) 4.98	6. PERSON TO PERSON (Time, Amer. Oil, CBS) 12.15
7. YOU ASKED FOR IT (Best Foods, ABC) 5.03	7. DISNEYLAND (Amer. Motors, Amer. Dairy, Swift Derby, ABC) 5.81	7. NBC NEWS (Amer. Can, Time, Miles, Sperry-Rand, NBC) 5.19	7. RED BARBER (State Farm, NBC) 13.34
8. NBC NEWS (Sperry-Rand, Time, Miles, Amer. Can, NBC) 5.24	8. WIDE WIDE WORLD (Gen. Motors, NBC) 5.93	8. WIDE WIDE WORLD (Gen. Motors, NBC) 5.20	8. DOUG EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Hazel Bishop, CBS) 26.74
9. JOHN DALY NEWS (Du Pont, Gen. Cigar, ABC) 6.64	9. NBC NEWS (Time, Amer. Can, Miles, Sperry-Rand, NBC) 7.10	9. RED BARBER (State Farm, NBC) 6.22	9. NBC NEWS (Sperry-Rand, Time, Miles, Amer. Can, NBC) 26.99
10. WIDE WIDE WORLD (Gen. Motors, NBC) 8.03	10. JOHN DALY NEWS (Du Pont, Gen. Cigar, ABC) 7.63	10. JOHN DALY NEWS (Du Pont, Gen. Cigar, ABC) 6.68	10. JOHN DALY NEWS (Du Pont, Gen. Cigar, ABC) 32.08
11. MIKE WALLACE (Philip Morris, ABC) 8.99	11. MIKE WALLACE (Philip Morris, ABC) 9.16	11. MIKE WALLACE (Philip Morris, ABC) 8.04	11. MIKE WALLACE (Philip Morris, ABC) 49.28

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COMING COST PER THOUSAND ANALYSES:

Next Week: The Top Hundred

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Sponsor Groups

TOILETRY & TOILET GOODS
DRUG & REMEDY

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TOILETRY & TOILET GOODS SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

COST PER 1,000 MEN PER COMMERCIAL MINUTE

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name/Network, Cost per 1,000 Homes per Commercial Minute. Includes programs like BRISTOL-MYERS, MENNEN, REVLON, GILLETTE, SUNBEAM, NOXZEMA, HELENE CURTIS, SPERRY-RAND, etc.

Table with 2 columns: Program Name/Network, Cost per 1,000 Men per Commercial Minute. Includes programs like MENNEN, GILLETTE, SUNBEAM, NOXZEMA, HELENE CURTIS, SPERRY-RAND, etc.

Table with 2 columns: Program Name/Network, Cost per 1,000 Women per Commercial Minute. Includes programs like SUNBEAM, NOXZEMA, HELENE CURTIS, SPERRY-RAND, BRISTOL-MYERS, etc.

Table with 2 columns: Program Name/Network, Cost per 1,000 Children per Commercial Minute. Includes programs like P&G (I Love Lucy), CHESEBROUGH-PONDS, P&G (Wyatt Earp), WILDRIFT, etc.

DRUG & REMEDY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

COST PER 1,000 MEN PER COMMERCIAL MINUTE

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name/Network, Cost per 1,000 Homes per Commercial Minute. Includes programs like BRISTOL-MYERS, MILES LABS, AMER. CHICLE, PHARMACEUTICALS, AMER. HOME PRODS., etc.

Table with 2 columns: Program Name/Network, Cost per 1,000 Men per Commercial Minute. Includes programs like BRISTOL-MYERS, MILES LABS, AMER. CHICLE, PHARMACEUTICALS, AMER. HOME PRODS., etc.

Table with 2 columns: Program Name/Network, Cost per 1,000 Women per Commercial Minute. Includes programs like BRISTOL-MYERS, MILES LABS, AMER. CHICLE, PHARMACEUTICALS, AMER. HOME PRODS., etc.

Table with 2 columns: Program Name/Network, Cost per 1,000 Children per Commercial Minute. Includes programs like JOHNSON & JOHNSON, MILES LABS, BRISTOL-MYERS, AMER. CHICLE, etc.

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BLAIR SURVEY

Stations Get Huge Share Of Spot \$\$

NEW YORK—Stations get 70 cents out of every spot TV dollar and only 22 cents of every network advertising dollar, one of a dozen reasons advanced by Blair-TV last week at a presentation for ad men on the value of spot TV and its continued growth.

Among the other reasons explored by Blair prexy William Weldon: Radio's potential audience is greatest of all media, but TV's delivered audience is three times greater than radio's. All buying is local, all viewing is by channel rather than network, so web sponsors are dependent on local promotion aid, which usually goes to spot buys because of the greater profit to the station.

Using 1957 Nielsen figures, narrator John Wingate accented the "sight, sound and motion" parlay of TV as best for absorption and retention of commercials. He quoted the recent Hit Parade cigarette survey, in which 94 per cent knew about the new cigarette from TV, 29 per cent from radio and 1 per cent from newspaper ads. Another survey proved that hardly a viewer could tell which shows were network and which spot.

Blair is sending the presentation cross-country to agencies, stations and packagers.

Chi's WBKB Debuts New TV Quizzer

CHICAGO — New quiz gimmick gets a tryout today (15) when a local opus, "The Richard Lewellen Show" bows on WBKB.

Out of each day's studio audience, several attendees will be selected as contestants for the following day's show. Overnight, these contestants will study Chicago's four daily newspapers and next day submit themselves to questions about the contents. Feature is called "Headline Quiz."

Another innovation is method of payoff. Winner can take as much as \$580, but in "television money," a sort of closed-circuit scrip. Money is then spent to buy merchandise on display in the studio, each piece marked with a price tag.

'Kangaroo' Segs Bought by Ludens And Brown Shoes

NEW YORK — CBS-TV sold several pieces of its Saturday morning "Captain Kangaroo" stanza. Ludens Cough Drops bought a quarter hour of the 8-9 a.m. show for a 26-week period beginning October 6. And the Brown Shoe Company bought three one quarter hour spots on August 24, 31 and September 7.

'Phone Time' Frees Nesbitt

NEW YORK—John Nesbitt has obtained his release from "Telephone Time" to devote himself to film projects of his own. The host-narrator will be replaced when shooting on the next group of episodes begins in September.

Robert Briscoe, Dublin's most publicized mayor, has been offered the emcee chores for the AT&T dramatic anthology series.

Merchandising Rights Finding Buyers Wary

NEW YORK — Demand for franchised merchandising rights on many of the new network properties seems to be at the lowest point in the history of the medium, according to trade informants. Analysis is that the large number of casualties in the current video season, after heavy investments by manufacturers who bought merchandising rights has caused an unusually large number of burned fingers, and has made for greater caution on their part.

Another important factor influencing the merchandisers seems to be the large number of new Westerns debuting this fall. There are relatively few products—guns, holsters, belts, buckles—that can be merchandised to the kiddies based on Westerns, and manufacturers fear competing merchandisers of look-alike horse opera characters will make a thin market even thinner.

Besides, the most important quality a show can have is identification. When children identify with a character they are naturally inclined to go out and buy products which allow them to act out their fantasies. And time is a key factor in building identity—with a six-month run a minimum necessity as merchandisers have learned. To gain maximum merchandising efficiency, a long run is a virtual must.

Many of these obvious points were not taken into consideration in the recent past when merchandisers were infatuated with the medium. But after the big mistakes made last year the merchandisers have learned a hard lesson. Among the properties getting heavy merchandising play are the feature film "Around the World in 80 Days" by CBS, "Fury," and "Popeye."

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Analyses of Network TV Shows in Class A Time

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

By Sponsor Groups

Household Cleanser-Polish
Automotive-Accessory
Home-Building-General

AUTOMOTIVE AND ACCESSORY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
1. DODGE (Lawrence Welk, ABC).....	\$ 1.24	1. DODGE (Lawrence Welk, ABC).....	\$ 1.29	1. DODGE (Lawrence Welk, ABC).....	\$ 1.02	1. AMER. MOTORS (Disneyland, ABC).....	\$ 1.71
2. DODGE (Welk's Top Tunes, ABC).....	1.62	2. DODGE (Welk's Top Tunes, ABC).....	1.89	2. DODGE (Welk's Top Tunes, ABC).....	1.39	2. DODGE (Lawrence Welk, ABC).....	2.35
3. LINCOLN-MERCURY (Ed Sullivan, CBS).....	2.22	3. LINCOLN-MERCURY (Ed Sullivan, CBS).....	2.17	3. LINCOLN-MERCURY (Ed Sullivan, CBS).....	1.86	3. LINCOLN-MERCURY (Ed Sullivan, CBS).....	3.56
4. CHRYSLER (Climax, CBS).....	2.30	4. CHRYSLER (Climax, CBS).....	2.86	4. CHRYSLER (Climax, CBS).....	2.09	4. FORD (Zane Grey, CBS).....	3.45
5. DE SOTO-PLYMOUTH (You Bet Your Life, NBC).....	2.52	5. DE SOTO-PLYMOUTH (You Bet Your Life, NBC).....	3.04	5. DE SOTO-PLYMOUTH (You Bet Your Life, NBC).....	2.21	5. U. S. RUBBER (Navy Log, ABC).....	3.99
6. AMER. MOTORS (Disneyland, ABC).....	2.92	6. GOODYEAR (Goodyear Playhouse, NBC).....	4.11	6. AMER. OIL (Person to Person, CBS).....	2.70	6. DODGE (Welk's Top Tunes, ABC).....	4.55
7. AMER. OIL (Person to Person, CBS).....	3.10	7. FORD (Zane Grey, CBS).....	4.14	7. GOODYEAR (Goodyear Playhouse, NBC).....	3.08	7. GEN. MOTORS (Crosroads, ABC).....	5.51
8. FORD (Zane Grey, CBS).....	3.54	8. AMER. OIL (Person to Person, CBS).....	4.28	8. FORD (Zane Grey, CBS).....	3.45	8. CHRYSLER (Climax, CBS).....	5.50
9. U. S. RUBBER (Navy Log, ABC).....	3.99	9. U. S. RUBBER (Navy Log, ABC).....	4.63	9. GOODRICH (Burns & Allen, CBS).....	3.77	9. GULF (Life of Riley, NBC).....	5.98
10. GOODYEAR (Goodyear Playhouse, NBC).....	3.82	10. CHRYSLER (Shower of Stars, CBS).....	5.38	10. CHRYSLER (Shower of Stars, CBS).....	3.92	10. DE SOTO-PLYMOUTH (You Bet Your Life, NBC).....	6.28
11. GOODRICH (Burns & Allen, CBS).....	3.58	11. FORD (Ford Theater, ABC).....	5.40	11. GEN. MOTORS (Crosroads, ABC).....	4.13	11. GOODRICH (Burns & Allen, CBS).....	6.38
12. CHRYSLER (Shower of Stars, CBS).....	4.36	12. GEN. MOTORS (Crosroads, ABC).....	5.51	12. U. S. RUBBER (Navy Log, ABC).....	4.35	12. GOODYEAR (Goodyear Playhouse, NBC).....	5.28
13. FORD (Ford Theater, ABC).....	4.41	13. GOODRICH (Burns & Allen, CBS).....	5.53	13. FORD (Ford Theater, ABC).....	4.46	13. GEN. MOTORS (Wide Wide World, NBC).....	22.88
14. GEN. MOTORS (Crosroads, ABC).....	4.52	14. AMER. MOTORS (Disneyland, ABC).....	5.81	14. AMER. MOTORS (Disneyland, ABC).....	4.98	14. CHRYSLER (Shower of Stars, CBS).....	22.88
15. GULF (Life of Riley, NBC).....	5.79	15. GEN. MOTORS (Wide Wide World, NBC).....	5.93	15. GEN. MOTORS (Wide Wide World, NBC).....	5.20	15. AMER. OIL (Person to Person, CBS).....	12.15
16. DU PONT (John Daily News, ABC).....	6.64	16. GULF (Life of Riley, NBC).....	6.94	16. GULF (Life of Riley, NBC).....	6.52	16. FORD (Ford Theater, ABC).....	12.83
17. FIRESTONE (Voice of Firestone, ABC).....	6.97	17. DU PONT (John Daily News, ABC).....	7.63	17. FIRESTONE (Voice of Firestone, ABC).....	6.53	17. CHEVROLET (Chevy Show, NBC).....	15.63
18. CHEVROLET (Chevy Show, NBC).....	7.81	18. CHEVROLET (Chevy Show, NBC).....	9.19	18. DU PONT (John Daily News, ABC).....	6.68	18. CHEVROLET (Dinah Shore, NBC).....	37.77
19. GEN. MOTORS (Wide Wide World, NBC).....	8.03	19. FIRESTONE (Voice of Firestone, ABC).....	11.22	19. CHEVROLET (Chevy Show, NBC).....	6.79	19. CHRYSLER (Date With the Angels, ABC).....	22.83
20. CHEVROLET (Dinah Shore, NBC).....	8.10	20. CHEVROLET (Dinah Shore, NBC).....	13.48	20. CHEVROLET (Dinah Shore, NBC).....	7.98	20. FIRESTONE (Voice of Firestone, ABC).....	27.62
21. CHRYSLER (Date With the Angels, ABC).....	10.85	21. CHRYSLER (Date With the Angels, ABC).....	17.32	21. CHRYSLER (Date With the Angels, ABC).....	10.25	21. DU PONT (John Daily News, ABC).....	32.08

HOUSEHOLD CLEANSER AND POLISH SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
1. GOLD SEAL (Perry Como, NBC).....	\$2.10	1. GOLD SEAL (Perry Como, NBC).....	\$ 2.30	1. GOLD SEAL (Perry Como, NBC).....	\$ 1.71	1. GOLD SEAL (Perry Como, NBC).....	\$ 2.94
2. P&G (The Lineup, CBS).....	2.74	2. P&G (Loretta Young, NBC).....	3.20	2. P&G (Loretta Young, NBC).....	2.45	2. DRACKETT (Steve Allen, NBC).....	4.08
3. S. C. JOHNSON (Red Skelton, CBS).....	2.83	3. DRACKETT (Steve Allen, NBC).....	3.21	3. DRACKETT (Steve Allen, NBC).....	2.59	3. S. C. JOHNSON (Red Skelton, CBS).....	4.31
4. P&G (Loretta Young, NBC).....	2.90	4. S. C. JOHNSON (Red Skelton, CBS).....	3.29	4. P&G (The Lineup, CBS).....	2.67	4. P&G (Phil Silvers, CBS).....	4.59
5. DRACKETT (Steve Allen, NBC).....	3.25	5. LEVER (On Trial, NBC).....	3.94	5. S. C. JOHNSON (Red Skelton, CBS).....	2.80	5. LEVER (On Trial, NBC).....	4.98
6. LEVER (On Trial, NBC).....	3.27	6. LEVER (Lux Video Theater, NBC).....	4.21	6. LEVER (Lux Video Theater, NBC).....	3.16	6. ARMOUR (Danny Thomas, ABC).....	5.08
7. LEVER (Lux Video Theater, NBC).....	3.30	7. P&G (Phil Silvers, CBS).....	4.44	7. S. C. JOHNSON (Robert Montgomery, NBC).....	3.31	7. LEVER (Sir Lancelot, NBC).....	6.25
8. S. C. JOHNSON (Robert Montgomery, NBC).....	3.48	8. LEVER (On Trial, NBC).....	4.56	8. LEVER (On Trial, NBC).....	3.44	8. P&G (The Lineup, CBS).....	6.46
9. P&G (Phil Silvers, CBS).....	3.61	9. P&G (People's Choice, NBC).....	4.90	9. P&G (People's Choice, NBC).....	3.81	9. P&G (Loretta Young, NBC).....	6.77
10. ARMOUR (Danny Thomas, ABC).....	4.08	10. P&G (People's Choice, NBC).....	4.90	10. P&G (Phil Silvers, CBS).....	3.84	10. P&G (People's Choice, NBC).....	8.58
11. P&G (People's Choice, NBC).....	4.29	11. AMER. HOME PRODS. (Doug Edwards News, CBS).....	4.97	11. ARMOUR (Danny Thomas, ABC).....	4.02	11. LEVER (Lux Video Theater, NBC).....	9.49
12. AMER. HOME PRODS. (Doug Edwards News, CBS).....	4.34	12. AMER. HOME PRODS. (Doug Edwards News, CBS).....	6.55	12. AMER. HOME PRODS. (Doug Edwards News, CBS).....	4.36	12. PUREX (Arthur Murray, NBC).....	12.14
13. PUREX (Arthur Murray, NBC).....	4.98	13. PUREX (Arthur Murray, NBC).....	7.21	13. PUREX (Arthur Murray, NBC).....	4.71	13. S. C. JOHNSON (Robert Montgomery, NBC).....	14.08
14. LEVER (Sir Lancelot, NBC).....	6.92	14. LEVER (Sir Lancelot, NBC).....	10.42	14. LEVER (Sir Lancelot, NBC).....	10.05	14. AMER. HOME PRODS. (Doug Edwards News, CBS).....	26.72

HOME, BUILDING AND GENERAL SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
1. AMER. GAS (Playhouse 90, CBS).....	\$1.29	1. TONI (Cavalcade of Sports, NBC).....	\$ 1.80	1. RCA, SUNBEAM, SPERRY GREEN STAMPS, KIMBERLY-CLARK (Perry Como, NBC).....	\$1.71	1. REYNOLDS METALS (Circus Boy, NBC).....	\$ 1.86
2. PAPER MATE (Cavalcade of Sports, NBC).....	2.08	2. RCA, SUNBEAM, SPERRY GREEN STAMPS, KIMBERLY-CLARK (Perry Como, NBC).....	2.20	2. AMER. GAS (Playhouse 90, CBS).....	1.72	2. GEN. ELEC. (Cheyenne, ABC).....	2.69
3. RCA, SUNBEAM, SPERRY GREEN STAMPS, KIMBERLY-CLARK (Perry Como, NBC).....	2.10	3. AMER. GAS (Playhouse 90, CBS).....	2.45	3. WIMSON DICKIE (Ozark Jubilee, ABC).....	2.42	3. RCA, SUNBEAM, SPERRY GREEN STAMPS, KIMBERLY-CLARK (Perry Como, NBC).....	2.94
4. REYNOLDS METALS (Circus Boy, NBC).....	2.54	4. GEN. ELEC. (G. E. Theater, CBS).....	2.84	4. WESTINGHOUSE (Studio One, CBS).....	2.52	4. GEN. ELEC. (Broken Arrow, ABC).....	2.99
5. WESTINGHOUSE (Studio One, CBS).....	2.80	5. WIMSON DICKIE (Ozark Jubilee, ABC).....	2.99	5. GEN. ELEC. (G. E. Theater, CBS).....	2.56	5. U. S. STEEL (U. S. Steel Hour, CBS).....	3.39
6. GEN. ELEC. (Broken Arrow, ABC).....	2.81	6. REYNOLDS METALS (Circus Boy, NBC).....	3.04	6. POLAROID, GREYHOUND, BULOVA (Steve Allen, NBC).....	2.59	6. U. S. RUBBER (Navy Log, ABC).....	3.99
7. GEN. ELEC. (G. E. Theater, CBS).....	2.83	7. POLAROID, GREYHOUND, BULOVA (Steve Allen, NBC).....	3.21	7. TIME (Person to Person, CBS).....	2.70	7. SCOTT (Father Knows Best, NBC).....	4.03
8. GEN. ELEC. (Cheyenne, ABC).....	2.89	8. STATE FARM (Red Barber, NBC).....	3.33	8. SCOTT (Father Knows Best, NBC).....	2.82	8. SYLVANIA (The Buccaneers, CBS).....	4.83
9. WIMSON DICKIE (Ozark Jubilee, ABC).....	3.05	9. GEN. ELEC. (Broken Arrow, ABC).....	3.37	9. REYNOLDS METALS (Circus Boy, NBC).....	2.83	9. AMER. GAS (Playhouse 90, CBS).....	4.84
10. SCOTT (Father Knows Best, NBC).....	3.10	10. GEN. ELEC. (Cheyenne, ABC).....	3.43	10. GEN. ELEC. (Cheyenne, ABC).....	2.93	10. POLAROID, GREYHOUND, BULOVA (Steve Allen, NBC).....	4.08
11. TIME (Person to Person, CBS).....	3.10	11. PRUDENTIAL (You Are There, CBS).....	3.88	11. TONI (Cavalcade of Sports, NBC).....	2.99	11. WIMSON DICKIE (Ozark Jubilee, ABC).....	4.23
12. POLAROID, GREYHOUND, BULOVA (Steve Allen, NBC).....	3.25	12. WESTINGHOUSE (Studio One, CBS).....	4.05	12. GEN. ELEC. (Broken Arrow, ABC).....	3.08	12. EAST. KODAK (Ozlie & Harriet, ABC).....	4.78
13. PAPER MATE (Godfrey's Talent Scouts, CBS).....	3.31	13. ALUM. CO. (Alcoa Hour, NBC).....	4.10	13. GOODYEAR (Goodyear Playhouse, NBC).....	3.08	13. GEN. ELEC. (G. E. Theater, CBS).....	4.78
14. U. S. RUBBER (Navy Log, ABC).....	3.39	14. GOODYEAR (Goodyear Playhouse, NBC).....	4.11	14. TONI (Cavalcade of Sports, NBC).....	3.10	14. KIMBERLY-CLARK (Danny Thomas, ABC).....	5.03
15. ALUM. CO. (Alcoa Hour, NBC).....	3.68	15. TIME (Person to Person, CBS).....	4.28	15. PARK & TILFORD (Masquerade Party, NBC).....	3.32	15. PRUDENTIAL (You Are There, CBS).....	5.33
16. STATE FARM (Red Barber, NBC).....	3.69	16. U. S. RUBBER (Navy Log, ABC).....	4.63	16. KAISER, ARMSTRONG (Kaiser Hour, NBC).....	3.65	16. GEN. ELEC. (Conflict, ABC).....	5.75
17. PARK & TILFORD (Masquerade Party, NBC).....	3.73	17. GEN. ELEC. (Conflict, ABC).....	4.73	17. U. S. STEEL (U. S. Steel Hour, CBS).....	3.66	17. GOODRICH (Burns & Allen, CBS).....	6.38
18. KAISER, ARMSTRONG (Kaiser Hour, NBC).....	3.76	18. ARMSTRONG, KAISER (Circle Theater, NBC).....	4.67	18. ARMSTRONG, KAISER (Circle Theater, NBC).....	3.75	18. PAPER MATE (Godfrey's Talent Scouts, CBS).....	7.49
19. ARMSTRONG, KAISER (Circle Theater, NBC).....	3.78	19. SCOTT (Father Knows Best, NBC).....	4.97	19. GOODRICH (Burns & Allen, CBS).....	3.77	19. PAPER MATE (Cavalcade of Sports, NBC).....	7.67
20. GOODYEAR (Goodyear Playhouse, NBC).....	3.82	20. TONI (Godfrey's Talent Scouts, CBS).....	4.99	20. ALUM. CO. (Alcoa Hour, NBC).....	3.90	20. ALUM. CO. (Alcoa Hour, NBC).....	8.03
21. EAST. KODAK (Ozlie & Harriet, ABC).....	3.86	21. KAISER, ARMSTRONG (Kaiser Hour, NBC).....	5.07	21. EAST. KODAK (Ozlie & Harriet, ABC).....	3.90	21. PARK & TILFORD (Masquerade Party, NBC).....	8.64
22. PRUDENTIAL (You Are There, CBS).....	3.89	22. JOHNS-MANVILLE (Meet the Press, NBC).....	5.27	22. KIMBERLY-CLARK (Danny Thomas, ABC).....	4.02	22. GOODYEAR (Goodyear Playhouse, NBC).....	9.26
23. GOODRICH (Burns & Allen, CBS).....	3.98	23. U. S. STEEL (U. S. Steel Hour, CBS).....	5.41	23. PRUDENTIAL (You Are There, CBS).....	4.10	23. WESTINGHOUSE (Studio One, CBS).....	9.56
24. U. S. STEEL (U. S. Steel Hour, CBS).....	4.02	24. GOODRICH (Burns & Allen, CBS).....	5.53	24. U. S. STEEL (20th Century-Fox, CBS).....	4.15	24. BELL (Telephone Time, ABC).....	10.45
25. KIMBERLY-CLARK (Danny Thomas, ABC).....	4.08	25. EAST. KODAK (Ozlie & Harriet, ABC).....	5.63	25. GEN. ELEC. (Conflict, ABC).....	4.23	25. ARMSTRONG, KAISER (Circle Theater, NBC).....	12.02
26. SYLVANIA (The Buccaneers, CBS).....	4.49	26. U. S. STEEL (20th Century-Fox, CBS).....	5.77	26. U. S. RUBBER (Navy Log, ABC).....	4.35	26. SPEIDEL (Arthur Murray, NBC).....	12.14
27. GEN. ELEC. (Conflict, ABC).....	4.59	27. PARK & TILFORD (Masquerade Party, NBC).....	6.17	27. SPEIDEL (Arthur Murray, NBC).....	4.71	27. TIME (Person to Person, CBS).....	12.15
28. U. S. STEEL (20th Century-Fox, CBS).....	4.96	28. SYLVANIA (The Buccaneers, CBS).....	6.34	28. JOHNS-MANVILLE (Meet the Press, NBC).....	4.94	28. KAISER, ARMSTRONG (Kaiser Hour, NBC).....	13.85
29. SPEIDEL (Arthur Murray, NBC).....	4.98	29. KIMBERLY-CLARK (Danny Thomas, ABC).....	6.35	29. TIME, AMER. CAN, SPERRY-RAND (NBC News, NBC).....	5.19	29. STATE FARM (Red Barber, NBC).....	15.34
30. JOHNS-MANVILLE (Meet the Press, NBC).....	5.06	30. TIME, AMER. CAN, SPERRY-RAND (NBC News, NBC).....	7.10	30. ROYAL MCBEE (Washington Square, NBC).....	5.57	30. ROYAL MCBEE (Washington Square, NBC).....	15.59
31. TIME, AMER. CAN, SPERRY-RAND (NBC News, NBC).....	5.24	31. SPEIDEL (Arthur Murray, NBC).....	7.21	31. SHEAFFER (Private Secretary, CBS).....	5.59	31. SHEAFFER (Private Secretary, CBS).....	14.85
32. ROYAL MCBEE (Washington Square, NBC).....	5.75	32. ROYAL MCBEE (Washington Square, NBC).....	7.32	32. BELL (Telephone Time, ABC).....	6.17	32. U. S. STEEL (20th Century-Fox, CBS).....	14.94
33. SHEAFFER (Private Secretary, CBS).....	5.96	33. DU PONT (John Daily News, ABC).....	7.63	33. STATE FARM (Red Barber, NBC).....	6.22	33. DU PONT (John Daily News, ABC).....	32.08
34. BELL (Telephone Time, ABC).....	6.63	34. BELL (Telephone Time, ABC).....	9.06	34. SYLVANIA (The Buccaneers, CBS).....	6.34	34. TIME, AMER. CAN, SPERRY-RAND (NBC News, NBC).....	26.99
35. DU PONT (John Daily News, ABC).....	6.64	35. SHEAFFER (Private Secretary, CBS).....	10.39	35. DU PONT (John Daily News, ABC).....	6.68	35. DU PONT (John Daily News, ABC).....	32.08
36. DU PONT (Du Pont Theater, ABC).....	7.96	36. DU PONT (Du Pont Theater, ABC).....	11.55	36. DU PONT (Du Pont Theater, ABC).....	7.62	36. JOHNS-MANVILLE (Meet the Press, NBC).....	53.95

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Sharpe Hunts New TV Talent

NEW YORK—Don Sharpe, one of TV's top agent-producer combinations, is broadening the scope of his agency to develop new talent. Sharpe is looking for nine personable youngsters, six men and three women, whose acting careers he can build all the way.

Sharpe's operation also handles writers and producers so that he can build properties for his talent as he has in the past. Among the talent he has represented and is representing are Lucille Ball and Desi Arnaz, Ida Lupino, Charles Boyer, Brian Donlevy and Ronald Colman, all of whom have starred in their own video series.

Sharpe is now peddling "Half Hour to Kill," an anthology series; "Bulldog Drummond," which is to be sold by ABC Film Syndication when it is ready, and "This Is My Best," a class anthology based on the Whit Burnett collection.

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WEB OPPOSES FIELD TRIAL

ABC Tells FCC: Toll-TV Decision Will Hinge on Value of Programs

WASHINGTON — Under the dust of battle over the details of a possible field test for broadcast subscription television, the main issue is one of program fare. The comparative value of free and pay programming is "now the bedrock basis" upon which the whole subscription TV argument for use of free channels is based, the American Broadcasting Company told the FCC in comment on the proposed test.

The network points out that if the commission follows its present course, it will ultimately have to decide if pay proponents' use of free channels is in the public interest, largely on the basis of what it offers the American people (unless FCC lets Congress do the deciding, as all three nets recommend).

In making the decision, ABC says, the agency will have to set up as judge of whether pay fare can "excel" free television fare in areas aside from the unique pay field of brand-new movies.

Toll Arguments

In answer to this argument, on-the-air pay proponents say that only the "very best" of new movies, sports, theater, concert and other box office fare will go on subscription television. Zenith, slamming the "protected" network programming, says FCC has a "duty" to give the public the benefit of "new competitive factors" offered by pay proponents. Skiatron says pay TV will have no chance to fumble with "naive" or dull programming, but will have to start with top quality.

Neither side of the argument was happy at the FCC's May proposals on a possible field trial for on-the-air pay TV. Nets and movie exhibitors warned that too limited a trial would not show ultimate dangers of full-scale pay service to free programming, with possible siphoning of talent and ultimate swallowing of mass-appeal programming. If the trial is too extensive, the public will accept the idea, pay TV will dig in, and a "point of no return" could be

reached "endangering free service permanently."

The Only Answer

Pay proponents were also dubious about the ability of a limited test to prove conclusive. They claim that only full authorization of pay television would be a fair test of the service and the public reaction. Limitations on the trial will also inhibit investors, they believe.

However, Zenith and Skiatron, like Telemeter (The Billboard, July 8), are willing to co-operate in a trial of the "scrambled" systems. All want a "representative" test, with flexibility in hours of programming, no ceiling on numbers of subscribers, and a chance in representative "major" markets, on independent stations.

Wired subscription service, which needs no FCC authorization, received more comment and more commendation from networks

and movie exhibitors than in previous heavy toll-TV comment at the commission. Jerrold Electronics again insisted wire was the only safe way to avoid inroads on free programming and the only way to keep the subscription service secure from pirating. Networks agreed and asked FCC to use data already in existence on wired service in place of a "broadcast" pay TV trial.

A new angle to the wired subscription service was warning by "scramble" exponents to broadcasters that if on-air pay service was choked off, the wire services might become "Frankenstein monsters," possibly in the hands of A. T. & T. Latter might pre-empt the field and "reduce broadcasting to a third-rate service," said Zenith's outspoken McDonald. Skiatron warned of lost revenue to broadcasters.

'Fury' Rolls Again; Tops With Children

NEW YORK—Television Programs of America is shooting another 26 episodes of "Fury" for General Foods and Borden Company. The kids' show, which debuted in October, 1955, moved in audience share from 60.8 in 1956 to an average of 63.0 for 1957, according to Nielsen figures, one of the top records in the medium.

The NBC-TV series (Saturday, 11-11:30 a.m.) at a weekly cost of \$45,000 currently has a cost-per-

thousand of \$1.38, last year's average being \$1.57. Nielsen total audience figures for 1956 gave "Fury" a 17.0 average rating, with 1957 figures to date racking up a 20.3. The adventure show reaches more children than any other children's program, according to national Nielsen and American Research Bureau statistics over 10,000,000 per week. All figures are based on 95 per cent of homes, which the show reaches, rather than total U. S. TV homes.

ST Gets Rights to A&C

HOLLYWOOD—Sterling Television has acquired distribution rights to the 39 half hours of the Abbott and Costello show. Program was originally syndicated by MCA-TV.

For 1957, including June, the average minute rating stands at 18.3, up 2.5 from 1956, and the average cost per commercial minute is \$1.53, based on that average minute rating figure. Bobby Diamond and Peter Graves star with "Fury, the horse, in what TPA calls "the Lucy of kids' shows."

WEATHER MAPS WANTED IN CHI

CHICAGO — WBBM-TV weatherman P. J. Hoff recently made the mistake of mentioning on the air that he often gives his maps away after shows.

He's now more than a year behind in filling requests.

CBS Rings Up Quick Sales on 'Grey Ghost'

NEW YORK—CBS Film Sales last week launched "The Grey Ghost" into syndication and within seven days racked up station sales which total \$25,000 per week. A large percentage of the sales are derived from the South, where stations in the large cities are bidding against each other for the property.

There is also a heavy demand for the show in the Far West, where CBS Film Sales has re-offers from stations in Los Angeles, Seattle and San Francisco. And increasing interest has been manifold in the East, where a number of deals are nearly signed. The property has already been bought by outlets in Atlanta, Miami, Jacksonville, Richmond and Roanoke, Va.; Knoxville, Tenn., and Philadelphia. Interestingly enough, the vidfilm series found sales resistance at the network level because advertisers thought the series was controversial.

"Grey Ghost" concerns the career of General John Singleton Mosby, a Civil War guerilla whose cavalry was famous for its raiding activities. Tod Andrews plays the lead.

'Theater of Intrigue' Had 4.0 April Pulse

NEW YORK—"Theater of Intrigue," the No. 2 multi-weekly top feature film in the Albany-Troy-Schenectady market, New York, drew a Pulse Local rating of 4.0 for April, not 18.6 as listed in the June 17 issue of The Billboard. The series is seen over WTRF.

M'CULLERS PLAY

NBC Backing Legit Show to Get TV Edge

NEW YORK — NBC, thru its subsidiary California National Productions, is bankrolling an upcoming Broadway play in the first move of a revived plan to make regular legit investments. Show is "The Square Root of Wonderful," opening here October 31, penned by Carson McCullers, author of "Member of the Wedding."

NBC's previous excursions include "The Great Sebastians," \$150,000 total backing, and the same investment for half of Ethel Merman's current musical, "Happy Hunting." Like "Sebastians," the "Square Root" angeling will bring the production to NBC TV following its Broadway run. Sam Subber is producing the comedy, which may star Carol Channing.

NBC plans include similar financing of "several other plays during the 1957-58 season," with an eye toward "getting the good ones before pay-as-you-see TV enters the picture," according to one exec.

Big Sponsors Buy Up WPIX Syndie Series

NEW YORK—National advertisers are the predominant buyers of syndicated vidfilms on New York's WPIX, the independent outlet notes in a spot check of its summer schedule.

Of the 14 full or co-sponsor situations on 11 first-run syndicated series now airing, a total of 85 per cent are from national clients like R. J. Reynolds, Kellogg and General Electric. The remaining 15 per cent are major regional advertisers of the caliber of Ballentine Beer.

Situation is paralleled in syndicated shows aired as WPIX spot carriers. Checkup shows about 70 per cent of the slots filled by national advertisers, and the rest about equally by regional and local buys.

Indicative of the strong business was a renewal last week on WPIX's first-run "Whirlybirds" by co-sponsor (with Winston Cigarettes) Household Finance for 39 weeks at the end of the first 13-week run. Series draws a New York Nielsen of 12.7.

'Conflict' Slot Baffling ABC

NEW YORK — ABC-TV programmers are puzzling over the imminent exit of "Conflict," hour-long drama series which has consistently been pulling healthy ratings in the Tuesday 7:30-8:30 p.m. slot it shares with "Cheyenne." The latest (June), Nielsen report gives the show a 23.2 rating, with a 43.6 audience share, fourth highest on the web.

ABC execs claim they don't know who decided to forget "Conflict" after "Sugarfoot" was moved in to join "Cheyenne." At one point, it was rescheduled for Saturdays, 7:30-8:30 p.m., but no sales campaign was planned or launched. Now the brass is wondering if it's too late to salvage for next season a property which has been building strength each month and licking Phil Silvers and "Name That Tune" on CBS-TV and Jonathan Winters and a number of shows on NBC-TV.

WREX-TV

means
256,600 TV sets
and over
1,000,000 pairs of eyes

Here is a billion dollar market, untouched by either Chicago or Milwaukee TV (90 air miles away). Only one VHF station rules this domain... only one VHF station feeds the finest of network (CBS-ABC) and local shows to agricultural and industrial eyes. A truly market-area station — an important station for you. Call Joe Baisch, or contact your H.R. man for complete details and availabilities.

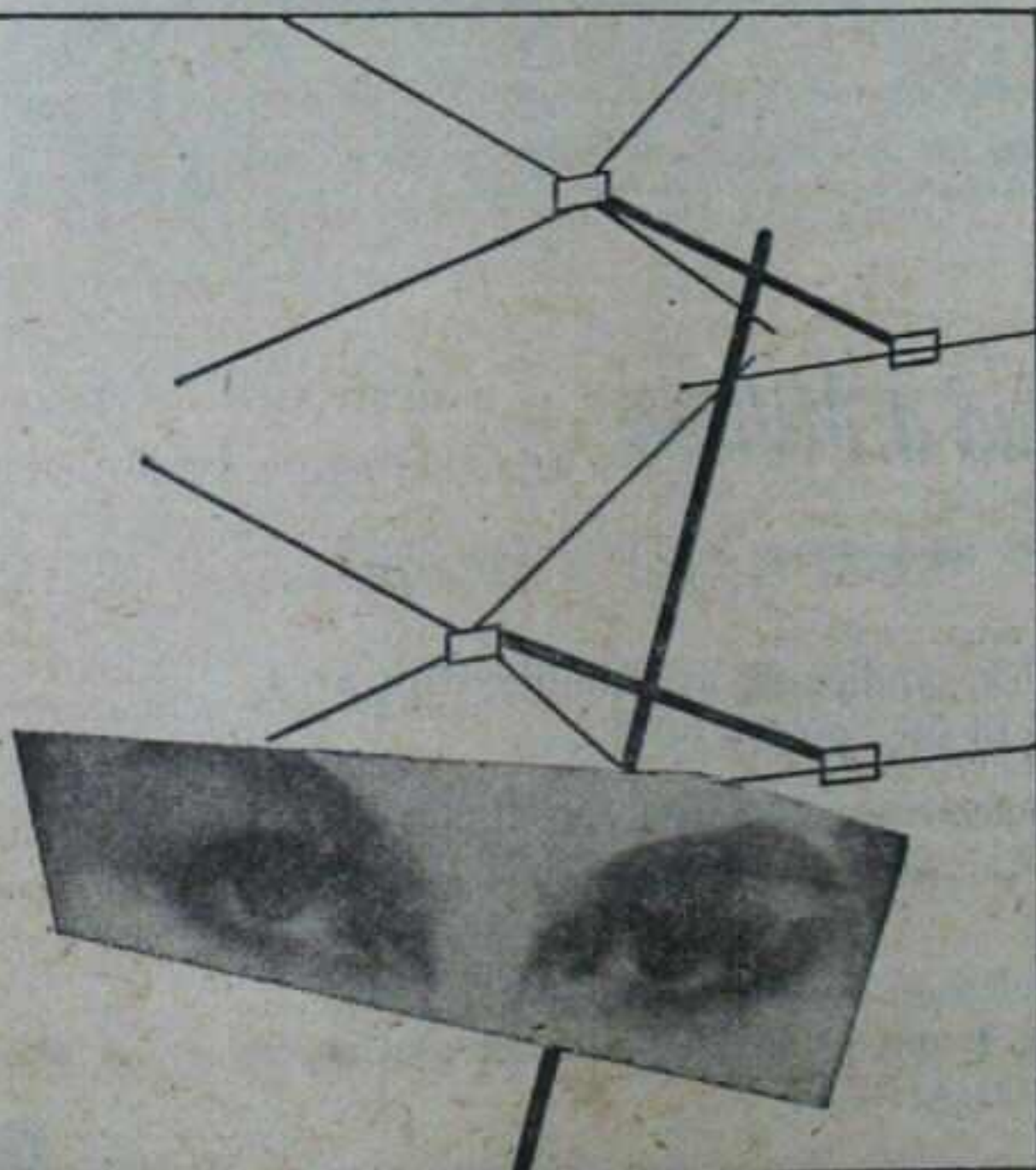


WREX-TV "Fit for a King" Channel 13

ROCKFORD, ILLINOIS CBS-ABC Network Affiliation

represented by H-R TELEVISION, INC.

J. M. BAISCH, General Manager



EACH PEARL A MEMORY

President Coolidge had just made the *first* Presidential broadcast from the floor of Congress; the *first* Federal Radio Commission had been recently appointed; Columbia Phonograph Broadcasting System, Inc. came into existence; and Secretary of Commerce Herbert Hoover spoke from Washington to New York in the *first* demonstration of television...

Lindbergh flew into the hearts of America; Commander Richard E. Byrd crashed into the sea off France; Tunney retained his championship, although Dempsey claimed a "long count," and the immortal "Babe" hit sixty home runs...

"Talking" pictures became a reality when Al Jolson in "The Jazz Singer" scored an instant success; Henry Ford unveiled the Model A; ground was broken for the George Washington Bridge in New York...

Broadway presented Show Boat, My Maryland, Connecticut Yankee, Hit the Deck, and Good News; Tin Pan Alley gave us Chloe, Me and My Shadow, Just a Memory, At Sundown, Blue Skies, and many others.

This was the wonderful year of 1927—and on July 11th of that year Storer Broadcasting Company started.

Only the old and tired stop counting birthdays. Storer Broadcasting Company, being neither, is proud and happy to celebrate its *30th anniversary*. Proud, too, of its *thirty years'* service in the public interest and happy that our advertisers find Storer stations a most effective sales medium.

Yes, each year has been a pearl—and each pearl a memory.



STORER BROADCASTING COMPANY

WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WPFH-TV
Wilmington, Del.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WAGA
Atlanta, Ga.

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Va.

WG85
Miami, Fla.

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

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

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-3689

3 STATION GROUPS SPARK SYNDIE BUYING BOOM

Du Mont Alliances Take 6 Shows; Westinghouse, GT Also Busy

NEW YORK — The syndication sales field suddenly popped wide open this week, with the most notable aspect being the ever-increasing tendency toward station group buying. Three distinct station groups have emerged to spark the buying upbeat: General Teleradio, which really started the trend, the Westinghouse Stations-KTTV-WEX combine which kept it rolling, and the newest factor in the field, the Du Mont stations.

In its first group buying, Du Mont created the biggest splash this week, making deals for its WABC, New York, and WTTG, Washington, in a buying alliance with Paramount's KTLA, Los Angeles, which involved a half dozen shows. (Paramount, of course, owns a substantial chunk of Du Mont.)

From National Telefilm Associates, Du Mont is buying the new "Official Detective" in a deal prior to the start of Desilu filming on the series. Two Official Films shows — the just-released "Big Story," and "Sword of Freedom," the Edmund Purdom starrer filmed in Europe—are also being signed. Another overseas-shot property, "White Hunter," an African adventure series, is being obtained from Bernard L. Schubert. Du Mont outlet also spent a busy week shopping for rerun shows to be aired as strip spot carriers, signing rerun deals with Ziv's Economee TV for "Mr. District Attorney," with ABC Film Syndication for "Douglas Fairbanks," and with Telestars, the Weintraub-Schubert firm, for "Reader's Digest."

On "Big Story," first-run syndication entry starring Burgess Meredith, it was the Du Mont-KTLA decision to buy the show—even before Official Films had a pilot of any sort—that kicked off OF's decision to go with the vidfilm series in syndication, since the combined buying power of the three outlets spelled a \$250,000 advance order. Du Mont is likely to add extra financial weight to lever out other choice properties.

Executives of Du Mont are meeting with other station groups with common ownership which add up to a total of over a dozen stations in major markets, and may soon be able to guarantee a producer a sizable percentage of negative costs.

KTTV-Westinghouse (which teamed with WPIX, New York and

the Screen Gems "Casey Jones" purchase recently) has not been idle. Westinghouse, KTTV, Los Angeles, WPIX, here, and WGN, Chicago are negotiating for a licensing agreement with Official Films on "Decoy," a police vidfilm series starring a girl, Beverly Garland. Westinghouse, however, has not joined any formal group. It wants to keep its program buying combinations fluid.

KTTV has also placed an order for "The Grey Ghost," a Civil War series, on a West Coast regional basis from CBS Film Sales, which, after pitching the show nationally for some time, is apparently now

ready to release it for syndication.

General Teleradio, the third active group, is reported to be linking its sizable buying power—which was more than enough to move MCA-TV's "Mickey Spillane" series into immediate syndication in a deal a month ago—to other stations including a powerhouse outlet, San Francisco's KRON-TV. The enlarged group is known to be looking over two or three telefilm series for bloc purchase, with KHJ-TV, Los Angeles meanwhile signing for reruns of the MCA-TV "Soldiers of Fortune" series.

Agencymen should not look for

(Continued on page 20)

TELEFILM RACE:

Revue 1st, Desilu 2d, SG Runs 3d

HOLLYWOOD — Revue Productions, MCA-TV subsidiary, has taken over the lead in the telefilm production race, with Desilu, Inc., second. Last year's leader, Screen Gems, drops down to third, with Warner Bros. moving up to fourth in the fast-changing picture.

Together these four companies account for approximately half the TV film production that will be turned out this year. In each case, except that of Warner Bros., some of the programs are not owned by the producing companies. Desilu, for instance, will be responsible only for under-the-line production in a majority of the series. In the case of Screen Gems and MCA-TV, most of the programs are their own. The percentage cuts and interlocking ownership rights make it difficult to draw a hard and fast rule.

These are the approximate gross production figures for the leading telefilm companies:

MCA-TV—\$20,800,000
Desilu—\$15,875,000
Screen Gems—\$10,200,000
Warner Bros.—\$8,000,000
McCadden—\$5,600,000
Four Star—\$5,500,000
Ziv-TV—\$4,800,000
Disney—\$4,000,000
TCF-TV—\$3,225,000
Don Feddersen—\$3,200,000
Official Films—\$3,100,000

Jack Wrather—\$2,800,000

Hal Roach—\$2,700,000

Filmasters—\$2,650,000

Sharpe-Lewis—\$2,500,000

CNP—\$2,200,000

TPA—\$2,000,000

MGM-TV—\$1,500,000

CBS-TV will be producing some

(Continued on page 20)

WCBS Adds 10 More Features

NEW YORK—WCBS-TV here picked up ten more features to add to its already heavy library. Three—"Short Grass" (Rod Cameron), "Underworld Story" (Dan Dur-yea), and "Affair in Monte Carlo" (Merle Oberon)—were bought from Interstate.

The other seven were purchased from Signet TV. They include such titles as "Las Vegas Shake-down," "The Big Tipoff," "Night Freight," "Port of Hell," "The Toughest Man Alive," "Treasure of the Ruby Hills," and "Betrayed Women." All were released theatrically in 1955.

Interstate, meanwhile, sold its "Public Defender" syndication rerun series to stations in five Canadian markets where it will be seen on a first-run basis, and has scored strip rerun deals with a total of four U. S. outlets on the 69-episode package.

'Capt. Grief' Sells, Climbs

NEW YORK — Guild Films racked up five sales on "Captain David Grief" last week, to put the adventure series in a total of 135 markets. New sales include WRC-TV, Washington; WILK, Wilkes-Barre, Pa.; WGLV, Easton, Pa.; WUSN, Charleston, S. C., and WLOS, Asheville, N. C.

"Grief" has risen to sixth ranking syndication show in the country with an average 16.8 rating, according to the latest Videodex figures.

Launch Syndie Sales Of New 'Big Story'

NEW YORK — With advance orders totaling \$250,000 in sales to Du Mont video outlets in New York and Washington, and to KTLA, Los Angeles, Official Films this week is launching pre-production syndication sales on a new telefilm version of "Big Story." It marks the third syndication entry from OF in as many months, the other two being "Vagabond," and "Sword of Freedom."

Revived "Big Story"—whose live network run for Pall Mall boosted the king-sized brand from obscurity to No. 5 in sales—will star Burgess Meredith as host-narrator in his telefilm series debut.

OF entry joins the list of shows being sold without a pilot. What

advance pitching has been done has consisted of pointing to the track record of the show and star, altho production of a 39-episode series, with most footage lensed on location but with some interior shooting mapped for Pyramid Productions' home base of New York, is scheduled to begin this summer.

Show has a strong local-level promotion gimmick inherent in its format, OF believes, which appeals to syndication purchasers. Since it features famous newspaper stories, the show will be shooting on location this summer and fall in a total of nearly 30 cities, affording chances for local ballyhoo and newspaper tie-ins.

TRENDEX SURVEY:

Ratings Don't Always Cross County Lines

MILWAUKEE — A 16-county phone survey by Trendex, just completed for WTMJ-TV here, offers these conclusions: A station's rating in its home county can't be projected honestly to other counties in its coverage area. There is no direct proportion between rating and size of city, county or section. The proximity of counties to the home county has no ratio to rating strength.

About 230,000 calls were completed in what WTMJ says is "the most exhaustive station area survey ever conducted." Results revealed the dominance of Milwaukee stations in the 16-county territory, with 80 per cent reporting constant tuning to Milwaukee outlets.

The survey contradicted national reports giving CBS-TV nine out of the top 10 program ratings. Viewers favored eight NBC-TV and two ABC-TV shows, with no CBS entries in the top 10.

Chesler-AAP Combo May Join Skiatron

NEW YORK — Lou Chesler, Elliot Hyman and Associated Artists Productions together with Warner Bros. interests are said to be moving into Skiatron, a major factor in the toll TV picture. The combine would join up with Matty Fox who, aside from the manufacturing of electronic equipment, controls such major facets of Skiatron as programming and the sale of franchises. Fox is close to an agreement with the Milwaukee Braves for the telecasting of their games via Skiatron when the system is approved.

Rush Leaves, Junkin Gets Official Post

NEW YORK — Herman Rush, vice-president in charge of sales, has resigned from Official Films effective August 1. Rush intends to establish his own business, but has not decided whether it will be in distribution, packaging or production.

Taking over for Rush will be Ray Junkin, also a vice-president at Official. Junkin will specialize in agency and advertiser sales, with Wells Bruen, who will be in charge of station sales, reporting to him.

SG Buys Rights To 'Brute Force' And 'Naked City'

NEW YORK — Screen Gems last week bought world rights to "Brute Force," and "Naked City" from the Mark Hellinger estate. The movies feature Burt Lancaster and Barry Fitzgerald respectively and were produced about 1948. The two pictures will be integrated in the next package of Columbia features released to TV by Screen Gems.

The distribution firm also named William E. Young its North-Central division manager and hired Harry Bubeck from Leo Burnett for its Chicago office. Young replaces Stanley Dudelson.

"SUSIE"

is sensational in Baltimore!

5:30 to 6:00 p.m. . . . monday thru friday



Warm, wonderful, winning Susie McNamara, the world's most incredible secretary... has all Baltimore in the palm of her well-manicured hand! Everybody loves her.

"Susie" is in an attractive spot where the entire family can keep up with her antics. Let her sell your product. Contact your nearest Petryman, or WBAL-TV Sales Dept.

now available for one-minute participations

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

COMMERCIAL CUES

FUND-RAISING FILM

For the first time this year Community Chest and United Fund drives across the country will be able to obtain free of production cost, a film designed to strengthen their fund-raising campaigns. The film, entitled "The Quiet Crowd," is being produced as a public service by the Procter & Gamble Company. Cost of the film to the local fund-raising campaigns will be the film print cost only—approximately \$79.

The film, described by P&G, is frankly emotional in its appeal and is designed to illustrate how various types of community agencies give extra aid to citizens, above and beyond that furnished by municipal governments. It's designed for showing within companies to employee groups, to luncheon and other civic groups, and on television.

TECHNAMATION' BOWS

A new concept and technique in TV commercials will be seen for the first time on the air when "Technamation" will be used on Chrysler's "Climax!" show, July 18, over CBS-TV. Introduced by McCann-Erickson, Chrysler's agency, "Technamation" was developed first by the Office of Naval Research and utilizes a mechanically activated transparency of optical plastics to project a live animated image. For its first TV appearance, it will be used to demonstrate the working parts of Chrysler's Torsion-Aire suspension system.

KTLA Buys Synd. Series

HOLLYWOOD — KTLA, Du Mont-Paramount station here, is moving in the direction of syndicated film programming this fall. It's the first time the channel has deviated radically from its basic policy of feature film and live programming.

According to general manager Lew Arnold, the station is acquiring at least 10 syndicated series. Several are being bought in conjunction with other Du Mont stations (see other story this issue). These are "Official Detective," "Sword of Freedom," "White Hunter," "Citizen Soldier" and "Treasures Unlimited."

Additionally, Arnold is buying several reruns, including "Byline," "Steve Wilson," "Dr. Christian," and "If You Had a Million."

ARB'S TOP 10 FILMS IN 15 KEY MARKETS

By Program Type for May

All ratings listed were in ARB's Top 10 for film series in the markets shown.

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.	
DRAMA SERIES																
ALL STAR THEATRE—																
SCREEN GEMS								17.4								
DON AMECHE—TPA				12.6												
DR. CHRISTIAN—ZIV	23.0				15.0			25.2				10.1	14.1			
HERALD PLAYHOUSE—ABC					18.1											
IF YOU HAD A MILLION—MCA											7.1					
O. HENRY PLAYHOUSE—																
GROSS KRASNE										16.6		11.3				
SAN FRANCISCO BEAT—CBS			18.8	12.5			24.2		17.6				13.5			
SECRET JOURNAL—MCA	17.0		14.9	19.1	16.3			17.1								
STAGE 7—TPA		10.8														
STAR AND THE STORY—OFFICIAL																12.7
STUDIO 57—MCA	17.2				28.8	9.2	15.7	21.4		12.4					14.7	
TOP PLAYS OF '57—																
SCREEN GEMS											8.1					
MYSTERY SERIES																
BADGE 714—NBC	18.1							20.6								13.7
CITY DETECTIVE—MCA				13.5												
ELLERY QUEEN—TPA					16.7											
MARTIN KANE—ZIV					19.4		13.5									
MR. DISTRICT ATTORNEY—ZIV				14.6									12.6			
RACKET SQUAD—ABC									9.1							
THE FALCON—NBC												12.6				
COMEDY SERIES																
AMOS 'N' ANDY—CBS						9.4										
LIFE OF RILEY—NBC									15.4				16.3	23.0		
SUSIE—TPA	15.0															
WESTERN SERIES																
ANNIE OAKLEY—CBS		14.7							10.9			12.7				8.3
BUFFALO BILL, JR.—CBS			15.6													
DEATH VALLEY DAYS—U. S. BORAX		15.0		13.6		9.2		21.0			6.7	12.9				9.0
FRONTIER—NBC		13.2	17.4													9.1
FRONTIER DOCTOR—H-TV					21.8		16.5									
LAST OF THE MOHICANS—TPA							19.9						12.9			
RANGE RIDER—CBS							12.2									
SHERIFF OF COCHISE—NTA	15.1	14.7	18.2	13.6	26.9	21.0	23.0	18.9		15.2			15.2	15.1	11.2	
WILD BILL HICKOK—																
SCREEN GEMS		11.8														13.5
ADVENTURE SERIES																
BYLINE—M&A ALEXANDER												12.7				
CODE 3—ABC										10.7	7.9					
COMBAT SERGEANT—NTA			18.8													
CRUSADER—MCA							16.5									
HIGHWAY PATROL—ZIV	21.8	21.1	20.1		28.8	22.9	39.3	35.3	23.4	12.0	15.6	19.5	23.5	22.1		
I LED 3 LIVES—ZIV			17.4							11.5						
JUNGLE JIM—SCREEN GEMS																8.7
MEN OF ANNAPOLIS—ZIV		19.3		11.8		16.4	15.1		9.8		6.9		14.9			8.6
RAMAR OF THE JUNGLE—TPA																8.8
SCIENCE FICTION THEATRE—ZIV	25.3								10.5							
SEARCH FOR ADVENTURE—BAGNALL			15.2						13.2	14.4			25.7	32.0		
SILENT SERVICE—NBC		17.2		17.4	17.7	15.0							12.9	22.0	9.8	
SOLDIERS OF FORTUNE—MCA					13.5	9.7						14.6				9.7
STATE TROOPER—MCA	14.1		19.1	23.4		16.8	15.5			15.7		13.2				
SUPERMAN—FLAMINGO	16.5	11.2	15.1	12.4						10.8						
WATERFRONT—MCA		10.7	25.7			9.1	17.6					14.9	14.6			
WHIRLYBIRDS—CBS									13.5				14.9	23.9		



NOW!
J. Carrol Naish

The NEW adventures of CHARLIE CHAN

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



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

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

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Slot 'Flicka,' New and Old

NEW YORK — NBC-TV will slot "My Friend Flicka" Mondays, 7:30-8 p.m., next season in an unusual combination of 13 first-run and 26 second-run stanzas, a major departure from the common 39-and-13 formula.

Moving into the Tuesday 7:30-8 p.m. spot this fall will be "Panic," currently telecast by the web one hour later, but due to make way for the last half of the Gobel-Fisher hour. New product will be shot in the "Panic" series.

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

Looking for Sales?
try
"HOLLYWOOD'S BEST"



Showing the best feature films in town every night at 11:15

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

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, Fort Wayne; KEX, Portland, Oregon; KPIX, San Francisco; WIND, Chicago; WAAM-TV, Baltimore; WBZ-TV • WBZ + WBZA, Boston; KDKA • KDKA-TV, Pittsburgh; KYW • KYW-TV, Cleveland; KPIX represented by THE KATZ AGENCY, INC. All other W&O Stations represented by PETERS, GRIFFIN, WOODWARD, INC.



Film Biz Booming On Gold Medal Lot

NEW YORK—From a standing start a year ago, New York's Gold Medal Studios has become the biggest film studio rental operation in the East, sparking a resurgence of Eastern filming by housing telefilm, video commercial and feature productions totaling \$2,600,000 at the budget level in the past 12 months, according to GM president Martin H. Poll.

Demand for available space in the 200,000-square-foot studio has grown to a point where Poll is launching construction of an additional three stages to be added to the two original Bronx buildings, which once were the Biograph Studios, and expanding present extensive facilities for screening, editing, scenic construction, makeup, commissary and the like.

Rental TV producers have included Sidney Kingsley's "World in White" pilot, the "Decoy" pilot by Pyramid for Official Films, Procter's "Precinct 21" for CBS and Frank Cooper's "Man Against Crime" pilot for ABC Film.

A deal is also being firmed to lease interiors on the new 39-episode "Big Story" syndicated telefilm series, produced by Pyramid for Official release, which will give Gold Medal a solid base in rental income for the better part of a year.

Commercial producers regularly lensing at Gold Medal in the past year have included MPO, Shamus Culhane and Van Praag. Latter, incidentally, used one 110-by-90 studio to do commercial footage for Esso which showed, on an interior set, a full-sized gas station, a section of road and a total of 11 cars in movement. Another Van Praag telefilm effort called for a Dodge car on a small tropical island surrounded by rippling water.

Feature producers have included Elia Kazan's Newton Productions ("Face in the Crowd"), and Aurora Productions ("Mr. Rock and Roll"). TV writer Paddy Chayefsky's first independent production "The Goddess," will soon start shooting in Poll's revamped studio.

Poll attributed "agency pressure

to end the New York-to-Hollywood trek by executives" as a major reason for the standing-room-only business at Gold Medal in the telefilm field, with a major saving in cost—as much as 47 per cent less—between Eastern and Hollywood filming also a key factor.

Somewhat tongue-in-cheek, Poll cited a possible new film trend based on Chayefsky's upcoming film, which "will shoot its interiors in New York and its exteriors on location in Hollywood."

CALNATRON HERE

CNP Lifts Veil on New TV Doodad

NEW YORK — California National Productions last week unveiled its new electronic system, Calnatron, for sight-and-sound presentations. Perfected by CNP's film service sales department, it is available for business, political and educational meetings, as well as TV and legit shows.

Calnatron takes up where Telemation, the recently previewed TelePrompter system, leaves off. It produces electronically recorded film in quantity with speed, useful for making presentations or a permanent record of same. CNP and its parent company, NBC-TV, plan to employ Calnatron for a reference library of films of Broadway shows, telecasts and industrial shows which merit further study, transposition into feature films or other media or distribution as educational seminars.

Telemation allows a single operator to execute all cues in any type of presentation or performance, including film, but does not include the making of film segments or a permanent record of the event.

NOTES, STOCK

NTA Lands \$6.9 Mil for New Moves

NEW YORK—NTA's bank balance jumped upward \$6,983,000 last week, accompanied by an informal champagne party in prexy Ely Landau's office and a round of new National Telefilm Associates plans.

Fiscal windfall came in the form of drafts from the group of 30 underwriters who launched NTA's latest long-term notes and common stock, with \$4,600,000 arising from the notes and \$2,383,000 from the shares. (Biggest bankroller: Wall Street's Cantor, Fitzgerald firm, in for \$2.5 million on the notes and 50,000 shares at \$7.75.)

With the added capital, fast-moving NTA is mapping several immediate expansions. Telefilm production is due to be enlarged, with "Official Detective" package due to roll under the Desilu banner and further series production on "Sheriff of Cochise." Film network operations will also grow during the summer, with the newly organized "barter" subsidiary swapping film for time on behalf of Exquisite Form and exploring similar deals for other blue chip accounts. Deals are also being discussed for further feature product, with talk centering on the backlog of the King Brothers duo.

Film Series to Live Com'cials

HOLLYWOOD—Several filmed series will use live instead of filmed commercials this fall. Altho the integration of filmed spots into live programs has been a common practice, the reverse has been tried only in rare instances to date.

Apparently, however, a number of advertisers who want to keep their copy fluid to meet changing competition and provide special pitches at different times of the year now feel that live spots will serve them better than film. The problem with film is that the copy must be prepared some six to eight weeks in advance, and that, in order to amortize the \$6,000 to \$10,000 average cost, the spot must be used over and over again.

Plymouth is already using live spots (pre-kinescoped) on "Date With the Angels," and Remington Rand will do the same on "Wally and the Beaver." So, reportedly, will Liggett & Myers on "Gun-smoke," at least part of the time, with other advertisers possibly following suit.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
DRUGS AND TOILETRIES			
Toiletries & Toilet Goods			
Prel Shampoo, Benton & Bowles (This Is Your Life)....	1 (60), 2 (20)	FA	Academy
Lifebury, MacLaren.....	2 (60)	FA	Academy
Colgate-Palmolive, Cashmere Bouquet, Bryan Houston....	2 (60)	LA	Hal Roach
Helene Curtis, Spray Net, Earle Ludgin....	2 (60)	LA, SE	Hal Roach
Toni, Hush, Tatham-Laird.....	1 (10)	SE	Hal Roach
Mennen Hair Creme, Grey (Robt. Montgomery Presents)....	1 (20)	LA	Transfilm
Procter & Gamble, Pin-It Permanent, Grey....	1 (60), 1 (20)	LA, SA, SE	Transfilm
5-Day Labs, 5-Day Pads, Grey....	1 (60)	LA, SA	Transfilm
Schick, Lady Schick, Wyrwick & Legler....	6 (60)	LA	MPO
Amer. Safety Razor, Supreme Haircut Kit, BBD&O....	1 (55), 1 (60)	LA	Vidicam
Amer. Safety Razor, Pal Blades, BBD&O (Game of the Week)....	1 (60), 1 (55), 2 (60), 3 (55)	LA, FA	Vidicam
Sterling Drug, Dr. Lyons Tooth Powder, Dancer, Fitzgerald & Sample....	1 (40)	LA, FA	Vidicam
Helene Curtis, King's Men, Ed Weiss, Stopette, Earle Ludgin....	—	NA	Serra
Helene Curtis, Suave, Gordon Best....	1 (30)	FA	Ray Patin
Andrew Jergen, Woodbury Shampoo, Robt. Orr (Steve Allen)....	1 (60)	LA	Peter Elgar
Schick, Electric Shavers, Benton & Bowles....	—	NA	MPO
Bulova, Shavers, Mar-halk & Pratt....	—	NA	MPO
Helene Curtis, Stopette, Earle Ludgin (Oh! Susanna, What's My Line? Washington Square)....	1 (60)	LA	Robt. Lawrence
Carter, Arrid and Nair, Cozyfield, Brown....	1 (60)	LA	Robt. Lawrence
Helene Curtis, Endon, Ed Weiss (What's My Line? Oh! Susanna, Washington Square)....	1 (20)	LA	Robt. Lawrence
Revlon, Moon Drops, C. J. LaRoche....	1 (51)	LA	Jack Berch
Revlon, Clean & Clear, C. J. LaRoche....	1 (44)	LA	Jack Berch
Revlon, Top Brass, Silclair, Emil Mogul....	—	NA	Film Creations
Bristol-Myers, Ipana, DCS&S (Alfred Hitchcock, Playhouse 90)....	1 (60)	FA	Paul J. Fennell
Bristol-Myers, Vitalis, DCS&S....	2 (20)	SA	Paul J. Fennell
Max Factor, Creme Puff, Doyle, Dane Bernbach....	1 (60)	LA	Cascade
BUSINESS, FINANCIAL			
Consumer Services			
Household Finance, Loans, Needham, Louis & Brody....	1 (60)	FA (C)	Academy
Commonwealth Edison, Light and Power, Leo Burnett....	2 (20)	FA	Playhouse
Electric Power of Indiana, Reddy Kilowatt, Central Advg....	1 (12)	SM	Filmack
Raytheon Mfg., TV and Radio Repair, Walter B. Snow....	1 (60), 1 (50), 1 (20), 1 (15), 1 (67)	FA, SE	Beacon
Insurance, Banks			
National Board of Fire Underwriters, Insurance, J. M. Mathes....	3 (20), 3 (15)	FA	Academy
First National Bank in Dallas, Rogers & Smith....	1 (20)	FA	Keitz & Herndon
United States National Bank, Allen & Reynolds....	2 (60), 4 (20), 5 (08)	FA (C)	Commercial-Syndicated
Industrial Materials			
Texas Dry Concrete, Sakrete, Glenn U. S. Rubber, U. S. Trilok, Fleicher D. Richards (Navy Log)....	1 (60)	LA, SA, J	Transfilm
Union Carbide, J. M. Mathes....	—	NA	Wilding
U. S. Steel, Homes, BBD&O (U. S. Steel Hour)....	1 (150)	LA	Vidicam
Westinghouse Electric, Micro-Wave Pipeline, McCann-Erickson (Studio One)....	1 (90)	LA	James Love
Tall Turrets, McCann-Erickson (Studio One)....	1 (90)	LA	James Love
Alcoa, Aluminum Construction, Fuller-Smith & Ross....	—	NA	Elliot, Unger & Elliot
Paxton & Vierling Steel, Steel, Allen & Reynolds....	6 (60)	LA	Christensen-Kennedy
GENERAL SECTION			
Smoking Materials			
R. J. Reynolds, Camels, Wm. Esty, (Mr. Adams and Eve, Phil Silvers, Wire Service)....	3 (60)	LA, SA	Transfilm
P. Lorillard, Old Gold, Lennen & Newell (Jackie Gleason)....	3 (60)	LA, FA, SE, J	Transfilm
Kreiser Lighters, Zions Advg....	1 (50)	LA	Van Praag
Holiday Cigarettes, Reach-McClintock....	2 (60)	SA, LA	Van Praag
R. J. Reynolds, Winston, Wm. Esty....	4 (60)	LA	Robt. Lawrence
American Tobacco, Lucky Strike, BBD&O....	2 (60)	SA	Robt. Lawrence
Jewelry, Optical Goods, Cameras			
Bulova Watch, Bulova, McCann-Erickson....	3 (20)	SE	Hal Roach
Scripto, Pens & Pencils, Donahue & Coe....	1 (60), 2 (20)	LA, FA	Transfilm
Speidel, ID Bracelets, Norman, Craig & Kummel....	1 (40)	LA, FA	Transfilm
Bulova Watch, McCann-Erickson (Jackie Gleason)....	1 (20), 1 (60), 1 (75), 1 (110), 1 (180)	LA	Van Praag
Speidel, Men's Watchbands, Norman, Craig & Kummel (Arthur Murray)....	1 (45)	LA	Video
Bulova Watch, McCann-Erickson....	—	NA	MPO
Eastman-Kodak, J. W. Thompson....	—	NA	Elliot, Unger & Elliot
Miscellaneous			
U. S. Navy Recruiting....	3 (60), 4 (20)	FA	Playhouse
Northern Pacific RR, BBD&O....	3 (60), 1 (20)	FA	Playhouse
Black Flag, Geyer....	2 (60), 2 (20)	LA, FA	Transfilm
U. S. Rubber, Chemical Sprays, Fletcher D. Richards (Navy Log)....	3 (60)	LA, FA, J	Transfilm

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FRED A. NILES Productions, Inc.

Films for theatre, TV and industry

W. HUBBARD ST., CHICAGO 10, ILL.*

* the address of Chicago's
PACE-SETTING
FILM COMPANY



6 OUT OF 7

top syndicated shows are ZIV shows
IN COLUMBUS GA.

Pulse, Mar. '57



Ziv sets the pace
in syndication!
Time after time...
in city after city!

- #1 MEN OF ANNAPOLIS..... 44.0
- #3 HIGHWAY PATROL..... 32.8
- #4 SCIENCE FICTION THEATRE... 32.3
- #5 MR. DISTRICT ATTORNEY..... 30.8
- #6 I LED 3 LIVES..... 29.8
- #7 DR. CHRISTIAN..... 26.8

ZIV TELEVISION, INC.

More Stations Buying UA Color Features

NEW YORK—A growing number of TV stations are competing this summer with theatrical features in one of the exhibitor's last strongholds—color.

With nearly half of its newest, post-1948 package of 52 features originally lensed in color, United Artists is now making firm deals with some 10 stations to telecast multichrome features in color TV, and is in various discussion stages

with an additional 30 outlets all in key TV markets.

Upbeat of color interest is due in part to the near-current aspect of UA's color features available for tint TV, which includes "African Queen," Oscar-winner (for color) "Moulin Rouge," and "The Purple Plain," among others. Such sure-fire tinters are viewed by stations as a strong boost for color set sales, which have definitely slowed.

Interest in color features is highest, naturally enough, with the biggest metro market powerhouses, with UA having inked deals with stations in San Francisco, Boston and Milwaukee. But outlets in markets like Indianapolis and Bay City are also signing for UA colorcasts, sales chief John Leo reported last week.

UA has evolved a workable formula for pricing its features in color. Since the 52-title package is not sold en masse but on an individual basis, with prices keyed to the strength of the title, the color print service charge is calculated as a percentage of the station's license fee for the picture. This sliding scale produces extra charges that range from a typical \$400 or so in large markets down to \$125 or less for the same picture on small TV outlets, usually on a three-time play.

For the most part, stations gets brand-new color print on each such feature they buy, since a 35-mm. tint copy is good only for four or five plays before quality reduction sets in. Also, UA's new TV color prints are now carefully processed to match existing color TV standards and are not really suitable (they are specially "greyed" for correct video color rendition) for non-TV showing, just as original theatrical color is difficult to handle on TV.

Warners Gives All to Sponsor

HOLLYWOOD—The television sponsor is now treated on the Warner lot with the sort of awed reverence once afforded an owner of a 400-theater exhibition chain.

A million-dollar, 130-office building is soon to begin construction, and will be used solely for TV executive, editorial and projection purposes. And a four-horse parlay of Westerns—"Maverick," "Sugarfoot," "Colt .45" and the veteran "Cheyenne"—will be in production or revamped sound stages which once housed feature productions like "Casablanca" and "Captain Blood."

Sponsors on Warners film client list currently bankrolling a \$15,000,000 telefilm production program include General Electric, American Chicle, Kaiser, Campbell Soup, Bell Telephone, Eastman Kodak, Lever Bros., RCA, General Motors, Gillette, P&G and Kellogg.

'Fire Fighters' Pilot Finished; CBS Lifts Aim

NEW YORK — Another made-in-New York teleseries is about to hit the film market.

Footage for Ed Byron's "Fire Fighters" pilot was completed last week, with the finished film due for delivery to CBS TV Film Sales, who underwrote production, on July 19.

Half-hour series was originally pegged by CBS as a syndication contender, but high quality of director Frank Telford's advance footage is causing CBS film sales execs to think now in terms of pitching for a prime network exposure with one of the blue-chip accounts still not committed for a full show.

Altho the series title suggests blazing buildings and people jumping into nets, theme of the show is quite different, veteran producer Ed Byron revealed to The Billboard, with the accent "strongly on human relations." Pilot script by George Bellak, in fact, doesn't call for a single fire scene. As mapped, the series will revolve around Mark Miller (seen in stage version of "Bus Stop") as a young fire dept. lieutenant assigned to various branches of the New York City service, with the personal story element emerging as it did in Byron's successful TV-radio live "Mr. District Attorney" series for Bristol-Myers.

Series production now being toolled by Byron and CBS will mark the first major New York telefilm operation of the season. Action exteriors call for shooting in and around New York, using fireboats, helicopters, fire engines, laboratories and so on.

SELF-CONFIDENCE

CNP Rolling 4 Series (\$3 Mil) Sans Client

NEW YORK — California National Productions is moving ahead on a \$3,000,000 investment in four 39-episode series without a single advertiser commitment, testing its new policy of backing its own judgment of prototype sample episodes.

"Union Pacific" and "Boots and Saddles," the two Western adventure shows whose prototypes have just been approved at CNP, will resume production immediately, soon to be followed by the second group of 39 episodes for "The Silent Service," submarine series which debuted in April. This fall, an untitled costume seafaring drama begins filming in England.

"Only after CNP has satisfied the continuing non-network demand will we make available any series to national advertisers or networks," says CNP president Bob Levitt. "It is CNP's intention always to have one series in the can as well as the series being offered for sale. No sales effort will be made on any project until the management has firmly decided to undertake making the entire series."

"Boots and Saddles" will be offered for sale this week, "Union Pacific" and the second version of "Silent Service" around Labor Day, and the British series in December.

Doerfer Says No Law Bars Pay Broadcast

WASHINGTON — Paralleling the industry argument on subscription television at the Federal Communications Commission last week was the climax of a running battle between Chairman Owen Harris (D., Ark.) of House Commerce Committee and new FCC Chairman John Doerfer. Harris had scolded the Commission for its "Amazing" failure to issue formal legal justification for its authority in the pay-TV matter. Chairman Doerfer's recently released answer (9) said that the agency was not yet "authorizing" anything—it was only making further inquiries at this time.

To satisfy the Congressman, FCC presented a legal memorandum pointing out that there was nothing in the communications statute "prohibiting" a pay broadcast service on television. Nor had any legislation been written to that effect.

On the other hand, FCC said, it was expressly commanded by the statute to study new and effective uses of broadcast frequencies, as long as they are in the public interest. However, Doerfer pointed out that if data and comment indicate that a "Meaningful" trial for pay television would have to be large-scale, additional "regulatory" powers might be needed by the FCC. In this case, "We would refer the matter to Congress."

Genesee Brewing With M&P, Not Rogers & Porter

NEW YORK — The Billboard last week inadvertently moved an account back to an agency from which it had recently exited.

Genesee Brewing is now on the client list of Marschalk & Pratt division of McCann-Erickson, not its former regional agency, Rogers & Porter.

Since the move, television activity by Genesee has increased. "Championship Bowling" syndicated vidfilms have been renewed for eight markets, the decisions are currently being made on continuing with various other syndicated properties such as "Field and Stream" and "Highway Patrol," now operative. Fall TV activity is generally expected to be "heavy."

U. S. Steel, Highways, BBD&O (U. S. Steel)....	1 (180).....	LA	Vidicom
Eastern Air Lines, Fletcher D. Richards..	2 (20).....	SA	Van Praag
Purinton, Air Purifier, Noeman Gladney..	2 (20).....	LA	Van Praag
American Legion Auxiliary, Poppy Campaign....	1 (50).....	NA	Van Praag
Stop & Shop Supermarkets, Arnold.....	3 (20).....	FA	TV Screen
J. C. Penney, Ralph Allum.....	1 (60).....	FA	Soundac
Wilco, Big Insect, Edw. J. Robinson.....	NA	Sarra
Herzog Realty, Reincke, Meyer & Finn..	1 (60).....	FA	Five Star
Park & Tilford, Tintex.....	1 (20).....	FA	Five Star
Westinghouse Electric, Elevators (Studio One)....	1 (60).....	LA	Fred Niles
Fire Control.....	4 (10).....	LA (C)	Film Creations
Ball Park Lighting....	1 (90).....	LA	James Love
National Food Stores, Ruffledge & Lilientfeld....	1 (90).....	LA	James Love
Park & Tilford, Tintex, Emil Mogul....	1 (90).....	LA	James Love
	10 (30).....	LA	Kleiman
	NA	Film Creations

(Continued next week)

'Bush Pilot' Set to Shoot

NEW YORK — Bernard Vann Markin will shoot a pilot film of a new series titled "Bush Pilot." The Canadian producer, now looking for male and female leads for the series, has leased a 75-acre tract in Quebec on which most of the action will take place. Larry Doherty will direct.

Warners and 'Popeye' Roll Up AAP Sales

NEW YORK—Associated Artists Productions is continuing its steady sales of Warner Bros. Features and cartoons, as well as its "Popeye" package, sales were scored last week with outlets in Indiana, Idaho, Alabama, Nevada and Texas. Markets included Elkhart, Boise, Montgomery, Galveston-Houston and Las Vegas.

PLAN YOUR FUTURE IN FLORIDA MERRITT ISLAND

ON THE ATLANTIC OCEAN—EAST OF TITUSVILLE
HOMESITES — 50x100 — HOMESITES
IN THE HENRY FORD SUBDIVISION

\$50⁰⁰ DOWN — \$20.00 PER MONTH
TOTAL PRICE \$350 EACH
CORNER LOTS 60x100—\$399.50

• 5 Minutes to Bathing Beach, Fishing • 15 Minutes to Shopping, Schools, Churches
MAPS AND BROCHURES ON REQUEST
FRED SCHNEIDER & CO.
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"SELLING FLORIDA TO THE REST OF THE WORLD"

All these Notes with Warrants attached having been sold, this announcement in so far as it relates to such securities appears as a matter of record only. The offering of the Common Stock is made only by the Prospectus.

NEW ISSUES



National Telefilm Associates, Inc.

\$5,000,000

6% Sinking Fund Subordinated Notes, due June 15, 1962

With Common Stock Purchase Warrants

350,000 Shares

Common Stock

Price \$7.75 per share

The Prospectus may be obtained in any State in which this announcement is circulated from such of the Underwriters as may legally offer the securities in such State

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July 15, 1957

PULSE FILM RATINGS for April

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

The Pulse Audience Composition Studies

Syndicated Film Western Shows

APRIL RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Sheriff of Cochise (NTA)	14.4	1.	Stories of the Century (Hollywood)	83
2.	Annie Oakley (CBS)	13.7	2.	Frontier (NBC)	81
3.	Death Valley Days (U. S. Borax)	13.4	3.	Death Valley Days (U. S. Borax)	79
4.	Cowboy G-Men (Flamingo)	12.7	4.	Frontier Doctor (Hollywood)	78
5.	Sky King (Nabisco)	11.9	5.	Sheriff of Cochise (NTA)	62
6.	Wild Bill Hickok (Kellogg)	11.5	6.	Annie Oakley (CBS)	57
7.	Last of the Mohicans (TPA)	11.0	7.	Gene Autry (1 hour) (CBS)	56
8.	Cisco Kid (Ziv)	10.9	8.	Gene Autry (1/2 hour) (CBS)	54
8.	Steve Donovan, Western Marshal (NBC)	10.9	9.	Hopalong Cassidy (1/2 hour) (NBC)	53
10.	Buffalo Bill Jr. (CBS)	10.0	10.	Brave Eagle (CBS)	49

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Death Valley Days (U. S. Borax)	81	1.	Annie Oakley (CBS)	90
2.	Sheriff of Cochise (NTA)	77	1.	Buffalo Bill Jr. (CBS)	90
3.	Frontier (NBC)	74	2.	Kit Carson (MCA)	88
4.	Stories of the Century (Hollywood)	71	3.	Sky King (Nabisco)	87
5.	Hopalong Cassidy (1/2 hour) (NBC)	61	4.	Cisco Kid (Ziv)	86
7.	Cisco Kid (Ziv)	59	5.	Cowboy G-Men (Flamingo)	85
7.	Gene Autry (1/2 hour) (CBS)	59	6.	Hopalong Cassidy (1 hour) (NBC)	84
7.	Rango Rider (CBS)	59	7.	Steve Donovan, Western Marshal (NBC)	84
10.	Wild Bill Hickok (Kellogg)	57	9.	Gene Autry (1 hour) (CBS)	83
			10.	Hopalong Cassidy (1/2 hour) (NBC)	82

Synd. Film Miscellaneous Shows

APRIL RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Looney Tunes (Guild, Assoc. Artists)	13.1	1.	Patti Page (Screen Gems)	88
1.	Popeye (Assoc. Artists)	13.1	2.	Rosemary Clooney (MCA)	85
3.	Rosemary Clooney (MCA)	11.2	3.	Liberace (Guild)	81
4.	Patti Page (Screen Gems)	7.9	4.	Victory at Sea (NBC)	69
5.	Victory at Sea (NBC)	7.2	5.	Kingdom of the Sea (Guild)	64
6.	Championship Bowling (Schwimmer)	6.6	6.	Championship Bowling (Schwimmer)	62
7.	Little Rascals (Interstate)	6.5	7.	Bowling Time (Sterling)	61
8.	Bowling Time (Sterling)	5.4	8.	Popeye (Assoc. Artists)	29
9.	Kingdom of the Sea (Guild)	5.3	9.	Looney Tunes (Guild, Assoc. Artists)	27
10.	Liberace (Guild)	2.4	10.	Little Rascals (Interstate)	24

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Championship Bowling (Schwimmer)	83	1.	Looney Tunes (Guild, Assoc. Artists)	95
2.	Victory at Sea (NBC)	77	2.	Popeye (Assoc. Artists)	94
3.	Bowling Time (Sterling)	73	3.	Little Rascals (Interstate)	91
4.	Rosemary Clooney (MCA)	71	4.	Rosemary Clooney (MCA)	18
5.	Patti Page (Screen Gems)	70	5.	Kingdom of the Sea (Guild)	17
6.	Kingdom of the Sea (Guild)	67	6.	Liberace (Guild)	13
7.	Liberace (Guild)	34	7.	Victory at Sea (NBC)	12
7.	Popeye (Assoc. Artists)	34	8.	Championship Bowling (Schwimmer)	11
9.	Little Rascals (Interstate)	19	8.	Patti Page (Screen Gems)	11
9.	Looney Tunes (Guild, Assoc. Artists)	19	10.	Bowling Time (Sterling)	2

STATION SIGNALS

FUN AND EDUCATION

Five hundred children from nine orphanages and welfare homes in the Washington, D. C., area were treated to four days at the beach thanks to the Washington Junior Chamber of Commerce, station WTOP-AM-TV and the people of Washington. The overwhelming success of the "Dollars for Orphans" annual campaign, conducted at Christmas, provides the funds for the summer program. . . . WRCV-TV, NBC's o&co station in Philadelphia, recently became the first local TV station to receive the highest honor bestowed by the educational profession. It was awarded a 1957 School Bell Award at the concluding general assembly of the Centennial Con-

vention of the National Education Association, held in Philadelphia last week. The annual award is sponsored by seven national organizations of parents, school administrators, teachers, school board members and the U. S. Office of Education.

AWARDS AND CHARITIES

Special commendation for "excellent reporting" and co-operation during the 1957 Golden Gate Trade and Maritime Festival was presented to KPIX-Westinghouse, San Francisco, by the San Francisco Area World Trade Association. . . . Richard E. Booth, executive director of the Greater New York Fund, presented WAAT and WATV, New York, a dual citation for outstanding service in behalf

of the fund. . . . The 16-hour "Celebrity Parade" for cerebral palsy, conducted by WSUN-TV, St. Petersburg, Fla., last week, is expected to reach the \$75,000.00 mark.

Thomas F. Conway has been upped to news editor of WNBC and WKNB, West Hartford, Conn. . . . Steve Ellis, reporter and commentator, has joined WPST-TV, Miami, as sports director. . . . Richard Howard of KHJ-AM-TV, Hollywood, was married to Suzanne Scallon at Las Vegas, Nev. Martha Raye took time off from her nitery stint to act as maid of honor for the ceremony. . . . George M. Burbach, general manager of KSD, St. Louis, has left for Coronado, Calif., for his annual summer vacation. . . . Erick Hazelhoff, author, lecturer and former NBC executive, has joined the Munich staff of Radio Free Europe as deputy European director. He succeeds Allan A. Michie, now associated with Newsweek, Inc.

PULSE LOCAL RATINGS FOR MAY

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

ATLANTA

3 TV STATIONS—217,000 TV HOMES
Population—778,900 (23d in U. S.)
Buying Income—\$1,361,091,000 (24th)
Retail Sales—\$1,093,106,000 (21st)
Food Sales—\$211,835,000 (23d)
Drug Sales—\$35,608,000 (23d)
Automotive—\$201,453,000 (22d)
Above figures include following counties: Cobb, De Kalb, Fulton.

TOP NETWORK SHOWS

1.	Perry Como, WSB, S.	35.5
2.	I've Got a Secret, WAGA, W.	34.2
3.	Millionaire, WAGA, W.	33.2
4.	Bob Hope, WSB, Su.	32.1
5.	Alfred Hitchcock, WAGA, Su.	31.9
5.	Ed Sullivan, WAGA, Su.	31.9
7.	G. E. Theater, WAGA, Su.	31.4
8.	Lawrence Welk, WLW-A, S.	30.9
8.	Life of Riley, WSB, F.	30.9
8.	Red Skelton, WAGA, T.	30.9

TOP MULTI-WEEKLY SHOWS

1.	Waterfront, WAGA, W, Th.	14.3
2.	Queen for a Day, WSB, M-F.	13.9
3.	Mickey Mouse Club, WLW-A, M-F.	12.4
4.	Search for Tomorrow, WAGA, M-F.	11.6
5.	Comedy Time, WSB, M-F.	11.4
6.	Brighter Day, WAGA, M-F.	11.0
6.	Guiding Light, WAGA, M-F.	11.0
6.	Love of Life, WAGA, M-F.	11.0
6.	Modern Romances, WSB, M-F.	11.0
10.	Hopalong Cassidy, WAGA, T, Th.	10.8

TOP FEATURE FILMS

Once-Weekly		
1.	MGM Playhouse, WSB, Su.-12:15-2:30	24.5
2.	20th Century Playhouse, WSB, Su.-10:00-12:00 mid.	21.3
3.	Armchair Playhouse, WSB, S.-3:00-4:30	12.7
4.	Gold Cup Movies, WLW-A, S.-9:30-11:00	11.2
5.	Action Theater, WSB, S.-4:30-5:30	10.0

Multi-Weekly		
1.	Late Show, WSB, M-Th., Su.-10:45-12:00 mid.	12.3
2.	Armchair Playhouse, WSB, M-F.-12:15-2:00	10.0
3.	Movietime U. S. A., WLW-A, M-F., Su.-10:45-12:00 mid.	6.6
4.	Lucky II, WLW-A, M-F.-12:45-2:00	4.0
5.	Movie at 11, WLW-A, M-F.-11:00-12:30	3.8

TOP SYNDICATED FILMS

1.	Dr. Christian (Ziv), WSB, W.-9:30	25.7
2.	State Trooper (MCA), WAGA, W-10:00	22.7
3.	Sheriff of Cochise (NTA), WSB, W-10:00	21.1
4.	Man Called X (Ziv), WAGA, M.-10:00	21.0
5.	Science Fiction Theater (Ziv), WAGA, T.-9:30	19.9
6.	Highway Patrol (Ziv), WAGA, F.-10:00	19.7
7.	Badge 714 (NBC), WSB, M.-9:30	19.5
8.	Men of Annapolis (Ziv), WAGA, Th.-10:00	19.2
9.	Lone Wolf (MCA), WSB, Su.-9:30	18.9
10.	I Search for Adventure (Bagnall), WSB, T.-9:30	18.5
11.	Superman (Flamingo), WSB, Th.-7:30	18.2
12.	Dr. Hudson's Secret Journal (MCA), WSB, Th.-10:00	17.9
12.	Studio 57 (MCA), WAGA, F.-10:30	17.9
14.	Suzie (TPA), WSB, M.-10:00	16.9
14.	Mr. District Attorney (Ziv), WAGA, S.-10:00	16.9
16.	Rosemary Clooney (MCA), WAGA, T.-10:00	16.2
16.	Man Behind the Badge (MCA), WLW-A, F.-10:00	16.2
18.	O'Henry Playhouse (Gross-Krasne), WSB, Su.-2:30	15.5

PROVIDENCE

2 TV STATIONS—195,600 TV HOMES
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)
Retail Sales—\$809,372,000 (27th)
Food Sales—\$176,867,000 (28th)
Drug Sales—\$29,233,000 (27th)
Automotive—\$150,484,000 (28th)
Above market statistics are for Providence-Pawtucket and include the following counties: Bristol, Kent, Providence.

TOP NETWORK SHOWS

1.	Perry Como, WJAR, S.	48.6
2.	Groucho Marx, WJAR, Th.	47.5
3.	Gunsmoke, WPRO, S.	46.8
4.	Jane Wyman, WJAR, T.	46.3
5.	Boxing, WJAR, W.	44.8
6.	Phil Silvers, WPRO, T.	43.5
7.	Ed Sullivan, WPRO, Su.	41.4
8.	Godfrey's Talent Scouts, WPRO, M.	41.3
9.	I Love Lucy, WPRO, M.	40.8
10.	Born and Allen, WPRO, M.	40.3

TOP MULTI-WEEKLY SHOWS

1.	Salty Shack, WPRO, M-F.	22.8
2.	Esso Reporter, Weather (11 p.m.), WJAR, M-F.	18.7
3.	Looney Tunes, WJAR, M-F.	18.3
4.	CBS News, WPRO, M-F.	17.6
5.	Mickey Mouse Club, WPRO, M-F.	17.3
6.	Super Cartoon, WJAR, M-F.	16.3
7.	News, Weather (11 p.m.), WPRO, M-F.	16.1
8.	NBC News, WJAR, M-F.	15.8
9.	News, Sports, Misc. (6-6:45), WJAR, M-F.	15.3
10.	Guiding Light, WPRO, M-F.	14.7

TOP FEATURE FILMS

Once-Weekly		
1.	Big Movie, WJAR, S.-10:30-12 mid.	23.2
2.	First Night, WJAR, Su.-10:30-12 mid.	18.3
3.	Premiere Performance, WJAR, M.-11:15-12 mid.	14.0
4.	Best 5 Movie, WJAR, Su.-12:30-1:30	12.4
5.	Saturday Movie Matinee, WPRO, S.-2:00-4:00	8.5

Multi-Weekly		
1.	Million \$ Movie, WJAR, T.-F.-11:15-12 mid.	12.3
2.	Hollywood Cavalcade, WPRO, M.-S.-11:15-12 mid.	11.9
3.	Matinee, WJAR, M-F.-1:00-2:00	7.0
4.	Morning Movie, WJAR, M-F.-8:45-10:00	4.2

TOP SYNDICATED FILMS

1.	Highway Patrol (Ziv), WJAR, T.-10:30	26.3
2.	Sheriff of Cochise (NTA), WPRO, S.-7:00	24.3
3.	Esso Golden Playhouse (Official), WPRO, S.-10:30	23.8
4.	Dr. Hudson's Secret Journal (MCA), WPRO, T.-7:00	22.5
5.	I Spy (Guild), WJAR, W.-10:30	21.0
6.	Looney Tunes (Guild & Assoc. Artists), WJAR, M.-6:30	18.3
7.	Stage Seven (TPA), WPRO, M.-7:00	17.8
8.	I Led Three Lives (Ziv), WPRO, Th.-7:00	17.0
9.	State Trooper (MCA), WJAR, M.-10:30	16.8
10.	Looney Tunes (Guild & Assoc. Artists), WJAR, M-F.-5:00	16.3
11.	Annie Oakley (CBS), WJAR, T.-6:00	15.5
12.	Sky King (Nabisco), WJAR, F.-6:00	15.3
13.	Superman (Flamingo), WJAR, M.-6:00	15.0
14.	Great Gildersleeve (NBC), WPRO, S.-4:30	14.3
15.	Looney Tunes (Guild & Assoc. Artists), WJAR, S.-9:00 a.m.	14.1
16.	Rosemary Clooney (MCA), WPRO, F.-7:00	13.5
17.	Soldiers of Fortune (MCA), WJAR, Th.-6:00	12.8

WICHITA FALLS, TEX.

2 TV STATIONS—30,300 TV HOMES
Population—126,000 (160th in U. S.)
Buying Income—\$212,386,000 (149th)
Retail Sales—\$152,897,000 (156th)
Food Sales—\$28,437,000 (170th)
Drug Sales—\$5,057,000 (149th)
Automotive—\$36,493,000 (132d)
Above figures include following counties: Wichita Falls.

TOP NETWORK SHOWS

1.	I Love Lucy, KSYD, M.	49.8
2.	Gunsmoke, KSYD, S.	49.8
3.	Wells Fargo, KFDX, M.	47.8
4.	Lineup, KSYD, F.	47.5
5.	Ford Theater, KFDX, M.	46.5
6.	December Bride, KSYD, M.	45.8
7.	Playhouse 90, KSYD, Th.	44.7
8.	Ed Sullivan, KSYD, Su.	42.9
9.	Robert Cummings, KSYD, Th.	41.3
10.	Zane Grey, KSYD, F.	40.8

TOP MULTI-WEEKLY SHOWS

1.	News, John Daly (6:15 p.m.), KFDX, M-F.	23.3
2.	News, Weather, Sports (6 p.m.), KFDX, M-F.	23.1
3.	News (10 p.m.), KSYD, M-F.	22.5
4.	Superman, KFDX, M, W.	22.4
5.	Popeye, Misc., KFDX, M-F.	22.1
6.	News, Weather, Sports (10 p.m.), KFDX, M-F.	21.7
7.	Little Rascals, KSYD, M-F.	21.1
8.	Bugs Bunny, KFDX, M-F.	19.7
9.	Weather, Sports (10:15 p.m.), KSYD, M-F.	19.0
10.	SW Tonight, Misc. (10:15 p.m.), KFDX, M-F.	18.8

TOP FEATURE FILMS

Once-Weekly		
1.	Premiere Performance, KSYD, S.-10:45-12 mid.	22.5
2.	Western, KSYD, Su.-12:00-1:00	16.8
3.	Panorama Theater, KFDX, S.-4:00-5:00	15.8

Multi-Weekly		
1.	Adventure West, KFDX, M.-S.-3:30-4:30	15.7
2.	Multi-5 Movie, KSYD, M-F.-Su.-10:30-12 mid.	14.8
3.	Early Show, KSYD, M-F.-3:45-5:00	9.2
3.	Million \$ Theater, KFDX, S., Su.-10:15-12 mid.	9.2

TOP SYNDICATED FILMS

1.	Highway Patrol (Ziv), KFDX, M.-8:30	47.8
2.	State Trooper (MCA), KSYD, T.-8:30	44.8
3.	Men of Annapolis (Ziv), KFDX, W.-8:30	39.3
4.	Dr. Christian (Ziv), KSYD, F.-8:00	36.5
5.	Public Defender (Interstate), KSYD, Th.-9:00	34.8
6.	Whirlybirds (CBS), KSYD, Su.-8:30	32.3
7.	Frontier (NBC), KSYD, M.-9:00	30.3
7.	Annie Oakley (CBS), KSYD, W.-6:30	30.3
9.	Tracers (Minot), KFDX, F.-6:30	29.3
10.	Kit Carson (MCA), KFDX, Su.-5:30	26.5
11.	Gene Autry (CBS), KSYD, S.-5:00	25.4
12.	Last of the Mohicans (TPA), KSYD, Su.-7:30	23.0
13.	Superman (Flamingo), KFDX, M.-6:30	22.4
14.	Dr. Hudson's Secret Journal (MCA), KFDX, T.-8:30	22.3
15.	Popeye (Assoc. Artists), KFDX, M-F.-5:15	22.1
16.	Little Rascals (Interstate), KSYD, M-F.-5:00	21.1
17.	Man Called X (Ziv), KFDX, Su.-9:30	19.3
18.	Suzie (TPA), KSYD, S.-6:30	18.8
19.	Overseas Adventure (Official), KSYD, S.-4:00	17.6
20.	Overseas Adventure (Official), KSYD, S.-6:00	15.8

Sillman Offers 'Faces' Series

NEW YORK — Leonard Sillman, producer of the numerous editions of "New Faces" on Broadway, has packaged a half-hour revue which he is offering the networks as a series. Cast of regulars would include Jimmy Komack, Dody Goodman, Paul Lynde and Dorothy Greener, all of whom have had TV exposure since their recent legit debuts, with guest stars like Imogene Coca, alumni of earlier "New Faces." WABC-TV here has expressed interest in the series, should a web sale fail to materialize. Sillman tried the format once before, in a short-lived web series four years ago.

Young Barrymore Stars in 'Sinbad'

SAN FRANCISCO — John Drew Barrymore will star in "Sinbad the Sailor," pilot of which will be filmed here next month. A January release for first run syndication, is planned for the costume adventure series, being produced by King Brothers.

REHEARSAL FACILITIES IN LEADING HOTEL

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

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

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

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

PORTLAND, ME.

3 TV STATIONS—179,500 TV HOMES
Population—171,900 (120th in U. S.)
Buying Income—\$265,097,000 (124th)
Retail Sales—\$207,427,000 (119th)
Food Sales—\$46,367,000 (116th)
Drug Sales—\$7,895,000 (198th)
Automotive—\$35,922,000 (134th)
Above figures include following counties: Cumberland

TOP NETWORK SHOWS

- 1. Perry Como, WCSH, S. 40.8
2. Gunsmoke, WGAN, S. 38.3
3. Ed Sullivan, WGAN, Su. 36.8
4. I've Got a Secret, WGAN, W. 34.1
5. Zane Grey, WGAN, F. 34.1
6. Playhouse of Stars, WGAN, F. 33.3
7. Groucho Marx, WCSH, Th. 31.0
8. Shower of Stars, WGAN, Th. 30.7
9. People Are Funny, WCSH, S. 30.0
10. Bob Hope, WCSH, Su. 29.6

TOP MULTI-WEEKLY SHOWS

- 1. Channel Six Journal, WCSH, M-F. 17.0
2. NBC News, WCSH, M-F. 15.3
3. Tic Tac Dough, WCSH, M-F. 13.6
4. Xavier Cugat, WCSH, W. F. 13.3
5. Fun House, WCSH, M-F. 12.9
6. News, Weather (11 p.m.), WCSH, M-F. 12.7
7. The Price Is Right, WCSH, M-F. 12.5
8. Comedy Time, WCSH, M-F. 12.0
9. It Could Be You, WCSH, M-F. 11.9
9. Queen for a Day, WCSH, M-F. 11.9

TOP FEATURE FILMS

- Once-Weekly
1. Six Gun Theater, WGAN, Su. 3:00-6:00 10.5
2. Sunday Theater, WCSH, Su. 12:00-1:00 6.5
3. Premiere Performance, WCSH, Su. 11:00-12 mid. 5.9
4. Saturday Matinee, WCSH, S. 1:30-4:00 5.4
5. Sunday Playhouse, WGAN, Su. 2:00-3:00 4.2

- Multi-Weekly
1. Early Show, WMTW, M-F. 6:15-7:00 8.0
2. Theater 13, WGAN, M-W, F-Su. 11:15-12 mid. 6.4

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WCSH, F. 7:00 26.5
2. State Trooper (MCA), WCSH, S. 7:00 24.8
3. Men of Annapolis (Ziv), WCSH, Th. 7:00 19.5
4. Olsen Kid (Ziv), WCSH, Su. 7:00 18.0
5. Sheriff of Cochise (NTA), WCSH, Su. 6:00 17.8
6. Lone Ranger (Nestle, Swift, Gen'l Mills), WCSH, F. 6:00, 17.3
7. Popeye (Assoc. Artists), WCSH, S. 6:00 16.5
8. Badge 714 (NBC), WCSH, W. 10:30 15.5
9. Death Valley Days (U. S. Borax), WCSH, T. 7:00 15.3
10. Annie Oakley (CBS), WCSH, T. 6:00 15.0
11. Studio 57 (MCA), WGAN, T. 9:30 13.8
12. Science Fiction Theater (Ziv), WCSH, T. 10:30 13.8
13. Dr. Hudson's Secret Journal (MCA), WCSH, Su. 10:30 13.5
14. Superman (Flamingo), WCSH, M. 6:00 13.3
15. Little Rascals (Interstate), WCSH, M-F. 5:30 12.9
16. Stage Seven (TPA), WGAN, W. 7:00 11.5
17. Laurel and Hardy (Governor), WCSH, S. 11:00 a.m. 10.3
18. Esso Golden Playhouse (Official), WGAN, T. 7:00 9.8
19. Rosemary Clooney (MCA), WGAN, F. 7:00 9.8
20. Looney Tunes (Guild & Assoc. Artists), WCSH, S. 10:00 a.m. 9.0
21. San Francisco Beat (CBS), WMTW, Th. 8:00 8.8

BALTIMORE

3 TV STATIONS—419,900 TV HOMES
Population—1,481,600 (12th in U. S.)
Buying Income—\$2,550,849,000 (13th)
Retail Sales—\$1,662,028,000 (12th)
Food Sales—\$386,742,000 (12th)
Drug Sales—\$66,537,000 (12th)
Automotive—\$254,051,000 (16th)
Above figures include following counties: Anne Arundel, Baltimore City and Baltimore County, Md.

TOP NETWORK SHOWS

- 1. I Love Lucy, WMAR, M. 47.0
2. Ed Sullivan, WMAR, Su. 38.8
3. Lineup, WMAR, F. 38.3
4. Playhouse 90, WMAR, Th. 36.6
5. Alfred Hitchcock, WMAR, Su. 34.5
6. December Bride, WMAR, M. 34.3
6. Wyatt Earp, WAAM, T. 34.3
8. Person to Person, WMAR, F. 34.0
9. Perry Como, WBAL, S. 33.8
10. Broken Arrow, WAAM, T. 33.3

TOP MULTI-WEEKLY SHOWS

- 1. Amos 'n' Andy, WMAR, M-F. 19.3
2. Mickey Mouse Club, WAAM, M-F. 18.2
3. Public Defender, WMAR, T. Th. 17.5
4. CBS News, WMAR, M-F. 13.5
4. Final Weather (7 p.m.), WMAR, M-F. 13.5
6. Dial Dollars, WMAR, M-F. 13.1
7. Officer Happy, WBAL, M. W. 12.8
8. Guiding Light, WMAR, M-F. 12.5
9. Search for Tomorrow, WMAR, M-F. 12.4
10. Garry Moore, WMAR, M-F. 11.8

TOP FEATURE FILMS

- Once-Weekly
1. Ford Film Playhouse, WAAM, F. 10:30-12 mid. 14.7
2. Million 5 Movie, WBAL, S. 1:00-3:30 12.8
3. Adult Theater, WAAM, S. 4:30-7:00 11.4
4. Premiere Performance, WMAR, T. 11:15-12 mid. 10.3
5. Theater of the Air, WMAR, S. 11:00-12 mid. 10.0

- Multi-Weekly
1. 20th Century-Fox Theater, WBAL, S. Su. 11:15-12 mid. 9.4
2. Channel 2 Theater, WMAR, M. W. F. 11:15-12 mid. 9.0
3. Nocturne Movies, WAAM, M. W. Su. 11:30-12 mid. 7.1
4. Playhouse 13, WAAM, M-F. 1:00-2:00 6.4

TOP SYNDICATED FILMS

- 1. Superman (Flamingo), WBAL, W. 7:00 25.8
2. Annie Oakley (CBS), WBAL, S. 5:30 21.8
3. Wild Bill Hickok (Kellogg), WBAL, F. 7:00 19.8
4. Amos 'n' Andy (CBS), WMAR, M-F. 6:00 19.3
4. Susie (TPA), WBAL, Su. 10:30 19.3
6. Highway Patrol (Ziv), WMAR, S. 7:00 19.0
6. Men of Annapolis (Ziv), WMAR, S. 10:30 19.0
8. Waterfront (MCA), WMAR, M. 6:30 18.3
8. City Detective (MCA), WMAR, W. 6:30 18.3
8. Sky King (Nabisco), WBAL, S. 4:30 18.3
11. Public Defender (Interstate), WMAR, T. Th. 6:30 17.5
12. Federal Men (MCA), WMAR, F. 6:30 17.3
13. Cisco Kid (Ziv), WBAL, T. 7:00 16.3
13. Esso Golden Playhouse (Official), WMAR, Su. 7:00 16.3
15. Soldiers of Fortune (MCA), WBAL, Th. 7:00 15.3
16. Sheriff of Cochise (NTA), WBAL, S. 10:30 14.3
16. Studio 57 (MCA), WAAM, T. 10:30 14.3
17. Gene Autry (CBS), WAAM, S. 2:00 14.0

OMAHA

2 TV STATIONS—178,200 TV HOMES
Population—401,600 (53d in U. S.)
Buying Income—\$697,153,000 (53d)
Retail Sales—\$502,402,000 (55th)
Food Sales—\$97,182,000 (59th)
Drug Sales—\$16,744,000 (52d)
Automotive—\$107,142,000 (49th)
Above figures include following counties: Pottawattamie, Iowa; Douglas and Sarpy, Neb.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WOW, Su. 47.1
2. What's My Line? WOW, Su. 46.3
3. I Love Lucy, WOW, M. 44.5
4. Zane Grey Theater, WOW, F. 43.5
5. December Bride, WOW, M. 42.5
6. West Point, WOW, F. 42.0
7. Burns and Allen, WOW, M. 41.8
7. \$64,000 Question, WOW, T. 41.8
9. Person to Person, WOW, F. 41.3
9. Red Skelton, WOW, T. 41.3

TOP MULTI-WEEKLY SHOWS

- 1. Weather, News (10 p.m.), WOW, M-F. 31.0
2. Sports, Misc. (10:15 p.m.), WOW, M-F. 29.1
3. Mickey Mouse Club, KMTU, M-F. 26.0
4. Command Performance, WOW, W. F. 22.6
5. Report (10 p.m.), KMTU, M-F. 19.6
6. NBC News, WMTV, M. W. F. 15.0
7. Queen for a Day, KMTV, M-F. 12.5
7. Xavier Cugat, KMTV, W. F. 12.5
9. Hawk, KMTV, M-F. 12.4
10. My Little Margie, KMTV, M-F. 11.8

TOP FEATURE FILMS

- Once-Weekly
1. Million 5 Movie, WOW, 10:15-12 mid. 21.4
2. Sunday Matinee, WOW, Su. 1:00-2:00 15.3
3. Movie, KMTV, S. 2:00-5:30 14.4
4. Nighthawk Movie, KMTV, S. 11:30-12 mid. 13.0
5. Premiere Performance, WOW, M. 11:00-12 mid. 12.3

- Multi-Weekly
1. Command Performance, WOW, W. F. S. 11:00-12 mid. 20.6
2. Academy Theater, WOW, T. Th. 11:00-12 mid. 11.8
3. Big 6 Theater, WOW, M-F. 4:30-5:30 7.8
4. Movie Matinee, WOW, M-F. 3:00-4:30 7.4
5. Morning Playhouse, KMTV, M-F. 9:00-10:00 a.m. 3.4

TOP SYNDICATED FILMS

- 1. Whirlybirds (CBS), WOW, T. 8:30 39.0
2. Dr. Hudson's Secret Journal (MCA), KMTV, W. 8:30 34.8
3. Sheriff of Cochise (NTA), WOW, S. 9:30 30.8
4. State Trooper (MCA), KMTV, M. 8:30 29.5
5. Soldiers of Fortune (MCA), WOW, W. 10:30 29.3
6. Annie Oakley (CBS), WOW, F. 6:30 27.5
7. Highway Patrol (Ziv), WOW, F. 10:30 24.8
8. Mr. District Attorney (Ziv), WOW, S. 10:30 24.0
9. Star Performance (Official), KMTV, S. 9:00 23.8
10. Superman (Flamingo), WOW, M. 6:30 22.8
10. Man Called X (Ziv), KMTV, T. 8:30 22.8
12. Wild Bill Hickok (Kellogg), WOW, S. 5:30 22.3
13. Susie (TPA), WOW, W. 6:00 21.8
14. Sky King (Nabisco), WOW, S. 5:00 20.3
15. Code Three (ABC), WOW, T. 10:30 20.0
16. Captain David Grief (Guild), KMTV, F. 9:30 19.5

DENVER

4 TV STATIONS—215,900 TV HOMES
Population—725,100 (26th in U. S.)
Buying Income—\$1,247,924,000 (28th)
Retail Sales—\$991,431,000 (24th)
Food Sales—\$210,722,000 (24th)
Drug Sales—\$46,729,000 (15th)
Automotive—\$214,609,000 (21st)
Above figures include following counties: Adams, Arapahoe, Denver, Jefferson.

TOP NETWORK SHOWS

- 1. Wyatt Earp, KRTV, T. 40.7
2. What's My Line? KLTZ, Su. 40.0
3. Boxing, KRTV, W. 39.5
4. Lawrence Welk, KRTV, S. 36.9
5. Ed Sullivan, KLTZ, Su. 36.3
6. Perry Como, KOA, S. 35.5
7. \$64,000 Challenge, KLTZ, Su. 35.2
8. Lasse, KLTZ, Su. 35.0
9. Studio One, KLTZ, M. 33.4
10. Jack Benny, KLTZ, Su. 33.2

TOP MULTI-WEEKLY SHOWS

- 1. Channel 7 Reporting (10), KLTZ, M-F. 25.4
2. Dick Powell, KLTZ, M. Th. 24.4
3. Mickey Mouse Club, KRTV, M-F. 23.3
4. Sports Shop (10:15), KLTZ, M-F. 18.5
5. Clubhouse Gang, KRTV, M-F. 17.5
6. News, Weather (10), KOA, M-F. 14.2
7. M-G-M Theater, KTVR, M-F. 12.3
8. Academy Theater, KOA, M-F. 11.8
9. Sheriff Scotty, KRTV, M-F. 10.4
10. Queen for a Day, KOA, M-F. 9.5

TOP FEATURE FILMS

- Once-Weekly
1. Academy Theater, KOA, S. 10:00-11:30 20.0
2. Warner Brothers, KOA, Su. 9:00-11:00 12.5
3. Premiere Performance, KTVR, Su. 10:30-12 mid. 11.3
4. Command Performance, KTVR, S. 8:30-10:00 9.3
5. Skyland Theater, KRTV, F. 10:00-12 mid. 6.6

- Multi-Weekly
1. M-G-M Theater, KTVR, M-F, Su. 8:30-11:00 11.9
2. Academy Theater, KOA, M-F. 9:00-11:00 11.8
3. 2d Academy Theater, KOA, M. W. F. S. 11:00-12 mid. 9.8
4. N. Y. Furn. Theater, KRTV, M. W. S. 10:00-12 mid. 8.3
5. Late Show, KTVR, M-Th. 11:00-12 mid. 7.5

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KOA, F. 9:30 29.7
2. Dr. Hudson's Secret Journal (MCA), KLTZ, F. 9:00 29.4
3. Star Performance (Official), KLTZ, M. 9:00 27.0
4. Frontier Doctor (Hollywood T.V.), KLTZ, Th. 8:00 24.9
5. Sheriff of Cochise (NTA), KLTZ, T. 9:00 24.3
6. Stories of the Century (Hollywood), KLTZ, M. 9:30 23.7
7. Guy Lombardo (MCA), KLTZ, Su. 9:00 22.2
8. Star Performance (Official), KLTZ, Th. 9:30 21.9
9. Wild Bill Hickok (Kellogg), KLTZ, S. 5:30 19.2
10. State Trooper (MCA), KRTV, M. 7:30 18.9
11. Kingdom of the Sea (Guild), KRTV, T. 9:30 18.3
12. Studio 57 (MCA), KLTZ, W. 9:00 18.0
13. Superman (Flamingo), KRTV, T. 6:00 17.7
14. Annie Oakley (CBS), KRTV, F. 6:00 17.7
15. Buffalo Bill Jr. (CBS), KLTZ, S. 5:00 17.7
16. Little Rascals (Interstate), KRTV, M-F. 4:30 17.5
17. Popeye (Assoc. Artists), KRTV, M. 6:00 16.7

CHARLOTTE, N. C.

1 TV STATION—55,200 TV HOMES
Population—324,300 (65th in U. S.)
Buying Income—\$385,921,000 (90th)
Retail Sales—\$294,138,000 (81d)
Food Sales—\$46,603,000 (111th)
Drug Sales—\$11,048,000 (67th)
Automotive—\$53,943,000 (198th)
Above figures include following counties: Mecklenberg.

TOP NETWORK SHOWS

- 1. Gunsmoke, WBTV, S. 48.8
2. Boxing, WBTV, W. 48.3
3. I Love Lucy, WBTV, M. 46.5
4. Burns and Allen, WBTV, M. 45.3
5. Godfrey's Talent Scouts, WBTV, M. 44.3
6. Oh! Susanna, WBTV, S. 43.3
7. Hey, Jeannie! WBTV, S. 43.0
8. Sportsweek, Misc., WBTV, W. 42.5
9. I've Got a Secret, WBTV, W. 41.8
10. Top Tunes and New Talent, WSOC, M. 41.0

Multi-Weekly

- 1. Arthur Smith, WBTV, T-Th. 31.0
2. Esso Reporter (6:30 p.m.), WBTV, M-F. 25.2
2. Weather, Spangarama (6:45 p.m.), WBTV, M-F. 25.2
4. Guiding Light, WBTV, M-F. 22.8
5. Popeye, WSOC, M-F. 20.8
6. Search for Tomorrow, WBTV, M-F. 20.2
7. News, Weather (10 p.m.), WSOC, M-F. 20.1
8. Capt. Kangaroo, WBTV, M-F. 19.2
9. Danny Thomas, WBTV, T-Th. 19.1
10. Love of Life, WBTV, M-F. 19.0

TOP FEATURE FILMS

- Once-Weekly
1. Feature Playhouse, WSOC, W. 6:30-8:00 23.3
2. Playhouse 9, WSOC, S. 10:00-12 mid. 17.2
3. Sunday Playhouse, WSOC, Su. 10:30-12 mid. 11.3

- Multi-Weekly
1. Movie Matinee, WBTV, M-F. 4:00-5:00 12.4
2. Million 5 Movie, WBTV, W-S. 11:30-12 mid. 11.3
3. Late Show, WBTV, M-Th. 11:30-12 mid. 11.8
4. Piedmont Theater, WSOC, M-F. 12:00-1:30 3.7

TOP SYNDICATED FILMS

- 1. Doug Fairbanks Presents (ABC), WBTV, T. 8:00 37.8
2. Man Behind the Badge (MCA), WBTV, Th. 9:00 32.3
3. Waterfront (MCA), WBTV, M. 10:00 32.3
4. Esso Golden Playhouse (Official), WSOC, M. 9:30 32.0
5. Dr. Hudson's Secret Journal (MCA), WBTV, Th. 7:00 29.3
6. Hopalong Cassidy (NBC), WBTV, S. 5:00 27.9
7. Buffalo Bill, Jr. (CBS), WBTV, S. 10:00 a.m. 27.8
8. Frankie Laine (Guild), WBTV, Th. 10:00 27.5
9. Men of Annapolis (Ziv), WBTV, W. 10:00 27.3
10. Patti Page (Screen Gems), WBTV, F. 9-45 26.9
11. Popeye (Assoc. Artists), WSOC, Su. 5:30 22.8
12. Wild Bill Hickok (Kellogg), WBTV, W. 5:30 22.0
12. Byline (M&A Alexander), WBTV, T. 10:15 22.0
12. Federal Men (MCA), WBTV, Su. 10:45 22.0
15. Sheriff of Cochise (NTA), WBTV, F. 10:30 21.3
16. Rosemary Clooney (MCA), WBTV, Su. 6:00 20.8
16. Soldiers of Fortune (MCA), WBTV, M. 5:30 20.4
16. Popeye (Assoc. Artists), WSOC, M-F. 5:30 20.8
19. Highway Patrol (Ziv), WSOC, T. 9:30 20.5

SHORT SCANNINGS

Elliott F. Alexander has been named manager of advertising and promotion for ABC-TV's Western division. Alexander will headquarter in Hollywood. . . . Paul Markman, vice president and director at Batten, Barton, Durstine & Osborne, is heading west, too. He will join the agency's Los Angeles office as account supervisor for Western Airlines and North American Aviation.

ABC Film Syndication has named Walter L. Thrift as Mid-Southern sales rep, effective immediately. He was formerly asso-

ciated with Television Programs of America. . . . Twenty-eight foreign radio and TV experts began a period of study in New York last week as part of the International Seminar on Radio and TV conducted under the auspices of the Department of State. The group is visiting network studios, the U. N. Radio and TV section, and other facilities.

Manny Reiner, former sales manager of Television Programs of America, left for London and Paris for a three-week trip. Prior to his departure Reiner announced TPA's first sale in Guatemala. The program is the Spanish version of TPA's half-hour series, "The Count of Monte Cristo." . . . Also in Europe this week is Bernard L. Schubert, Telestars Films' president, who is conferring with producer

Sidney Box on "The White Hunter," which will be released as a theatrical film in London and as a TV series in the U. S.

Alan Beaumont, director of NBC-TV's "Home" show, will be the producer of the new "Arlene Francis Show," which starts in August. . . . Harry B. Cohen, founder and, until now, president of the agency of the same name, marked the 10th anniversary by announcing a change in the firm's name. It will be known as Cohen & Aleshire, Inc., with Edward Aleshire occupying the president's slot and Cohen chairman of the board.

Walter Cronkite, CBS newsmen, is in Munich to narrate a documentary film for the Crusade for Freedom, in behalf of Radio Free Europe. . . . Claire Collins of ABC-TV's station clearance department weds George Thompson of Dannon Yogurt Company on July 28.

Swank Room May Go NBC

NEW YORK—Stanley Melba, manager of the Cotillion Room, class nitery at the Hotel Pierre here, is talking with NBC-TV about a once-a-week late evening telecast from the room. A radical departure for the swank spot, which books a single star act at a time, the weekly stanza would feature a number of guest performers backed by Melba's orchestra, with patrons in view of dancing.

Tom Ewell Tagged To Do 'Sad Sack'

HOLLYWOOD—Tom Ewell is the latest star choice for "Sad Sack," the Desilu-George Baker Army comedy series which has

Dennis James' 'Tick' Slotted

NEW YORK—The next show to be launched in ABC-TV's daytime plunge after "Lady Luck" will be Dennis James' "What Makes You Tick?" The panel show is slated for the 4-4:30 p.m. strip, with "Luck" scheduled for 4:30-5 p.m., starting September 30.

The web's policy will be to premiere one show at a time as soon as the previous half-hour strip is 50 per cent sold. Brass is confident sales efforts on "Luck" will pay off fast enough for "Tick" to debut simultaneously.

twice been postponed over casting problems. Pilot is scheduled for August shooting, with Arnold Stang a possibility for the second star role.

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

The Billboard Scoreboard

TV PROGRAM REVIEWS

SOLID SUMMER FARE

'The Web' Returns, Suspenseful, Fresh

By CHARLES SINCLAIR

The Web (Net)

Cast: Dan Barton, Robert Burton, Helen Westcott, Paul Levitt, Sid Kassel. Producer, Charles Schreer. Director, Anton Leader. Script, Norman A. Daniels. A Goodson-Todman Production in conjunction with Screen Gems. (NBC-TV, 10-10:30 p.m., EDT, July 7.)

"The Web," summer replacement for the vacationing "Loretta Young Show," is a fast-paced, refreshing change from the usual network formula of film repeats in the warm-weather months.

New series loses no time in picking up the formula which made it an audience hit for several live seasons on CBS-TV. The opening show, penned by Norman Daniels, got its central character into a web of circumstance from the moment the curtain went up, with a slick switch on the "perfect alibi" story—and kept him there.

A parade of witnesses swore that Dan Barton, an able young actor with a strong resemblance to John Kerr, was nowhere near the scene of the crime, even tho Barton had confessed to a self-defense killing. Suspense was maintained right down the classic final switch, when the audience finally realized the witnesses were police plants working to trap Barton on a first-degree charge.

Now filmed at Screen Gems, camera work showed the professional polish associated with SC's best TV efforts, with a steadily faster pace to the editing which heightened the impact of the tidy melodrama.

Procter & Gamble filmed commercials, for Camay, Gleem and Tide, were lush and fancy, but told their product stories effec-

Vic Damone Show (Net)

Stars, Vic Damone and guests. Executive Producer, Lester Gottleib. Producer, Lee Cooley. Director, Byron Paul. Sponsors, Kellogg thru Leo Burnett and Oldsmobile thru D. P. Brother. (CBS-TV, 8-9 p.m., EDT, July 10.)

Relying heavily on guest stars, Vic Damone's second show of the summer series came off as a mildly entertaining hour. Damone offered seven numbers in top style, but didn't fare as well in the emcee department. This chore does not come easily for him.

Guests included Jaye P. Morgan, Emmett Kelly, Jimmy Dean, Jodie Sands, among others. Mr. Kelly's classic pantomime of sweeping the spotlight with a broom was easily the high spot of the show. Jaye P. Morgan didn't score as well with "You, You Romeo," but picked up considerably in a duet with Damone and an amusing yodeling bit with Jimmy Dean.

Jodie Sands plugged her newest hit, "With All My Heart," a rockabilly tune. Michael Dominico and his four gals, a regular on the show, offered the "Paisan Polka," but the cameras had difficulty in following them all around. His choreography needs scaling down to TV size.

Jimmy Dean and his folksy crew closed the show with "We'll Wear Our Glad Rags," and outside of the title not one other word was enunciated clearly enough for the sharpest ear to catch.

The show, like the choreography, is definitely in need of scaling down. Less guests, more class acts, and better integration of Damone with the guests would perhaps result in a more evenly paced show which should pull it out of the "ten acts at the Palace" category.

Charlotte Summers.

tively. No attempt was made to tailor commercials to the package; at least one of the Gleem spots is used identically in P&G feature movie participations.

A roguish touch was added to the show by someone—possibly Goodson-Todman program supervisor Frank Heller. "You can reach me at Plaza 1-0600," said actor Barton in a dramatic moment as he phoned police headquarters to leave a message. You probably can; it's the number for G-T's Madison Avenue headquarters.

High-Low (Net)

Host, Jack Barry. Director, Charles Dubin. Producer, Al Freedman for Barry-Enright Productions. Sponsor, Ford Motors thru J. Walter Thompson. (NBC-TV, 9:30-10 p.m., EDT, July 4.)

It's a mistake to underestimate the Barry-Enright revision ability. There's less wrong with "High-Low" after its premiere telecast than there was with "Twenty-One" or "Tic Tac Dough," so there's every reason to assume that this new property will be de-kinked and polished in time for fall renewal.

The fact that viewers may be less moved by competition between a contestant and a panel of experts than between two simple man-in-the-street contestants does not negate the amusing and exciting potential of a basically intriguing game idea. Even ye olde isolation booth and the Japanese Modern setting which have become depressing thru repetition do not harm the spark which is there for the producers to fan.

Simplified, the show asks panelists to guess how many parts of multiple questions they can answer. The contestant can play high or low, answering accordingly after the panelist has answered. On the first show, everyone answered everything correctly. Patricia Medina, Burl Ives and John Van Doren, limited in speaking and playing time, got across some quick charm as the experts; while Jack Barry was as usual the perfect host.

The refinements of the game for better pace and suspense are in the right hands.

Bob Bernstein.

Tex and Jinx Show (Net)

NBC-TV, 1-1:30 p.m., EDT, July 11 (Caught again).

Hugh Downs and June Lockhart are minding the store for the vacationing Tex and Jinx, and judging from the stanza caught, they're doing just fine.

Downs, recruited from NBC-TV's "Home" show, displayed the same relaxed and sincere manner which has won him many friends earlier in the day. June Lockhart, looking lovely, handled the news adequately and took over the closing spot with guest tennis champion Jack Kramer.

Kramer was the perfect guest. He is the ideal person to handle from the interviewer's viewpoint—charming, glib, pleasant to look at in spite of the "close-up" lens, and easily carries the ball without much prodding or assist. Subjects covered ranged from "Should a husband play tennis with his wife?" to more serious ones, such as "Would you sign Althea Gibson, if she were to turn pro, for your tournaments?" and "Do you think

Pantomime Quiz (Net)

Panel: Dorothy Hart, Gypsy Rose Lee, Bett Kean, Arnold Stang, Peter Donald, Robert Clary, Orson Bean, Milt Kamen. Producer-Master of Ceremonies, Mike Stokey. Director, Joseph Dackow. (CBS-TV, 10:30-11 p.m., EDT, July 5.)

Mike Stokey's celebrity-laden charade romp slides with practiced ease into the "Person to Person" Friday spot; it is the fifth season for "Pantomime Quiz" as a professional summer replacement.

Premiere show in the summer series brought together a varied panel of name personalities to pantomime the assortment of quotes, phrases and sentences handed them by producer-host Stokey. The result was rather like a nice big dish of Jell-O—fairly tasty, not too heavy, light on the calories and not to be taken too seriously.

Since charades are funniest when they are played broadly, the two pint-sized muggers—Arnold Stang and Robert Clary—were particularly effective, altho everyone pitched in with a vigor which at times caused more confusion than laughs. Dorothy Hart, who grew chauntingly disheveled as the proceedings grew wilder toward the finish, provides a center of attention for male viewers—even if it's a long, hot summer.

Sad note in the proceedings came at the end when Stokey took time out to salute Judy Tyler, who was to have been a regular panelist but who met tragic death the day before in an auto crash.

Charles Sinclair.

Country Music Jubilee (Net)

ABC-TV, Saturday (6), 10-10:30 p.m., EDT (Caught again).

Changing the title from "Ozark Jubilee" had no effect on this low-pressure, pleasant series, which just keeps rollin' along. Red Foley was a little subdued for the occasion, but his guests whooped and twanged with folksy good humor and the "new" show skipped by with pace and spirit.

Lu Ann Simms and Rex Allen warbled nicely as guest stars, with regular Chuck Bowers adding a fine bass solo. The rustic atmosphere was disturbed by Allen's final offering, the lyric of which ran: "I got my money and my marbles and my chalk, but my chalk, but my chalk won't write any more." Analysis could fix that, Rex. Bob Bernstein.

It's a Hit (Net)

Star, Happy Felton. Producer, Gene Schiess. Director, Harold Monroe. Sponsors, participating. (CBS-TV, 11:30-12 noon, EDT, July 6.)

A delightful kids' quiz slipped quietly into video for the summer and, with a switch in emphasis from baseball to general categories, could be a winter staple. Happy Felton has never been more relaxed and warm than he is as emcee of this team competition.

Competing for refrigerators stocked with soda, youth groups of varying stature send "baseball" teams to bat out hits and runs on a miniature diamond, scoring bases by answering quiz questions. On show caught, Duke Snider and Curt Simmons were guest managers and joined Felton in easy handling of the youngsters.

The sidelines cheering and wonderful, revealing closeups of the kids at bat helped make the telecast a complete fun and charm affair.

Bob Bernstein.

it would present problems because of the racial question?"

Not to be forgotten, Tex and Jinx, via recording, handled the intros and the plugs for the Conrad Hilton Hotels.

Charlotte Summers.

WILD LIFE SERIES

'Michaels in Africa' Has Exciting Scenes

By BOB BERNSTEIN

The Michaels in Africa. Narrator-director-producer, George Michael. Distributor, Guild Films. Reviewed at special screening.

Guild Films is now offering for sale an absorbing wild life series hinged on the exploit. of hunter George Michael, who has been taking his wife and two young daughters on safari. Michael's winningly simple approach to narration, acting and the hazards of his profession are a big plus factor.

The family doesn't have too much to do in the episode screened, but registers naturally and warmly. The capture of a baboon and a lizard prove amus-

ing and instructive, while the sequence of a lioness killing and eating a donkey is unique and exciting enough to warrant keeping in the face of protests over its suitability for home viewers.

The color camera work is good, tho shooting conditions have given a home movie effect in some scenes, with shadows on faces and sudden sunlight washing out a few frames. It seems to fit nicely into the family-expedition air Michael creates, however, and may disturb ad agencies more than viewers.

Whether 38 more stanzas of the same type will hold interest depends on Michael's ingenuity and the variety of species in Africa, but right now the show looks like a good entry for a 7 p.m. slot.

Mike Wallace Interview (Net)

ABC-TV, Sunday (7), 10-10:30 p.m., EDT (Caught again).

Steve Allen Made an articulate, charming subject for the latest Wallace interview, tho the absence of controversy was conspicuous. Well-phrased hedges on the topic of Ed Sullivan and famous quotes from history like "I don't care about ratings. I just do the best show I can" filled the half-hour.

Allen's poise and literacy got an attractive airing, but the Wallace punch has been curbed to the point where his show resembles "Person to Person." When the host doesn't dig, the guest isn't likely to dig for him, unless perhaps it's a Mickey Cohen.

The production remains effective in its simplicity, with Wallace's commercial pitch fine but a second commercial on film out of key with the mood of the show.

Bob Bernstein.

Williams-Valli Show (Net)

Stars, Andy Williams and June Valli. Director-producer, Craig Allen. Sponsors, participating. (NBC-TV, 7:30-7:45 p.m., EDT, July 9.)

Two more pleasant vocalists have joined NBC-TV, with an innocuous but cheerful quarter-hour added to the web's music strip. Tasteful settings and good backing by Alvy West's orchestra prove a major asset.

June Valli and Andy Williams are attractive people whose voices blend nicely in duet, tho they seem a bit unsure of their props and movement. Choice of numbers didn't help on show caught; the time has passed for medleys from "My Fair Lady" and all of the star's latest recordings.

The concept of the show, however, is sound and entertaining and this duo, or a similar one, should have a place in the fall schedule.

Bob Bernstein.

3 Station Groups

Continued from page 14

any group sales efforts on the new film purchases. The stations seem to have no ambitions in the direction of making up "film network" group buys for spot advertisers at the moment, altho it's not ruled out as an ultimate possibility.

Main implication at the moment is that syndication is receiving another strong boost, almost equal in importance to the one given last fall. At the same time, the group buying power is providing a sound financial basis for many distributor-producer teams, strengthening the hand of independent producers.

Church Groups Push Films

NEW YORK — There is a growing trend among religious organizations to act as agents and publicists for the sale of inspirational TV shows. Latest example is Guild Films' "Minutes of Prayer," a series of 365 one-minute color films with non-denominational messages. A screening for reps of 100 groups brought voluntary offers from such organizations as the Protestant Council, Laymen's National Committee and National Council of the Churches of Christ to "promote" the show.

A typical situation has developed with "Prayer," wherein religious leaders have more pilot films being shown to more people (including advertisers and web and station execs) than the Guild Films sales force.

Name Kintner, Sachs New NBC Directors

NEW YORK—Robert Kintner and Emanuel (Manie) Sachs were elected to the NBC Board of Directors last Friday (12). Kintner is veepee of NBC-TV programming and sales; Sachs is veepee in charge of TV network programming.

Telefilm Race

Continued from page 14

\$8,000,000 worth of film also, but most of this is included in the above figures, since it is farmed out to individual companies.

Other producers will, in addition, film between \$13,000,000 and \$14,000,000 worth of product this season. Depending on further commitments, the figure may go higher yet, but it's believed that most of the individual production company totals will not change too much.

Value of film produced for the 1957-'58 season will thus be about \$114,000,000 (an earlier estimate, The Billboard June 17, had placed the figure at \$112,000,000).

The production figures should not be confused with the relative strength and standing of the various companies. Obviously, a Ziv-TV with its own studio, own sales force, and owning all of its own shows, is of greater importance than its seventh-ranked production rating would indicate. Similarly, a company with a lesser gross may actually be turning out a greater volume of film than one with a larger, due to the cost differential in programs.

JULY 15, 1957

IS GOODY LOSING TITLE?

Local Cut-Rates Turning Tables on Discount King

By REN GREVATT
NEW YORK — Sam Goody, long known as the discount king of this city and practically the whole United States via his New York Times advertising, appears to have lost his rights to that title. A check of other Broadway area stores this week shows that the dethroned Goody is selling much of his merchandise at closer to list price than a number of others.

Goody's basic prices at the moment are the same as they have been for some time, except for a brief period last May when he offered most standard \$3.98 items at \$2.50. Current tags are \$3.85 for \$4.98 list packages and \$3.25 for \$3.98 list items.

Competition along the stem runs roughly to two policies. First, there is the straight discounter,

who sells everything, new and old alike, up to 30 per cent off. Secondly, there is the retailer who actually clings to list prices but crams the active front part of the store and the window with discontinued, so-called junk items, samplers and special deal packages from a number of labels, all with signs showing the supposedly marked down prices. In fact, a number of the second group of stores actually show the samplers, special and discounted items as "usually \$3.98." In another case, Columbia show albums, which for a short time sold at \$5.98 but were later reduced to \$4.98, were still shown as "usually \$5.98."

In other words one group of stores does the best possible job of masquerading as a discounter, while the second group actually cuts at every turn.

Some dealers showed an unexpected tendency to "live and let live," as far as Goody was concerned. "It's not Goody we're worried about any more, man," said one operator. "It's the Woolworths, Korvettes, Masters and Macys and 'job-rackers' that are killing us."

"Goody Started it all," declared

another hard - pressed operator, "and now he's just one of us. He's being hurt by department stores and discount houses as much as anyone. Goody's a record dealer like all of us. The others, those there guys who are cutting the most, don't have to make money on records. They can treat records as a losing operation just to get people in the store. Man, with that stuff going on and those fellows getting extra five and 10 discounts, it's a rough business."

Another pointed out that he didn't feel Goody was a threat to his business. "It's just that the discount fever has spread so much, that everybody got to have a gimmick of some kind to keep going. We're all just experimenting."

Breakdown Samples

The price breakdown on some of the stores follows: Tin Pan Alley: a special on Columbia show albums. One for \$1.98 with one purchased at \$3.98. Standard list is \$4.98. At the Record Exchange on Seventh Avenue, London discontinued items were \$2.98, with Columbia's defunct 10-inch House-party disks at 99 cents. On other

(Continued on page 64)

Columbia Enters New Field With Portable Radio

NEW YORK—Columbia Records, in a move toward further diversification, has entered a new product field with the introduction of its first portable radio. This is a high fidelity transistor model, with de luxe leather camera-type case, with a suggested list price of \$69.95. Designated the TR-1000, the transistor set fits the palm of the hand and has been designed for full fidelity reproduction. It was stated that initial dealer stocks were sold out immediately following display.

Goddard Lieberman, Columbia Records president, stated: "Our

(Conti ued on page 64)

TEEN-AGE TAB SPOTS R&R DEEJAYS TOPS

NEW YORK—Altho rock and roll deejays appear to be stronger than ever here, according to the eighth continuing survey report of Teen-Age Survey, Inc., the firm's interviewers report "a trend toward ballads and sweet music.

Nevertheless, the study of radio and TV listening habits of teen-agers in New York City, Long Island, Northern New Jersey, W stchester, and Connecticut to New Haven, shows that three out of the top five deejays listed by high school boys and girls were rock and roll spinners.

R.&r. jock Alan Freed, WINS, here, headed both lists, followed by another r.&r. man, Peter Tripp, WMGM; Martin Block, WABC; Jerry Marshall, WMGM; r.&r. deejay Douglas (Jocko) Henderson, WOV, and Jack Lacy, WINS tied for 5th slot. "Rock 'n' Roll Party" was listed by both boys and girls as their No. 1 "other than deejay" radio show, and "Ted Steele's Bandstand," WOR, New York, which features rock and roll platters, was their dual choice as No. 1 daytime TV favorite.

Am-Par 'Lucky 7' Pitch Spotl'ts LP Sales Drive

NEW YORK—ABC-Paramount Records will launch its first major sales drive in the album field next month, via the release of 20 new LP's—15 pop, five jazz — and six EP's.

The campaign, which will be introduced to Am-Par distributors at the National Association Music Trade Show in Chicago this week, spotlights a "Lucky Seven" promotion, whereby dealers will receive one free LP of their choice for every seven they buy during August and September. However, their first order must include at least one copy of each LP in the new release.

The plan will apply to every package in the Am-Par catalog, with the exception of two Mickey Mouse LP's which will be sold at a straight 10 per cent discount.

Cap Appoints Mike Maitland Sales Director

HOLLYWOOD — Mike Maitland last week was appointed director of sales for Capitol Records, Inc. Maitland had been national sales manager and a veepee of Capitol Records Distributing Corporation. The appointment was made by Lloyd Dunn, CRI veepee in charge of the Merchandising and Sales Division.

In his new post, Maitland will function as a liaison between Capitol Records Distributing Corporation, Prep Records and the CRI Phonograph Department. Maitland joined Capitol in 1946, held managerial post for CRDC in Cincinnati, Detroit and Chicago. He was made division sales manager in 1953 before being named national sales manager. He will continue to headquarter in Hollywood.

"Eligible" dealers may take up to four months to pay. A special bonus plan for distribution company salesmen is also in the works. The new album campaign, set up by Am-Par's album department chief Dewey Bergman Jr., will be backed by an extensive advertising and promotional drive, featuring ads in the New Yorkers, Playboy, Down Beat, Saturday Review, Esquire and other consumer magazines and trade publications beginning this September thru February, 1958.

Bergman will also make elabor-

(Continued on page 64)

28 Models on Zenith's New Hi-Fi Line

CHICAGO—Zenith Radio Corporation has unveiled the most extensive line of hi-fi phonos in its history. The group encompasses 28 models, ranging from a three-speaker table top model to a four-speaker, full-door, AM-FM console phono combination. Prices range from \$99.95 to \$625.

Four of the consoles feature the acoustiphonic sound enclosure, which floats the woofer speaker in a so-called cushion of air for better fidelity of bass tones. The four speaker system includes two tweeters, angled to distribute hi frequency sounds, a 12-inch woofer and a seven and one-half inch mid-range speaker. The units also include the Zenith Custom Cobra-Matic changer with variable speed control and stroboscopic speed indicator. The changers also feature automatic intermix of disks of the same speed.

The de luxe Brahms and Sonata instruments and 12 other models carry diamond needles as standard equipment. The line also features sensitive FM-AM tuners with automatic frequency control.

FIRST NEW TRIPLE CROWNS GO TO ROBBINS, COASTERS, COLE

NEW YORK—Several weeks ago The Billboard stated that a new award would shortly be formulated to replace the old Triple Crown Award, which was dropped when The Billboard converted its charts to the NYU method of determining record popularity. The new award—which will also be titled The Triple Crown—starts with this issue. It is presented to any artist whose record hits the Number One spot in the Best Selling Singles chart for three consecutive weeks. The award also will be applicable for the first time to the pop album field.

The first two Triple Crown awards in the singles field since the conversion to the NYU system are being given to Marty Robbins, whose Columbia platter, "White Sport Coat" has been on the C&W chart for three weeks, and to the Coasters, whose Atco disk, "Searchin'" backed by "Young Blood" hit the R&B chart for a similar period.

The first Triple Crown in the pop album field goes to Nat (King) Cole, whose Capitol package, "Love Is the Thing," qualifies.

Columbia Spotlights Biggest Convention

Label to Host Over 700 in Joint Disk, Phono, Equipment Personnel Meet

NEW YORK — Columbia Records' annual sales convention, scheduled to be held at Miami Beach, Fla., July 25-30, will be the biggest get-together in the label's history with more than 700 in attendance. For the first time, the convention will be a joint operation—including not only record personnel but also distrib, salesmen and execs attached to the phonograph and equipment segment of the Columbia operation. New disk and phono product, as well as merchandising programs will be unveiled.

Columbia artists who will appear at the convention are being set now and include Leonard Bernstein, Guy Mitchell, Frankie Laine, Percy Faith, Errol Garner, Mitch Miller, Marty Robbins, Ray Price, Carl Smith, Bobby Lord, George Morgan, Mindy Carson, Eileen Rodgers, Jerri Adams and others.

As a result of the "Your Fair Lady" contest, initiated six months ago by Bill Gallagher, Columbia Records' field sales manager, every Columbia distrib qualified by hitting the sales quota allocated to him by the label. This means that every Columbia Records salesman, sales manager, and promotion man is qualified to bring his wife to the convention for an all-expenses paid vacation—including transportation. According to Gallagher, there will be some 220 salesmen, 37 sales-managers and

15 promotion men—all with their better halves.

Gallagher pointed out that the fact that every distrib qualified is an indication of the good business done by the label in the last six months, inasmuch as the quotas were substantial.

Convention plans, incidentally, includes a fashion show for the ladies.

LeBow Joins Bethlehem as Gen'l Manager

NEW YORK — Carl LeBow, veteran music man, joined Bethlehem Records as general manager last week.

Joe Delaney, who had been employed on a non-exclusive basis as advisor to President Gus Wildt, left. Other execs in the company, Red Clyde and Joe Quinn, departed several weeks ago to start their own label on the Coast.

LeBow at one time ran his own Metrotone label, which produced the hit "Hair of Gold." Later, he was general manager of Apollo and artists and repertoire chief for King. Most recently, he has been in artists management.

'Fair Lady' Cleffers Sue Diskery

NEW YORK—A copyright infringement action involving four songs from "My Fair Lady" was brought against Jay-Gee Records, Inc., here last week by Alan Jay Lerner and Frederick Loewe—

(Continued on page 64)

COL. ENGINEER STRIKE SETTLED

NEW YORK—Normal recording schedules have been resumed at Columbia and Epic Records. At press time, the strike of the engineers, members of the International Brotherhood of Electrical Workers (AFL-CIO) Local 1212 (New York), and Local 1220 (Chicago), was settled.

The strike had been of brief duration, the old contract having expired June 30.

Vik Records Sets Annual Distrib Meet

CHICAGO—Vik Records' annual distributor meeting will be held here at the Ambassador East Hotel tomorrow (16) at 2 p.m.

According to Vik manager Ben Rosner, there will be a business meeting first, followed by a cocktail part and dinner. At the meeting, Herman Diaz Jr., manager of albums artists and repertoire, will preview the fall package line and program. Also, Irwin Tarr, manager of rack-jobbing sales for both RCA Victor and Vik, will discuss this growing field.

Also on the agenda are talks by singles a.&r. chief Bob Rolontz; by Bob Duffy, Vik promotion manager; Jim Davis, operations manager for the entire Victor disk division, and Jack Burgess, Victor singles division manager, who is responsible for the Vik operation.

Summer Band Business on Sharp Upsurge Over 1956

Name Groups Pull 25% More Loot From One-Nighter Stops

By BILL SIMON

NEW YORK—This summer, in terms of box office receipts and number of bookings, the band business is running well ahead of last summer, which was the best in many years. Name bands are pulling as much as 25 per cent more loot out of the well-known one-nighter stops this trip, and to quote representatives of at least two of the top band booking agencies, "everybody is making money."

Basically, the reason for the upsurge in attendance is the fact that the kids are dancing again. They come to dance, not to watch a show. Many communities, with the help occasionally of the Music Performance Trust Fund, have been sponsoring free dances which attract crowds of 14-16-year-olds. Patrons of promotion dances, it has been noted, are predominantly in the 17-19 age group.

Contributing to the healthy, enthusiastic state of the business is the fact that the agencies, in price-

ing bands, have been playing ball with the promoters. Instead of raising guarantees, in most instances the agencies continue to charge last year's prices and figure on going into percentage more often. This creates a happy state of mind for both leaders and promoters.

It's significant that the agencies no longer feel it's necessary to package a name band with a name record act—vocal soloist or group. In such deals, the act often commanded as much money as the entire band. Today, however, a band can pull on its own, except where the agency is trying to break in a "new" aggregation. With admissions averaging between \$1.75 and

\$2 a head, tax included, nobody's complaining.

Few have had reason to lament the disappearance of summer "locations." Tradesters feel that in the entire country there aren't more than a dozen Grade A spots where a band can settle down for a week or more. There's the Steel Pier in Atlantic City, the Surf Club and the Cavalier at Virginia Beach, Coney Island in Cincinnati, and just a few more. About the only important new location to open in the East is the Shoreham Hotel in Washington.

Midwest Improvement

Territorially, the most improved (Continued on page 80)

NMC Asks Copyr't Law Revision

Juke Exemption, Copyright Licensing, Performers' Recorded Rights at Issue

By MILDRED HALL

WASHINGTON — Highly pertinent comment on the need for revision of copyright law was made at the first annual meeting of the National Music Council under its Congressional charter, in New York (May 23). The burning question of juke performance exemption was gone over, together with compulsory licensing, and rights of performers as well as copyright owners in recorded performances. Council bulletin also reports talks on copyright renewal and international copyright protection for composers and musicians.

Leaders in the field of music copyright discussed the Library of Congress' copyright office study, which has been under way for the past two years, and still has one year to go. Reporting on progress of the study's proposed revision of the 1909 copyright statute, chief of research, A. A. Goldman, said the study is expected to "culminate in a draft of a bill which will be circulated for discussion," and one which they hope will get Congressional approval.

Aspects of the Copyright Office study including questions of compulsory licensing, and protection against reproduction of phonorecords, duration of copyright, and damages for infringement, are already being circulated among panels of experts, for comment. The Copyright Office is deferring any study of juke box exemption

clause, pending action in Congress. A bill by Senator O'Mahoney (D., Wyo.), to end juke performance royalty exemption is now under consideration at the Senate Judiciary Committee. (The Billboard, July 1).

Repeal Urged

Comments on juke exemption by Sidney Wattenberg, legal advisor to the National Music Council, and to the Music Publishers' Protective Association, strongly urges repeal. Contrasting the cabaret where performing musicians pay royalties, to one supplying music on a coin machine, Wattenberg says:

"The share that the owner of (Continued on page 80)

BUSTING OUT ALL OVER

Rash of Hits in Multiple Versions

NEW YORK — The race on songs is on again, after a considerable lapse.

Up to now the Honor Roll of Hits has shown a notable absence of tunes with numerous versions. In fact, of the top 30 listed last, 16 of the tunes had but one version and five others had but two. The tune with a substantial list of records is "Around the World," which has seen considerable pushing by the various diskeries involved, and which can probably be noted as the spark plug to the current heavy tune activity on such tunes as "Long Lonely Nights," "Fascination," "Soft Sands," etc.

Original version of "Long Lonely Nights," by Lee Andrews and the Hearts, recorded by New York deejay, Jocko, was getting fantastic airplay in Philadelphia before pressings were even made. A wild scramble to purchase the master was won by Chess, but immediately other versions were also cut by Atlantic (Clyde McPhatter) and Baton (the Kings).

This week the rash of activity continued on a pair of quality songs—"Fascination," a 30-year old tune revived in the pic, "Love in the Afternoon," and a summery ballad called "Soft Sands."

Dick Jacobs on Coral was

MILLER PICKS JINGLE TALENT

NEW YORK — Ballantine Beer, thru the William Esty Company, has initiated a series of "talent scout" radio jingles—idea being to come up with "stars of the future." Several weeks ago Mitch Miller, Columbia Records' pop and director, selected five vocalists at the behest of Ballantine. Miller's nominations were checked with two best selling disks, Lou Ann Simms, Jerry Vale, Eileen Rodgers, Dick Williams and the Four Voices. Miller stated: "Mathis became a star so fast that he already had arrived by the time the Ballantine jingles were released. . . . The others are just as good bets, altho it will take more time for them to find the right songs. . . ."

Record Name Showcases on Jersey Shore

NEW YORK—Two new showcases for record names have opened this summer in the South Jersey shore area. The first is the new Beach Club, at Diamond Beach Lodge, three miles south of Wildwood, and the other is the Casino, in Sea Isle City.

The Beach Club opened officially July 3. It has seating for 2,300, parking for 1,500 cars, and is pulling heavy crowds. Frankie Lane opened the club and runs until today (13). Ted Lewis opens tomorrow and holds until July 25. An open week will be followed by Martha Raye on August 2. Eartha Kitt, the McGuire Sisters and Nat (King) Cole follow.

Charlie Spivak and his orchestra is the house band until the 25th, when Ray Eberle and band take over thru September 1.

In addition to the new Beach Club, the Diamond Beach Lodge also boasts a plush 100-unit motel, a fancy dining Bayberry Room and (Continued on page 64)

South Bay Jazz Fiesta's Five Concerts

GREAT RIVER, N. Y. — The program for the Great South Bay Jazz Festival, to be held here July 19-21, has been set. There will be five concerts in all, held under a circus tent, seating 2,000 people at Timber Grove Park.

Opening bill will feature Rex Stewart and His South Bay Seven, with Coleman Hawkins, Maxine Sullivan, and the Horace Silver Quintet with Art Farmer.

Saturday afternoon (20) it will be the Charlie Hingus Jazz Workshop, Bill Taylor Trio and Lawson-Haggart Dixieland Band. The evening show will list Buck Clayton's Kansas City Six with Jo Jones and Vic Dickenson, and the reunited Fletcher Henderson band (22 men expected) with such stars as Hawkins, Buster Bailey, J. C. Higginbotham and Don Redman.

Sunday afternoon it will be the Miles Davis Quintet with Sonny Rollins, Annie Ross and Marian and Jimmy McPartland with Bud Freeman. In the evening the program will be devoted to an exploration of the blues and its performance in each era of jazz development. Participants will include Lawson Haggart band, Stewart, Hawkins, Mingus Workshop and Babs Gonzales.

Nat Hentoff will be commentator at all concerts.

Creditors Meet On Royal Debt

NEW YORK—Meeting of 10 of the chief creditors of Royal Records (which issued the Roost label) was held last week, and it is expected that the company will be reorganized. Royal Records recently filed a voluntary bankruptcy petition.

According to Chauncey H. Levy, counsel for the creditors' committee, the committee included chairman Joel Gabler, Commodore Records Company; Warren Troob, representing Forshay Music, Inc.; Israel Stein, Progressive Label Company, and Jack N. Albert, of Birdland Presents Music Company. Sam Lipson is attorney for the debtor.

The debtor, it was stated, said that the firm's difficulties arose (Continued on page 69)

Marks Music Inks Broido

NEW YORK — Arnold Broido has been appointed educational director of the Edward B. Marks Music Corporation. He will work in conjunction with Felix Greissle, editor-in-chief; Carl Zoehrens, sales manager, and Ralph Satz, consultant to the firm.

Broido was vice-president and general manager of Century Music Publishing Company and Mercury Music Corporation. Prior to this he was editor and production manager for Boosey & Hawkes.

Coral Debs First Double-Decker Sound Track Album

NEW YORK—A double-decker sound track album—two tracks on one disk with a different four-color cover on each side of the package—believed to be the first of its kind other than in the children's field, is being released by Coral Records. The album features sound track material from "Interlude," starring June Allyson and Rossano Brazzi, and "Tammy and the Bachelor," featuring Debbie Reynolds.

Interesting angle of the

"Tammy" side is the fact that it has been rushed due to the strong reception for the Reynolds' single of the title tune from the flick. Evidence is that this may be a big disk for the chick, tho for this assignment she is on Coral by arrangement with M-G-M Records, her regular label. Disk of "Interlude," title tune of the pic, by the McGuire Sisters has also received strong trade reaction, according to the diskery, which spotlights in (Continued on page 64)

WRITER SEES

Deejay Tot-Sitter Hook-Up

NEW YORK—An article in the July issue of Harper's Magazine has touched off considerable controversy in the music-radio trade. The piece, a free-lance tome by Bernard Asbell, of The Billboard's Chicago staff, accuses America's deejays of "going steady with baby-sitters."

Says Asbell: "The fact is that the baby-sitter has seized control of radio—not to mention music on television—and has obstructed the development of a truly popular music culture which America might have." Asbell refers to the common practice by jocks of spinning best sellers. Latter, he maintains, are determined by teen-age girls, who make up the biggest group of singles disk buyers.

Says the writer, stations which have switched to adult program fare—music from LP's, including show tunes mood music, etc., have had astonishing success with audiences and advertisers.

Harper's has been promoting the piece to the hilt via radio and TV discussions.

Hub Partners Split Property Interests

BOSTON — George Wein and Cecil Steen, partners for several years in various Beantown music enterprises, have divided up some of their properties to concentrate on areas of personal interest.

Steen now is sole proprietor of Records, Inc., the disk distributing firm, and Wein assumes full management of the Storyville night club. They will continue as co-managers of vocalist Teddi King and the team of Jackie Cain and Roy Kral.

Both men will also hold on to their 25 per cent interests in Storyville Records. Fifty per cent of the company was sold some months back to Bob Silvester and the Unicorn Disk Corporation.

Wein will be increasingly active in jazz promotions.

Merc LP Plan For Stations Big Producer

CHICAGO—A novel plan for stocking broadcasting station libraries with long playing albums was tested by Mercury Records. The results, said Kenny Myers, Merc promotion director, were "fantastic."

During the last two weeks of June any AM, FM and TV station was permitted to order any packaged item from all categories of the Mercury catalog at \$1 per item. A station was permitted to buy only one copy per number, and as a control, orders had to be submitted on a special form.

More than 600 stations re- (Continued on page 69)

AUDIO FIDELITY RECORDS BILLBOARD AD NO. 2



• Review Spotlight on . . .

Jazz Albums

MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3 (1-12)—Dukes of Dixieland. Audio Fidelity AFLP 1851.

Very high sales potential. Volumes One and Two have seen plenty of across-the-counter action and the group won't disappoint their following in this third offering. High level of originality within the Dixie framework is demonstrated in "When Johnny Reb Comes Marching Home." Play it for those who dug "Listen to the Mocking Bird" in Vol. 2.

JUNE 17, 1957

Sound

MALLET MAGIC. HARRY BREUER AND QUINTET (1-12)—Audio Fidelity AFLP 1825
A hi-fi listening adventure. The avid audiophile will find a lot to please his golden ears on this disk. Let him hear the gong at the end of "Chinese Doll" with its sustained shimmer. The crisp, bright sound of the Latin rhythm section in "Maxixe Mambo" is equally exciting. Likewise, "Sambra Macabre" in which the rhythm and xylophone are supported by some fascinating electric organ effects. But why pick out individual sections? The entire disk is a sonic delight.

JULY 1, 1957

THANK YOU, BILLBOARD!

• Spotlight on Sound

MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3. (1-12) — Dukes of Dixieland. Audio Fidelity AFLP 1851.

Disk is distinguished by exceptional clarity of individual instruments thruout. Extreme high and lows come thru free of distortion regardless of volume setting. Demonstration is easy; place the needle anywhere. But for real wide-range kicks, check that drum-roll and bass drum (the shimmer lingers on) at the opening of "When Johnny Reb." Likewise, the tuba rhythm in "Scobey Strut."

JUNE 17, 1957

JOHNNY PULEO AND HIS HARMONICA GANG (1-12)—Audio Fidelity AFLP 1830

Hi-fi fans are always on the search for new sonic thrills. Here's one they probably haven't heard—a full harmonica chorus. It must be admitted that there have been harmonica releases from time to time but few can boast the full sound—spectrum effects of this one. The program, incidentally, is a lively, foot-tapping type that adds to the value of the disk.

JUNE 24, 1957

Here are the SMASH HITS Everybody is Talking About!



AFLP 1851 \$5.95



AFLP 1830 \$5.95



AFLP 1825 \$5.95

NOW . . . and EVERY DAY—make EXTRA MONEY each time you sell AUDIO FIDELITY, the ONLY fast turnover, high quality profit Album!

SELL-UP ↑ with AUDIO FIDELITY

Why offer a lower priced, harder to sell, profitless imitation of the AUDIO FIDELITY Hit — when it's just as easy to sell the high quality class product . . . AUDIO FIDELITY . . . the album with the EXTRA BUILT-IN PROFIT MARGIN!

SELL-UP ↑ with AUDIO FIDELITY

CALL YOUR AUDIO FIDELITY DISTRIBUTOR TODAY!

AUDIO FIDELITY RECORDS • 770 ELEVENTH AVENUE • NEW YORK 19, N. Y. • CIRCLE 7-5533

First Talent Inked by New Jazz Indie

HOLLYWOOD — Mode Records, the newly launched jazz indie, inked its first talent last week in signing agreements with Lucy Ann Polk, Cathy Basic and Johnny Holiday. Talent pacts followed on the heels of the appointments of Marty Paich as musical director for the label.

Repertoire topper Red Clyde disclosed the signings. Miss Polk is the ex-Lee Brown singer; Miss Basic is presently with the touring Ted Lewis show, while Holiday has previously etched for a number of other firms.

Clyde disclosed that a schedule of other packages is in the works, including sets by Charlie Mariano, Don Fagerquist, Vic Feldman, Ronnie Ball, and an all vocal LP by Frank Rosolino. A.&R. chief will introduce the Mode line to distributors at the NAMM convention in Chicago next week.

Hill Takes on Another Chore

NEW YORK—Bill Hill, veteran record man, last week became national sales manager of Jose Morand's Fiesta Records. His first project will be to appoint distributors for the Latin line in areas where it does not have representation at present.

The new position will not affect Hill's similar status with the Que Record label. He will operate as sales manager for both, tho the labels have no connection.

"HITS" From THE "HOUSE OF BOURNE"

PAT BOONE—LOVE LETTERS IN THE SAND (DOT)

FOUR ACES—YES SIR, THAT'S MY BABY (DECCA)

DAVID SEVILLE—CAMEL ROCK (LIBERTY)

THE KING SISTERS—IMAGINATION (CAPITOL)

TINA ROBIN—LADY FAIR (CORAL)

TONY TRAVIS—RED SHUTTERS (VERVE)

EDDIE GORME—I'LL TAKE ROMANCE (AM-PAR)

BIG MAYBELLE—ALL OF ME (SAVOY)

ANN LEONARDO—LOTTERY (CAPITOL)

THE BUDDIES—LOTTERY (DECCA)

BOURNE, INC.—ABC MUSIC CORP.
156 W. 52 St. N. Y. C.

DRIVE IN SHOW

Eddie Cochran

Liberty

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

3 BIG RECORDS

BAND OF ANGELS

- Voices of Walter Schumann (RCA Victor) #20-47-6986
- Dick Hyman (MGM) #K-12516
- Sarah Vaughan (Mercury) #71157X45

And more to follow

M. Witmark & Sons

WALCO DIAMONDS

NOW PRODUCED BY AUTOMATION

Booths #31-32, NAMM Show

GIVE TO DAMON RUNYON CANCER FUND

MUSIC AS WRITTEN

Cato's Vagabonds To Hold Reunion . . .

Cato's Vagabonds, popular touring band of the '30's, will hold a reunion at Lake Okoboji, Arnold's Park, Ia., July 31-August 3. The Roof Garden on the lake will feature a Cato's Vagabond Night, with the event televised on four closed circuits. Cato F. Mann, former Vagabonds leader, now in the dairy bar business in Des Moines, says that already more than 70 reservations have been made, counting wives and children of former Vagabonds members. Cato's Des Moines address is 2211 Forest Avenue.

Rhonda Fleming New Columbia Pactee . . .

Rhonda Fleming, pic actress and former member of the group known as the Four Girls, has been signed to a disk pact by Columbia Records, it was announced by George Avakian, the label's pop album a.&r. chief. The original group which recorded for Decca included Beryl Davis, Connie Haines and Jane Russell, in addition to Miss Fleming. The remaining trio have just had a Capitol album released.

Roulette Intros Newest Pactee to Deeja's . . .

Joe Kolsky, head man at Roulette, Gee, Tico and Rama, is out on the road this week to introduce Roulette's newest artist — Jimmy Rodgers—to deeja's and distributors. Rodgers' first Roulette waxing — "Honeycomb" backed by "Their Hearts Were Full of Spring" — will be released by the label at the same time. The pair will visit Hartford, Conn., Albany, N. Y.; Buffalo, Detroit, Cleveland, Philadelphia, Pittsburgh and Boston.

New York

ASCAP revenue for 1956 totalled \$24,731,156, according to a report to the membership by President Paul Cunningham. Figure is a record. Distribution totalled \$18,689,638. Expenses totalled 18 per cent, \$4,462,251.

Fred Montilla, head of the diskery that bears his name, is in Spain for a full month of recording. . . . Dick Gersh now handling

national promotion and publicity for Styletone Records. Outfit is headed by Bernard Elman. . . . Herman Diaz, chief of Vik Records album division, has inked thrush Pat Suzuki on the West Coast. . . . Writer-plugger Ray Passman has joined the Ivan Mogull publishing firms and is on the road for a six-week promotion trip. The plug tune is Passman's own "Fountain of Youth," cut by Dick Roman.

The Four Voices have cut the new Ballentine Beer commercial. . . . The Rover Boys, newly pacted to Vik, are booked into the Holiday House, Pittsburgh, for two weeks starting July 29. . . . George Moscoso, formerly manager of the export division at Decca, has joined Kapp Records in the same capacity. . . . Larry Goldberg has been named rep for the Jay-Gee Record Company, Inc., with complete charge of distribution, deeja promotion and dealer relations in the Western U. S. A.

Hy Siegel, has left Apollo Records to join forces with Herman Lubinsky, Newark disk chief in the latter's Savoy-Regent disk axis. Siegel will operate as Lubinsky's assistant in all facets of the business. . . . Thrush Glory Allyn, of Taz Records, debuted on TV in "Edge of Night," July 4 on CBS. She will appear as the ingenue lead in "Plain and Fancy" for three weeks beginning Tuesday (16) at St. John Terrell's Music Circus, Lambertville, N. J. . . . Denver booker Joe Leher reports a heavy advance sale for the Harry Belafonte open-air concert there August 9.

Dorothy Collins opened a three-week slotting at The Thunderbird, Las Vegas, Wednesday (11). The week of August 12 she appears in "Wizard of Oz," with the St. Louis Municipal Opera. . . . "Raindrops," by Meldean Upp and published by Bell Songs, has been cut by Decca in England. . . . Coral thrush Tina Robin appears at Eddie's, Kansas City; the El Patio in Long Beach, N. Y.; Malibu Beach Club, Lido Beach, N. Y.; the Glen Casino, Buffalo, and the Metropole in Windsor, Ontario in the next few weeks. On August 12, she appears on the Vic Damone TV show.

Jodie Sands, who just concluded an appearance with Alan Freed at the Paramount Theater here, guests on the Steve Allen TV Show, Sunday (28) and on the Julius LaRosa show August 31. . . . Harpist Gene Bianco, first new American artist to be debuted on the Camden label, got his "Strung the Standards" album off to a good start on the Dave Garroway, NBC-TV "Today" show. Bianco is also visiting the jockeys around town and in the East. . . . Window Records has been formed in Sheboygan, Wis. First release is by Dick Metko and the 6 Pack 7. . . . First science fiction musical will be aired Sunday (21) on CBS Radio Workshop. It's titled "The Green Hills of Earth."

Cleffer Robert Cobert who composed the original "Frankie and Johnny" musical on an M-G-M album, has been signed by William Morris. First chore will be cleffing a 90-minute TV version of "Wuthering Heights," for fall showing. . . . General Artists Corporation has signed Pat O'Day, newly pacted RCA Victor thrush. . . . Miles Davis' new group, which opened a five week stand at Cafe Bohemia, includes Sonny Rollins, Art Taylor, Paul Chambers and Red Garland.

New Tape Rep By Livingston

NEW YORK—Available stereo tape repertoire was increased by eight this week via a new release from Livingston Audio Products Corporation, of Caldwell, N. J. One of the pioneers in the field, Livingston has brought out two new packages by the Lenny Herman ork, which originally cut one of the first stereo tape demos. Other tape packages include the Vienna String Symphony ork with a group of light classical works; a group of three from Riverside Records' catalog, including songs of Harold Arlen, American folk songs by Bob Gibson and material by Gigi Gryce and the Jazz Lab Quintet. The label has also released its second "Stereo Showcase" volume, a sampler of its new releases.

Mercury Signs Joe Louis as Deeja Envoy

CHICAGO — Former heavy-weight champion Joe Louis has joined the public relations staff of Mercury Records. Louis will visit disk jockeys and dealers across the country and act as the label's official host at parties introducing Mercury artists to the press, jockeys and distributors.

Ex-champ Jack Dempsey has a similar deal as a public relations consultant with DeVry Sound, Inc., but Mercury veepee Art Talmadge believes this to be the first time that a former heavy-weight champion has operated directly on the jockey level. In line with this, Mercury is distributing miniature boxing gloves—personally autographed by Louis—to deeja's around the country.

Talmadge also plans to issue two special LP's, featuring the Brown Bomber and tagged "Keeping Physically Fit" and "The Fundamentals of Boxing." Meanwhile, Talmadge points out that Louis will represent Mercury on a general basis, and will not plug any single platter or artist. Since the ex-champ has other interests, including a dairy company, Mercury will fit its promotional program into his itinerary. Thus Louis will represent the label in any city to which his outside activities take him.

Personal Appearances

Lena Horne

Cocoanut Grove, L. A. . . . Combining a good deal of special material with standards, interweaving sophisticated, subtle humor, capturing and holding the audience thruout with no more than the intimation of a gesture, Lena Horne scores a smash triumph in her current stand here. From the opening "Riding on the Moon," the RCA Victor artist makes the difficult seem easy, the impossible commonplace. In such numbers as "Blues, Blues, Blues" or Duke Ellington and Cole Porter medleys her rich voice sparkles like a sunlit brook, sometimes still, then whitcapped as the tempo increases. Change of pace takes place in pieces like "New Fangled Tango" and "I Love to Love," which had the audience chuckling with its double entendres as Miss Horne exhibited superb showmanship and excellent timing. Lenny Hayton arrangements muted the Freddy Martin ork, which came thru in superb fashion, so that it never intruded on the singer. George Duvivier's bass was tops. Bob Spielman.

Gogi Grant

Statler, Los Angeles . . . "The Wayward Wind" seems to be blowing Gogi Grant in the right direction these days. Miss Grant is not only one of the more attractive new pop artists to come along in some time, but she has a voice which ranges with remarkable true pitch from the peaks to the valleys, delivering it in the most pleasant fashion. Material is mainly of the standard variety, such as the opening "How Deep Is the Ocean" and "I Can't Give You Anything But Love, Baby," from the "Helen Morgan Story" soundtrack she recorded, and which, by all indications, will give her her third hit record. When she swoons from the standard track v'l the folksy "The Golden Ladder" or a group of novelty songs ("Where Did Robinson Crusoe Go," "Barney Google") she's no less effective, the ring-siders giving her top reception. Eddy Bergman ork accompanied. Bob Spielman.

Petrillo Peace Offering Wins 47's Approval

HOLLYWOOD — Despite persistent wrangling, personal acrimony, and a membership meeting that stretched out over two weeks, AFM Local 47 has decided to accept the "peace offering" from James C. Petrillo and appoint a committee to sit in on motion picture studio contract negotiations. Argument at last week's meeting developed over the demand by Cecil Read supporters that such a committee also have written guarantees that they would participate in negotiations relating to Trust Fund agreements. Latter measure was approved, tho the studio committee will meet with Petrillo and the IEB before these guarantees are asked for, allowing latitude for discussion and a possible meeting of the minds.

Goldsen Signs Cleffer Pober

HOLLYWOOD — Publisher Mickey Goldsen, president of Criterion Music, Inc., inked composer Leon Pober to an exclusive recording contract here last week. Pober's recent works include "La La Collette," "Walk to the Bull Ring," "Moonlight in Madrid" and "Tangi Tahiti." Goldsen holds similar agreements with Gerry Mulligan and Laurinda Almeida, with Pober's agreement signalling greater expansion for the Criterion firm.

Featured in the nation's TOP SELLING ALBUM "Love is the Thing" Capitol NAT COLE SINGS

LOVE IS THE THING STAR DUST AIN'T MISBEHAVIN'

MUSIC FROM THE GREAT CATALOG OF MILLS

THE LOVELY MOON IN KINGSTON (Lenore Martin)

Rosita Davis, Steve Pullman and His Calypsonians

ACE #A109

ACE RECORDS 1630 Broadway, NYC

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

MAN ON FIRE

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Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

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Professional demo records—7 Vocalists (male-female)—Vocal Groups of all types—9 Instruments—45 or 78 Hi-Fi Equip. Piano or Organ and Vocal: 1 song, \$5.50; 2 songs, \$10.00; add any or all these instruments for \$3.00 each per song. Guitar, Clarinet, Bass Fiddle, Steel Guitar, Sax, Viola, Drums. Write for free info sheet.

DEMONSTRATION RECORD COMPANY BOX 4, STA. C. (Our Fifth Year of Operation) LINCOLN, NEBRASKA

WMGS Sets '58 Edition Of Hi-Fi Show

WASHINGTON — W M G S, Washington's good music station, will produce the 1958 Washington Hi-Fi Show slated for the Shoreham Hotel here, March 14 thru 16. It will be the fourth time the station has undertaken the venture.

Third show was hailed by the 50 exhibitors as the finest show of its kind ever staged, according to M. Robert Rogers. About 15,000 people attended.

Members of the industry committee who worked on the third show will also advise Rogers in the production of the forthcoming event. They include: Wm. Shrader, president of Shrader Sound Studio; Thomas Ikeler, general manager of Campbell Music Company; Charles W. Lienau, and Gene Rosen, manufacturers representatives.

New Bill Asks Tax Repeal On Kidisks

WASHINGTON — Excise tax on children's phonograph records retailing at 25 cents or less will be repealed, if a bill introduced by Rep. Eugene McCarthy (D., Minn.) wins Congressional approval.

Introduction of the bill last week (8) marks the second attempt by McCarthy in 19 months to put an end to the manufacturers' excise on such records. Similar measure proposed last session passed the House, but failed to get action in the Senate before the session ended.

McCarthy told his colleagues when he proposed the legislation last session that unless the excise tax were removed, it would be only a "matter of time" until manufacture and sale of the records terminated. He also pointed out that the records are valuable from an educational standpoint.

New bill was referred to an excise tax subcommittee, which approved the measure Thursday (11). Bill now faces action in the full Ways and Means Committee before going to the House.

Westm'ster to Release Erato Catalog Here

NEW YORK — Westminster Records has acquired for United States release the rights to the entire catalog of the French label, Erato. The label is known for its selections of medieval music.

Initial release is set for September and will include: Gilles' "Requiem" the Schutz "Requiem" and the Bach "Magnificat." Subsequent releases will include Delalande's "Deux Grand Motets," "Cantiques Spirituels," and "Deux Grands Motets for soli, chorus," Dufay's "Missa Sine Nomine," Mouret's "Fanfare pour Trompettes" and "Symphonies," Palestrina's Messe "Aeterna Christi Munera" and Messe "Lauda Sion," and motets of the 16th Century.

Victor Pacts Eager To Longterm . . .

Johnnie Eager, British vocalist, has been signed to an RCA Victor contract by Joe Carlton. Eager, not to be confused with American warbler-cleffer Johnny Parker, who once used the Eager name, will make his home in the U. S. A. His contract is for a long term.

L. A. DISKERS TO TEE OFF

HOLLYWOOD—The Los Angeles contingent in the Disk Industry Golf Tournament will be teeing off for the qualifying round at the Riviera Golf Club at 10 a.m., July 22. Jack Devany and Eddie Shaw will be on hand to take care of any problems that may arise. Foursomes will be set so that the golfers will tee off with a minimum of effort.

The national golf chairman, Henry Onorati, will be present to qualify and coordinate activities. Golfers should contact Shaw or Devany concerning the event or for further details. Late comers will be entered up to tee-off time.

Victor-Canon Photo Contest Ends Aug. 31

NEW YORK — The jointly sponsored RCA Victor-Canon Camera album cover photo contest has been extended one month. New deadline for entries now is August 31.

According to Victor, more than 1,000 photo entries already have been received thru phonorecord and camera stores. However, a large number of photographers requested the extension in order to shoot suitable backgrounds during their August vacations.

Contest, which is open to anyone, carries \$3,000 worth of prizes in RCA hi-fi and TV equipment, Canon cameras and lenses. Awards will be given for color transparencies judged most suitable for a forthcoming LP entitled "Hi-Fi in Focus."

Details and entry blanks are available from Victor and Canon retailers.

Jazz Program Hub Festival's Biggest Draw

BOSTON—The biggest drawing attraction at the recent 10-day Boston Art Festival was the jazz night which was attended by more than 16,000 persons. Total overall attendance at all exhibits was estimated at close to 600,000.

The popular program was "The Living History of Jazz" with the Herb Pomeroy Orchestra and John McLennan, WHDH disk jockey as commentator. This and other concerts in the festival were made possible by a \$10,000 grant from the Music Performance Trust Fund of the Recording and Transcription Industry.

The City of Boston appropriated \$30,000 and close to another \$30,000 was received in contributions. Other attractions were Carlo-Menotti's "The Consul," the Jose Limon Dance Group, "The Devil's Disciple" with a Broadway cast, readings by poet E. E. Cummings and a salute to Stravinsky with Soulima Stravinsky appearing in the concert.

Extend Time On LP Deal

NEW YORK — Roulette Records is extending its current album promotion plan an additional 30 days. The plan, whereby dealers and distributors buying 12 Roulette LP's receive two free albums of their choice, will now run thru August 15.

Meanwhile Roulette's artist and

Paul Weston to Conduct N. O. Symphony Ork

HOLLYWOOD—Paul Weston will conduct the New Orleans "Pops" Symphony Orchestra Friday and Saturday (19-20) in a concert of light contemporary music which will include his own work, "Crescent City—The Moods of New Orleans." The Weston original was recently released in album form by Columbia Records. The New Orleans performance will be its premiere as concert fare.

Weston feels that the album release will help generate a trend for more original mood music. The great demand for background music has overworked many of the standards, thus intensifying the need for fresh fare, Weston said. Weston's future plans call for two mood music albums per year, one of which will be an original score.

To help spark the New Orleans concert, Weston is bringing along six Hollywood sidemen who recorded the "Crescent City" album to sit in with the New Orleans Symphony Orchestra. They are Eddie Miller, Matty Block, Ted Nash, Nick Fatool, Dick Cathcart and Zeke Zarchy.

Disk Stars Promote for Dress Chain

NEW YORK — Disk Stars Joni James, Georgia Gibbs, Dean Jones, Johnny Desmond and Sal Mineo are all part of a special promotion being undertaken by the Lane Bryant Clothing chain of stores for its teen-age customers.

Supervised by Miss Ellie Lynn of the chain's promotion staff, disks specially made by the stars are pressed on cardboard laminated recordings on which are first printed autographed photos of the performers. Bios of the artists are printed on the flipside of the disks.

Disks are a feature attraction of the chain's "Chubby Clubs" and are being promoted via the Chubby Club News. The records are available free in the stores or they may be obtained via a coupon ad in the publication. The laminated disks are produced by Star Talk, Inc., of New York.

National Label Pacts 3 New Vocal Acts

NEW YORK — National Records, new label recently kicked off by Joe Leahy, has signed three new acts. The three comprise thrush Ann Lear, Kenny Fance and the Bachelors, and the Petticoats, a trio of chicks. Meanwhile, Virginia Carrington Thomas, organist-cleffer and current pactee of the label, has recorded an EP of Leroy Anderson music on the Conn organ. Mills Music is releasing shee' arrangements of the tunes.

The label has also just arranged for Canadian distribution via the Regency label thru Phonodisc, Ltd., in Toronto. Other foreign distribution will be on the agenda when national sales manager Ray Meinberg visits England next month.

repertoire chiefs, Hugo Peretti and Luigi Creatore, left this week for Hollywood where they will record the Gaylords and Leo Diamond. The Gaylords, formerly with Mercury, were signed by the boys last week. The group will cut both singles and albums for Roulette.

Newport Fiesta Winds Up With Big Surplus

NEWPORT, R. I. — Newport was back to normal this week following its fantastically successful four-day Jazz Festival. And the producers of the non-profit affair were busy trying to figure out what to do with the "sizable surplus" accrued from a total of nearly 50,000 paid admissions.

According to sponsors-producers, Mr. and Mrs. Louis L. Lorrillard and George Wein, a minimum of \$10,000 will be given away this year to various worthy causes. At least another \$10,000 will be earmarked to underwrite other jazz projects, including a possible foreign good-will tour of artists under the Newport Festival banner. Another \$1,000 will go for a single college scholarship in the name of Louis Armstrong.

Lorrillard indicated that the Festival would support a permanent committee to deal with the narcotics problem. The offer fol-

New 'Saucer' Can Cue Fresh Legal Hassle

NEW YORK—Another flying saucer disk — Luniverse's "Flying Saucer the Second"—hit the market this month and it may very well cause another tangled legal hassle.

The platter, released by Dick Goodman, features the usual brief slices of current best-seller disks. Recognizable are Elvis Presley's "All Shook Up," the Everly Brothers' "Bye Bye Love," Marty Robbins' "A White Sport Coat and a Pink Carnation," Jimmy Dorsey's "So Rare," the Del Vikings' "Come Go With Me," Ferlin Husky's "Gone," the Diamonds' "Little Darlin'," Harry Belafonte's "Mama Look-A-Bubu," and the Coasters' "Young Blood."

Goodman stated he was currently negotiating royalty contracts with the publishers, Hill & Range and Acuff-Rose. However, Larry Green, of the Harold Orenstein office, counsel for Acuff-Rose here, denied that any negotiations were on between his client and Goodman. Instead, he said, Acuff-Rose had received a request for licenses on "White Sport Coat" and "Bye Bye Love" at a rate of a quarter of a cent for each song.

Altho the form was dated May 23, Green said Acuff-Rose did not receive it until June 25, after the disk has been released. Acuff-Rose subsequently turned down the request and is holding out for the standard two-cent rate. Green also represents Gil Fee Bee, (George Pincus) which publishes "Come Go With Me."

Jerry Wexler of Atlantic Records — Tiger Music publishes "Young Blood"—said the firm had not received a license request from Luniverse, possibly because the disk only utilizes a line of dialog from the Coasters' disk "Look a Here Look a Here." However, Wexler said he considers that dialog part of the song, and he intends to take it up with Goodman.

Epic to Hold Distrib Meet

NEW YORK — Epic Records holds its annual national distributors meeting Friday, July 19, at which time the label's execs will unveil fall product and merchandising programs. Scheduled to talk are Bill Nielsen, national sales director; Charles Schicke, classical & c.r. chief; Walter Hayum, promotion chief; Arnold Maxin, pop & c.r. director, and James Fogel-song, pop albums & c.r. director.

lowed a provocative panel discussion on the subject at the Festival.

According to Wein, the Festival will be able to get underway next year for the first time without the necessity of a loan to cover initial promotion. He also stated that, while record company support would be welcome next year to cut down the talent bill, it won't be essential, thanks to the surplus. (This year, Verve Records picked up a big slice of the talent total, and last year it was Columbia.)

Eventually, the sponsors expect to endow a school of jazz studies.

Next year, the Festival will run its own lodging agency to alleviate what has been a serious rooming problem. Starting this fall, an employee will canvas the town.

See Possible Settlem't for Fox Vs. Seeco

NEW YORK—The suit brought by the Harry Fox office on behalf of nine publishers against Seeco Records for alleged non-payment of royalties may eventually be settled out of court. This was indicated this week by both sides in the dispute altho on other aspects of the case, there was considerable divergence of views.

The suit was brought in U. S. District Court here six weeks ago on 27 copyrights of Joy, Hawthorne, Marks, Morris, Crestview, Mayfair, Paramount, Famous and Shapiro-Bernstein. At the time, Julian T. Abeles, attorney for Fox, indicated that additional cases for Peer, Miller, Feist and Robbins and numerous other publishers involving over 1,300 copyrights would eventually be filed, when proper documentation had been prepared.

This week, Henry B. Cohen, attorney for Seeco, said that a planned examination of Fox last week had been postponed at the request of Abeles. He also indicated that his own appraisal of the records indicates that the claims are exaggerated. Declaring that claims of suits already filed actually come to only about \$500, Cohen said that negotiations are planned with Fox to "terminate the controversy."

Meanwhile, Abeles admitted the possibility of negotiating the differences but denied that any of the claims were exaggerated or that those now filed come to only \$500. Work on cases involving other publishers' copyrights is going ahead he said, adding that no dates have yet been set for any negotiations with the Seeco interests.

'Train' Cleffer Assigns Rights

NEW YORK—Elizabeth Cotten, who claims to be the original writer of the current hit "Freight Train," last week assigned her publishing rights on the tune to Howie Richmond's Melody Trails Music, and Richmond is in the process of organizing litigation proceedings on the song thruout the world.

Miss Cotten, a Washington housewife alleges that she wrote the tune several years ago and taught it to folk singers, who in turn performed it in Europe without her permission. Prior to signing with Richmond, she said she relied on a common law copyright.

The song, published in England by Peter Maurice and first recorded there by the Cort Skiffle group and by Nancy Whiskey, is credited to James and Williams, said to be pseudonyms.



PERY



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Best wishes

*to the National Association
of Music Merchants.*

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RCA VICTOR RECORDS



GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
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THE BILLBOARD'S 1957

music merchants' trade show special

Published in conjunction with the 56th Annual Trade Show and Convention of the National Association of Music Merchants July 15th thru 18th Palmer House, Chicago, Ill.

CAN'T DECIDE

Dealers Split on Wisdom Of Disk Company Programs

- Dealers are for and against special
- Deadlock leaves disk industry on dilemma's horns—more study indicated

By RALPH FREAS

NEW YORK—The disk company that hasn't come up with some kind of promotion gimmick to hypo sales during the dry periods of the year is rare indeed. The major companies have certainly done their share. During the first half of the year, Columbia has had three big buys ("Dreams," "Broadway" and "Jazz") with appropriate dealer display material and advertising backing. RCA Victor hopes to ease dealers thru the summer with the Boston Pops buy. And of course, there is the free RCA Victor bonus disk offered twice a year, which despite recent curtailment of the program will continue thru 1958.

What's the Net Effect?

What, The Billboard wondered, has been the total effect on the retail level, of these promotional efforts. To find out, The Billboard's annual dealer survey of the disk business included the question: "Have the various programs been effective in leveling out the 'peaks and valleys' of the sales year?"

The answers are in and the question is still in doubt. Dealers are split almost exactly down the middle, with 47.8 per cent replying that they believe the promotions to have been effective and 48.4 per cent saying that they don't think so. Another 2.6 per cent were on the fence, answering "yes and no," while 1.2 per cent said that they didn't know.

Comments Reveal Much

Dealer comments were invited on this question and in the great majority of answers, whether "yes" or "no," the dealers were glad of a chance to qualify their position.

For example, one dealer wrote "yes, in general. One could point to individual cases of failure to

follow thru with adequate support."

Another dealer said, "In some instances, the proper material and promotion has stimulated traffic, but it can't be junk material and a price slash."

"Mercury's 1-cent sale and RCA's trade-in," wrote another dealer, "were the most effective. We would rather have this sort of bargain than so many samplers."

Said another, "The Victor coupon holders come in very regularly and usually leave with more than just the coupon record. It

has helped sales on all levels. Columbia's 'Buy of the Month' and jazz promotion is good too."

The "Nays" Have Their Say

The dealers who responded in the negative were just as vocal on their side. Here are some of their typical comments.

"Business is certainly up," writes one, "but I don't believe it is the result of the various promotions. Only Columbia's 'Dream Buy' has been successful for us. The special buys seem to attract only the wrong people—the bargain hunters, etc., who never buy anything else."

Says another, "I would like stable prices — no giveaways, no discounts, no monthly specials. More advertising and promotion

(Continued on page 51)

Another Banner Industry Year

- Dealers see discounts still a top problem
- Diamond stylus traffic heads accessory trade
- Continued from page 1

25 per cent of dealers say that EP sales increases during the first five months were due directly to the price drop.

The Discounting Problem

Something that continues to be uppermost in dealer minds is the discounting situation. On the current survey, The Billboard asked dealers to comment on how well disk company promotions were leveling out the peaks and valleys of the sales year. Many took the opportunity to say that they thought the elimination of discounting would take the "peaks and valleys" out of their business. There was, however, a definite

indication that more dealers are fighting fire with fire and doing a little discounting on their own. In fact, 12.7 per cent said they cut price to keep customers from going to the big discount houses. This compares with 9.6 per cent who answered similarly last year.

Diamond Profit Incentive

One of the more spectacular facts uncovered by the survey is the amount of diamond needle business currently being done by the disk dealer. More than 75 per cent of dealers say they have seen an increase in sales of this high profit accessory during the first five months of 1957. No other accessory came near the precious stylus tips in this regard.

By the same token, no other accessory has been accorded quite the same promotional treatment as the diamond needle. Most major manufacturers give the diamond a free plug on the back of

EDITORIAL

A BOW TO NAMM

This year's NAMM Trade Show is an impressive affair. We're able to say that even as the convention starts because for the past month press releases, product pictures and publicity handouts have been literally flooding our "in" letter box. Photos of new phonographs, tape recorders, radios (clock, table and transistor), portable television (the slimmer 1957-'58 models) and high-fidelity components and sets—many of them reproduced on these pages—have been piling up awaiting this issue for publication.

Frankly, we're impressed. And we believe that dealer-visitors to the Trade Show will go home after four days in Chicago not only impressed but even inspired to do a bang-up selling job this fall. It's hard to believe that the manufacturers and industrial designers could have improved so much upon the handsome merchandise they offered the public last year.

The uneven merchandising practices that characterized the television business in the not too distant past have straightened out for the better. But then, the market itself is more steady, manufacturers are better able to gauge demands and production. Replacement business is good. Color is coming along, not spectacularly, but coming. The 110-degree picture tube takes plenty of bulk away from the sets and gives dealers something new and wonderful to beat the promotional drums about. And aren't those lighter, slimmer, more colorful portables something to feast the eyes on?

High-fidelity has thundered ahead! Manufacturers and dealers alike have recognized in hi-fi something to bolster sagging sales in other areas. The market is broad, hardly scratched in fact. And the beauty part is that once the customer is sold on a hi-fi set, he's back in the store week after week buying the new disks, looking for new musical and new sonic experiences. A 21-gun salute to the inventor of high-fidelity!

There's an unmistakable trend, which will hardly be lost on the Trade Show visitors, toward high end high-fidelity. The time was when \$200 seemed the limit that people would go in purchasing a phonograph, but to many today \$500 is par for the course and \$1,000 plus is not too much to spend for a really high high-fidelity phonograph, AM-FM radio, tape recorder combination (with stereophonic tape reproducer thrown in for good measure). Look around the show. You'll see quite a few of these.

This brings us to another highly important aspect of the phono-record dealer's profit prospects for fall '57—tape. More than ever before, the tape recorder is being viewed as a high-fidelity music reproducer, not to depreciate in any way its many other attributes as a teaching aid, dictation device, etc.

But it is as a music reproducer that the tape recorder-player shows its most exciting promise. For one thing, the recorded tape field has, in a quiet way, been developing into an important factor. At this year's Music Show, for instance, there are several recorded tape producers exhibiting for the first time. And all of the major record companies, who aren't already doing something in this field, are watching it most carefully as it develops.

Stereophonic sound on tape is unquestionably the most exciting thing that has happened to the music business since the hi-fi boom. Tape recorder manufacturers are not unaware of this fact. Virtually all of the popularly priced recorders are now available with the stereophonic feature. To be candid, some manufacturers may be adding stereo playback as just another selling feature. They have to because their competition has it. But the stereo feature has plenty of meaning for the phono-record dealer who carries a line or two of recorded tape. Just as the hi-fi phono sale creates sales of disks, the stereo playback feature in the new tape recorder models debuting at this year's trade show will sell reel after reel of stereophonic music on tape.

Not to say anything about radio sales would be a grave omission. As most dealers know, there has been a tremendous upsurge of interest in radio, brought about in part by the new miniature transistor sets. Credit must also go to the hi-fi and disk industries for their efforts in awakening interest in music of all kinds.

Stylewise and pricewise, the industry has handed dealers a line of merchandise with tremendous appeal. Along with the merchandise, they have given them sales aids and tools that have no parallel in the past history of electronics' sales.

To repeat—this year's NAMM Trade Show is an impressive affair. It's impressive in the amount and quality of the merchandise displayed. It's impressive from the point of view of the effort being made by the Music Merchants' Association to guide the dealer in honest merchandising efforts. The dealers attending will return to their individual stores throughout the country with a better idea of where they're going and how they'll get there. And that's a good thing for them and for the manufacturers.

the record jacket, pointing out the economic factor (cheaper to use), the disk protection factor (not as hard on grooves) and improved performance (a "must" for hi-fi fans).

The hi-fi movement too has had its impact. Anyone who spends from one hundred dollars and up for a phonograph is interested in getting good reproduction from the equipment. It is consequently not too much trouble to do a little research into what the best needle is. Dealers have the information and the literature to pass along. Reduced cost is another im-

portant factor in boosting diamond needle sales. During the past year, many diamond needles retailing for around \$10 appeared on the market. This fact was unquestionably instrumental in swaying many collectors over to the precious tips.

Of the more than 5,000 dealers who received The Billboard's questionnaire, almost 8 per cent answered. This response is more than enough for a projectable sample, according to survey experts. It is estimated that the group questioned accounts for more than 85 per cent of the annual disk business.

THE BILLBOARD 1957 RECORD-PHONO DEALER SURVEY

... A detailed analysis of the music-record-phono business during the first five months of 1957.

What actually happened in the record-music business on the retail level during the first five months of the year? That in general is the question The Billboard attempted to answer in formulating this survey.

Questionnaires were mailed to over 5,000 retailers whose collective sales represent about 85 per cent of the total disk sales in the U. S. Replies totaled 374, with almost 8 per cent of the dealers answering.

QUESTION 1: Please show whether your dollar volume in the following classification was up, down or about the same during the first five months of 1957 as compared to the same period 1956.

	Total Stores	Over \$50,000	Under \$50,000
Single Records—78's ... up ...	1.7%	0.0%	2.1%
down ..	92.6%	95.1%	92.0%
same ..	5.7%	4.9%	5.9%
Single Records—45's ... up ...	76.5%	69.7%	78.0%
down ..	9.7%	16.7%	8.1%
same ..	13.8%	13.6%	13.9%
LP Records	75.4%	66.7%	77.4%
down ..	8.0%	10.6%	7.4%
same ..	16.6%	22.7%	15.2%
EP Records	30.1%	25.0%	31.2%
down ..	39.0%	50.0%	36.6%
same ..	30.9%	25.0%	32.2%

COMMENT:

It comes as no surprise that the 78 r.p.m. disk continues its slide to near-extinction. How nearly extinct it is is borne out by the response of the "over \$50,000" group which noted absolutely no increase in 78 r.p.m. sales and a decrease, at the same time, of 95.1 per cent. With regards to 45's the increase in singles sales is not as pronounced as that of EP's, due, without doubt, to the beginning-of-the-year price slash on EP merchandise. While the LP uptrend continues, it is not as strong as it was last year. The 75.4 per cent of total stores that noted an increase in LP sales on this questionnaire compares to 88.2 per cent on that question on last year's survey of the first five months' business. However, the increase of 75.4 per cent this year can hardly be regarded as slight.

QUESTION 2: Please show the percentage of your first five months' 1957 Total Record Dollar Volume represented by each of the following types of records.

	Total Stores	Over \$50,000	Under \$50,000
78—Single Record Sales	5.7%	5.4%	5.8%
45—Single Records Sales	38.2%	32.8%	41.2%
LP Pop Record Sales	30.8%	31.6%	29.7%
LP Classical Record Sales	16.1%	21.8%	11.8%
EP Record Sales	9.9%	8.4%	11.5%

COMMENT:

As might be expected, the smaller volume stores do appreciably more single sales than the "over \$50,000" stores, which rack up fatter grosses in the LP department. But more significant is the fact that packaged records—of which EP's account for almost 10 per cent—hit the 55 per cent mark of total record sales. This, incidentally, is almost exactly the ratio between singles and packaged disks as revealed by last year's survey. So, it seems that the trend toward packaged merchandise has leveled off after a steady climb over the past eight years. Will this ratio remain constant? Another year's sales figures may be necessary before any definite conclusions can be reached.

V-M Console Does Almost Everything

BENTON HARBOR, Mich.—The V-M Corporation is exhibiting a brand-new Stereo-Fidelis console in Rooms 948W and 949W at this year's Music Show. The unit, according to the firm, doesn't have a television picture tube.

That's the hard way to say that this five-foot cabinet contains just about everything else—a complete dual-speed, dual-track, stereo-play tape recorder; a four-speed, high-fidelity record changer; an FM-AM radio tuner, twin dual speaker and amplifier systems; a clock timer which can be pre-set to start or stop any function and a complete push-button control panel.

The tape recorder plays either stacked or staggered-heads stereophonic recorded tapes at the flip of a switch.

This newest addition to the extensive Voice of Music line of phonographs, recorders and automatic record changers is Model 1000. Sales Manager Bud Cain said the completely assembled console will sell for less than \$1,000 and will be in production in advance of the heavy Christmas selling season.

Dual controls on an elaborate panel under the center lid include V-M's new Acoustic Contour controls, V-M Tone-o-Matic controls, volume controls and separate bass-brilliance controls. There are dual external speaker outlets, dual stereo broadcast inputs to permit reception of AM/AM stereophonic broadcasts, dual 10-watt amplifiers and matched multi-way speaker systems mounted in twin reflex chambers at each end and positioned for the optimum stereo effect.

The special V-M Super-Fidelis four-speed record changer has an extended range ceramic cartridge which V-M engineers claim is superior to magnetic pick-ups; a heavy-duty, four-coil condenser motor, and the V-M Siesta-Matic feature which shuts off power and amplifier after the last record plays and also frees the drive idler to prevent formation of "flats" which would impair high-fidelity performance.

Altec Shows Speaker Line

NEW YORK—Three speaker lines and a record-reproducer unit are being shown by Altec Lansing (Room 963-W) at this year's music show. Dealers may also glimpse at preview of new models which will go on the market this fall.

In addition to the well-established duplex line of speakers being shown, music merchants can look over the Altec-Lansing line of economically priced biflex speakers. For those who don't want to do it themselves, the firm is showing a line of furniture-assembled speakers in the \$62 to \$555 price range.

On the front end of disk reproducing equipment, Altec Lansing is again showing its popular 901-C record-reproducer. This is a turntable-amplifier unit in one furniture package priced at \$237. The 901-C may be used to drive any of the furniture-assembled speakers.

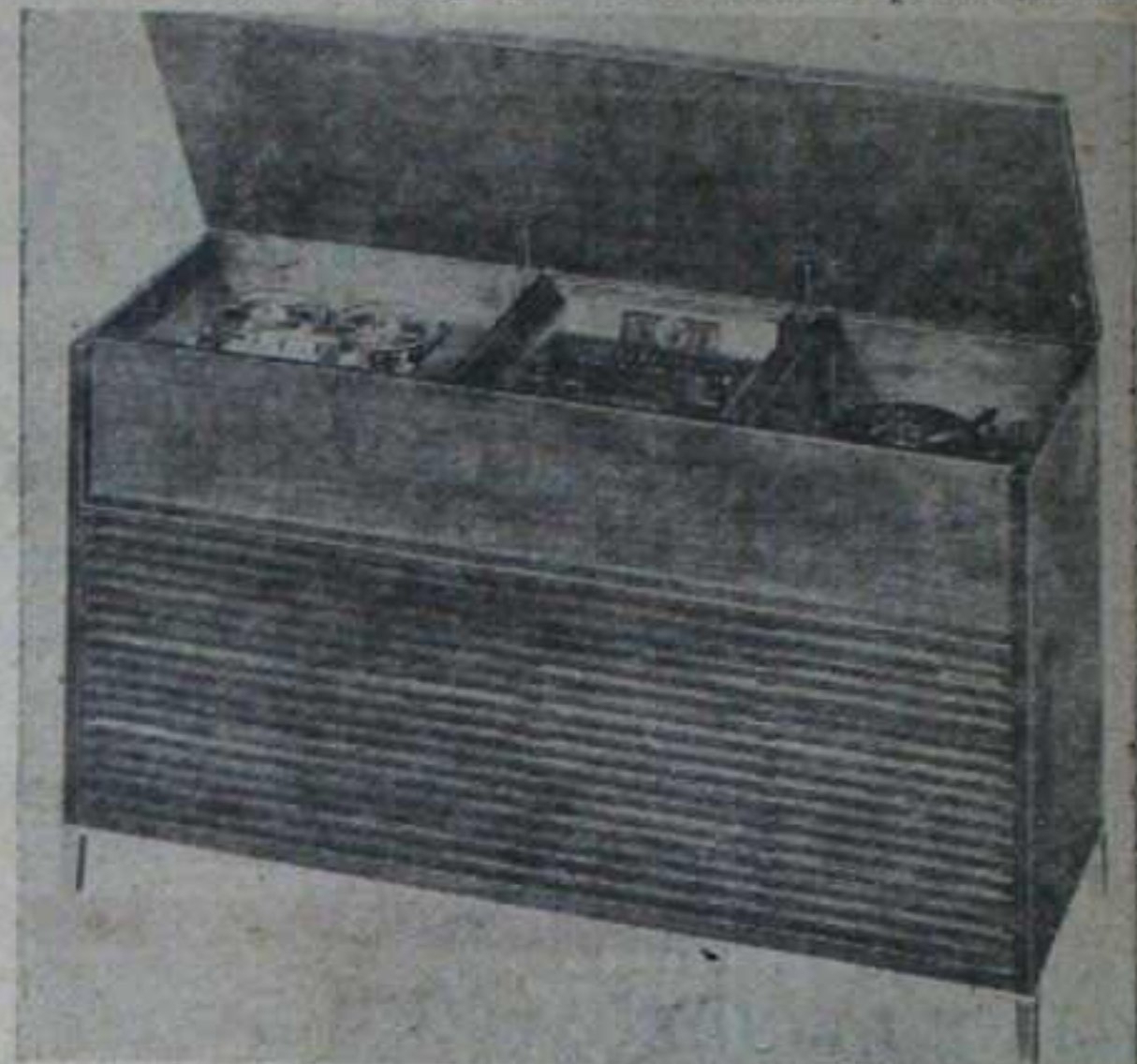
Mo Morris, sales manager of the firm, will be on hand to answer dealer questions on high fidelity. Morris will also speak at the High-Fidelity and Radio Sales Clinic (Wednesday, Grand Ballroom, 2 p.m.) on the subject of how to sell component hi fi. This is a meeting that no dealer should miss.

The tape recorder is a de luxe version of V-M's best selling Tape-o-Matic. It has dual pre-amps, a microphone jack, a monitor switch, a tape index counter, a new record-level light and tape storage space. It features dual track monaural recording and

playback as well as universal stereo playback.

The radio tuner has automatic frequency control to lock in FM stations and prevent station drift or shift. It is built to V-M specifications by a major high-fidelity radio manufacturer.

Available in hand-rubbed walnut, the contemporary, Grand Rapids-designed cabinet is 32 1/2 inches high, 60 inches wide and 20 inches deep. A 45 r.p.m. spindle, LP demonstration record, patch cord, adapter plug, microphone and V-M stereophonic demonstration tape are included.



SCHEDULE OF EVENTS

1957 CONVENTION-TRADE SHOW

Monday—July 15

- 7:45 a.m. Lowery Organ Dealers Breakfast—Crystal Room
- 8:00 a.m. JENAMM Annual Meeting Breakfast—PDR 11
- 8:00 a.m. Southern Music Merchants Research Group Breakfast—PDR 8
- 8:15 a.m. Association Presidents' Breakfast—PDR 2
- 9:00 a.m. Exhibits—Registration Opens
- 10:00 a.m. Downbeat Monitor Board—Crystal Room
- 10:30 a.m. Industry Press Conference—PDR 9
- 12:00 noon Convention Opening Luncheon—Grand Ballroom
- 3:30 p.m. Ladies Tea & Reception—Crystal Room
- 4:30 p.m. NAMM Tellers Committee—Office 402
- 6:00 p.m. Exhibits—Registration Closes
- 6:00 p.m. Baldwin Piano Co. Reception—Blackstone Hotel
- 6:00 p.m. C. G. Conn, Ltd., Band Instrument Division Reception—Grand Ballroom
- 6:00 p.m. Fisher Radio Corporation Reception—Crystal Room
- 7:00 p.m. National Piano Travelers' Association Annual Jamboree—Gold Room—Congress Hotel
- 8:00 p.m. Band Instrument Repair Panel—PDR 9
- 8:30 p.m. Frontalini Distributors' Meeting—PDR 7

Tuesday—July 16

- 8:00 a.m. NAMM Annual Meeting of Members Breakfast—Grand Ballroom
- 8:30 a.m. Accordion Wholesalers of America, Inc., Promotion & Workshop Clinic—Crystal Room
- 9:00 a.m. Exhibits—Registration Opens
- 10:30 a.m. NAMM Electronics Committee—PDR 4
- 2:30 p.m. NAMMW Executive Clinic for Dealers—Grand Ballroom
- 5:00 p.m. The Magnavox Company Reception—Grand Ballroom
- 6:00 p.m. Exhibits—Registration Closes
- 7:00 p.m. Phonograph Record Sales Clinic—Crystal Room
- 7:30 p.m. Everett Piano Company—Sheraton Blackstone Hotel

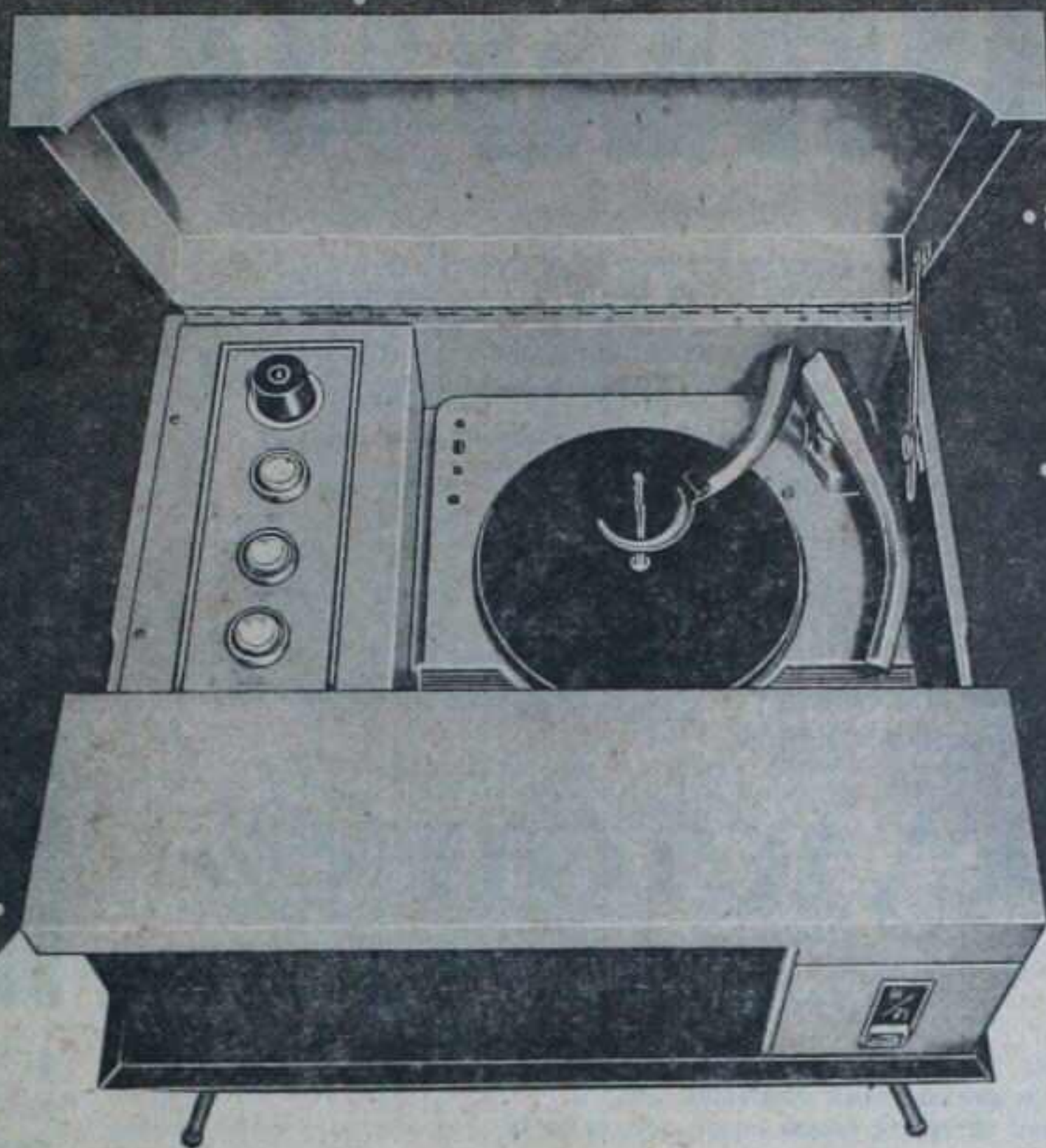
Wednesday—July 17

- 8:00 a.m. Pilot Radio Corporation Dealer Breakfast—Empire Room
- 8:30 a.m. Accordion Wholesalers of America, Inc., Promotion & Workshop Clinic—Crystal Room
- 9:00 a.m. Exhibits—Registration Opens
- 9:30 a.m. National Piano Manufacturers' Association Sales Training Clinic—Grand Ballroom (Note: All NPMA member exhibits will be closed during session)
- 10:00 a.m. Accordion Teachers' Guild, Inc.—PDR 8
- 12:00 noon NAMM Board of Directors Luncheon—Reorganization Meeting—PDR 11
- 2:00 p.m. High Fidelity & Radio Sales Clinic—Grand Ballroom
- 3:00 p.m. Excelsior Accordion Workshop—Crystal Room
- 6:00 p.m. Exhibits—Registration Closes
- 7:00 p.m. Band Instrument Sales Clinic—Crystal Room
- 7:00 p.m. Traficante, Inc., Accordion Concert—Grand Ballroom

Thursday—July 18

- 9:00 a.m. Exhibits—Registration Opens
- 10:00 a.m. NAMM Telephone & Letter Clinic—Grand Ballroom
- 5:00 p.m. Exhibits—Registration Closes
- 5:00 p.m. Winter & Associated Companies Reception—Crystal Room and PDR 11
- 7:00 p.m. Music Industry Banquet—Grand Ballroom

The MOST SENSATIONAL NEW DEVELOPMENT in HIGH FIDELITY!



the **Voice**  of **Music**

ACOUSTIC CONTOUR CONTROL

V-M's NEW 'Fidelis' Model 562 Has the Acoustic Contour Control

Superlative in sound and high-fashion styling, this NEW version of America's best-selling table model hi-fi phonograph introduces a totally new kind of pleasure! Centralized controls include V-M's own Tone-o-matic, separate bass and brilliance controls, plus the Acoustic Contour Control!

- NEW 4-way speaker system—40-15,000 cps response!
- 'Super-Fidelis' 4-speed changer!
- Blonde, mahogany, walnut or ebony! Legs optional.
- Just \$159.95 List*

ANOTHER PROFITABLE "FIRST" FROM V-M!

The company which gave you the first jamproof changer, the fourth speed, popular-priced stereo and so much more now proudly presents:

The V-M Acoustic Contour Control—a genuine contribution to audio science!

- It preserves purity of tone at any volume setting.
- It "shapes" high-fidelity music to fit any room—small, medium or large!

Normally, in high fidelity systems, fidelity *decreases* as volume *increases*. But V-M's exclusive Acoustic Contour Control *preserves* fidelity even at the *highest* volume levels!

*Blonde or mahogany. Other finishes a bit more. Slightly higher in the West.

See and Hear the Sensational Voice of Music
Line at Room 948W at the NAMM Show!

the **Voice**  of **Music**®

V-M CORPORATION • BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Here's why RCA Victor brings you the greatest

FEATURES YOU CAN

Every step of the way, new RCA Victor High Fidelity has features you can let prospects see and hear and try. For example, each New Orthophonic High Fidelity "Victrola"® has the sensational new Stereo switch. Show how easily it lets you add a matching "Victrola"-Recorder Stereotape Player for fabulous Stereophonic Sound. Demonstrate the 4-speed Floating Action Changer that handles records swiftly, silently, gently.

Then keep going, feature by feature—set by set, till you've sold up to the instrument that best fits your customer's needs and budget.

For stereo demonstration tapes and details on staging store demonstrations, contact your RCA Victor distributor now!

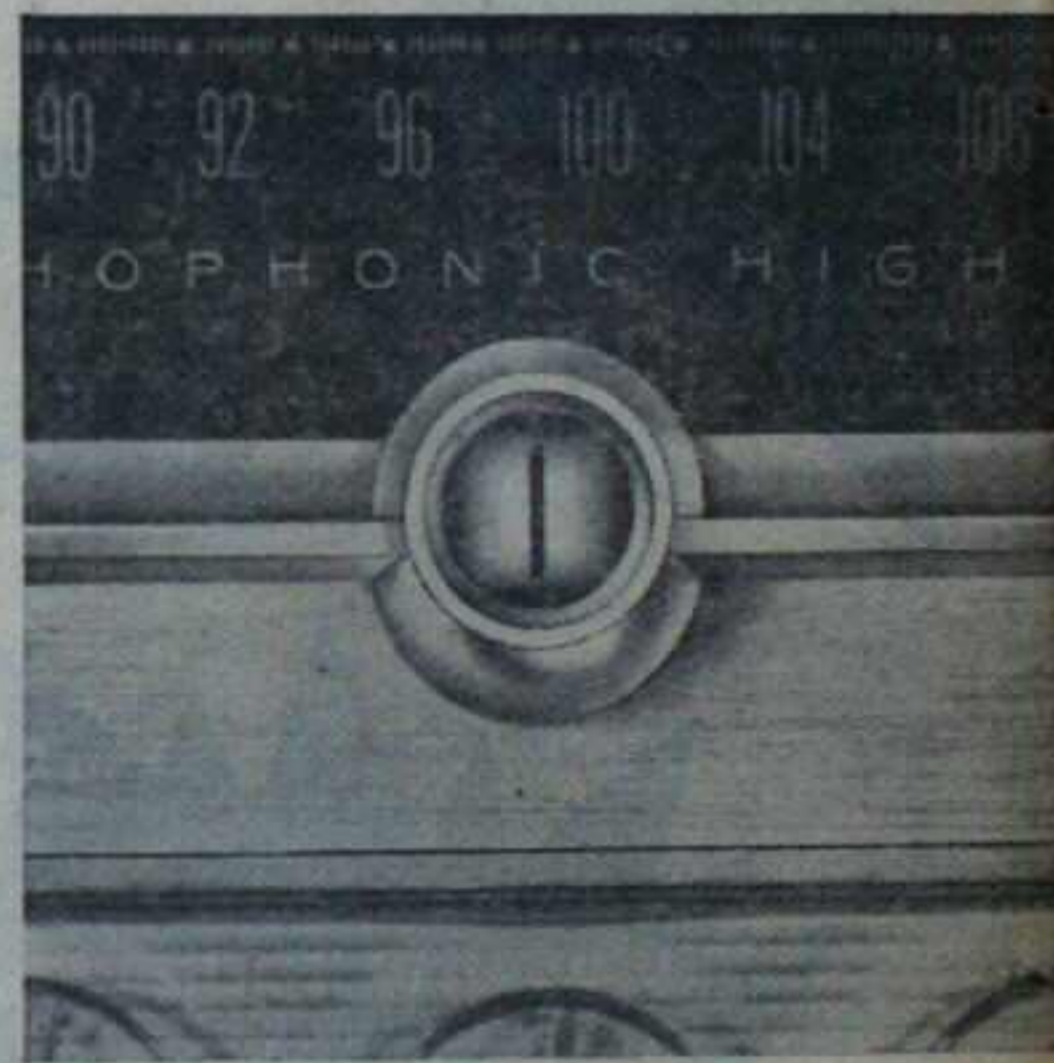
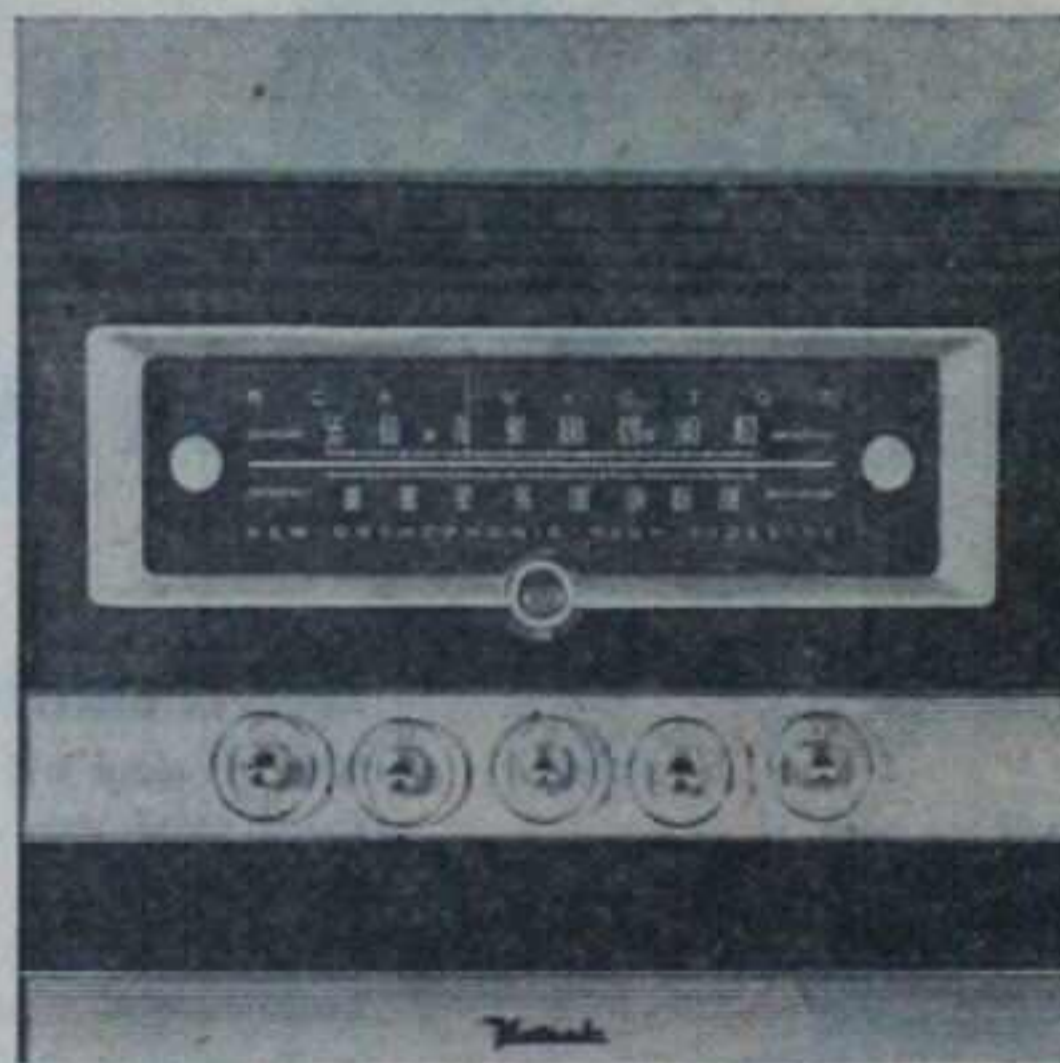


Manufacturer's nationally advertised list prices shown, subject to change without notice. Slightly higher for West and South. Prices are for mahogany finish, except where noted otherwise. ®RCA trademark for record and tape players. *No Stereo switch

VISIT THE RCA VICTOR RADIO & "VICTROLA" AND TELEVISION EXHIBITS
AT THE CHICAGO MUSIC MERCHANTS' SHOW
PRIVATE DINING ROOM #14, PALMER HOUSE—JULY 15 TO 18



1—STEREOPHONIC SWITCH brings you Stereophonic Sound in seconds. Simply flick the switch, place a Stereo-orthophonic tape on your "Add-on" Stereotape Player—and you're ready to listen.

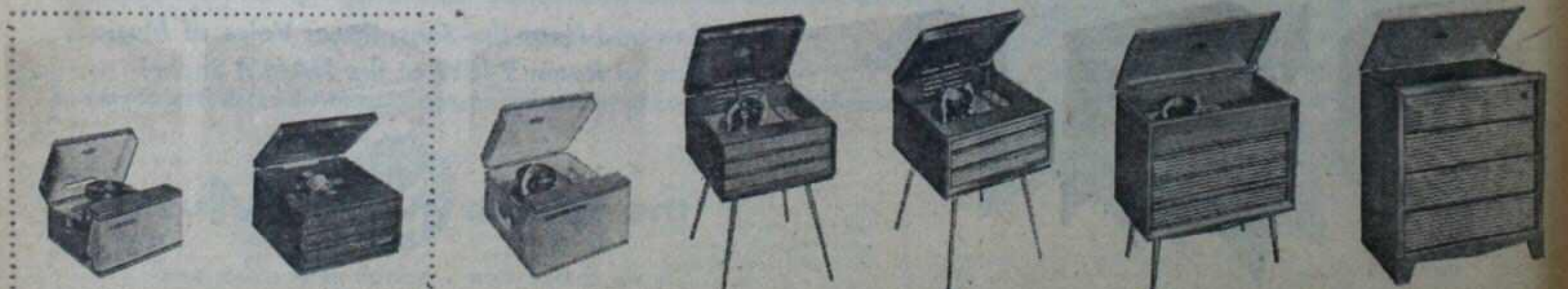


5—FLOATING ACTION RECORD CHANGER. New 4-speed changer by RCA Victor handles records quickly, silently, gently. Lightweight tone arm with twin styli prevents excessive wear on record grooves.

6—AM-FM RADIO. Built-in radios are easy to tune—extremely accurate. Powerful AM performance and virtually static-free FM reception. Automatic "drift" compensation "locks" station in place.

7—"MAGIC-EYE" VISUAL TUNER on most sets with AM-FM radio. Conveniently mounted at the front of the tuning panel, this famous RCA Victor "extra" gives you unsurpassed tuning accuracy.

These are the instruments — world's First Family of High Fidelity



PORTABLE "45" HI-FII* Multiple speakers. Brown luggage-type case. Mark XII. (BHF45P) \$69.95.

TABLE MODEL "45" HI-FII* Multiple speakers. Mahog., oak, maple finishes. Mark VIII. (7HF45) Mah., \$79.95.

PORTABLE with 3 speakers. 4 speeds. Stereo switch. Brown luggage-type case. Mark XI. (SHF9) \$129.95.

FINE FURNITURE—3 speakers. 4 speeds. Stereo switch. 4 wood finishes. Mark IX. (SHF6) Mahog., \$139.95.

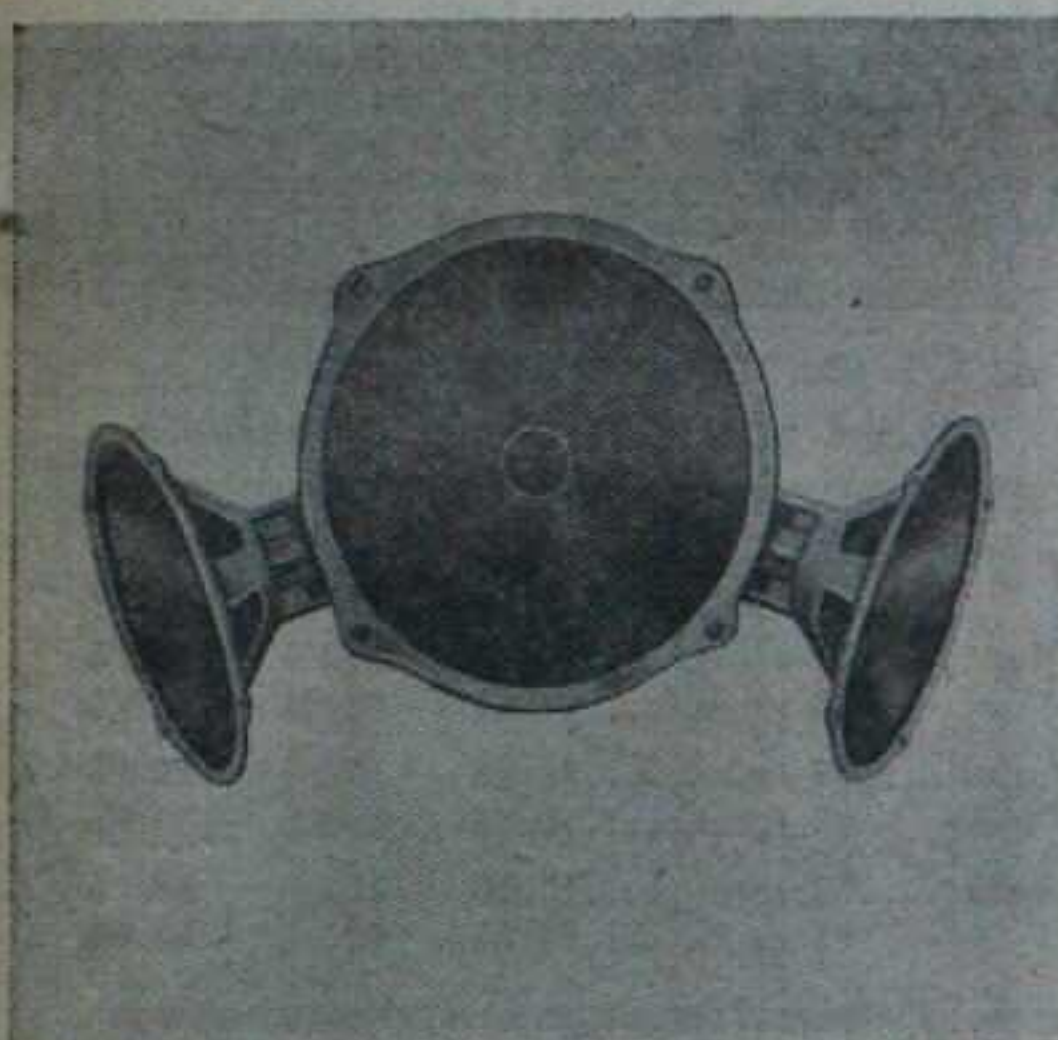
CONSOLETTA STYLING! 3 speakers. 4 speeds. Stereo switch. 4 finishes. Mark VII. (SHF7) Mahog., \$159.95.

EXTRA-POWERFUL 3 speakers. 4 speeds. Stereo switch. 3 wood finishes. Mark VI. (SHF6) Mah., \$189.95.

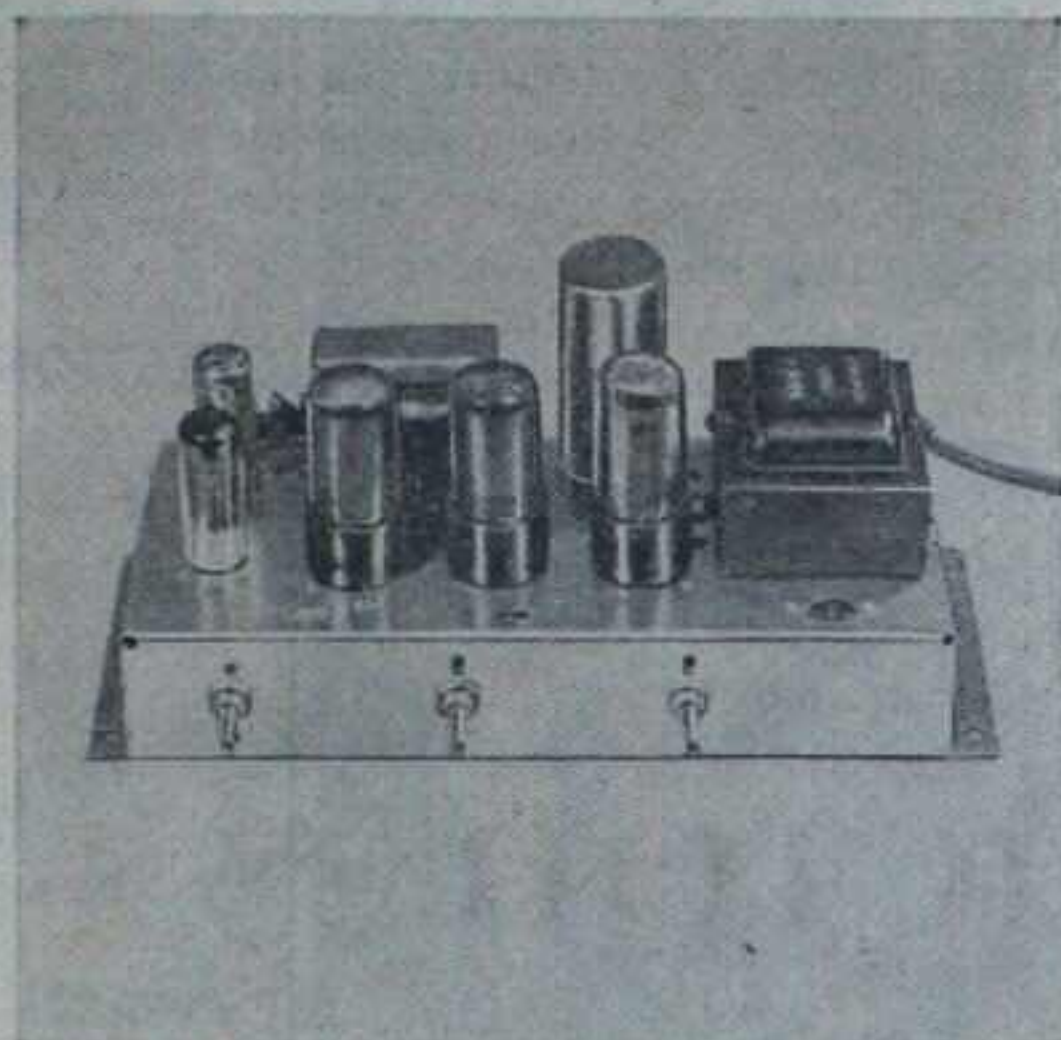
MORE SPEAKERS! 4 speakers. Mah., light rift oak, or maple finishes. Mark II. (SHF5) Mah., \$229.95.

sell-up potential in High Fidelity today:

DEMONSTRATE!



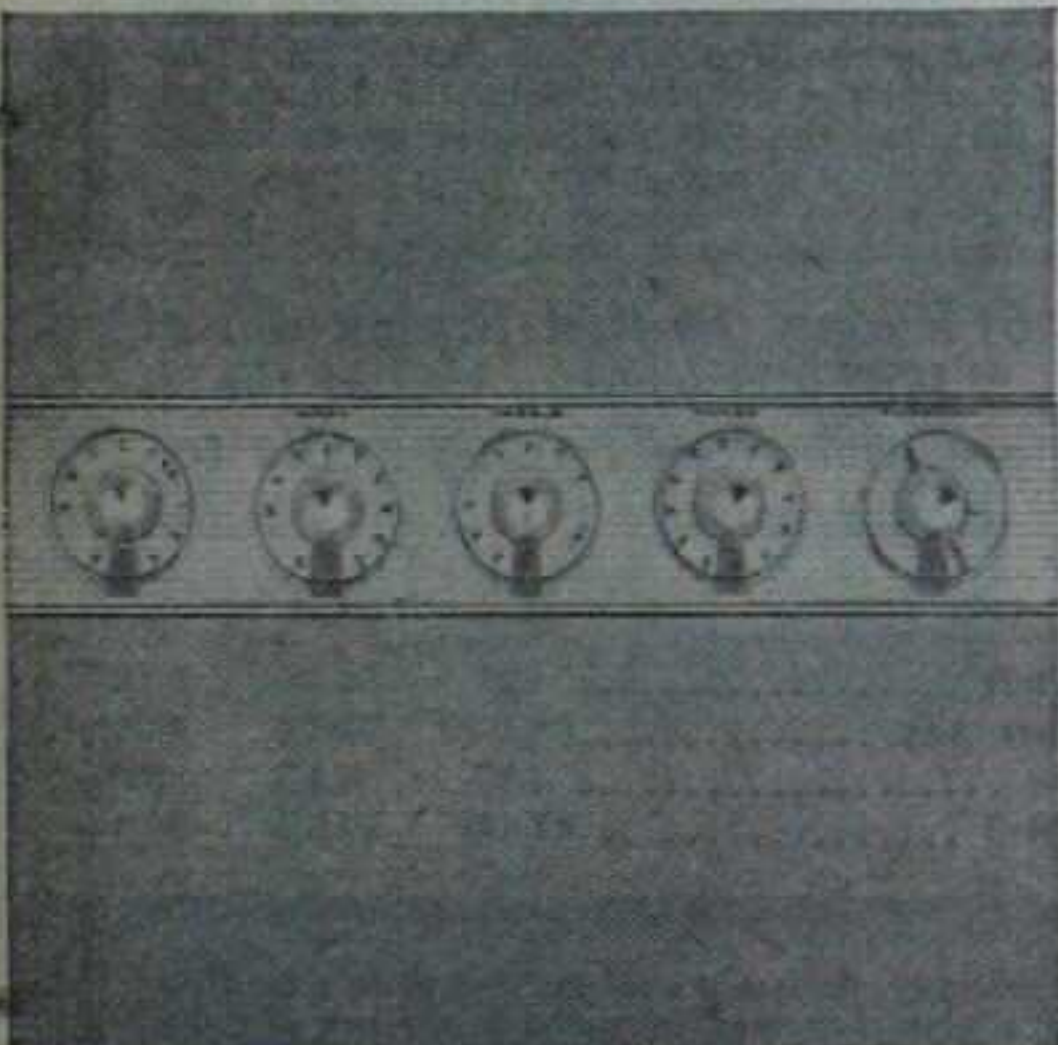
2—MORE SPEAKERS—3 or more in every model from \$129.95. Speakers are scientifically angled and balanced for room-wide distribution of sound. It's RCA Victor's famous Panoramic Sound System.



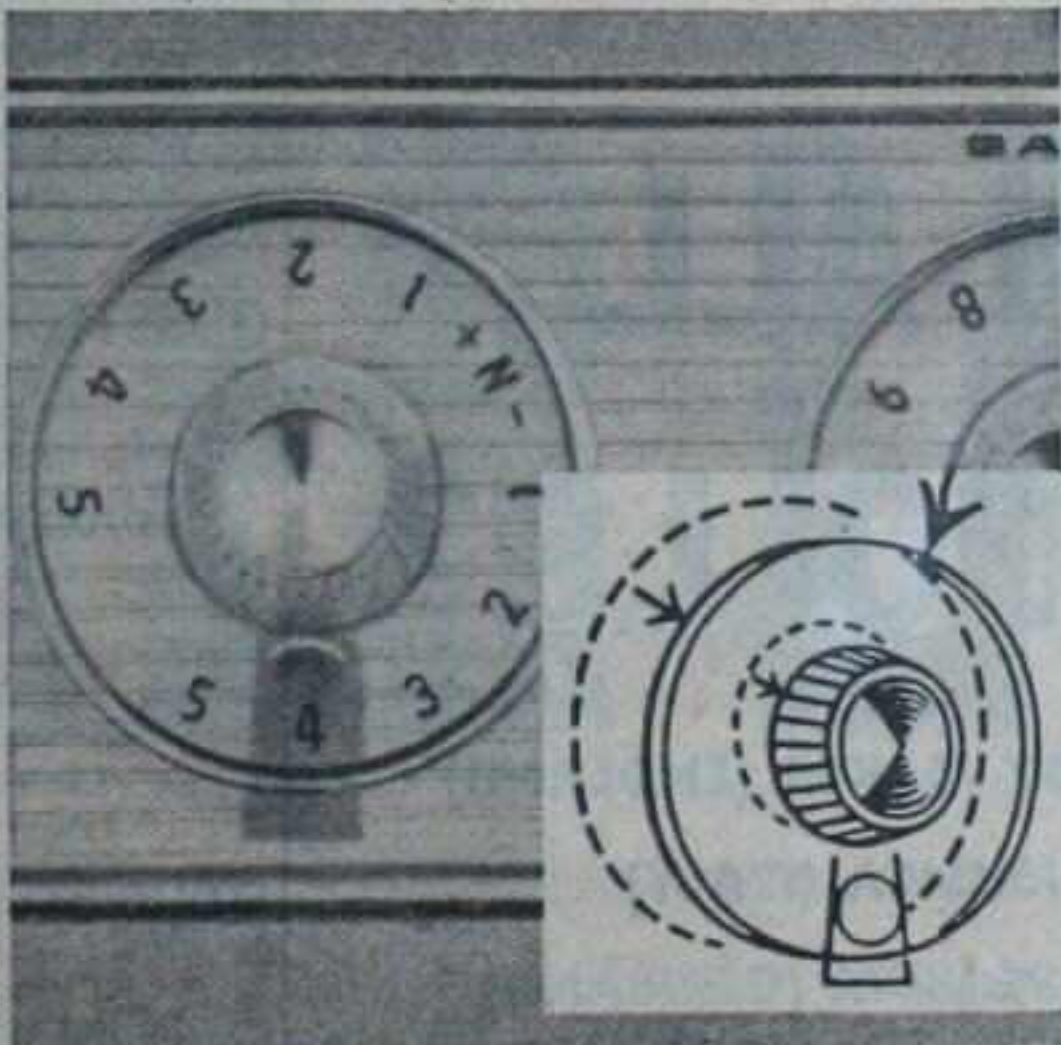
3—MORE POWER. You get greater wattage than ever before. Each Supercharged Chassis is specifically designed for best performance with its own particular cabinet and Panoramic Sound System.



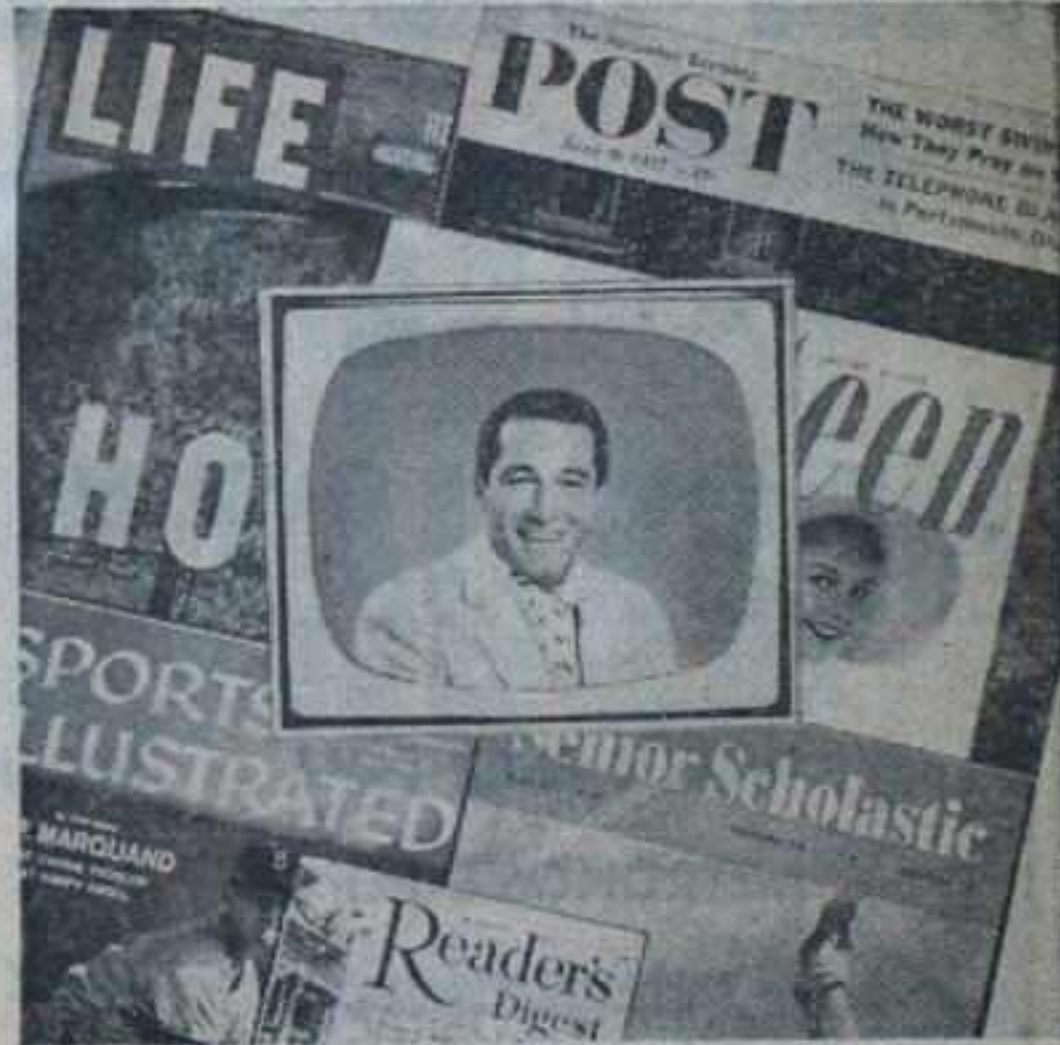
4—STYLED FOR SOUND. To bring you the best in High Fidelity, only solid wood cabinets are used as integral parts of each balanced sound system. Natural wood and veneer finishes add beauty to the line.



8—MAGIC RAY LIGHTING on the Mark I, II, III. A soft glow of light illuminates individual knob calibrations on the Master Control Panel. You can tune your set even in a darkened room.



9—"PUSH-PULL" ON-OFF LOUDNESS CONTROL on most instruments with AM-FM radio lets you pre-set loudness. Just pull the knob and sound comes on at the right volume. Calibrations are illuminated.



10—HARD-HITTING ADVERTISING! RCA Victor helps you sell these sensational instruments on radio, television and in consumer publications. It's the industry's most powerful advertising program!

designed for Stereophonic Sound you can add now or later!



AM-FM! 4 speakers, 4 speeds. Mahog., light rift oak or maple finishes. Mark IVD. (SHF4) Mahog., \$299.95.



MORE POWER! 16-watt amplifier. AM-FM tuner, 4 speakers, 4 speeds. Stereo switch. Mahogany, maple or light rift oak finishes. Mark III. (SHF3) Mahogany \$375.



CONSOLE with exceptional power, 4 speakers, 4 speeds. Stereo switch. Traditional mah. finish; modern light rift oak finish or natural walnut. Mark II. (SHF2) Mah., \$795.



A COMPLETE HOME SOUND CENTER. 8 speakers. Built-in Stereotape Player and tape recorder, AM-FM tuner, 4-speed changer, Moving coil pickup, "Magic-Eye" visual tuner. 3 matched cabinets. Traditional styling in mahogany finish. Modern styling in light rift oak finish or natural walnut. Mark I. (SHF1) \$2000.

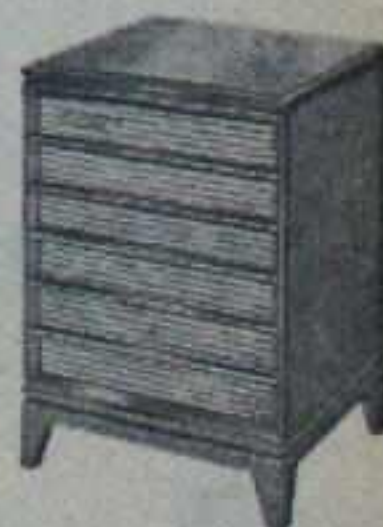




photo by FABIAN BACHRACH

WHY DID THE MJQ WIN ALL THESE JAZZ POLLS?

- | | |
|---------------------------------|------------------------|
| DOWN BEAT POLL | MELODY MAKER (ENGLAND) |
| METRONOME POLL | JAZZ MUSICA (ITALY) |
| INTERNATIONAL JAZZ CRITICS POLL | JAZZ PODIUM (GERMANY) |
| THEME MAGAZINE POLL | LE JAZZ HOT (FRANCE) |
| | JAZZ MAGAZINE (FRANCE) |

WHY? For three reasons, demonstrate Bags' Groove, Yesterdays or Night in Tunisia, three selections by The MJQ, IN THEIR NEW LONG PLAY

THE MODERN JAZZ QUARTET

ATLANTIC 1265

Atlantic RECORDING CORPORATION
167 WEST 57 STREET, NEW YORK 19, N. Y.

QUESTION 3: In packaged records (LP's and EP's), how does your present dollar inventory compare with that of a year ago this month?

	Total Stores	Over \$50,000	Under \$50,000
LP Inventory is greater.....	83.6%	86.3%	82.9%
smaller.....	4.0%	4.1%	4.0%
same.....	12.4%	9.6%	13.1%
EP Inventory is greater.....	35.4%	27.1%	37.4%
smaller.....	33.0%	47.1%	29.6%
same.....	31.6%	25.8%	33.0%

COMMENT:

While the differences between the answers given to this question last year and those noted here are not great, they do indicate a definite trend toward carrying heavier EP inventories and light LP inventories. Two factors may be responsible: The rumors of an LP price slash (which, incidentally, has been vigorously denied by disk firms) plus the actual cut in EP prices. Even in the larger stores, which traditionally have not gone out of their way to promote the smaller platters, show a definite move to heavier EP inventories.

QUESTION 4: Of your single record sales, what per cent of dollar volume is currently represented by the two speeds?

	Total Stores	Over \$50,000	Under \$50,000
Pop Singles 78 r.p.m.	18.6%	17.1%	29.2%
45 r.p.m.	81.4%	82.9%	79.8%
C&W Singles 78 r.p.m.	20.4%	19.2%	22.6%
45 r.p.m.	79.6%	80.8%	79.8%
R&B Singles 78 r.p.m.	15.4%	16.5%	14.2%
45 r.p.m.	84.6%	83.5%	85.8%

COMMENT:

Last year's survey showed the Country-Western field to be the last stronghold for the 78 r.p.m. singles. This is no longer the case. The ratio of 45 to 78 sales has almost approximated that of the pop singles. Whereas, last year the survey showed that two C&W 45's were sold for every three 78's, this year only one is sold on 78 for every four on 45. Equally interesting is the fact that, for the first time, more R&B singles are sold on 45's than pop singles. This may be attributed to the fact that the line of demarcation between the R&B and the Pop singles is becoming harder to distinguish.

QUESTION 5: During the first five months of 1957 did you use any of the following consumer advertising media to promote record sales?

	Total Stores	Over \$50,000	Under \$50,000
Radio Time	54.9%	59.2%	53.8%
Newspaper Ads	68.1%	73.2%	66.8%
TV Time	4.6%	8.5%	3.6%
Direct Mail	41.4%	53.5%	38.3%

COMMENT:

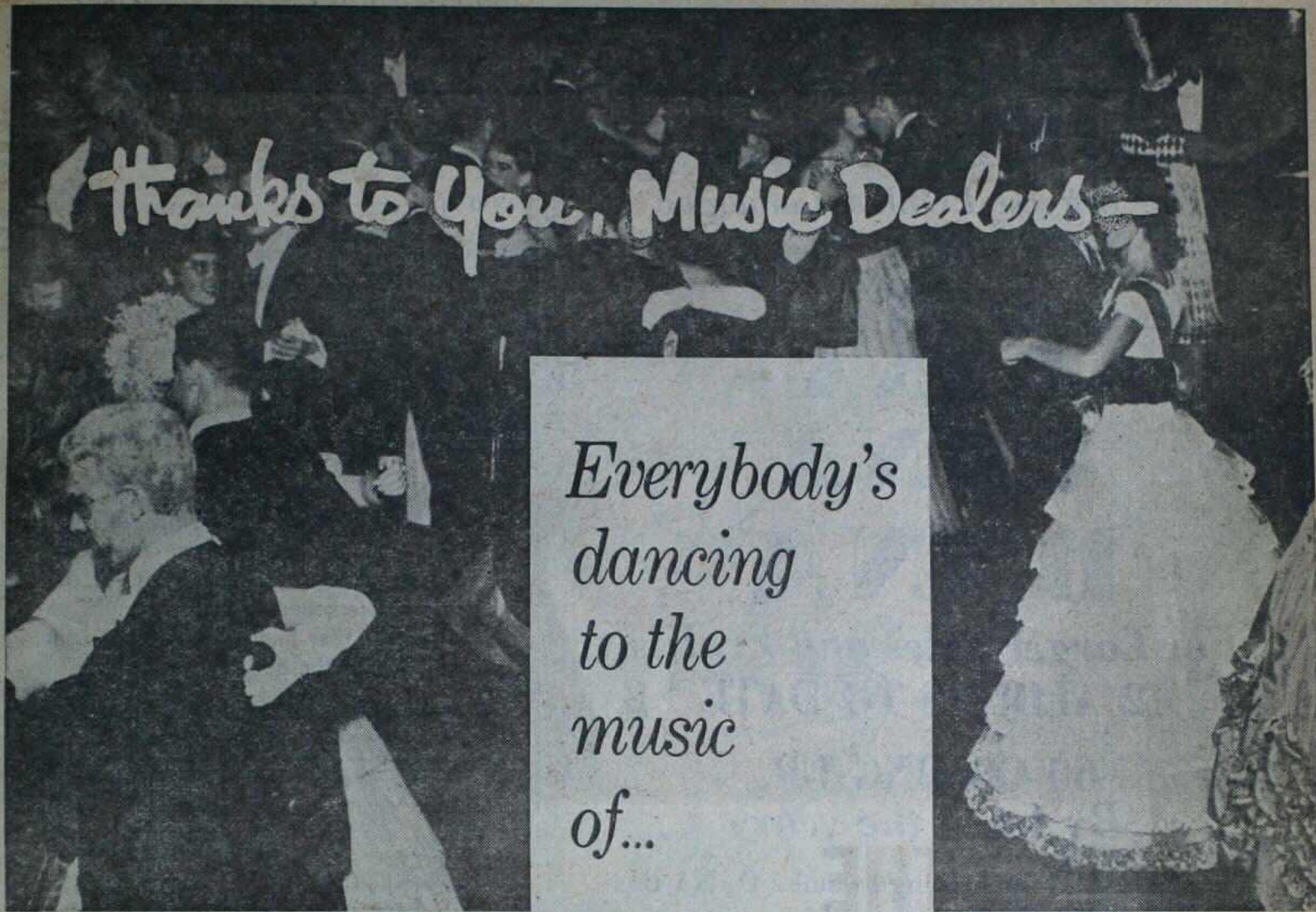
In every category, dealers are advertising more than they did last year. Biggest increases are noted in the use of radio time and direct mail with newspaper advertising still out-ranking every other media. Purchase of newspaper space is considerably higher than the next closest—radio time. TV time, the most expensive form of promotion, is used almost three times as much by the "over \$50,000" group as it is by the smaller volume outlets. The larger volume stores also show their strongest increase in use of direct mail.

QUESTION 6: Did you spend more, less or about the same in over-all record advertising as the amount spent in the same period of 1956?

	Total	Over	Under
More....	32.3%	38.2%	30.8%
Less....	13.1%	10.3%	13.8%
Same....	54.6%	51.5%	55.4%

COMMENT:

Almost one-third of the dealers are spending more money on advertising. This represents a small increase from last year's survey at which time 30 per cent answered similarly. Importantly, only 13.1 per cent say they are spending less. Over a three-year period, the answers to this question have not changed appreciably, indicating a continuing faith in advertising expenditures.



LESTER LANIN

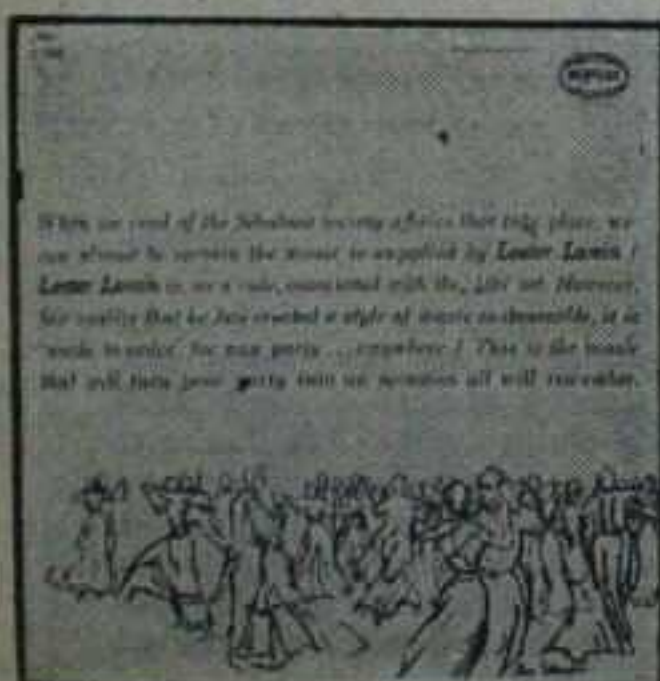


**DANCE TO THE MUSIC OF
LESTER LANIN**

EPIC LONG PLAY LN-3340

Epic Extended Plays:

EG 7184—Volume 1
EG 7185—Volume 2
(includes "My Fair Lady" medley)



LESTER LANIN

**EPIC LONG PLAY
LN-3232**

*Exclusively
on . . .*



Direction: **LESTER LANIN ORCHESTRAS**
1776 Broadway, New York, N. Y.
Tel: COLUMBUS 5-5208

Everybody's Buying

DANA Albums

The Biggest POLKA Catalogue
In The World

DANA
DANA
DANA
DANA

For Larger Sales and Profits
42 ALBUMS TO DATE

60 COMING UP
By 1st of the year

Thanks NAMM for helping to make DANA the
Leading Polka line in the world.

See You at The Palmer House

Check Your Nearest Distributor for Latest Releases.

DANA DISTRIBUTORS

- COSNAT DISTRIBUTORS**
315 W. 47th Street
New York, N. Y.
- COSNAT DISTRIBUTORS**
415 Halsey Street
Newark, N. J.
- COSNAT DISTRIBUTORS**
1710 North Street
Philadelphia, Pa.
- COSNAT DISTRIBUTORS**
1233 West Ninth St.
Cleveland, Ohio
- COSNAT DISTRIBUTORS**
3727 Woodward Avenue
Detroit, Michigan
- CORAL RECORDS**
161 West Huron Street
Chicago, Ill.
- GENERAL DIST. CO.**
2329 Pennsylvania Ave.
Baltimore, Maryland
- MELODY DISTRIBUTING CO.**
881 Main Street
Buffalo, New York
- MUSIC SUPPLIERS OF NEW ENGLAND**
263 Huntington Ave.
Boston, Mass.
- MUSIMART OF CANADA**
901 Bleury Street
Montreal, Canada
- RECORD DISTRIBUTORS**
2226 Fifth Ave.
Pittsburgh, Pa.
- SEABOARD DISTRIBUTORS**
313 Park Avenue
East Hartford, Conn.

- SEABOARD DISTRIBUTORS**
1044 Broadway
Albany, N. Y.
- RECORD MERCHANDISING**
2580 W. Pico Blvd.
Los Angeles, California
- ERIC DISTRIBUTING CO.**
369 6th Street
San Francisco, Calif.
- CENTURY DISTRIBUTORS**
137 Glass Street
Dallas, Texas
- MUSIC SUPPLIERS OF OHIO**
1189 Gilbert Avenue
Cincinnati, Ohio
- HEILICHER BROS.**
119 North 9th St.
Minneapolis, Minn.
- LA MAR DISTRIBUTORS**
2642 Olive Street
St. Louis, Mo.
- C & C DISTRIBUTING CO.**
708 6th North
Seattle, Wash.
- TELL MUSIC-DISTRIBUTORS**
2702 Monroe Street
Madison, Wisconsin
- TRUETONE DISTRIBUTING CO.**
1214 So. W. 8th Street
Miami, Florida
- ALLEN DISTRIBUTING**
3407 West Leigh Street
Richmond, Va.

DANA Records 315 W. 47th St.,
N. Y. Phone: PL 7-8140

QUESTION 7: What per cent of your total advertising money spent during the past five months was co-operative advertising money from distributors?

Total Stores	Over \$50,000	Under \$50,000
27.1%	31.7%	22.2%

COMMENT:

There is a fairly sharp decrease in the amount of co-op funds picked up this year over last. Inasmuch as dealers have indicated that they have spent more in advertising generally and more in newspaper advertising in particular, the response to this question is hard to reconcile. One might assume that the type promotion presented by the manufacturers didn't appeal to the dealer enough to use co-op moneys to promote on his own. It may well be that the dealer has been creating his own merchandising scheme and promoting them on his own. Less likely is the fact that co-op funds from manufacturers haven't been made available in as large quantities as in the past.

QUESTION 8: In this question, the top 10 records of The Billboard's best selling pop single and album charts of the week the survey was mailed were listed. Dealers were asked to indicate which of the records they had in stock at the time of filling out the questionnaire.

	Total Stores	Over \$50,000	Under \$50,000
Number of albums in stock			
.....all 10	58.6%	86.5%	51.7%
9	17.7%	8.1%	20.1%
8	8.9%	4.0%	10.1%
7	5.6%	1.4%	6.7%
6	4.3%	0.0%	5.4%
5 or less	4.9%	0.0%	6.0%
Number of singles in stock			
.....all 10	74.5%	83.1%	72.3%
9	14.7%	7.1%	16.6%
8	4.4%	5.6%	4.2%
7	2.2%	0.0%	2.8%
6	1.1%	1.4%	1.0%
5 or less	3.1%	2.8%	3.1%

COMMENT:

Are dealers getting the top merchandise as soon as they should? The answers indicate that they're not getting it as they did last year. The tally shows that a little more than 85 per cent had as many as eight of top albums on their shelves when they answered the questionnaire. This compares to 92 per cent in last year's survey. The picture is a little brighter as far as top-selling singles are concerned. Here, dealers averaged better than a year ago with 83.6 per cent having eight of the top 10 in stock. It should be noted that in both the album and singles category, the top volume stores did better than those with "under \$50,000" sales. It may be inferred that the bigger stores get better treatment than the smaller outlets at the hands of distributors.

QUESTION 9: Which amount comes closest to your annual retail sales of all records (based on your 1956 volume)?

	Per cent of Total
Under \$ 15,000	22.4%
\$ 15,000 to 24,999	20.2%
25,000 to 49,999	26.4%
50,000 to 74,999	14.2%
75,000 to 99,999	7.1%
100,000 to 200,000	5.4%
Over 200,000	4.3%

COMMENT:

While this question throws light upon the type of outlet answering the survey, it also points up an interesting fact when compared to last year's figures. In 1956, only 12.6 per cent of dealers felt they could claim over \$75,000 annual disk volume. This year, as the figures below show, this group has swelled to 16.8 per cent of the total surveyed. This could mean that stores answering this year do not compare with those of a year ago. But it is more likely that the general disk business upswing is accountable for the increased number of big volume stores.

Suite 916-917-918 Palmer House

MOTOROLA



W...OW!

Wait till you see what Motorola's got for you at the National Association of Music Merchants convention.

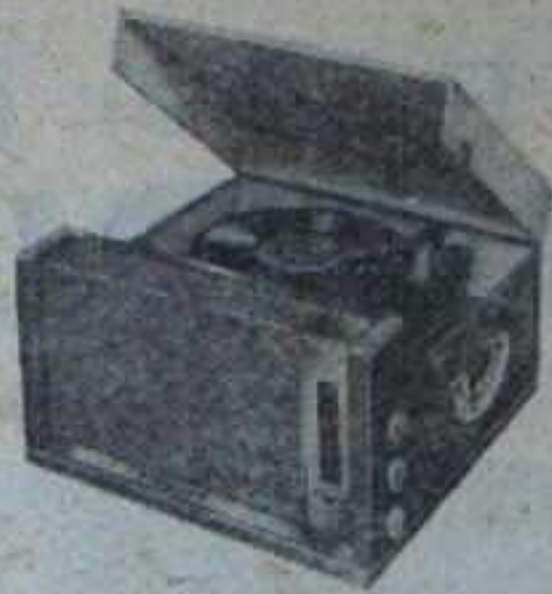
JULY 15-18, PALMER HOUSE, CHICAGO

MOTOROLA

World's Largest Exclusive Electronics Manufacturer



Custom High Fidelity Automatic Portable
—Model 4A32



Deluxe High Fidelity Phono-Radio Portable
—Model 4A10



"Concert Grand" Deluxe High Fidelity
Table Phonograph—Model 4A23



"Concert Grand" Deluxe High Fidelity
Console Phonograph—Model 4A35



Deluxe "45" Automatic Portable
Phonograph—Model 1A20



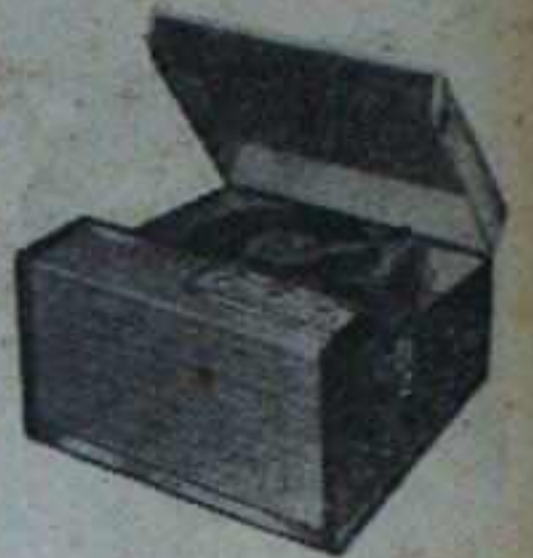
Deluxe 4-Speed Portable Phono-
graph—Model 4D19



Portable Phonograph — Model
35PT



Radio-Phonograph Combination
—Model 3RPA

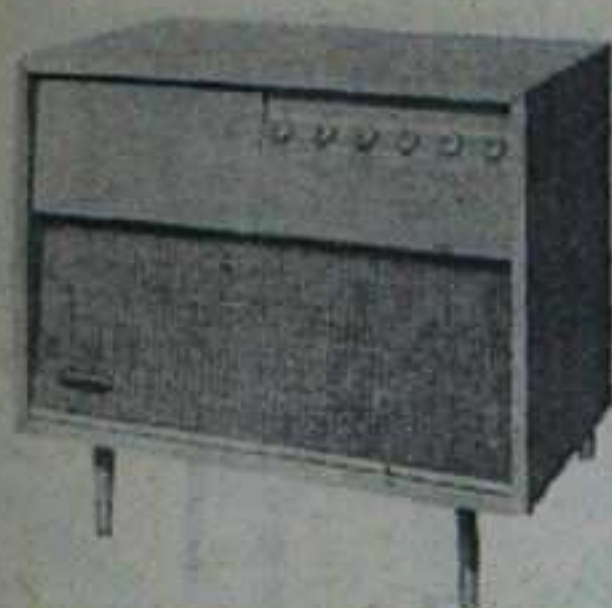


Deluxe High Fidelity Automatic
Portable—Model 4A31

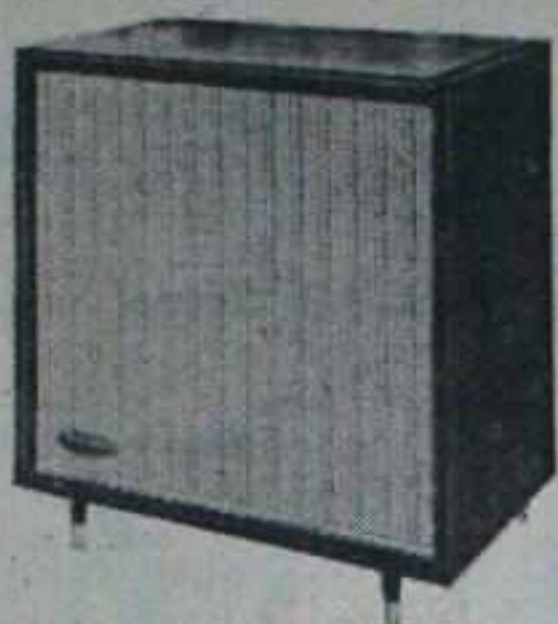
A REVOLUTION IN



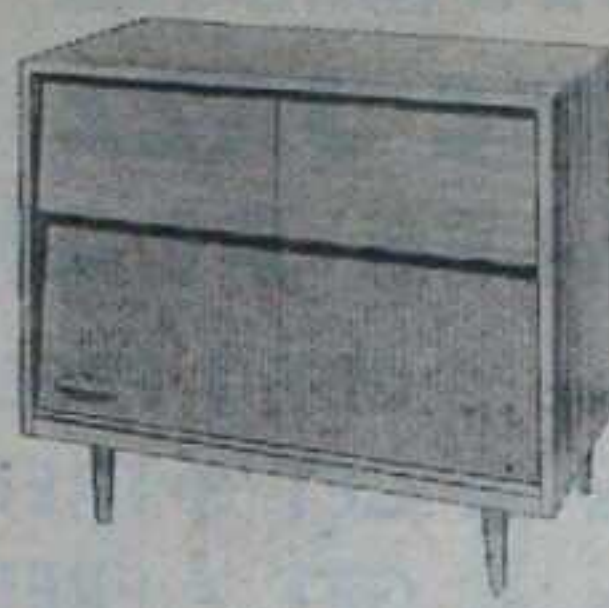
STEELMAN



"Concert Grand" Deluxe High Fidelity Phonograph Console—Model 4A37



"Concert Grand" High Fidelity Radio-Phonograph—Model 4A12



"Concert Grand" Deluxe High Fidelity Radio-Phonograph—Model 4A11



"Concert Grand" High Fidelity Console Phonograph—Model 4A36



High Fidelity Portable Automatic with Twin Speakers—Model 4A30



High Fidelity Twin-Speaker Automatic—Portable Model 4A29



Automatic Portable Phonograph—Model 4A28



Deluxe High Fidelity Twin-Speaker Portable—Model 4D20



Deluxe High Fidelity Twin-Speaker "45" Automatic Portable—Model 1A21

HIGH - FIDELITY!

bi-fidelity® music systems by Steelman

Now! Promote Luxury Bi-Fidelity® Music Systems — Backed by the Most Complete Merchandising Plan in the industry.

Now Steelman brings you the complete line of luxury Bi-Fidelity® Music Systems—new consoles, consolettes, smart new table models, all with 2, 3 and 4 speakers and in beautiful cabinets with hand-rubbed veneers... Portables in sleek new designs, including the first companion portable in Texon leather "zip-around" case!

This is packaged high fidelity that really competes: Steelman Bi-Fidelity® Sound Systems consisting of powerful high-fidelity speakers, powered by Bi-Fidelity® amplifiers with power outputs up to 20 watts, frequency response up to 20-20,000 c.p.s.

A REVOLUTION IN HIGH FIDELITY SELLING! Steelman dealers will feel the full sales impact of Steelman national advertising this Fall. Full-color and black-and-white ads in LIFE,

Saturday Evening Post, Living for Young Homemakers, and the N. Y. Times Sunday Magazine... will drive your customers to see Steelman in your store.

Steelman dealers receive a full round of whole-profit promotion programs with extra helps to build traffic; making their stores headquarters for the Steelman "Revolution in High Fidelity."

If you aren't already armed with Steelman's fully-integrated high fidelity selling program, ask to see your Steelman man today. Get him to show you the "Revolution in High Fidelity" Program and what it can do for your operation!

ALL STEELMAN EQUIPMENT IS BACKED BY OVER 20 YEARS LEADERSHIP IN QUALITY HIGH FIDELITY MUSIC SYSTEMS PLUS THIS DOUBLE GUARANTEE!

See you in Chicago
at the Show
JULY 15-18 • THE PALMER HOUSE
Rooms 949-950-951

National network of conveniently located factory authorized service agencies.



GUARANTEE
Every STEELMAN Phonograph is backed by Radio-Electronic-TV-Mfr's. Assoc. (RETMA) Warranty against defects in material and workmanship!

ANNOUNCING THE PACIFIC JAZZ SUMMER SALES PLAN *

BUY 10 12" Long Plays GET 1 FREE
BUY 25 12" Long Plays GET 3 FREE
BUY 50 12" Long Plays GET 7 FREE
BUY 100 12" Long Plays GET 10 FREE

NO STRINGS ATTACHED!

You may select any combination of PACIFIC JAZZ, JAZZ WEST COAST, or PACIFICA records you desire — simply purchase these records in whatever quantities (and in whatever combination) you desire . . . and reap the benefits of greater profits. What could be easier?

You proved the tremendous salability of the PACIFIC JAZZ LINE for yourself last year — THIS YEAR, WITH AN EVEN BETTER SUMMER SALES PLAN YOU CAN RACK UP EVEN GREATER PROFITS! Here's why:

1. PACIFIC JAZZ has a much larger and more potent line this year!
2. PACIFIC JAZZ has the most wanted jazz albums in the industry!
3. PACIFIC JAZZ has the biggest national advertising campaign in its history!
4. PACIFIC JAZZ has the most frequently awarded jazz stars in the world! Here are the names of just a few:

GERRY MULLIGAN CHICO HAMILTON CHET BAKER
 BUD SHANK ART PEPPER
 JOHN LEWIS CY TOUFF BOB BROOKMEYER
 RICHARD TWARDZIK SHORTY ROGERS
 CLIFFORD BROWN BOB COOPER HOAGY CARMICHAEL
 LAURINDO ALMEIDA RUSS FREEMAN
 FRED KATZ JIM HALL BILL PERKINS JACK MONTROSE
 RICHIE KAMUCA BOB GORDON ART BLAKEY
 KITTY WHITE BILL THOMSON

DON'T MISS OUT. SEE YOUR PACIFIC JAZZ DISTRIBUTOR TODAY!

<p>CALIFORNIA California Record Distributors 2962 West Pico Blvd. Los Angeles, Calif. REpublic 4-1171 California Record Distributors 1286 Folsom San Francisco, Calif. UNderhill 3-0885</p> <p>CANADA Aragon Recordings 615 W. Hastings St. Vancouver B. C., Canada TAflow 2838 Morris Distributing Co. 1580 Queen St. West Toronto, Ontario, Canada OL 5237</p> <p>COLORADO Pan American Distributors 2061 Champa St. Denver, Colo. AC 2-9525</p> <p>CONNECTICUT Eastern Record Distributors 777 Connecticut Blvd. Hartford, Conn. BUtter 9-4353</p> <p>FLORIDA Pan American Distributors 3401 N.W. 36th St. Miami, Fla. Phone 64-2064</p> <p>GEORGIA Southland Distributors 441 Edgewood Ave. S.E. Atlanta, Ga. LAmar 7511</p> <p>HAWAII Polynesian Distributing Co., Ltd. P.O. Box 2958 Honolulu, Hawaii Phone 5-5931</p> <p>NEW JERSEY Essex Distributors 114 Springfield Ave. Newark, N. J. MItchell 2-2736</p>	<p>NEW YORK Malverne Distributors 424 W. 49th St. New York, N. Y. COlumbus 5-1872 Leonard Smith, Inc. 30 North 3d St. Albany, N. Y. Phone 5-7573 Faxon Distributors (Tracy-Mitchell) 7th at Jersey Buffalo 1, N. Y. SUmmer 1-300</p> <p>NORTH CAROLINA Mangold Distributors 2212 Moorhead St. Charlotte, N. C. EDison 3-3210</p> <p>OHIO A & I Distributors 1000 Broadway Cincinnati, Ohio CHerry 1-2644 Custom Distributors 1231 W. 9th St. Cleveland, Ohio PRospect 1-2272</p> <p>PENNSYLVANIA Forbes Record Distributors 906 Forbes St. Pittsburgh 19, Pa. ATlantic 1-0957 Gotham Distributors 1626 Federal St. Philadelphia, Pa. DEwey 4-1115</p> <p>ILLINOIS Frumkin Sales 2007 S. Michigan Ave. Chicago, Ill. CAlmet 5-1616</p> <p>LOUISIANA World Wide Record Dist. 826 Baronne St. New Orleans, La. RAymond 5115</p> <p>MARYLAND General Distributing Co. 2329 Pennsylvania Ave. Baltimore, Md. MAdison 3-6411</p>	<p>MASSACHUSETTS Records, Inc. 390 Commonwealth Ave. Boston, Mass. COpley 7-0830</p> <p>MICHIGAN Cadet Distributors 3766 Woodward Ave. Detroit, Mich. TEmple 2-5000</p> <p>MINNESOTA H. Lieberman Co. 257 Plymouth Ave. North Minneapolis, Minn. FEderal 2-3336</p> <p>MISSOURI Commercial Music 2338 Olive St. St. Louis, Mo. OLive 2-7813</p> <p>MONTANA Central Distributors Box 1551 N.P. Industrial Site Billings, Mont. Phone 8-8447</p> <p>TENNESSEE Music City Record Distributors 80 Lafayette St. Nashville, Tenn. Phone 6-0441 One Spot Distributors 1087 Union Ave. Memphis, Tenn. BRoadway 5-6254</p> <p>TEXAS M. B. Krupp Distributors 309 S. Santa Fe El Paso, Tex. Phone 2-5811 Word Records P.O. Box 385 Waco, Tex. Phone 4-5497</p> <p>VIRGINIA Allen Distributing Co. 3409 West Leigh St. Richmond 21, Va. Phone 2-7056</p> <p>WASHINGTON C & C Distributors 708 6th North Seattle 9, Wash. ALder 9900</p>
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*EFFECTIVE JULY 15 THRU AUGUST 31

QUESTION 10: Please check any of the following accessories you currently carry in your store and show whether your dollar volume was up, down or about the same in the first five months of 1957 compared to a year ago:

	Total Stores	Over \$50,000	Under \$50,000
Diamond needles up	75.6%	81.5%	73.8%
down	3.7%	7.7%	2.5%
same	20.7%	10.8%	23.7%
Sapphire needles up	61.3%	53.6%	63.2%
down	4.3%	5.8%	4.0%
same	34.4%	40.6%	32.8%
Cartridges up	34.3%	18.8%	38.1%
down	8.6%	14.6%	7.1%
same	57.1%	66.6%	54.8%
Disk cleaning agents up	51.7%	55.1%	50.8%
down	5.5%	2.9%	6.1%
same	42.8%	42.0%	43.1%
Anti-static preparations up	47.8%	56.3%	45.1%
down	8.5%	3.1%	10.2%
same	43.7%	40.6%	44.7%
Plastic sleeves up	49.4%	59.7%	46.4%
down	7.2%	3.5%	8.3%
same	43.4%	36.8%	45.3%
Other sleeves for records up	46.4%	58.2%	43.1%
down	10.7%	7.3%	11.7%
same	42.9%	34.5%	45.2%
Record brushes up	38.9%	45.0%	37.4%
down	14.1%	13.3%	14.3%
same	47.0%	41.7%	48.3%
Blank tape up	57.7%	71.0%	54.0%
down	5.2%	0.0%	6.7%
same	37.1%	29.0%	39.3%
Pre-recorded tape up	49.2%	59.0%	45.1%
down	7.7%	5.1%	8.8%
same	43.1%	35.9%	46.1%

COMMENT:

Among the large number of stores actively promoting various accessories (needles, tape and record care articles) there is evidently much rejoicing. Relatively few stores report any down trend in sale of these items and, in most cases, a strong upsurge is reported. The most dramatic movement in sales is reported in diamond needle sales with more than three-quarters of dealers indicating higher sales movement in that area. Probable reason: the appearance of lower-priced precious tipped styli pegged at around \$10. Evidently, the formula that proved so effective with LP's two-and-a-half years ago works equally well with accessories. Find the right price to hang on a product and watch it take off. Note also the strong up trend in blank tape sales, attesting to the increased volume of tape recorder sales.

QUESTION 11: In your opinion, have the various disk company promotion programs been effective in leveling out the "peaks and valleys" of the sales year?

	Total Stores	Over \$50,000	Under \$50,000
Yes	47.8%	47.2%	48.0%
No	48.4%	48.6%	48.3%
Yes & No	2.6%	2.8%	2.6%
Don't Know	1.2%	1.4%	1.1%

COMMENT:

Opinion is certainly evenly divided on this question with one group canceling out the other. Comment was invited and dealers indicated that there are many variable that have to be taken into consideration—type of market, type of store, individual problems. There are in fact, so many different aspects to this question that they will have to be dealt with at length in a separate story.

QUESTION 12: Name the record company most helpful with regard to the following aids.

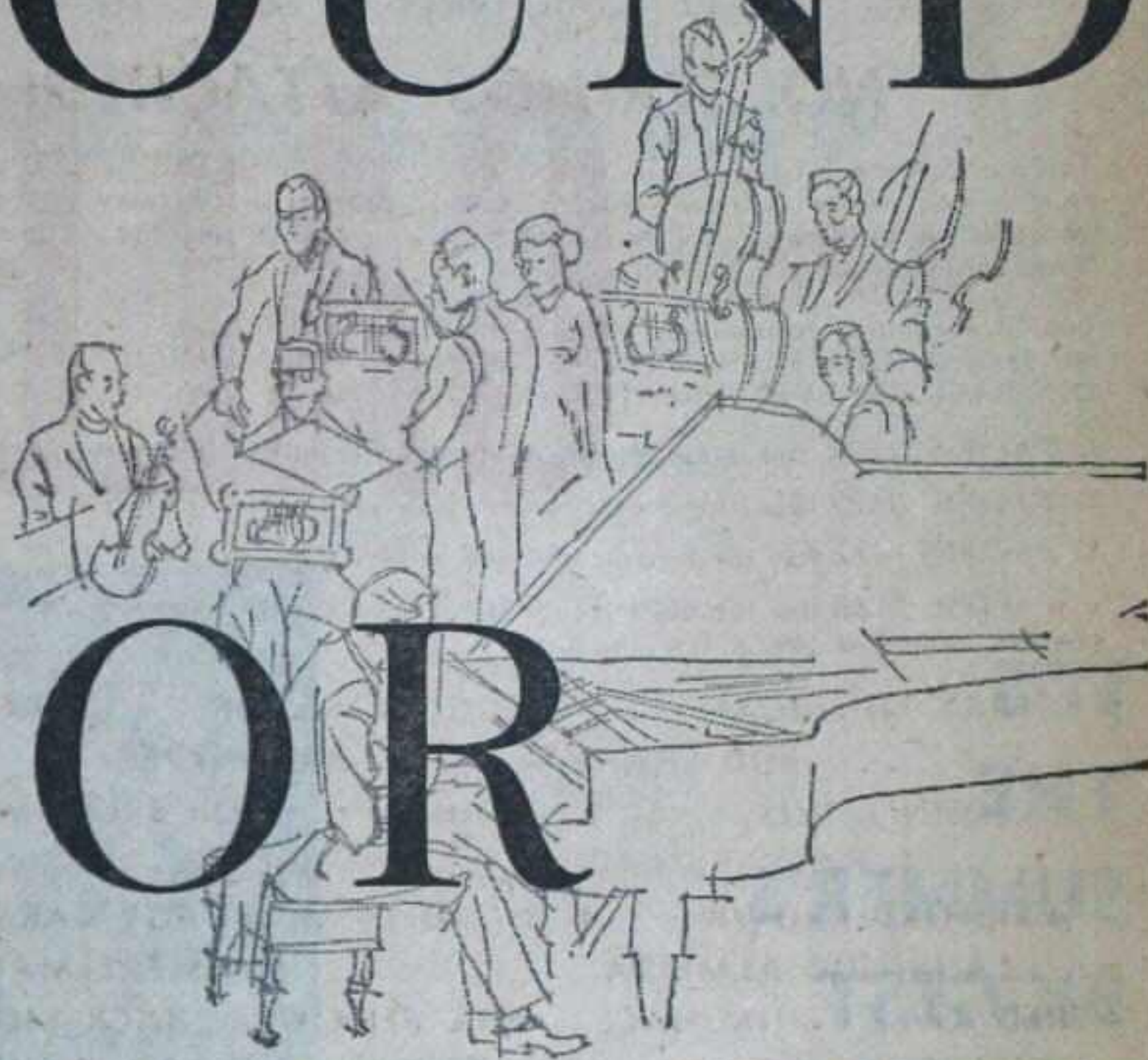
a) Quickest service (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
Capitol	104	21	83
RCA Victor	69	11	58
Columbia	42	11	31
Decca	20	13	7
Mercury	18	4	14

b) Display materials (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
Capitol	126	28	98
RCA Victor	76	11	65
Columbia	44	12	32
Mercury	11	5	6
Decca	7	2	5

hear the NEW SOUND from WEBCOR



See and hear the all-new 1958 line of Webcor Stereofonic and Monaural Tape Recorders and High Fidelity Fonographs!

It's a brand new line all the way—a complete line—everything you need!

All-new 1958 Stereo Tape Recorders with the dynamic *new sound* America's been waiting for! Nothing else like it!

New 1958 "Aural Balance" Remote Control for Webcor Stereo Tape Recorders—wonderful for lazy listening! Indispensable for effortless tuning of both Stereo speaker systems.

A terrific new line of 1958 High Fidelity Console Fonographs—for the ultimate in high fidelity music, luxuriously styled in fine hand-rubbed wood!

New "Magic Touch" Remote Control for use with Webcor High Fidelity Fonographs! New leisure for all music fans!

New 1958 Portables! The greatest in Webcor history—with big-time console high fidelity reproduction and "Magic Mind."

**THE MOST COMPLETE LINE IN SOUND!
SELL THE LINE THAT SELLS THE FASTEST! SELL WEBCOR!**

See them! Hear them! At the NAMM Convention, Chicago. At the Palmer House—Red Lacquer Room—Section C—July 15, 16, 17, 18.

LISTEN

all music sounds better on a

WEBCOR

New! from Dot

THE ALBUM YOU'VE BEEN WAITING FOR

... by America's most popular girl singer

GALE STORM

IT'S
THE
SUMMER'S
BIGGEST
L.P.—

Perfectly timed!

Gale is the *only* girl singer to reach Billboard's "Top Ten" in more than nine months, and "Dark Moon" is still riding high!

Perfectly packaged!

Colorful, striking—a great point-of-sale display item!

Perfectly performed!

Twelve wonderful ballads beautifully sung—arranged and conducted by Billy Vaughn!



Album No. DLP 3017

I'M IN THE MOOD FOR LOVE
PENNIES FROM HEAVEN
I CRIED FOR YOU
ANYTIME
IF I HAD YOU
DON'T TAKE YOUR LOVE
FROM ME

MORE THAN YOU KNOW
SMOKE GETS IN YOUR EYES
I'LL HOLD YOU IN MY HEART
BACK IN YOUR OWN
BACK YARD
HOLD ON
SENTIMENTAL ME

A GIANT! on *Dot* L.P.



ON ITS WAY TO BECOMING THE MOST HERALDED L.P. EVER RELEASED!

MUSIC FROM THE SOUND TRACK OF **THE TEN COMMANDMENTS**

Composed and conducted by Elmer Bernstein

DLP-3054-D

BEST SELLERS ON *Dot* L.P.



PAT—Pat BooneDLP-3050



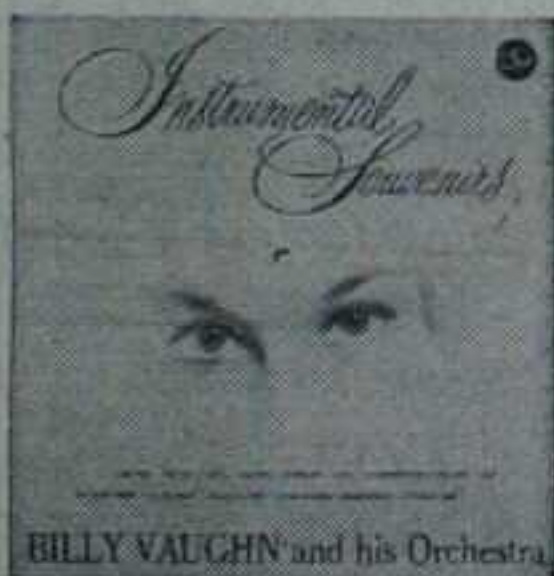
A VISIT WITH THE FONTANESDLP-3042



KING OF RAGTIME—Johnny MaddoxDLP-3044



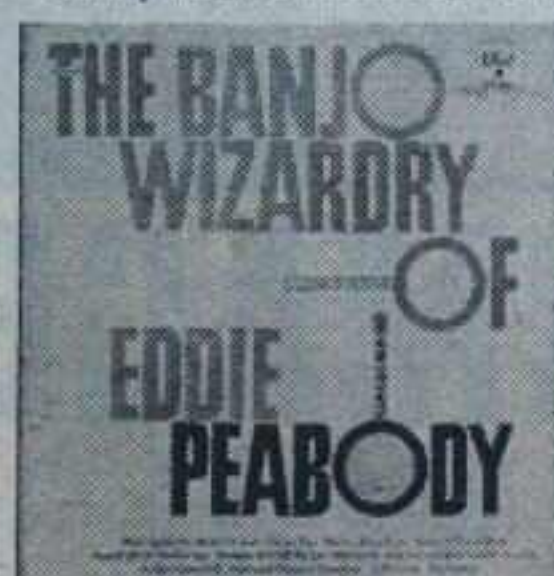
THE TOWERING HILLTOPPERSDLP-3029



INSTRUMENTAL SOUVENIRS—Billy VaughnDLP-3045



HOWDY!—Pat BooneDLP-3030



BANJO WIZARDRY—Eddie PeabodyDLP-3023



GREAT HITS ON DOT—Top StarsDLP-3049

JUST RELEASED

TWO KINDS OF LOVE—Al Anthony
DLP-3056

FAVORITES BY MR. BANJO HIMSELF—
Eddie Peabody DLP-3052

ROGERS WITH HEART PLAYS RODGERS
AND HEART—Milt Rogers DLP-3055

WHEN ONLY THE MEMORY REMAINS —
Roger Massenet DLP 3032

THE STORY OF MOBY DICK—
Thomas Mitchell DLP-3043

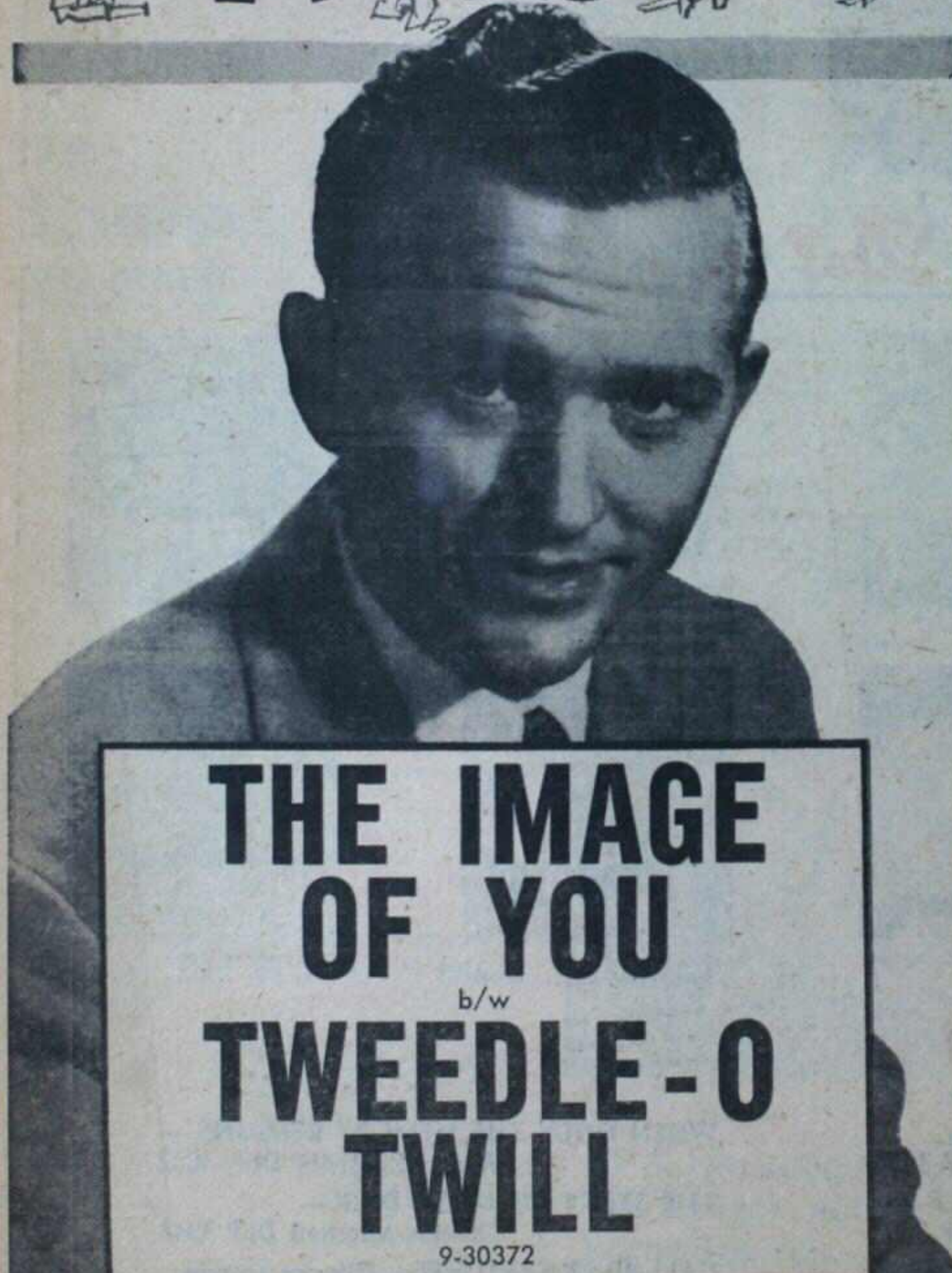
CALENDAR SKETCHES—Charles Dorian
DLP-3036

MAKE WAY FOR WAKELY'S

BIGGEST POP HIT!

Jimmy

WAKELY



**THE IMAGE
OF YOU**

b/w

**TWEEDLE-O
Twill**

9-30372



A NEW WORLD OF SOUND

DECCA
RECORDS

c) Co-Op advertising (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
RCA Victor....	114	28	86
Columbia....	35	12	23
Capitol....	23	9	14
Decca....	10	3	7
London....	6	2	4

d) Co-ordination of promotion (deejay exposure, point-of-sale material and other sales aids) with delivery of merchandise (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
Capitol....	65	19	46
RCA Victor....	57	16	41
Columbia....	24	6	18
Mercury....	7	2	5
London....	6	5	1

e) Best return and exchange terms (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
Capitol....	138	32	106
RCA Victor....	42	7	35
Columbia....	40	9	31
Dot....	10	0	10
Mercury....	9	1	8

f) Liberal credit (one for each mention)

	Total Stores	Over \$50,000	Under \$50,000
RCA Victor....	48	10	38
Capitol....	36	7	29
Columbia....	22	4	18
London....	5	0	5

g) "Bonus Merchandise" to prime sales (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
RCA Victor....	61	13	48
Columbia....	52	12	40
Mercury....	16	3	13
Capitol....	13	5	8

h) "Extra Discounts" (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
Columbia....	38	7	31
RCA Victor....	37	9	28
Capitol....	33	8	25
Mercury....	22	4	18
London....	17	4	13

i) Packaging (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
Capitol....	120	31	89
RCA Victor....	31	6	25
Angel....	20	7	13
Columbia....	10	5	5
London....	4	0	4

j) Catalogs (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
RCA Victor....	87	9	78
Capitol....	34	7	27
Mercury....	20	4	16
Columbia....	16	3	13
Decca....	16	6	10

COMMENT:

Capitol can take a bow for coming up "first" in half of the categories—a record equaled by no other company. It's interesting to note that they far outpointed the other companies in providing display material and "packaging." By the same token, RCA Victor outpointed by far the other companies in "Co-op advertising." Since this is the first year this question has been included in the questionnaire, we cannot trace any movement up or down for individual companies in provision of dealer services from last year to this.

Announcing... MODE RECORDS

MODE-O-GRAM

OFFICE MEMO - June/57

TO: Artists & Repertoire
FROM: General Manager
ATT: Red Clyde

On the eve of introducing MODE RECORDS to the world I want to be sure that the policy of the company is crystal clear. MODE will operate on a major status and I can not stress strongly enough that our recordings must reflect quality from start to finish. Every artist, every record, every package will show the record buyers of America that MODE RECORDS is devoted to presenting music for a variety of tastes in a manner unequalled in the industry.

At your earliest convenience, may I have your catalogue plans to guide the further development of MODE RECORDS?

Thank you.

MAURICE JANOV
GM/MR

MODE-O-GRAM

OFFICE MEMO - June/57

TO: General Manager
FROM: A & R
ATT: Maurice Janov

Happy to comply with your recent memo on the goal of MODE RECORDS. My recording schedule for the month has been very hectic, but I've found a few minutes to list the catalogue for you. The following records will be on release during July:

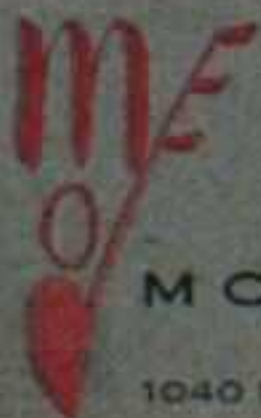
- MODE LP #100—THE HERBIE HARPER SEXTET
- " " 101—THE STAN LEVEY QUINTET
- " " 102—THE RICHELLE KAMUCA QUARTET
- " " 103—THE MEL LEWIS SEXTET
- " " 104—THE PAUL TOGAWA QUARTET
- " " 105—THE MARTY PAICH TRIO
- " " 106—"GAL WITH A HORN"—
CLORA BRYANT
- " " 107—THE FRANK ROSOLINO QUINTET
- " " 108—JOY BRYAN SINGS
- " " 109—THE CONTE CANDOLI QUARTET

As you can see there are some familiar names among the group, as well as some new stars who have earned the right to an LP of their own. Future recordings by promising newcomers will receive our "New Star" designation to facilitate their entry into the record field.

Incidentally, don't miss the sensational new package we've worked out to introduce the MODE line . . . it's too much !!!

You're welcome.

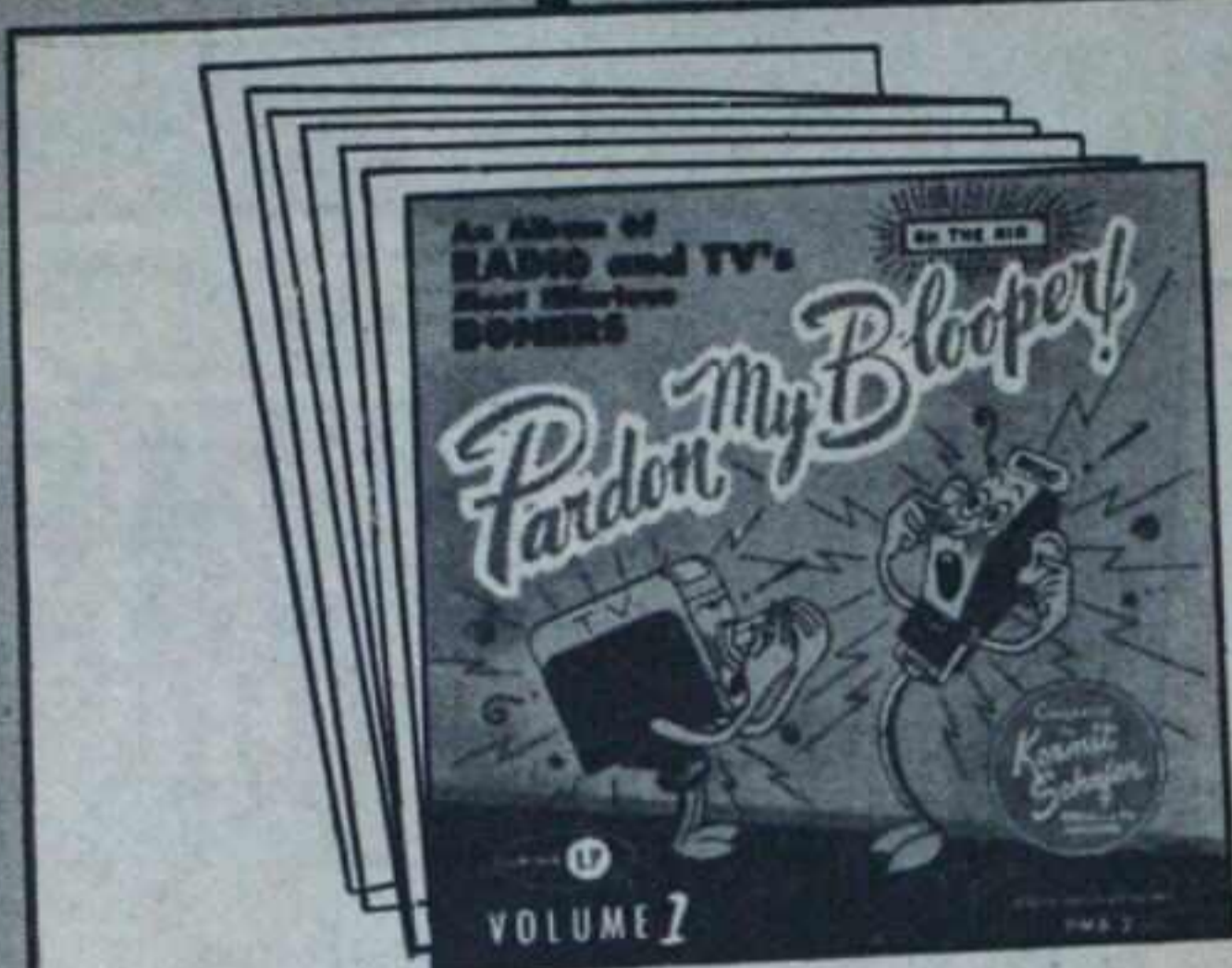
RED CLYDE
Artists/Repertoire
MODE Records



MODE RECORDS, LIMITED

1040 North Las Palmas / Hollywood 38, California / Hollywood 7-3111

Jubilee-the



BIGGEST LAUGH ALBUM! STANDARD SELLERS

- PMB 1 "Pardon My Blooper!"... Vol. 1
- PMB 2 "Pardon My Blooper!"... Vol. 2
- PMB 3 "Pardon My Blooper!"... Vol. 3
- PMB 4 "Pardon My Blooper!"... Vol. 4
- PMB 5 "Pardon My Blooper!"... Vol. 5
- PMB 6 "Pardon My Blooper!"... Vol. 6



LP 2017 "OVER SIXTEEN"
Volume 1



LP 2018 "PROFESSOR"
IRWIN COREY,
"THE WORLD'S FOREMOST
AUTHORITY"



LP 1001 "COLLEGE ALL-
STARS AT CARNEGIE HALL"



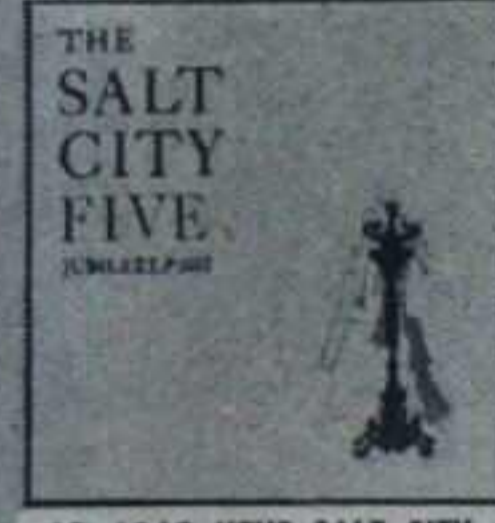
LP 1004 "THE SPRING
STREET STOMPERS"



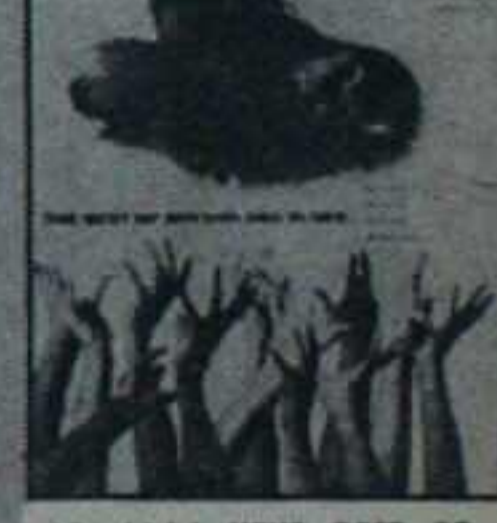
LP 1007 "MUSIC IN THE
MINSKY MANOR"



LP 1010 "CONRAD JANIS
AND HIS TAILGATE FIVE"



LP 1012 "THE SALT CITY
FIVE"
The Salt City Five
Dixieland Band"



LP 1014 "THE BEST OF
RHYTHM AND BLUES"
The Dominoes, The Orioles,
The Ravens, The Four Tunes



LP 1016 "STAN RUBIN
AND HIS TIGER TOWN
FIVE"



LP 1020 "SOUNDS OF THE
HUNTER"
Frank Hunter, his arch.
and chorus



LP 1021 "LULLABIES FOR
LOSERS"
Ethel Ennis

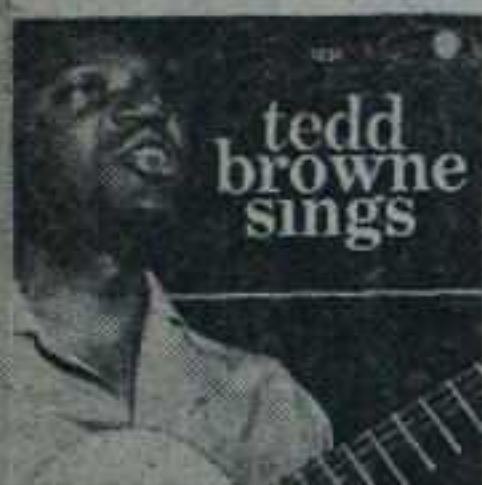


LP 1022 "DELTA RHYTHM
BOYS IN SWEDEN"

Value Album Line



LP 1024 "STAN RUBIN AND HIS TIGER TOWN 5 IN MONACO"



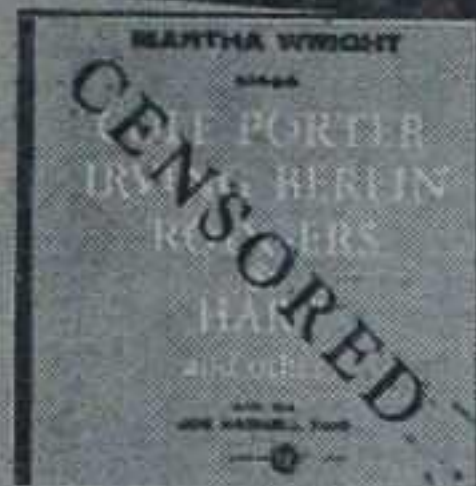
LP 1031 "TEDD BROWNE SINGS"



LP 1026 "MELANCHOLY BABY"
Della Reese



LP 1033 "DREAMS BY THE DOZEN"
Written, Orchestrated and Conducted by Walter Scharf



LP 1028 "CENSORED"
Martha Wright, with the Joe Harnell Trio



LP 1034 "FOR WHOM THE BELL TOLLS"
Harry Sukman



LP 1030 "CAMPFIRE FAVORITES"
La Falce Brothers



LP 1035 "MOTH IN A GRAY FLANNEL SUIT"
Bob Peck

BRAND NEW RELEASES



LP 1037 "COOL AND HOT SAX"
Moe Koffman Quartette and Septette



LP 1041 "WE'RE NOT STRANGERS"
Enzo Stuarti



LP 1046 "IT'S LATE"
Ilene Woods



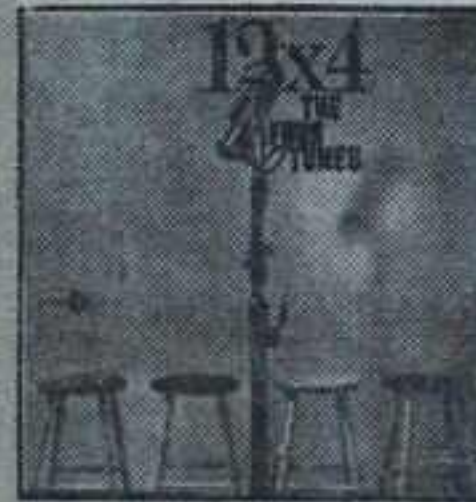
LP 1038 "HI-FI POTPOURRI"
Frances Paige



LP 1042 "YIPPEE OLE"
Melino and his Orchestra



LP 1048 "BUT BEAUTIFUL"
Monica Lewis



LP 1039 "12 x 4"
The Four Tunes



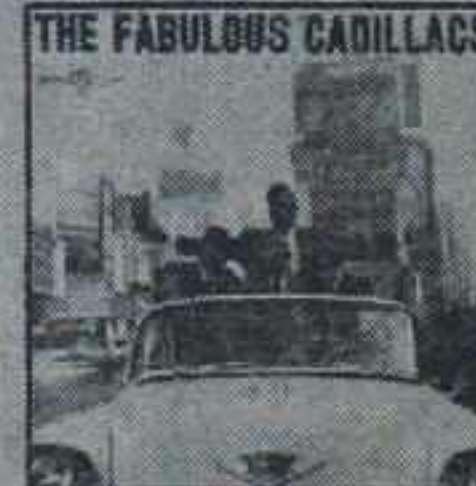
LP 1043 "LULLABIES FOR ADULTS"
Dick Brown



LP 1044 "FIRE IN THE WEST"
Herb Geller



LP 1040 "I'M AN OLD COWHAND"
Bobby Sherwood



LP 1045 "THE FABULOUS CADILLACS"

WATCH FOR
JUBILEE'S
BIG JAZZ ALBUM
RELEASE IN
SEPTEMBER

DON'T PASS THIS BY

**KISS-
A-ME
BABY**

BY A NEW VOCAL FIND

**MARVEL
FELTS**

MERCURY 71140



QUESTION 13: Do you cut suggested list prices as a general rule?

	Total Stores	Over \$50,000	Under \$50,000
On LP's.....Yes.....	15.2%	18.0%	12.7%
.....No.....	84.8%	82.0%	87.3%
On EP's.....Yes.....	11.5%	12.2%	10.7%
.....No.....	88.5%	87.8%	89.3%
On Singles.....Yes.....	12.8%	14.9%	10.0%
.....No.....	87.2%	85.1%	90.0%

COMMENT:

As could be expected, those dealers who sell at cut price on LP's outweigh those who cut on EP's and singles. And it's the larger dealer who leads the smaller outlets in price-cutting practices. He can afford to make less on the unit sale and he can buy more advantageously than the smaller volume operator. It is interesting to note however that the number of smaller dealers who choose to fight the "big boys" with their own weapon is on the increase. Last year, only 9.6 per cent declared themselves for discounting methods. This figure has risen to 12.7 per cent in the current poll.

QUESTION 14: What effect has the EP price reduction had upon EP sales?

	Total Stores	Over \$50,000	Under \$50,000
up.....	27.8%	23.9%	28.7%
down.....	10.8%	14.9%	9.8%
same.....	61.4%	61.2%	61.5%

COMMENT:

It has been indicated on earlier questions that EP volume is up. Here dealers estimate to what extent the up trend is a result of the price reduction. While the results are not spectacular they are conclusive. More than 25 per cent of the dealers believe that the change in price increased their EP volume. As might be expected, the smaller store with a bigger stake in EP responded this way in greater numbers than the larger volume outlets.

QUESTION 15: Which musical instruments do you carry or intend to carry?

	Total Stores	Over \$50,000	Under \$50,000
Harmonicas.....	58.0%	64.5%	56.3%
Guitars, Ukuleles, Banjos.....	52.1%	58.0%	50.6%
Brass Instruments.....	35.1%	37.1%	34.7%
String Instruments.....	35.8%	35.5%	35.9%
Percussion Instruments.....	30.0%	32.3%	29.4%
Woodwinds.....	33.5%	32.3%	33.9%
Accordions.....	32.9%	33.9%	32.6%
Pianos.....	26.7%	33.9%	24.9%
Organs.....	23.8%	29.1%	22.4%
None.....	39.0%	35.4%	40.4%

QUESTION 16: Which musical instrument supplies and accessories do you carry or intend to carry?

	Total Stores	Over \$50,000	Under \$50,000
Sheet Music.....	59.0%	55.4%	59.9%
Strings.....	54.3%	53.8%	54.4%
Reeds.....	48.7%	53.8%	47.4%
Picks.....	53.7%	53.8%	53.6%
Drum and Banjo Heads.....	30.4%	32.3%	29.9%
Music Stands.....	42.5%	40.0%	43.1%
Metronomes.....	37.5%	43.1%	36.1%
Batons.....	43.6%	44.6%	43.4%
None.....	26.2%	30.8%	25.2%

QUESTION 17: What figure comes closest to your yearly dollar volume in sales of musical instruments, supplies and accessories?

	Total Stores	Over \$50,000	Under \$50,000
Under \$5,000.....	49.2%	46.1%	50.0%
\$ 5,000 to \$ 14,999.....	15.8%	17.9%	15.2%
15,000 to 24,999.....	8.4%	10.2%	7.9%
25,000 to 49,999.....	10.3%	7.8%	11.0%
50,000 to 74,999.....	7.5%	10.2%	6.7%
75,000 to 100,000.....	4.9%	0.0%	6.2%
Over \$100,000.....	3.9%	7.8%	3.0%

COMMENT:

Disk dealers are music dealers in more ways than one. In addition to the retailing of music or disks, they also have a tremendous stake in instruments and accessories of all kinds. While it is true that many of the record-music dealers who answered this survey are in the instrument field in a relatively small way (almost 50 per cent indicated that they gross less than \$5,000 annually from sales in this area), it is equally true that many carry a wide variety of musical merchandise. Fully 60 per cent carry musical instruments of some kind. Almost 75 per cent carry some kind of musical instrument supplies and accessories. And 16.3 per cent are in "over \$50,000" class on sales of musical instruments and accessories alone.

BEST SELLER!



Dinner Music for people who aren't very hungry.

SPIKE JONES DEMONSTRATES YOUR **HI-FI**

MG V-4005

LEGITIMATE
INSTRUMENTS
HEARD IN
THIS ALBUM

Glugs
Pbrts
Skks
Garbage Disposal
Garbage Disposal Grinding Up Violin

Garbage Disposal Grinding Up Violinist
Burpaphone
Poontangaphone
Barking Dogs in Hi-Fido
Assorted Belches

NEW RECORDS
451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.



RECORD BAR, Erie, Pa.



MONTGOMERY FAIR, Ala.



BEECHERS
Madison, Wis.



BAILLIES
Windsor, Ontario



BARBERS
Great Falls, Mont.



NEUMARKS
Cincinnati, O.



HATFIELDS
Flint, Mich.

There's a reason for finding
**FREEDMAN
 ARTCRAFT**
fixtures everywhere

ALL AROUND THE WORLD! AND EACH STORE IS DIFFERENT

If you don't have our **New PORTFOLIO III**

Ask your RECORD DISTRIBUTOR
and find how simple and
inexpensive it is to
MODERNIZE

FREEDMAN

DEPT. 5.

ARTCRAFT ENGINEERING CORP.

CHARLEVOIX, MICHIGAN



**HUGO
AT HIS
BEST**

HUGO

WINTERHALTER

**SWINGING
SWEET-
HEARTS**

and

**THE HAPPY
COBBLER**

47/20-6982



Winner 2 years in a row of the Annual Cash Box
Poll as the DJ's most Programmed studio orchestra

Epic salutes the NAMM and all our dealers
with a new smash hit by

SAL MINEO

LASTING
LOVE

YOU SHOULDN'T
DO THAT

Epic 5-9227

and we also thank you for making June the
biggest month in our history with these current hits

SINGLES

The Four Coins

SHANGRI-LA

Epic 5-9213

Somethin' Smith
and The Redheads
YOU ALWAYS HURT THE
ONE YOU LOVE

b/w

MY MELANCHOLY BABY

Epic 5-9221

Clare Nelson
AT OUR HOUSE

b/w

JOHNNY COME
KISS ME

Epic 5-9220

Sal Mineo

START MOVIN'

b/w

LOVE AFFAIR

Epic 5-9216

Roy Hamilton

THAT OLD FEELING

b/w

THE AISLE

Epic 5-9224

Little Joe and
The Thrillers

PEANUTS

b/w

LILLY LOU

Okeh 4-7088

ALBUMS

DANCE TO THE MUSIC OF LESTER LANIN

Epic Long Play LN-3340

Epic Extended Play EG-7184—Vol. 1

Epic Extended Play EG-7185—Vol. 2

LESTER LANIN

Epic Long Play LN-3242

THE GOLDEN BOY—Roy Hamilton

Epic Long Play LN-3364

BANJO & 'BONES IN HI-FI

Epic Long Play LN-3360



A PRODUCT OF CBS

Survey Shows Fast Demise of 78 Disk

- Volume is half that of a year ago
- End of double inventory is seen

By REN GREVATT

There can be no real question at this stage of disk history as to the eventual total eclipse of the 78 r.p.m. single record by the 45 r.p.m. disk. Figures revealed by The Billboard's annual record dealer survey indicate that total record dollar volume on 78's is now just about one-half the volume for the comparable period of 1956. A composite of dealer responses shows that 5.7 per cent of total volume is accounted for by 78 sales this year as against 10.9 per cent last year.

More interesting is the breakdown of 78 sales according to types of merchandise. The survey, which was conducted prior to RCA Victor's price increase on singles to \$1.15, shows several contradictions of commonly held views.

For example, it has long been held by traders that the die-hard holdouts to the 78 grooves would be in the country and rhythm and blues field. The survey results reveal otherwise. In the over-all pop field, for instance, 18.6 per cent of total singles sold were 78's. Yet in the r.&b. market only 15.4 per cent of the total sales are in the 78 speed. In the country field only about 20 per cent of the 78, only about 20 per cent of

sales are 78's. Sales of 78's in country markets have dropped nearly 15 per cent since last year while volume of r.&b. 78 have decreased by 10 per cent. This compares with a drop of only 4 per cent in the pop field.

The figures offer some fascinating conclusions. First of all, the fact has already been documented that considerable overlapping now exists between what used to be three separate and distinct fields. It's harder now than ever, for example, to isolate purely country and purely r.&b. sales. Any week's study of The Billboard's best-selling pop singles charts will reveal the presence of a number of both types of records. Elvis Presley is one artist who sells widely in all three markets, while what once might have been considered strictly pop records, now make the r.&b. charts as well. Simply stated, buyers in all the once-traditional markets are buying records associated with all three fields.

Secondly, it can be concluded that phonograph manufacturers, headed by RCA Victor, are making inroads with their heavy promotions of 45 r.p.m. only phonos. Victor set the pace in this field about a year ago, but since then, many other firms have jumped on the bandwagon with similar models, which offer hi-fi sound.

Further decline in sales of the 78's can be expected by other firms' likely following of the lead of Victor in raising prices of the disks. This figures because 78's have reached the point in sales where they can no longer be produced and sold at a profit at the lower price. It is to the diskeries' advantage to sound the death knell for the 78's from the standpoint of pure economics, and this they can sooner or later be expected to do. And from the viewpoint of the dealer, the single inventory is something he has looked forward to ever since the introduction of the new speeds.

Dealers Split

• Continued from page 27

on catalog, not only new releases."

Another dealer says, "All major labels have done more to confuse the buying public than ever before. No price is stable with their deals, record clubs and confusing ads."

"The trade," says another dealer, "needs stronger releases in the summer months both in singles and in albums."

Still another dealer says, "Presley did it last year. Here's hoping another artist comes along in 1957. It may be Pat Boone or a new artist. Let's face facts—a big hit brings in the customers."

"The programs," writes another, "all stress cheapening our merchandise's list price. This is not the proper way to help anybody. We do twice as much LP business with Capitol as any other because they don't have any foolish cut price deals and stress the one thing of importance—quality."

Question Unresolved

And so the comments go. They do little to resolve the problem. Further investigation is certainly indicated to give direction to both dealer and manufacturer.

Should disk companies call a halt to special promotions? Half the dealers say "no." Should disk companies continue to dream up new merchandising plans?

The other half of the dealers say "no." But while saying "no" the dealer adds some suggestion. In those suggestions the answer may lie.

New Pickwick Disk Lines

Pickwick Products, Brooklyn, is introducing several new disk lines at the 1957 NAMM Trade Show. Heading the list is the new Design label, a series of 12-inch LP's to retail at \$1.49. There are 24 disks in the first release, including material by such name artists as the Dorsey Brothers, Sammy Davis Jr., O'Artega, Dizzy Gillespie, plus a variety of jazz and kidisks. Four-color custom covers and gruve-garde vinylite pressings are standard.

Also scheduled, 40 new Two-Pack units of kidisks, with two 45 r.p.m. disks in special package to sell at 49 cents. These will be on Cricket label. Also on latter are six additions to the \$1 Album Library Series, each pack containing four small disks. Regular 25-cent Cricket line will include addition of Gerald McBoing-Boing film cartoon material.

Pickwick also will have four packages in a new language instruction series, designed to retail at \$4.95. Includes three 10-inch LP's in each set with a hard-cover text.

DEALERS CHOICE!

for Greater Profits!

THE NEW 1957-58 BOETSCH LINE

The JACKPOT Winning Line!

MODEL A800 Automatic Record Changer

MODEL A801 Automatic Record Changer

MODEL A802 Automatic Record Changer

MODEL A803 Automatic Record Changer

MODEL A804 Automatic Record Changer

MODEL A805 Automatic Record Changer

INTRODUCING
The New 1957-58 Boetsch Line—All Winners! Deal yourself in at the Convention, Rooms 909 and 910 at the PALMER HOUSE in Chicago. In attendance—GEORGE AND FRED BOETSCH—SID BLOME—RALPH WECHER—GEORGE HAZON—EDDIE BARNARD—MARTIN TRAVIS—GEORGE SHEARER—MIKE SCHLOSS.

BOETSCH Brothers, 115 Cedar Street, New Rochelle, N. Y.

when answering ads . . .
Say You Saw It in The Billboard

HEAR HERE

THE NEW IN STEREO SOUND

BOOTH NO. 27
NAMM SHOW, CHICAGO

Have Omegatape representative contact me.

Please send catalog.

name _____

address _____

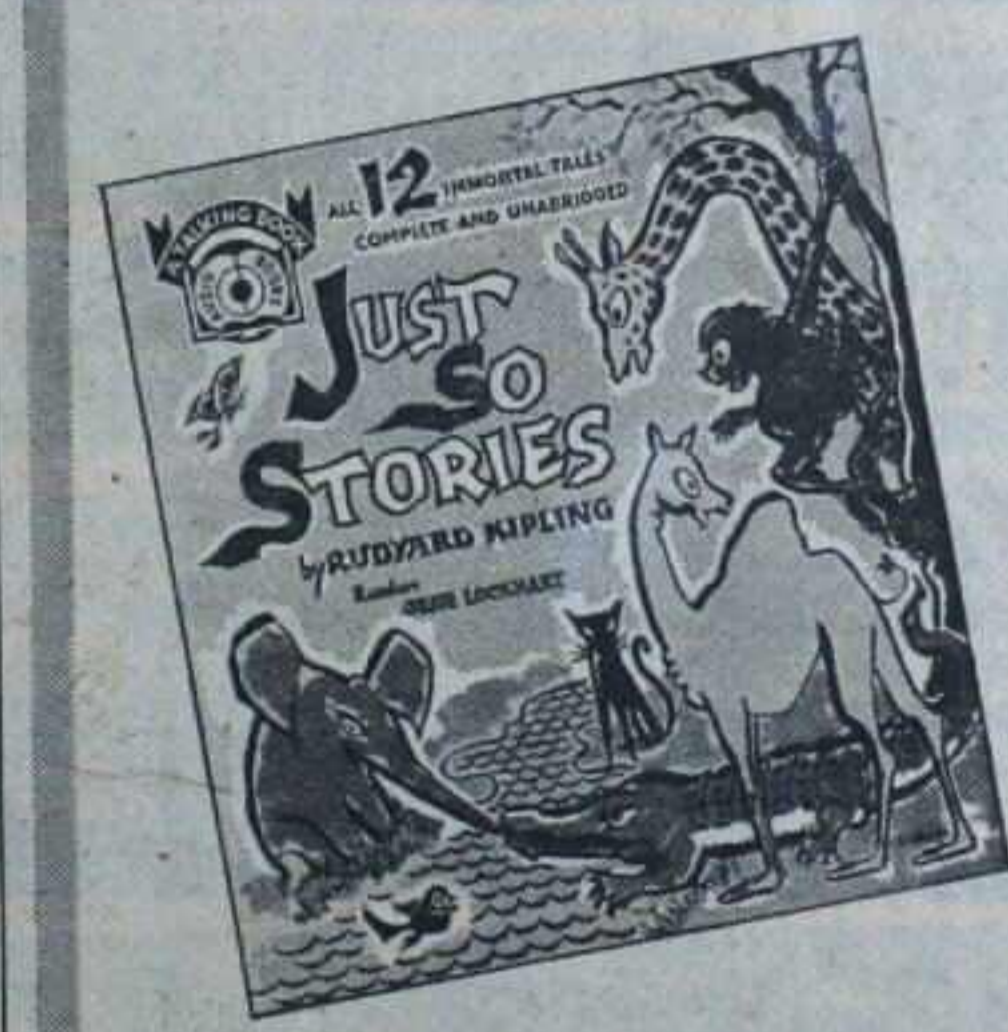
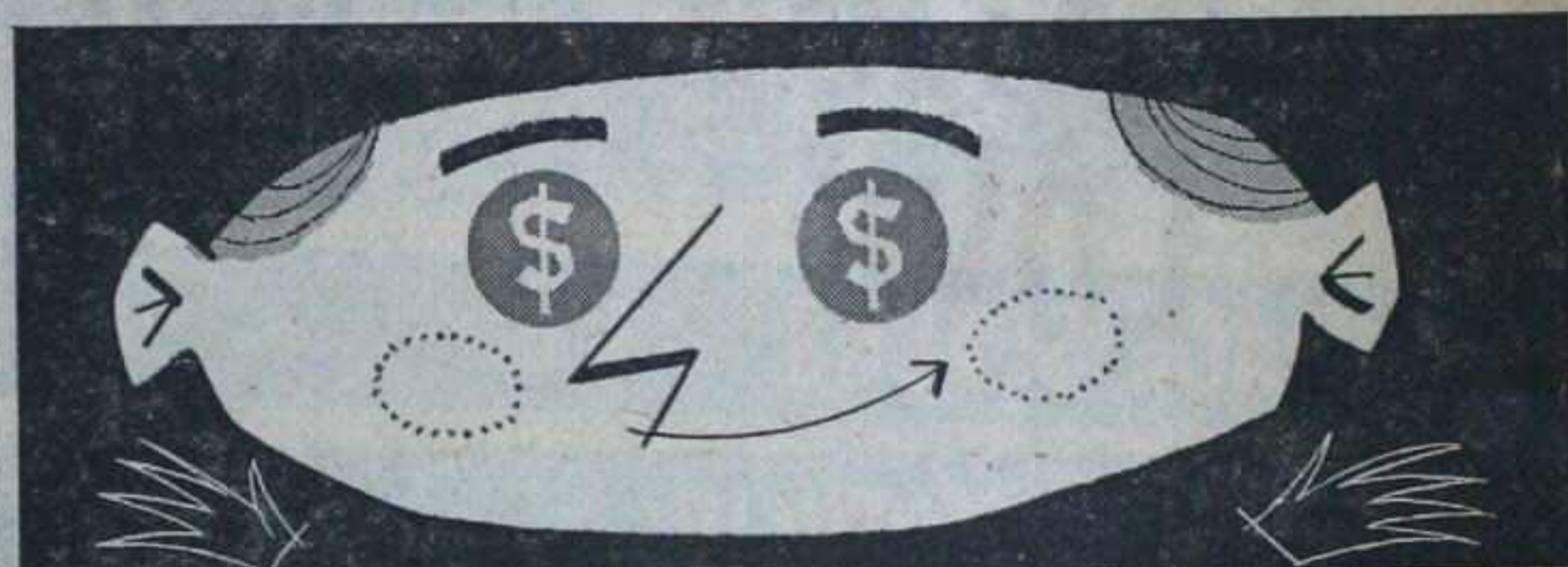
city _____ state _____

Omegatape
854 NO. VINE, HOLLYWOOD, CALIF.

Customers by the thousand for these Stereo Tapes next fall! Your ears will tell you why.

WALCO DIAMONDS
NOW PRODUCED BY
AUTOMATION
Booths #31-32, NAMM Show

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



For STEADY Profit On STABLE Sellers SELL AUDIO BOOKS

Sell Literature for Listening—16-rpm Audio Book records. Timeless classics, superbly recorded by big-name artists, sell and keep on selling, month after month, season after season. There's profitable variety in the long and steadily-growing list of Audio Book releases. Stock these newest sure-fire sellers:

The AUDIO BOOK OF GREAT ESSAYS
Marvin Miller reads 41 delightful, profound, sometimes funny and always provocative examples of the most civilized writing our Western world has produced. 36 authors, including: Jonathan Swift, Rousseau, Samuel Johnson, Oliver Goldsmith, Schopenhauer, John Milton, Disraeli, Alexander Hamilton, Thomas Jefferson, Thomas Paine, Thoreau, Walt Whitman and Oliver Wendell Holmes. 8 records, \$3.95 List.

JUST SO STORIES BY RUDYARD KIPLING
Gene Lochhart in an altogether charming reading of 12 immortal tales for children. 6 records, \$5.95 List.

The Audio Book range is wide. The market is BIG. Sell the full line, including these proved best-sellers:

• THE COMPLETE NEW TESTAMENT, 24 records, \$29.95 List. The Old Testament (19 Books), Complete Catholic New Testament, The Book of Psalms.

• COMPLETE SONNETS OF WILLIAM SHAKESPEARE. Beautifully read by Ronald Colman, 3 records, \$3.95 List. The Trail of Socrates, Basic Writings of Ralph Waldo Emerson, The Autobiography of Benjamin Franklin.

• THE WIZARD OF OZ. Marvin Miller and Jane Webb read the unabridged version. 5 records, \$5.95 List. Alice in Wonderland, Robin Hood, Storytime Favorites.

Thousands of 4-speed phonos play Audio Book records. Additional thousands of customers with 33 rpm players need only the slip-on Audio Book Speed Reducer.

Many, many more—selections for all ages, all tastes.

AUDIO BOOK COMPANY
ST. JOSEPH, MICHIGAN

SEE US IN BOOTH 7 AT THE NAMM SHOW

ABC-PARAMOUNT

presents its
catalogue of hits
to the
NAMM!

9831 **DIANA** c/w Don't Gamble With Love

PAUL ANKA

9838 **HIGH SCHOOL ROMANCE** c/w Everybody's Body

GEORGE HAMILTON IV

9817 **YOUR KISSES KILL ME** c/w The Kiss In Your Eyes

EYDIE GORMÉ

9837 **BLACK SLACKS** c/w Boppin' Rock Boogie

THE SPARKLETONES

9835 **TENNESSEE TULIP** c/w Bella Nunziata

DON COSTA

9833 **BEACH PARTY** c/w Der Becki

RUSS CARLYLE

9836 **THE LADY KILLER** c/w My Baby's Comin' Home

SID FELLER

9832 **THE FOUNTAIN OF YOUTH** c/w Oh, Boy

DICK ROMAN

9827 **DEEP WITHIN ME** c/w Outside Of My Dream World

DON CASANAVE

9825 **RED WINE POLKA** c/w **MY BEAUTIFUL GIRL**

STAN WOLOWIC
and the POLKA CHIPS

DOLLAR NEWS FOR DEALERS:

Watch ABC-Paramount
this Fall—for its
sensational
album promotion!

(Distributed in Canada by Sparson of Canada, Ltd.)



Tape Big in Fall Says Symphonic

A tremendous growth in the sale of tape recorders, with the prediction that such instruments will be found in the majority of American homes in the near future, was made by Bernard H. Lippin, chairman of the board, Symphonic Radio and Electronic Corporation.

Pointing out the steady increase of pre-recorded music on tape indicates a continuous gain in popularity and sales, Mr. Lippin declared that the demand for tape recorders has kept pace with the accelerated output of the tapes, and that the sales curve of recorders continues upward.

"The future of tape recordings and tape recorders is fabulous in potential," he said. "The industry, now in its infancy, faces an un-

precedented mass acceptance within a few years."

Noting that prices of pre-recorded tapes are fairly high in today's market, Mr. Lippin said that in the near future mass production will bring down costs and prices to a more competitive position with disks.

Symphonic Radio and Electronic Corporation is showing six new tape recorders at the Music Show. These include both monaural and stereophonic recorders, ranging from a low of \$149.95 to a high of \$419.95.

Also presented are nine phonographs, three radio-phonograph combinations and 10 high-fidelity instruments comprising the balance of the firm's new 1958 "Music in Color" line.



The Model 1260 high-fidelity console stands at the top of the Symphonic line. Retailing at \$249.95, the unit is powered by a 25-watt amplifier (50-watt peak) and has four speakers (two 12-inch woofers and two 5-inch tweeters). It delivers a frequency response of from 20 to 20,000 cps.

Walco Tells Sales Incentive Plan

Electrovox Company, East Orange, N. J., manufacturer of Walco Diamond Needles, has created a new "spiff and bonus" plan. The firm is at Booths 31 and 32 of the main exhibit floor at the Music Show to tell dealers all about it.

In brief, the new program is an extension of their old "spiff" plan. Dealers still paste stamps in the bonus book and receive money bonuses when the book is filled in whole or in part. But there is this difference. In the new "Green Super Bonus Book," dealers receive additional bonuses in the form of free diamond needles of their choice.

When the "Super Bonus Book" is completely filled, Walco awards the dealer \$15 in cash, plus two free diamond needles worth up to \$16.95. This figure is extra to be the equivalent of an extra 17 per cent discount.

Walco points out that the "Super Bonus Book" fills faster because of their new "skyscraper" spiff stamps. Every Walco diamond sold carries the skyscraper

stamp that fills five spaces in the bonus book. It gives the clerks five times the incentive to sell the higher-priced, higher-profit diamond needles.

Ask Walco to explain the plan while at the Music Show or write directly to the firm at their East Orange headquarters.

Show Line of Disk Cases

Products for record dealers and buyers alike are being displayed at Booth 47 on the main exhibit floor of the Music Merchants' Convention by Casecraft Division of the Red Rope Stationery Company.

The Red Rope firm of Brooklyn is a manufacturer of filing cabinets and general office supplies. The Casecraft division's efforts are in the allied field of record carrying cases for consumers and browser units for disk retailers. More than a dozen models of these browsers and carrying cases in various colors will be on display in the firm's booth.

Catalog sheets and other printed materials will be available. Jack Meyerson, sales manager of Casecraft, will be in charge of the booth.

V-M Fidelis Has New Look

The newest version of the Voice of Music Fidelis high-fidelity, table-model phonograph boasts a four-way speaker system and V-M's exclusive "acoustic contour control."

Visually, the revision is slight. Avoiding change merely for the sake of change, V-M Corporation engineers adhered closely to the cabinet design which has helped to make this table model a best seller across the nation.

The first change customers will notice is in the V-M Lazy-Mite, the little push-button "pilot light" which starts the "Fidelis," rejects a record and starts a new one at the touch of a finger-tip and with the lid closed. The new Lazy-Lite is incorporated in a stylized new escutcheon.

All other controls and a 45 r.p.m. spindle are grouped to the left of the 4-speed high-fidelity record changer. These include the "acoustic contour" control, which preserves fidelity at volume settings matching the acoustics of any room—small, medium or large. Separate bass and brilliance controls are provided and V-M's exclusive Tor-e-o-Matic control has been retained as well.

The speaker system consists of two eight-inch speakers containing concentric tweeter cones and mounted in a reflex chamber. Available in a choice of blond, mahogany, ebony or walnut hand-rubbed cabinets, the new Model 562 can be converted to a console with optional black or brass-finished legs. List prices start at about \$160 east of the Rockies.

Has Service For Diskers

NEW YORK—Adrian Associates, which offers a packaged service to indie record labels, including practically all functions except conducting recording sessions, is illustrating all phases of its service at the Music Merchants show.

The firm, which occupies Booth 21 on the main exhibit floor, will show samples of the packaging, promotion and production work it has already turned out for a number of its 15 present accounts. In talking with potential clients, in attendance at the convention, the firm stresses its ability to save money for those it services. The point will be made that most diskery materials are bought in the Eastern sector of the country. Adrian, by being in the East itself, can save money for clients wherever they may be, because of its location and also because of its ability to buy in heavy quantities.

Current accounts being serviced by Adrian include Cadence, Pan-Art, Golden Crest, Experiences Anonymous, Harlequin, Monitor, VIP, Shawnee, Zodiac and Colonial labels, among others.

Optimism of The Irish

ORRadio Industries, manufacturers of Irish Brand recording tape, says business is good. They will explain to Music Show visitors why they think so and how the tape business can be good for the dealers this fall at their exhibit in Room 902.

The firm has a full line of recording tapes which are offered in combination with special "Irish" merchandising aids.

MR. DEALER!

a WALCO MICROSCOPE...

a MUST!

Here's what Billboard dealer survey revealed about the Walco "Needle Clinic" —

Connecticut dealer interviewed by Ralph Fraas, Associate Editor of The Billboard

Accessory Sales

Joe Crosson regards the installation of a Walco "needle clinic" as a definite plus factor. He had always carried needles, but not too profitably. Then, the Walco salesman came in and convinced him that he had to inject a little merchandising into his accessory business. He took on the line, installed their microscope and is doing more than ever before in needle sales.

"I'm surprised," says Joe, "that people don't mind spending the time inspecting their needles under a microscope. And, when they do, they understand the reason for replacing their needles. Most important of all, they don't mind spending the money when they realize the facts about needle wear. They feel that the cost of the needle is justified."

Talking to Joe Crosson will impress anyone with the fact that the average retailer has a lot of problems. At the same time, he convinces the listener that the problems have solutions if they're worked on.

Write Walco for full details, or visit us at Booths 31-32, NAMM SHOW.

Walco

Trade Name of Electrovox Co., Inc
60-B Franklin St., East Orange, N. J.

(Reprinted from The Billboard, July 1, 1957)

STEREO-TONE CORPORATION

A New Name in Stereophonic Tape

ANNOUNCES 8 EXCITING STEREOPHONIC TAPES

that will delight music lovers everywhere

<p>● adele girard "JAZZ ON HARP" A program of jazz selections by the greatest jazz harpist in America. TN 100 \$10.95</p> <p>● dick todd "SINGS IN STEREO" Popular record, television and radio artist singing a group of old standards. TN 101 \$10.95</p> <p>● joe marsala "CHICAGO JAZZ" Chicago style jazz featuring the musicians who made this style famous. TN 102 \$10.95</p> <p>● bud freeman "BUD FREEMAN AND HIS GROUP" Presenting the famous Austin High School Gang originator, himself. TN 103 \$10.95</p>	<p>● dave mackay "PLAYS PROGRESSIVE" Young pianist in modern jazz world. Rev. Alvin Kershaw, of \$64,000 Question fame, chose Dave Mackay as the greatest young modern jazz pianist today! TN 104 \$10.95</p> <p>● pee wee russell "PEE WEE PLAYS" Original member of the Mound City Blue Blowers. "Nuff said!" TN 105 \$10.95</p> <p>● dick cary "DICK CARY AND HIS ORCHESTRA" Dixieland favorites dressed up in new style arrangements. TN 106 \$10.95</p> <p>● george wetting "GEORGE WETTING AND HIS WINDY CITY SEVEN" Presenting one of the greatest drummers in the field of jazz. TN 107 \$10.95</p>
--	---

HEAR THESE selections played for your listening pleasure at the N.A.M.M. Show, Stere-O-Tone Suite, 9th Floor, Palmer House Hotel, Chicago.

Send for your demonstration tape of these 8 exciting new releases featuring thirty full minutes of excerpts from these selections. Available **STACKED** or **STAGGERED**

Manufacturers of Stereophonic Tape Exclusively!

1650 Broadway, New York 19, N. Y. **Judson 2-9191**

SPECIAL DEALER OFFER

Stere-O-Tone Corp.
1650 Broadway, New York 19, N. Y.

Gentlemen:

Enclosed is \$3.00. Send me the Stere-O-Tone Demonstration Tape featuring excerpts from your new releases. Credit my account with this amount when I place my first order with you.

Send me full information on Stere-O-Tone Catalog and place my name on your regular dealer catalog mailing list.

Name

Address

City..... Zone..... State.....

WALCO DIAMONDS

NOW PRODUCED BY

AUTOMATION

Booths #31-32, NAMM Show

Present Steelman Program for Fall

The Steelman Radio & Phonograph Company, exhibiting in Rooms 949 and 950 at the Palmer House, has several important announcements for dealers. They concern a new product and the means thru which they will attempt to broaden their sales picture this fall.

The product, a broad, colorful line of phonographs ranging from inexpensive manual models up to large high fidelity consoles, is described in the Steelman phrases "A Revolution in Hi-Fidelity." The entire series—consoles, consolettes, table models and portables—uses the Steelman multiple speaker "Bi-Fidelity" system.

Board Chairman Ronald Kalb describes them as having "simpler, more efficient circuit designs in more compact, stream-

lined cabinets—building in greater value at reduced cost."

Automation Merchandising

The complete merchandising plan with which Steelman backs its line has no precedence in Steelman history. The plan is termed "automation merchandising" by the firm's advertising agency, Hicks & Greist, who conceived it. A Steelman retailer, says the agency, has a program so complete that he can plan his entire fall program in an hour, turn it over to his local newspaper and forget it. Everything has been planned, detailed and scheduled on Steelman's merchandising calendar to take the work out of it. Four months of traffic-building are integrated into the calendar to assure maximum benefit from a national ad campaign, according to the firm.

The campaign includes black and white and full color insertions in Life, SatEvePost, Living and the New York Times Sunday



Three Steelman reps were put thru a blindfold test at a recent sales meeting in New York. The test was designed to dramatize hi-fi sound and create attention for the Steelman line in dealer stores. Steelman will tell dealers how the blindfold test works at their NAMM exhibit, Rooms 949, 950, Palmer House.

Magazine. The campaign will be amplified by promotion kits sent to the retailer. They contain full color streamers, counter cards, post cards, blow-ups, ad mats, ad folders and an additional steady stream of promotional ideas.

Store Promotion Ideas

To attract customers into the

store, four promotional ideas are already available to dealers. They include a hi-fi album prize, a Steelman blindfold test, a major Christmas promotion and home demonstration ideas. These promotion gimmicks are timed to coincide with other elements in the Steelman program.

SEE The Amazing NEW Dictograph

HI-FI Line at Booth 938 W NAMM SHOW

for full information

contact

Tom Millington, Vice-Pres.

DICTOGRAPH PRODUCTS, INC.

93-25 149th Street, Jamaica 35, N. Y.

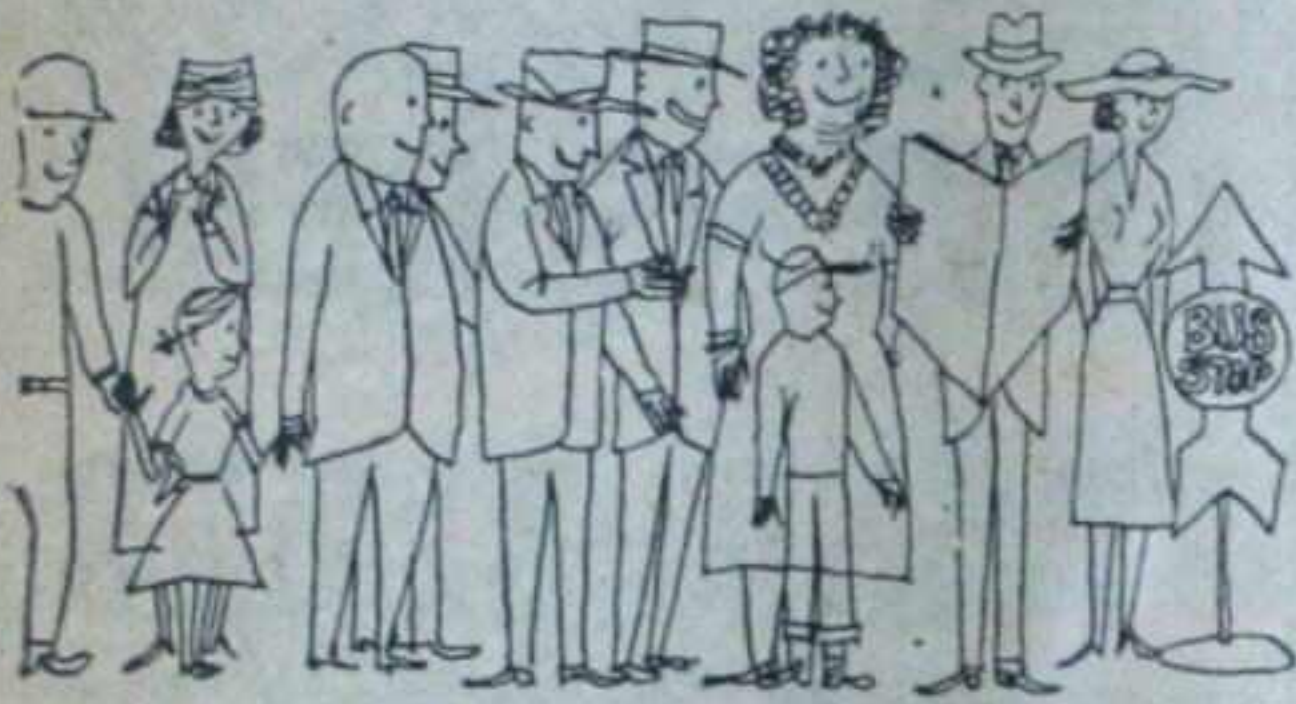
WALCO DIAMONDS

NOW PRODUCED BY AUTOMATION

Booths #31-32, NAMM Show

All the news of your industry every week in The Billboard...

Everybody's waiting...



FOR COLUMBIA PHONOGRAPHS

NEW LINE COMING AUGUST 1st



Hal Breitner, of Hicks & Greist Ad Agency, shows streamer promoting the free hi-fi record gimmick designed to stimulate store traffic.



Hal Breitner and Bob Christenberry Jr., both of Hicks & Greist Agency, demonstrate how the Steelman program builds up thru the fall to a sales climax in December. Dealer program is geared to work in conjunction with dealer promotional efforts.

DEALERS! get more sales with Vee-Jay Hits!

Check these records for big volume \$\$\$ sales.

OUR UP AND COMING

Vee Jay 274

"SHOW ME THE WAY"

Billy the Kid Emerson

Vee Jay 249

"COMING HOME"

Elmore James

Vee Jay 251

"Q-BOP, SHE-BOP"

The Dells

NAMM CONVENTION PREVIEW

Vee Jay 250

"TEARS ON MY PILLOW"

Eldorados

July 8th Billboard reports . . .
#13 R & B Best Sellers in Stores.
Going strong—Juke Box Programming Guide.
Already 79 on top 100

Vee Jay 246

"EVERYONE'S LAUGHING"

The Spaniels

July 8th Billboard reports —
#67 on top 100
July 1st Billboard reports —
#12 R & B Best Sellers in Stores.

Vee Jay 248

"THE SUN IS SHINING"

Jimmy Reed

Madam

NAMM — Look at this top list of VEE-JAY winners.



Our SPIRITUALS are always steady, ready money makers for record dealers.

"Uncloudy Day"

The Staple Singers Vee Jay 224

"All Things Are Possible"

Harmonizing 4 Vee Jay 845

"I'm Coming Home"

The Staple Singers Vee Jay 846

"Pressing On"

Spiritualaires Vee Jay 847

"I Was So Happy"

Highway Q-C's Vee Jay 844

"Sinner Man"

Swan Silvertones Vee Jay 843



JEEVES

Dealers—order now from this list for big sales.

VEE-JAY Records, Inc.

4747 Cottage Grove Ave., Chicago, Phone: WAGner 4-2828

OUR new LABEL has a hit—Falcon #1002 "KANGAROO HOP" Dee Clark

GREETINGS
to
NAMM from

M-G-M Records

JONI
JAMES



SUMMER LOVE

and

I'M SORRY FOR YOU,
MY FRIEND

K12480 • MGM 12480

MARVIN
(GONNA FIND ME
A BLUEBIRD)
RAINWATER



NEW HIT!

MY LOVE IS REAL

and

MY BRAND OF BLUES

K12511 • MGM 12511

CONNIE
FRANCIS

RAY CHARLES
SINGERS

ART
MOONEY
& His Orch.

CHUCK
ALAIMO
QUARTET

DEAN
JONES

EIGHTEEN

and

FADED ORCHID

K12490 • MGM 12490

AROUND
THE
WORLD

K12507 • MGM 12507

THE PARADE
IS PASSING
ME BY

and

HONEST LOVE

K12503 • MGM 12503

HOW I
LOVE YOU

and

LOCAL 66

K12508 • MGM 12508

HUSH-A-BYE
and
THE BALLAD OF
GUNSIGHT
RIDGE

K12506 • MGM 12506

NEW SOUND TRACK ALBUM SELLSATION

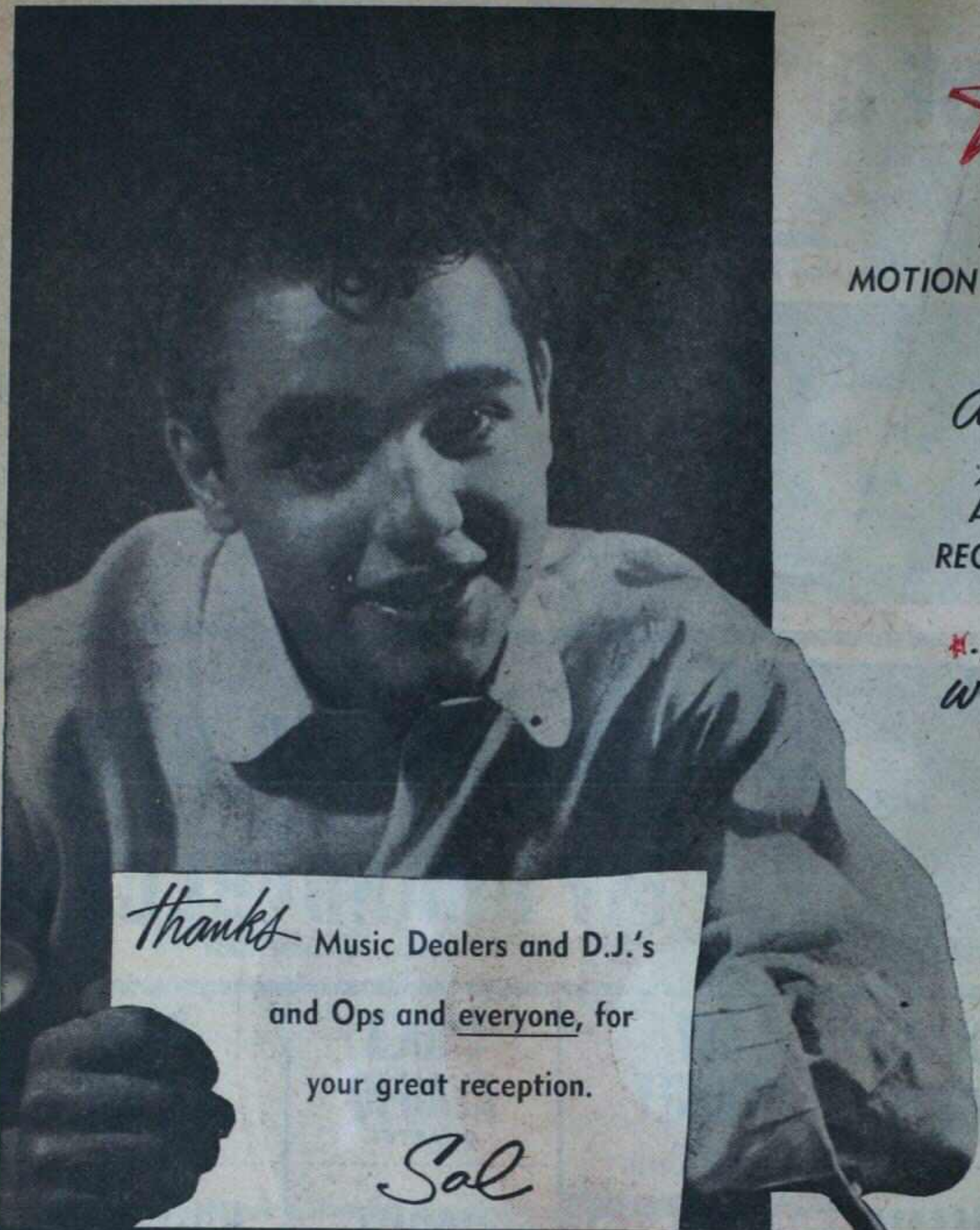
Featuring Fred Astaire, Cyd
Charisse, Janis Paige

E3542 ST



Silk Stockings

MGM STUDIO ORCHESTRA AND
CHORUS CONDUCTED BY ANDRE PREVIN



Thanks Music Dealers and D.J.'s
and Ops and everyone, for
your great reception.
Sal

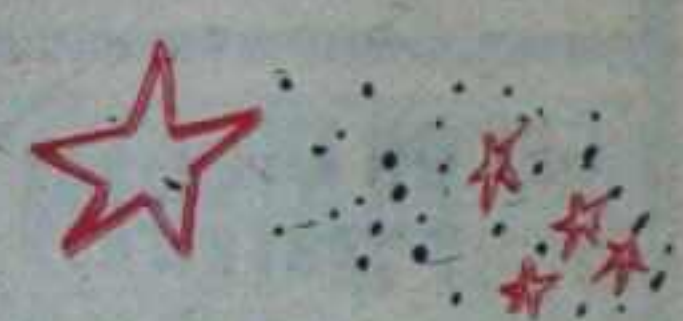


A GREAT STAR OF
MOTION PICTURE AND TELEVISION

And Now

AMERICA'S **NEWEST**
RECORDING SENSATION

with



**START
MOVIN'**

EPIC 5-9216

*Nearing the
1,000,000
Sales Mark!*

SAL MINEO

Nominated for an Academy Award and an Emmy Award. Currently starring in "Dino"—an Allied Artists motion picture production. Coming in August in the starring role in "The Young Don't Cry"—a Columbia motion picture production.

DIRECTION:
New York:
Baum & Newborne
Beverly Hills:
Goldstone-Tobias



FLASH! JUST
RELEASED

LASTING LOVE
b/w
**YOU SHOULDN'T
DO THAT**

EPIC 5-9227

the hottest artists are on atlantic



Clyde McPhatter
LONG LONELY NIGHTS

Heartaches
 1149

The Drifters
HYPNOTIZED
 1141

The Bobbettes
MR. LEE
Look At The Stars
 1144

La Vern Baker
HUMPTY DUMPTY HEART

Love Me Right
 1150

Ray Charles
GET ON THE RIGHT TRACK

It's All Right
 1143

Chuck Willis
C. C. RIDER
 1130

Ruth Brown
ONE MORE TIME
 1140

The Clovers
III LOVE YOU

So Young
 1139

Ivory Joe Hunter
EMPTY ARMS

Love's A Hurting Game
 1128

Chris Connor
TRUST IN ME
Mixed Emotions
 1138

Joe Turner
LOVE ROLLER COASTER
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A COMPLETE SERVICE Since 1908 JAWOOD L. ANDERSON, INC. has been keeping faith with its customers... a name for keeping promises... a reputation for quality which has won more than a fair share of awards.

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has Phonos

and HI-FI so low in price
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Voice and Piano \$18.50 per song
Organ, Voice and Piano 25.00 per song
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Either 45 or 78 r.p.m. Duplicates at reasonable rates.

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Your ticket to

SALES RESULTS— the advertising columns of THE BILLBOARD!

Philco Phono Under \$100

Your customers can have recorded music and radio wherever they go with the new Model 1406, Philco points out. It's a radio-phonograph portable and it is priced at \$99.95.

The unit is equipped with a four-speed changer and has auto-



matic shut-off after the last record is played. It is styled in gray and white and built to withstand hard usage. It can be seen at Philco's Rooms 621-622 exhibit at the Palmer House during the Music Show.

Major Has 3 New Phonos

Major Electronics, producer of Majorette portable phonos, is showing at Booth 908 W, the Palmer House. The spotlight is on three new models. No. 550 is a four-speed fully automatic phono, with three speakers and VM changer, listing at \$79.95. No. 440, at \$59.95, has VM four-speed changer and dual speakers. No. 745, at \$39.95, is a fully automatic, 45 r.p.m. job, using the RCA changer, replacing last year's Crest changer. This model also has a newly designed cabinet and amplifier.

In the line-up of 22 different models, Majorette continues last year's most popular sellers, the No. 56 at \$44.95, and the No. 230 at \$49.95. Both use Monarch four-speed changers.



In Rooms 919 and 920, Palmer House, Stromberg Carlson is showing the Jubilee, a new addition to their high-fidelity line. It has a four-speed automatic record changer, FM-AM radio tuner with 15-watt output, and three speakers capable of reproducing from 30 to 20,000 cps. It is priced at \$289.95.

FEW DISK FIRMS SHOW

CHICAGO—Only one record company of major size, Dot, is exhibiting at this week's NAMM convention. Most of the major companies, however, said Bill Gard, NAMM executive secretary, will be present with hospitality suites and rooms. RCA Victor is expected to exhibit its record line along with its equipment display.

Companies that have taken exhibit booths, besides Dot, are Folkways, Crown, Fiesta, Grand Award, Cue, Concord and Paramount Enterprises.

NAMM Debut For Concord

MOUNT VERNON, N. Y.—Concord Records here, eight-month-old diskery, specializing in LP merchandising only, is exhibiting its entire line at the Music Trade Show.

In its Booth 12 location, Concord has large pegboard panels on which are displayed all of the firm's current catalog items. Catalogs and reprints of material concerning the line are available at the booth.

Wesley Smith, proxy of the label, also is devoting some time to setting up additional distribution for his releases.

New Grand Award Disks

Grand Award Records will preview 15 of the 50 new albums the company will release in the coming year. New artists will be unveiled, plus refreshing new display and merchandising aids for both dealers and distributors. Latter includes a new counter browser rack. Enoch Light has scheduled a special meeting, cocktail party and buffet supper for Grand Award distributors on Tuesday (16) in a suite at the Palmer House. Display will be in Booth 60 on convention floor.

RCA Portable Has 4 Speeds

At the RCA Victor exhibit, Private Dining Room 14, Palmer House, a new portable is making a debut. It is the Mark XI (Model SHF9), a four-speed high fidelity "Victrola" which features a mul-



tipple three speaker system. The durable wooden case is covered with simulated leather and tweed fabric. Equipped with a jack and a switch for the addition of stereophonic sound (in conjunction with a stereo tape player), the Mark XI will be nationally advertised at \$129.95.

Sterling Has Ten Styles

Sterling High Fidelity, Inc., importers of the Nordmende hi-fi line from Germany, is showing a completely new line of radios and combinations in Room 624, Palmer House.

There will be 12 models, starting with the hi-fi AM-FM short-wave radio at \$89.95, and going up to radio-phonograph combinations at \$549.95. There will be 10 different cabinet styles.

SELLING VIA PHONE, LETTER

A "telephone and letter clinic" is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, July 18, at 10 a.m. during the Music Convention and Trade Show.

NAMM members will have an opportunity to learn effective telephone and business correspondence techniques from Charles Bury, well-known communications expert from Dallas. According to Bury, "The telephone is a high-powered business tool which can serve as a short cut to business gains and personal power if used properly."

Some of the subjects to be covered by Bury are: "Build a Phone Vocabulary That Can Sell and Impel," "Handling Complaints Tactfully by Phone," "Turn Phone Inquiries Into Sales Orders," and many others.

The letter-writing clinic is designed to help the businessman in expressing himself effectively thru the written word, writing dynamic letters and organizing letters to save dictation time. Other related subjects will also be covered.

Many major companies have put Bury's unique talents to work for them. He has written hundreds of articles for such business publications as Sales Management.

WALCO DIAMONDS

NOW PRODUCED BY
AUTOMATION

Booths #31-32, NAMM Show

Hi, Everyone!

Here's Jimmy Rodgers — A tremendous performer today . . . a star tomorrow. We are batting on him all the way. We are proud to present him on ROULETTE.

Hugo + Luigi

Jimmy



Rodgers

sings

"HONEYCOMB"

"THEIR HEARTS WERE FULL OF SPRING"

R-4015

Climbing on the Charts

"ROCK-A-BILLY PARTY"

b/w

"SHENANDOAH ROSE"

Hugo and Luigi

R-4012

Breaking Big

"GET ACQUAINTED WALTZ"

Shaye Cogan

R-4013

You're Laughin' to

LARRY STORCH'S

"I'M WALKIN'"

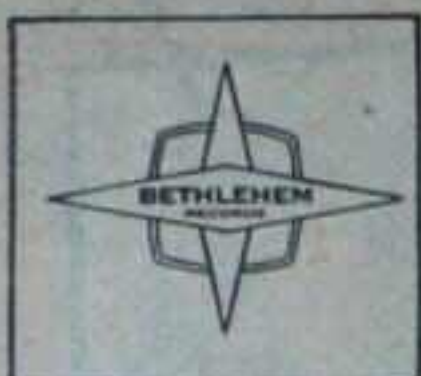
R-4014

Spin a winner



659 Tenth Ave. New York, N. Y.

A NOTE OF THANKS



to the nation's Dealers--D.J.s--
Operators—and Distributors
for the wonderful response and
acceptance of the entire catalog
of BETHLEHEM releases.

You are making it possible for us
to concentrate further in the
producing of records that will get
more play and sales.

A SPECIAL NOTE

to the Music Machine Operator:

We are going to be releasing
singles in the near future
stylized for plenty of plays
in the pop and jazz field,
featuring name artists.

Sincerely,

Gustav Wildi

Gustav Wildi, Pres.

Bethlehem Records.

2 New Audio Books Ready

ST. JOSEPH, Mich.—The
Audio Book Company is showing
two new 16 r.p.m. "talking
books" at its Booth 7 location at
the Music Show. The two new
titles are "The Audio Book of
Great Essays" and the "Just-So
Stories of Rudyard Kipling."

"The Audio Book of Great Es-
says" is an eight-record set listing
at \$8.95. It includes the provoca-
tive writings of 36 different
authors, including Swift, Rous-



seau, Samuel Johnson, Goldsmith,
Milton and many others. The
readings are spoken by Marvin
Miller.

The Kipling work includes 12
of the great stories in an album
listing at \$5.95. The album, in-
cidentally, is the last recorded
work of the late Gene Lockhart,
stage, screen and TV star.

In preparation for August re-
lease is Stephen Crane's "Red
Badge of Courage," narrated by
actor Robert Ryan.

The Audio Book Company has
many other titles in their catalog.
Dealer discounts and details of
promotional material may be had
at Booth 7 during the show.

Audio Books may be played on
any four-speed phonograph, many
of which are on display at this
year's NAMM Trade Show. The
Audio Book Company also offers
a slip-on speed reducer which
converts 33 r.p.m. phonographs
to the 16 $\frac{2}{3}$ r.p.m. talking book
speed.

TURNING P.R. INTO ACTION!

Public relations at the grass
roots will be spotlighted at 2
p.m. Tuesday for music mer-
chants attending the Trade Show.

At that time, Phil Lesly, pub-
lic relations specialist, will put
dealers on the inside track, offer-
ing practical suggestions for



The Philco Corporation in Rooms 621 and 622, Palmer House, is displaying several new ideas in television. One of them is their Slender Seventeeners portable TV with 110-degree picture tube. Use of this tube makes possible a slimmer cabinet and more portable set. Shown here is the firm's new display rack for dealer use. Built of sturdy chrome-finished metal, the rack takes up little space and is ideal for the smaller music merchant who wants to diversify sales by adding a quick-selling portable TV line.



Dynamic Electronics (Rooms 956 and 957, Palmer House) is featuring a two-piece hi-fi ensemble—the Model CL-150-28. It contains a Dynamic Quadnaural 12-watt amplifier. The separate speaker system contains four speakers (two 8-inch, one 5-inch and one 4-inch) with a cross-over network. Dynamic claims the unit can reproduce an undistorted 20 to 20,000 cps. It is priced at \$199.

translating national publicity into
action at the retail level. Lesly's
discussion will not be in the
realm of theory. He will assume
that he and his organization have
been hired by a typical record-
music dealer and from this po-
sition he will present ideas and
suggestions that can be put into
practice within a modest budget.

The meeting is scheduled to
be held in the Grand Ballroom
of the Palmer House.

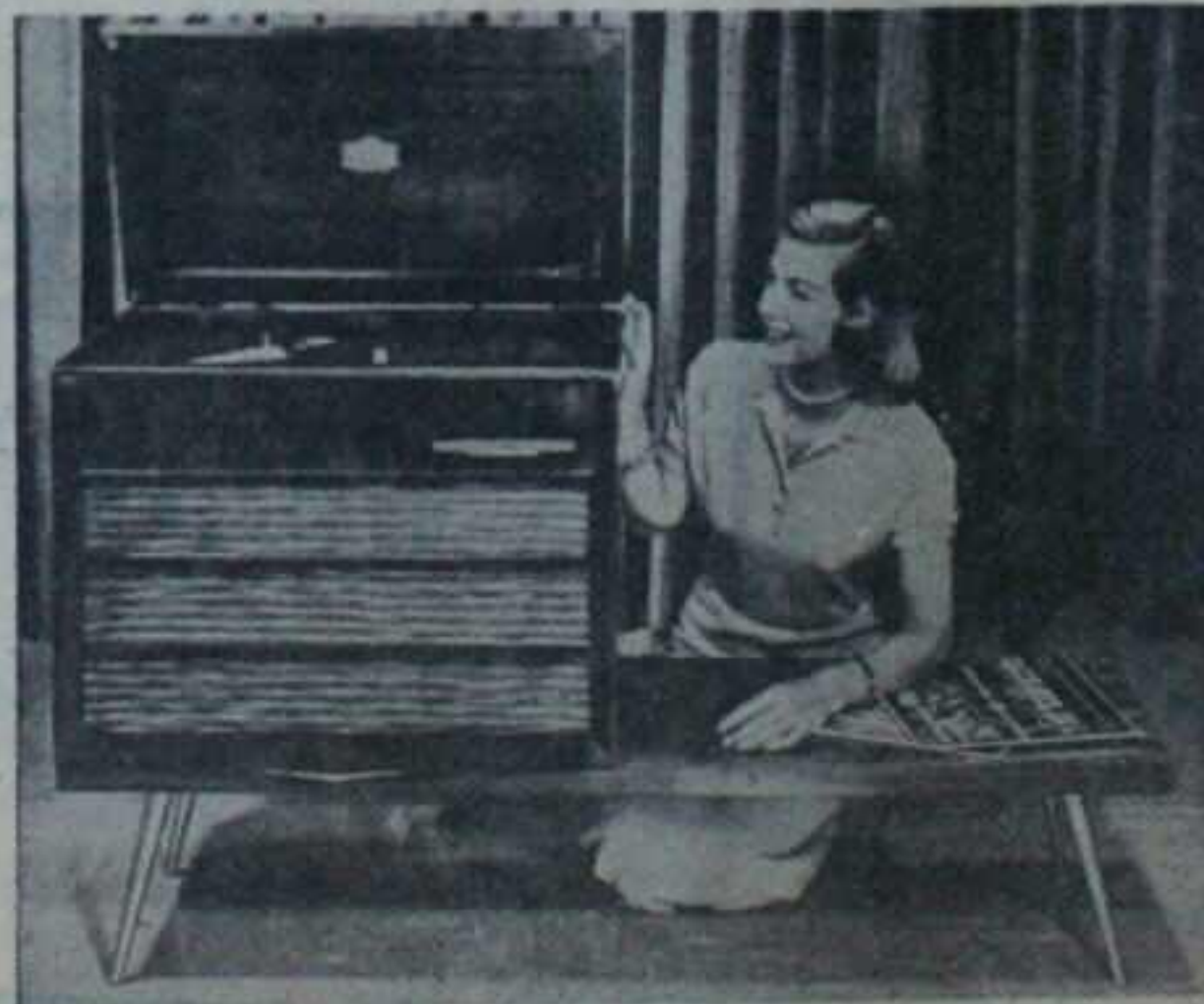
Show Key to Needle Sales

CHICAGO — Permo, Inc.,
manufacturers of Fidelitone re-
placement needles, will explain
its key concept of needle iden-
tification to dealers at Booth 53,
NAMM Show. With this new,
greatly expanded tool, the firm
hopes to end, or at least simplify,
one of the knottiest problems mu-
sic merchants face.

Says Bill Anton, Permo Sales
v.p.: "The word catalog is hardly
descriptive of our new book."

The key section of the catalog
includes photographs of outstand-
ing features of cartridges and
phonos by which individual
needles may be identified. The key
was introduced last year and was
limited to only six fast-selling
needles. Dealer reaction was
good and the firm decided to
refine the system and expand it
to the entire Fidelitone line.

In addition to the extension
of the key concept to the entire
line, Fidelitone is introducing a
new key display covering the six
fastest-selling replacement
needles. Customers who own
players using one of these
needles will immediately
recognize the feature by which
the needle is identified and
will be in a position to ask
for the needle by its proper
number. Music Show visitor-
dealers will be able to determine
whether or not this is their key
to impulse sales at Booth 53.



RCA Victor, with exhibit space in Private Dining Room 14 of the Palmer House, has added a lowboy console to their high-fidelity phono line. Tagged at \$189.95, it gives the firm representation in a price range in which it has not marketed a set before. The unit is called the Mark VI (Model SHF6). It has three speakers (one 12-inch and two 3 $\frac{1}{2}$ -inch) which are angled for dispersion of high frequencies. It responds thru a range of 50 to 20,000 cycles and has a maximum output of 11 watts.



**Windsor 45 rpm
PLASTIC RECORD
INSERT**

Makes 45 rpm records fit standard spindle on all record players. Packaged in re-usable plastic containers which contain six inserts, with 36 plastic containers to one colorful display carton as illustrated. This carton actually sells for you and protects the inserts.

LIST PRICE... per display box \$9.00
YOUR COST:
1-5 boxes... per display box \$4.50
6-10 boxes 4.10
11-25 boxes 4.00

You get a liberal margin of profit. Also available in bulk pack... write for prices.

Windsor PLASTICS
1658 N. DAMEN AVE • CHICAGO 47, ILL.

GIVE TO DAMON RUNYON CANCER FUND

Jimmy Dorsey, Our Friend

Jimmy Dorsey is gone, but his great Record of SO RARE and his many other big hits will keep him forever in our hearts. It was a privilege to have Jimmy as a close personal friend.

As most of you know, he was hesitant to record for our Label because of our personal friendship. He was afraid that we would get hurt, since he was not selling records. However, Sunday, November 11, 1956, will always be a memorable day to us, when we went to Capitol Studios to record four sides with Jimmy. Most of the men were from the band, but we added eight voices, the fine Arthur Malvin singers. Everyone on the recording date loved Jimmy and wanted him to have a hit, and Jimmy, too, wanted a hit, but more for us than for himself—he was that kind of a person.

We released SO RARE the first week in January, with discouraging results, the play was extremely limited, and during the first two weeks we sold only 25 Records. Today it is well over the million mark, and Mom Dorsey has her gold record and so does Jimmy's daughter, Julie Hilton, in California. R.C.A., who press for us, even had one made for our personal office—we are proud of it.

We have tried in every way to thank all of you disc jockeys and librarians throughout the nation for the magnificent support you have given this recording. We want to do it again, because your support gave Jimmy greater satisfaction than any of you can ever possibly know. During his last few days when he was not able to speak, but during which time his radio was kept playing, he would point to the radio every time SO RARE came on.

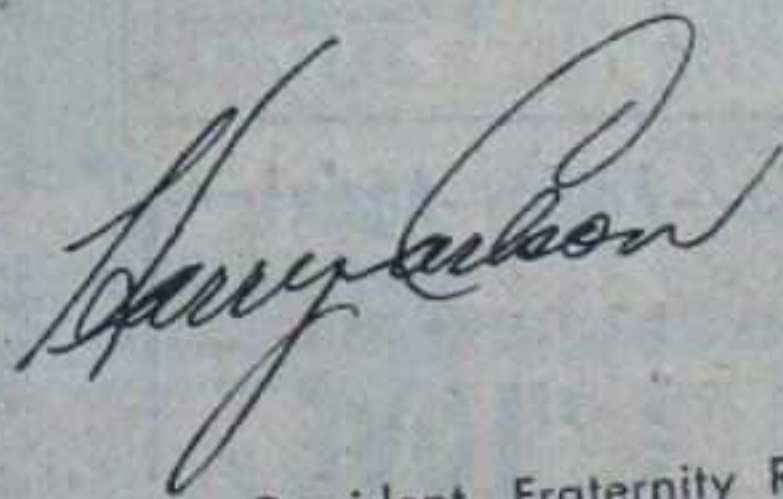
Monday, June 17th, we recorded the Jimmy Dorsey Orchestra at Webster Hall in New York, under the direction of Lee Castle, making eight sides. We brought Jimmy's good friend, Dick Stabile, from Los Angeles to play alto sax, and we think he is one of the greatest saxophonists in the world. We used the same choir treatment on the two sides that we used on SO RARE. There are instrumentals with just the band, and a vocal or two with Tommy Mercer and Dottie Reid, the Dorsey band vocalists. The only instrumentation we added to the Dorsey band was a fourth trombone and a guitar.

Jimmy's daughter, Julie Hilton, sat in on the date. We believe it was one of the finest sessions ever made. The band played with heart like we have never heard before, and the singing was inspired.

Late in July we will release an album of twelve sides. This will include SO RARE and SOPHISTICATED SWING, also two great sides made by Jimmy on the recording date of SO RARE. The title of the album is "The Fabulous Jimmy Dorsey." The liner notes were written by the noted New York columnist, Earl Wilson. The cover was done by Burt Goldblatt.

There is a great single of JUNE NIGHT and J. D.'s BOOGIE WOOGIE released which we believe will find strong acceptance. It is truly sensational.

In conclusion, even though our very good friend Jimmy is gone, he was a fellow who always did enjoy a session where each guy sitting in tried to outdo the other. With the sax and clarinet encased under his arm, he just might be heading for some fun—look to your horn, Gabriel, you could be in for some competition!



President, Fraternity Records



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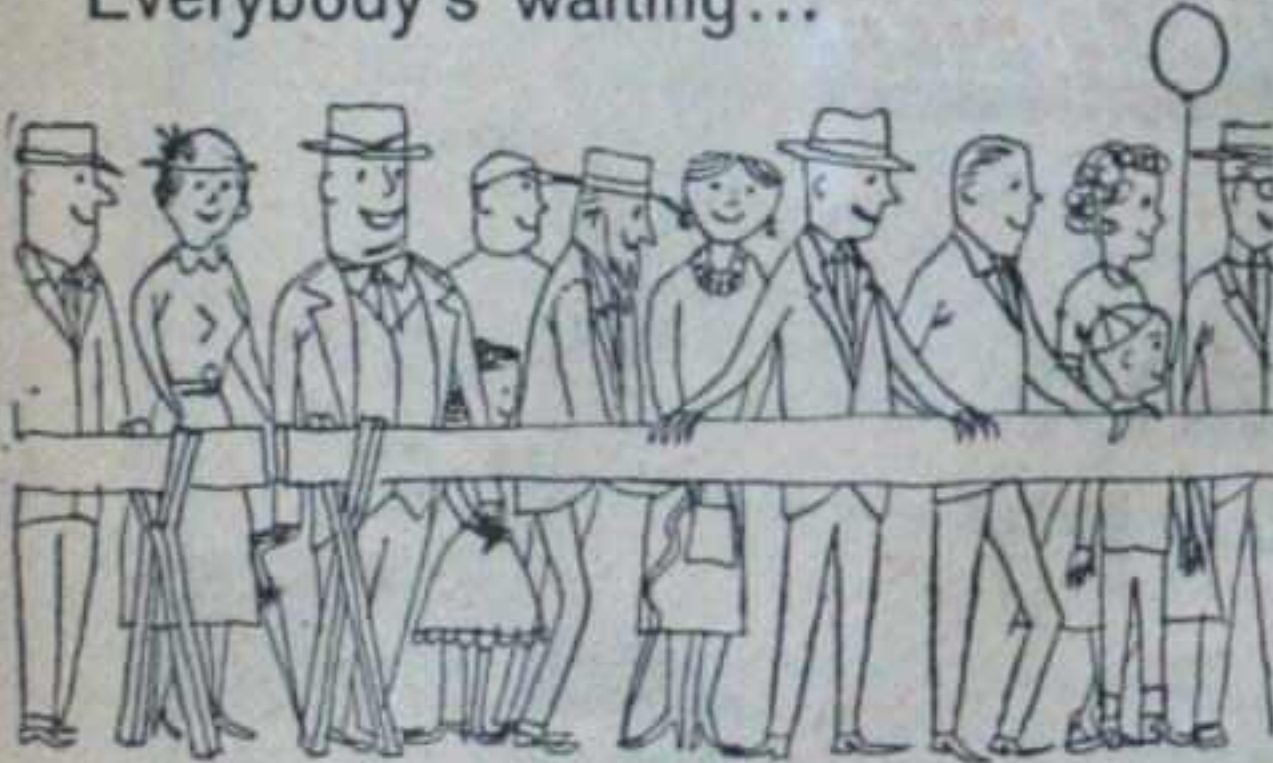
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- ★ The Finest Custom Records Pressed
 —At the Lowest Prices Available.
- ★ Phono Records (all speeds)
 —45s and 12" LPs our specialty

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COBRA STRIKES — Again — Again — Again!

Cobra #5012	Cobra #5013	Cobra #5015
"MESSED UP"	"ALL YOUR LOVE"	"LOVE THAT WOMAN"
HARROLD BURRAGE	MAGIC SAM	OTIS RUSH

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**Dealer Serves
 Hi-Fi Panel**

Don Broman, manager of high fidelity, television, radios, phonographs and records for Lyon-Healy Music, Inc., Chicago, who will be a member of the High Fidelity and Radio Sales Clinic at 2 p.m., Wednesday, July 17, at the music show.

Broman has been with Lyon-Healy continuously since 1937 except for four years' service with the U. S. Army in World War II. He has been manager of the records and small radios division since 1953. His responsibilities



include buying and sales direction on these categories for the four Chicago area branch stores as well as for the Chicago loop store.

It has been reported that his leadership has resulted in sharp increases in high fidelity console sales. Also Broman and his departments have generally achieved the difficult task of stocking and selling top quality merchandise in the upper price brackets, and in substantial quantities, as well as lower price leaders for bargain hunters.

**ILL. DEALER
 CHAIRS SHOW**

Marion E. Karnes, president of Karnes Music Company, Evanston, Ill., has been chosen chairman of the 56th Annual Music Trade Show. A native of Iowa, Karnes holds a degree in music from Northwestern U. In Evan-



ston he organized and conducts a 70-piece symphony orchestra.

He opened a small music studio in September, 1946. The business moved to its own two-story headquarters in 1953 and included full musical services. Karnes now has 32 employees, all with extensive musical experience, many with degrees in music.

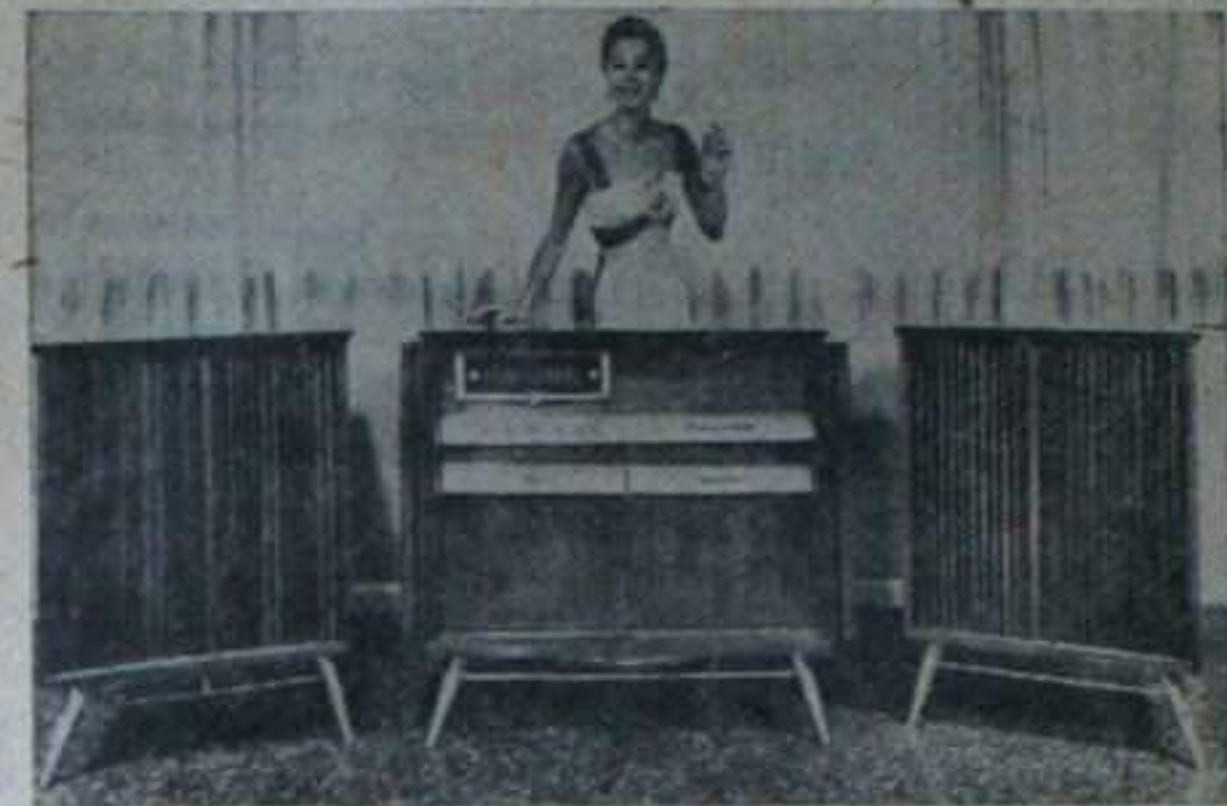
Karnes is a noteworthy choice to hold the chair for the 56th Annual Music Trade Show.

**NEXT WEEK
 IN BILLBOARD**

The Record and Equipment Merchandising feature of The Billboard is replaced this week by our annual Dealer Survey. The Merchandising feature will resume next week.



Fisher Radio Corporation (Room 636, Palmer House) is showing their Model 3000 in the President Series. The Model 3000 is a stereophonic console which includes the Ampex tape recorder, two amplifier-speaker systems and separate AM and FM tuners. Each speaker enclosure houses a 15-inch bass speaker, mid-range speaker and high-frequency speaker. The unit stands 33 inches high, 70 inches wide and 19 inches deep, including base. It is priced at \$2,495 in a choice of finishes.



RCA Victor is showing its Mark I (model SHF-1) in Private Dining Room 14 of the Palmer House. The unit is the leader of the firm's 1958 line. The three cabinets house a four-speed phono, eight speakers housed in two separate cabinets, a stereophonic type player and tape recorder and a powerful AM-FM radio. It is available in modern walnut, as shown, or in traditional design in mahogany. The Mark I is nationally advertised at \$2,000 complete.

**Mich. Man on
 Record Panel**

Manley Morris will speak at the Phono Record Sales Clinic to be held at 7 p.m. Tuesday at the Music Show. Morris has been



with Grinnell Brothers for the last 31 years and manager of the Jackson, Mich., branch since 1940. He previously was assistant manager of the record and high fidelity department in the Detroit store.

**HIGHER SALES,
 LESS SPENDING**

"Increase sales to offset the higher cost of doing business" is the theme of the current Music Trade Show. The subject will be handled in many years during the four-day conclave.

Initial attack on the problem of increasing sales will be made

by H. R. Scull, vicepres of a management consultant firm in New York. Scull will be the featured speaker at the Annual Breakfast Meeting to be held in the Grand Ballroom of the Palmer House Tuesday, July 16. He will discuss the "1956 Cost-of-Doing-Business Survey" made by his firm.

The subject will be taken up by the Record Sales Clinic Tuesday at 7 p.m. in the Crystal Room of the hotel. This meeting will be presided over by dealer Leon Ferguson, owner-manager of Ferguson's Record Shop, Memphis. Other important dealers from other areas of the country will participate in the panel discussion. Some of the subjects to be covered are: "How to Get More People Into the Store," "How to Bring Customers Back," "How to Keep Gross Margins Up" and "How to Increase Net Profits."

Other panel discussions relating to high-fidelity sales, band instrument sales, etc., will be held during the course of the four-day conclave.

join the

Waves

... be a woman
of the world!

THE THIRD QUARTERLY
**Tape Merchandising Special and
 Recorded Tape Directory**

Coming ... in the August 26 Issue

Watch for it!

containing latest news, sales tips and state-tested merchandising ideas that any dealer can use to boost his sales of blank, monaural and stereo recorded tape; tape recorders and accessories.

Thanks, Music Dealers, for....

Jubilee's BIG 5



DON RONDO

goes all the way with

WHITE SILVER SANDS

Jubilee 5288



BILL DARNEL

sings

RAINBOW
b/w
DO YOU CARE

Jubilee 5290



BOB WHALEN

sings

ME AND MY IMAGINATION

Jubilee 5289

AND 2 NEW SMASH RELEASES!



This is IT for DELLA

DELLA REESE

AND THAT REMINDS ME

Jubilee 5292

I CRIED FOR YOU

The 1st BIG instrumental for 1957

DAVE TERRY

BAHAMIAN MERINGUE

Jubilee 5291



HOLIDAY IN THE HIGHLANDS

jubilee



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THAT FABULOUS INSTRUMENTAL

"ECHO, ECHO, ECHO"

by

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BLUE CHIP 0013

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THE CADILLACS'
LATEST HIT

"MY GIRL FRIEND"

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BRAND NEW

THE ORIGINAL CADILLACS'

"LUCY"

JOSIE 821

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2 BIG ONES ON WINLEY LABEL

CHARLIE WHITE

"SWEETIE BABY"

#219

THE JESTERS

"SO STRANGE"

#218

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M
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S

To the Record Retailers—
Best wishes for a successful convention

To the Juke Box Operators—
I appreciate all your help

To the Disk Jockeys—
Thanks for the **DOUBLE AWARD** on
"SINGIN' THE BLUES"—as "The Most Programmed Record of the Year" and for voting me "The Most Programmed Vocalist of the Year."

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LP's FOR IMMEDIATE DELIVERY
ORDER SHIPPED SAME DAY RECEIVED
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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

GIVE TO DAMON RUNYON CANCER FUND

Am-Par's 'Lucky 7' Pitch

• Continued from page 21

ate display material available to dealers—including special full color posters, featuring 60 ABC-Paramount album covers; full color streamers, easels, etc. In addition, special window displays will be provided to volume outlets at no cost to the dealer, via arrangements with local display companies.

Each of the new LP's will carry a full color insert, displaying 60 outstanding albums in Am-Par's current catalog of 100 packages. Bergman expects to have at least 130 albums in the catalog by the end of this year. The label also plans to expand its EP program this fall.

The fall LP campaign will be bolstered by a special deejay pitch tying in Am-Par's regular jockey promotion or singles with a drive to grab off plays for selected LP sides. (See story elsewhere in this issue.)

"Sequel Volumes"

Am-Par's new album release includes several "sequel-volumes" to LP's which were established sellers for the label this year. Among these are "Accent on Youth" by small fry organist Glenn Derringer, Frankie Froeba's "Bring on the Honky Tonk Piano," "Stan Wolowic and the Polka Chips," Eydie Gorme's "Eydie Swings the Blues," Carlos Montoya's "Flamenco Fire," Ted Mackeymowicz' Polka "Round the World," Bernie Wayne's "A Man and His Music," and "Melodies With Memories," Hawaiian package by Roy Smeek.

Other new pop packages are Duke Ellington's "Prelude to a Kiss" recorded in Europe; "The Voices of Don Elliott, multi-track pop vocalizing by the jazz pianist; "Bill Hayes Sings the Best of Walt Disney"; "The Columbia University Concert Choir"; "World War I Songs in Hi-Fi" by the Four Sergeants; "Last Night When We Were Young," a mood music package by Art Farmer, and the

Record Name

• Continued from page 22

an oceanside cocktail lounge. The management is banking heavily on the large, free parking lot to attract patrons away from the city proper where several other "name policy" clubs are located but where parking facilities are less spacious.

The Sea Isle City Casino is new this year and replaces the original Casino which was destroyed by fire last September. It opened its name policy the 4th of July weekend with the Ink Spots, Gloria Mann, Charlie Gracie and Bob Eberle are booked for varying periods with several dates still open.

The Casino never used "name" talent in the past, is the only spot in this resort town to do so this year and is banking heavily on its 1,000 seating capacity and free parking lot to make the new policy a success.

Coral Deal

• Continued from page 22

creased interest on the track package.

Special dealer promotion pieces have been lined up for the two-in-one package via actual-size reproductions in color of both covers on a fold-out counter card, topped with copy relating to "Coral's big double-feature album buy." Package itself has the advantage of two displayable covers.

The success of the Debbie Reynolds single follows on the heels of Billy Williams' "I'm Gonna Sit Right Down and Write Myself a Letter," described by diskery execs as the "fastest breaking disk in the firm's history," which has sparked preparation of yet another album—which features the Billy Williams Quartet.

Blazers' "College Drinking Songs"

The new jazz LP line-up numbers: Vinnie Burke's "String Jazz Quartet," which will be ballyhooed, via a four-page editorial in Esquire mag's September issue; "Candido — The Volcanic," second volume in a series; "Original Dixieland Jazz in Hi-Fi"; "Go West, Man!" by Quincy Jones and the West Coast All-Stars, and "Zoot Sims Plays Four Altos," another multi-track package.

Soria Off on Europe Junket

NEW YORK — Dario Soria, president of Electric and Musical Industries (U. S.), Ltd., and head of Angel Records flew to London Saturday (6) with Mrs. Soria for a six-week visit abroad. The Sorias will visit EMI headquarters in London, Paris and Milan.

In that city, they will be in on the recording of "Turandot" with La Scala company, starring Maria Callas and Elisabeth Schwarzkopf. They also will attend the Salzburg Festival.

Local Cut-Rates

• Continued from page 21

new items, a full dollar was shaved off \$4.98 and \$3.98 list packages.

At the Classical Record Shop, also on Seventh Avenue, all major brand classical disks were marked down by a dollar with many pop "specials" as well. Meanwhile, within two blocks of the Broadway midtown area, Korvette's discount house has all \$4.98's at \$3.69 and all \$3.98 at \$2.79. Down the same street, Hudson Electronics billed all \$3.98 packages at \$2.89.

Actual list price houses, featuring a bevy of racks with record companies "specials," samplers and discontinued items included the 24-hours-a-day Colony Record Shop, and the Strand Music Center, both on Broadway. Aaron Wall, former owner of the defunct Radio City Music store, now operating the Strand, said that he is doing good business. "Goody's not my problem," he reflected. "It's the store pilferate that's our real headache."

Meanwhile, Goody, exhibiting remarkable price stability in light of his nearby competitors, described business as "quiet," but not abnormally slow for this time of year. "We're still ahead of the same period last year," he added.

'Fair Lady'

• Continued from page 21

writers of the show score — and Chappell Music.

The suit asked that Jay-Gee be restrained from recording or publishing tunes tagged "On the Street Where You Eat," "Cottage Cheese With Sour Cream," "Why Can't the Yankees," and "The Chrain Is Red or Plain," and from "further copying or infringing" on plaintive's tunes "On the Street Where You Live," "Wouldn't It Be Lovely," "Why Can't the English?" and "The Rain in Spain."

The suit requested that the alleged infringing songs be impounded by the court, and asked an injunction and damages of not less than \$250.

TORONTO—Canadian Assemblies, Ltd., Amherst, N. S., has been appointed exclusive distributors for Quality Records, Ltd., in the Maritimes and Newfoundland.

The company replaces Metro-disc. It will have six sales representatives traveling the Maritimes who will call on the stores.

Quality handles Mercury, Dot, M-G-M, Quality, Reg and Jubilee Records in Canada.

Am-Par Offers Jock LP Deal

NEW YORK—ABC-Paramount has inaugurated a new album subscription service for deejays and radio stations across the country.

The service offers 50 pop LP's per year for \$50, and 35 jazz LP's for \$40. Jocks may also purchase Am-Par packages on an individual basis at a special rate of \$1.25 per album.

Long-Term Epic Pact for Kert

NEW YORK — Arnold Maxin, a.&c. pop director of Epic Records, has signed Larry Kert to a long term pact. The singer, a brother of Anita Ellis—who is also an Epic thrush, has recently been chosen to do the male lead in "Gangway," Leonard Bernstein's forthcoming musicalized version of "Romeo and Juliet," set in a Puerto Rican background.

Columbia Radio

• Continued from page 21

basic commodity is high fidelity sound. Thus a precision-engineered radio is a natural allied product. Lieberson noted that sales of transistorized models are increasing.

Columbia stated the unique camera-type case and the availability of a model in Antique White finish were potent consumer attractions. The case with shoulder and hand strap and the batteries, items normally sold as extras, are included in the retail price.

The Columbia TR-1000 has tiny transistors instead of conventional tubes, and can be powered by flashlight-size batteries. Features are a four-inch loud speaker and a long, permanent concealed antenna. There is a vernier tuning system for precision dialing and a special earphone permitting private listening. In addition to antique white, top grain cowhide cases are available in cordovan and saddle tan.

Number of Releases This Week

Label	Pop	R&B	C&W
ABC PARAMOUNT	2	—	—
APOLLO	—	2	—
ARROW	1	—	—
ATCO	1	—	—
ATLANTIC	1	—	—
BALLY	1	—	—
BART	1	—	—
BATON	1	—	—
BERGEN	1	—	—
BOP CAT	1	—	—
BRUNSWICK	1	—	—
CACTUS	—	—	1
CAPITOL	2	—	1
CHESS	1	—	—
COLUMBIA	2	—	3
DECCA	5	1	1
DOT	2	—	1
EXCELLO	—	3	—
FEDERAL	—	1	—
GOLDEN CREST	1	—	—
JOSIE	—	1	—
JUPITER	1	—	—
KEY	1	—	—
KING	—	1	1
LIBERTY	2	—	1
LONDON	1	—	—
LYRIC	2	—	—
MERCURY	3	1	—
OKEH	—	1	—
PAR	1	—	—
PREP	1	—	—
PRESTIGE	1	—	—
RCA VICTOR	—	—	1
ROULETTE	2	—	—
SAGE	1	—	—
SALEM	1	—	—
SAVOY	1	—	—
SPANGLE	1	—	—
STARDAY	—	—	3
VIK	1	—	—
TOTAL	44	11	13

WALCO DIAMONDS

NOW PRODUCED BY
AUTOMATION

Booths #31-32, NAMM Show

THE BILLBOARD JULY 8, 1957
HONOR ROLL OF HITS
 11. Around the World
 BEST SELLING RECORD: Mantovani, London 1746.

Mantovani
**AROUND
 THE
 WORLD**

From "Around the
 World in 80 days"
 1746



New Film Hit

David
 Whitfield
**I'LL
 FIND
 YOU**

1740
 From the 20th
 Century-Fox film
 "Sea Wife"



Completely Different

Destined to Become No. 1

Cyril
 Stapleton
 and his orchestra
**FORGOTTEN
 DREAMS**

1754



Sailing Into Hitsville

Frank
 Chacksfield
**VOYAGE
 OF THE
 MAYFLOWER**

1749



Piano Sensation

Winifred
 Atwell
**STRUTTIN
 DOWN
 JANE STREET**

B/W
**SPACE SHIP
 BOOGIE**
 1750



Other Top London Pop Hits

- 1729 - DON'T CRY MY LOVE - VERA LYNN
- 1735 - BUTTERFINGERS - TOMMY STEELE
- 1741 - GIVE HER MY LOVE - JOHNSTON BROS.
- 1747 - CATERPILLAR BUSH - FRANK HOLDER
- 1744 - HEY PRETTY BABY - JOHNNY BRANDON

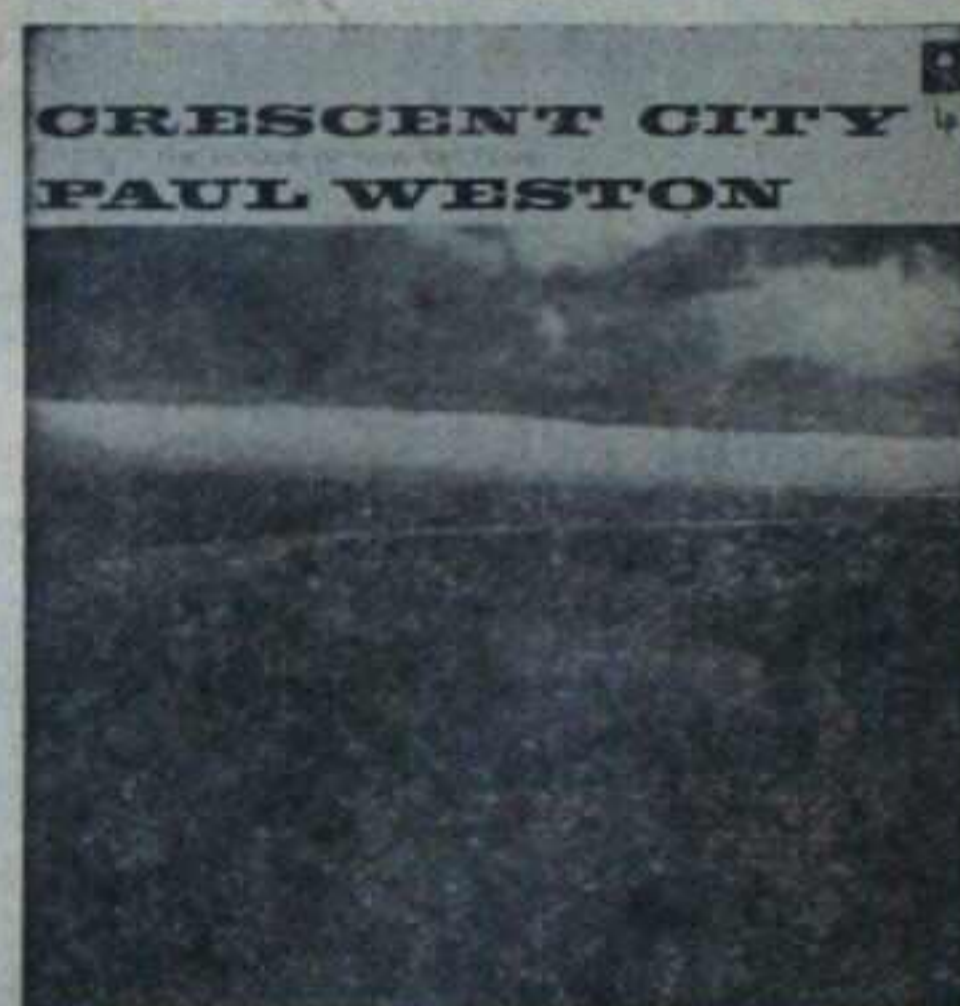


LONDON
 RECORDS

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

The heart of the record business is exciting repertoire, fresh creative ideas. Columbia Records pioneered the first volume line of 12" popular "Lp" records for under four dollars, and with it introduced new concepts of popular music that expanded the horizon for mood music, jazz and dance music. Among these new ideas were the famous Legrand orchestral portraits of Paris, Rome and Spain, and the much-renowned continental musical adventures with Percy Faith and Andre Kostelanetz. Now another great musical portrait makes its appearance on Columbia Records . . . a collection of New Orleans moods . . .

CRESCENT CITY



CL 977

Composed as well as conducted by Paul Weston, "Crescent City" is a brilliant profile of the emotions of New Orleans. The work will have its live world premiere performance when Paul Weston lifts his baton in New Orleans on July 19th and 20th. You can hear it now on

COLUMBIA RECORDS

A DIVISION OF CBS

"Columbia" and "Crescent City" are registered trademarks of Columbia Records.

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



Best Selling Pop Albums

FOR SURVEY WEEK ENDING JULY 6

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

- 1. LOVE IS THE THING-Nat (King) Cole.....Capitol W 824
2. A SWINGIN' AFFAIR-Frank Sinatra.....Capitol W 803
3. MANTOVANI FILM ENCORES.....London LL 1700
4. AROUND THE WORLD IN 80 DAYS-Sound Track.....Decca DL 9046
5. MY FAIR LADY-Original Cast.....Columbia OL 5090
6. HYMNS-Tennessee Ernie Ford.....Capitol T 756
7. STEADY DATE WITH TOMMY SANDS.....Capitol T 848
8. THE KING AND I-Sound Track.....Capitol W 740
9. SPIRITUALS-Tennessee Ernie Ford.....Capitol T 818
10. CALYPSO-Harry Belafonte.....RCA Victor LPM 1248
11. AN EVENING WITH HARRY BELAFONTE.....RCA Victor LPM 1402
12. SONGS OF THE FABULOUS FIFTIES-Roger Williams.....Kapp KXL 5000
13. THE EDDY DUCHIN STORY-Sound Track....Decca DL 8289
13. BERGEN SINGS MORGAN-Polly Bergen....Columbia CL 994
15. SONGS FOR SWINGIN' LOVERS-Frank Sinatra..Capitol W 653

* Not available as a Pop Album. Available only on RCA Victor EPA 4954.
** Not available as a Pop Album. Available only on Dot DEP 1856.



Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING JULY 6

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

- About the Blues.....Julie London Liberty LRP 3043
Alone.....Judy Garland Capitol T 835
Dukes of Dixieland, Vol. 3.....Dukes of Dixieland Audio Fidelity AFLP 1851
Here's Little Richard.....Little Richard Specialty SP 100

Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 6

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

- 1. SWINGIN' AFFAIR-Frank Sinatra.....Capitol W 803
2. LOVE IS THE THING-Nat (King) Cole.....Capitol W 824
3. AROUND THE WORLD IN EIGHTY DAYS-Sound Track...Decca DL 9046
4. STEADY DATE WITH TOMMY SANDS-Tommy Sands...Capitol T 848
5. 'S WONDERFUL-Ray Conniff.....Columbia CL 925
6. GREAT SONGS FROM HIT SHOWS-Sarah Vaughan.....Mercury MGP-2-100
7. MANTOVANI FILM ENCORES.....London LL 1700
8. SUDDENLY IT'S THE HI-LO'S-Hi-Lo's.....Columbia CL 052
9. PAT-Pat Boone.....Dot DLP 3050
10. SPIRITUALS-Tennessee Ernie Ford.....Capitol T 818

Review Spotlight on...

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Folk-Spiritual Special Merit

URBAN HOLINESS SERVICE (1-12") - Elder Charles D. Beck. Folkways FR 8901

This recording of a Negro church service in Buffalo is a noteworthy addition to Folkways catalog. Of course no great sale can be predicted, but students of the mores of different races, musicologists interested in the interrelation of Negro church music, gospel shouting and the blues, will find this a fascinating package. There is nothing contrived about the performance-which is often loud and intense, but always dignified. A girl singing a religious song in the blues form gives a performance which is absolutely a gasse. A scholarly set of notes is included.

New Specialty Talent

REVIVALIST SONGS (1-12")-Renee Martz. London LL 1574

Here's an unusual item. Miss Martz, the 15-year-old artist, is an evangelist. Whatever is lacking in her vocal quality is more than made up in the obvious sincerity and conviction with which she presents the hymns. The arrangements are modern and poppish and represent an interesting change from the traditional four-part harmonies usually associated with similar packages. However, they don't in any way deter from the seriousness of the theme. The album could have broad appeal, if exposed.

New Jazz Talent

BLOWING IN FROM CHICAGO (1-12")-Cliff Jordan and John Gilmore. Blue Note 1549

An impressive debut by Chicago tenorists Jordan and Gilmore, who, in the tradition of Sonny Rollins, Sonny Stitt, etc., play with "hard" sound and sharply rhythmic attack to good results. Rhythm playing of vets A. Blakey, C. Russell and H. Silver, obviously stimulating to Jordan and Gilmore, is a real kick for listener. Valuable solo content and general vitality of this blowing session should please jazz buyers. Try "Blue Lights" as demo-track.

Sound

A NIGHT AT POPPA JOHN'S (1-12")-Poppa John Gordy and Group. RCA-Victor LPM-1424

Soundwise, ragtime never had it so good. The disk was certainly not recorded as a hi-fi display piece-and it isn't. But the quality of the reproduction enhances the music to a high degree. Each instrument-piano, banjo, guitar, drums, bass and sax-is heard with stunning clarity.

HI-FI WITH THE GRENADIER GUARDS (1-12")-Band of the Grenadier Guards (Harris). London LL 1623

Here's a group of longer band concert pieces which, in this beautiful sounding disk, are quite impressive, even stirring. English engineers again display their special skill at keeping various choirs of instruments in their proper perspective to the total work.

Album Cover of the Week



DIAHANN CARROLL SINGS HAROLD ARLEN SONGS, RCA-Victor LPM 1467. Color photo by Wendy Hilty irresistibly highlights and captures Miss Carroll's delicate beauty. Lovely cover will surely attract attention and sales.

Reviews and Ratings of New Albums

Popular

ARLEN SONGS (1-12") 79 RCA Victor LPM 1467

The sweet-voiced soprano brings a fresh, sensitive vocal style and smooth technique to a group of Arlen's best tunes-"Come Rain or Come Shine," "Hit the Road to Dreamland," etc. Sock deejay material-both pop and jazz-and a solid stock item for dealers. Miss Carroll's flower-like beauty on cover makes package a strong display item.

FIRE DOWN BELOW (1-12") 78 The London Sinfonia, Muir Mathieson, Cond. (1-12") Decca DL 8597

Score for Rita Hayworth-Robert Mitchum film incorporates music which figures in the action, as well as descriptive background passages. Caribbean setting calls for calypso singing, steel band, Mardi Gras music, club orchestra. Jeri Southern is effective in the title tune. General quality of remainder is uneven, including recording.

MIDNIGHT MAGIC (1-12") 70 "The Deep" (Deep River Doya). Tony Mottola Orch. (1-12") Que FLS 104

The trio sings a brace of romantic standards with the help of smooth backings by Mottola's guitar and combo. Arrangements spotlight lead of baritone Harry Douglas. Pleasant enough of tunes like "As Time Goes By," "These Foolish Things," etc., but there is a great deal of mood music competition, both vocal and instrumental, on the market. Colorful twilight scene of New York's East River skyline makes it worthy of a try in the browsers.

Classical

RIMSKY-KORSAKOV PROGRAM (1-12") 77 -L'Orchestre De La Suisse Romande, Ernest Ansermet, Cond. London LL-1635

Brilliant orchestral colors and winning melodies are exhibited at their best in Ansermet's refined presentation of three Rimsky-Korsakov compositions. The additional asset of fine recording should establish these as the preferred versions of "The Tale of the Tsar Saltan" and "May Night" and "Russian Easter Festival" overtures.

SCHUMANN: CONCERTO IN A MINOR; WEBER: KONZERTSTUCK IN F MINOR (1-12")-F. Guida, piano. The Vienna Phil. Orch., V. Andreue, Cond. London LL 1589 76

In fluency, animation and sound, these performances rank with the best. Some listeners may prefer even greater emphasis on the romantic aspects of these supremely romantic concerted piano works. Competition is imposing for the Schumann; much lighter for the Weber. Pairing of selections should prove attractive to customers.

MENDELSSOHN: CONCERTO IN E MINOR; BRUCH: CONCERTO NO. 1 IN G MINOR (1-12")-R. Ricci, Violin. The London Symph. Orch., P. Gamba, Cond. London LL 1684 75

Ricci brings elan and assurance to readings of two violinistic staples which have received the attentions of virtually every major performer. He is always tonally secure and very much the virtuoso, altho his objectives may not be warmth or suaveness. Live recording.

ITALIAN SONGS (FOR SOLO VOICE) (1-12")-Alfred Deller, counter-tenor. Vanguard VG-565 74 (Continued on page 69)

Jazz

AFTER GLOW (1-12") 83 Carmen McRae (1-12") Decca DL 8583

This set, of those issued of Miss McRae on Decca to date, qualifies most accurately as "jazz." Thrush is backed by her trio and this is happy, unmistakable styling, especially when the artist takes it easy and doesn't try to belt. Fine tune selections helps insure deejay play and sales. Try "All My Life" and "Between the Devil and the Deep Blue Sea" for two fine, contrasting demo bands. Could be her biggest album yet, pop or jazz.

GIGI GRyce AND THE JAZZ LAB QUINTET (1-12") 79

Riverside RLP 12-229 Issue coincides with similar release on Columbia. An essentially boppish package that is better than most of its kind. Imaginative solo performances, integration and obvious empathy among the players, and full-bodied arrangements by leader Gryce, pianist Legge and trumpeter Don Byrd make the difference. If shown, sheer professionalism plus consistently provocative soloing will sell jazz buyer.

A DATE WITH JIMMY (1-12") 78 Blue Note 1547

First of a series of LP's built around organist Jimmy Smith and featuring top artists from Blue Note roster-D. Byrd, H. Mobley, Blakey, L. Donaldson. In jam session tradition, set is comprised of just three tunes with all participants having a chance to spread out. Key figure of interest is Smith; one of the few organists who can validly adapt the instrument to jazz.

(Continued on page 69)

ROLL THE DRUMS! HERE COMES TUTTI'S TRUMPETS!!



RAVES!

The Billboard—REVIEWS & RATINGS OF NEW POPULAR ALBUMS

TUTTI'S TRUMPETS
Tutti Camarata (1-12")
Disneyland WDL-3011

Here's a natural for anyone with a taste for big band sound with accent on brass. For this date, Camarata assembled such sterling trumpet men as Pete Candoli, Conrad Gozzo, Mannie Klein, Joe Triscari, Shorty Sherock and Uan Rasey. The disk is really a showcase of their various styles, enhanced by a spanking bright, attractive sound. Stores with studios can order heavily on this one; it's a must for horn students.

The Cash Box—ALBUM REVIEWS

"TUTTI'S TRUMPETS"—Camarata Conducts—
Disneyland WDL-3011 (1-12" LP)

Disneyland's musical director Tutti Camarata gives 6 ace trumpeters a fine opportunity to display their wares in this Disneyland release. Backed by a string section, such men as Mannie Klein, Pete Candoli, "Shorty" Sherock, and Conrad Gozzo provide notable swing-era trumpet work on standards and originals ("What's New," "Trumpeter's Prayer"). Solid Louis Armstrong stint by Klein on "Louis." Excellent trumpet work.

Radio Daily-Television Daily—WORDS AND MUSIC

TUTTI'S TRUMPETS, Tutti Camarata arranged a group of pieces, including four of his originals, to exploit the trumpeting talents of top performers Pete Candoli, Conrad Gozzo, Shorty Sherock, Mannie Klein, Joe Triscari and Uan Rasey. Against varying backgrounds—saxes, strings—the sound is vastly stimulating, the virtuosity dazzling. DISNEYLAND. . . .

Featuring 6 Top Trumpets of:

- PETE CANDOLI
- CONRAD GOZZO
- MANNIE KLEIN
- UAN RASEY
- "SHORTY" SHEROCK
- JOE TRISCARI

Disneyland RECORDS

2400 WEST ALAMEDA AVENUE
BURBANK, CALIFORNIA

In Canada
Spartan
of
Canada

• Reviews and Ratings of New Classical Albums

• Continued from page 67

Solo songs of the Baroque period by Caccini, Saracini, Alessandro Scarlatti and others, sung in the distinctive counter-tenor register to accompaniments by ancient instruments. Deller's sensitivity, delicacy of phrasing are exemplary. His many admirers will welcome this addition to his record repertory.

TCHAIKOVSKY: SERENADE FOR STRINGS; MENDELSSOHN: OCTET FOR STRINGS (1-12")—Sorkin Chamber Orch., L. Sorkin, Cond. Vanguard VRS 100374

Two of the most skillfully written and exhilarating works in the literature for string groups. Present release gains an intimacy over several rival versions, but lacks some of their fine sheen. Recording could be more flattering to string sound.

ITALIAN CHAMBER MUSIC (1-12")—Soloists and Orch. of the Societas Musicae of Copenhagen. Vanguard 56673

This record in the general series: "Masterpieces of the Italian Baroque" is devoted to examples of the Sonata, Concerto and Cantata by Albionni, Stradella, Torelli, A. Scarlatti and Vivaldi. The Danish instrumentalists and Nils Brincker, tenor, perform with impeccable taste. Can be suggested by dealers to the small but loyal group interested in early music.

PAGANINI-KREISLER: CONCERTO IN ONE MOVEMENT; SAINT-SAENS: CONCERTO NO. 3 IN B MINOR (1-12")—Campoli, Violin. The London Symp. Orch. P. Gamba, Cond. London LL 162473

Kreisler's adaptation of Paganini's First Concerto will be welcomed back to records, especially in the company of Saint-Saens' elegant concerto. Campoli traverses both selections securely and with modest, smooth tone. Fairly strong repertory with surprisingly scanty opposition in current trade. Sound is fine.

MILLOCKER: THE BEGGAR STUDENT (1-12")—Chorus and Orch. of The Vienna State Opera, Anton Paulik, Cond. Vanguard VRS 100472

Highlights from the fine two-record album that presented the Viennese operetta with such distinction. Under Paulik's authoritative guidance, choruses, ensembles, duets and solos are given by excellent singers in authentic style and with

real lyrical beauty. In this abbreviated form, makes logical suggestion for operetta buyers.

BEETHOVEN: SONATAS FOR VIOLIN AND PIANO (OPUS 12 NOS. 1 & 3 (1-12"))—L. Kogan, Violin; G. Ginsburg, Piano. Vanguard VRS 602971

Good partnership of able Russian artists presented in recording well above accustomed Eastern European quality. Performance is straightforward, skillful, but not likely to replace top domestic recordings either for technique or temperament.

MONTEVERDI: IL BALLO DELLE INGRATE (1-12")—Alfred Deller, Director. Vanguard BG-56771

Finely co-ordinated re-creation of early 17th Century work for soloists, chorus and instrumentalists. Extremely careful preparation is evident in contributions of singers as well as in entire conception. Attractive merchandise for connoisseurs.

THE ART OF FRESCOBALDI (1-12")—Gustav Leonhardt, organ and harpsichord. Vanguard BG 56868

There is unexpected power and richness of invention in these early 17th Century pieces. Leonhardt combines scholarship with artistic sensitivity, devoting one side of disk to harpsichord works and the other to organ selections appropriately performed on early instrument. Excellent recording.

Semi Classical

ROMANCE IN ITALY (1-12")—71 (ROSSELLINI & PUCCINI) Rome Festival orch. R. Rossellini, Cond. (1-12") Que CLS 2001

Originally recorded in Rome for the Folkways label, these sides have moderate sales potential and showcase considerable talents of one of Italy's better-known conductor-composers. Richly melodic interpretations of orchestral music from Puccini's greatest operas should interest collectors, while a group of Rossellini's own compositions—"Popular Roman Folk Themes," "Songs of the Gulf of Naples," etc.—offer lighter diversion. Cover packs strong display value.

• Reviews and Ratings of New Jazz Albums

• Continued from page 67

In addition, Mobley, Byrd and strong rhythm contribute much to set's definitive swing; an appeal that should snare "mainstream" jazz buyer.

BLUES AND VANILLA73
Jack Montrose and Red Norvo (1-12") RCA Victor LPM 1451

Sales will come easier by skipping the title side — a rambling composition which also is tagged "Concertino da Camera"—and playing the flip, which has five shorter and truly swinging numbers by the Montrose Quintet. Great new guitarist Jim Hall joins Norvo and Montrose there and things happen—try "Bernie's Tune." Plenty of good solos and delightful, witty writing by Montrose on the one side. Disk is worthwhile for this alone.

THE JOHN TOWER TOUCH72
(1-12")
Kapp KL-1055

West Coast Towner, formerly known as John T. Williams, in a pleasant piano program of standards. Essentially "straight," mood interpretations of majority of material, enhanced by string backgrounds, make this an appealing item for pop market. The jazz tracks might attract some attention for Towner's Cole-like fluency and guitarist Howard Roberts' solos, but best sales potential lies in pop area.

CLUB SESSION WITH COLYER60
Ken Colyer's Jazzmen (1-12")
London LL-1618

Revivalist jazz from England that is not likely to find much of a market here. The musicians are unknown, and the very nature of the music is a limitation. Collectors might find this an interesting item for comparison with original New Orleans recordings and similar revivalist ventures here—Lu Watters, etc.—but that is the extent of package sales potential.

JAZZ AT WESTMINSTER COLLEGE59
The Dixie Stompers (1-12")
Delmar DL-204

Recorded "live" at Westminster College in Missouri, Dixie Stompers, out of St. Louis, play a collection of Dixie evergreens in the early New Orleans jazz style. Performances are competent; sound little more than passable.

Plethora of similar, superior LP's on market limit sales prospects in this generally restricted area of buyer interest.

Band

HI-FI WITH THE GRENADIER GUARDS81

Band of the Grenadier Guards, Maj. F. J. Harris, Cond. (1-12") London LL-1623

Striking recording of finely drilled military band in program that largely forsakes the barracks. Sumptuous sound enlivens the "Ceremonial March" from "Aida," Von Suppe's "Light Cavalry Overture," "Windjammer Overture" by Ansell and some other traditional selections.

AN ALBUM OF MILITARY BAND MUSIC80

Band of the Grenadier Guards, Maj. F. J. Harris, Cond. (1-12") London LL 1622

It is the band, not the music, that this album describes as "military." Contents comprise concert selections for band that provide more than usual opportunity for display of technique and musicianship. Holst's "First Suite for Military Band" is supplemented by works by English theater musicians. Outstanding recorded sound.

Specialty

OLD-TIME DANCE BANDS71
Sidney Bowman Orch. (1-12")
London LL 1593

Bowman, whose experience includes training in the classical and light music fields, has collected here a number of what he considers some of the finest tunes written for dancing. The songs are all British and contain jigs, reels and such pieces as "The Musquol's Parade," "The Eton Boating Song," "Boston Two-Step," etc. A large sale cannot be predicted in the U. S. A., altho frankly, there is an infinitely more musicianly approach than in the average American dance package. Too, this package, with its appeal to musical traditions of another day and land, will attract adults rather than teen-agers.

Busting Out

• Continued from page 22

Dorothy Collins on Coral and the Walter Schumann Singers on Victor all in the same week. On the other hand, Ron Goodwin's recently issued Capitol disk of "Swinging Sweethearts" got quick competition this week from versions by Hugo Winterhalter on Victor and David Carroll on Mercury (the flip of "Fascination").

Several weeks ago still another multi-disked quality song turned up in the title tune from the flick, "An Affair to Remember." In very quick succession, there were versions by Vic Damone (Columbia); Carmen Cavallaro (Decca), Pete King (Liberty), Angela Drake and Leroy Holmes (M-G-M); the Leaders (PIV); Luis Arcarez (RCA Victor); Machito (Tico) and Vi Vienne (VIP).

The granddaddy of the present trend, "Around the World," has an even dozen disks, including Mantovani (London); Victor Young (Decca); Bing Crosby (Decca); Lawrence Welk (Coral); the McGuire Sisters (Coral); Jane Morgan (Kapp); Eddie Fisher (RCA Victor); Manny Lopez (RCA Victor); Don Costa (ABC-Paramount); Dick Contino (Mercury); the Ray Charles Singers (M-G-M) and Charlie Carl (Songbird). Note here that three top labels have two versions of the tune each.

Merc LP Plan

• Continued from page 22

sponded with an average order of 30 items apiece.

Myers said it was a costly operation for the diskery, but highly successful because it would result in exposure of many older catalog items which make for good air programming, but which tend to get lost in the rush to push the newer releases. Also, it enables the station to select items it will likely use on the air, at token cost, without requiring the station to subscribe for an entire catalog.

Success of the venture, Myers said, insured that Mercury will reopen the offer again in a few months.

Creditors Meet

• Continued from page 22

from the conversion from 10-inch to 12-inch albums, which proved costly, and from large returns on a record which proved a flop.

At a hearing on indemnity before Referee Irwin Kurtz, the debtor company was contained in operation without indemnity until July 25, at which time a further hearing will be held.

Novelty

JEWSH COMEDY SONGS72
The Barton Brothers (1-12")
Apollo LP 475

Assembled here are the original Yiddish recordings by the Barton Brothers that have sold well for over a decade. "Joe and Paul," "Cockeyed Jenny" and "Arriba" are among the titles that the comedy singers offer for those familiar with their vernacular. Dealers will have to evaluate this release according to their particular markets.

International

INTERNATIONAL INTERNATIONAL pb
FOLIES BERGERE68
Roger Roger Orch. (1-12")
Decca DL 8571

This consists of 11 selections from the French film, "Folies Bergere," not from the soundtrack, but recorded by a studio orch. Most impressive thing is the superior grade of sound. Songs, tho attractive, lack the singable quality of the typical show song and since the film has received little publicity here, it's doubtful that the package can generate any great demand. It could have been more marketable with more attention to the cover. Wait and see on this one.

JOIN THE SMASH WAGON!



Bobby Darin

I FOUND

A MILLION DOLLAR BABY

TALK TO ME SOMETHING

ATCO 6092

NEW RELEASES:



BILLBOARD SPOTLIGHT
POP RECORDS
R&B RECORDS

OVER SOMEBODY ELSE'S SHOULDER
THAT'S MY BABY

ATCO 6094

Jimmy Breedlove



AFRAID OF LOVE
DRIVING ME OUT OF MY MIND

ATCO 6093

Ronnie Baxter

ATCO

Atco Recording Corp., 157 West 57 Street, New York 19, N. Y.

IN THE MIDDLE OF AN ISLAND



the smash hit version is by

TENNESSEE ERNIE FORD

with Orchestra Conducted by JACK FASCINATO



c/w **IVY LEAGUE**

record no. 3762



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending July 6

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Love Letters in the Sand By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Vicene, V.I.P. 1903; Mac Wiseman, Dot 15578.		1	10		
2. Bye Bye Love By B. Bryant & P. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.		3	7		
3. So Rare By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.		2	14		
4. Teddy Bear By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000.		4	3		
5. Old Cape Cod By Rothrock-Wakus-Jeffrey—Published by George Pincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.		7	6		
6. Dark Moon By Ned Miller—Published by Dandellon (BMI) BEST SELLING RECORD: Gale Storm, Dot 15558. RECORDS AVAILABLE: Bonnie Guitar, Dot 15550; Hawkshaw Hawkins, Vic 20-6910.		5	13		
7. It's Not for Me to Say By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORD AVAILABLE: Jane Morgan, Kapp 185.		8	8		
8. I'm Gonna Sit Right Down and Write Myself a Letter By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORD AVAILABLE: Larry Storch, Roulette 4010.		14	3		
9. White Sport Coat By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Marty Robbins, Col 40864. RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don James, Esta 287.		6	13		
10. Around the World By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec. 30262; Mantovani, London 1746. RECORDS AVAILABLE: Charlie Carl, Songbird 309; R. Charles Singers, M-G-M 12567; D. Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6677; Manny Lopez, Vic 20-6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741.		11	5		

Second Ten

11. Searchin' By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6087.	10	7	16. Wonderful, Wonderful By Raleigh & Edwards—Published by E. B. Marks (BMI) BEST SELLING RECORD: Johnny Mathis, Col 4-40784. RECORDS AVAILABLE: Jan Peerce, Vic 20-6916; Denny Vaughn, Glory 256.	16	4
12. Four Walls By Marvin Moore & George Campbell—Published by Sheldon (BMI) BEST SELLING RECORD: Jim Reeves, Vic 20-6874. RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Jim Lowe, Dot 15569; Bill Monroe, De 30327.	8	10	17. Send for Me By Allie Jones—Published by Winneton (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3737.	28	2
12. I Like Your Kind of Love By Melvin Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1323. RECORD AVAILABLE: Melvin Endsley, Vic 20-6891.	15	6	18. Freight Train By James & Williams—Published by Peter Maurice (ASCAP) BEST SELLING RECORD: Rusty Draper, Mercury 71102. RECORDS AVAILABLE: Charles McDevitt-Nancy Whiskey, Chic 1008; Margie Rayburn, Liberty 55072; Liz Winters-Cort Skiffle, London 1742.	25	8
14. All Shook Up By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: Elvis Presley, Vic 20-6870. RECORD AVAILABLE: David Hill, Aladdin 3359.	11	16	18. Over the Mountain Across the Sea By Rex Garvin—Published by Arc (BMI) BEST SELLING RECORD: Johnnie & Joe, Chess 1654.	21	5
14. Teenager's Romance By Gilliam—Published by Astor (ASCAP) BEST SELLING RECORD: Ricky Nelson, Verve 10047.	13	8	20. Short Fat Fannie By Mary Williams—Published by Venice (BMI) BEST SELLING RECORD: Larry Williams, Specialty 608.	25	2

Third Ten

21. Little Darlin' By M. Williams—Published by Excellorec Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 71060; Gladstones, Excello 2101.	18	18	24. Young Blood By Leiber Stoller & Pomus—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.	21	8
21. Valley of Tears By A. Domino & D. Bartholomew—Published by Travis (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5442.	17	6	24. Come Go With Me By C. E. Quick—Published by Gil-Fee Bee (BMI) RECORDS AVAILABLE: Del Vikings, Dot 15538; Federals, Deluxe 6112; Sunny Gale, Dec 30321.	28	19
23. Shangri-La By Sigman-Malmeck-Robert Maxwell—Published by Robbins (ASCAP) RECORD AVAILABLE: Four Coins, Epic 9213.	19	2	23. With All My Heart By Marucci-De Angelis—Published by Debmar (ASCAP) RECORDS AVAILABLE: Buddy Greco, Kapp 183; Jodie Sands, Chancellor 1003; Judy Scott, Dec 30324.		3
24. C. C. Rider By Chuck Willis—Published by Rush Progressive (BMI) RECORD AVAILABLE: Chuck Willis, Atlantic 1130.	23	4	23. Girl With the Golden Braids By Stanley Kahan-Eddy Snyder—Published by Roncom (ASCAP) RECORD AVAILABLE: Perry Como, Vic 20-6904.	23	4
24. Fallen Star By Joiner—Published by Treco (BMI) RECORDS AVAILABLE: Hilltoppers, Dot 15594; Ferlin Husky, Cap 3742; Bill Monroe, Dec 30327; Jimmy Newman, Dot 15574; Nick Noble, Mercury 71124; Ray Price, Col 2137.		1	30. Jenny Jenny By Johnson-Tennicman—Published by Venice Music (BMI) RECORD AVAILABLE: Little Richard, Specialty 606.	25	3

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



The

CHORDETTES'

Latest

JUST BETWEEN YOU AND ME // SOFT SANDS
#1330

THE KIRBY STONE FOUR*

STARS OF THE ED SULLIVAN SHOW
WITH TWO TERRIFIC NOVELTIES



S-S-S'WONDERFUL

RAVEN #1328

*Soon to Be Released CLP-1023



TWO GREAT NEW SIDES BY

OCIE SMITH

LIGHTHOUSE
TOO MANY

#1329



cadence

RECORDS INC., 40 East 49th Street, New York City, N.Y.



A "SLEEPER"...Heading for the #1 SPOT...But Fast!!



Russ Hamilton's

initial waxing on



RAINBOW



Juke Box Regional Record Report

The Top Ten Records—City by City

"RAINBOW"

Currently...

- # 9 in CHICAGO
- # 4 in SEATTLE
- # 10 in DETROIT
- # 6 in ST. LOUIS

and breaking wide open EVERYWHERE!

THE BILLBOARD'S WEEKLY Tips on Coming Tops

This Week's Best Buy

FOR SURVEY WEEK ENDING JUNE 29

RAINBOW (Robbins, ASCAP)—Russ Hamilton—Kapp 184—The artist's first disk is a sleeper. The side has every indication of becoming a smash with sales jumping in all markets.

The Billboard OPERATORS BEST BUY

RUSS HAMILTONRainbow

Kapp 184



Record K-184X



Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
JULY 6, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEDDY BEAR (ASCAP) LOVING YOU (BMI) Elvis Presley-Vic 20-7000	1	4	11. OLD CAPE COD (ASCAP) WONDERING (BMI) Patti Page-Mercury 71101	13	6	21. LITTLE DARLIN' (BMI)-Diamonds... Faithful and True (BMI)-Mercury 71069	21	19
2. LOVE LETTERS IN THE SAND (ASCAP) BERNARDINE (ASCAP) Pat Boone-Dot 15570	3	10	12. WHITE SPORT COAT (BMI)- Marty Robbins..... 7	12		22. WHISPERING BELLS (BMI)- Del Vikings..... -	1	
3. SO RARE (ASCAP)-Jimmy Dorsey..... Sophisticated Swing (ASCAP)-Fraternity 755	4	14	13. VALLEY OF TEARS (BMI) IT'S YOU I LOVE (BMI) Fats Domino-Imperial 5442	8	7	23. TEENAGER'S ROMANCE (ASCAP) I'M WALKIN' (BMI) Ricky Nelson-Verve 10047	16	11
4. BYE BYE LOVE (BMI)- Everly Brothers..... 2	8		14. DARK MOON (BMI)-Gale Storm..... Little Too Late (BMI)-Dot 15559	15	11	24. START MOVIN' (BMI) LOVE AFFAIR (BMI) Sal Mineo-Epic 9216	20	9
5. SEARCHIN' (BMI) YOUNG BLOOD (BMI)- Coasters-Atco 6087	5	9	15. JENNY, JENNY (BMI) MISS ANN (BMI) Little Richard-Specialty 606	10	4	25. COCOANUT WOMAN (ASCAP) ISLAND IN THE SUN (ASCAP) Harry Belafonte-Vic 20-6885	29	2
6. IT'S NOT FOR ME TO SAY (ASCAP)-Johnny Mathis..... Warm and Tender (ASCAP)-Col 40851	6	8	16. C. C. RIDER (BMI)-Chuck Willis..... Ease the Pain (BMI)-Atlantic 1130	17	6	26. JUST TO HOLD MY HAND (BMI)- Clyde McPhatter..... 27	2	
7. I'M GONNA SIT RIGHT DOWN (ASCAP)-Billy Williams..... Date With the Blues (ASCAP)-Coral 61830	9	4	17. I LIKE YOUR KIND OF LOVE (BMI)-Andy Williams..... Stop Teasin' Me (ASCAP)-Cadence 1323	10	6	27. MY DREAM (ASCAP) I WANNA (BMI) Platters-Mer 71093	-	2
8. SEND FOR ME (BMI) MY PERSONAL POSSESSION (BMI) Nat (King) Cole-Cap 3737	19	3	17. ALL SHOOK UP (BMI)-Elvis Presley.. That's When Your Heartaches Begin (ASCAP) Vic 20-6870	14	9	28. WITH ALL MY HEART (ASCAP)- Jodie Sands..... 29	4	
9. OVER THE MOUNTAIN (BMI)- Johnnie & Joe..... 10	8		19. WONDERFUL, WONDERFUL (BMI)- Johnny Mathis..... 23	5		29. SHANGRI-LA (ASCAP)-Four Coins... First in Line (ASCAP)-Epic 9213	22	2
10. SHORT FAT FANNIE (BMI)- Larry Williams..... 18	2		20. COME GO WITH ME (BMI)- Del Vikings..... 24	21		30. WHOLE LOTTA SHAKIN' COIN ON (BMI)-Jerry Lee Lewis..... It'll Be Me (BMI)-Sun 267	-	1

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
JULY 6, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (ASCAP)-Pat Boone..... Bernardine (ASCAP)-Dot 15570	1	10	10. SEARCHIN' (BMI)-Coasters..... Young Blood (BMI)-Atco 6987	7	7	18. WONDERING (BMI)-Patti Page..... Old Cape Cod (ASCAP)-Mercury 71101	-	4
2. BYE BYE LOVE (BMI)- Everly Brothers..... 3	7		11. TEENAGER'S ROMANCE (ASCAP)- Ricky Nelson..... 8	7		18. SHANGRI-LA (ASCAP) FIRST IN LINE (ASCAP) Four Coins-Epic 9213	-	1
3. SO RARE (ASCAP)-Jimmy Dorsey..... Sophisticated Swing (ASCAP)-Fraternity 755	2	11	12. COOL SHAKE (ASCAP) JITTERBUG MARY (BMI) Del Vikings-Mercury 71132	-	1	20. SEND FOR ME (BMI) MY PERSONAL POSSESSION (BMI) Nat (King) Cole-Cap 3737	-	1
4. TEDDY BEAR (ASCAP)-Elvis Presley, Loving You (BMI)-Vic 7000	6	11	13. VALLEY OF TEARS (BMI)- Fats Domino..... 15	6		20. FALLEN STAR (BMI) LET ME HOLD YOU IN MY ARMS (BMI) Nick Noble-Mercury 71124	-	1
5. OLD CAPE COD (ASCAP)-Patti Page, Wondering (BMI)-Mercury 71101	4	7	13. WHITE SPORT COAT (BMI)- Marty Robbins..... 5	12		22. YOUNG BLOOD (BMI)-Coasters..... Searchin' (BMI)-Atco 6087	18	3
6. I'M GONNA SIT RIGHT DOWN (ASCAP)-Billy Williams..... Date With the Blues (ASCAP)-Coral 61830	11	5	15. WORDS OF LOVE (BMI) DON'T SAY GOODBYE (BMI) Diamonds-Mercury 71128	-	1	23. ROCK YOUR BABY TO SLEEP (BMI) DON'T MAKE ME CRY (BMI) Buddy Knox-Roulette 4009	17	4
7. FREIGHT TRAIN (ASCAP)- Rusty Draper..... 14	7		16. DARK MOON (BMI)-Gale Storm..... Little Too Late (BMI)-Dot 15558	9	10	23. ALL SHOOK UP (BMI)-Elvis Presley.. That's When Your Heartaches Begin (ASCAP)- Vic 20-6870	13	15
8. I LIKE YOUR KIND OF LOVE (BMI)-Andy Williams..... Stop Teasin' Me (ASCAP)-Cadence 1323	12	5	17. WONDERFUL, WONDERFUL (BMI)- Johnny Mathis..... 20	4		25. WITH ALL MY HEART (ASCAP)- Jodie Sands..... 18	5	
9. IT'S NOT FOR ME TO SAY (ASCAP)- Johnny Mathis..... 10	8							

THE ORIGINAL ALL-STAR GROUP!



The **DEL VIKINGS**

WITH THE BIG SUMMER HIT

COOL SHAKE

MERCURY 71132

EXCLUSIVELY ON





FRANKIE LAINE

The 3:10 to Yuma
(from the Columbia
Picture, "The 3:10
to Yuma")
with Jimmy Carroll
and His Orchestra *b/w*
You Know How It Is
with Ray Ellis
and His Orchestra
4-40962



THE CHUCK WAGON GANG

He's My Lord and King *b/w*
Inside the Gate
The Chuck Wagon Gang
4-40954-s



GEORGE MORGAN

My House Is Divided *b/w*
Late Date
George Morgan
4-40967-c



"LITTLE" JIMMY DICKENS

Making the Rounds *b/w*
Let's Quit Before
We Start
"Little" Jimmy Dickens
4-40961-c

THE SURE-FIRE HITS ARE ON
THE HOTTEST COMPANY IN THE BUSINESS

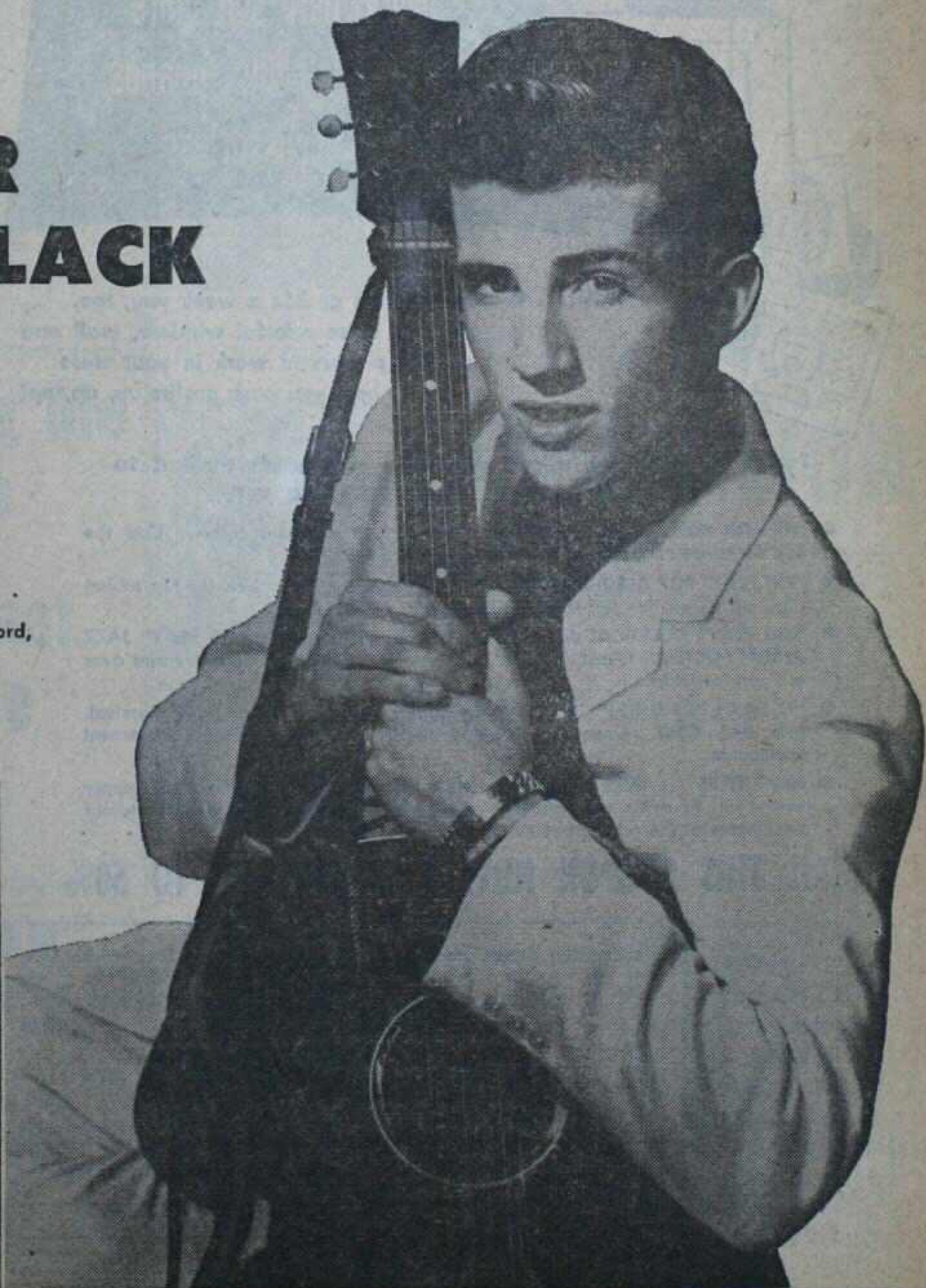
COLUMBIA RECORDS

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Dear Dealers,
 The way you've been helping with my record has
 been very encouraging. I appreciate it very much.
 Pat

PAT KELLY

really belts out
**THE STRANGER
 DRESSED IN BLACK**
 and
SHE'S A DEVIL
 Chic #1009



Attention Dee Jay's — if you haven't received your copy of this record,
 contact me at once.



*P.S. Sales reports from various parts of
 country look good.*

EXCLUSIVE MANAGEMENT

JOHN KELLY

319 7th Ave., No. Nashville 3, Tennessee
 Phone Alpine 5-1151 and 5-1432

For just 25c a week these sales helps can mean
MORE PROFIT DOLLARS

FOR YOU!

**Billboard's
SALES
BOOSTER
KITS**

are helping dealers
everywhere sell more
singles, albums, phonos
and accessories!

For as little as 25c a week you, too,
can put these colorful window, wall and
counter posters to work in your store
. . . to help you push profits up, up, up!



Twice a month, you get all these sales-aids mailed to
you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF HITS" POSTER - 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER - 17"x22" in two colors. Lists the top selling albums. Great for self-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES" . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer convincers at the point-of-sale!

MAIL THIS COUPON NOW AND SAVE UP TO 50%

New SALES BOOSTER
KIT subscribers
can come in now
for the special
introductory offer
that gives you six
KITS for only \$3.00—
regular price,
\$1 per kit.
You save half!

Merchandising Division, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

- Please send me the next 6 SALES BOOSTER KITS. I enclose \$3 in full payment.
- Please send me one sample SALES BOOSTER KIT. My dollar is enclosed.

Name _____
Store Name _____
Address _____
City _____ Zone _____ State _____



Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 6

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

- Bye Bye Love, Everly Brothers, Cdc.
- I'm Gonna Sit Right Down, Billy Williams, Cor.
- Love Letters in the Sand/Bernadine, Pat Boone, Dot
- Queen of the Senior Prom, Mills Brothers, Dec.
- So Rare, Jimmy Dorsey, Fty.
- Start Movin', Sal Mineo, Epic
- Teddy Bear/Loving You, Elvis Presley, Vic.
- White Sport Coat, Marty Robbins, Col.

DETROIT

- Bye Bye Love, Everly Brothers, Cdc.
- I Like Your Kind of Love, Andy Williams, Cdc.
- I'm Gonna Sit Right Down, Billy Williams, Cor.
- Love Letters in the Sand, Pat Boone, Dot
- Send for Me/My Personal Possession, Nat (King) Cole, Cap.
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear/Lovin' You, Elvis Presley, Vic.
- Young Blood/Searchin', Coasters, Atco

CHICAGO

- Bye Bye Love, Everly Brothers, Cdc.
- I'm Gonna Sit Right Down, Billy Williams, Cor.
- It's Not for Me to Say, Johnny Mathis, Col.
- Love Letters in the Sand, Pat Boone, Dot
- So Rare, Jimmy Dorsey, Fty.
- Susie-Q, Dale Hawkins, Chk.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- White Sport Coat, Marty Robbins, Col.

FLORIDA

- It's Not for Me to Say, Johnny Mathis, Col.
- Just Because, Lloyd Price, Pmt.
- Love Letters in the Sand, Pat Boone, Dot
- Searchin'/Young Blood, Coasters, Atco.
- Shangri-La, Four Coins, Epic
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear, Elvis Presley, Vic.
- White Silver Sands, Dave Gardner, O. J.

EAST TEXAS

- C. C. Rider, Chuck Willis, Atl.
- Dark Moon, Gale Storm, Dot
- Jenny, Jenny, Little Richard, Spe.
- Over the Mountain, Johnnie & Joe, Chk.
- Searchin'/Young Blood, Coasters, Atco.
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- Teenager's Romance, Ricky Nelson, Vrr.

LOS ANGELES

- Dark Moon, Gale Storm, Dot
- I'm Gonna Sit Right Down, Billy Williams, Cor.
- Island in the Sun/Cocacola Woman, Harry Belafonte, Vic.
- Love Letters in the Sand/Bernadine, Pat Boone, Dot
- Old Cape Cod, Patti Page, Mer.
- So Rare, Jimmy Dorsey, Fty.
- Stardust, Billy Ward, Lbt.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- Teenager's Romance/I'm Walkin', Ricky Nelson, Vrr.

PHILADELPHIA

- C. C. Rider, Chuck Willis, Atl.
- Jenny, Jenny, Little Richard, Spe.
- Just to Hold My Hand, Clyde McPhatter, Atl.
- Next Time You See Me, Little Jr. Parker, Duke
- Send for Me, Nat (King) Cole, Cap.
- Stardust, Billy Ward, Dot
- Valley of Tears, Fats Domino, Imp.
- What Can I Do, Donnie Elbert, Del.

NEW YORK AND NEWARK

- Bye Bye Love, Everly Brothers, Cdc.
- I'm Gonna Sit Right Down, Billy Williams, Cor.
- It's Not for Me to Say, Johnny Mathis, Col.
- Love Letters in the Sand/Bernadine, Pat Boone, Dot

- Send for Me/My Personal Possession, Nat (King) Cole, Cap.
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- Wonderful, Wonderful, Johnny Mathis, Col.

NORTHERN NEW YORK STATE

- I'm Gonna Sit Right Down, Billy Williams, Cor.
- Island in the Sun, Harry Belafonte, Vic.
- It's Not for Me to Say, Johnny Mathis, Col.
- Love Letters in the Sand/Bernadine, Pat Boone, Dot
- Moonlight Love, Roger Williams, Kapp
- Old Cape Cod, Patti Page, Mer.
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- White Sport Coat, Marty Robbins, Col.
- Young Blood, Coasters, Atco.

NORTHERN OHIO

- Bye Bye Love, Everly Brothers, Cdc.
- Love Letters in the Sand/Bernadine, Pat Boone, Dot
- Old Cape Cod, Patti Page, Mer.
- Searchin'/Young Blood, Coasters, Atco.
- Short Fat Fanny, Larry Williams, Spe.
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- White Sport Coat, Marty Robbins, Col.

NORTHEAST

- Bye Bye Love, Everly Brothers, Cdc.
- Jenny, Jenny, Little Richard, Spe.
- Let the Four Winds Blow, Roy Brown, Imp.
- Old Cape Cod, Patti Page, Mer.
- Searchin', Coasters, Atco.
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear, Elvis Presley, Vic.
- Whispering Bells, Del Vikings, Dot

SAN FRANCISCO AND OAKLAND

- Bye Bye Love, Everly Brothers, Cdc.
- I Like Your Kind of Love, Andy Williams, Cdc.
- Jenny, Jenny, Little Richard, Spe.
- Over the Mountain, Johnnie & Joe, Chk.
- Searchin', Coasters, Atco.
- So Rare, Jimmy Dorsey, Fty.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- Wonderful, Wonderful, Johnny Mathis, Col.

ST. LOUIS AND KANSAS CITY

- Bye Bye Love, Everly Brothers, Cdc.
- Can't Wait for Summer, Steve Lawrence, Cor.
- Four Walls, Jim Reeves, Vic.
- I'm Gonna Sit Right Down, Billy Williams, Cor.
- Little Darlin', Diamonds, Mer.
- Love Letters in the Sand, Pat Boone, Dot
- Send for Me, Nat (King) Cole, Cap.
- Shenandoah Rose, Hugo & Luigi, Rit.
- Stardust, Billy Ward, Lbt.
- Teddy Bear, Elvis Presley, Vic.

SOUTHERN OHIO

- Build Your Love, Johnnie Ray, Col.
- Bye Bye Love, Everly Brothers, Cdc.
- I'm Gonna Sit Right Down, Billy Williams, Cor.
- Love Letters in the Sand, Pat Boone, Dot
- Old Cape Cod/Wondering, Patti Page, Mer.
- Rockin' Shoes, Ames Brothers, Vic.
- Shangri-La, Four Coins, Epic
- Start Movin', Sal Mineo, Epic
- Teddy Bear/Loving You, Elvis Presley, Vic.
- With All My Heart, Jodie Sands, Clr.

WASHINGTON AND BALTIMORE

- Bye Bye Love, Everly Brothers, Cdc.
- Diana, Aqua String Band, Pmt.
- Love Letters in the Sand/Bernadine, Pat Boone, Dot
- Searchin'/Young Blood, Coasters, Atco.
- Short Fat Fanny, Larry Williams, Spe.
- Teddy Bear/Loving You, Elvis Presley, Vic.
- Valley of Tears, Fats Domino, Imp.
- White Sport Coat, Marty Robbins, Col.

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HOT PARADE



TAMMY

b/w

THE BACHELOR

Debbie Reynolds

9-61851



I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER

b/w

DATE WITH THE BLUES

Billy Williams

9-61830



TEARDROPS IN MY HEART

b/w

LULU ROCK-A-HULA

Teresa Brewer

9-61850 • 61850



AROUND THE WORLD

b/w

INTERLUDE

McGuire Sisters

9-61856 • 61856



Mailman, Bring Me No More Blues

b/w

No Matter What You Do To Me

Don Cornell

9-61854



FASCINATION

b/w

SUMMERTIME IN VENICE

Dick Jacobs

9-61864 • 61864

Breaking Big on



THAT'LL BE THE DAY

I'M LOOKING FOR SOMEONE TO LOVE

The Crickets



NEW RELEASES!!

OTIS WILLIAMS AND HIS CHARMS UNITED

"DON'T DENY ME"

Deluxe 6138

THE MIDNIGHTERS OH, SO HAPPY

IS YOUR LOVE FOR REAL

Federal 12299

LITTLE WILLIE JOHN IF I THOUGHT YOU NEEDED ME

YOUNG GIRL

King 5066

ANNIE LAURIE OUT OF MY MIND YOU'RE THE ONLY ONE FOR ME

Deluxe 6140

THE "5" ROYALES THINK

I'D BETTER MAKE A MOVE

King 5053

ROY MILTON ROCKING PNEUMONIA AND THE BOOGIE WOOGIE FLUE

SKID ROW

King 5069

KING RECORDS

A BIG SMASH! ROY BROWN

"LET THE FOUR WINDS BLOW"

#5439

Imperial Records

4423 Hollywood Blvd Hollywood 28, Calif

MOVING "BY THE BEND OF THE RIVER"

JOE LEAHY

RKO-Unique #397



WALCO DIAMONDS

NOW PRODUCED BY AUTOMATION

Booths #31-32, NAMM Show

ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

Copyright Law

Continued from page 22

the second location takes from the juke box itself is an important part of his revenue; yet the copyright proprietors... receive nothing. Ironically, the counsel points out that if the machine were a regular phonograph, and not coin-operated, the owner would be liable for royalties. The coin operation, under present law, precludes it from being considered as giving a public performance.

Also speaking for juke exemption repeal was Sidney M. Kaye, vice-president and general counsel for Broadcast Music, Inc. The council's committee on legislation reaffirmed, in May, its stand in favor of repeal. Committee favors outright repeal, but would approve a compromise agreement, if feasible.

Unfair aspects of the "compulsory license" clause, which compels copyright owner to allow any number of recorders to make use of his composition, on payment of royalty, were also discussed by Wattenberg. The attorney pointed to need of revision, since the compulsory licensing puts the songwriter at the mercy of "fly-by-night" record firms which sometimes even disregard payment of the 2 cents a record license fee. Secondary evil is the legal allowance of payment of the 2-cent rate even for LP records that provide up to 20 minutes of music per side.

Lack of protection for performances of a composition on record was pointed out by John Schulman, counsel for the Songwriters' Protective Association. Schulman told the meeting that this area of "related" or "neighboring" copyright, as distinct from the original copyright ownership, is not getting enough attention, in view of its importance to recording, both here and abroad.

Altho protection for these "related" rights is legally non-existent under U. S. copyright statute, Schulman says that flagrant cases of lifted recordings have been attacked on basis of "unfair competition" or "unfair trade practices." Great Britain, he points out, has revised its copyright law to include a limited copyright in recordings and broadcasts. Provisions in the British law are "cumbersome," but results should be carefully watched, Schulman believes.

Internationally, efforts to protect performance rights of musicians have been made at Geneva, in 1956, with a proposal to prevent by treaty and domestic legislation, unlicensed use of recordings and broadcasts made without payment to the recording companies and the performers. Schulman pointed out. A second project is a joint effort by the Berne Union (United International Bureau for the Protection of Industrial, Literary and Artistic Property) and UNESCO, to protect the so-called "neighboring" rights in copyright. Also discussed was the copyright renewal problem. Herman Finkelstein, counsel for ASCAP, noted that U. S. has "lagged behind" other nations in its awkward 28 year terms for copyright and renewal, under the 1909 Act. Progressive forces in music and other artistic fields lean toward the European method of "life and 50 year" copyright terms, Finkelstein reported.

The plight of today's broadcasters—never envisioned by founders of the 1909 copyright statutes—who are liable to the \$250 damage for infringement was pointed out by BMI's Sidney Kaye. Kaye contrasted the "innocent" infringement by broadcasters on any of the hundreds of compositions they play daily, with the "willful" piracy which the old law intended to punish. Kaye also criticized the general "rigidity" of the U. S. copyright law.

Band Business

Continued from page 22

situation has been noted in the Midwest, altho the upswing is general. The only exception is the traditionally strong New England territory which, all of the agencies indicate, is slipping badly. One booker blames the "pessimistic attitude" of the promoters. Another maintains that they are playing it too conservatively, waiting until the last minute to buy, taking left-overs and not allowing for maximum promotion time. One agent ventured that the manufacturing plants have been deserting the territory, taking the biggest groups of dance patrons.

On the other hand, the little Louis Armstrong band (six men) did \$6,000 in a one-nighter last week at Old Orchard Beach, Me. The Glenn Miller-Ray McKinley band consistently scores heavily in the region.

Canada is jumping for the bands. Stan Kenton goes into Toronto this week with a \$3,500 advance sale for a one-nighter. The Miller band pulled out \$630 over its guarantee last week in Burlington, Ont.

Howard Sinnott, top band exec at General Artists Corporation, has been enlisting the aid of disk jockeys to sell his slogan "Let's Go Dancin' and Romancin'," and the theme is spreading fast. GAC is doing its best business currently with Ralph Marterie, Buddy Morrow, Stan Kenton and Jan Garber. Like other agents, Sinnott lamented the lack of new bands, but indicated that a band without records is almost impossible to sell.

Proof of the power of records is the success of Les Elgart, top band currently with Music Corporation of America. According to MCA's Howard McElroy, Charlie Spivak just completed his best month in three years. The agency notes a big increase in the earnings of such as Billy Butterfield and Ray Eberle. The office's perennials, including Sammy Kaye, Guy Lombardo, Tex Beneke, Charlie Barnet, Spike Jones and the Dorsey band, are doing as well as ever.

With such powerful leaders as the Miller-McKinley band and Count Basie, the Willard Alexander office is in a commanding position this year. Basie, surprisingly to some, is a big success at the swank Waldorf-Astoria, where he has held forth for over a month. He's taking two weeks off to fill festival commitments, during which time Associated Booking Corporation will send in its Lionel Hampton band. Then Basie comes back August 12 to stay thru September 18.

Alexander veepee Jack Green told The Billboard that the Kai Winding jazz group is being offered as a dance attraction and has 30 dances booked already for next season. In addition, the office is pitching two new bands with jazz orientation — those of Oscar Pettiford and Johnny Richards.

Other popular bands in the stable include Claude Thornhill, Sonny Dunham, the Commanders (currently booked in a package with Charlie Gracie), Tommy Tucker, Skitch Henderson, and the old Southern territorial fave, Dean Hudson.

Different Slant

The other major band agency, Joe Glaser's ABC, has a somewhat different slant on the business, emphasizing jazz bands which can play jazz clubs and concerts as well as dance pavilions and locations. Louis Armstrong and Les Brown top the list, which also includes Hampton, Woody Herman, Richard Maltby, Duke Ellington and Maynard Ferguson. Latter is being packaged with the Gene Krupa Quartet. According to ABC's Bob Bundy, these units are hitting percentage about 50 per cent of the time on promotions.

Best Selling Sheet Music in U. S.

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

Table with 3 columns: This Week, Last Week, and Chart. Lists 15 songs including 'Love Letters in the Sand', 'Dark Moon', 'White Sport Coat', etc.

Best Selling Sheet Music in Britain

(For week ending July 6)

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

Table with 2 columns: This Week, Last Week. Lists songs like 'Around the World', 'Mr. Wonderful', 'When I Fall in Love', etc.

Best Selling Pop Records in Britain

(For week ending July 6)

Printed thru the courtesy of the "New Musical Express," Britain's foremost musical publication.

Table with 3 columns: This Week, Last Week, and Chart. Lists 20 pop records including 'All Shook Up', 'Puttin' on the Style', etc.

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.

Table with 2 columns: Radio and Television. Lists songs like 'A Face in the Crowd', 'An Affair to Remember', etc.

BULLSEYE!

JIM REEVES

"YOUNG HEARTS"
c/w "TWO SHADOWS
ON YOUR WINDOW"
47/20-6973

EDDY ARNOLD

"CRAZY DREAM"
c/w "OPEN YOUR HEART"
47/20-6975

JUNE VALLI

"ANOTHER MAN GONE"
c/w "STREET OF MEMORIES"
(Joe Reisman's Orchestra and Chorus)
47/20-6957

TONY MARTIN

"OH, POLLY-O" (Joe Reisman's
Orchestra and Chorus) c/w
"A MISS YOU KISS" (Henri René's
Orchestra and Chorus)
47/20-6966

GENE AUSTIN

"A PORTER'S LOVE SONG
TO A CHAMBERMAID"
c/w "I COULD WRITE A BOOK"
(from the musical production, "Pal Joey")
47/20-6969

THEY'RE ALL HITS ON RCA VICTOR!

New Orthophonic High Fidelity Recordings

NEW ON NBC-TV EVERY MONDAY 7:30-7:45 PM (EDT)—"MILLION RECORD SHOW," STARRING GEORGIA GIBBS!

AMERICA'S FAVORITE SPEED...



45 RPM



RCA VICTOR





A Pair of Aces by...
The FOUR ACES

A
♥

"HALF OF MY HEART"

Theme from the
 Columbia Picture, "JEANNE EAGELS"

A
♦

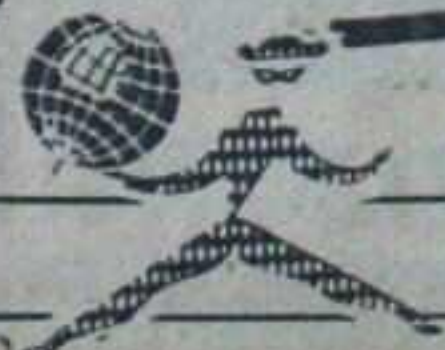
"WHEN MY SUGAR WALKS DOWN THE STREET"

(All the Birdies Go Tweet
 Tweet Tweet)

DECCA 9-30384
 available on 78 RPM
 ORCHESTRA DIRECTED BY JACK PLIES



A NEW WORLD OF SOUND



POPULAR

ALL SHOOK UP
★ ELVIS PRESLEY ★
RCA Victor 6870

BYE BYE LOVE
★ EVERLY BROTHERS ★
★ WONDER IF I CARE AS MUCH ★
Cadence 1315

C. C. RIDER
★ CHUCK WILLIS ★
★ EASE THE PAIN ★
Atlantic 1130

COME GO WITH ME
★ DEL VIKINGS ★
★ HOW CAN I FIND TRUE LOVE! ★
Dot 1553B

DARK MOON
★ GALE STORM ★
★ LITTLE TOO LATE ★
Dot 1558

**I'm Gonna Sit Right Down and Write
Myself a Letter**
★ BILLY WILLIAMS ★
★ DATE WITH THE BLUES ★
Coral 61830

WHISPERING BELLS
★ DEL VIKINGS ★
★ DON'T BE A FOOL ★
Dot 15592

SHORT FAT FANNIE
★ LARRY WILLIAMS ★
★ HIGH SCHOOL DANCE ★
Specialty 608

SHANGRI-LA
★ FOUR COINS ★
★ FIRST IN LINE ★
Epic 9213

WONDERFUL, WONDERFUL
★ JOHNNY MATHEIS ★
★ WHEN SUNNY GETS BLUE ★
Columbia 40784

SEND FOR ME
★ NAT (KING) COLE ★
★ MY PERSONAL POSSESSION ★
Capitol 3737

JUST TO HOLD MY HAND
★ CLYDE McPATTER ★
★ NO MATTER WHAT ★
Atlantic 1133

MY DREAM
★ THE PLATTERS ★
★ I WANNA ★
Mercury 71093

I LIKE YOUR KIND OF LOVE
★ ANDY WILLIAMS ★
★ STOP TEASIN' ME ★
Cadence 1323

WITH ALL MY HEART
★ JODIE SANDS ★
★ MORE THAN ONLY FRIENDS ★
Chancellor 1003

IT'S HOT FOR ME TO SAY
★ JOHNNY MATHEIS ★
★ WARM AND TENDER ★
Columbia 40851

JENNY JENNY
★ LITTLE RICHARD ★
★ MISS ANN ★
Specialty 606

LITTLE DARLIN'
★ THE DIAMONDS ★
★ FAITHFUL AND TRUE ★
Mercury 71060

LOVE LETTERS IN THE SAND
★ PAT BOONE ★
★ BERNARDINE ★
Dot 15570

COCOANUT WOMAN
★ HARRY BELAFONTE ★
★ ISLAND IN THE SUN ★
RCA Victor 6885

OLD CAPE COD
★ PATTI PAGE ★
★ WONDERING ★
Mercury 711

OVER THE MOUNTAIN
★ JOHNNIE & JOE ★
★ MY BABY'S GONE ON, ON ★
Chess 1654

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

SEARCHIN'
★ THE COASTERS ★
★ YOUNG BLOOD ★
Alic 6087

SO RARE
★ JIMMY DORSEY ★
★ SOPHISTICATED SWING ★
Fraternity 755

START MOVIN'
★ SAL MINEO ★
★ LOVE AFFAIR ★
Epic 9216

TEDDY BEAR
★ ELVIS PRESLEY ★
★ LOVING YOU ★
RCA Victor 7000

TEENAGER'S ROMANCE
★ RICKY NELSON ★
★ I'M WALKIN' ★
Verve 10047

VALLEY OF TEARS
★ FATS DOMINO ★
★ IT'S YOU I LOVE ★
Imperial 5442

A WHITE SPORT COAT
★ MARTY ROBBINS ★
★ GROWN UP TEARS ★
Columbia 40864

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

FALLEN STAR
★ JIMMY NEWMAN ★
★ I CAN'T GO ON THIS WAY ★
Dot 15574

FRAULEIN
★ BOBBY HELMS ★
★ HEARTSICK FELLING ★
Decca 30194

GONE
★ FERLIN HUSKY ★
★ MISSING PERSONS ★
Capitol 3628

GONNA FIND ME A BLUEBIRD
★ MARVIN RAINWATER ★
★ SO YOU THINK YOU'VE GOT TROUBLES ★
M-G-M 12412

FOUR WALLS
★ JIM BEEVES ★
★ I KNOW AND YOU KNOW ★
RCA Victor 6874

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

EVERYONE'S LAUGHING
★ THE SPANIELS ★
★ I. O. U. ★
Vee Jay 246

PLEASE SEND ME SOMEONE TO LOVE
★ MOONGLOWS ★
★ MR. ENGINEER ★
Chess 1661

**ROCKIN' PNEUMONIA AND THE
BOOGIE WOOGIE FLU**
(Parts I & II)
★ HUEY SMITH ★
Ace 530

STARDUST
★ BILLY WARD ★
★ LUCINDA ★
Liberty 55071

UNITED
★ OTIS WILLIAMS & HIS CHARMS ★
★ DON'T DENY ME ★
DeLuxe 6138

OPERATORS BEST BUYS

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

AMES BROTHERS Tammy Rockin' Shoes
RCA Victor 6930
PAUL ANKA Don't Gamble With Love
ABC-Paramount 9831
DEL VIKINGS Cool Shake
Jitterbug Mary
Mercury 71132

FERLIN HUSKY Fallen Star
Prime Possession
Capitol 3742
SONNY JAMES Lovin' Me
Dear Love
Capitol 3734

OPERATORS BEST NEW RELEASES

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

BRASSETTES Brasserie Rock (Parts I & 2)
Ebb 107

DAVID CARROLL ORK & CHORUS
Fascination
Swingin' Sweethearts
Mercury 71152

CHORDETTES Soft Sands
Just Between You and Me
Cadence 1330

CHARLIE GRACIE I Love You So
Much It Hurts
Wanderin' Eyes
Cameo 111

DICK JACOBS Fascination
Summertime In Venice
Coral 61864

BETTY JOHNSON The Song
You Heard When You Fell in Love
I'm Begimmin' to Wonder
Bally

NED MILLER From a Jack to a
King
Parade of Broken Hearts
Dot 15601

JANE MORGAN; THE TROUBADORS
Fascination
Midnight in Albany
Kapp 191

JIM REEVES Two Shadows on Your
Young Heart
RCA Victor 6975

THE SHARPS Our Love Is Here to Stay
Lock My Heart
Lamp 2007

KAY STARR My Heart Reminds Me
Flim, Flam, Floo
RCA Victor 6981

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

Bye Bye Love/Missing You The Sun Is Shining/Baby, What's on Your Mind?
Webb Pierce, Decca
Jimmy Reed, Vee Jay

School Day/Deep Feeling State-O/Don't Treat Me This Way
Chuck Berry, Chess
Dale Hawkins, Checker

How New Operator Buying Guide Works

This new method of publishing the juke box record buying guide has been designed to give operators a realistic national pattern of records falling in popularity as well as ones that are gaining.

Because of the national strength of the records listed, operators will find that the average take from these records will warrant that they be placed on almost every 100-200 record machine.

VESUVIUS WAS NEVER SO HOT

CHESS #1665

IT'S NO SECRET—IT'S A BIG HIT—IT'S BRAND NEW—IT'S GREAT
the original

“LONG LONELY NIGHTS”

DEE ANDREWS AND THE HEARTS

CHESS #1664

ANOTHER BIG NEW HIT!

“OH BABY DOLL”

CHUCK BERRY

ALREADY HIGH ON NATIONAL CHARTS

CHESS #1661

“PLEASE SEND ME SOMEONE TO LOVE”

THE MOONGLOWS

CHECKER #863

“SUSIE Q”

DALE HAWKINS

CHESS - CHECKER RECORD COMPANY

2120 South Michigan Ave., Chicago 16, Illinois

All Phones: CAlumet 5-2770

VOX JOX

By JUNE BUNDY

herd, being heard for three-hour shifts. Herb Carl is the all-night personality.

CHANGE OF THEME:

Dick Webb, formerly program director at WABB, Orlando, Fla., has joined WRAM, Monmouth, Ill., as program chief. He will also emcee a daily afternoon show "Richard at Random." . . . New staffer at WDCY, Minneapolis, is Stanley Mack, ex-spinner over WHB, Kansas City, Mo. . . . In addition to his regular deejay chores, J. P. Abaray, WKAL, Rome, N. Y., has been upped to program director status, and S.O.S.'s a need for faster and better record service. . . . Chuck Wilson, WBVP, Beaver Falls, Pa., was in Manhattan last week scouting talent for future shows around the Pittsburgh area.

Wes Hobby, early morning jock at WADA, Ansonia, Conn., ap-

pointed program director. . . . Chuck Brinkman, WELL, New Haven, Conn., claims a record number of broadcasting hours. He's on the air 36 hours a week. . . . WDNC, Durham, N. C., has a new line-up of disk shows, headed by Al Pruitt in the morning "Sundial Service" spot, Bill Neal for the afternoon "Commuter's Special" and Dick Winslow with "Moondial Service" in the evening.

Bill Bentley, formerly with KSTV, Stephenville, Tex., has joined new station KTLQ, Tahlequah, Okla., which goes on the air this month. Bentley will serve as assistant manager of the station as aid to owner-manager Galen Gilbert. He'll also hold down his own disk show. . . . Phil Painter is leaving WSOU, South Orange, N. J., to join the Army after a four-year run "doing a double" with jockey Johnny Mulvihill.

New veepee-manager at WIVY, Jacksonville, Fla., is Ron Tuten.

YESTERYEAR'S TOPS— as reported in The Billboard The nation's top tunes on records

- JULY 19, 1947
1. Peg o' My Heart
 2. I Wonder, I Wonder, I Wonder
 3. Chi Baba, Chi Baba
 4. That's My Desire
 5. Across the Alley From the Alamo
 6. Mam'selle
 7. Linda
 8. My Adobe Hacienda
 9. Ask Anyone Who Knows
 10. When You Were Sweet Sixteen
- JULY 19, 1952
1. Kiss of Fire
 2. Here in My Heart
 3. Auf Wiederseh'n Sweetheart
 4. I'm Yours
 5. Delicado
 6. Blue Tango
 7. Walkin' My Baby Back Home
 8. Half as Much
 9. I'll Walk Alone
 10. Maybe

SAFETY WAX: Deejays and indie stations across the country utilized various promotions to help cut down on holiday traffic over the Fourth of July. WNEW, New York, for instance, played a record at the wrong speed during peak driving periods, and reminded the listener that if he were driving at the wrong speed to slow down and get within the safety limits as established by law.

Taking a less gentle approach to the problem, KTBB, Tyler, Tex., offered a free funeral for anyone killed during the holiday period provided they had registered with the station on Wednesday night, July 3. The offer covered the period from Wednesday evening to early Friday morning, July 5. The station's entire jockey staff volunteered to act as pallbearers, and it was announced that since the ceremony probably would be for "safety violators only," only rock and roll music would be played at the funerals!

CHANGE OF THEME: Gilbert Faggen, assistant program manager of WPEN, Philadelphia, joins KYW, Cleveland, as a producer-director July 29. . . . Don Gay is moving from KUTI, Yakima, Wash., to KQTY, Everett, Wash., this month. . . . Bob Wells, WEBR, Buffalo, emceed the fifth annual Funorama Show July 5 at Buffalo Baseball Park, playing to an estimated crowd of 35,000.

Bill Greenwood, 15-year-old jock at WZRO, Jacksonville Beach, Fla., starts a daily hour show this month. The spinner, who has a large teenage following, started at the station when he was 14. . . . Bob Gribben celebrates his 17th year of broadcasting over KDTH, Dubuque, Ia., July 29. In addition to his daily three-hour show, Gribben has been KDTH program director for the past year.

The Kansas City public library, Kansas City, Mo., has issued a list of books recommended for summer

reading in the teen-age group. The pamphlet ties in with a "Top 40 List" of local best-selling tunes issued by WHB, Kansas City, Mo. For instance, under "All Shook Up," library lists books pertaining to railroading, dancing, mystery, etc.

KONO, San Antonio, has unveiled its new streamlined format, with pop music and newscasts around the clock. New program director is Bob Cooper, formerly here with KTSA. For many years, KONO has been the stronghold of western music in the city with its "Western Jamboree" and "Cowboy Roundup" heard daily. During the day now there will be a series of pop disk jockey shows with Bob Cooper, Howard Edwards, Charlie Van, Bill Shannon and Jay Shep-

**FIRST,
I'D BETTER
TAKE CARE OF
WILL ROGERS
HOSPITAL...**



Nothing Like An Early Start...

The Christmas Salute this year comes in August, and it's combined with the Audience Collection. This will make it easier for Industry Employees to bring greater healing to more patients at Will Rogers for the Drive is well ahead of the crush of other holiday appeals. Early gifts, and bigger gifts, are needed because your hospital is...

Now Treating All Chest Diseases

2 BIG JOBS TO DO AT ONCE
Get them done in August — before the rush!

Audience Collection AND *Christmas Salute*
THE

FROM THEATRE-PUBLIC
Exhibitors are urged to get behind the Audience Collection. It's vital to the support of your hospital's healing and research work. Show the Deborah Kerr trailer and take up Audience Collection.

**WEEK BEGINNING WEDNESDAY
AUGUST 7 through 14**

FROM INDUSTRY EMPLOYEES
Employees are asked only once a year for this help. Make this year a better one! Every employee signs the Scrolls and gets membership card. Send tangible holiday greetings to fellow employees. Help your hospital, and yourself!

**START THIS ON WEDNESDAY
AUGUST 7 (Finish in August)**

**WILL ROGERS MEMORIAL HOSPITAL
AND RESEARCH LABORATORIES**

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y. • *Saranac Lake, N. Y.*

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:

- Atlanta
"I'm Gonna Sit Right Down and Write Myself a Letter," Billy Williams, Coral.
- Boston
"Old Cape Cod," Patti Page, Mercury.
- Baltimore
"So Rare," Jimmy Dorsey, Fraternity.
- Fort Wayne, Ind.
"Love Letters in the Sand," Pat Boone, Dot.
- San Francisco
"Around the World," Mantovani, London.
- Toledo
"White Silver Sands," Owen Bradley, Decca.
- Alexandria, La.
"Bye Bye Love," Everly Brothers, Cadence.
- Salt Lake City
"All My Love," Jodie Sands, Chancellor.
- Baton Rouge, La.
"Something Wonderful Happens," Frank Sinatra, Capitol.
- Chicago
"It's Not for Me to Say," Johnny Mathis, Columbia.

There's gonna be a whole lot of shaking going on on the STEVE ALLEN TV Program on July 28 when Steve features

JERRY LEE LEWIS and "WHOLE LOTTA SHAKIN' GOIN' ON" SUN#267



Picks to date:

- THE BILLBOARD Review Spotlight (pop) May 27 issue
Review Spotlight (r&b) May 27 issue
This Week's C&W Best Buys, June 3 issue
Coming Up Strong, Recent Pop Releases, July 1 and 8 issues
C&W Best Sellers in Stores, 4 weeks as of July 8 issue

CASHBOX Bullseye Award Sleeper Sure Shot

Showing real strong in Boston, Atlanta, Minneapolis, Memphis, Dallas, Charlotte, Jacksonville, Miami, New Orleans, St. Louis and other major markets.

Here's another SUN Record doing mighty well:

FOOL'S HALL OF FAME b/w WHY SHOULD I CRY Sun #271 by Rudi Richardson



Top 100 Sides

FOR SURVEY WEEK ENDING JULY 6

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Table with 3 columns: Pos., Song, Artist and Label, Pos. Last Wk. Contains 100 entries of chart data.

a message of importance to

every record dealer

that

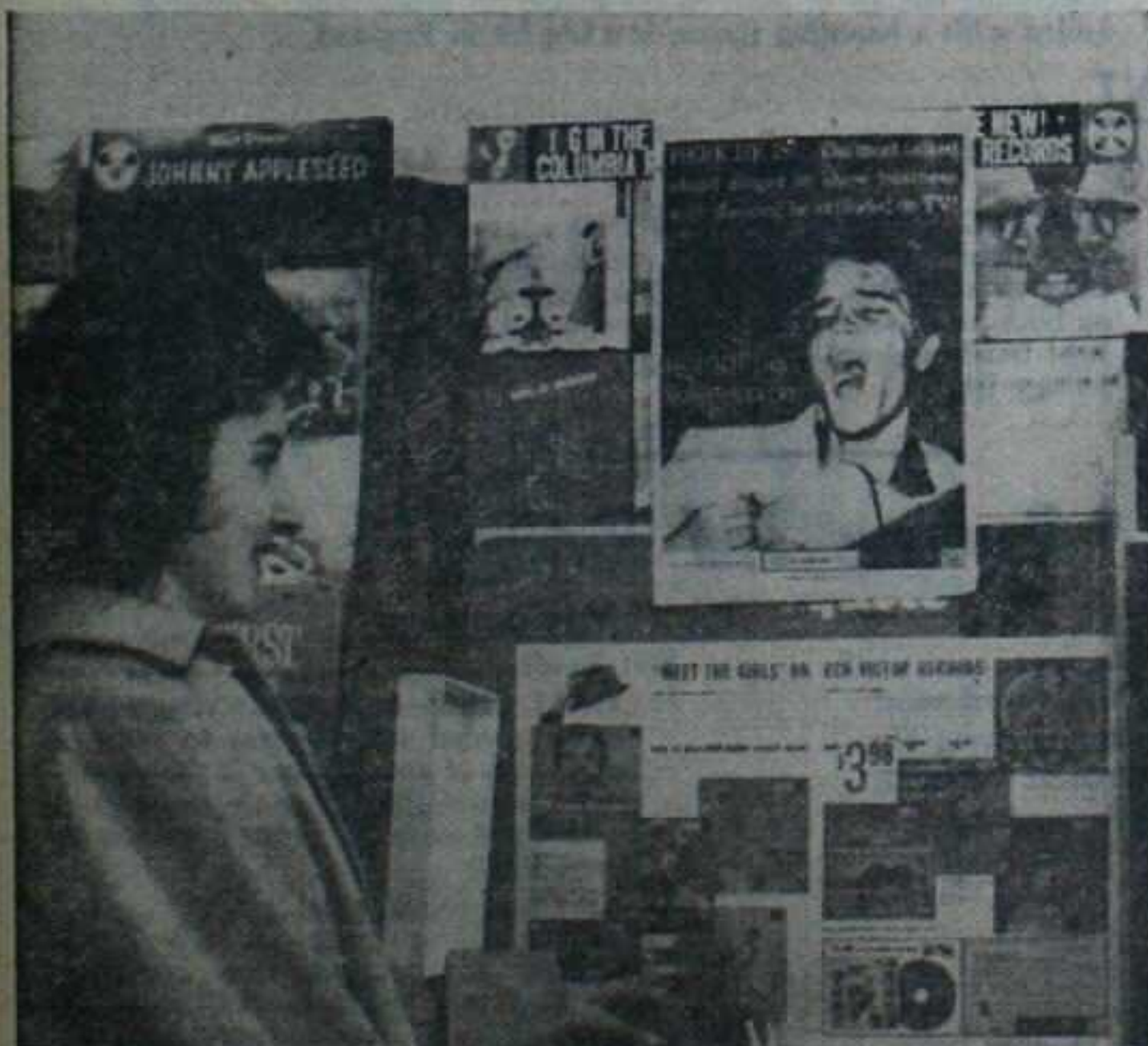
wants more profits



In busy New York City's Grand Central Terminal, the Doubleday Record Shop prominently displays the best selling Pop Albums poster as a sales reminder to passing potential customers



At the Dedham (Mass.) Music Store, the dealer artistically displays the Best Selling Jazz Albums poster framed by a real trombone and jazz albums



While teen-agers stand and audition records at a listening post, they can't miss the Elvis "Hound Dog" reprint from The Billboard's Sales Booster Kit

Dear Record Dealer:

Over \$320,000,000 worth of records were sold in 1956. And one of the top executives of one of the major record companies is quite optimistic about the future. He says that 400 or 500 millions of dollars of annual record sales doesn't have to be a ceiling either.

Speaking of record dealers, this executive says that "record retailers have generally become more showmanship minded," and that "one of the healthiest factors in the whole business is that dealers have learned modern merchandising techniques and are now pitching for that consumer dollar."

One of the ways you can make more sales and more profits is to sell more records to your present customers and, at the same time, find and sell new customers. And here's an easy way to merchandise your record stock and pitch for that consumer dollar:

THE BILLBOARD'S SALES BOOSTER KIT . . .

will sell more records to customers in your store . . . for it contains big, colorful posters of the Honor Roll of Hits, Best Selling Jazz, Best Selling Popular and Best Selling Classical Albums. You post these around your store as gentle reminders to your customers of additional records they wanted but forgot to buy.

THE BILLBOARD'S SALES BOOSTER KIT . . .

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

This Week's Best Buys

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

DIANA (Pamco, BMI)—Paul Anka—ABC-Paramount 9831—The artist's first disk is moving strongly in all markets. Cities with greatest sales action are Boston, Providence, Baltimore, Buffalo, Detroit and Pittsburgh. Flip is "Don't Gamble With Love" (Pamco, BMI). A previous Billboard "Spotlight" pick.

TAMMY (Northern, ASCAP)—Ames Brothers—RCA Victor 6930—This looks like the strongest for the group in some time. The platter is going well in all markets and has all the signs of becoming a big loot maker. Flip is "Rockin' Shoes" (Winneton, BMI).

FALLEN STAR (Tree, BMI)—Ferlin Husky—Capitol 3742—Husky's platter reached the c.&w. best selling singles chart this week and is also moving rapidly in the pop market. All areas report sales strong. Flip is "Prize Possession" (Geronimo, BMI). A previous Billboard "Spotlight" pick.



Recent Pop Releases Coming Up Strong

FOR SURVEY WEEK ENDING JULY 6

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

Around the World Bing Crosby, Victor Young (ASCAP) Decca 30262

Around the World Mantovani (ASCAP) London 1746

Diana Paul Anka (BMI) ABC-Paramount 9831

Fallen Star Hilltoppers (BMI) Dot 15594

Fallen Star Ferlin Husky (BMI) Capitol 3628

Please Send Me Someone to Love Moonglows (BMI) Chess 1681

Stardust Billy Ward (ASCAP) Liberty 55071

The Sun Is Shining Jimmy Reed (BMI) Vee Jay 248

Tammy The Ames Brothers (ASCAP) RCA Victor 6930

White Silver Sands Don Rondo (BMI) Jubilee 5288

Review Spotlight on . . .

POP RECORDS

THE CHORDETTES Cadence 1330 SOFT SANDS (Weiss and Barry, BMI)

JUST BETWEEN YOU AND ME (Winneton, BMI) The harmony-minded gals have a likely double-header. Despite competition from the Rovers Boys, Dorothy Collins and the Walter Schuman Singers on the top side, the quartet sings the moody, summer-flavored ballad with the utmost of class and sound. The flip, a lightly bouncing, teen-slanted ditty with ukulele backing, can score heavily too.

FASCINATION (Southern, ASCAP) DICK JACOBS Coral 61864 DAVID CARROLL Mercury 71152 JANE MORGAN Kapp 191

This 30-year-old tune, featured in the film "Love in the Afternoon," is undoubtedly going to be very big. It's a wonderful, singable, danceable, three-beat melody and these three disks figure to cop the lion's share of the loot. The Jacobs version has a vocal by chorus, the Carroll side is instrumental with voices used only as instruments, while Miss Morgan delivers an exceptionally touching, high quality solo vocal. Take your pick. Each is bound to do business. Flips are as follows: Jacobs: "Summertime in Venice," (Pickwick, ASCAP); Carroll: "Swingin' Sweethearts," a light, bright instrumental with a good chance to go on its own, (E. H. Morris, ASCAP); Morgan: "Midnight in Athens" an instrumental by the Troubadours (Garland, ASCAP).

JIM REEVES RCA Victor 6973 TWO SHADOWS ON YOUR WINDOW (Ben Ghazi, BMI)

Reeves is still sailing well with "Four Walls," and the warm, moist reading of this unusually strong ballad is in the same groove. This is a cover of the tune clefled and waxed by Sylvia of the Mickey and Sylvia duo, but the country styled content seems much more in keeping with the Reeves approach.

CHARLIE GRACIE Cameo 111 I LOVE YOU SO MUCH IT HURTS (Melody Lane, BMI)

WANDERIN' EYES (Lowe-Shapiro-Bernstein, ASCAP) Riding high on his "Butterfly" and more recent "Fabulous" best-sellers, Gracie should chalk up a sock sales reaction to his latest. He warbles with perceptive tenderness on the poignant old Floyd Tillman hit "I Love You So Much It Hurts." Flip is bouncier item in the sure-fire rockabilly groove of his hit disks.

BETTY JOHNSON Bally 1041 THE SONG YOU HEARD WHEN YOU FELL IN LOVE (Trinity, BMI)

I'M BEGINNING TO WONDER (Towne, ASCAP) Creamy-voiced canary made the best-selling charts with her last disk, "I Dreamed," and this one could move her up even higher on the list. She thrushes with sensitivity and heart on the melodic topside waltz. Flip spotlights lyrical multi-track piping on a nostalgic ballad from her first LP.

KAY STARR RCA Victor 6981 MY HEART REMINDS ME (Symphony, ASCAP)

Here's a sock performance by Kay Starr on a powerful dramatic ballad, based on "Autumn Concerto." Lush, big band backing is in keeping with sweeping effect of platter. Should pull plenty of jockey spins, and could put gal back on charts. Flip is "Flim Flam Flou." (Starstann, BMI).

POP DISK JOCKEY PROGRAMMING

CYRIL STAPLETON ORK. London 1754 IT'S NOT FOR ME TO SAY (Korwin, ASCAP)

FORGOTTEN DREAMS (Mills, ASCAP) Stapleton serves up quality wax for mood music segs on both sides of this disk. His lushly stringed, basically instrumental version of the Johnny Mathis hit, "It's Not for Me to Say," offers interesting change of pace on the theme for jocks. Flip, a dreamy ballad with a haunting flavor, is a big hit in England.

POP TALENT

RON BAXTER Atco 6093 AFRAID OF LOVE (Progressive, BMI)

DRIVING ME OUT OF MY MIND (Abbott, BMI) New artist has a strong entry, which should pull play from both the pop and r.&b. markets. He exudes showmanship and vitality on both sides, selling the attractive ballad "Afraid of Love" with a light touch and utilizing a happy, shouting vocal approach to the swiny flip.

Reviews and Ratings

THE ROVERS Soft Sands 86

VIK 0283—Smooth, smartly paced vocal version of haunting theme, showing life as an instrumental by Oscar Peterson. The Chordettes are top competition, but this could click, too. Weiss & Barry, BMI)

My Baby's Steppin' Out 73

The boys pack plenty of tongue-in-cheek showmanship into this bouncy ditty, styled in the rhythms of the 1920's. Amusing deejay wax, but flip is big side. (Wood, ASCAP)

DOROTHY COLLINS Soft Sands 86

CORAL 61865—Soft, light styling of the much-recorded tune figures to snare a large share of coin. Platter is the strongest for Miss Collins recently and should be in there near the winner. (Weiss & Barry, BMI)

Sing It Children, Sing It 73

Gay, sparkling tune of the hand-clapping variety gets an appealing go. However, the side will probably run second to the beautiful job on the flip. (Gateway, ASCAP)

(Continued on page 90)

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b/w

Dark

#55076

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You Tattletale

b/w

Very Nice Is Bali Bali

#55084

DAVID SEVILLE

Gotta Get to Your House

b/w

Camel Rock

#55079

DUKE MITCHELL

Crazy Heart

b/w

The Careless Years

#55086

BILLY WARD

AND HIS DOMINOES

Stardust

b/w

Lucinda

#55071

EDDIE COCHRAN

Am I Blue

b/w

Drive In Show

#55087

**THE
BIG HITS
ARE ON**



MARGIE RAYBURN

Mississippi Moon

b/w

The Get-Acquainted Waltz

#55088

DICK KALLMAN

Seven Wonders of the World

b/w

My Heart's Desire

#55091

LIBERTY RECORDS Inc.
1556 No. La Brea, Hollywood, Calif.

Reviews of New Pop Records

Continued from page 88

DEAN MARTIN
 Write to Me From Naples 85
 CAPITOL 3752 — Dino and the mandolino evoke gentle, appealing flavor on this languid melody. Catchy song and easy-going treatment are bound to win heavy support. (Broadcast, BMI)

Beau James... 70
 Title tune from upcoming Jimmy Walker bio-flick. Hard to see much interest outside the late prayer's fan cult. Good, breezy job by Martin. (Famous, ASCAP)

PATIENCE AND PRUDENCE
 You Tattletale 82
 LIBERTY 55084 — Nicely done side by the youngsters, who didn't make it with their last platter. This could bring them back. The cute, medium-

beat tune gets their usual two-part harmony with listenable rock support. (Mappa, ASCAP)

Very Nice Is Ball Ball... 70
 Island melody with Oriental harmony is also nicely styled, but flip is stronger side. (Mappa, ASCAP)

THE PITCH PIKES
 Come Back to Me 80
 MERCURY 15110 — Simple melody and message here, but the boys and particularly the lead-voice, give it a certain catchy lift that could catch on. It should be watched. (Aerot, BMI)

How Will I Know?... 80
 Ballad is a close relation tune-wise to "Talk of the Town" and the boys render it in a way that could register with the kids. (Cypress, BMI)

GEORGE HAMILTON IV
 High School Romance 80
 ABC-PARAMOUNT 9838 — Sincere vocal treatment of a sentimental ballad with a rockabilly flavor and deliberate pacing, reminiscent of the singer's big hit, "A Rose and a Baby Ruth." Watch this one. (Bentley, BMI)

Everybody's Body... 76
 A showmanly vocal on a rhythmic rockabilly. Flip, tho, is stronger side. (Bentley, BMI)

THE SPARKLETONES
 Black Slacks 80
 ABC-PARAMOUNT 9837 — This could be a sleeper. The boys sing out with spontaneous vitality on a catchy rockabilly tune with an attention-getting sound gimmick on the title phrase. (Pamco, BMI)

Boppin' Rock Boogie... 68
 Lively vocal job on a routine rockabilly boogie. Flip is side to watch. (Pamco, BMI)

JULIE LONDON
 It Had to Be You 78
 LIBERTY 55076 — Thrush exudes her unique brand of breathy sex appeal on the great oldie. Platter, of course, is a natural for jocks, while jacket photo of the sultry artist should help counter sales. (Remick, ASCAP)

Dark... 76
 Moody theme is handed expressive interpretation by thrush. Same comment on spin and sale potential. (Larabee, BMI)

SHAYE COGAN
 Pathway to Sin 71
 ROULETTE 4013 — Capable chirping on a moderate-beat tune with chorus and brassy rock backing. A male voice echoes phrases thruout the side. Flip is stronger. (Merge, BMI)

Get Acquainted Waltz... 78
 Dual track on a pretty waltz theme. Livelv vocal is soft and expressive and could offer stiff competition against the Margie Rayburn platter. (Planetary, ASCAP)

CRAZY OTTO
 Happy Piano Medley 74
 DECCA 30377 — "Wedding Bells," "I Left My Sugar Standing in the Rain" and "Let a Smile Be Your Umbrella" are subjected to spirited tavern piano treatment on this good juke side. (Mills, Warock, ASCAP)

Good Evening Friends Medley... 70
 Lesser-known Von Tilzer tunes here, but another zany tavern medley styling for juke.

THE VOICES OF WALTER SCHUMANN
 Soft Sands 74
 VICTOR 6986 — Lovely ballad with several competing versions is strong disk material. Version here figures to be big, despite heavy competition. Chordettes strike a more appropriate mood. (Weiss & Barry, BMI)

Band of Angels... 73
 Haunting, inspiration-type theme is also attractively presented. Side should attract plenty of deejay spins, but greater sales will probably go to flip. Tune is the title theme from the current pic. (Witmark, ASCAP)

THE TRENIERS
 Rock Calypso Joe 73
 BRUNSWICK 55014 — A wild honker, with the vocal supported by a fine tenor. Tune is of the "Rag Mop" type. Plenty of drive to this wax. Merits play. (Mobile, BMI)

Holy Mackerel, Andy!... 72
 Novelty blues. Lead singer is very

effective with a piece of unusual material. The chatter projects very well. Worth exposure. (Vernon, ASCAP)

GORDON JENKINS ORK
 Theme From "Saint Joan" 72
 CAPITOL 3751 — Beautiful, programmatic theme from the current flick gets a lush, sensitive treatment. Excellent mood matter for jocks. (Raphael, ASCAP)

Fire Down Below... 72
 There are several versions of this Latin-type theme, which is also a p/o title tune. Potential and appeal are the same as for flip. (Shapiro-Bernstein, ASCAP)

FRANK PIZANI
 Angry 72
 BALLY 1040 — A lusty, breathless delivery in rockabilly style of the old standard. Pizani gets choral help. Juke box chances here with some sales possibilities. (Melrose, ASCAP)

Every Time... 62
 Very ordinary material with Pizani sounding strained. Male choral backup is the best feature of the ballad. (Monitor, ASCAP)

DINO ROSSI ORK
 Theme Song From "The Monte Carlo Story" 71
 DOT 15603 — Haunting waltz theme from the forthcoming movie is lushly presented. Deejays should find it attractive mood music. (Bishop, BMI)

Eiffel Tower Blues... 71
 Pretty, blues-type melody should also attract spins from jocks. Medium-beat side will probably have limited commercial future. (Mellin, BMI)

DINAH SHORE
 Fascination 70
 VICTOR 6980 — There's much competition on this appealing waltz oldie, revived via the flick, "Love in the Afternoon." David Carroll, Dick Jacobs and Jane Morgan will make tough sledding for the thrush, obviously not at her best here. (Southern, ASCAP)

TH... 68
 An attractive ballad. Miss Shore's intonation problems keep her from making the best of it. (Chappell, ASCAP)

SONNY BURKE ORK
 The Pride and the Passion—Bolero 70
 DECCA 30382 — The exotic, flick theme is attractively presented. Side should make fine fare for jocks. (Sands, ASCAP)

The Delicate Delinquent... 70
 Samba treatment of the main theme from the flick of the same title definitely warrants deejay spins. Provocative arrangement should please listeners. (Famous, ASCAP)

LUCIEN FARRAR
 Tomorrow Night 70
 JUPITER 2 — A quiet, sensitive performance of a ballad. Farrar's vocal is backed with a chorus, subtle rhythm instrumentation and one violin—the latter quite effective. (Bourne, ASCAP)

Lucky Penny... 67
 This one has the touch of special material. Farrar's quiet, tasteful vocal is backed by rhythmic instrumentation. A chick enters the scene for several bars of conversation-type chanting. (Mollie, BMI)

BIBBY ROSS
 Beach Party Tonight 70
 LYRIC 2002 — A diary of a teenager's introduction to love on the beach. This is a slow rock and roll ballad—not to be confused with "Beach Party" on another label. Chick sings with a fair adolescent appeal and with exposure, some action could occur. (Zodiac, BMI)

Engaged... 65
 Booming bass keeps repeating "engaged" as the chick sings of her days full of joy. Same tempo as flip, but somewhat less appealing. (Zodiac, BMI)

MELVIN MOORE
 Lydia 70
 GOLDEN CREST 10 — Miklos Rosza and Tom Glazer clefted this ballad. Don Redman's band backing fails to sustain Moore's vocal, which is quite impressive. Still, there's something here many jocks will like. (Fox, ASCAP)

Good Boog Di Google... 60
 Novelty halls from an earlier era of jump novelties. Not much here for current tastes. (Mellin, BMI)

THE FIVE PLAYBOYS
 Pages of My Scrapbook 69
 DOT 15605 — Capable warbling on a rhythm ballad with rock support, featuring a wailing alto sax in the background. Fair prospect. (Fee Bee, BMI)

When We Were Young... 69
 Another rhythm ballad — pleasantly styled. Potential similar to flip. (Fee Bee, BMI)

BARBARA LEA
 A Straw Hat Full of Lilies 69
 PRESTIGE 101 — Folk-like ballad was clefted by Peggy Lee and Willard Robison. Accompaniment is by harp alone and the thrush's intimate reading will intrigue jocks looking for something gentle and different. (ASCAP)

Mountain Greenery... 69
 Dick Cary batons the jazz backing on this smart, fresh and swingy version of the Rodgers-Hart oldie. Side reminds of the old Lee Wiley version. Jocks will dig it. (Harus, ASCAP)

LEE YOUNG
 I'm Pleading 69
 PAR 231 — Rock and roller with a rockabilly quality. Arrangement uses both horns and strings, as well as a chorus behind Young. (Dexter, BMI)

Afraid... 67
 Adequate ballad material, with a slow rock and roll arrangement. Young chants it well, with a chorus behind him. Disk has a big sound. (Mellin, BMI)

BRIEN FISHER
 Fingertips 68
 SPANGLE 2001 — A fairly swinging side with a cute song idea. Rockabilly treatment rates a passable grade but there's nothing very new about the sound. Moderate appeal only. (Nash, BMI)

A Chance Someday... 65
 Fisher has a distinctly country sound, but the arrangement and reading are pop stated. Okay chanting for singer's debut on label. (Nash, BMI)

ELMER BERNSTEIN
 Too! Too! Shor's Blues 68
 DECCA 30379 — Slow walkin' blues will draw attention via its title from Manhattan-minded deejays. Otherwise, it's a good, routine band blues with jazz solos. From "Sweet Smell of Success" LP, like the flip. (Calyork, BMI)

The Street... 68
 Main title theme from flick, "Sweet Smell of Success," from the track. It's still another dissonant strider in the "Golden Arm" tradition. Doubtful as a single. Comes from track album. (Calyork, BMI)

CHRIS HAMALTON AND HIS FLYING FRIENDS
 Fascination 67
 LONDON 16841 — Probably the oldest of the numerous disks on this oldie, this re-issue of Hamalton's organ instrumental version is different enough from the rest to do some limited business. (Southern, ASCAP)

Opus No. 1... 64
 Organ performance of the jump tune popularized by the old Tommy Doosey band. Flip rates the action.

BILLY VER PLANCK ORK
 Oh Gee, Oh Me, Oh My 67
 SAVOY 4502 — One of the label's recent singles released out of its catalog of jazz albums. Adequate big band stuff with a solid beat, which will make good juke fare where the terpers gather. (Planember, BMI)

Summer Evening... 67
 Slower stuff by the band on this side which still rates as good dancing merchandise for juke. (Crossroads, BMI)

FRANK CURTIS
 Was I to Know? 66
 LYRIC 2003 — New artist attractively presents a dual track delivery on a rhythm ballad which is quite similar to several others available. Strong vocal here definitely outrates material. (Zodiac, BMI)

Rock-a-Billy Band... 66
 Cheerful, exuberent piping on a bright rockabilly. As with flip, the vocal here is more impressive than the song. (Zodiac, BMI)

CONWAY TWITTY
 Shake It Up 66
 MERCURY 14916 — Energetic Presley-styled rocker. Similarity in sound, lyrics and beat to dozens of other en-

RAY EVANS: In the Evening by the Moonlight/Oom-De-Oddy—Salem 1008
FOUR SCORES: No Other Heart/Rock-A-Little Lucy—Bart 21
EVELYN HARLENE: I've Got the Blues/I Wanna Be Free—Sage 243
The Lassies: Distant Marchin' Band/Oh! Mr. Romeo—Decca 30298
SUSAN McCORRY: Get Off That Phone/Rovin' Gal—Arrow 1005
ALFRED PUA & ALFRED AKA SR.: Mak la-Paa Walpin—Decca 30316
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This Week's C&W Best Buys

LOVESICK BLUES (Mills, ASCAP)—Sonny James—Capitol 3734—James figures to keep his string of hits unbroken with his new version of the late Hank Williams hit. It's moving well in all the country markets and is also chalking up many sales in the pop marts. Flip is "Dear Love" (Central Songs, BMI). A previous Billboard "Spotlight" pick.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 6

City-by-city listings are based on late reports secured from top country and western dealers and take box operators in each of the markets listed.

Birmingham

1. Fallen Star, Jimmy Newman, Dot
2. Missing You, Webb Pierce, Dec.
3. Teddy Bear, Elvis Presley, Vic.
4. Bye Bye Love, Everly Brothers, Cdc.
5. Four Walls, Jim Reeves, Vic.

Dallas-Fort Worth

1. Fraulein, Bobby Helms, Dec.
2. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
3. Bye Bye Love, Webb Pierce, Dec.
4. Bye Bye Love, Everly Brothers, Cdc.
5. Four Walls, Jim Reeves, Vic.
6. Gone, Ferlin Husky, Cap.

Houston

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fraulein, Bobby Helms, Dec.
3. Teddy Bear, Elvis Presley, Vic.
4. Too Much Water, George Jones, Mer.
5. White Sport Coat, Marty Robbins, Col.

Memphis

1. Bye Bye Love, Everly Brothers, Cdc.
2. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
3. Fallen Star, Jimmy Newman, Dot
4. All Shook Up, Elvis Presley, Vic.
5. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun

Nashville

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. White Sport Coat, Marty Robbins, Col.
4. Teddy Bear, Elvis Presley, Vic.
5. Four Walls, Jim Reeves, Vic.

New Orleans

1. Fallen Star, Jimmy Newman, Dot
2. Gone, Ferlin Husky, Cap.
3. Four Walls, Jim Reeves, Vic.
4. White Sport Coat, Marty Robbins, Col.
5. Is It Wrong, Warner Mack, Dec.

Richmond, Va.

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. Fraulein, Bobby Helms, Dec.
4. Try to Take It Like a Man, Carl Smith, Col.
5. White Sport Coat, Marty Robbins, Col.

St. Louis

1. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
2. Bye Bye Love, Everly Brothers, Cdc.
3. White Sport Coat, Marty Robbins, Col.
4. Fallen Star, Jimmy Newman, Dot
5. Four Walls, Jim Reeves, Vic.

Price, of the Country Partners, has a new one on the Blue Hen label, "Alone and Blue" backed with "We Can Never Love Again." Deejays may obtain copies by writing to Vokes Music, New Kensington, Pa. . . . Appearing on "Suwannee River Jamboree," making personals in Florida, are Jim and Jesse and the Virginia Boys, Carolyn Gaskins, the Town and Country Playboys, Diane Weldon, Cousin Clare Parker, Uncle Frank Nogels and Chick Stripling. Jim McReynolds is manager of the unit which makes its headquarters in Live Oak, Fla.

The gospel-singing Blackwood Brothers Quartet will vacation July 21 thru August 1. Their routing until July 21 is as follows: Oklahoma City, 16; Wichita, Kan., 17, and Birmingham, Ala., July 20. . . . Abbie Neal and her gals, heard on the Admiral label, showed their wares at the Firemen's Celebration, Callery, Pa., July 9-12, their third straight year at that spot. On July 13 the Neal girls did an afternoon show in New Holland, Pa., and that night traveled to Newmanstown, Pa., for a single performance at Memorial Park. July 17 finds them at Fort Hill High School, Cumberland, Md.; July 21 at Edgemont Park, Allentown, Pa., and July 28, Idlewild Park, Ligonier, Pa.

Johnny Western is back in Hollywood after an extended location hitch at Kanab, Utah, where he worked in four new flickers. He did feature roles in the "Dalton Girls" for Bel-Air Production's United Artists release, and played an important role in "Fort Bowie," starring Ben Johnson, for the same company. Western wrote and will also sing the title song, "Fort Bowie," on the soundtrack of the picture. Johnny also did two TV pilots for NBC's new series, "Boots and Saddles," produced by Bob Stillman and directed by James Neilsen. He also wrote a song, "The Lonely Ones," which he plays in the segment called "The Obsession." Western flies back to Kanab in July to resume filming of the series, for fall release, in his running part as Trooper Curry. He is placing his "Fort Bowie" tune with Joe Johnson, of Gene Autry's Golden West Melodies.

An "Ozark Jubilee" package, headlining Red Foley, Sonny James and Brenda Lee, along with Uncle Cyp, the Promenaders and Bill Wimberly's Country Rhythm Boys, played the Carter Barron Amphitheater, Washington, July 8-10. Lucky Moeller, of Top Talent, Inc., Springfield, Mo., made the booking. . . . Added to the talent list for the Country Music Convention and Festival to be held in Salinas, Calif., August 23-24, last week were Jimmy Pruett and Mary Lou Nell, of "Town Hall Party"; Don Neal, of Era Records; Harold Souza, and the Isle Brothers, of Bally Records. J. E. Swarr, of Maywood, Calif., who has charge of arrangements for the conclave, says that deejays have been slow in coming forward to participate in the deejay phase of the convention.

Curtis Potter, who heads up his own show bearing his name on KRBC-TV, Abilene, Tex., recently guested on "Red River Jamboree," Paris, Tex., where he plugged his initial Fox Records release, "I'm a Real Glad Daddy" b.w. "Footsteps in the Night." Mel Holt, of Fox Records, who penned both numbers, accompanied Potter.

Good advance publicity, a sound newspaper and radio ad campaign and considerable disk-jockey plugging resulted in a crowd of more than 12,000 turning out at Univer-

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 6

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 last on top.

This Week	Weeks on Chart	Record Title	Label
1.	2	BYE BYE LOVE (BMI)—Everly Brothers	Dot
		1 Wonder If I Care as Much (BMI)—Cadence 1315	
2.	3	FOUR WALLS (BMI)—Jim Reeves	Vic
		1 Know and You Know (BMI)—Vic 20-6874	
3.	1	WHITE SPORT COAT (BMI)—Marty Robbins	Col
		Grown-Up Tears (BMI)—Col 40864	
4.	4	GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater	M-G-M
		So You Think You've Got Troubles (BMI)—M-G-M 12412	
5.	6	FRAULEIN (BMI)—Bobby Helms	Dec
		Heartick Feeling (BMI)—Dec 30194	
6.	5	GONE (BMI)—Ferlin Husky	Cap
		Missing Persons (BMI)—Cap 3628	
7.	7	FALLEN STAR (BMI)—Jimmy Newman	Dot
		1 Can't Go on This Way (ASCAP)—Dot 15574	
8.	9	TEDDY BEAR (ASCAP)—Elvis Presley	Vic
		LOVING YOU (BMI)—Vic 20-7000	
9.	12	NEXT IN LINE (BMI)—Johnny Cash	Sun
		DON'T MAKE ME GO (BMI)—Sun 266	
10.	8	BYE BYE LOVE (BMI)—Webb Pierce	Webb
		MISSING YOU (BMI)—Dec 30321	
11.	11	ALL SHOOK UP (BMI)—Elvis Presley	Vic
		That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
12.	13	WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis	Sun
		It'll Be Mine (BMI)—Sun 267	
13.	12	HONKY TONK SONG (BMI)—Webb Pierce	Webb
		Some Day (BMI)—Dec 30255	
14.	—	FALLEN STAR (BMI)—Ferlin Husky	Cap
		Prize Possession (BMI)—Cap 3742	
15.	14	TOO MUCH WATER (BMI)—George Jones	Mer
		I've Got to Go Cry (BMI)—Mercury 71096	

Reviews of New C&W Records

"LITTLE" JIMMY DICKENS

Making the Rounds . . . 80
COLUMBIA 40961—Dickens sings a tale of woe about what he does to forget. It's a time-honored country formula and the chanter gives it conviction and sincerity. Not his strongest, but fans will like. (Acuff-Rose, BMI)
Let's Quit Before We Start . . . 72
The little cat sings a bright, rhythmic tune which has strong ties with the traditional. Some action possible, tho flip has more to sell. (Cedarwood, BMI)

GEORGE MORGAN

My House Is Divided . . . 78
COLUMBIA 40967—Strong, but tender reading of the ballad by Morgan. The melody and arrangement are a good showcase, and the side is worth some spins. (Cedarwood, BMI)
Late Date . . . 77
Interesting material here about the guy whose chick is thinking of later developments. Nice, sincere reading by the country artist with considerable pop appeal. This could gain some sway. (Acuff-Rose, BMI)

AUTRY INMAN

Footsteps of the Bride . . . 76
DECCA 30369—Inman gives an interesting weeper a wistful interpretation. Lyric content and sincere performance makes it good jockey bet. (Trans-World, BMI)
Your Maiden Name . . . 74
Another excellent vocal by Inman on an effective weeper about a guy who gives his ex her maiden name back

SHIRLEY CADELL

Oh Yes, Darling! . . . 73
COLUMBIA 40939—Delicate piping in a pop-ish vein via smooth multi-tracking on a pretty country waltz. Nice change of pace for jocks. (Blackwood, BMI)
Part-Time Gal . . . 71
This cover is out too late to corral much counter attention, but merits spins on basis of show-wise vocal. (Brenner-Maynard-Presley, BMI)

DON RENO, RED SMILEY

Never Get to Hold You in My Arms Anymore . . . 78
KING 5065—A weeper. Material is routine, but the performance—both the vocal and the strings—have the real hill flavor. (Lois, BMI)
When You and I Were Young, Maggie . . . 69
String version of the public domain tune. Nice picking here, as well as good country fiddling. (PD)

BUDDY SHAW

Don't Sweep That Dirt on Me . . . 67
STARDAY 642—Shaw has a real back-country sound on this upbeat blues tune. Very traditional adenoidal quality with this cat and even tho lyrics come out fuzzy, the side has some territorial appeal. (Starrite, BMI)
Second Place . . . 65
Old-fashioned arrangement and chanting of a typical weeper. Piano and guitar spots sound weepy, too. Territorial chances only. (Starrite, BMI)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Chet Atkins cut four sides for a new RCA Victor album in Nashville last week, with 12

more sides still to come. Atkins also directed sessions for RCA Victor on the Statesmen Quartet, Hank Locklin, Don Gibson and Jim Reeves. . . . Bill

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SONGS
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THE ONE YOU CAN'T HEAR

TOO MANY TIMES!

Wiley Barkdull's

TOO MANY

HICKORY 1065

sity of Denver stadium July 14 to enjoy promoter Joe Leher's first c&w. show of the summer, featuring Ferlin Husky, Faron Young, Hank Thompson, Johnny Cash, Ray Price, Patsy Cline and Van Howard. The first four named carried their combos with them. . . . Ozzie Waters, who for the last six years has had his own Western show on Denver TV, has turned his efforts toward niteries in the Colorado resort towns. He's currently at one of Central City's largest eating places.

Johnny Cash and the Tennessee Two are vacationing in the West after playing Albuquerque, N. M.; Denver and Salt Lake City for Joe Leher of Denver. Johnny and the Mrs. plan to visit Las Vegas and Hollywood before returning to Memphis for a recording session at the Sun studios. Cash resumes his show schedule at West Grove, Pa., July 28. . . . Minnie Pearl and Stonewall Jackson have found business good on Illinois and Kentucky fairs the last two weeks. They head up a "Grand Ole Opry" unit. (Continued on page 94)

A million thanks to all of you wonderful people, both of the RCA Victor Distributing Branches and in the Retail Record Stores for your great support in the past years in making it possible for me to celebrate this year, 1957, twenty wonderful years on the RCA Victor Label.

Hank



Hank at his best with 2 terrific sides
MY ARMS ARE A HOUSE
 (Published by Shapiro-Bernstein)
 and
TANGLED MIND
 (Published by Hill and Range)
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• **Review Spotlight on . . .**

C&W RECORDS

JIM REEVES

Two Shadows on Your Window (Ben Ghazi, BMI)—RCA Victor 6973—See review in Pop Spotlight section.

NED MILLER

From a Jack to a King (Dandelio, BMI—Dot 15601—The writer of "Dark Moon" figures to strike pay dirt as an artist as well as a tunesmith with this bright performance of his own colorful tune—a sort of weeper in reverse. Flip, "Parade of Broken Hearts," is also a Miller tune. Side is a slow weeper done in pop-style with chorus backing. (Dandelio, BMI.)

C&W TALENT

SKY JOHNSON

A Wound Time Can't Erase (Nash, BMI)
If My Love Had Wings (Nash, BMI)—Cactus 1501—Johnson is strong on two very appealing sides. "Wound" is a haunting country ballad with pop overtones, backed by a chorus. The flip is a more swingy side also backed by a chorus and pop-flavored. Country jocks on the prowl for new talent will expose these attractive sides. Artist should develop into a big property.

FOLK TALENT AND TUNES

• *Continued from page 92*

booked by John Kelly, which played the Christian County Fair at Taylorville, Ill., Monday (15), and which stops off at the Wayne County Fair, Fairfield, Ill., Tuesday (16). Next Saturday (20) the unit plays the Livestock Fair at Augusta, Ill.

Harrison, N. J. . . . Bob Luman, regular on "Louisiana Hayride," has just had his first Imperial Records release, with the top side "All Night Long," written by Jim Shell, Dallas songwriter. Luman is managed by Horace Logan, Shreveport.

Jerry Lee Lewis, pride and joy of Ferriday, La., shows his wares on the Steve Allen TVer July 28. . . . Regulars on "Town Hall Party," Compton, Calif., these days are Joe Maphis, Skeets McDonald, Mary Lounell, Tex Carman, Les (Carrot-Top) Anderson, Freddie Hart, Johnny Bond, Tabby West, Fiddlin' Kate, Quincy Snodgrass, Bobby Charles and Dortha Wright. Tex Ritter and the Collins Kids are currently on tour. Wanda Jackson guested with the group July 4-7. . . . Charlie Feathers, with

Jody and Jerry, guested on "Big D Jamboree," Dallas, Saturday (13). Charlie's latest on the King label is "When You Come Around" and "Too Much Alike."

Jim Reeves is set for Connie B. Gay's "Jimmy Dean Show" over the CBS-TV network via WTOP-TV, Washington, July 20-27. On July 28 Reeves plays Thurston Moore's Verona Lake Ranch, Verona, Ky., and the following day appears on the Georgia Gibbs TVer from New York. On July 30 Jim holds forth at the Bandstand, New York. . . . Smiley Burnette stops off at New River Ranch Park, Rising Sun, Md., July 28. . . . Strawberry Terry, who pilots a five-day-a-week country music show, Strawberry Time, over KYCA, Prescott, Ariz., is also producing a weekly live c.&w. show seg billed as "Kowboy Capitol Concert," featuring top names traveling the area. He recently had Ray Price and a group from "Grand Ole Opry." The Rascals of Rhythm were the July 5 features.

Rocky Rauch, currently fronting the Canyon Caravan Band for Don Paull at the Stables, Lewiston, Idaho, has just inaugurated a new hour-long radio show, six days a week, on KRLC in Lewiston, and says he's in need of c.&w. wax. On Thursday nights Rauch is appearing on "Twin Rivers Jamboree," emceed by Don Paull and featuring the Canyon Caravan, Eva Jo Dowdy, Joe Robinson, Teresa Kay Rauch and guest artists. In the Canyon Caravan combo are Bob Britt, bass and vocals; Murle Ames, lead guitar and accordion; Larry Rowland, steel and lead guitar; Don Paull, drums and vocals; and Rauch, rhythm guitar and vocals. . . . Nita, Rita and Ruby did a session for RCA Victor in Nashville last week, with Chet Atkins directing. One of the tunes cut was "You Came to the Prom Alone," written by Marty Robbins.

The Dow Chemical Company's "Red Foley Show" began its summer hiatus after last Saturday's (13) broadcast. During its first 26-week run on the ABC radio network, the program featured such guests as Carl Smith, Betty Johnson, Rex Allen, Sonny James, Jimmie Davis, George Morgan, Goldie Hill, Smiley Burnette and, on last week's program, Tex Williams. Regulars included Brenda Lee, Wanda Jackson, Marvin Rainwater and Bill Wimberly's Country Rhythm Boys. . . . Paul Barnes, art director of "Your Hit Parade" and winner of the 1957 Emmy award in that capacity, was in Springfield, Mo., last week, advising the producers of "Country Music Jubilee." . . . The polio youngsters at the Warm Springs Foundation, Warm Springs, Ga., are anxious to receive country music record releases. The address is Clara Simon, Recreation Director, Warm Springs Foundation, Warm Springs, Ga.

Bill Anderson, formerly with WGAU, Athens, Ga., and now with WJIC, Commerce, Ga., writes: "I still have deejay copies of my first TNT release, 'Empty Room' b.w. 'Take Me,' which I'll send to jocks if they'll drop me a line." . . . Scoopie Brucie Harper, who with Bob Jennings is heard daily, 3-6:30 a.m. over WLAC, Nashville, has a live seg going each Saturday which features George Toon and the Tennessee Drifters. . . . Composer-arranger Lewis Elliott, Martin, Tenn., infos that Station WCMT, Martin, a 1,000 watt, went on the air for the first time June 17. Will Coker is manager, and Bob Bronson and Larry Blair are the country spinners.

• **Most Played C&W by Jockeys**

FOR SURVEY WEEK ENDING JULY 4

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	Weeks on Chart	Last Week
1. FOUR WALLS —Jimmy Reeves.	1	12
Vic 20-6174—BMI		
2. BYE BYE LOVE —Everly Brothers.	3	10
Cadence 1315—BMI		
3. WHITE SPORT COAT —Marty Robbins.	2	14
Col 40864—BMI		
4. FALLEN STAR —Jimmy Newman.	4	9
Dot 15574—BMI		
5. GONE —Ferlin Husky.	5	21
Cap 3628—BMI		
6. GONNA FIND ME A BLUEBIRD —M. Rainwater.	6	15
M-G-M 12412—BMI		
7. FRAULEIN —Bobby Helms.	9	14
Dec 30194—BMI		
8. HONKY TONK SONG —Webb Pierce.	8	17
Dec 30255—BMI		
9. NEXT IN LINE —Johnny Cash.	9	8
Sun 266—BMI		
10. BYE BYE LOVE —Webb Pierce.	7	7
Dec 30321—BMI		
11. TEDDY BEAR —Elvis Presley.	11	2
Vic 20-7000—ASCAP		
12. PRIZE POSSESSION —Ferlin Husky.	—	1
Cap 3742—BMI		
12. THREE WAYS —Kitty Wells.	—	5
Dec 30288—BMI		
14. MISSING YOU —Webb Pierce.	—	5
Dec 30321—BMI		
14. PLENTY OF EVERYTHING BUT YOU —	—	1
Louvin Brothers.		
Cap 3715—BMI		

• **Reviews of New Pop Records**

• *Continued from page 90*

tries has to limit potential of this. (Conway, BMI)
Maybe Baby. . . . 66
Still another in the long string of Presley imitations. (Conway, BMI)

MARK CLEARY

Two Drops of Water. 66
BOP CAT 101—Cleary sings a country-flavored song, giving a strong touch of rockabilly to the performance. Interesting. Sound level could be raised. (Spin, ASCAP)
Don Juan. . . . 62
Tex-Mex flavored novelty. Arrangement here is not sharp enough, with result that the side lags. (American, BMI)

Polka

EDDIE ZIMA ORK

Pettycoat Polka. 75
DANA 3267—Lively polka. Authentic wax for the polka belt. For deejays in proper regions. (Zima, Sajewski)
Polka Jamboree. . . . 75
Similar to the flip. Very danceable, authentic wax which will prove profitable in proper regions. (Zima, Sajewski)

MUSICAL KNIGHTS ORK

Sweetie Pie Waltz. 75
JAY JAY 164—Gay, sprightly waltz is very danceable. Side should go well in polka markets.
Brown Jug Polka. . . . 75
Rollicking, syncopated polka version of the old favorite with a vocal by male chorus should go as well as flip.

L'L' WALLY

Play Me a Polka. 75
JAY JAY 171—Medium-tempo polka effort should click with polka fans. Pleasing vocal by the artist.
You Waltz. . . . 75
Dual track on a happy, frolicsome waltz should go as well as flip.

Children's

SHORTY LONG

The Legend of Wyatt Earp. 83
RCA VICTOR 59—This 49-cent rack item with eye-catching full cover jacket spots attractive vocal on a jaunty western theme, based on ABC-TV series. Should benefit from video, and has plenty of appeal for family trade.
Jesse James. . . . 80
Pleasant reading by Long and the Happy Fellows on a folksy tune about the familiar outlaw legend.

THE HAPPY FELLOWS

Johnny Tremain. 80
VICTOR 52—Title tune (with shades of "Davy Crockett") from the forthcoming Disney film should score well with the kids, despite many competing versions. Rack special lists at 49 cents. (Wonderland, BMI)
Liberty Tree. . . . 80
The four blades from "The Most Happy Fella" score again with another much-recorded song from the above-mentioned film. Side should also appeal to the kids. (Wonderland, BMI)

Sacred

THE CHUCK WAGON GANG
He's My Lord and King. 80
COLUMBIA 40954—Reverent solo

work by fem lead singer on a powerful sacred theme. "Must" item for market. (Stamps Baxter, SESAC)
Inside the Gate. . . . 80
Fervent reading by fem lead on a feelingful tune with a gospel flavor. Same comment on sales value. (Gospel Quartet, BMI)

STATESMEN QUARTET

God Is My Partner. 74
VICTOR 6962—Strong sacred wax. This fine religious song is sung with emotion, to a simple, effective backing. (Alamo, ASCAP)
Stop, Look and Listen for the Lord. . . . 76
In contrast to the flip, this side has a world of rhythm where the reverse is more stately. Here's religion with a good, happy rhythm. (Hill & Range, BMI)

BILL CARLE

I Know He Cares. 74
VICTOR 6949—Carle's voice has a beautifully resonant quality. On this well-produced disk he scores strongly. There's a chorus behind him. (Manna, BMI)
Help Thou My Unbelief. . . . 74
Another of high quality. Jocks looking for strong sacred wax will find this extremely solid. Has the same quietly effective production as the flip. (Voss, ASCAP)

DELLA HICKS

Book of Life. 74
RUBY 470—Miss Hicks blends nicely with Mello Dears group in religious harmonies. Tells a real story with the singer in a heartfelt spoken bit in the middle. Good material, nicely delivered. (L&R, BMI)
When de Debbil Taps
You on de Back. . . . 65
This is really spiritual material and might have a better presentation by a spiritual group. Reading is okay here but flip will likely have a better chance. (L&R, BMI)

Spiritual

THE TRUMPETEERS

Seven Angels. 73
NASHBORO 606—Spirited delivery of a fast-paced gospel that warns sinners to repent before the Seventh Angel of the Lord blows his trumpet of judgment. Well sung! (Excellence, BMI)
I Want to Know. . . . 78
Lovely setting of a beautiful plea for assurance that a home in the "Heavenly City" is the reward for obedience. (Excellence, BMI)

SWANEE QUINTET

My Burdens Are Laid Down. 76
NASHBORO 604—Spiritual, also known as "Down by the Riverside," is presented with a unique, shuffling rhythm. The vocal by the lead is almost sermon-like and is effectively supported. (Excellence, BMI)
Come See About Me. . . . 76
An expressive plea not to be forgotten by the Savior. Both sides should have huge Southern territorial appeal. (Excellence, BMI)

PILGRIM JUBILEE SINGERS

God Is Good to Me. 73
NASHBORO 605—Appealing, down-home harmony on a satisfying spiritual told with sincerity and expression. (Excellence, BMI)
Gonna Work On. . . . 75
Slightly faster spiritual is read with
(Continued on page 98)



BILLY WALKER

is busting

through like a ton of bricks with

ON MY MIND AGAIN

Columbia #4-40920

See The Billboard Issue of July 8, 1957

"Most Played C&W by Jockeys"

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R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 6

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

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)—Coasters	1	10
YOUNG BLOOD (BMI)—Atco 6087		
2. SHORT FAT FANNIE (BMI)—Larry Williams	2	4
High School Dance (BMI)—Specialty 608		
3. SEND FOR ME (BMI)—Nat (King) Cole	8	3
My Personal Possession (BMI)—Cap 3737		
4. JENNY, JENNY (BMI)—Little Richard	4	5
MISS ANN (BMI)—Specialty 606		
5. C. C. RIDER (BMI)—Chuck Willis	3	10
Ease the Pain (BMI)—Atlantic 1130		
6. UNITED (BMI)—Otis Williams & His Charms	7	4
Don't Deny Me (BMI)—Deluxe 6138		
7. TEDDY BEAR (ASCAP)—Elvis Presley	15	2
Loving You (BMI)—Vic 20-7000		
8. VALLEY OF TEARS (BMI)—Fats Domino	6	8
It's You I Love (BMI)—Imperial 5442		
9. SO RARE (ASCAP)—Jimmy Dorsey	5	8
Sophisticated Swing (ASCAP)—Fraternity 755		
10. BYE BYE LOVE (BMI)—Everly Brothers	10	4
I Wonder If I Care as Much (BMI)—Cadence 1315		
11. ROCKIN' PNEUMONIA (Parts I & II) (BMI)—Huey Smith—Ace 530		1
12. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	9	9
My Baby's Gone On, On (BMI)—Chess 1664		
13. STARDUST (ASCAP)—Billy Ward		1
Lucinda (BMI)—Liberty 55071		
14. EVERYONE'S LAUGHING (BMI)—Spaniels	13	2
I. O. U. (BMI)—Vee Jay 246		
15. PLEASE SEND ME SOMEONE TO LOVE (BMI)—Moonglows		14
Mr. Engineer (BMI)—Chess 1661		2

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JULY 6

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

This Week	Last Week	Weeks on Chart
1. SEARCHIN'—Coasters	1	6
Atco 6087—BMI		
2. VALLEY OF TEARS—Fats Domino	3	6
Imperial 5442—BMI		
3. YOUNG BLOOD—Coasters	4	11
Atco 6987—BMI		
4. C. C. RIDER—Chuck Willis	2	12
Atlantic 1130—BMI		
5. LET THE FOUR WINDS BLOW—Roy Brown	6	4
Imperial 5439—BMI		
6. SHORT FAT FANNIE—Larry Williams		2
Specialty 608—BMI		
7. BYE BYE LOVE—Everly Brothers		2
Cadence 1315—BMI		
8. MISS ANN—Little Richard		3
Specialty 606—BMI		
9. MISS YOU SO—Lillian Ofitt		1
Excello 2104—BMI		
9. TEARS OF JOY—Five Royals		1
King 5032—BMI		
11. TO THE AISLE—Five Satins		1
Ember 1019—BMI		
11. SO RARE—Jimmy Dorsey		10
Fraternity 755—ASCAP		
11. TEDDY BEAR—Elvis Presley	14	3
Victor 7000—ASCAP		
14. COOL SHAKE—Del Vikings		1
Mercury 71132—ASCAP		
14. SCHOOL DAY—Chuck Berry	4	15
Chess 1653—BMI		

Reviews of New R&B Records

THE ORIGINAL CADILLACS

Lucy . . . 78
JOSIE 821—A rocking side with tricky backing, an infectious beat and exuberant vocalizing. (Benell, BMI)
Hurry Home . . . 75
 Moving vocal interpretation by group on poignant ballad, with excellent performance by lead singer. Both sides are good jockey and juke fodder. Controversy currently on, re ownership of title. This group includes two of original gang. (Benell, BMI)

THE FIVE DREAMS

Up All Night . . . 78
MERCURY 15440—A sock weeper in the most literal sense of the word. Disk opens with solid sobbing passage, followed by heartfelt warbling seg. Sob-gimmick could make this move. (Ascot, BMI)
You're My Only . . . 65
 Frantic vocalizing on fast-moving rhythm tune. Flip, tho, has more play-appeal. (Merge, BMI)

JAMES BROWN

You're Mine, You're Mine . . . 75
FEDERAL 12300—Brown shouts a blues in real soulful style, with the Flames contributing a choral background. Good, honest performance which will get action. (Armo, BMI)
I Walked Alone . . . 74
 Another blues. Good chanting by Brown, with a real emotional quality and a satisfying beat. (Armo, BMI)

JERRY McCAIN & HIS UPSTARTS

Listen! Young Girls . . . 75
EXCELLO 2111—Youthful, but plain-

tive voice walls out touching advice backed by primitive, pounding rhythm and harmonica. Different enough to arouse some support. (Excello, BMI)

Bad Credit . . . 65
 More mature, male voice carries this side. Cat obviously has had credit, according to lyric. Appeal is questionable. (Excello, BMI)

LITTLE JOE AND THE THRILLERS

Peanuts . . . 74
OKEH 7088—There's a novel sound to this side which will ensure initial exposure. Tune is a rock and roller with a solid beat. Little Joe's high-pitched chanting has a distinctive quality. (Cranford, BMI)
Lilly-Lou . . . 73
 This side offers a change of tempo. The beat is solid, but much slower time than the flip. Little Joe does the same high-pitched performance, which should get plays. (Eby, BMI)

THE SPARKS

Merry, Merry Lou . . . 74
DECCA 30378—Fast rhythm side with a folk flavor. Instrumental arrangement behind the Sparks gives a driving quality to the side which is sure to get initial exposure. (Champion, BMI)

Op' Man River . . . 72
 A honking, stylized instrumental version of the great Jerome Kern standard. Arrangement varies considerably from the usual pattern, but delects

ON THE BEAT

Screamin' Jay Hawkins is now cutting his first album, to be titled, "At Home With Screamin' Jay." "It'll rival anything that Galli-Curci ever did," said Arnold Maxin, a.&r. chief for Okeh. . . . Don Robey, Duke-Peacock mahoff, predicts a lasting future for rock and roll. "Only when the giant pyramids of Egypt crumble in age and become a part of the sand on which they stand, will this 'giant' trend in music succumb to a 'softer' trend." He added that: "The softer ballad, the waltz, the lush instrumental, following vainly the guerilla line, are trying to hold out. Outflanked, out-numbered, they too must bow and pay homage to the Mighty Khan of music."

The rock and roll fraternity may be going on a hot-rod kick again. It was only a year or so ago that the Cheers paid their homage to the world of gasoline and speed with "Black Denim Trousers and Motorcycle Boots," followed later by Nervous Norvus' saga of the highways known as "Transfusion." This week two new entries cropped up in the piston parade on two different labels. Roy Tam on Dot has "Hot Rod Queen," while Little Norman has "Drag Strip Baby," on Decca, which paints a picture of the flower of the track waiting while her hero circles the oval. Little Norman, incidentally, is Norman Kaye, brother of Mary Kaye, and a member of her trio.

Little Richard has found time to become an independent business man, as well as a top-level chanter. He's entering the perfume field. The

first scent is tabbed "Princess Cheri," with others reportedly lined up to follow. Meanwhile, the Elvis Presley lipstick line has already hit the market, with Hound Dog Orange, Tender Pink and Cruel Red among the irresistible shades being offered.

Fats Domino, already slated to appear in the Vanguard Production, "The Hit Record," may lend an aura of rock and roll to another pic now in the shooting stage, which may be carrying a misnomer as "The Big Beat." Others from the music world set for the flicker provide a poppish-jazz complexion to the proceedings. These include such as the bands of Harry James, Freddy Martin, Charlie Barnet, Russ Morgan and Buddy Bregman; the George Shearing Quintet, Jeri Southern, the Mills Brothers, Alan Copeland, Rose Marie, Gogi Grant and disk jockey Howard Miller. Meanwhile, the same title has been set for Alan Freed's upcoming series of 13 ABC-TV rock and roll shows.

Brother John Sellers writes from Paris that he is appearing at the Metro Jazz Club there, where he was first booked for two weeks and was held over for eight weeks. Sellers was mentioned for his work in England in these columns a couple of months ago. He says that in England it's especially true that an artist from the States has to prove he's a performer or he doesn't mean a thing. Max Jones, of London's Melody Maker, had singled out Sellers for his successful performances in England, even without a hit record riding.

The Billboard's Review Spotlight

(July 8, 1957) is on

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(Continued on page 96)

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I'LL FOREVER LOVE YOU

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Starting Big in L. A. & Dallas!

WHAT IS LIFE WITHOUT A HOME?

and

OOH, LITTLE GIRL

Floyd Dixon

#105

#2 New Orleans Cash Box Retail Charts!

MISERY

and

LOOK WHAT YOU'RE DOIN' TO ME

Prof. Longhair

#106

New Release—Starting Big!

WHOA-WHOA BABY

and

PLAYIN' HIDE GO SEEK

Eddie Daniels

#108

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• This Week's R&B Best Buys

COOL SHAKE (Pincus, ASCAP)—Del Vikings—Mercury 71132—Strongest markets for the disk are Buffalo, Pittsburgh, Milwaukee, St. Louis and the Southern areas. Elsewhere sales are building. Flip is "Jitterbug Mary" (Merc-Del, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

R&B RECORDS

THE SHARPS
Our Love Is Here to Stay (Gershwin, ASCAP)
Lock My Heart (Aladdin, BMI)—Lamp 2007—The Gershwin standard is given a bright, bluesy treatment. The lead pours meaning into every word and gets solid support from the group. Flip, "Lock My Heart," is a gay, medium-tempo rocker. The lead also shines here with more of the same swingin' backing. Both sides are good bets to make it.

THE BRASSETTES
Brassette Rock (Parts I and II) (Ebb, BMI)—Ebb 107—Here's a platter on the order of "Johnnie's House Party" with much more going on. The cats seem wilder; the chicks are gayer. Glasses are clinkin', and everybody's having a crazy time. A nice blues sets the mood, and the scene seems really inviting. A male chorus briefly handles a descriptive lyric. A natural!

R&B SOUTHERN TERRITORIAL

SLIM HARPO
I'm a King Bee (Excellorc, BMI)
I Got Love If You Want It (Excellorc, BMI)—Excello 2113—Harpo comes on strong with his insinuating Southern stylings. "King Bee" gets a flavorsome chant with clearly defined intent, humor beat and market potential. Flip, "I Got Love," also gets a great performance by the artist with colorful primitive support. Fanciers of this Delta style should go for either side.

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EVERYBODY HAS A FOOL
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• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 6

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. Short Fat Fanny, Larry Williams, Spe.
2. Searchin', Coasters, Atco.
3. Jenny Jenny, Little Richard, Spe.
4. Young Blood, Coasters, Atco.
5. Everyone's Laughing, Spaniels, Vee Jay
6. Valley of Tears, Fats Domino, Imp.
7. C. C. Rider, Chuck Willis, Atl.
8. Please Send Me Someone to Love, Moonglows, Chs.

Charlotte

1. Teddy Bear, Elvis Presley, Vic.
2. Short Fat Fanny, Larry Williams, Spe.
3. Love Letters in the Sand, Pat Boone, Dot
4. Bye Bye Love, Everly Brothers, Cdc.
5. Searchin', Coasters, Atco.

Chicago

1. Bye Bye Love, Everly Brothers, Cdc.
2. Send for Me, Nat (King) Cole, Cap.
3. Susie-Q, Dale Hawkins, Chk.
4. Please Send Me Someone to Love, Moonglows, Chs.
5. Love Letters in the Sand, Pat Boone, Dot

Cincinnati

1. United, Otis Williams, Del.
2. Just to Hold My Hand, Clyde McPhatter, Atl.
3. Whispering Bells, Del Vikings, Dot
4. Jenny Jenny, Little Richard, Spe.
5. C. C. Rider, Chuck Willis, Atl.

Detroit

1. Send for Me, Nat (King) Cole, Cap.
2. Please Send Me Someone to Love, Moonglows, Chs.
3. Searchin', Coasters, Atco.
4. Rockin' Pneumonia, Huey Smith, Ace
5. So Rare, Jimmy Dorsey, Fly.

Los Angeles

1. So Rare, Jimmy Dorsey, Fly.
2. Valley of Tears, Fats Domino, Imp.
3. Searchin', Coasters, Atco.
4. All Shook Up, Elvis Presley, Vic.
5. Love Letters in the Sand, Pat Boone, Dot
6. Send for Me, Nat (King) Cole, Cap.
7. Bye Bye Love, Everly Brothers, Chs.

New Orleans

1. Rockin' Pneumonia, Huey Smith, Ace
2. Short Fat Fanny, Larry Williams, Spe.

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• Reviews of New R&B Records

Continued from page 93

will likely get a boot out of the flea horns. (Harms, ASCAP)

MILTON SPARKS WITH THE DELROYS
Time70
APOLLO 514—A philosophical ballad. Good material, and Sparks, in addition to his straight vocal, occasionally ventures an interesting falsetto. (Bess, BMI)

Bermuda Shorts67
A rock and roller on a seasonal theme. May get some deejay play. (Pollard, BMI)

THE KEYNOTES
One Little Kiss67
APOLLO 513—One kiss is all he wants. This theme is done tenderly, with the lead singer getting a delicate quality into the reading. (Bess, BMI)

Now I Know64
Routine rock and roller, chanting run-of-the-mill material. Tenorman gets off some good blowing. (Bess, BMI)

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

JOE HUDSON & HIS ROCKIN' DUKES:
Hoo-Wee Pretty Baby/Baby Give Me a Chance—Excello 2112

JOE TEX: Ain't Nobody's Business/I Want to Have a Talk With You—King 3064

Spiritual

Continued from page 94

the same attractive feeling and sincerity. Both sides should attract. (Excellorc, BMI)

Jazz

VARIOUS ARTISTS
Blues in Six Four72
SAVOY 4503 — Trumpet solo by Charlie Shavers is featured on this side from the LP, "Trumpets All-Out." Greatest source of coin will probably be juke. (Crossroads, BMI)

Five Cats Swingin'69
Same comment. (Crossroads, BMI)

VARIOUS ARTISTS
Telefunkin' Blues68
SAVOY 4504—Swingin' side from the album of the same title should do best biz on juke. Commercial sales potential will probably be limited. (Crossroads, BMI)

Strollin'68
Same comment. (Crossroads, BMI)

VARIOUS ARTISTS
Doin' the Thing68
SAVOY 4505—Jazz side, one of the selections from the album, "Flutes and Reeds," will fare best on juke with jazz sections. (Crossroads, BMI)

Blue's in a Cold-Water Flat68
Same comment. (Crossroads, BMI)

3. Miss Ann, Little Richard, Spe.
4. Valley of Tears, Fats Domino, Imp.
5. C. C. Rider, Chuck Willis, Atl.

New York

1. Lucille, Little Richard, Spe.
2. Come Go With Me, Del Vikings, Dot
3. C. C. Rider, Chuck Willis, Atl.
4. Over the Mountain, Johnnie & Joe, Chs.
5. It's You I Love, Fats Domino, Imp.

Philadelphia

1. C. C. Rider, Chuck Willis, Atl.
2. Rockin' Pneumonia, Huey Smith, Ace
3. Stardust, Billy Ward, Lbt.
4. What Can I Do, Donnie Elbert, Del.
5. Over the Mountain, Johnnie & Joe, Chs.
6. Please Send Me Someone to Love, Moonglows, Chs.

St. Louis

1. Send for Me, Nat (King) Cole, Cap.
2. So Rare, Jimmy Dorsey, Fly.
3. Everyone's Laughing, Spaniels, Vee Jay
4. Valley of Tears, Fats Domino, Imp.
5. School Day, Chuck Berry, Chs.

Washington, D. C.

1. Searchin', Coasters, Atco.
2. Short Fat Fanny, Larry Williams, Spe.
3. Teddy Bear, Elvis Presley, Vic.
4. Send for Me, Nat (King) Cole, Cap.
5. To the Aisle, Satins, Emb.
6. C. C. Rider, Chuck Willis, Atl.
7. Just to Hold My Hand, Clyde McPhatter, Atl.
8. Over the Mountain, Johnnie & Joe, Chs.
9. So Rare, Jimmy Dorsey, Fly.
10. Rockin' Pneumonia, Huey Smith, Ace

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Herb Dotten

Wheelers and Dealers

BEHIND any successful one-shot exposition, exhibition or fair invariably can be found one or more big wheelers-and-dealers who get the seemingly impossible done.

The recent Oklahoma Semi-Centennial Exposition at Oklahoma City and the Chicagoland Fair at Chicago had some top men in that class.

One story points up the kind of support that was given the Oklahoma expo in the clutch. As the story goes, the exposition's exhibit space sales force had been given a cool brush-off when it approached one of the nation's top automobile companies about exhibiting. The salesman persisted but always was met with numbing coolness.

Chagrined, they reported back to the sponsoring group at a special breakfast of the sponsors in Oklahoma City. One of the sponsors—a highly successful, direct action oil man who had come up the hard way—listened to the report, then volunteered, "I'll take care of this."

A few minutes later he was in his private plane, headed for Detroit and the office of the automobile company's president. Upon arrival, his name gained immediate admittance. An exchange of pleasantries between the president and the oil man was cut short abruptly by the latter.

"I'm here to do business. I came here with a contract for your company to take so many hundred thousand square feet of exhibit space at our centennial-exposition and I expect to leave this afternoon with a signed contract and a check for half of the contracted space."

The automobile company president demurred. He called attention to the organizational structure of the company and said that the matter would have to be considered first by the exhibit department and then passed up through channels.

His Way to Get Action

The oil man, always one for tape-cutting, wouldn't buy this. And, he fired his ultimatum: Either he would leave the same afternoon with a signed contract and a check for half the amount covered by it or his oil company, which purchased something like \$7,500,000 worth of the automobile company's products each year, would take all of its business elsewhere.

Shortly after, he walked out, contract and check in hand. And, the exhibit—king-sized in size—was one of the smash hits of the exposition. What's more, it probably paid handsome dividends to the automobile company, which, once committed, went all out in staging it.

There were some wheelers-and-dealers in the background who arose to a pressing occasion during the Chicagoland Fair. At the end of the first week of the fair's 16-day run, it was apparent that the fair was headed for a success—possibly a \$250,000 profit. The management and the sponsors figured that the exposition needed more free amusement attractions to please the crowds that were building as the fair progressed. They wanted something unique. They hit upon the flying Birdman of Teotihuacan.

Eldred Stacey, of Music Corporation of America, told them the Birdmen were available.

But, the Birdmen were in Mexico. And, it was then Saturday (6) and the fair wanted them in by Wednesday (10). Their entry into the U. S. had to be arranged. That process normally takes several weeks. Moreover, for their act a huge pole would have to be erected in Lake Michigan off Navy Pier, the site of the fair. The pole would need piles to hold it up. Moreover, it would require lights, thus necessitating the laying of a cable.

Could it be done?

The wheelers-and-dealers, said it could.

Fast Action Puts Birdmen Up

Within three days, the necessary visas for the Mexicans had been arranged and they were winging their way to Chicago.

One of the powers that-be induced a dredging outfit to put in six long pilings to hold the pole. The telephone company not only came thru with a needed pole, which was more than 90 feet long but erected it. And, the utility company jumped in and laid the cable.

When the Birdmen arrived for their first performance four days after negotiations for the act started, the pole was up—and the Birdmen went on.

The wheelers-and-dealers in most areas recognize the importance of fairs—and thus are quick to "get with it."

In Chicago, the fair-minded management of the Chicago Tribune (which also owns the American, afternoon daily, and a TV and radio station) pulled out all of the stops.

The Trib long has recognized the value of fairs to Chicago.

At Oklahoma City, the Oklahoma Publishing Company, as fair-minded as the Trib, was one of the prime movers behind the Semi-Centennial Exposition and pulled out all of the stops to plug it. Inasmuch as the Publishing Company owns the two Oklahoma City dailies, TV and radio stations, and a farm publication, the company with all of its stops pulled out made plenty of noise.

McGaw Show Alters Pitch, Wins Crowds

DAVENPORT, Ia. — Business for the Bill McGaw Motor Circus has improved considerably following early dates on the West Coast. Spokane, Salt Lake and Denver have been among the good spots. In Kansas City and Wichita the

show was rained out; a second try is scheduled for Wichita. Des Moines was good.

Show has altered its original ticket policy, since it was found that the first plan was unsuccessful. Free tickets were distributed and an attempt to sell the pass user reserved seats at 50 cents was made. Now the distribution of free tickets has been tripled to around 30,000 or 40,000 for some cities but the show is advertised at a \$1.50 admission. Different approach is working better.

CALGARY STAMPEDE HITS RECORD BREAKING PACE

Peak 535,000 Attendance Looms As Event Gets Perfect Weather

CALGARY — The Calgary Stampede and Exhibition thru Thursday (11), fourth day of its six-day run, was bigger than ever.

Perfect weather, a power-packed attraction program, excellent conditions in the Stampede's drawing area, and a record influx of visitors, including many from the States, combined to set records.

Going into the fifth day Friday (12) with forecasts of continued good weather, Maurice Hartnett, exhibition manager, said he figured that the total attendance would hit 535,000. The existing record of 521,000 was set last year.

Midway Up 11 Per Cent

Virtually every major attraction was setting record-breaking paces. The Royal American Shows at the end of the first four days was running 11 per cent ahead of '56, the previous record year, in ride and show receipts.

The Mexican Village, brought in by Alphonso La Brada, pulled

39,000 persons at 25 cents. This was a sharp increase over last year, the first time the tented attraction was here.

Polack Bros. Circus (Eastern Unit), in its first appearance at the Stampede, played to 20,000 in the first four of its eight scheduled performances and was scheduled to do as well in the remaining four shows. The circus was presented in the Stampede's covered arena, the Corral.

Wrestling was staged the first two nights in the Corral before a combined total of 12,000 persons, a sharp increase in attendance over what the same attraction did last year.

Grandstand business, both afternoon and night, was running ahead of last year. Actually, Hartnett said, all seat tickets for the 18,000 capacity grandstand and bleachers for the night show were sold out three weeks in advance of the opening. With standees, the

night grandstand crowds ran between 23,000 and 25,000 people.

The Stampede's famed chuck wagon races, a GAC-Hamid revue, and fireworks (by Interstate Fireworks Company) were the nightly grandstand attractions. Matinee attractions, as usual, were rodeo events and horse races.

Helicopter Act

An added grandstand attraction, both afternoon and night, was the Larry Ruhl-Sandy Winters helicopter-trapeze act, booked in by Jimmie Hetzer, which registered solidly with the grandstand crowds.

Leo Carrillo, a late addition to the attraction program, registered a smash hit both on the grounds and in the many downtown events tied in with the Stampede. Leo made

Continued on page 120

20 SAID IN FOLD

Pose N. Y. Office For Aud Bookings

NEW YORK—A central booking office here to represent a large group of auditoriums—as many as 40 is the intent—is well on the way to becoming a reality. Lou Walters Enterprises would be the representative, and about 20 managers attending the International Association of Auditorium Managers convention are reportedly in the fold already.

Walters recently disposed of his interest in the Latin Quarter, major night club here, to be effective January 1, and is expected to obtain further theatrical interests in the city. Thursday night (11) he hosted a large group of the auditorium men at the Latin Quarter, and the booking office scheme was explored further.

H. Clyde Reeves, of Louisville, is one of the idea's spark plugs. The logical reasoning is that representation in New York can obtain superior attractions while offering thoro and convenient routing facilities. The Walters office would serve more than one function, since it would not only arrange dates for package shows, but would also

produce others of a nature suitable for auditorium presentation.

Managers Listed

Also reported as agreeing to the concept are Tom Reid, of Montgomery, Ala.; Edward A. Furny, of St. Paul, Minn.; Don Jewell, of Lincoln, Neb.; Horace S. Strong, of Des Moines, Ia., and Clyde E. Byrd, of Little Rock. The effort was co-ordinated by Frank Greenfield for the Walters organization.

Walters' proposal is admittedly along the lines of the New York operation of the Arena Managers' Association, which negotiates bookings for ice shows, sports events, and a variety of other attractions. In addition to dealing in live-talent shows, he will aim at building up the use of auditoriums for displays and shows of industrial firms.

2 Tracks Get Pa. Charters

HARRISBURG, Pa.—Two auto racing tracks have been incorporated in Pennsylvania with the issuance of corporate charters to the owners by the Department of State. They are:

Auto Racing, Inc., Longview Road, West Middlesex, Pa., authorized to capitalize at \$25,000. Incorporators are Ralph H. and Alma A. Quarterson, and V. S. Jones, all of West Middlesex.

Davis Lane Speedway, Housontown, Pa., authorized to capitalize at \$10,000. Incorporators are John P. Martz, George S. Hann, Fred Martz, William Doyle, Carl Cutchall and Merrill Brant, all of Housontown.

Chi Fair Pulls Big Gate; Exceeds Hopes

CHICAGO — The Chicagoland Fair, sponsored by the Chicago Association of Commerce, thru Thursday (10), 13th day of its 16-day run at Navy Pier, out-pulled and outgrossed the expectations of its sponsors.

Attendance figures as announced to the press, for the first 13 days were 478,791, with officials hopeful that the mounting daily attendance totals in the three-day wind-up would up the final gate to 600,000.

Richard Revnes, fair manager, said that the fair was off the nut and expectations were that the surplus from operations would reach \$250,000.

Attendance climbed as the fair progressed, and with the expenses covered and the likelihood of a sizeable profit, the management

stepped up the offering of free attractions, adding additional performances for the Leary ice show and the Tommy Bartlett water show.

The fair, moreover, as an added attraction booked in the Birdmen of Teotihuacan for the closing five days. Flown in from Mexico, the Birdmen presented the dance act from a hurriedly erected pole, mounted on pilings in Lake Michigan. The spectacular pole act—and the colorful dances by the troupe—scored solidly with fairgoers and garnered much publicity in the Chicago newspapers.

The fair had a 90-cent gate for adults, 50 cents for children with only free attractions on the pier. There was no midway attractions of any kind. Food and drink concessions enjoyed whopping business.

New Mexico State Fair Pacts Rogers

ALBUQUERQUE — Roy Rogers has been signed along with Dale Evans, Trigger, his Palomino, Pat Brady, and the Sons of the Pioneers to appear at the New Mexico State Fair here this year.

Rogers and his group will be presented as an added attraction to a rodeo in the fair's new \$1,500,000 Coliseum, which will be used for the first time. Lynn Beutler will stage the rodeo, Leon Harms, fair manager, also announced.

Denver July 4 Cele Draws Over 35,000

DENVER—The annual American Legion July 4 celebration, one of the biggest in the country, drew over 35,000 to the University of Denver stadium here. Talent included the Sky Kings, Larry Griswold, Luvus and Otto Prybyl and his clown car.

Okla. City Expo Gets Good Crowds; Attractions Flop

Grandstand Names Fail to Draw; 20th Century Midway Breaks Even

OKLAHOMA CITY — The Oklahoma Semi-Centennial Exposition Sunday night (7) wound up its 24-day run as a smash success from an exhibit standpoint, a possible break-even operation financially, and a flop from an amusement attraction standpoint.

Attendance figures for the full run, as given out by the exhibition management, were 1,457,000. No explanation was provided on how the exhibition based the gate count, but there was general agreement that the exhibits were given heavy attendance, attendance which, in fact, exceeded expectations.

In contrast, the grandstand attractions, both afternoon and night proved duds thruout the long run. The exposition, however, was not hurt financially because of the grandstand failures. The losses fell to Nick Matsoukas, an Oklahoman, who had bought the rights to the grandstand from the expo.

Matsoukas, according to his contract, paid a reported \$40,000 for the grandstand privilege, which besides receipts from the grandstand also gave him the grandstand food-and-drink concession privilege.

Before the exposition had hit its half-way mark, it is understood that the exhibition came to the financial aid of Matsoukas, returning to him substantially the amount it received from him originally.

Hassles Hurt

During the run, there were several hassles involving the grandstand attractions, and there were a number of changes. Mickey Rooney and Dorothy Lamour headed the bill for the first seven-night stretch. Patti Page followed for three nights. Then, in succession Johnny Ray and the McGuire Sisters were in for seven-night segments.

Along with the names, Lou Walters of Latin Quarter note presented a line of girls and other supporting talent. On the closing night, a contractual difference arose between Walters and Matsoukas and the Walters portions of the show did not go on, with it being replaced by a Calypso Show pulled from the midway and other attractions on the grounds.

The McGuire Sisters were two in number, rather than three, as contracted, and there was also a hassle over this. Earlier, there had been other hassles.

Matinee attendance, even when the attraction was strong, as in the case of an aerial thrill show presented by Hornbeck - Atterbury Thrill Enterprises, was weak.

Consensus was that the strength of the exhibits and the long run of the expo made it impossible for the grandstand attractions to come anywhere near breaking even. Of all names, Patti Page, an Okla-

homan, who was in over the middle week-end, showed the greatest pulling power.

The 20th Century Shows, greatly augmented for the stand, did no better than break even. Chuck Magid, who had the independent games concessions dropped money.

Exhibitions Strong

Only a small percentage of the total attendance found time, after visiting the exhibits, to take in the midway which was located remotely at the far end of the grounds.

The exhibits were some of the finest ever seen in the in-land States. Outstanding were International House, an array of exhibits by foreign countries, including one by Russia; a tremendous show of General Motors products, a big Ford show, and a science show.

Other notable features were Boomtown, U. S. A., a re-created early day oil town; Teen Town, with a strong pitch to the teenagers, a display of railroad cars on four spurs, and a style show.

Interest in many of the exhibits was stretched out because at least four of the major buildings were air-conditioned. This proved a particularly strong boon in the last week of the exhibition when the weather was extremely hot.

Jimmy Burge, exhibition manager, said the day after the event closed that "I don't believe we lost money. And, that will be quite an achievement. Most of shows such as ours in the past have lost money."

Okla. Expo Agrees Act Had Illness

NEW YORK — Public acknowledgement has been made in Oklahoma City, of the circumstances which prevented the McGuire Sisters vocal group from appearing Monday (1) at the Oklahoma Semi-Centennial Exposition. Booked in for an entire week, the act worked Thursday thru Sunday (4-7), at a pay adjustment, and it is understood a breach of contract threat has been withdrawn.

Stories that the girls failed to show followed the failure of Christine McGuire to appear. She flew to New York from Denver on Monday for medical treatment and arrived at Oklahoma City on Tuesday (2). Examination by Dr. Chester McHenry of the Medical Arts Building there confirmed the diagnosis of Christine's personal physician, that she was suffering from a throat infection. Two days of discussions followed, before a settlement was reached.

The statement, issued by Jimmy Burge of the Expo and Nick Matsoukas of Grandstand Operations, Inc., is intended to erase the impression of early stories that the trio's failure to appear was an act of irresponsibility. Murray Kane, the girls' manager, also obtained a statement by the clerk of Matsoukas' hotel that he delivered a telegraphed message of the illness to Matsoukas at 8:30 a.m. Monday not an hour before showtime at 7 p.m., as reported originally.

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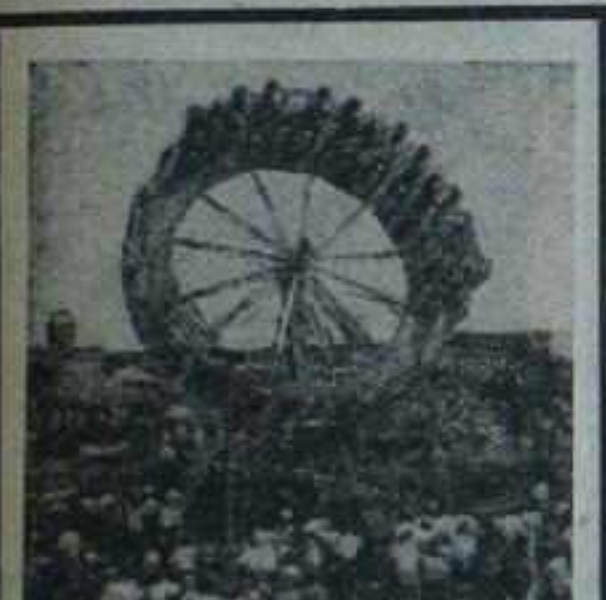
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ARENAS & AUDITORIUMS

Ontario Arena Association Publishes How-To Manual

By TOM PARKINSON

WINNING wide interest in the field of auditorium-arena management has been the Ontario Arena Association's action toward setting up a course of instruction for new managers, and now published is a 78-page manual that was prepared in conjunction with the course given this spring.

The book is significant now not only because of the information it contains and because of its use in the Ontario course, but also because the International Association of Auditorium Managers is in the midst of planning a similar, tho perhaps more extensive, volume or series of books. James Webb, president of the Ontario group, is expected to discuss their experience with the book and course with IAAM members at the New York convention. Tom Dickson, chairman of the Ontario association's committee in charge, has sent copies of the manual to IAAM directors.

AT THE ONTARIO COURSE this spring, 14 persons wrote advance papers on arena management, and this helped qualify them for enrollment. In addition, the Ontario Department of Labor gave a course in operation of refrigeration equipment and 23 OAA members attended.

OAA now has interested three Ontario governmental departments in its work. They are the agriculture department, which supplies money toward building arenas; education department for community recreation activity and labor department for refrigeration and staff.

Ontario Agriculture College, Guelph, is a key part of the operation, and it is scheduled to take an even greater part in the future. The 1957 session of the school, second in the series, was held there. In the future, the classes will be at the college and actually conducted by a member of its faculty. Some OAA leaders probably will be asked to lecture during the future courses.

THERE IS PLENTY of pertinent information in the book. Each chapter has been written by an OAA member. Howard E. Radford, of Peterborough Arena, wrote the chapter on administration, business methods and finance, and he included much specific information together with reproductions of various arena business forms.

The promotion chapter was done by H. W. J. Barnett, Saulte Ste. Marie, who details how various types of events might be promoted, how an advertising budget might be divided among various media, and many more practical and basic bits of information. Ray Miron writes about ticket controls. Public relations is a subject covered jointly by Barnett, Walter Smillie, Jim McCormick and Bob Crosby. There is considerable material about ice rinks and refrigeration, program planning and budgeting. John E. Fitzgerald writes about maintenance. Jack Decker's chapter on concessions gives recommendations on what size coffee warmers to use, how many brands of chewing gum to stock and what sort of wage scale might be set up for concession help.

THE OAA BOOK contains much that would be of value to a new manager, and no doubt it proved of great value in conjunction with the course. It is tangible evidence that OAA is on the way toward its goal. The goal is an accredited college course that will help give arena management a professional status. The goal is one sought also by other managers and associations and at this rate may be achieved sooner than anticipated.

Auditorium Convention Opens in New York

By TOM PARKINSON

NEW YORK — Managers of more than 75 multi-purpose auditoriums and arenas met at the Henry Hudson Hotel for the 32d annual conclave of the International Association of Auditorium Managers last week.

Uppermost in their discussions and deliberations were how to get more shows and conventions for their buildings and how to achieve wider recognition for their profession as the boom in construction of big-capacity halls goes on.

Emmett W. Race, manager of the Will Rogers Memorial Coliseum at Fort Worth, president of the IAAM, was directing the sessions. Don Myers, of the Allen County Memorial Coliseum at Fort Wayne, was on a busman's holiday as director of the IAAM's exhibition hall. James F. Walsh, former manager of the New York Coliseum, was official host to the convention.

The Coliseum, steps away from

the convention site, was to be inspected by the managers and their wives and guests as one of the events of the convention's second half.

Meanwhile, the group also was renewing contacts at New York offices of booking organizations that put shows into their buildings throught the-country.

Push Buildings

First activities were regional meetings at which vice-presidents presided Tuesday (9). O. Wednesday (10) the formal convention got underway. Among first speakers was David Blackburn, of the Lubbock, Tex., Auditorium and Coliseum, who pointed up the advisability of publicizing and promoting buildings. "Sell nationally to be successful locally" was one recommendation.

Edward Allen, manager of the Pasadena (Calif.) Municipal Auditorium, read a paper reporting on planning and construction of new buildings in recent years.

Al Matzelle, of the American Bowling Congress, detailed for IAAM members how the ABC tournaments fit into buildings and into the building picture. He described ABC's new site cycle by which it is scheduled to hold its annual tourneys in the central sec-

Continued on page 120

Prices, Hours Altered for Gotham Rodeo

NEW YORK — A host of changes, including a hike in minimum admissions to \$2, are scheduled for the 32d World Championship Rodeo. Dates for the annual Madison Square Garden event are September 25 thru October 13 for 28 performances, the same as last year.

Previously general admissions were sold at \$1.50 but the new lobby escalators, it is understood, are the reason behind the price hike. The rodeo's gross in 1956 topped \$700,000 to end a long slide in revenues which had seemed without end to the management.

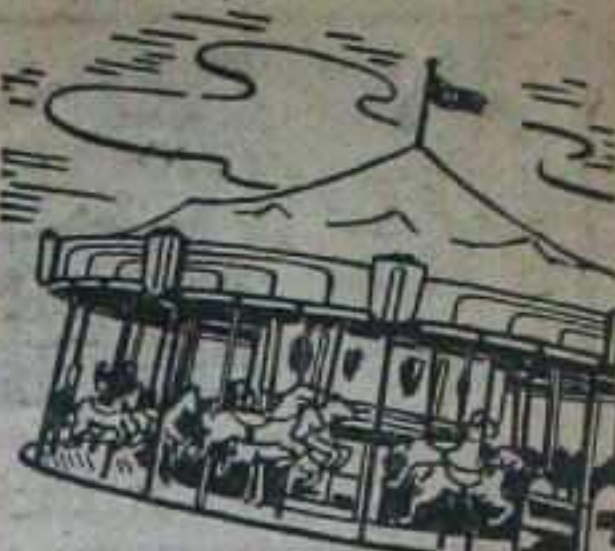
The Sunday night show will go off at 6 p.m. this time, the earliest yet and just about as early as it is possible to hold a second performance. In addition Tuesday, Wednesday and Thursday night shows will be pushed up to 7:30 o'clock, and kids will be admitted to them at half price, as well as at the 2 p.m. Wednesday and Friday matinees.

There will be no Monday night shows, a practice instituted last year which provided a day's rest for competitors on a day when attendances were nothing to rave about, anyway. Night shows on Fridays and Saturdays will go off at 8:30.

Prize money put up by the Garden will total \$82,600 for an increase of \$7,000 this year, and the addition of entry fees will account for another estimated \$25,000.

Featured this year will be the Lone Ranger with his horse Silver and Indian companion Tonto, and Lassie the dog. A dog also co-starred last year when Rin Tin Tin shared billing with the Collins Kids. The Valkyries, girl trick-riders on white horses, return after three years. Announcer will be Chuck Parkison, replacing Glenn Wood who did the chores last year.

Manager is the veteran Frank Moore, who bossed his first New York rodeo in 1922.



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Dobson's United: Colfax, Wis., 17-20; Hudson 21-24; Hopkins, Minn., 26-28.
Down River Am. Co.: (Fair) Stockbridge, Mich.; Michigan Center 23-28.
Drago No. 1: Kouts, Ind.
Drago Am., No. 2: Amo, Ind.
Drew, James H.: (Fair) Covington, Ind.; (Fair) Paris, Ill., 21-27.
Dumont: Lancaster, Ky.
Dyer's Greater: Amboy, Ill., 16-20.
Eastern Am. Co.: Yarmouth, Me.
Eddie's Expo.: Seneca, Pa.; Hartsville 22-27.
Emihoff: Lake Mills, Wis., 19-21; Davis, Ill., 24-27.
Fidler's United: Brighton, Ill.; Mount Olive 22-27.
Foley & Burke: Santa Rosa, Calif., 19-28.
Franklin, Don: (Fair) Peoria, Ill.; (Fair) Stoughton, Wis., 25-28.
Frontier: Spanish Fork, Utah, 22-27.
Gala Expo.: Harrison, Ark.
Garden State Rides: Palmerton, Pa.
G. & B.: Tunnelton, W. Va.
Gem City: Palmira, Ill., 15-18.
Gentsch, J. A.: Holly Spring, Miss.
Georgia Am. Co.: Robbinsville, N. C.
Glades Am. Co.: Remington, Va.
Gladstone Expo.: Danville, Ky.; (Fair) Paris 22-27.
Gold Bond: Hopkins, Minn., 17-22; Portage, Wis., 23-28.
Gold Medal: Keystone, W. Va.
Gooding Am. Co., No. 1: (Fair) Wellston, O.
Gooding Am. Co., No. 2: (Fair) Columbus, Ind.
Gooding Am. Co., No. 3: Lorain, O.
Gooding Am. Co., No. 4: (Fair) Lebanon, O.
Gooding Am. Co., No. 5: Carleton, Mich.
Gooding Am. Co., No. 6: Hillsboro, O.
Gooding Am. Co., No. 7: Brownstown, Ind.
Gooding Am. Co., No. 8: Niles, O.
Gooding Am. Co., No. 9: Cleveland, O.
Gooding Am. Co., No. 10: Middlefield, O.
Gopher State: St. Cloud, Minn., 19-Aug. 4.
Grand American: Marble Rock, Ia., 15-16; Tama 18-20; Jesup 22-23; Lowden 25-27.
Great Western: Clearlake Highland, Calif.
Hale's Shows of Tomorrow: Overland Park, Kan., 16-21.
Hannah's Am. Co.: Flossie, Pa.
Hannum, Morris: Neshaminy, Pa.; (Fair) Conshohocken 24-Aug. 3.
Happyland: Garden City, Mich.
Hartsack, Roy: Milton, Ill.
Heth: Decatur, Ill.; (Fair) Mount Vernon 22-27.
Hill's Greater: Flaxton, N. D., 15-17.
Holiday Am. Co.: Pomona, Kan.
Hottle, Buff, No. 1: Fairfield, Ill.
Hottle, Buff, No. 2: (Fair) Pinckneyville, Ill.; (Fair) Aledo 22-27.
Howard Bros.: Markleysburg, Pa.
Ideal Rides: Clifton, Ill., 16-21; (Fair) Worthington, Ind., 22-27.
Imperial: (Fair) Taylorville, Ill.; (Fair) Lewiston 25-28.
Inland Empire: Twin Falls, Idaho, 16-20; St. Anthony 21-24.
Johnny's United: (Fair) Petersburg, Ind.
Ken Penn: Saxonburg, Pa.; New Galilee 22-27.
Kenny's Attrs.: Darlington, Ind.; Whitetown 22-27.
Key City: Valley Mills, Ind.
Kile, Floyd O.: (Fair) Tipton, Mo.; (Fair) Boonville 22-25.
Lawrence Greater: (Fair) Benton, Ky.
Lagasse Am. Co. No. 1: "Lincoln, N. H."
Lagasse Am. Co. No. 2: Brookline, Mass.
Lagasse Am. Co. No. 3: Lynn, Mass.
Lindle: Ashland, Ill.; (Fair) Flora 22-26.
Lone Star Am.: Tulia, Tex., 15-18; Hereford 19-27.
Manning, Ross: Asheville, N. C.; Hinesville, Ga., 22-27.
Marvel: Gladstone, Ill., 18-21.
McKenna's Rides & Am.: (Fair) Elroy, Wis., 18-21; (Fair) Sluger 25-28.

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Completely automatic, 1/2 HP motor, shaves about 700 pounds per hour. All aluminum, satin finished. It actually makes sales for you. Get details and you'll want to order yours.

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Meeker: Pasco, Wash.; Kellogg, Idaho, 22-27.
Mercury: Gillespie, Ill., 17-21.
Merriam's Midway: Canby, Minn., 17-20; Park Rapids 22-24; Sleepy Eye 26-28.
Midway of Mirth: Farmersville, Ill. Mo-Ark: Mountainview, Mo.
Monarch Expo.: (Fair) Carrollton, Ill.; (Fair) Belmont 22-26.
Moore's Modern: Hebron, Neb.; (Fair) Blue Hill 22-27.
Motor State Expo.: Bradner, O.
Motor State No. 2: Grand Rapids, O.
Mound City, No. 2: Bethalto, Ill., 19-21; Montgomery City, Mo., 24-27.
Mullins' Royal Pine: Jonesport, Me.
Nolan Am. Co.: Grove City, O.
North American: Silver Bay, Minn.
Northern Expo.: Shelby, Mont., 25-28.
Northern State: Tioga, N. D., 15-18; Fairview, Mont., 19-20; Grenora, N. D., 22-23; Columbus 24-25; Mohall 26-27.
Norton's Rides: Mott, N. D.
Olson: Milwaukee, Wis.; Cheboygan 22-27.
Page Bros. No. 1: Bloomfield, Ky.
Page Combined: Elkland, Pa.; Mansfield 22-27.
Pan American Am., No. 1: San Lorenzo, Calif., 17-21; San Luis Obispo 24-28.
Penn Premier: Washington, Pa.
Playland: Elgin, Ore., 15-21; Joseph 22-29.
Playtime: Yarmouth, Mass.; Provincetown 22-27.
Powelson Am. Co., No. 1: Quaker City, O.; Camden 22-27.
Powelson Am. Co., No. 2: Shreve, O.; Dresden 22-27.

Prell's Broadway: Huntington Station, L. I., 15-19; (Fair) Harrington, Del., 22-27.
Putka, A. H., Am.: Wheeling, Ill., 19-21.
Raines Am. Co.: Stillwell, Okla.; Westville 22-27.
Rainier: Auburn, Wash; West Seattle 22-27.
Raley Bros. Expo.: Oak City, N. C.; Scotland Neck 22-27.
Reid's Golden Star: Honaker, Va.; Cleveland 22-27.
Ritter's United: Perris, Calif., 17-20; San Jacinto 24-27.
Rock City: (Fair) Augusta, Ill.; (Fair) Benld 22-27.
Rogers Bros.: Ironton, Minn., 15-16; (Fair) Lisbon, N. D., 18-20; Braham, Minn., 29-31.
Rohr's Modern Midway: Carlyle, Ill., 15-21.
Rose City Rides: Hermann, Mo.
Royal American: Edmonton, Alta.
Royal United: Gibbon, Minn., 15-16; Elmore 17-18; Stewartville 19-21; Decorah, Ia., 22-24; Coggon 25-27.
Rumble Greater Rides: Cayuga, Ind.; English 22-27.
Schafer's Just for Fun: Lake Geneva, Wis.
Siebrand Bros. Combined: Missoula, Mont.
Skerbeck: Big Rapids, Mich.
Smiley's Am. Co.: Charleroi, Pa.; Avonmore 22-27.
Smith, Geo. Clyde: Cumberland, Md.; Corriganville 22-27.
Snapp Greater: Iowa City, Ia.
Stanley, Wm. D.: Babbitt, Minn., 15-17; Cahmet 19-21; Henderson 26-27.
Star Am. Midway: Wabash, Ind.; Lawrence 22-27.

Stephens, Otto: Bonaparte, Ia.
Strates, James E.: Rochester, N. Y.; Erie, Pa., 22-27.
Strong's Am. Co.: Ainsworth, Neb., 16-18; Abie 20-21; (Fair) Wood River 22-24; Fairmont 25-26; Swanton 27-28.
Strong's Am. Co., No. 2: Staplehurst, Neb., 23-24; Beaver Crossing 25-26.
Stumbo's Tri-State: Vinita, Okla.
Sunset Am. Co.: Clinton, Ia.; (Fair) Mount Pleasant 22-27.
Tatham Bros. Combined: Gardner, Ill., 17-21; Roberts 24-27.
Tenn. Valley: Edinburg, Ind.; Charlestown 22-27.
Theiss United: Orangeville, Ill., 18-21.
Thomas, Art B., No. 1: Michigan, N. D., 15-16; Hatton 17-18; (Fair) Breckenridge, Minn., 19-21; Henning 22-24; (Fair) Littlefork 26-28.
Thomas, Art B., No. 2: Sumner, Ia., 15-16; Arlington 17-18; North English 26-27.
Thomas Joyland: Cambridge, O.
Thomas, W. A.: Ravenna, Neb., 16-17; Diller 19-20; Beatrice 22-27.
Tidwell, T. J.: Perryton, Tex.
Tinsley, Johnny T.: Spruce Pine, N. C.; West Jefferson 22-27.
Tip Top: Milwaukee, Wis., 18-21; (Fair) St. Paul 25-28.
Tivoli Expo.: Martinsville, Ill.; Benton 22-27.
20th Century: Fosston, Minn.
United States: Grundy, Va.; Roderfield, W. Va., 22-27.
Victory Expo.: Albuquerque, N. M.
Virginia Greater: Dover, Del.; Chestertown, Md., 22-27.




WHIRLWIND Candy Floss Machine
Here's the machine that pays for itself by extra profit it makes for you. Top Production, Vibration-less, Dependable, Trouble-free Operation, Long Life, Easy to Run. Out-tells other makes two to one.

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Get details now. Line up all your Snow, Floss, Popcorn, Apple, and Grab equipment and supplies from **Gold Medal Products**
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The Most Beautiful MINIATURE GOLF Courses
Built in America are constructed by **ARLAND**
444 Brooklyn Ave. New Hyde Park, N. Y.
In 43 States, the Caribbean and Overseas.

(Continued on page 102)



THE BILLBOARD'S 1957

fair special

DATED JULY 29

Virtually a "Gold Mine" of Timely, Valuable, Much-Needed Information and News for Every Carnival Owner, Park Manager, Kiddieland Operator, Food & Drink Concessionaire.

The biggest part of the 1957 Season is still ahead of us—August, September and October . . . when most of the major lucrative Fairs are held . . . when attendance at Parks and Kiddielands continues at peak levels . . . when buying activity thruout the Industry reaches "fever pitch" . . . and when the need and demand for all equipment and supplies is NEVER GREATER!

Reaching all these important buyers on July 29, the FAIR SPECIAL ISSUE will be timed just right to deliver your advertising message BEFORE the really BIG BUYING BEGINS. Featuring special articles PLUS the final publication of the 1957 Fair Dates with changes and additions, this FAIR SPECIAL will be read for weeks after it is published.

"Stake Your Claim" to Big, Additional Profits during the remainder of the 1957 Season . . .

RESERVE SPACE TODAY...Ad Deadline...Tuesday, July 23

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DUmbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

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188 W. Randolph St.
Central 6-9818

ST. LOUIS, MO.
812 Olive St.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
1520 North Gower St.
HOLlywood 9-5831

Carnival Routes

• *Continued from page 101*

W. B. J., No. 1: East Toledo, O., 19-21; Tontogany 24-27.
 W. B. J., No. 2: Lambertville, Mich., 25-28.
 Wade Greater: New Boston, Mich.; Milan 22-27.
 Wade, W. G.: Galveston, Ind.; Muncie 22-27.
 Wallace Bros.: (Fair) Madison, Wis.
 West Coast, No. 1: Roseburg, Ore., 15-21; Springfield 23-28.
 West Coast, No. 2: San Leandro, Calif.; (Fair) Yuba City 22-28.
 Western: Vashon Island, Wash.
 Wilson, Dick: Norway, Me.; Greenville 22-27.
 Wilson Famous: Cuba, Ill.
 Wolfe Am. Co.: Machipongo, Va.
 World's Finest: (Fair) Yorkton, Sask., 15-17; (Fair) Melfort 18-20; (Fair) Lloydminster 22-24; (Fair) Vermillion, Alta., 25-27.
 World of Mirth: Rockland, Me.
 World of Pleasure: Niles, Mich.
 Young, Monte: Ogden, Utah, 15-28.

Circus Routes

Beatty, Clyde: St. John, N. B., 15-16; Fredericton 17; Amherst, N. S., 18; Charlottetown, P. E. I., 19-20; New Glasgow, N. S., 22; Pictou 23; Antigonish 24; Glace Bay 25; Sydney Mines 26; Sydney 27; Halifax 29.
 Beers-Barnes: Houlton, Me., 15; Island Falls 16; Sherman Mills 17.
 Carson & Barnes: Coeur d'Alene, Idaho, 15; Rockford, Wash., 16; Plummer, Idaho, 17; Colfax, Wash., 18; Potlatch, Idaho, 19; St. Maries 20; Osborn 21.
 Cristiani Bros.: Syracuse, N. Y., 15-16; Auburn 17; Geneva 18; Medina 19; Lockport 20.
 Hagen Bros.: Prairie du Chien, Wis., 15; Tomah 16; Marshfield

FOR SALE OR HIRE

Ex-German port: The world's latest and most exclusive overhead railway, "The Monorail." The railway is the main attraction of all German Fairs, is being operated since July 20, 1955 (year of construction), and will be disposed of at the end of the 1957 season for lack of personnel and transportation means. Color photographs available at request. Can be inspected in operation. Buyers who are actually interested write to

Fa. BORNHAUSER-KRIST
 Schallerstr. 1, Augsburg, Germany

17; Stevens Point 18; Shawano 19; Oconto 20.
 Hunt Bros.: Plymouth, Mass., 15; Hyanis 16; Orleans 17; Chatham 18; Falmouth 19; Swansea 20; Naragansett, R. I., 22; Westerly 23; Mystic, Conn., 24; Old Saybrook 25; Guilford 26; Branford 27; Milford 29.
 Kelly-Miller: Broken Bow, Neb., 15; Ord 16; Kearney 17; Holdridge 18; McCook 19; Phillipsburg 20; Red Cloud 21; Hastings 22; York 23; Columbus 24; Norfolk 25; Yankton, S. D., 26; Vermillion 27; Canton 28.
 Mills Bros.: Meadville, Pa., 15; Grove City 16; Greenville 17; Reno 18; Warren 19; Kane 20; Salamanca, N. Y., 22; Springville 23; Eden 24; East Aurora 25; Batavia 26; Brockport 27; Rochester 29.
 Packs, Tom, Eastern: Warren, O., 17; Clarksburg, W. Va., 18; Erie, Pa., 19-20; Pittsburgh 25-27; Wheeling, W. Va., 29-31.
 Packs, Tom, Western: Sidney, Mont., 15-16; Livingston 18; Elko, Nev., 21; Hawthorne 23; Susanville, Calif., 25; Roseburg, Ore., 27-28; Lakeview Aug. 1.
 Polack Bros. Eastern: Havre, Mont., 16; Sidney, Neb., 20; Alliance 21; Galesburg, Ill., 24-25; Quincy 26-27; Bloomington 29-30.
 Polack Bros. Western: Salem, Ore., 19-20; Redwood City, Calif., 24-25; San Jose 26-28; Santa Cruz 30-31.
 Ringling Bros. and Barnum & Bailey: Springfield, Mass., 19-21; Philadelphia, Pa., 25-28.
 Strong, John: San Mateo, Calif., 17-27; (fair) Petaluma Aug. 1-4.

Ice Shows

Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., July 15-Sept. 1.

Miscellaneous

Damon, Dwight, Magician: Thomson, Ill., 17; Princeton 18; Davenport, Ia., 20; Eldridge 23; Calamus 24; Bradford, Ill., 25; LeClaire, Ia., 26-28.
 McGaw Motor Circus: Tulsa, Okla., 16-17; Oklahoma City 18; Fort Smith, Ark., 19; Little Rock 20-21; Memphis, Tenn., 22-23; Louisville, Ky., 25-26; Indianapolis, Ind., 27-28.
 Rabbit Foot Minstrels: Paducah, Ky., 15; Cairo, Ill., 16; Mayfield, Ky., 17; Murray 18; Paris, Tenn., 19; Union City 20; Dyersburg 22.
 Schaffner Players: La Plata, Mo., 15-21; Lewistown 22-28.

CITE PHONY

Boston Grabs 5G Non-Show Pyro Bond

BOSTON—A crowd of more than 20,000 persons which had gathered on Boston Common for the Fourth of July fireworks display, had to be dispersed by police when it was found there was no one there to set off the pyrotechnics.

The display had been set up as usual by the Rockland Fireworks Company of Rockland but a mysterious visitor had cancelled the proceedings. Lester W. Edwards, head of the firm, said Alfred Cairo of Providence, R. I., had worked three hours the previous night on the fireworks. Along came a man calling himself "Mr. McBrown from City Hall" and told Cairo the show had been postponed for one night. Cairo packed up and left.

Edwards said he suspects a rival company used the name to make it sound like Jack Brown, the city official in charge of celebrations. William L. Baxter, city corporation counsel, said the city won't pay the Rockland firm and will latch on to a \$5,000 performance bond.

A display was put on the following night by Pearl Fireworks Company of Centerdale, R. I. A band concert was added and a crowd approximating that of the night before attended.

Sands Line Booked for Bloomsburg

NEW YORK—A 16-girl line, performing three production numbers, will be provided by Hal Sands for the Bloomsburg, Pa., Fair's grandstand revue produced this year by Willard Alexander. Dates are September 23-25.

The girls will be billed as the Las Vegas Lovelies. Other acts will include Johnny Puleo and His Harmonica Gang, trampoline act Larry Griswold, the Why Knot Twirlers, four afternoon acts, and others.

HOLIDAY ICER TREATS IAAM TO IMPOSSIBLE

NEW YORK—Auditorium arena managers, who frequently marvel at the way the auto people and others put show business to use with their clients and dealers, saw the procedure from another side Wednesday (10). That's when one branch of show business used another to entertain a third.

"Holiday on Ice" accomplished the impossible, IAAM members agreed, when it had the conventioning auditorium group as its guests at a performance of the hit Broadway show, "My Fair Lady."

While tickets to the show are counted as nearly impossible to get, Holiday gave exactly 154 choice tickets to its guests. One IAAM member estimated that amounted to about 10 per cent of the house at the Mark Hellinger Theater for the night.

The "Holiday" hosts, who have been scoring coups like this at IAAM conventions for several years smiled and said it hadn't been easy. It had taken a couple of months to accumulate the treasured tickets.

THE FINAL CURTAIN

BEEB—John H., 59, who in former years had been associated with the Morris & Castle, Johnny J. Jones, Cavalcade of Amusements and Gem City shows, June 15 in Steubenville, O., of a heart attack. Services June 19 and burial in De Land, Fla.

CORRY—Harry Sr., 62, veteran auctioneer and pitcher, June 26 in New Orleans following a heart attack. A veteran of World War I, he had been associated with many shows, most recently with United Exposition Shows. Survivors include two sons, Harry Jr., Chicago, and William, Cincinnati. Burial in New Orleans.

FOSTER—Clarence (Specks), 67, concessionaire for 42 years, June 18 in University Hospital, Columbus, O. Services and burial June 22 in Columbus.

POE—John L., 64, photo and novelty concessionaire, June 29 in a Charlotte, N. C., hospital. During his years in the business, he had been with the Tinsley, Gold Medal, Marks, Vivona, Gruberg and Prell shows. He leaves his wife, Blanche, a sister, Ella Poe McCormack, and three brothers. Burial in Concord, N. C.

RUSSELL—Billy, 51, proprietor since 1951 of the Yarmouth Hippodrome Circus in England, June 12 in a Norwich, England nursing home after an extended illness.

THOMPSON—Raymond, 35, manager of Jefferson Drive-In Theater, Dallas, June 26 in a fall from a tower the theater uses for advertising purposes.

MARRIAGES

WALKER-MORGAN—J. E. (Whitey) Walker, office worker of the Cetlin & Wilson Shows, and Dorothy Morgan, cookhouse cashier with the show, June 18 in Roanoke, Va.

BIRTHS

BRAZON—A daughter, Mary Elizabeth, to Felix (Fats Brazon) Brazuskas and his wife, Bluey, at Mason Hospital, Chicago. Father is superintendent of props and mother is a performer with Mills Bros. Circus.

In Memory of My Dear Husband
NATHAN (RAY) SPEER
 who passed away July 22, 1952.
 To me you are just away. Always in my heart.
 CECIL L. SPEER

We will always remember you...
IRVING J. POLACK
 HARRIETT AND NAT LEWIS

In Loving Memory of MY DEAR HUSBAND



IRVING J. POLACK
 Who passed away July 13, 1949
 "You Will Always Be Missed"
BESSIE POLACK

SKEE-BALL

REG. U. S. PAT. OFF.

SPECIAL

Terms on mid-season purchases

BUY NOW — EARN NOW

With the most liberal financing ever offered on Skee Ball Alleys.

Only New 1958 Models Available

SOLD ONLY BY

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET



14 FT. LONG
 30 IN. WIDE

PHILADELPHIA 44, PENNSYLVANIA

Ariz. State Fair Re-Inks Siebrand

PHOENIX — Siebrand Bros. Circus and Carnival has been signed to play the Arizona State Fair for the second consecutive year, George N. Goodman, fair secretary, said. Dates are November 2-11.

Siebrand shows submitted a bid offering the fair a \$60,000 guarantee. The show organization will supply, in addition to the carnival equipment, the free show on the Plaza stage and the commercial exhibit tent.

Bids for the fair were received, Goodman said, from Crafts Shows, Frank W. Babcock United Shows, and West Coast Shows. The fair manager declared that these bids were "close." He would not com-

ment as to comparative standing of the Siebrand bid. He stated, however, that the Arizona Fair Commission felt that the Siebrand bid was "the best."

Last year the Siebrand organization got the midway contract for the first time after 10 years of bidding. The fair was played during that interim by the Crafts Shows. Siebrand was the lowest of four bidders with \$51,000. Pan American Amusement Corporation was the highest with \$70,500. The Babcock organization offered \$62,625 and Crafts Shows, \$60,000. All of the bidders, except Siebrand, are California-based organizations.

To play the 1956 Arizona State Fair, Siebrand used 31 major and kid rides, including three majors booked there by Olivia Waldron, president of Fair Times Shows, Inc., a California operation. Also featured were 10 shows and approximately 3,000 feet of concession space.

Lindle Shows Hard Hit by Flash Flood

WEST TERRE HAUTE, Ind. — Lindle Amusements suffered severe damage here Friday (28) when the nearby Wabash River ran out of its banks and flooded the lot to a depth of six feet.

The flash flood hit the show while a crew, supervised by show owner Jack Lindle, was digging drainage ditches to relieve the midway of the previous night's rain. A few tractor-semi units were moved before the water engulfed the lot, but most of the equipment was inundated. Show personnel, aided by local volunteers, worked thru Friday night and all day Saturday to save the rides, shows and concessions.

House trailers were hard hit and in several cases, sides were burst by the water pressure. The sponsors, the West Terre Haute Lions, provided shelter for show personnel in the high-school gym and the Red Cross served coffee and sandwiches to the disaster workers.

The show, which totes 9 rides and 24 concessions, was scheduled to open Monday (1) in Mount Vernon, Ill., but it was feared that the bow there would be delayed.

I. T. Season Good; Views First Fair

NEW YORK — Two units of the I. T. Shows will be merging shortly for their opening fair date, Orange County Fair, Middletown, N. Y., August 3-11. Business for the organization has been good thus far in the New York area.

No. 2 unit was playing a fill-in date last week in Queens, at Rockaway Boulevard and Sutphin Avenue. Action was slow. No. 1 was in the Bronx.

A repeat date at the 144th Street lot, which proved a bonanza early in the spring, is set for next week during the Mount Carmel celebration. I. T. Shows also plays fairs in Rhinebeck, N. Y.; Flemington, N. J., and Danbury, Conn., as well as celebrations spotted during the fair route.

ENDY BACK IN HARNESS

ALEXANDRIA, Va. — Dave Endy, veteran show owner, is back in the business, having organized the David B. Endy Shows and signed a contract to play the new Chamber of Commerce Fair at Newport News, Va., the week of September 16.

Allan B. Tanner is president of the fair, and J. B. Blatt is secretary. Fair will be held on the new Memorial Park Exhibition Grounds. In recent years Endy has managed Fun Fair Amusement Park here.

Rain Greeted Olson Shows At Ft. Wayne

FORT WAYNE, Ind. — Rain, which pruned business the previous week at the Anderson (Ind.) Fair, hit the Olson Shows here Monday evening (8), opening night of the fair here.

Despite a washout July 4 and a slow opening which followed a flood on the grounds, the Anderson Fair yielded a gross which was only a few percentage points under that for last year, Paul Olson, manager and co-owner, said.

"They fought to get on the rides the closing two days, Friday and Saturday (5-6) and our business those days was almost enough to overcome the earlier losses due to rain."

The fair here always has its best patronage the closing two days, and Olson looked for business those days, Friday and Saturday (12-13) to exceed the grosses for the same days last year. He based this view on business the show was given Tuesday and Wednesday (9-10).

The show's staff has undergone some slight changes. Ed Machamer, veteran office secretary, now handles the concession end, as well as the rides and shows. Chester Mays, who had been with the show as concession secretary, closed recently and is reported to have entered a hospital at or near Mt. Airy, N. C., for further treatment for leg injuries sustained in an automobile accident last winter. Danny Machamer, Ed's son, and George Maki are assisting in the office.

George Harr, special agent, is doubling in the press department, handling the press back on the

Two Crafts Units Score at Del Mar

DEL MAR, Calif. — Orville N. Crafts spotted two shows in this vicinity during the past week and both garnered satisfactory business at the Southern California Exposition here and in nearby Oceanside.

Crafts 20 Big Shows played the fair, which closed its annual 10-day run Sunday (7). Attendance at the exposition during the first part of the run was ahead of last year.

Crafts Fiesta Shows, managed by Larry Ferris, was spotted on the beach in Oceanside. The unit opened Saturday (29) and pulled a good July 4 crowd including many Marines from nearby Camp Pendleton.

RAS Heads for New Record at Calgary

Tops Peak 1956 First Four Days' Ride, Show Receipts by 11%; Weather Ideal

CALGARY — The Royal American Shows Friday morning (12) were well on their way to set a new all time high midway gross at the Calgary Stampede and Exhibition here.

Going into the fifth day of the six-day event, the RAS ride and show receipts showed an increase of 11% over last year, the previous record year for the RAS at the Stampede.

Weather thru the first four days was ideal, with the temperature ranging in the 80's. More perfect weather loomed for the closing two days.

All segments of the Royal racked up thumping grosses in the first four-day period. Rides were especially strong.

Lash La Rue's Western Show proved a surprise grosse and at the end of the first four-day period was the No. 1 money-getter among the back-end units. Clustered close behind the La Rue show were Leon Claxton's Harlem in Havana, Dick Best's Side Show and the Green Door. Bill Kemp's Motordrome also was getting excellent business.

The Royal's show train made the 798-mile railroad move from Brandon, Man., in good time, with the first section arriving here at 1:15 a.m. Sunday, the second at 4:24 a.m. and the third at 6 p.m. Concessions as well as rides and shows were up well in advance of the opening.

Off-On Rain Hampers 4th For A. of A.

FRISCO, Pa. — A promising July 4 date was hit by rain, and while the week proved a fair one for Amusements of America, it was short of expectations.

Working behind a free gate for the first time this year, the show drew hefty attendance on the Fourth, with the total turnout estimated at 7,000. Most of the attendance was at night, however, and rainfall just following the fireworks broke up the expected midway action.

It also rained on and off Saturday (6). A family matinee evening during the week drew a reported 3,000 persons. Firemen's committee, headed by Jim Bush, awarded the Vionans the date for 1958.

John and Marie Vivona celebrated their wedding anniversary on July 2, with many friends attending, including manager Phil Vivona of the No. 3 unit, which had finished a fine week on the streets in Suffern, N. Y.

show. Virgil Pierson, show's p.a., will work ahead of the show and was preparing to leave on a swing of the State fairs to be played.

Wilcox Preps For Late Trek

PANAMA CITY, Fla. — Shan Wilcox, owner of the Shan Bros. Shows, is now completing his organization for the fall tour of fairs, which starts in Sevierville, Tenn., September 2.

He has booked fairs in Tennessee, Georgia, Alabama and Florida thru the Marianna (Fla.) Fair, October 21-26.

Mrs. L. J. Lunsford, manager of the Houston County Fair, at Dothan, Ala., her husband and several members of the family were July 4 visitors to Mr. and Mrs. Wilcox at Long Beach, where Wilcox is in his third season of seaside park operations. His show will play the Dothan date.

Wilcox termed his season at the beach the "best on record." The July 4 holiday this year doubled the business last year, which was marred by rain. His wife, Mrs. Evelyn Wilcox, and son, Charles, are assisting in the management of the beach park.

Strates' Car Lost in Fire

MASSENA, N.Y. — Flames destroyed the railroad coach housing the minstrel troupe of the James E. Strates Shows on a siding in the railroad yards here Saturday (6).

The coach was on the siding near the railroad station with several other coaches used by the carnival. It was "Old No. 13" originally owned by Ringling Bros. and Barnum & Bailey Circus. It was purchased by Strates in 1948. The coach was badly damaged by the fire believed to have been caused by a hot plate. No one was in the car at the time of the fire.

The 27 members of the minstrel show were working at the carnival grounds. Clothes and other articles of the group were damaged.

When World of Pleasure Shows played Sand Lake, Mich., recently, Mr. and Mrs. Fred C. Landrus, of Hall and Leonard's Side Show, were dinner guests at the home of Mrs. Howard Van Kirk, the daughter of Loren Henry, who in former years trouped with the Ringling and Cole circuses and the Wade Shows. Mrs. Van Kirk is a former trouper, having played with med shows years ago.

Hoosiers Go All Out to Aid Groscurth

SPRINGFIELD, Ill. — C. C. (Specks) Groscurth's Blue Grass Circus and Carnival was here last week thru the co-operation of the citizens of Marion, Ind.

Saturday (29) the show was enjoying "its best kids' matinee of the season" in that Hoosier town when they were informed that the dikes holding back the river were going to break in a matter of hours and the lot would probably flood.

Groscurth and his personnel immediately cleared the midway of upwards of 2,000 youngsters and 800 adults, warning them of the peril. Then George Leonard, show press agent, went to radio station WBAT, where he went on the air, explained the position of the show and asked for volunteer labor to move it off the lot.

Within 45 minutes 150 of the townspeople showed up, were quickly organized into crews and within six hours had torn down 16 major rides, kid rides, shows and concessions, loaded them on trucks and moved the entire show to higher ground.

The stand here in Springfield, which is celebrating its Centennial, started strong. Large crowds came out to the show which was laid out on the courthouse grounds in the heart of the city. The majority of the concessions were not operated, with emphasis on the rides which did strong business. The circus show, with Leonard doing the announcing, is proving a strong lure.

Weiss Opens Law Offices

MIAMI — Jack J. Weiss, son of bingo operator Bennie Weiss, has gone into the practice of law here in association with Wallace N. Maer, widely known in Florida show circles.

Weiss attended the University of Miami and has been involved in the family bingo operation. He and Maer have their offices at 607 Biscayne Building.

FIDLER'S UNITED SHOWS

Want reliable Ride Help. Must drive and must know Merry-Go-Round, Wheel and Tilt. Salary, \$75.00.

Can place Hanky Panks of all kinds.

Betsy Ann Celebration, Brighton, Ill., this week; Lion's Club Annual Festival on the Streets, Mt. Olive, Ill., next week; followed by Joliet, Ill., Church Fiesta.

GOLD BOND SHOWS

WANT—FOR BALANCE OF SEASON—ALL FAIRS—WANT

Bingo for Fair, Hopkins, Min., July 17 thru 21. Can place Hanky Panks only. Ice Cream, Custard, Novelties, Age and Weight, Basket Ball, Roman Targets, Glass Pitch, Bird Pitches, Cigarette Shooting Gallery, Gold Fish, Penny Pitch. SHOWS: Want 5-In-1, Drome, Mechanical, Illusion, Monkey, and Mickey Mouse.

All replies by wire to: **MICKEY STARK, Mgr.**

FAIRS	CELEBRATION	FAIRS
Portage, Wis. July 23-28	Savanna, Ill.	Rhinolander, Wis. Aug. 13-18
Tomah, Wis. July 30-Aug. 4	"First In" in 7 Yrs., Sept. 4 thru 8	Rice Lake, Wis. Aug. 20-24
Wilmot, Wis. Aug. 6-11		Plymouth, Wis. Aug. 27-Sept. 2

MOTOR STATE EXPO. SHOWS

"The Cleanest Show On Earth"

Want for a long season of all Fairs. Maumee-Toledo, Ohio, July 31-Aug. 4. And a continuous route of Fairs with late Fairs in Alabama, Mississippi & Louisiana

Want Hanky Panks, High Striker, Long Range, Ice Cream, Snow Cone, Profito Pups, etc. Want Funhouse, Grind Shows and Arcade.

HELP: Want Foreman for new Scrambler, Merry-Go-Round and Second Men who drive. Positively no drunks, chasers or midway delegates.

All replies Bradner, Ohio, this week; then as per route.

JOE FREDERICK, Owner-Manager

Monarch EXPOSITION SHOWS

Two Big 7-Day Fairs; the new Wabash County Fair, Belmont, Ill., next week; followed by the St. Clair County Free Fair, Belleville, Ill.

CONCESSIONS—Can place Hanky Panks, Short Range, Lamp Pitch, Jewelry, Cigarette Block, etc.

HELP—Want Foreman for Kid Rides and Second Man for Tilt. (Fred Miller, call me collect.) Contact

E. L. WINROD, Carrollton, Ill., this week

BIG CITY SHOWS

ANGOLA, IND. JULY 15-20

Want colored Girl Show, Geek Show, Five-In-One, Pit Show or any Novelty Show with or without equipment.

CONCESSIONS—Can place Hanky Panks of all kinds, \$20 per week. Opening for Penny Pitch, Ball Games, Cork Gallery or what have you. Also place 6 Cats.

HELP—Want Foremen for Wheel and Chairplane, Man to handle two Kiddie Rides. Second Men on all Rides, Semi Drivers. Useful Carnival Help. Man and Wife to take over Cookhouse. AGENTS—Place Count and Peak Store Agents and good Spindle Man. Inside for Girl Show, Frenchy Moore, contact. Want Dealers for office-owned Hanky Panks. All address

JIMMY ACKLEY, Owner, RALPH DECKER, Bus. Mgr., Angola, Indiana

P.S.: This show positively plays Ft. Knox August payday. Shows and Agents joining here get preference.

MOTOR STATES SHOWS #2

Want for GRAND RAPIDS, OHIO, Street Celebration, July 17 to 20, and balance of season. All Celebrations and Fairs.

Hanky Panks of all kind, Photos, High Striker, Bear Pitch, etc. Merry-Go-Round Foreman.

All replies to **F. DICKSON, Grand Rapids, Ohio**

WANT—WANT—WANT

Novelty acts and Freaks. Also 2 outstanding Colored Acts. For all season's work here.

DICK BEST

Riverview Park

Chicago, Ill.

WANTED

Concession and Ride Help for Pleasant City, Ohio, July 17-20; Derby, Ohio, July 24-27; Commercial Point, Ohio, July 30-Aug. 3. All on streets with long route of Street Celebrations to follow.

Everything open, no ex. Ride Help for all Rides. Good deal for Wheel Foreman. Harding, your letter just forwarded, call, "Bill the Hog," call me. Need Single Loop Foreman. Wives on Concessions or Ticket Boxes. Contact

A. R. Briggs, Phone 21, Pleasant City, Ohio

TENNESSEE VALLEY AMUSEMENTS

Edinburg, Ind., July 15-20; Charlestown, Ind., July 22-27; Richmond, Ky., Fair and Horse Show, followed by 15 County Fairs in Tennessee, Alabama and Mississippi.

Want Hanky Panks of all kinds. Especially Bingo, Diggers, Long or Short Range, Custard, Scales and Age, Glass Pitch, Bear Pitch, etc. Opening for two Milt Camps. Pan Game or Hat Game, Six Cats, Buckets, Swingers. Mr. P. L. Patterson, wire, P.C. open. Bob Coleman, contact. Party with four Grind Stores with Hankies. Also legal adjuster, "Sailor" Moran, call. Mr. Griggs no longer connected. SHOWS of all kinds with own equipment. Committee money RIDES—Chairplane, Octopus, Tilt or any flat Ride. Want Wheel and Merry-Go-Round Foremen. Must drive. Any useful Showfolk. Phone or wire **TED MEADOWS, Edinburg, Ind.**

MIDWAY CONFAB

Pall-bearers at the funeral of Leo Lipka in Detroit were Harry Stahl, Jack Dickstein, Paul Greeley, Joseph Kowalski, Ray Mette, Frank Eberline and Bill Green. Showfolk at the funeral included Robert Morrison, Roscoe T. Wade, Sam Ginsburg, Jack Segal, Elmer Nagy, Eddie Gold, Sam Fishman, Edor Burge, Rex Allen, Louis Maltin, Joe Pollard, Jerry Gordon, Fred Silber, Marvin Keyes, George Brown, Margie Mansell, Tina Weiner, Laura Baker, Carrie Dear, Maisie Pence, Grace Ziegler and Bernice Stahl.

Mr. and Mrs. John Fone celebrated the 21st birthday of their daughter, Tangie Lee, June 26 at their East Liverpool, O., home. Mr. and Mrs. Harold Nunn and children of New Brunswick, N. J., are guests of the Fones. Mrs. Nunn is the former Helen Hall, of Harry Taylor's "Beef Trust," an attraction formerly with the Johnny J. Jones Exposition. . . . Charley McDonald, who has been a patient for more than two years in the Douglas County Hospital, Omaha, would like to hear from friends.

Floral pieces at the recent funeral of Clarence (Red) Spaine came from members of the Cote Amusement Company, Mr. and Mrs. Ed McKeowan and Mr. and Mrs. John Cutter. . . . Joey Vance, singing drummer formerly with World of Mirth Shows, was a recent visitor there, where he did his act one night on Dixie Gordon's Green Door Revue. Vance is scheduled to join WOM at the Bangor, Me., Fair late in July, where he will be with the Gordon unit.

Fred Fritz and Paul La Cross are managing Continental Shows in the absence of owner Roland Champagne, who is hospitalized.

John G. Stikes, former Side Show magician on Cavalcade of Amusements and other shows, is working as an advertising solicitor for a Mobile radio station. . . . Myrtle Hutt Morris, who underwent surgery last winter, is convalescing at her home at 824 West 54th Street, Los Angeles.

Detroit Notes—Oscar Margolis, concessioner who was taken ill in Florida in January, has returned to Wayne County (Mich.) General Hospital. . . . Sammy Stone, former concessioner, has returned to his home to convalesce following hospitalization for ulcers. . . . Jack Dickstein reports that the Michigan Showmen's Association is planning to erect a monument at Showmen's Rest in Forest Lawn Cemetery. . . . Paul Greeley, secretary of the MSA, after 17 years of living in downtown Detroit, has become a suburbanite, with a home in Livonia.

Ona Ken Morehouse, daughter of Doc and Girlie Morehouse of Olson Shows, celebrated the first anniversary of her birthday on June 26 with a party in Jack Galluppos' cookhouse. . . . Pop Douglas, veteran of the midway, passed thru Chicago Wednesday (3) after closing in Canada.

Ethel Weinberg is vacationing in Asbury Park, N. J. . . . Little Statis and Rideman Joe are working with Bill Enfante's Jolly Shows in the Washington, D. C., area. . . . Bill Townsend won the annual July 4 Blue Goose Golf Tournament at Delevan, Wis., with Chick Schloss and Virg Hargrave tying for second honors. Also in the meet were Ned and Neil Torti and Dick Jacobs. . . . Claire (Bobby) Gerry joined Gene Knight's Side Show on O. C. Buck midway.

Concessionaire Joseph Rice, most recently with the Reithoffer Shows, is recuperating at his home near Wilkes-Barre, Pa., following a leg operation. He will be off the

road most of the season. Irene Hester reports she has joined Francis Deemer's mitt camp on the Royal American Shows. . . . Mr. and Mrs. James Barber, cigarette concessionaires, left the Inland Empire Shows recently, the result of a heart attack suffered by the former in Jerome, Idaho.

Carroll Miller, partnered with Monte Navarro in a girl illusion show on the World of Mirth Shows, suffered a heart attack recently and is now hospitalized in Daytona Beach, Fla. Monte and Shirley Navarro are currently operating the show.

Recent additions to Dick Hilburn's Side Show on Amusements of America are Ronnie Lane, emcee and strong woman act, and Mr. and Mrs. Jim Hannigan, who are presenting two annex attractions—Bertha Bert and a two-headed baby and three-armed boy. Recent visitors with the show were Colonel Jefferies, Johnnie Canole, Filipino Jimmy, Duke Eddy and Johnny Goff. Bobby Jones, Andy Brisky and Walking Mary left to join the Side Show of Jimmy Chevanne, who opened recently after a spring layoff caused by a heart attack. The Hilburn show suffered a blowdown Friday night (5) but resumed operations for the Saturday matinee.

George V. Ice, front talker, and Charles Hunter, annex attraction, for Kelly and Sutton's Side Show on the James E. Strates Shows, visited friends recently on Cristiani Bros.' Circus at Potsdam, N. Y.

Rachel Lilly is back at her palmistry office in Auburn, Ala., after a week's vacation with friends in Palm Beach, Fla.

Among those at the wedding anniversary party of John and Marie Vivona on the Amusements of America, July 2 in Apollo, Pa., were Mrs. Catherine and Dom Vivona, Danny and Rosita Dell, Ralph and Pauline Ryan, Jerry Cohn, Jackie Owens, Phil and Sarah DiMilio, Joe Cennamo, Joe and Agnes Ross, Paul Graver and son, Frank; Don, Mary and Wayne Crown; Bobby Kink, Jim Ristick and daughter, Mary; Bobby McGregor, Fay Starr, Bobby and Jeannie Clements, Toby and Smitty Turbin, Tony Mason and Peggy Wilson.

DEL FLORE AMUSEMENTS

Wants Pitch-Till-You-Win, Razzle, Long Range and Short Range Galleries, also any other good Concessions. Want Foreman for Tilt-A-Whirl.

This week, Beaver Falls, Pa.; next week, Campbell, Ohio

SCHAFFER'S JUST FOR FUN SHOWS

Want for Lake Geneva, Menomonie and Monroe, Wisconsin and all Fairs to follow

CONCESSIONS: Buckets, Six Cats, Ball Games, High Striker, Long Range, Bumper, Knife Rack, Age and Weight, Hoop-La, Frozen Custard.

SHOWS: Will book Arcade or any Grind Show not conflicting.

HELP: Can place Wheel Foreman.

Contact: **W. A. SCHAFFER, Mgr.**

Lake Geneva, Wis., this week.

CLIF WILSON

Can place Rides and Shows at Mid-South Fair, Memphis, Sept. 20-30, inclusive.

Also Shows, large and small, at Texas State Fair, Dallas, Oct. 3-20, inclusive. Can use Office Men

Address: 190 N.W. 93d St., Miami, Fla. Phone: PLaza 9-6536 until Aug. 12.

GIRLS—FOR GIRL SHOW—GIRLS

Want Dancers of all kinds—Strippers, Fan, Hula, Shake and Oriental, with or without wardrobe. Top salary. Want Truck Driver and Ticket Seller. Can use Girl Show Talker. Wire, pay your own.

F. W. MILLER

c/o BAKER SHOWS, Jasonville, Ind., week July 15 to 20; Clinton, Ind., July 22 to 25.

Special on PARAKEETS

Birds of top quality. 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

STANDARD GOLDEN JUBILEE

July 26, 27, 28

Can use Concessions not conflicting. No flats or gypsies. Will pay top money to a real Spitfire man. Also booking and accepting deposit for space at Kahoka, Missouri, Centennial, to be held Sept. 25 to 28. These are "red" ones, don't miss them.

WESTPHAL AMUSEMENT CO.

Box 107, OGLESBY, ILLINOIS

SHORTER'S GREATER SHOWS

WANT (due to agitation) Grab Stand Popcorn, Carmelcorn, Peanuts and Apples, Jewelry, Fish Pond, Mitt Camp Glass Pitch. Also Man who has store and Hanky Panks. NEED GIRL SHOW ALSO MECHANICAL SHOW. This show carries 7 Rides, 2 Shows and 15 Concessions now. Playing 2 and 3 a week. Cornell, Wis., July 15 thru 18; Elmwood 19 thru 21.

HAVE FOR SALE—Ferris Wheel, \$1900 cash. Come and get it.

GEO. T. (CROOKED NECK) COLEMAN

\$100 CASH REWARD

For location of Coleman, wife Margie. Usually operates Bingo, Rolldown or other. For reward call collect.

GEORGE TURNER

Phone Victor 3-9888

Oklahoma City, Okla.

RIDE HELP WANTED

Can place Foreman for Eli #5. Also Second Men on all Rides. Must drive semi and have license. Best of wages and long season south. Contact

JOHN HANSEN

2807 Irving Park Blvd. Chicago, Ill.

Phone: Independence 3-9614

CONCESSIONS—SHOWS

Big Annual Labor Day Celebration
CALUMET CITY, ILLINOIS

August 29-September 7

Book now for assured space

Can place strictly Legitimate and Presentable Concessions of all kinds, none other need answer.

SHOWS—Monkey, Arcade, Drome, Fun House or others of merit only.

MILLER AMUSEMENT ENTERPRISES

La Grange, Illinois. Ph. Fleetwood 2-5870-71. Or Tom L. Baker, 2235 Ransdall St., Indianapolis. Phone State 7-1711.

Tom Baker can also place all of above for three weeks following Calumet City, and we have openings in choice spots in Florida during winter.

WADE GREATER SHOWS

Want for the following Top Money Fairs in Michigan

MILAN FREE FAIR
July 23-27

FOWLerville FAIR
July 29-Aug. 3

CASSOPOLIS FAIR
Aug. 5-10

Legitimate Concessions of all kinds. Especially want Snake Show, Fat Girl Show, Pit Show and Penny Arcade.

WANTED: Tilt-A-Whirl and Ferris Wheel Foremen.

Write or wire

C. D. Murray, Mgr., WADE GREATER SHOWS
as per route

New Boston, Mich., July 16-21

THOMAS Land

WANT WANT WANT

SHOWS: Can Place Arcade and Shows of Merit. Can Place Geek at Once. Want Married Couples for Illusion Show.

HELP: Want Ride Men on All Rides, Must Drive. Prefer Married Couples, Wives sell Tickets. Can Place Bingo Counterman. (No Phone Calls)

Address: L. I. THOMAS, Mgr., Cambridge, Ohio, this week

Dayton Fair
Aug. 13-17

Biggest Bargain in
Western Pa., \$3 ft.

Washington Free Fair
Aug. 20-24

Space Limited for
Hanky Panks

Stoneboro Fair
Always on
Labor Day

Jamestown Fair
Sept. 4

Spartansburg Fair
Sept. 11

Want for Apollo Fair, July 29 to Aug. 3, biggest event in Western Pennsylvania. Want Girl Shows. Have new fronts and tops.

Duke Eddy wants to hear from Side Show and Geek Show People. Filipino Jimmy is here. Can use Girls and Front Men or complete Crew for Girl Shows.

Seneca, Pa. this week, near Oil City

EDDIE'S EXPO SHOWS

Eddie Dietz

REID'S GOLDEN STAR SHOWS

WANT WANT WANT

PLAYING COAL FIELDS IN WESTERN VIRGINIA UNTIL FAIRS. OUT ALL WINTER IN FLORIDA

CONCESSIONS—Fish Pond, Pitch-Till-U-Win, Ball Games, Hanky Panks of all kinds, Six Cats, Buckets, Swinger.

RIDE HELP—Foreman for Ferris Wheel and Ride Help of all kinds who can drive and stay sober. Irish Ternisa and Jimmy Billingsley, get in touch.

SHOWS—Snake, Geek, Monkey, Glass House and Girl Shows; white or colored, with own equipment.

Sam Housner wants Pin Store and Count Store Agents.

All replies to

ELMER REID

Hanaker, Va., this week; Cleveland, Va., next week.

Georgia Amusement Corporation presents RALEY BROS.' EXPOSITION SHOW

Oak City, N. C., July 15-20; Scotland Neck, N. C., July 23-27; Tarboro, N. C., July 29-Aug. 3; Reasnoke Rapids, N. C., Aug. 5-10; Franklin Co. Fair, Rocky Mount, Va., Aug. 12-17; then all Fairs through Nov. 10 with winter in Georgia and Florida to follow. RIDES—Will lease or book Tilt, Spiffire, Rolloplane or any other Major Ride not conflicting. Live Ponies. Have necessary transportation for any leased ride. SHOWS—Good proposition for Motordrome, Funhouse, Geek Show or Five-in-One. Good territory for Shows. CONCESSIONS—Will book Six Cat, Buckets and any legitimate Stock Concession not conflicting. Clayton and Roger Ashton, please note. Better route than last year. HELP—Can use few Agents for office-owned Hanky Panks, also Second Men with valid chauffeur license looking to become first men. We have not missed a pay day this season.

Jimmy Page from Waterbury and Les Rice from Beacon, please contact collect immediately. All replies mail or wire per route prepaid.

PAGE BROS.' SHOWS, #1 UNIT

WANT FERRIS WHEEL FOREMAN

And Second Men on all Rides. Want Hanky Panks of all kinds. Want Girl Show Operator with talent for Girl Show built on semi. Bloomfield, Ky., this week.

P.S.—Want Cookhouse Operator for office-owned Cookhouse. We have all equipment.

Morris Hannum Shows

One of the Great Eastern Shows

SPRING MILL FAIR AT CONSHOHOCKEN, PA., JULY 24-AUGUST 3

SHOWS

Have brand-new office Side Show. Want Manager with some inside equipment. Jack Rogers, telephone me collect. Will book a Monkey Speedway, Mechanical City, Wildlife and Illusion.

RIDES

Will book adult Merry-Go-Round and one flat Ride.

CONCESSIONS

Popcorn, Apples, Sno Ice, Floss, French Fries, Waffles, Eats and Drinks, Jewelry, Photos, Hats, Novelties, Long Range and Prize-Every-Time Stock Concessions.

HELP

Qualified Help on all Rides. Prefer drivers. Good wages and bonus. Want one more Trick Rider for Drome.

SHOW NOW PLAYING WARRINGTON, PA. All replies to

MORRIS HANNUM 934 Murdoch Rd., Philadelphia, Pa. Phone Chestnut Hill 7-8176



JAMES H. DREW SHOWS

Cleanest
Finest
Most
Dependable

WANT FOR THE EDGAR COUNTY FAIR, PARIS, ILL., JULY 21 TO 27 INCLUSIVE; WITH LONG CIRCUIT OF BONA FIDE FAIRS TO FOLLOW, INCLUDING VALPARAISO AND THE GREAT WABASH VALLEY FAIR AT TERRE HAUTE.

WANTED—Grind or Bally Shows that do not conflict. Good opening for Monkey, Snake, Animal or Wildlife.

CONCESSIONS—Will place all kinds of Merchandise and outright Sale Concessions. Good opening for Arcade and African Bobo.

RIDES—Can use Round-Up, Dark Ride and one more non-conflicting major Ride for entire circuit of fairs.

All address this week

JAMES H. DREW SHOWS

Wire Western Union, Covington, Indiana.

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Want for Champaign Co. Fair, URBANA, ILL., week of July 22, followed by Fairs until Armistice week, including the Great La Porte Co. Fair, La Porte, Ind., week of August 12.

SHOWS—Will book any good Grind or Bally Show with own equipment that caters to ladies and children. Special proposition for organized Colored Revue. Must have own wardrobe, public-address system and transportation; will furnish new 40x100 top and complete equipment. Join at La Porte week of August 12.

RIDES—Can place non-conflicting major Rides at once.

CONCESSIONS—Hanky Panks and Prize-Everytime Games of all kind.

HELP—Electrician's Helper. Must understand Sperry Search-light and help with power and fluorescent lighting. Can place Foremen for Merry-Go-Round, Tilt and Rock-O-Plane.

All wires C. C. GROSCURTH, Joliet, Ill., all this week. No phone calls, please

WANTED

Experienced Ride Help, Handymen, Carpenters, Electricians. Year-round work building two amusement parks. No ups or downs, good pay. No drunkards, reliable people only. Write or wire

TEX COURTNEY, Mgr.

1528 Clearview St.
Philadelphia 41, Pa.

EARL FISHER

WANTS HELP

Ray and Adele, Vera and Ed, Jack, Bill, Jug, Moxie, Bud, Al, George, Willie, John and Man and Wife for lunch wagon. Will sell lunch wagon, 23 ft. long, 7 stools.
Columbus, Ind., this week; then Logansport.

AGENTS WANTED

FOR STRONG ROUTE OF AIR BASES AND FAIRS. Jimmy Case wants Bucket Agents. John Ernest wants Blower, Six Cat and Hanky Pank Agents. Also good "Ruffie" (Dugan, Wylie and Droppie, get in touch). ADDRESS: c/o VICTORY EXPOSITION SHOWS Albuquerque, N. M., this week; then per route.

NOW BOOKING FOR 1958, LAREDO, TEXAS 60TH WASHINGTON BIRTHDAY CELEBRATION Feb. 18-Mar. 2

RIDES: Whip, Dark Ride, Caterpillar, Rocket, Looper, Pony Ride. SHOWS: Monkey Speedway, Motordrome, Side Show, Illusion, Big Snake, Mechanical Show, Funhouse and Fat Show.

CONCESSIONS: Nickel Pitches, Glass, Parakeet, Bears and Lamp. HANKY PANKS: Custard, Photos, Scales, Long and Short Range, Novelties and Hi-Striker. POSITIVELY NO RACKET, NO COUNT, PEEK OR SKILLO TOLERATED.

Write or wire J. GEO. LOOS

P. O. BOX 455

LAREDO, TEX.

WANTED

For route of bona fide Fairs and Street Celebrations—Hanky Panks of all kinds. Everything open except Bingo, Floss and Snow. No flats or gypsies. Can place Shows with own equipment. Opening date July 15-20, V.F.W. Celebration, Wabash, Ind., with Lawrence, Ind., to follow, July 20-28 (Fire Department); Cas City to follow, July 29-August 3. Ride Men—First and Second for Tilt, Rolloplane, Jenny, Roller Coaster and Wheel; man for set of Kiddie Rides. (Ten office-owned rides.)

STAR AMUSEMENT MIDWAY

KENNY'S ATTRACTIONS

Want Hanky Panks, Scales, Age, Block Pitch, Hoop-La, Cigarette Block, Glass Pitch, Cat Rack, Cork Gallery and any other Hanky Panks not conflicting. Sol Rosenfeldt, get in touch. Contact

MUTT HAYWARD

Darlington, Ind., on the streets, all this week.

W.G. WADE SHOWS

DELAWARE COUNTY FAIR, MUNCIE, INDIANA

10 DAYS AND NIGHTS, JULY 25 THRU AUGUST 3
(ONE OF THE LARGEST COUNTY FAIRS IN THE UNITED STATES)

Can place legitimate Merchandise games and outright sales privileges such as Ball Games, Pitches, Water Games, High Striker, Grab, etc.

RIDES: Have good location available for two more major novelty rides such as Scrambler, Round-Up, Caterpillar, etc.

SHOWS: Can place two more Grind and one more Bally Show. Especially want good Circus Side Show and Motordrome for Muncie and balance of fair season.

D. WADE, W. G. WADE SHOWS

Galveston, Indiana, Street Fair all this week; Western Union office at Kokomo, Indiana; then Muncie, Indiana.

ROSS MANNING SHOWS

Ft. Stewart, Hinesville, Ga., July 22-27—
20,000 National Guardsmen and families.

CONCESSIONS—Eats, Drinks, Hanky Panks, Ball Games, Novelties, American Palmistry.

SHOWS—Wild Life, Crime. Can place Minstral Show. Leola can place Working Acts. Murray Levitt can place Up and Down Help; top salary, come on. Can place Mechanic with tools; top salary.

Agents wanted for Grind Store, Skillos, Swingers, Bird Stores. Contact Harry Ruben or Murray Levitt. Also Bucket Store Agents, contact George Beardley or Tommy Carson.

Contact **TOM CARSON**
Battery Park Hotel, Asheville, N. C.

WANT GAMES AND CONFECTIONS

ALL SURE-FIRE, PROVEN WINNERS

- ★ **ELNORA, INDIANA DAVIS COUNTY FAIR**
JULY 29-AUG. 2 — Games & Confections
- ★ **SANDUSKY, MICHIGAN SANILAC COUNTY 4-H FAIR**
AUG. 20-24 — GAMES & CONFECTIONS
- ★ **NELSONVILLE, OHIO PARADE OF HILLS**
AUG. 26-31 — GAMES & CONFECTIONS

Reply By Letter Only To
GOODING AMUSEMENT CO.
1300 Norton Ave. Columbus 8, Ohio

HARTFORD CITY, IND. Sept. 10-14 | **FRANKLIN, IND. Sept. 24-28**

Also location in Indianapolis week of September 16

Can place CLEAN, PRESENTABLE CONCESSIONS OF ALL KINDS. Positively no other kind.

SHOWS—Small SHOWS OF MERIT that can set on street. These are bona fide Celebrations ON THE STREETS around the PUBLIC SQUARE, with extensive planning and publicity programs, special events, etc. Miller Amusement Rides. All replies to

TOM L. BAKER
2235 Ransdall St., Indianapolis Phone State 7-1711
Can also place above at Calumet City, Illinois, Labor Day Celebration August 29-September 2

WANT GOOD HIGH ACT FOR HARTFORD CITY

Attention Fair Secretaries—Bingo Operators and Carnival Managers AT LIBERTY

Now and until Sept. 14, large de luxe Bingo, 200 seats, choice operation. Due to nine week layoff on Railroad Show (Olson's) would like to book East for Bingo and/or complete crew. What have you? Courteous, capable, co-operative, reliable people. Caller, Relief, Stock, Countermen, Checker, Wire.

NORMAN ANDERSON
c/o HETH SHOWS, Decatur, Ill.

FLOYD O. KILE SHOWS

Want for Cooper County Youth Fair, Booneville, Mo., July 23-24; Osage Co. Fair, Linn, Mo., and Linn Co. Fair, Central City, Iowa, Aug. 1-4. Followed by Knoxville and Fairfield, Iowa, Stock Concessions of all kinds. Novelties, Hoopets, Cork Galleries, Weight and Age, Bear and Glass Pitches; everything for Lion and Central City. Come on. Can place Eli Foreman, must drive and sober. Al Alexander wants Agents for Picture Frames. Tommy, come on; Chuck is here.

All replies to **FLOYD O. KILE**, Mer., Tipton, Mo., this week.

PARAKEETS

Write—Phone—Wire
For Prices on Live Stock

- Shipped Daily
- Safe Arrival
- Lowest Prices
- Buy Direct

CHROME CAGES 50c
Big Flash All Set Up

CHICAGO BIRD & CAGE CO.
422 S. State St., Chicago, Ill.
Phone: WEbster 9-4191

FOR SALE

One 8 x 15 trailer framed with Fishpond, flashed, plenty stock, living quarters on side; one 8 x 14 framed for Coca Bottle, plenty stock, living quarters on side; (can be purchased with Photo booth or without). One 8 x 14 fourteen stool Crab or small Cookhouse on wheels—can be opened for business when "coffee-water" is hot; one 8 x 12 Popcorn, Floss, Snow Apples trailer. All of these are custom-built and no junk. One 10 x 12 Fishpond, new canvas and frame; one 12 x 15 flame-proof top, 10-ft. wall, nearly new.

BOX 637, Biloxi, Miss.

WANT JAM AUCTIONEER

With or without equipment for 15 bona fide fairs. Starting with Harrington, Del., July 22. Cory, please contact.

Contact **MAX SHARP**
Prell's B'way Shows
Huntington Station
Long Island, N. Y.
All phone calls
Edison Hotel, N. Y. C., Circle 6-5000

FOR SALE

Super Rollo Plane, with safety cables and lift, three phase motor, A-1 condition, \$2500. Kiddie Roller Coaster, 42'x90', 3 stainless steel cars, A-1 shape, \$2500. Both rides portable, here to operation.

NEW RIALTO PARK
Olcott, N. Y.
Phone Newfane, Spring 8-9417

WANTED

RIDE FOREMAN FOR MERRY-GO-ROUND, TILT-A-WHIRL AND ROCK-O-PLANE; must be sober and reliable.

DELGARIAN AMUSEMENT COMPANY
1759 N. NEWLAND AVENUE
CHICAGO 35, ILLINOIS

AGENTS WANTED

For Balloon Darts, Add Up Darts, Hit Star Darts; also for Set Up Coke, Tip Over Coke and Ring A Coke; also for Basketball, Ball in Basket and Tip over one Ball.

WALTER B. COX
Care James E. Strates Shows,
Rochester, N. Y., this week

FAIRS LOOM BIG

Still Dates Poor For Jimmy Sullivan

REGINA, Sask.—Stopping off here for a week-long still date under Canadian Legion auspices before starting a 12-date tour of the Western Canadian Class B fairs circuit, J. P. (Jimmy) Sullivan offered one of the strongest lineups of attractions he has ever taken on the road. It was his first date in Regina since 1955.

His World's Finest Shows closed Saturday (29) and moved to Weyburn, Sask. Show, which travels on 50 railroad cars, has 6 shows, 10 major and 11 kiddie rides.

Weather here was good, altho a bit chilly at night in the early part of the week, and business was termed mediocre. In most spots this season the weather has been bad and the spending weak.

"There's nothing wrong with this show that money won't cure, said Sullivan.

Topping the midway to date have been the Tony and Monica Baresse Girl Show, Charles A. Taylor's "Rock 'n' Roll Revue" and the Mickey Mansion and Stanley Barbay Side Show. The Scrambler, Scooter and Tilt have been the top rides. Front end biz has been only fair.

World's Finest opened its season in Brantford, Ont., May 4 with a strong kids' day, followed by rain. Business was down considerably from last year. Windsor, Ont., May 13-18, turned out poor because of continuous rain.

Sarnia, Ont., May 20-25, was good but down from last year. Weather was cold with a couple of days' rain, but a good kids' day was racked up. Hamilton, Ont., May 27-June 1, turned out to be the worst date Sullivan has ever had there. A strike scare in the industrial town curtailed spending.

A 700-mile jump was made to Sault Ste. Marie, Ont., June 3-8, where the weather was cold the first two nights and fair the rest of the week. Business was excellent. Show operated in the center of town with an unusual, circular layout and six entrance gates. Kiddieland was set up on a street opposite the site of the rest of the show.

An 800-mile move was made to St. Boniface, Man., June 10-15. Show didn't open until Tuesday (11) because of the long hop and it was Sullivan's first appearance there since 1938. A new lot, formerly the site of a race track, was broken in but there was rain all week. Only one good day was recorded. Date was under the auspices of three Kinsmen clubs.

Show made a truck and tractor move across town to West Kildonan, June 17-22, and missed the opener because of rain. Two days were all right but business on the whole was poor. Opening of Royal American Shows at the Red River Exhibition cut into the last day. A fast move was made to Regina.

Staff, in addition to Sullivan, includes Hank Blade, assistant manager; Tim Jordan, office manager; Pat Marco, concession manager; M. F. Sullivan, secretary of concessions; Phil Cronin, Kiddieland manager; Leo Leopold, concession stock; Fred Charrette, collections, electrician; Fred Negrey, assistant electrician.

Train Department: Tiny Jamieson, trainmaster and general superintendent; Amos Payne, shop foreman; Joe Nadeau, assistant; Eddie Vojunt, Fritz Vogis, Norman Oulmet, trucks and tractors; Pete Balaga, W. Gordon Laine, D. Cranney, Pete Denouille, Gord McNeil, Russel Stewart, Ray Pettit, Dave Koons, Eugene De Pall, Ronnie Neill, shakers and poles; Jack Johnston, Clarence Grimsley, Robert Weist, Ruth E. Halliday, Rudy Brunel, Marie Lavalee, Nick Sadovsky, Harry Lieberman, J. Dandy and F. Stevenson, Peter Grouchillo, Leo Leopold, F. Charrette, front gate.

Ride Staffers
Rides: Scrambler, Louis Meller, Calvin Ferris, Robert De Lisi, Robert McLaurin; Rolloplane, Ronald Ferguson, Vital Giroux, Gerry Grise, Ferris Wheels, Eli Herzuk; William Parr, Ron Paltras; Octopus, Hank Rosco, Al Haviland, George Hill, Charles Kenner; Dark Ride, John Dindrich, Rene Lauson, John D. Bridgewater, Will Powell; Scooter, Al Plume, Ernest Riga, Rislon

Martin, Joel Raymond, Gordon Onakasek, Tilt-a-Whirl, Lorne LaLonde, Edna Sheffield, George Martineau, Don Young, Phillip Beveridge, Merry-Go-Round, Robert Nolan, Florian Martineau, Gilles Vachon, Frank Lacourciere, Rockplane, Marcel LaPointe, Gerald Leury, William Mowat, Moon Rocket, Alex Raymond, Claude Caron, Marcel Theoret, Irvine Lovell, Kiddieland; Phil Cronin, manager; Johnny Bunk, superintendent; Train, Allen Fisher, Ray Pelletier; Autos, Ray Lariviere, Frank Pelletier; Merry-Go-Round, Gaston St. Pierre, Puzzy Minc; Turnpike, Fred Lariviere, Ivan Turner; Sky Fighter, Al Deverney, Reg Blige; Pony Car, Pete Jawbone; Tanks, Stan Jenkins; Bill Stonehouse; Tube of Fun, Robert Pierce; Swings, Herb Ives, Norm Stephenson; Boats, Don Borque, Norman LeQuile; Barking Pony, Victor Plain.

Concessions: William De Cosimo, cookhouse manager, with D. Yuen, D. Lombardi, William Leonard, D. Playford, A. Garrey, William DeCosimo, Jack Kolar, Scotty Strahan, grab, W. Adams, P. Drenk, J. Miller, grab; Tom Murphy, Ralph Anderson, N. Wischar, R. Wingfield, J. Bates J. Dimitro, jewelry wheel; Al Kaufman, N. Melyschok, Joe Gallagher, M. Beres, F. Miller Sr., F. Miller Jr., grocery wheel; Cliff Drew, Dick Carr, Ken Boyd, old, Big Six; Reg Walker, Cy Eastman, Ted MacDonald, crown and anchor; Earl Trudell, Joe Cox, F. Stevenson, coke ring; Lou Dryall, Ray DiCosimo, Buddy Taylor, M. Germain, Hay Trudell, razzie; Vera Prockin, M. Grandchamp, H. Soenen, bucketa; J. Palling, S. Lorena, R. Sloka, J. Cameron, F. Panquin, J. Beres, bucketa; E. A. Gleis, Alex Zalen, J. Berni, come-see; Mrs. F. Miller Jr., Sarah Miller, mitt camp; Al Kaufman, J. Prockin, J. Dennis, R. Lipsky, Larry Nichol, clown plus; F. Eastman, Louis Brunk, W. Watson, G. Boisvert, F. Bolduc, one-ball spill; J. and Mrs. N. Kuchinsky, photos; P. Cronin, Roger Gillis, Danny Adams, duck and fish pond; Doc Scott, Albert Sha, Herman Sharp, over seven; Marie Lavalee, Gaston LaLonde, jewelry; Annie Dimitro, F. Stevenson, nickel pitch; Whitley Seem, R. Weese, G. Jackson, G. Pearson, P. Skerriott, Arcade; F. Eastman, W. Werent, F. Hall, Don Conner, golf balls; P. Bergeski, L. Stanley, cigarette gallery; F. Eastman, W. Walker, G. Lixotte, H. Kobler, derby racer; P. Marco, Flash Canis, Claude Malais, A. Levy, swinger; Bert Palling, Howie Hannigan, Dorothy Miller, balloon darts.

K. Mulligan, lead gallery; F. Zaba, Y. Monet, Billy Forde, N. Ducharme, roll-down; Lester Tate, Esale Tate, Dorothy and Mike Thomas, R. Pike, S. Fisher, J. Syrja, B. J. Lazar, E. Tillison, Mike Thomas Jr., six cats; John Perkinas, J. Zannis, H. Drew, M. Pippinia, P. Poulis, popcorn; John Perkinas, R. Volzert, L. Radjls, holly cranes; John Perkinas, L. Darcoumas, rotaries; John Perkinas, W. Kalonida, G. Dimis, ice cream; James Perkinas, N. Poulis, caramel corn; Robert Parker, Harold Hesch, Casper Bellina, singer; Al Brown, Maurice Carbonneau, John James, Steve Miller, John Burgess, Don Stobbs, Roy Shipley, Ernie Semata, Russell Vilk, George Tebow, bingo.

Alaska Trek Profitable For Kirbys

FAIRBANKS, Alaska — Aided by good weather, the Kirby Amusement Company is scoring good takes on its first invasion of Alaska, according to W. H. Kirby, co-owner. Lack of entertainment, particularly in the off-beat area being played by the show, has resulted in good ride and concession scores, he said.

The show opened in April at Harrison Hot Springs, B. C., then gradually moved up the Caribou Trail and the Alcan Highway into Alaska.

Kirby described the trip, a 1,500-mile jaunt, as long and expensive and said there are only a limited number of towns with any population. The show is now moving on a barge into the back country and is scheduled to go some 300 miles inside the Arctic Circle.

R. K. and T. R. Kirby are co-owners and James Ross, of the Ross United Shows, has all the concessions. Others on the front end include Earl Richards, Mr. and Mrs. Lucky Lang, John Vires, Buddy Stevens, Jerry McHugh and John Gentry. Show carries five rides and an animal show.

FOR SALE

ROLL-O-WHIRL

Excellent condition—need space for another ride. Can be towed by passenger car. This ride will get plenty of money on fairs and Spot Locations. \$1000.00.

WILLIAMS GROVE PARK & SPEEDWAY
Mechanicsburg, Pa. Phone—PO 4-3315

HELP WANTED

TO WORK ON BINGO AND DRIVE SEMI. STEADY WORK FOR 16 FAIRS, OPENING

MIDDLETOWN, N. Y., AUGUST 3

Will be home at 5205 Alton Road, Miami Beach, Fla., until July 17; then Orangeburg, S. C., Winter Quarters until July 20.

BEN WEISS

UNIVERSITY WILL SACRIFICE

\$150,000 STADIUM STAND

Steel Construction—Seats 7,284

University of Pennsylvania offers this permanent or portable stand with strong steel under-structure. Bids close noon July 25, 1957. Stand last used for 1954 football; newly painted and kept under cover when not in use. Covers 100 feet x 225 feet; last row 42 feet high. Inspection invited. For illustrated folder call, Phila., EV-6-0100, Ext. 216, or write: H. Jamison Swartz, University of Pennsylvania, 209 S. 36 St., Phila., Pa.

CAN PLACE

HANKY PANKS OF ALL KINDS

For Fairs at Chippewa Falls, Wis.; Springfield, Ill.; Des Moines, Iowa; Louisville, Ky.; Chattanooga, Tenn.; Tupelo, Miss.; Birmingham, Ala.; Montgomery, Ala.; Beaumont, Texas. No center locations. Contact

**PAUL OLSON, General Manager
OLSON SHOWS**

Milwaukee, Wis., lakefront, week beginning July 15; Sheboygan, Wis., week of July 22.

WANT RIDE FOREMEN

for Merry-Go-Round, Rock-o-Plane and Tilt-a-Whirl.

No cars, must be licensed Semi Drivers.

Best of Pay and Treatment, plus Bonuses.

All wires to C. C. GROSCURTH

BLUE GRASS SHOWS

Joliet, Ill., all this week. No phone calls, please.

WISCONSIN FAIRS

10 FAIRS

BELLE CITY SHOWS WANT

RIDE HELP who can drive and have license. CONCESSIONS—A few more skill and science type. SHOWS—Any type that can get money. NO Girl Shows. Good deal for you. Fairs are Lutsmith, Wis.—the Big One—Water Festival and Fair Combined, July 24 to 28. To follow: Antigo, Merrill, Neillsville, Medford, Wausau, Shawano, Wausau, Neenah, and Ripon. Would like to book Dodgem, Spitfire, Spinnor, Flyplane and Caterpillar at Merrill and Shawano Fairs. We put you where you get money. We've been doing it.

CHARLES G. PANACEK, Owner

So. 1st & E. Lincoln, Milwaukee 7, Wis., July 14 to 21.

SUNSET AMUSEMENT COMPANY

MOUNT PLEASANT, IOWA, FAIR, JULY 22-27

Can place Exclusives on any Pitch except Bear, also Novelties, Photos, Age and Weight, Ice Cream, Lemon Shake-Up, Want Balloon Darts, Fish Pond, Cork Gallery, Pitch-Till-You-Win open. Can place Six Cats and Buckets with Hanky Panks. Want Ride Men with chauffeur's licenses. Can place Acts for Side Show. Geek and Talkers for Geek Show, Girl and Talker for Girl Show.

ADDRESS: K. H. GARMEN, MGR., Clinton, Iowa, This Week.

JOE SCIORTINO WANTS

ROSS CANVASMAN—Must be able to handle 40 by 100 foot top and drive semi. TICKET SELLERS—Must have show experience and drive semi. PERFORMERS and MUSICIANS for colored ROCK & ROLL revue. All answers to J. SCIORTINO. This week c/o Happyland Shows, Garden City, Mich.; next week c/o W. G. Wade Shows, Muncie, Ind. All major fairs follow, including Milwaukee, Detroit, Allegan, Allentown, Bloomsburg, Frederick and Orangeburg.

B & B COMBINED SHOWS

Want for Pryor Centennial and Homecoming

Concessions and Shows of all kinds, Bingo, Cookhouse and 3 Kid Rides. Celebrations for rest of season. Want Man and Wife for Girl Show, Sailor Moran wants Agents. Contact at once Tommy Mason, Buster Ellis, Moco, Grady Ford.

ROOTS CUTLER, Mgr., Pryor, Okla.



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Harrington, Del., Fair, July 22 to 27 and all fairs to follow.

Norfolk County Fair Portsmouth, Va. July 29 to Aug. 3	Carlisle Fair Carlisle, Pa. Aug. 12-17	Fargo Fair Cumberland, Md. Aug. 19-24
Fairfax Fair & Industrial Exposition, Fairfax, Va. Aug. 26-Aug. 31	Campbell Co. Fair Lynchburg, Va. Sept. 2-7	Gastonia, N. C., Fair Sept. 9-14
Wayne County Fair Goldsboro, N. C. Sept. 16-21	Salisbury Fair Salisbury, N. C. Sept. 23-28	Great Frederick Fair Frederick, Md. Sept. 30-Oct. 5
Wilson Co. Fair Wilson, N. C. Oct. 7-12	Halifax County Fair South Boston, Va. Oct. 14 to 19	Laurens Fair Laurens, S. C. Oct. 21 to 26
		S. C. Colored State Fair Columbia, S. C. Oct. 28-Nov. 2

CONCESSIONS: Want all kinds Eating and Drinking Stands, Photo, Age and Scales, Long and Short Range Gallery, Derby Racers, Cat Rack, Buckets, Hanky Panks of all kinds—Cigarette, Glass Pitch, Bear Pitch, Bird Pitch, Ball Games, Harry Gold, answer.

RIDES: Live Pony Ride, 2 or 3 Kiddie Rides, Scrambler, Round-Up, Fly-O-Plane, Scooter.

SHOWS: Girl Show Revue, Peep Show, Glass House, Wildlife, Irene Barton, contact.

HELP: Ride Help in all departments. Semi Drivers preferred. Caterpillar Foreman, Rockplane Foreman.

FOR SALE: Cookhouse. Can be booked on show for 15 bona fide fairs. Contact Maxie Sharp, care Show.

ALL ANSWER: PRELL'S BROADWAY SHOWS, HUNTINGTON STATION, LONG ISLAND, N. Y.

Will be in Harrington, Del., starting Wednesday

PLAYTIME SHOWS

Want for the following Top Money Fairs and Celebrations:

WEYMOUTH STATE FAIR
AUGUST 11-17

MARSHFIELD FAIR
AUGUST 18-24

TOPSFIELD FAIR
SEPTEMBER 1-7

These are the BEST FAIRS in MASSACHUSETTS

PLYMOUTH, N. H., FAIR
AUGUST 15-18

Multiple Sclerosis
CHARITY FROLIC
AUGUST 26-30

Multiple Sclerosis
COMMUNITY CELEBRATION
SEPTEMBER 7-14

Followed by THREE MAINE FAIRS till OCTOBER 12.
HANKY PANKS, EAT and DRINK STANDS. Well Framed Shows.
Ride Foreman for Wheel and Chairplane at once.

PLAYTIME SHOWS Box 206, Quincy, Mass., or as per route

WEST COAST SHOWS • UNIT No. 1

CONCESSIONAIRES — ATTENTION

We have space available for Long Range, Photo Gallery, Break the Records, Age and Scales, Jewelry, and Hanky Panks for the finest Route of Fairs in the West.

Our Route

Aug. 1-10—Multnomah County Fair, Gresham, Oregon.

Aug. 16-18—Siskiyou County Fair, Yreka, Calif.

Aug. 22-25—Shasta County Fair, Anderson, Calif.

Aug. 28-Sept. 8—California State Fair, Sacramento, Calif.

Sept. 9-15—Santa Clara County Fair, San Jose, Calif.

Sept. 16-22—Walnut Creek Festival, Modesto, Calif.

Sept. 23-29—Kern County Fair, Bakersfield, Calif.

And Celebrate The Biggest Armistice In The West.

All replies to Ed Hellwig, West Coast Shows, Roseburg, Oregon, July 15-21; Springfield, Oregon, July 22-29.

If you wish to join for the winning spots don't delay.



WANT FOR MIDDLETOWN, N. Y., FAIR—2 SATURDAYS AND 2 SUNDAYS—AUGUST 3-11 INCLUSIVE. ALSO FOR RHINEBECK, N. Y., FAIR, AUGUST 23-28 INCLUSIVE

Account of disappointment—Novelties, Age & Scales are open. Hats and Emblems are sold. Also want Hanky Panks only. Can also use a FUNHOUSE.

Call me before 11 a.m. or after midnight.

PHIL ISSER, Gen. Mgr.

1916 Ave. K, Brooklyn, N. Y.

CLoverdale 2-2796

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

BUCKEYE STATE SHOWS

Playing Ohio, Kentucky and West Virginia—all bona fide Street Celebrations and Fairs. Mount Sterling, O., July 17-20; Johnstown, O., July 23-27; West Lafayette, O., July 30-Aug. 3.

WANT BINGO for Mount Sterling, O., and Johnstown, O. WANT Hunky Punks, Photos, Waffles, French Fries and Custard. WANT RIDE HELP—First Man for Wheel, Merry-Go-Round, Chairplane, Loopplane and Kid Rides. Pay every Wednesday—top salary and bonus. Need Ride Men for three units operating in Ohio.

Contact MANAGER as per route or phone Gladstone 2-8252 or 2-3398, Maxahala Park, Zanesville, O.

P.S.—Ed Grob, contact Vandergriff.

CRAFTS 20 BIG SHOWS

Wants SHOWS AND CONCESSIONS

For Strong Route of Fall Fairs

ALL CALIFORNIA

Santa Clara Fiesta, July 17-21
Santa Maria Fair, July 24-28
San Mateo Fair, Aug. 2-18
Woodland Fair, Aug. 15-18
Merced Fair, Aug. 21-25

California State Fair, Aug. 28-Sept. 8
Lodi Fair, Sept. 12-18
Riverbank Community Fair, Sept. 19-22
Watsonville Fair, Sept. 24-29
Fresno District Fair, Oct. 4-13

ROY SHEPHERD, Ride Superintendent, WANTS Foreman for Kiddieland. Also Foremen and Second Men who can drive semis. Extra money for driving. Can use several Women Ticket Sellers. Top salaries to sober and reliable men and women.

Contact **CRAFTS 20 BIG SHOWS, INC.**

7253 BELLAIRE AVENUE NORTH HOLLYWOOD, CALIFORNIA
Phone: Poplar 50909 or 50320

CAPITAL CITY SHOWS

WANT FOR MERCER COUNTY FAIR, HARRDSBURG, KY., WEEK OF JULY 22; FOLLOWED BY CORBIN, KY., FAIR

WANT HIGH ACT. MUST BE 150 FEET OR BETTER

RIDES—Will book any non-conflicting Rides. CONCESSIONS—Bear, Glass and Parakeet Pitches, Stock Concessions of all kinds, Jewelry, Short Range, Long Range, Charlie Tuterow, contact me. SHOWS—Any Shows with own equipment except Girl Show. George Johnson wants Sax and Trumpet Players to strengthen Minstral Show. I have trumpet and tenor sax on hand. Skeet the trumpet player, contact at once. Wire or call collect. Also want two Chorus Girls, no drunks. All winter's work in Florida.

All replies to **J. L. KEEF**
c/o Western Union, Mount Sterling, Ky.

BYERS BROS.' SHOWS

20 BONA FIDE FAIRS AND CELEBRATIONS IN IOWA, MISSOURI, ARKANSAS AND LOUISIANA, OUT UNTIL NOVEMBER 18. THOSE JOINING NOW GIVEN PREFERENCE.

HELP: Ride Help on Scrambler, new Sabreast Allan Herschell Merry-Go-Round, Caterpillar, Roll-o-Plane and Kiddieland. Want Man for Downey Light Towers. Also good Man for Norman Smith make Fun House.

CONCESSIONS: Bumper, Balloon Darts, Scales, High Striker, Punk Bark, Milk Bottles, Roman Targets, Coke Bottles and Photos.

SHOWS: Mechanical, Monkey, Illusion, Big Snake, Girl Show, Ray Wheelock wants Beters and Wrestlers for Athletic Show (good percentage).

FOR SALE: 12x14 ft. fully equipped Cookhouse (same as new), with transportation. \$800. Will book same on show.

Write or Wire (No Phone Calls Please). As Per Route in Billboard.

JAMES E. STRATES SHOWS, Inc.

CAN PLACE FOR OUR FAIR ROUTE

SHOWS—Monkey, Punk, Mechanical or any worthwhile Attraction in keeping with show policy. Will book modern Photos.

HELP—Looper Foreman, Ride Help on all Rides, Carpenters, Tractor Drivers, Sign Painter, etc.

Pop Garrett wants all kinds of Help. Jack Norman needs Grinder and Ticket Seller for Snake Show.

JAMES E. STRATES, General Manager
Rochester, N. Y. July 15-20; Erie, Pa. July 22-27

TIVOLI EXPO SHOWS

WANT FOR THREE OF THE LARGEST FAIRS IN ILLINOIS, BENTON, HARRISBURG, ALTAMONT AND ALL FAIRS TO FOLLOW IN ILLINOIS, ARKANSAS AND LOUISIANA UNTIL NOVEMBER 1

CONCESSIONS—Want Hunky Punks of all kinds including Penny Arcade. Frank Spina wants Peek Store and Count Store Agents.

RIDES—Can place one major Ride not conflicting. (E. C. Garman, with Octopus, please call me collect immediately.)

SHOWS—Will book good Cook Show and Girl Show with own transportation.

Contact **H. V. PETERSEN**

Martinsville, Ill. Fair this week; Benton, Ill. Fair to follow.

LOT MAN WANTED

Must be capable of laying out big show. If you are temperamental or drink, don't answer. Reply at once.

HETH SHOW

Decatur, Illinois, this week.

BEAM'S ATTRACTIONS

COMMUNITY CELEBRATION, PORTAGE, PA., NEXT WEEK; FROSTBURG, MD., AND CHARLES TOWN, W. VA., TO FOLLOW

Can book Glass Pitch, Pitch-Till-U-Win, Hi-Striker, Ball Games, Long Range Shooting Gallery. Want Men for Kiddie Rides. Help for Cookhouse. Contact

STEVE DECKER, Black Lick, Pa.

FAIRS START IN TWO WEEKS

1957 Off 25 Per Cent For Joe Fredericks

FLINT, Mich. — Motor State Shows, operated for over a decade by Joseph Frederick, has been split into three units this season, each playing an independent route.

The parent show has been re-titled Motor State Exposition Shows and has been expanded to carry 8 major and 6 kid rides, 4 shows and 32 concessions under the personal management of Frederick. The second unit has been separately organized, with Fletcher Dickson as a partner and manager, while the No. 3 show is a small five-ride unit owned solely by Frederick.

The Exposition Shows opened in Troy, Mich., in mid-April and has played Southern Michigan and Northern Ohio. Due to adverse weather, business was off 25 per cent. On the few occasions when okay weather was encountered, grosses soared well ahead of 1956.

The unit had three winners to date—a Legion celebration at Lorain, O.; a fire department date at Waterville, O., and an engagement under joint Legion and VFW auspices at Fenton, Mich. Madison Heights, Mich., a four-day stand ended July 4 produced only fair business and the holiday was lost to rain.

The show was here for 10 days ended last week, under the local fire department. Two celebrations in Ohio, Bradner and Toledo, follow and then a route of 11 fairs starting at Maumee, O. New to the fair route are annuals at Moulton and Haleyville in Alabama, and Louisville, Miss. Show closes in mid-November at the Oxford, Miss., fair and will winter in Belleville, Mich.

New this year is a Tilt-a-Whirl, Chairplane, three kid rides, including a King Combination, which Frederick said is outgrossing other kid units, and Joe Kane's 10-in-1.

The No. 3 show is playing short stands of two to five days in Michigan. Unlike the parent organization, this unit is enjoying consistently good business due to the type of dates and strong auspices.

Staff Listed

Staff of the parent unit, in addition to Frederick, includes Mary Frederick, secretary, Charles Krakeler, lot man and concession manager; Jerry Gordon, assistant concession manager; William Carter, Diesels and electric; Bill (Red) Mitchell, ride superintendent; Charles Derrow, transportation, and Bill McMasters, painter.

Ride personnel: Merry Go-Round, Marion Moore. Roy Bradburn, Helen Kalicki; Tilt-a-Whirl, Bill McMasters, Bill Vance, Junior Mitchell, Mary Craig; Ferris Wheels (2), William (Shorty) Bradshaw, Pat Murphy, Norma Vance; Rock-o-Plane, David McCrary, Bill Wallace, Charles Derrow, Rosemary Frederick; Octopus, Larry Haddox, Jack Long, Helen Frederick; Chairplane, Dave Foster, Charles Krakeler Jr., Mrs. Virginia Krakeler; Roller Coaster, Wilbur Gerard, Varo Bunnell, Bob Smith; Kiddie Rides (8), Myron Craig, Glenn Lindsay, Emil Neitzler, Mrs. Emil Neitzler.

Jack Kane is owner-manager of the 10-in-1, staffed by Pat Kane and Ray Wiswell. Show-owned units are: Monkeys, Christian Henman, Frederick Boyer; Snakes, John Milber, Robert Smith; Penny Arcade, Jack Kelly, Calvin Stevens.

Concessionaires and agents are Charles Krakeler (8), Ralph Zennie, William McDonald, Al Clayton, Art Spencer, Bill Chatham, Jim Walsh, Jim Willis, Paul Whiteman, Al McKinney, Art Ritter, Bill Keaton, Jerry Gordon (6), Tommy McArthur, Mr. and Mrs. William Williams, Junior Williams, R. J. McMillan (3), Marie McMillan, Johnny Paul; Clark Swain, cookhouse, with Mrs. Bea Swain, Jess Jones; Mr. and Mrs. Jack Rowe, glass pitch; Orville and Dorothy Woods (2); Frances Malloon, fish pond; Mary Malloon, photos; Darwin Tedrow, popcorn, apples; Joe Taylor, clothespins; William Wohl, novelties; Fred and Maggie Schmidt, jewelry; Ed Marks, bumper; Lucky Urquehart, diggers, and Mr. and Mrs. Bill Carroll (2).

Roster of the Motor State No. 3 Shows includes James Bright, manager; Bill High, Ferris Wheel; Wesley Benafield, Merry-Go-Round; Leo Wills, Woodrow Trenton and Edward Wilmer, Kiddie Rides, and William Cleborne, Octopus. Concessionaires are Frank Hall (3), Stanley Stevens (3), Glenn Shipley (3), Ralph Shoemaker (2), and Leo Reddel, cookhouse.

Fair Time Adds Second Wheel

SANTA PAULA, Calif.—Olivia Waldron's Fair Time Shows, Inc., debuted a second Ferris Wheel here Saturday (13) when the show opened for nine-days under the auspices of the Lions Club.

The show added a Rock-o-Plane in Redondo Beach, where the show was featured on the water front for six days ending Sunday (7) under the auspices of the Chamber of Commerce, which sponsored the Neptune Days. Business for the run in the beach city was reported to have exceeded all expectations. Opening on Tuesday (2) with a 6 p.m. call for the following day, the opening was moved up to 1 p.m. to take care of the holiday crowds.

In Redondo Beach, the show owner announced that Chet Barker had been upped from general superintendent to general manager. The spot here was booked by Ted LeFors, who succeeded Larry Nathan as the organization's general agent. LeFors is a veteran showman, at one time having his own high act. In recent years he has been directing the operation of kiddielands in the Los Angeles area.

For the Neptune Days celebration, the show featured 6 major and 11 kid rides. There were 31 concessions of which 19 were committee operated.

Following the run here, the show moved north toward Antioch where it will be on the midway of the Contra Costa County Fair. The date was booked last December, being the first ever signed, sealed and delivered at a Western Fairs Association annual convention.

Fair Time, which wintered at the Orange County Fairgrounds in Costa Mesa, opened the season May 15.

COOKHOUSE MANAGER AND OPERATOR

WANT sober Operator with background of experience who can furnish references. Percentage proposition that offers a big season's income.

Contact **M. A. BEAM**
Black Lick, Pa., this week.

GIVE TO DAMON RUNYON CANCER FUND

CANDY BUTCHERS

For Black Diamond Rides, sponsored by the Shrine of Binghamton, N. Y., July 19-19-20. Come on. Also have Jewelry location at West Virginia State Fair, independent midway. Good location, Apply

A. HYMES

455 Schenectady Ave., Brooklyn, N. Y.

WANT TO BUY

Schiff Coaster or Barrel o' Fun

DUB DUGGAN

General Delivery, Covington, Ky., this week.

WANT TICKET SELLERS

Who can grind and drive trucks for Grind Shows. Must be reliable, sober and have chauffeur's licenses. All replies

MILO ANTHONY

c/o 290 Arcade Bldg. St. Louis, Mo.

AGENTS WANTED

Buckets, Swingers, Tip-Over Cake and Spindle. Contact

BILLY SHAFFER

c/o United States Shows, Grundy, Va.

RIDE FOREMAN WANTED

Top salary. (Ferris Wheel, Carousel, Octopus)

Contact:

GEORGE J. MARSHALL & SONS

208 W. Camden St. Baltimore 2, Md.

Phone: RI-74913

FOR SALE—DODGEN

King Mtd. Mobile. Two Trailer Unit. For information contact

P. F. MANLEY

9014 Crosley Detroit 39, Michigan

Phone: KENwood 5-6512

RIDES WANTED

FOR

LIONS CLUB CELEBRATION

August 23-24-25, Edwardsburg, Mich. in Lake area on Route 112, surrounded by South Bend, Elkhart, Niles and Cassopolis. Write or wire.

H. T. SMITH, Edwardsburg, Mich.

BINGO FOR SALE

16x30 Khaki Top used one season. P.A. set with Dynamic Mike and Jensen Speakers. Chevy Van Truck, two speed axle. Will sell with or without stock. Complete, ready to go. Priced reasonable.

THOMAS O. THORNER

BOX 582 Kirksville, Missouri

Phone: MOhawk 5-2140

FOR SALE

KIDDIE FERRIS WHEEL

Good condition, recently painted, factory built on two wheel trailer. Will sacrifice for cash—\$800.00.

CENTRAL STATES SHOWS

Linn, Kans., this week.

AGENTS WANTED

One Ball, Watch-La, Stat Rack, Buckle. No drunks.

TOBY YOUNG

Gering, Neb., July 17 to 22; Casper, Wyo. Fair, Durans, Colo., Fair, followed by the strongest route of fairs and celebrations in Colorado, Wyoming, Nebraska, Kansas and Oklahoma.

FOR SALE

Fun House Trailer open 45', \$1250; Milk Custard-Popcorn, etc., Trailer, \$1250—ready to go; 32 ft. Office Trailer, 3 rooms, safe, shower, etc., \$875; Double and Single Loops; Chairplane, 25 Wheel, Tractor and Trailers. Will sell buy or trade for Kiddie Rides.

D. VAN BILLIARD

Indian Head Park Beach, Oaks, Pa.

Glendale 2-4341

WANT AGENTS

For Short Range, Over 30 Under 11. Eddie Long, contact.

V. E. JAMESON

Bristol, Tenn., till July 20; then Lawrenceburg, Ind., July 22.

Ferris Wheel For Sale

23 Ell. V type motor. All good condition. Ready to run. Complete with good transportation.

TOM L. BAKER

2235 Ransdell St. Indianapolis

Phone State 7-1711

Bennie's 32d Year Seen A Good One for Bingo

MIAMI—The 32d year in the bingo business will get under way for Ben Weiss shortly, with indications pointing to a good season ahead. One of the game's recognized merchandisers, Weiss will be repeating his glittering, well-stocked displays of prizes at Eastern fairs.

For the first time, Big-Hearted Bennie will not have made any non-fair appearances. He attributes this to a combination of things, notably an unwillingness to buck wet spring weather and a shortage of competent help.

Weiss has been recuperating from a mild heart attack which confined him to his home for a brief period, and from which he has fully recovered. Son Jackie, it is expected, will not be as active in the family business as in the past, having recently begun the practice of law here.

A string of 16 fairs has been booked by Weiss, who with his wife, Martha, and son, Jackie, has fielded as many as three bingo units during some weeks in previous fair seasons. Some of the fairs set for 1957 are Hagerstown and Timonium, Md.; Orangeburg and Spartanburg, S. C.; Bloomsburg, York, Reading, Allentown and Centre Hall, Pa.; Macon, Ga., and Ronceverte, W. Va.

Open August 3

Opening date of the season will be Orange County Fair, Middletown, N. Y., August 3-11, where Weiss will go from his winter quarters in Orangeburg, S. C.

As usual, Martha Weiss has been keeping a weather eye open for merchandise of interest to mothers and housewives, who provide a considerable part of the game's patronage.

ALAMO EXPOSITION SHOWS

WANT FOR BIGGEST RODEO IN THE STATE OF NEBRASKA, BURWELL, NEB., JULY 30 TO AUGUST 3. YORK, NEB., FAIR FOLLOWS, THEN THE BIG SIDNEY, IOWA, RODEO, AND FAIRS TO FOLLOW UNTIL NOVEMBER.

Can place Scrambler Ride and Round-Up; good dates for these two rides. Can place Foreman on Octopus Ride, also Working Men on all Rides; Men who can drive trucks and semis. Can place Shows of merit that have own equipment. Can place Concessions, Custard, Foot Longs, Ice Cream, all Hanky Panks, and Mug outfit, Short Range Gallery. Tex Tally wants Agents for Nail game. Pug Stokes can use Agents for Grind Store. All Contact

JACK RUBACK, Manager
Chadron, Nebraska, July 15 to 20

For Sale Europe's most famous ride

BOOMERANG

40 x 20 YARD PRICE \$25,000

Delivery f.o.b. German, Dutch or Belgian port. To inspect in operation on the famous fairs of Dusseldorf, Cologne, Bad Durkheim, Stuttgart in Germany.

Apply No. 200219 to Ad. Agency BOLREK,
Koningsplein 1, Amsterdam (Netherlands)

WANTED

Shows and Concessions for following Homecomings:
Camden, Ohio—July 22 to 27
Dresden, Ohio—July 22 to 27
Vandalia, Ohio—July 29 to Aug. 3

RIDE HELP for No. 3 Unit opening July 22—Ferris Wheel, Merry-Go-Round, Tilt, Chair-O-Plane, Kiddie Rides.

POWELSON AMUSEMENTS

Box 125, Coshocton, Ohio Phone 1088M

GROVE CITY, OHIO, HARVEST FESTIVAL

PARADES—CONTESTS—DANCES, ETC.

July 17-20

Want Bingo, Novelties, Age, Scale, Jewelry Sales, Glass Pitch, Short Range, Arcade and Hanky Panks of all kinds.

RIDE HELP: Want first and Second Men. Top salary.

NOLAN AMUSEMENT CO.

STRONG'S AMUSEMENT COMPANY

WANT SHOWS—Girl, Athletic or any Grind Show, have top fair same.

CONCESSIONS—All kinds for No. 2 Unit. Agents needed for 6 Cat.

Contact as per route.

STOCK TICKETS

1 Roll \$ 1.50
2 Rolls 4.50
10 Rolls 23.25
25 Rolls 58.75
50 Rolls 118.00
100 Rolls 240.00
Rolls 3,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single 7 1/2" x 2"

TICKETS

of every description. Wheel tickets carried in Stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 13, Ohio
"Allied Trades Union Label used"

SPECIAL PRINTED

Cash With Order Price
Rolls by Machine
2,000 \$ 4.90
4,000 7.80
6,000 8.75
8,000 9.65
10,000 10.50
20,000 18.20
100,000 33.00
500,000 132.00
1,000,000 250.00

Double Coupons Double Price

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT

For our long route of 15 Bona fide County Fairs—Starting with No. 1—Western, N. Carolina, Industrial and Agricultural Fair, Aug. 12; Hendersonville and all Fairs until closing Nov. 23 in South Georgia, the following:

RIDES—Scooter, Coaster, Round-Up, Dark Ride, Fun House.
SHOWS—Wild Life, Mechanical City, Illusion, Monkey Drama, Monkey Speedway, Big Ape, Side Show, Midget, Fat Show or any Grind Show.
Need Managers or Operators for the following, Calypso Follies Revue, large sit-down type, all complete. Big Snake, complete on semi. Motordrome with cycles, new top and front, ready to operate (Art Fay, Contact), office-owned, all new.
CONCESSIONS—Long and Short Range, Custard, Ice Cream Bars, Bird, Bear, or Pottery Pitches, Novelties, Straight Sales. Place sit-down Cookhouse.
HELP—Fly-O-Plane Foreman, Mechanic with tools, top salaries, must be sober. Other useful Ride Help who can drive. Willie Jones wants Musicians, Comics, Girls to strengthen "Nu-Orleans Minstrel Show," salaries office guaranteed.

PLACE

A-1 Promoter-Co-Ordinator. Salary and percentage. Must be sober and experienced. Start immediately. All fall and winter's work. Neil Berk, Kenny Baker, Roy Kabat, contact. Good proposition.

All Mail, Wires, Telephone Calls to

HARRY SCHREIBER
Bus. Manager

JOHNNY T. TINSLEY
Owner-General Manager

TED WOODWARD
Gen. Agent-Ass't Mgr.

Spruce Pine, N. C. now. W. Jefferson, N. C., next week

BAKER UNITED Shows

"A Clean Modern Midway"

BOOKING NOW FOR THE FOLLOWING FAIRS AND CELEBRATIONS:

Clinton, Ind., 4-H Fair, July 22-27
Osgood, Ind., Ripley County, 4-H Fair, July 29-Aug. 3
Delphi, Ind., Old Settlers' Re-Union (on the streets downtown), Aug. 7-10
Wabash, Ind., 4-H Fair, Aug. 12-18
Boswell, Ind., Benton County Fair, Aug. 19-22
Oblong, Ill., 4-H Fair, Aug. 26-30
Palestine, Ill., Labor Day Celebration, Aug. 31 thru Sept. 2

Contact **ERNE ALLEN, Manager**

CONCESSIONS—Diggers, Bird Pitch, Jewelry, Break-the-Dish or Balloon, Balloon Darts, Cork Gallery, Long and Short Range Galleries, Milk Bottles, Pitch-till-U-Win, Hoop-la, French Fries, Custard, Pronto Pups, Derby Racer, Scales & Age, Tip-Over Coke.

RIDE HELP—Want Foremen for Wheel and Tilt and Second Men on all Rides. Must drive semis to join at once. (Everett Lewis, contact at once.)

SHOWS—Can place Ten-in-One, Fat Show, Motordrome and Illusion.

Jasonville, Ind. (Tri-County Fairgrounds) this week.

GLADSTONE EXPO SHOWS

Paris, Ky.,
July 15-20
Fair

Columbia, Ky.,
July 22-27
Fair

Russell Springs, Ky.,
July 29-Aug. 3
Fair

Followed by Gallatin, Tenn., Hodgenville, Ky., Russellville, Ky.; all Fairs.

WANT—Hanky Pank Concessions of all kinds, Age & Weight, Basketball, Ball Games, Bear Pitch, Novelties, Ice Cream, Lemonade Shakes, Hi Striker, etc.

WANT—Ride Help on all rides, must drive, no drunks. Especially want good Tilt Foreman and Rock-O-Plane Foreman.

WANT—Pony Ride

Bill Butler want: Agents for Buckets, Six Cats, Swinger, P. C. Tables, also Bingo Help, Man and Wife to take over Bingo.

Russell Phillips needs Cookhouse Help, Griddle Man who can work bare footed sober and fast. Contact

F. O. POOLE, Owner—Danville, Ky.—J. L. OLIVER, Bus. Mgr.

CENTRAL STATES SHOWS

"Business is good in the Heart of the World's greatest wheat country."

Can place Hanky Panks, Long and Short Range, Basketball, Novelties, Six Cat, etc.

Want Agents for Cig. Block, Rats, Bird Pitch, Bingo Counter Men.

Want Shows—Drome, Big Snake, Fun House, or any Shows of merit.

Can place a couple good Ride Men.

All Fairs and Celebrations for the balance of season.

Linn, Kansas July 15-20

Hanover, Kansas July 22-24

Jewell, Kansas July 25-27

W. W. MOSER

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

WANTED
WISCONSIN STATE FAIR
 August 17 thru August 25
GRINDSHOW
 Contact immediately
ARCHIE GAYER
 4977 Brewster Drive, Torrance, Calif.
 After August 1, Administration Bldg.,
 Wisconsin State Fair, Milwaukee, Wis.

PAUL H. MILLER
WANTS AGENTS
 For Buckets, Push-Up Cakes, One-Ball.
 Girls for Parakeet and Bear Pitches.
 Address: c/o EMSHOFF SHOWS, Lake
 Mills, Wis. (Centennial), now; Davis,
 Ill. (Centennial), to follow.

READERS WANTED
 14 FAIRS
E. DELLABATE
 c/o James E. Strates Shows,
 Rochester, N. Y., this week;
 Erie, Pa., next week.

American Beauty Shows
WANT FOR WAPELLO, IOWA
AND ALL FAIRS
 Can place a few Stock Concessions.
 Also want Pony Ride. Can place Cook
 House Help (Uppie, come on). Also
 want Second Men on all Rides.
 ALL REPLIES TO:
H. W. Bartholomew
 Wapello, Iowa, this week; then per route.

WANT AGENTS
 for Peoria, Ill., and Stoughton,
 Wisc., and all Fairs to
 follow.
 Six Cat, Buckets, Spindle, Glass and Bear
 Pitch.
JACK COST, contact me
MATT ANDERSON
 c/o DON FRANKLIN SHOWS
 Peoria, Ill., this week; then Stoughton,
 Wisc.

Carnival Wanted
 Between now and August 19. NO CYP-
 SIES, please. We have the only lot; 8
 acres, plenty parking. Circuses and Carni-
 vals in this territory, contact us.
AMVET PARK
 FRED ELKIN, SR., Secy.
 Lexington, N. C.

WANTED
 TALKER, HULA DANCERS, TICKET
 SELLERS, PIANO AND DRUMS,
 CANVASMEN
 Come on or Contact
CHLOE CARTER
 c/o James E. Strates Shows
 Rochester, N. Y., this week.

WANTED
 Concessions—July 26-28, Thiensville,
 Wis., Lions Club Water Carnival. Rides—
 St. Lucy's Parish, August 2-4, Racine,
 Wis. Family Act—doing two acts for
 August 17-18. Write
A. W. STREHLOW
 P. O. Box 1, Waukesha, Wis.
 Phone: Liberty 2-6763.

AMUSEMENTS OF AMERICA
 Can Place at Once
 Wheel, Roll-O-Plane and Chairplane Foremen;
 Wives to Sell Tickets. Address
JOHN VIVONA, Neville Island (Coraopolis), Pa., now

Kochman Drivers Back; Set Mexico

Thrill Unit Ends 10 Weeks in Europe; Latin Tour to Follow Fair Season

NEW YORK—With its European tour successfully completed, the Jack Kochman thrill show forces have begun scheduling another out-of-country tour, one which will take them into Mexico and South America after the current fair season.

Kochman's Auto Daredevils will close at fairs October 26 at the South Carolina State Fair, Columbia, and will be in Mexico in November, according to General Manager Bob Conto. The show expects to be in Caracas, Venezuela, by January 1 to begin an extended South and Central American tour.

As was the case in Europe, the Latin dates will be promoted locally. There were 10 weeks of engagements in Europe, with some excellent business until weather cut into the attendance toward the end of the route. The 10-week average crowd was more than 3,500, considered highly respectable by thrill show standards.

European cars were used for the show, which was presented as bicycle velodromes in Holland, Belgium, Luxembourg, France and Switzerland. Souvenir program, printed in French and English languages, in Paris, sold exceptionally well, Conto said.

Only Three Still Dates

The eight men in the show returned by Air France Wednesday (10) and flew off again from New York to visit their homes. They assemble again Tuesday (18) for their opening U. S. date, July 20 in Plainville (Conn.) Stadium. Following is Myerstown, Pa., and the fair opener July 22 at the Kent and Sussex Fair, Harrington, Del. Only three still dates are on the route, which otherwise consists solidly of fairs, Conto said.

Conto was abroad with the unit for six weeks, and Kochman for four. Kochman was expected to return Friday (12) or Saturday (13).

World of Pleasure Hits at Mich. Cele

ELKHART, Ind. — World of Pleasure Shows were here last week but were still talking about the big business at the Bay City, Mich., centennial where all segments shared in big business.

The seven-day event, which was extended an extra half day, featured Sammy Kaye and the Four Step Brothers as the name attractions, and drew an estimated 175,000 people. Weather was ideal with the exception of Friday evening when rain closed the show for an hour.

Radio stations and newspapers co-operated solidly with the centennial committee and C. W. (Bud) Davis, manager, participated in one question-and-answer forum on the air waves. Davis recently returned from a European jaunt where he and Mrs. Davis hit all the high spots.

Show is carrying nine major and six kid rides. Charles Cooper has booked his Spitfire and Davis has his Dodgem and two kid rides on the fun zone. Snake and Monkey shows are being framed for fairs and Harry Crimmins, show painter, is decorating the office and other trucks.

Staff, in addition to Manager Davis, lists Cash Wiltse as general representative; Robert Kobacker, advance and billposter; Harold Reich, diesel and electric superintendent; Howell Elrod, assistant electrician; Hannah Carpenter, office; Bill Iler, ride foreman; William Thatcher, searchlight; Al Southwell, Funhouse and marquee, assisted by Greg Link; Porter Bynum, mechanic; Betty Johnson, mail and agent for The Billboard;

Don Butters, tires; Charles Carpenter, carpenter; Walter Johnson, Gary Hall, Slim Martin, Kellis Hamilton and Leon Robertson.

Ride Personnel

Rides and personnel are: Rockoplane, Frank Cox; Tilt-a-Whirl, Harold Keefer, Hubert Dempsey; kid rides, Robert Padden, Paul Walters; Rolloplane, Albert Cain, William Lamrock; Spin-a-Roo, C. Carpenter, James Vinson; Spitfire, Jim Glass, L. Harris; Roundup, Don Butters, and Swings, E. Foster. Ticket sellers are Betty Johnson, Mrs. Crimmins, Mildred Baker, Elaine Swint, Joele Link, Mrs. Robertson, Mrs. Davis and Dick Oatts.

Hall and Leonard Side Show: Landrus, magic; Senorita Martha, dance; Leonardos, knives; Tattoo and Sally Sandy, tattooed couple; Walendos, juggling; Punch and Judy; Little Lord Leon, midget; Carmelita, snakes; Gerry Burke, iron foot girl; HasHam Singh, two-headed boy; Diane Deelgar, annex; Bill Christy and Jerry Burke, tickets; Ward Hall, manager and front; Harry Leonard, inside lecturer. Harold Weatherbee has the girl show in addition to an office-owned gal unit and the Funhouse.

Concessions: J. Murray, cookhouse; Gene and Jo Rose, popcorn and candy; Abe Martin, 12, managed by Russ Zoin; Whitey Caler, 6; Ostrow, 6, managed by S. Tyler; Jerry Vinson and Gordon Davis, Moss diggers; Jerry Baker, 3; N. Taylor's pottery pitch, operated by Mr. and Mrs. Melvin Smith; Louis Bell, 5; E. Summers, 1; Belle Iler, 1; J. Annin, 1; J. Mulder, 1; Daniels, hats and emblems; Duncan's French fries; J. Taylor, auction; V. Allan, novelties; Mr. and Mrs. Jimmie Herrington, root beer; Boots, foot-longs.

BOB SMALLWOOD
 Wants Agents for Razzle and Pin Store. Bobby James and Lucky Nelson, answer. c/o Gladstone Expo Shows, Danville, Ky., this week; Paris, Ky., next week, and 14 more fairs to follow, including Russell Springs and Columbia, Ky., fairs.

AGENTS WANTED
 For Cork Gallery, Fish Pond, Coke Bottles and Pea Pool.
HAROLD EUTAH
 c/o American Beauty Shows, Wapello, Iowa, this week; Kahoka, Mo., next. P.S.—Bill Cushman, contact me immediately. Have valuable information for you.

CURRENT RATE 75 CENTS

Amusement Pay Board Named in N. Y. State

NEW YORK—Appointment of a Minimum Wage Board to review standards in the amusement and recreation industry has been announced by Isador Lubin, industrial commissioner. The nine-member panel is composed of three representatives each from the public, management and labor in the industry. Chairman of the new board is Paul R. Hays, professor of law, Columbia University.

Representing management are A. Joseph Geist, Belle Harbor, N. Y., president and owner of Rockaway's Playland; Reuben A. Dankoff, Rochester, N. Y., bowl-

ing alley owner; and Mr. Emanuel Frisch, Neponsit, N. Y., chairman of the board of the Metropolitan Motion Picture Theaters Association, Inc.

Labor representatives are Michael J. Mumgovan, Albion, N. Y., International Association of Theatrical Stage Employees; Alfred Harding, New York City, assistant to the president, Actors' Equity; and Thomas Shortman, New York City, vice-president, Local 32B, Building Service Employees Union.

To Study Field

Under the State Minimum Wage Law, the wage board conducts an exhaustive study of wages in the industry, holds public hearings to gather additional opinions and information, and recommends to the industrial commissioner any revisions in the existing wage order which are deemed necessary or desirable.

The current minimum wage standard for the industry, established some years ago, sets an hourly minimum of 75 cents for workers with some variations based on size of community or specific occupations.

New England Units Win at Holiday Dates

PROVIDENCE — Most shows in this area did quite well on their July Fourth dates. Venditto Bros Shows in Saugus, Mass., had a real red one, it is reported, while Colbert Shows of Boylston, Mass., did well in Greenville, R. I.

Another Colbert operation, run by a brother, is called Colbert's Fiesta.

In Bristol, independent concessions at the celebration, and the rides of Joe Barry's DeLuxe Shows and Kid Hope Shows, all had a good week. The satisfactory business was also enjoyed by Fera Bros. Shows on the Narragansett Pier, and Lepa Shows in Newport.

Farrow Hits At Madison

DELAVAN, Wis.—Ernie Farrow's Wallace Bros. Shows moved here last week after a good week's business at the July 4 festival in Madison, Wis.

In addition to sizable ride and show business thruout the week, the kid matinee on Saturday (6) was the best of the season. Concessions all shared in sharply increased takes, and Mr. and Mrs. Bob Jeter reported a banner stand for their Arcade.

Charles Noble joined with Boats and ponies. New on the front end are Morris Osborne, 3, and Jim Nally, 1. Amos Youngblood's Mechanical Show joined at Madison, N. C.

Following the stand here, under Legion auspices, the show moves back to Madison for the fair and then to Darlington, Wis.

CSRA Names Staff For O. Fair Races

DAYTON, O. — Four Ohioans were named to head staffs of Central States Racing Association championship auto races at Ohio fairs this year.

George Wood, Dayton, was named fair supervising director; George Koontz, Arkson, officiating staff; John Swisler, Sidney, production, and Mason Benner, Dayton, promotion and chief announcer.

Five Ohio dates on the national speed agenda are Augalize County Fair, Wapakoneta, August 9; Clinton County Fair, Wilmington, August 10, afternoon and evening; Morrow County Fair, Mount Gil-ead, August 16, and Clark County Fair, Springfield, August 17.

Sunny Expands Ride Line-Up

CLEVELAND — Recent delivery of a new Helicopter ride to the A. J. Sunny Amusement Company makes a total of three Allan Herschell rides the show has purchased this season. The shows' two units are currently playing in and around this city.

A new all-metal Merry-Go-Round was put into operation recently and a new Rodeo was added earlier this year. A new transformer trailer has been completed and is now in operation.

Harry Day, formerly with Powelson Greater Shows, joined as manager of the No. 1 unit, which will go into its fair route late in July.

WANTED
STRONG ANNEX ATTRACTION
 Billy Bell, Gilda Leo, Sherrille Dean
 other half and half contact
DOC TODD OR DON RAMOS
 c/o Page Combined Shows, Elkhart, Pa.
 this week; Mansfield, Pa., next week.

Caller—Derby—Caller
 Reliable Relief Caller wanted. Good salary. Experienced only.
DERBY RACE
 c/o COLEMAN BROS. SHOW
 Pittsfield, Mass., July 15-20. Phone 5230

WANTED
 Man and Wife to take care toilets.
KNOX COUNTY FARM FAIR
 August 5-9, Sickenell, Indiana

WANTED
 Bar Performers for indoor show. Starts in September for 8 months. contact
MIKE TAPLIN THEATRICAL AGENCY
 54 West Randolph Street
 Chicago, Illinois

WANTED
 All types of Independent Concessions for
FARMERS' FESTIVAL
 July 19-20, Hartford, Ky.
HARRY D. BROWN, JR.
 PHONE: 8 HARTFORD, KY.

Del Mar, Calif., Looks To Top '56 Attendance

DEL MAR, Calif.—Altho early attendance reports for Southern California Exposition, which closed annual 10-day run here Sunday totaled 222,949 as compared with 224,000 a year ago, Paul T. Mannen, secretary-manager, was confident that complete returns would put this year ahead of '56. Ticket sales by the Parent-Teachers' Association and Navy Special Services are yet to be recorded. Polack Bros. Circus was featured as a free grandstand attraction for three days starting Friday and was credited with helping reduce a loss of approximately \$7,000 that was recorded thru Thursday (4). On the basis of early figures, total attendance was only 1,051 behind last year. The Polack attraction, personally directed by Louis Stern and with Gustus Edwards here for publicity, was also credited with setting a new kids' day mark of 6,007 on Friday (5). The old record was 2,771 in 1954. Crafts Shows on the midway aided in drawing attendance by offering 10-cent rides from the morning opening time until 6 p.m. A representative of the fair said that the circus drew better night crowds than any of the other attractions, which included "Rhythm on Ice" for five days starting Friday, June 28. "Oriental Fantasy,"

featuring the Kabuki dancers, was presented Wednesday and Thursday (3-4). The circus played to standing room for the second Saturday matinee.

The three attractions were handled for the sixth consecutive year by the Hollywood Theatrical Agency, headed by Jo and Newton (Carolina) Brunson. They also produced the Don Diego S. Circus, one of the free attractions covered by the front gate \$1 for adults and 25 cents for children.

Horses Click

Another attraction that hit it off was the horse show, again produced by Alan Ross of Studio City. Playing the opening three days in the junior division and the last seven in the open classes, the arena was packed for each evening performance.

A fireworks display on Thursday (4) was presented by the Golden State Fireworks Manufacturing Company, Saugus, Calif.

The Polack circus moved here from the Rose Bowl in Pasadena, where it played to 63,000 people for the firemen's Fourth of July Celebration. The show was lined up for over 100 feet on the race track and the band, directed by Bee Carsey, occupied a concession tent erected for this particular use. The first matinee performance on Friday ran the usual two hours and 10 minutes. The evening show was shaved approximately 20 minutes. Stern paced the show to wind up in 90 minutes.

Business for the midway concessionaires was good even when the attendance was lagging well behind last year's. Lee Garland, popcorn and floss operator, was surprised to learn that turnstiles were lacking. George Charbonneau, also selling popcorn and floss, said that his sales were up on the independent but down on the carnival midway, where he had hot dogs on a stick. Dave Barham sold his hot dogs on a stick and lemonade to beat last year's take. Warren and Flora McMenus, with two sit-down eating stands, recorded business that topped last year.

Publicity was again directed by William Arballo. Assistants included John McDonald, of the San Diego Union, and Al Pryor, field team member from California State Polytechnic College. Pryor left following the fair for Pomona to assist Roy Driscoll at Los Angeles County Fair there.

LIST SET UP

Mass. County Holds School For Judging

WEST SPRINGFIELD, Mass.—A training school for fair judges has been held at the Hampden County Improvement League here, and results have been labeled encouraging by all participating in the session.

Another such event is planned for next year by Albert H. Fuller, managing director. Thru the Fair Judging School's efforts there has been drawn up a list of qualified judges for all fairs of the county, covering all departments of competition.

The Agriculture Department is urging all counties having fairs to establish similar schools.

LACK OF COVER DELAYS ICER

DEL MAR, Calif.—A press party and prevue of "Rhythm on Ice" kicked off Southern California Exposition's 10-run here the night before the event opened.

Guests took their seats in the grandstand to await the presentation of the icer, which had been moved from 8:30 to 9. Finally, just before 9:40, when the show started, an important announcement was made.

"Sorry to keep you waiting," the announcer said, "but we had to wait for 30 sets of bras to arrive from Los Angeles."

Brandon Ex Tops '56 Gate By 20 Per Cent

Royal American \$\$ Up Sharply; Grandstand Clicks

BRANDON, Man.—Near-perfect weather, excellent crop conditions in the area, and added features combined to give the Brandon Exhibition attendance about 20 per cent higher than last year.

All segments of the five-day event, which closed Saturday (6), scored big gains. The Royal American Shows scored sharp gains. Royal turned in a ride and show gross which topped that of last year by 28 per cent.

Grandstand receipts were the highest in about 10 years, even tho rain caused the washout of one of the two shows slated for Wednesday night (3). Nightly grandstand booked in by Ernie Young, of GAC-Hamid, and fireworks presented by Interstate Fireworks Company. Harness horse races were presented the last three afternoons, with a free grandstand show aimed at youngsters staged the first two afternoons.

Weather was perfect thruout, with the exception of Wednesday night (3) when it not only caused the cancellation of the second night

FAIRFAX, VA., CHOOSES NEW MGR. & LOCATION

FAIRFAX, Va.—The annual Northern Virginia Fair and Industrial Exposition, previously known as the Fairfax County Fair, promoted as a showcase for products and activities of northern Virginia, Washington and Maryland, will be held August 26-31 at the new fairgrounds on Route 50.

W. C. (Bob) Wills, chairman, announced the signing of Milton M. Warshaw of Coral Gables, Fla., as general manager. Warshaw is co-director of the South Florida State Fair, Homestead, in charge of publicity and promotion.

Warshaw will bring many of the promotions which made the Florida fair a success. They will include Jack Bailey's "Queen for a Day" daytime TV show, seen on 142 television stations of the National Broadcasting Company and heard the following day on 583 radio stations of the Mutual Broadcasting System. "Queen for a Day" will give northern Virginia and Washington national publicity

Barrington Changeover Enhances Many Phases

GREAT BARRINGTON, Mass.—A major face-lifting project is under way at the Barrington Fairgrounds in preparation for the 117th annual edition which will be held September 8-14. The changes will be spread over all departments and involve a large expenditure in the continuing modernization plan.

General Manager Edward J. Carroll pointed out that the reconstruction, which started when he took over in 1941, has been carried out annually. His 17th year as fair director will be marked by the most elaborate set of changes yet.

Work has been under way since April and much has been completed. Addition of a cattle show building to replace the former tent arrangement in that department, offering a modern building with stalls and exhibitor facilities, has already been finished. The grandstand has been enlarged on the north end to provide 4,500 square feet of additional space on the mezzanine promenade plus new roof covering in that area. A complete new rest room with lavatories has also been installed on the mezzanine in the new section.

The South section of the upper grandstand, which was completed last year, has been roofed over for the coming fair and the refresh-

ment bar moved from the north to the south end of the mezzanine floor. Two small food and beverage stands are being installed in the new section on the north end.

Another improvement will include the addition of 23 more windows for cashiers and sellers on the mezzanine. A major change in mutual equipment and ticket service has been awarded to the American Totalisator Company.

Add Print Shop

In addition, a complete printing shop with modern machinery is to be set up on the grounds to turn out a new type program for race fans. Formerly the racing programs were printed outside.

Fairgoers will view avenues of flags of all nations decorating both auto and walk gates. A total of 36 flag poles will be erected on both sides of the avenues. A new ticket booth will be set at the walk gate and the roadway leading from auto gate to parking lots and barns will be leveled and oiled. Some sections of the midway area will get additional blacktopping.

The midway area, which houses rides and shows, will have a complete new layout this year. Carroll has given the contract for amusement attractions to Pat Reithoffer of Reading, Pa. Jeff Harris will continue as general director of the midway department.

Other changes in the making are additional rest rooms in the infield, covered stairway from rear of grandstand to mezzanine, extra parking area, shift of horse and ox draw arena to a new location, extra roof covering in infield mutual department and enlarged jockey quarters.

Arkansas Assn. Meets Feb. 10-11

LITTLE ROCK, Ark.—The Arkansas Fair Managers' Association will hold its 11th annual convention February 10-11 at the Lafayette Hotel here, Clyde E. Byrd, Secretary-treasurer, announced. The site has been changed from the Marion Hotel,

grandstand show but thinned crowds on the midway.

The fair and Brandon itself marked its 75th anniversary, and the anniversary tie-ups, such as special parades, served to hike attendance. An added feature with strong lure to rural folks was the All-Canada swine show, which, Alex McPhail, exhibition manager, said was the first of its kind ever staged here.

New Prime Minister To Open Saskatoon

SASKATOON, Sask.—Canada's new prime minister, John G. Diefenbaker, will open the Saskatoon Exhibition on the night of July 22. He was called upon to form a government following the June 10 federal election.

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Gibbs Replaces Andrews at Indiana State

INDIANAPOLIS—Georgia (Her Nibs) Gibbs, TV-record artist, will replace the Andrew Gibbers for the first three days of Indiana State Fair Coliseum show, August 28-30. P. L. White, fair board member in charge of entertainment, announced.

The change was made when the board was notified that the Andrews trio had been placed on the unfair list by the American Guild of Variety Artists and had been dropped by General Artists Corporation, who booked them into the fair.

In addition to starring in her current TV show over the NBC network, Miss Gibbs records for RCA Victor.

Sacramento County Event to Dispose Of Old Galt Plant

SACRAMENTO, Calif.—Directors of Sacramento County Fair voted to sell the remaining property of the old fairgrounds in Galt, where the event was held prior to 1954. Since then, the fair has been staged on part of the California State Fair and Exposition grounds here.

Ancl Hoffman, board president, said 33 of the original 53 acres as well as a number of buildings will be retained.

Details of the sale will be worked out by a committee composed of Howard Wackman, Elk Grove; Joe Green, Courtland, and Hoffman.

Portions of the grounds have been used since the fair moved here for a restaurant, auction yard, and training ground for horses. The location also includes a half-mile track.

WANT MORE ACTION

Dissidents Form 2d Jersey Group

NEW YORK—There will not be a referendum on skill games in the November elections, it has been announced by a Wildwood, N. J., legislator. At the same time, a splinter faction has broken away from the New Jersey Amusement Men Board of Trade and has set up its own organization to seek legalized skill games.

The new group, headed by Steven Cicala, of Asbury Park, cites ineffectiveness and lack of progress of the original group, of which Mayor J. Stanley Tunney of Seaside Heights is president. The NJAMBT was organized late last summer, after the first crackdown on games by the attorney general's office.

Back in March, Cicala, a director of the NJAMBT, sought to have nationwide bowling tournaments banned in New Jersey as constituting gambling, but this move failed. The new group is the Skill Game Operators' Association of New Jersey, which will hold an election meeting September 10, probably at the Casino Building here.

Regional vice-presidents are Herbert Grover, Asbury Park; Henry Glassen, Olympic Park, Irvington; Fred Scharf, Keansburg; Walter Kriesberg, Point Pleasant; Anthony Ricci, Seaside Heights; Richard Chabock, Seaside Park; Meyer Wolf, Atlantic City; Louis Cleff, Wildwood, and Louis Steffelli, Seaside Heights, who heads the associate members. Initial membership of 74 persons is claimed. Everen Silverthorne, of Cranford, is treasurer, and Angela Brogna, Asbury Park, recording secretary.

The new group seeks to educate the public on the games situation,

Bad Weather Hurts Cincy Coney's 4th

CINCINNATI—A heavy wind and rain storm that struck a little before 7 p.m., turned a potentially big July Fourth into a day of mediocre results for Coney Island here, said Edward L. Schott, park president and general manager.

Until storm time park operations had been excellent, Sunlite Pool doing "very well" and other attractions racking up their usual healthy holiday grosses, but the storm produced a quick exodus of patrons, with the result that the park missed the great bulk of heavy night attendance and spending. Attendance totaled 28,000, down about 10,000 from the figure expected. Fireworks were shot in the storm, and the park closed at 11:15, an hour earlier than scheduled. Gross was down "quite a bit" from the figure recorded last year.

One bright spot was good attendance and business done by the park Friday (5). The pyro show had been advertised for both nights, and many patrons, disappointed by the storm, came out the following night for the spectacle. "Friday business was surprising," said Schott, "but not good enough to make up the holiday loss." Despite the holiday disappointment and much rain that has hindered Coney operations this year, business to date is on a par with that of last year, with per capita spending showing a slight increase, said Schott.

while pressing for legislation in 1958 for a statutory definition of gambling. Another membership meeting will be held at Asbury Park August 6.

Sen. Charles W. Sandman, Wildwood, who has been representing the amusement interests in the Legislature, said he had drawn up a referendum as requested, but that because of lack of time and the pressure of other business, it is not adequate enough for the November election and therefore will not be presented.

Sandman said that rather than get the issue to a public vote before it can be clearly explained to people throughout the State, it would be better at this time to forego the activity. Both houses of the Legislature passed an enabling measure last year, but Governor Meyner vetoed it.

Meanwhile, hundreds of operators are forced out of business, depriving them of a concession gross which is estimated in the millions of dollars.

Cedar Point, O., Wins Big Holiday Crowds

CEDAR POINT, O. — This Lake Erie resort marked up a good July 4 weekend, according to D. M. Schneider, general manager. Large crowds were on hand for the holiday, with many of the people staying over at Hotel Breakers on Friday, Saturday and Sunday. Parking facilities were taxed Sunday (7) when even more cars were parked than on Thursday due to better weather conditions.

Hotel Breakers was reported filled for the four days. Much of the holiday was overcast, but did not keep crowds away. Many stayed until after dark, when fireworks were displayed on the beach despite a light fall of rain. Friday proved a day of fair weather and continued good crowds.

Morning and evening showers hurt somewhat Saturday (6) but 800 turned out for dancing in the ballroom to a local orchestra. With Sunday's temperatures near 90, the larger crowds sought relief in Lake Erie or took advantage of the beach to add to sun tans. Ride and concession grosses also rose with the temperature. Monday (8) proved a washout, with rain much of the day and evening.

From now until closing on Labor Day there will be a free act offered each week. Les Arrigonis, flying trapeze, close Sunday (14) after being in for a week. Both Monday (8) performances (afternoon and night) had to be canceled because of rain.

Walton and Sina, perch act, start Monday (15) and continue thru July 21. Billy Outten, diver, his wife and daughter are booked for the longest period of any act this season, July 23 thru August 4.

Great Malukova, high wire, is scheduled for August 5-11, followed by Sonny Moore and his Roustabouts, August 12-18. August 19-25 the resort has booked the Incomparable Thomas and his balancing act. The free act program ends with the Aerial Winters and their double sway pole routine, August 26 thru Labor Day.

Something different for Hotel Breakers guests is being offered this year, free dancing lessons. The Sandusky Arthur Murray Studio takes over Parlor M at 2 and 7:30

South's Storm Hits Thompson Parks, Rides

ALEXANDRIA, La. — Jimmy Thompson's parks at Lake Charles and Alexandria were damaged by recent hurricane weather in that area.

In the Lake Charles park, all rides except a 36-foot Merry-Go-Round were blown down. All canvas was shredded and sand from the beach was blown thru the park in such force that it literally sand-blasted all parts, taking off all paint.

The Kiddie Ferris Wheel was upset and twisted. Two truckloads of men worked three days and have five rides back in operation. Other work was progressing.

At Alexandria, three out of 10 rides were blown down. All canvas was lost. The park was in full operation, with damage repaired shortly after the storm.

Thompson's Mobile, Ala., park got high winds, but there was no damage.

Weather Vagaries Cut Bob Lo Takes

DETROIT—The ability to roll with the punch has proved a significant aid to the operation of Bob Lo Park at nearby Bois Blanc Island this summer.

Weather has been a problem much of the early season. Tornado warnings in the area on July 4 seriously discouraged holiday trade, and a six-inch rain Monday morning (8) washed out that day. With no customers showing up on that day, all steamer sailings to the island were cancelled.

On Wednesday operations perked up with a Rotary Club picnic. Sunday, at the end of the long holiday weekend, business was sparked by a large Mexican Fiesta, and a show of Mexican talent was

exhibited to the close to 5,000 patrons.

Two new rides, both imported from Germany, are expected to hike income of the fun zone. The first, called the Super Satellite jet went into action Saturday (6) and proved to be an immediate winner. The device is an airplane that ride with the gondolas partially controlled by the rider. The second is a Wild Mouse that was slated to go into operation late last week.

Talent is being used to boost business. Joe Vitalie, whose orchestra has played the two Bob Lo steamers for several seasons, has two units this year, his own on the Columbia and Don Kipp's on the Ste. Claire.

Major Joe Short, circus midget, has been booked for the fifth season to entertain youngsters on the boats. Midweek moonlight on Tuesdays and Wednesdays also use live talent. Typical was last week, which featured Karrell Fox, magic, and Dick Keiffer, harmonica.

N. E. Execs Meet July 25 At Crescent

RIVERSIDE, R. I. — Program for the 28th annual summer meeting of the New England Association of Amusement Parks and Beaches, to be held at Crescent Park here July 25, was announced by Russell G. Jones, president.

Registration will be held at 11 a.m., followed by a buffet luncheon at 1 p.m. At 2:30 p.m. there will be an inspection of the park and a softball game. Cocktails will precede the Crescent Park famous shore dinner at 6 p.m. and the evening's entertainment will be Old Timer's Night in the big Alhambra Ballroom.

Arthur R. Simmons and Frederick J. McCusker will host the party and point out many new innovations inaugurated this season.

Rocky Point Scores Big On Holiday

WARWICK, R. I. — Rocky Point Park continues plugging away successfully with its rebuilt, huge Shore Dinner House. The springtime renovation also enhanced the Cliff House cocktail bar and dining room.

The spot, operated by Finest Ferla with Paul Haney as manager, contains a swimming pool, seven-ride Kiddieland, more than 75 concessions of all types, and the following rides: Cuddle Up, Caterpillar, Comet Jr. Coaster, Hot Rods, Skooter, Roll-O-Plane, Whip, Tumble Bug, Tilt-a-Whirl, Rocket Ship, Merry-Go-Round, Ferris

(Continued on page 113)

Willow Grove Contest Lures 70 Vamp Units

WILLOW GROVE, Pa. — The Firemen's Jubilee, a contest display and demonstration of volunteer fire-fighting units from more than 70 nearby suburban Pennsylvania and New Jersey communities, will be held at Willow Grove Park Wednesday (17) for the 21st consecutive year of sponsorship by the Abington Township Firemen's Association. In addition to the public, the event will bring more than 1,000 competitors, friends and families.

The public exhibition, including a parade of fire-fighting equipment, fireworks and water barrage, will start at 8:15 p.m. Teams from various volunteer fire-fighting companies will be pitted against each other in a "firemanics" contest to be held around the Willow Grove Park lake.

Joseph A. Helprin, general manager of the park, will award silver cups and trophies to the top scoring companies in the Abington Township Firemen's Association Jubilee. The event is one of Willow Grove's best-drawing promotions in terms of attendance and publicity.

Prizes are awarded to best appearing company with music, best appearing auxiliary with music, best appearing auxiliary, company coming the greatest distance, company with the most uniformed firemen, and auxiliary with the largest num-

ber of uniformed women. Miss Willow Grove Park will also take part in the proceedings, including the distribution of awards.

The performance will be climaxed by a fireworks display, and a striking water barrage outlined against the sky by powerful searchlights, in which more than 70 volunteer fire-fighting units bring their equipment into play.

MARSHALL HALL PIER LURES BOATING BUFFS

WASHINGTON — Marshall Hall Park, geared to the Wilson Line excursion schedule, is producing good earnings for concession units and for the operation company's rides as well.

With the park since 1933 is L. C. Addison, one-time assistant to Fred Pearch Denhart. The park this year did 40-minute business on moonlight cruises in the early part of the season and did exceptionally well, Addison said. Heavy high school patronage was noted.

Two-thirds of the rides on the 60 acres are park-owned with the others booked. The entire park compound consists of 400 acres, most of it still undeveloped. A new highway runs four miles on a 180-foot right of way straight to the

Circle L Ranch Catches Big 4th

CAROGA LAKE, N. Y. — Circle L Ranch scored one of its biggest single day's business here July 4. Weather was ideal and parking facilities were taxed. Rides, concessions and eating stands all did capacity business, according to A. Fishbein.

park and it has increased auto business this year. Parking lot can handle 2,400 cars.

New this year is a 200-foot pier for dockage of private boats. Constructed near the excursion boat pier, it curves into the Potomac and has been the scene of constant traffic. The big pier has been rebuilt for the fourth time since its original construction.

Operators of various units on the grounds include D. N. and J. W. Pou, Tilt-a-Whirl, Skooter and Ridee-O; T. J. Pou, Railroad and four kid rides; M. H. Addison, Crazy House; R. J. Irvin, restaurant and refreshments, and John Sella, Sportland. Also in the new lineup are a Ferris Wheel, Roller

(Continued on page 113)

ROLLER RUMBLINGS

Finis at Curvecrest; Giles for Supply Biz

MUSKEGON, Mich.—After 17 years of operation, Curvecrest Roller Rink here, operated by Perry B. Giles, closed its door as a recreational establishment on July 1.

"For the benefit of our friends in the skating industry, we would like to emphasize the fact that our decision to close is not due to business conditions or a lack of faith in the future of the industry, which we feel is brighter than at any time in the past few years," said Giles.

"We have simply and very reluctantly come to the decision that we cannot continue to personally supervise the operation of two businesses, and in this instance it would seem that the offspring, the distribution of Rink-Cote, which grew out of the operation of the rink, has become so large it must devour its parent.

"We have greatly enjoyed our 17 years of rink operation and the close association with the general public and with the people who comprise the skating industry. We

feel that to terminate our operation is to some extent a betrayal of these friends. However, we believe that it would be a worse betrayal to give less than our best efforts to the business of providing public recreation, and the pressure of other business makes it increasingly difficult to do this.

"We feel that the united efforts of the manufacturers, as evidenced in the past few months, guarantees an upward trend in roller skating, and regret that we will not be actively participating. However, as manufacturer of a surface for roller skating, we will still be in the roller skating business and shall continue to do everything in our power to help promote the sport."

Giles made the announcement locally in a large advertisement in a Muskegon paper, saying, in part, "Perhaps to most the most logical reason (for the closing) would be the fact that we have received offers for the use of our building for other purposes which will provide an income without the headaches incident to the operation of a business. . . . Contrary to some recently expressed public opinion, Muskegon and the surrounding area has more than adequate recreational facilities, with the great natural resources for summer and winter sports plus the activities sponsored by school and civic recreational bodies. In fact, any private recreational activity in recent years has been conducted in actual opposition to various tax-subsidized recreations which were not available in the early years of our business history. An additional factor in arriving at the decision to close the rink is the fact that other business—the marketing of the rink floor surfacing compound which was originated at Curvecrest and is now distributed nationally—is taking more and more time, and the proper management of a rink is in itself a full-time job."

Advertising Program Aids Omaha Bowl Biz . . .

OMAHA—Business this year at the Roller Bowl here is above that for the corresponding period last year, professional Jack L. Browne crediting the increase to the advertising program instituted by operator Jack Gelfand. Chief mediums of advertising, says Browns, are regular radio time and space in the local newspaper.

With an eye on future business, the rink this year is offering a special summer course in skating for children ranging in age from three to 14. The course is an attempt to develop skill in skaters to a degree that will permit them to participate in tests next fall. Recent-

Denver Spot Shifts Location

DENVER—A change in the location of the proposed \$7,500,000 children's amusement park here was announced last week by the park's president, Walter F. Cobb.

Magic Mountain, originally planned for a site near a new residential subdivision, has been relocated on a 600-acre plot on heavily traveled U. S. 40. The original site met with objections from residents. The new location is several miles west of Denver.

Plans of the builders now call for construction of an authentic old-time western community patterned after life as lived in the '80s.

With the issuance of the building permit for the new location, Cobb said construction will begin immediately on utility buildings for construction workmen.

ly completed by Browne was a merit badge course for Girl Scouts. In the 18 months that this program has been under way at the Bowl Browne has seen 250 girls get the award. The private lesson schedule for Browne, who is in his second year at the Bowl, continues heavy, with several applicants on the summer waiting list. Club class work at the rink has been intensive. Browne believes the rink has set a record for Nebraska and Iowa rinks by having only eight failures in proficiency tests skated by more than 200 skaters during the past two years. Tests have ranged from the new preliminary test thru the silver medal dance test, the No. 1 thru the No. 6 figure test, and in free style the first bar thru the silver medal test. During the recent Iowa-Nebraska-Upper Midwest skating championship Roller Bowl club members took four first places, a second place and a third place, qualifying them for the Midwest regional competition held June 22-25 in Fort Worth.

Hollywood Roller Bowl Sets August 1 Debut . . .

LOS ANGELES — Hollywood Roller Bowl, Inc., has announced the start of remodeling of property at 5600 Sunset Boulevard for use as a modern roller rink.

Comprising 234 feet of frontage on Sunset Boulevard and 170 feet on St. Andrews Place, the rink, to be known as Hollywood Roller Bowl, will provide more than 34,000 square feet of skating surface. In addition, the structure will contain a lounge, snack bar, skate repair and rental shop and a complete sporting goods shop. The building will be topped by a 50-foot neon tower sign.

A large hardtop parking area is being prepared adjacent to the rink. Remodeling will cost more than \$200,000. Opening of the new facility is set for August 1.

Rocky Point

Continued from page 112

Wheel and Funhouse. There is also a batting cage.

Concessions include refreshments, games, Arcades, souvenirs and novelties, in both individual and multiple buildings.

Park plays free acts booked thru Al Martin of Boston. Week of July 8 the act was Prince El Kigordo and his wild animals.

Heavy promotion and advertising, plus okay weather on July 4 gave the spot and its concession-

Marshall Hall

Continued from page 112

Coaster, Whip and Merry-Go-Round-Kid units are Tanks, Boats, Airplanes and Fighter Planes. Park also offers a large picnic grove.

A primary promotion each year is the jousting tourney, a vanishing sport which attracts heavily due to its uniqueness. Originally a gentlemen's pastime, it now attracts from many walks of life. Mounted contestants charge a dingling ring which they attempt to spear. The 71st annual tourney will be held August 15 and will be augmented by a band concert and free park admission. There are 10 cash prizes. Riders spear progressively smaller rings in the elimination. Three straight annual titles gives the rider the Campbell trophy, a large rendition of a mounted knight.

aires their best business this year and one of the biggest weekends in several seasons. The result was especially appreciated at this park, which has been battered by weather for a couple of seasons in a row.

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K-M Battles Heat, Clicks in Colo., Wyo.

Draws Big Turnouts Despite 100-Plus Temperatures; McCoy Concert Does Okay

BRIDGEPORT, Neb.—Despite heat that soared well above the 100-mark in many cases, Al G. Kelly & Miller Bros. Circus has been chalking up some sizable business in Colorado, Wyoming and Nebraska.

Altho it was hot and dusty here Sunday (7), the tent was two-thirds

full for the matinee and the Col. Tim McCoy concert scored well. Temperatures of 109 degrees greeted the show at Torrington, Wyo., the day previous, yet the hardy Westerners half filled the tent for the matinee and filled it completely that night. Here again the McCoy show did well.

All thru Wyoming the heat poured it on. At Douglas on Friday (5) attendance was reported as a half and two-thirds house. Wheatland, Wyo., yielded approximately the same, while Laramie came up with one-third and half houses. In Fort Collins, Colo., the temperature topped the 100 mark, but the seats were half filled that afternoon and close to three-quarters in the evening.

Sterling, Colo., played Monday (1), showed a full house at night and close to full in the afternoon. Fort Morgan, Colo., on Sunday (30) was hurt by high winds. Some people left the tent early and the McCoy performance was canceled. Greeley, Colo., produced two strong crowds Saturday (29).

When Vernon McReavy took the McCaw Motor Circus to his home town, Minneapolis, the nationally known columnist, Cedric Adams, carried a long item about McReavy and his show.

Hunt Show's Southbound Trek Begins

PLYMOUTH, Mass.—Hunt Bros. Circus played here on the southward leg of its Eastern tour, en route to the August 17-31 repeat date at Palisades (N. J.) Park.

Turnaround point was Wednesday (10) in Maynard, Mass., northernmost point on the route. Business continues good, it is reported. Moves continue to be short and no problems have been encountered in securing good lots.

Prior to the park date will be the customary couple of weeks on Long Island. Jack Walsh, part of a double concert attraction with Princess Tanit Ika, left the show following his recent marriage, Harry Hunt reported.

July 4 in Southbridge, Mass., did just short of 2,000 for each of the two shows. Milford on Saturday (6) had an overflow matinee and near-full night house, and Framingham on Monday (8) drew a quarter-full matinee and overflow night show.

Elyria Crowds Okay for Mills

ELYRIA, O.—Mills Bros. Circus drew better turnouts here than at three other recent stands. Both shows in Elyria drew about 1,200 people. Grotto was the auspices.

The show's young elephant fell out of a parked truck while still chained to the inside of the truck on the lot here. Personnel rushed over to help the bull back into the truck so the chain could be unhitched.

At Coshocton (25) the show had light turnouts with Eagles auspices. At Utica, O. (26), the Legion post was inactive and attendance was light. Advertising in the newspaper was adequate, according to one source, but populace and sponsor were lethargic.

Mount Gilead, O. (27), had a pair of two-thirds houses. Lions Club was the sponsor.

Packs Scores At Portland

PORTLAND, Ore.—Tom Pack's Circus closed a five-day stand here under Shrine auspices Saturday (6) after playing to 34,700 customers in eight performances.

The weather was ideal thruout the run, which was staged in Multnomah Stadium, a 32,000-seat structure.

AND NOW IT'S BUG BREEDING

LEBANON, Pa.—Something new in chameleon lore was reported here in the wake of the Clyde Beatty Circus. When the show was in Police-man Bill Beard bought a chameleon. A few days later he found two eggs in the box with his bug. Last word was that he was expecting them to hatch baby bugs shortly.

Ringling Sets Philadelphia, Albany Dates

BALTIMORE — The Ringling Bros. and Barnum & Bailey Circus will play Pyncheon Park, Springfield, Mass., July 19-21 and Connie Mack Stadium, Philadelphia, July 23-28, it was announced here last week. The show is then scheduled to move to Albany, N. Y.

Between Washington, D. C., which closed Sunday (14) and the opening at Springfield, there will be a four-day interim.

The stand here in Memorial Stadium was good. Monday (8) saw a matinee turnout of 8,506 and 9,109 that night. The following day's afternoon show drew 5,024 with 13,605 coming in that night. It was reported, however, that 4,000 youngsters were admitted on passes.

Gil Gray Pulls 25,000 At Regina, Sask., Stand

REGINA, Sask.—Making its first appearance in Canada, the Gil G. Gray Circus played three night performances and a matinee here under Wa-Wa Shrine auspices and scored solidly.

Shrine and circus officials were surprised at the turnout, which was better than 25,000. Biggest night was Friday (28) when an estimated 7,000 caught the show, and a Saturday matinee drew an estimated 8,000. Weather was excellent.

Show trucked in from a Minot, S. D., date and made a fast getaway from Regina to play a Sunday (30) matinee in Glasgow, Mont. Great Falls, Mont., followed and then a long jump was made into Minnesota.

Circus, utilizing three rings, a platform and a cat cage, carries no top. Performances were presented in front of the grandstand at the exhibition grounds, on the hardtop between the stand and the race track. There was some criticism that the show was too close to the grandstand, making it difficult for many customers to get a clear view of the proceedings.

Heat Fails To Hurt Hagen

IOWA FALLS, Ia.—Altho experiencing hot weather thruout Iowa, Hagen Bros. Circus has been doing okay business as a whole.

Saturday (6) the temperature soared into the sizzling stages, yet both performances showed to almost filled seats.

Some rain at Fort Dodge, Ia., Wednesday (3) failed to discourage patrons who filled the tent 75 per cent in the afternoon and almost completely at night.

Carson-Barnes Does Okay in Montana

ST. IGNATIUS, Mont.—Carson & Barnes Circus did okay business here Wednesday (3) with one performance. Despite rain and cloudy weather, three-quarters of the seats were filled for the single evening show. Columbia Falls, Mont., played Saturday (29), came up with two-thirds and half houses. Show was 30 minutes late in arriving due to a delay caused by road construction.

Beatty Biz Perks Up in Mass., N. H.

PORTLAND, Me.—Clyde Beatty Circus, whose business had been off in Connecticut, noticed a perking up of patronage at most stands thru Massachusetts, New Hampshire and Maine.

Textile towns, which in recent months have been anything but good economically, produced good turnouts in most cases, and in many cases turnaways were the rule.

Typical was the Tuesday (9) date here, which yielded two turnaways despite rain in the afternoon. Lawrence, Mass., on Saturday (6) was also big, with one of the city officials claiming it was the biggest circus attendance in many years.

Fitchburg, Mass., played July

4, had a capacity matinee and a fair night crowd. New Bedford, Mass., came up with a near full and a 75 per cent house.

Bristol, R. I., produced good weather June 28, but the matinee crowd was small and the evening turnout about 50 per cent. Warwick, R. I., played the previous day, came up with two strong houses.

STEADY BIZ

Clyde Bros. On Even Keel In Minnesota

ALBERT LEA, Minn.—Clyde Bros. Circus continued to tick along on an even keel, getting sizeable business at three recent stands.

The Monday (8) showing in the 4,000-capacity baseball park pulled estimated turnouts of 2,300 and 2,300. It was the first time the Shrine show had played outdoors here.

Rochester, Minn., a three-day engagement ending Sunday (7), produced generally good business at all six shows. Presented before the 2,300-capacity fair grandstand, the first day saw two crowds of 1,400 each. Saturday (6), the town yielded a total of 4,000 patrons, while the following day a total of 2,800 came out for the two shows.

Despite weather at Austin, Minn., attendance was generally good Wednesday and Thursday (3-4). Despite rain on the first day the Mower County Fair grandstand had crowds of 2,300 and 1,000. Another 2,300 came out for the July 4 matinee with only about 800 that evening. High winds hampered operations on the holiday afternoon and people left the top before the performance was over. Due to the gusts, the Willendas cancelled their high act.

Doc Oyler Dies; Was Manager Of Side Shows

DUNCANNON, Pa.—John H. (Doc) Oyler, former Side Show manager with many circuses, died at his home near here June 11, it has been learned.

He attended pharmacy college as a youth and this accounted for his lifelong nickname. He turned to show business in 1905 when he joined the Frank Bostock Show. Subsequently, he was with such outfits as Welch Bros., Frank Spellman Circus, Gentry Bros., Walter L. Main, Miller Bros., 101 Ranch Wild West, Russell Bros., Sparks, King Bros. and the Ringling-Barnum show.

Surviving are his widow, Mildred; their daughter, Marge; a brother, Andrew, and three sisters, Mrs. Charles Margesson, Mrs. Thomas Brereton and Mrs. Francis Brereton. Burial at Duncannon.

Jensen Circus Clicks in Calif.

BANNING, Calif.—The Ken Jensen Circus played to two capacity crowds here recently under the auspices of the Elks.

Saturday (22) circus played to 6,000 people in Covina under the auspices of the Optimist Club. Fontana on Thursday (27) for the Optimist Club and in the Memorial Auditorium in Riverside on Friday. The matinee in Riverside was capacity under Moose Lodge sponsorship.

The Jensen organization, headed by Ken and Edna Jensen, uses sidewalls for outdoor engagements. Six 32-foot sections of red and white stripped canvas are carried.

Featured were The 3-Ds, bar act; clowns with Lou Manly producing with Dick and Bobbie Lewis, and Rene Thezan; Tony Madison, dog act; The juggling Lords (Bogino); Dick and Dottie Berg, seals; Gerrard Soules, trapeze; Jack and Alice Cavanaugh, whip cracking and impalement; Harmon's chimps; The Bogino Troupe, Risley; Arky Scott and Little Bimbo, the elephant featured in "Circus Boy"; and Stan Valero, high act. Kermit Dart played the electric organ.

N. Y. Stands Yield Okay For Cristiani

TICONDEROGA, N. Y.—Cristiani Bros. Circus, since leaving good business in New England, has continued to rack up sizable crowds in several spots in New York.

Aided by fair weather here Tuesday (2) the show was viewed by an estimated 1,300 in the afternoon and 1,700 that evening. Glass Falls, played the day previous, came up with a couple of two-thirds houses.

Despite rain at Gloversville Saturday (29), the show did strong business. Both matinee and night performances saw the seats 75 per cent filled.

J. W. Hartigan Jr. sends a newspaper feature about Ella Carver, high-dive act, who was playing Pittsburgh shopping centers. She was recalling the part her father, the late Dr. W. F. Carver, played in founding the Buffalo Bill Wild West.

UNDER THE MARQUEE

By TOM PARKINSON

Cameo's leopard and wolf act, currently with Polack Western, has had an offer from the State Circus of Yugoslavia, but probably will not accept it. . . . T. E. Champion, Terre Haute, Ind., has restored a hand organ, which was purchased from F. E. Gooding, and has booked it to a string of fairs.

Ermalee Burdick, of the Aerial Burdicks, and daughter of the Spartans, writes that Orlo Sparton has recovered from his eye ailment and five-year-old Butchy Sparton also has recovered from an illness. But now Mrs. Erma Sparton (Wach) has undergone surgery for the removal of one kidney and will be hospitalized for some time at Ward 2-F, Turo Infirmary, New Or-

leans. She would enjoy mail from friends.

Claude Elder, Missoula, Mont., circus fan, caught Polack Eastern, Gil Gray, Sello Bros. and Carson-Barnes circuses. . . . Napoleon Reed, cook with many circuses over a half century, is paralyzed on one side and is nearly blind. He needs mail at 358 Hazel Street, Macon, Ga.

Bob Drake, who was an acrobat with John Robinson in 1909 and 1910, with the Russell Side Show, and on the Clyde Beatty Circus as a talker, has been made a Kentucky colonel by Gov. Happy Chandler. Drake now has a one-man show on WLW, WHAS, KRLD and WNOX, reports Karl Cartwright.

Mills Bros. Circus was featured on the cover and in a two-page picture feature in The Gary (Ind.) Post-Tribune's Sunday supplement recently. . . . Bob Orth caught the circus unit on the Pan American Show in California recently. . . . Bob Hickey, former circus press agent now with "Ice Follies," writes from the West Coast that he had visited with Al Butler, former circus agent, now agent for "My Fair Lady."

Joe Candrea, promotion manager with Clyde Bros. Circus, underwent surgery on his left foot at Petersburg, Ont., and is recuperating there. He'd enjoy mail.

Joe Rossi reports he closed with Hunt Bros. Circus, where he had been playing trumpet in the band, and returned to Huntington, W. Va., for other work. He spoke highly of the Hunts. . . . Johnny Fulghum, ahead of World of Mirth, was at the Middletown, Conn., lot where one of the King units closed last season. Still there was an elephant harness and some canvas. Hunt Bros. played the lot recently, too.

Tom Smallwood, roving show fan, has been seeing circuses in Germany.

Tom Paeks Circus publicity spreads recently have included a cover and inside picture story in color in The Nashville Tennessean magazine, a color photo on the cover of The St. Louis Globe Democrat's Sunday magazine, plus page 1 photo, editorial and other hits in the same St. Louis sheet. Big space winner in both St. Louis papers was the street parade that combined Shrine and circus units ahead of the show date there.

Roger E. Towne writes from Buffalo that he visited Lotti Brunn and Lola Dobritch on Ringling in Rochester, N. Y., and that he saw the Beatty show on a windy day on the same Geneva, N. Y., lot where R-B had a blowdown last year. New CFA, Barbara Gardner, also caught Ringling at Rochester.

Freddie Freeman writes that Ringling outdoor dates are proving successful. . . . Personnel was saddened by the death of Glen Townsend. . . . Lili Plato is confined in a Charlotte, N. C., hospital, with Rusty Parent filling in for her in the trap act. . . . At Winston-Salem many of the folks visited the cigarette factory and came home loaded with souvenirs. . . . The Alzanas, Morofskis, Goetchis and Rusty Parent picnicked in the mountains on July 4. . . . Eddie Ward is busy with his camera. . . . Visitors: Pat Valdo, Rudy and Edna Rudynoff, Mr. and Mrs. Rudy Jr., Frieda Wiswell, Rose and Leo Kerns, Billy Wallet, Bill Ballantine, Mr. and Mrs. Harris Reynolds, Julius Catarzi and Albert and May Gilleno.

Bob Zimmerman, ardent circus fan, was recently elected secretary of the State of Wisconsin, according to Bill Green, former circus press and general agent, who is now associated with Cinerama in Detroit. Zimmerman formerly assisted his father who held the same position and has done much in assisting outdoor shows playing the State.

Tom J. Reynolds, showboat captain, again has his boat, the Majestic, touring the Kentucky, Ohio and Kanawha rivers for the Hiram College dramatic classes, reports The West Virginia Hillbilly, Richwood, W. Va., paper.

Tige Hale, for the past few years a publicity man for Shan Wilcox and Florida Gulf parks, will be back in the band business this fall, when he takes a six-man Gold Medal Band on a 12-week tour of fairs.

Johnny Fulghum, World of Mirth agent, spent a day with Hunt Circus recently and chatted with Charles Hunt Sr. and Harry Hunt. . . . Jon Friday, trap, will make his fourth appearance on CBS-TV's Big Top Circus show on July 20. From there he'll go to Olympic Park, Irvington, N. J., for July 22-28 and then back to the Midwest for fair dates. Friday has been catching many circuses, including both Polack units and Mills. . . . Happy Kellems and Howard Suesz were made honorary members of the Austin, Minn., Shrine Club when the show played there. . . . Fans Joe Beach, Francis

(Continued on page 120)

Polack West Gets Fair Biz

HELENA, Mont.—Business for Polack Western Circus was just fair here Tuesday and Wednesday (2-3) with weather holding down the turnouts. In four performances the show played to a total of 3,600 customers. Temperatures were down and wind hurt business. The two-day stand at Moses Lake, Wash., June 21-22, was termed generally satisfactory. The matinee played to 3,800 and 1,066, respectively. The two night shows clocked 1,100 and 3,100.

Hubler Spread Draws 7 Owners

DAYTON, O.—Seven past and present circus owners were counted among the guests at George Hubler's "first annual circus free roll" here. Guests numbered 213, Hubler said.

They were Terrell Jacobs, Terrell Jacobs Circus; E. E. Coleman, M. L. Clark & Sons Circus; Earl Greager, Dayton Shrine Circus chairman; Dub Duggan, Hagan-Wallace Circus; Hardtimes Leonard, Leonard Bros. Circus; Fred Pfening Jr., Fred J. Mack Circus, and Hubler, Martin Bros. Circus.

Jacobs brought his baby elephant. Hubler-Kuntz, Harmon, Dixie Lee and Phil Barr acts worked. Fans and others showed old printed matter, photos, movies and models.

Gray Pulls 25,000

World's Finest Shows, also on the fairgrounds. Bine-up of acts in Regina was as follows:

Blackaman, lions; Gibson's Hollywood Sky Revue, Tait's dogs, Henry's dogs, Shirley's dogs, Gray's military ponies, Six Cycling Sidneys, the Ivanovs, roly-holy; the Disneyland elephants (3), Mlle. Helane, heel and toe catches; Flying Rockets, Konyot's chimps, the Chiangs and the Toys, contortionists; trained camels and llamas, Josefina and Mario, wire; the Glenns, juggling; the Hendricks, wire; the Great Barton, one-finger balancer, and Les Hidalys, high act.

Show opened with a spec and included a production number, "Indian Summer," which introduced a 12-girl aerial ballet; another, "Lotus Blossoms," to introduce the Chinese acrobats, and a patriotic finale.

Max Craig is superintendent, Cleo Plunkett, equestrian director, and Ellis Goe, musical director.

Producing clown is Laurence Cross, and others in clown alley include Mickey McDonald, Billie Burke, Billy Griffith, Lew Kish, Nollie Tait, Jack and Ruby Landrus.

Business at Bismarck, N. D., June 18-20, was generally good. The opening matinee was canceled due to muddy conditions. The five performances pulled over 11,000. Jack Eldridge, press agent, closed and was succeeded by Jack Night. Mrs. Jack Wong was injured in an auto crash.

Tedd Meyer writes from Manhattan, Kan., that National Orchestra Service has had a circus unit playing ball parks in that territory. . . . Norman and Shirley Carroll, who have been with circuses often, are handling promotion for movies now.

Ohio Rains Hurt Mills

ZANESVILLE, O.—Rain cut into business of Mills Bros. Circus here Monday (8), altho crowds in general have been fair in most cases. Two quarter houses were registered here.

Rain, aided by unemployment and enforced vacations, was expected to hit hard at Massillon, O., but the show was viewed by a half house with the night show getting less.

The showing at Willard, O., Saturday (29) was a copy of that at Massillon.

German Show Closes

HAMBURG — Circus Collien has decided to end its season and pay off the acts. It is operated by Kurt Collien, who ran Circus Crock from 1951 to 1954.

Acts released are Karl Kossmayer, Circus Schumann horses; Flying Sylvests; Alma Piaia, former Ringling aerialist; Baker Boys, English riding act; Jan Garbun, panthers and leopards; Two Acerrys, hand-to-hand; Four Foldessys, iron jaw and slack wire; Jim Hong King Trio, plate spinners; Burgess Brothers, comedy-music; Schanek's Sea Lions, Hedy Wolke Ballet and Carlo Martin's band.

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New Thin Model 17 1/2 Man's, boxed 10.00
New Ladies' 17 1/2, boxed..... 9.00
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MERCHANDISE TOPICS

Samuel B. Pockar Company, 477 Smith Street (rear), Providence 8, R. I., is telling the trade about its slum and resale jewelry. This firm specializes in giveaways for games, grab bags, jewelry spindles, etc. Each one is on a card, providing good flash and value at a low price. The firm has a big stock on hand and makes same day shipments. A circular is available. The company also stock engraving merchandise, sets, rings, religious jewelry and expansion idents.

Twenty-six new numbers are ready at lower prices for engravers, says Dexeco, Inc., manufacturer of engraving jewelry, at 191 South Street, Providence 3, R. I. A heart number is featured at \$24 a gross. It may be hat, necklaces or bracelets in gold or nickel plate. The firm also manufactures girls', women's, boys' and men's photo idents as well as expansion idents. A new catalog with brand new numbers is ready for engravers and demonstrators. It is requested that you state your business when ordering your catalog.

The Little Maverick is a hand-tooled leather purse which the distributor says is one of the fastest selling coin purses on the market. Rodeo Leather Goods Company, 229 North First Street, Minneapolis, is offering them at \$6.75 per dozen. They are on a display card and will be shipped prepaid with money-back guarantee.

Over 200 per cent on every quick sale is offered by Atlantic Import Company, 1302 Cadillac Tower, Dept. B-5, Detroit 26, with its imported needle threader. This little machine threads needles instantly. It is practical, easy to use

and guaranteed. The firm claims it is a sure money-maker for everyone who takes it on, with an unlimited market everywhere. Remittance of \$7.20 brings two dozen with a selling value of \$18. An additional discount on larger orders can bring down the cost as low as \$2.70 per dozen.

Concessionaires looking for something different to flash up their display should contact Halaby's Import & Distributing Company, 1813 Cedar Avenue, Cincinnati. This firm deals exclusively in import items at low prices, and has just prepared an import catalog with items which can be used in volume by concessionaires. It is free on request.

Something different in fast-selling devices is being introduced by Multi-Aerosol Corporation, P. O. Box 686, Island Park, N. Y. This is an automatic shoeshine spray unit which eliminates polishing and buffing of shoes. All you do is press a button in a 30-second demonstration and it sells on sight with profit of 100 per cent or more. This, it is claimed, is a hot money-maker for pitchmen. The can contains 12 ounces of polish and the firm is making a free sample offer.

Stuffed toys of all kinds are offered by Indianapolis Statuary Company, 1549 Madison Avenue, Indianapolis 25. A 26-inch bear at \$25 a dozen and a 27-inch bear at \$26 a dozen are receiving wide acceptance. In addition, the firm has dart balloons at 80 cents a gross for 10 or more gross, blankets, hats, balloons, plaster, swagger sticks, batons, canes and a large line of slum. A complete price list will be sent on request.

PIPES FOR PITCHMEN

By BILL BAKER

HARRY CORRY . . .
one of the greats of the jam and auction pitch business, died June 26 in New Orleans following a heart attack. (Details in Final Curtain.)

IN A RUNDOWN . . .
of conditions and activities in the Lone Star State, Loyd Long, a veteran pitchman from whom the column has not heard in two years, writes from Waco that recent floods and storms, while beneficial to farmer from the standpoint of revitalizing arid land, have put them a month behind schedule in their plantings. "The result," says Long, "is that harvests will be late next fall and that won't be of much help to pitch and show folks." Long reports that he has heard word that the big Murl Webster med show in Hallettsville has not been helped any by weather conditions. According to Long's informant, the show has been battling rains for the past two or three weeks. Another med show which opened recently, this one in Waco, was Dr. N. F. Tate's opra at Third and LaSalle streets. Long described the organization as flashy and well lighted and said that the performance is first rate. On the night Long caught the show, Tate had customers on the straw and the passout was good for an opening night. In the cast are Walter and Thelma McInroe and their two children, who do acts and operate the snow cone stand, and Mr. and Mrs. Buster Williams and their two kids, who do specialties and work sales. In a nostalgic vein Long reports that he recently had a letter from an old friend, Harry H. Kincheloe, with whom he

worked 46 years ago in an Oklahoma tank town. "In those days," recalls Long, "you worked right in the middle of the street and paid no reader." In later years Harry founded a medicine company in Oklahoma City and carried on there in the same building for 38 years. Now 79 years old, about two years ago Harry had the misfortune of losing his wife, Edith. Since then, his health has not been good and his doctor advised him to retire. Being a member of the Elks lodge for a number of years, Harry entered the Elks National Home in Bedford, Va., last January. The only thing missing, according to Harry, is mail, "why don't the guys and gals who know Harry drop him an occasional line. He will answer all mail, I know. A real ol' timer, Long says that he does not know how he happened to get into the pitch business, but he apparently likes it, for he says he'd do the same thing again given the chance. "My people came to Oklahoma City in the pioneer days," he recalls. "I can remember the wooden sidewalks and mud street at a time when Oklahoma was a territory. I also recall when there were 13 saloons in one block on North Broadway, and the nick name for it was Battle Row. The first med show I ever saw was located in the middle of Broadway and Main, in front of the old Huckins Hotel, which burned down in '93. The show was the Quaker Medicine Company, featuring a troupe of Jap jugglers and a robots working three times a day. When I witnessed that show I said, 'this is for me.'" Apparently it was, for Long is still with it and for it.

OAK'S new SLIM JIM BALLOONS

Your Triple Play For Profit

BIG AS EVER AT THE HANDOUT
BRIGHT NEW BIG FLASH DESIGN
BUT COSTS YOU LESS!

PACKED 1 GROSS WORKER in this BAG with HANDLE

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SLIM JIM \$5.25 gr.
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Minimum order 20 gross

Novelties — Binoculars — Bronze Horses — Inflated Toys — Straw Hats, all sizes — Plush — Bombers — etc. 25% dep. with order M.O. or Cert. Check, Bal. C.O.D., F.O.B. Chicago.

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28" STANDING GENTLEMAN BEAR
Bright taffeta, bonnet \$14.50 doz. \$15.00
Gross lots \$14.40
28" TAFFETA CUDDLY BEAR \$15.00
Gross lots \$14.40
28" Taffeta Gentleman TIGER \$21.00
Boned... \$21.00

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10" ASSTD. PLUSH DOGS-BEARS \$6 doz.
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No extra charge for Samples.

48 PCS. 1 doz of each \$19.10

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COMING EVENTS

Arkansas
 Booneville—South Logan Co. Livestock Show, Sept. 2-7. Olen M. Callett.
 Mayes—Third Dist. Livestock Show, Sept. 2-5. Bob Daniels.
 Xaviera—Ark. Livestock Expo. & Rodeo, Sept. 20-Oct. 5. Clyde E. Byrd.
 Mountain Springs—Soldiers, Sailors & Marines Reunion, Aug. 12-17. E. E. Sterling.
 Pine Bluff—Ark. Livestock Show, Sept. 6-14. George Hestland.

California
 Los Angeles—Southern Calif. Do It Yourself Show (Pan Pacific Aud.), July 18-28. Ted Bentley.
 San Diego—Friedel Pacific, July 24-Aug. 2. Wayne Dallard.
 San Francisco—All-Arabian Horse Show (San Francisco), Aug. 3-4.
 (Cow Palace)—San Francisco Flower Show, Aug. 23-25. Walter G. Brendel.
 1327 Hayes St.
 Santa Barbara—Horse Show & Flower Show, July 15-21. Edward G. Van Cleave.
 713 Santa Barbara St.

Colorado
 Denver—Food-O-Rama (Coliseum), Aug. 20-31. Continental Enterprises, 616 Mercantile Bldg.

Illinois
 Ashland—Centennial, July 18-20.
 Elmhurst—Street Fair, July 30-Aug. 2.
 Columbus City—Celebration, Aug. 20-Sept. 1. Leo Allen, Room 814, 32 West Randolph, Chicago.
 Chicago—Associated Variety & Novelty Mfrs. Show (Hotel Morrison), Aug. 4-8.
 Chicago—Centennial, June 17-Sept. 22.
 Chicago—Centennial, July 17-21.
 Dallas—Centennial, July 24-27.
 Lexington—Street Celebration, July 23-27.
 Maywood—Italian Festival of Chicagoland, July 24-Aug. 4. Joseph De Serto, 1815 N. 18th Ave.
 Newman—Centennial, Aug. 21-25.
 Palmita—Terry Park Industrial Fair & Rodeo, July 14-18. Oral H. Cooper.
 Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson.
 Stockton—Street Carnival, July 18-20. Frank Niemyer.

Indiana
 Ann—Centennial, July 17-20.
 Brownsburg—Homecoming, July 15-20.

Columbia City—Old Settlers' Day & Legion Festival, Aug. 7-10. Byron Heaber.
Covington—Street Fair, July 15-20.
Huntington—VFW Street Fair, July 20-Aug. 1. W. O. Randol, Markle.
Odon—Old Settlers' Meeting, Aug. 14-17. Lex Benett.
Paragon—Celebration, Sept. 2.
Petersburg—United Mine Workers' Picnic, Aug. 31-Sept. 2.
Reelsville—Homecoming, July 17-20.
Terre Haute—Miners' Picnic, Aug. 2-4. Jack Wilton.
Veedersburg—Old Settlers' Day, Aug. 21.

Iowa
 Salem—Old Settlers' Reunion, Aug. 30-31. M. Bailey.
 Sibley—Osceola Co. Livestock Show, Aug. 18-21. Gene Alexander.

Louisiana
 Tallulah—Centennial, Aug. 26-30. M. C. Stone.

Maryland
 Baltimore—National Home Week Expo., Sept. 24-28. Patrick J. O'Toole, 1010 St. Paul.

Michigan
 Chesaning—Showboat, July 15-21.
 Edwardsburg—Lions' Club Celebration, Aug. 23-25. H. T. Smith.
 Elsie—Centennial, July 18-20.
 Fowler—Centennial, Aug. 21-24.
 Harbor Beach—Street Fair, July 24-27.
 Felkie—Baraga Co. Dairy Show, Aug. 7. Donald Lehto.

Minnesota
 Edgerton—Dutch Festival, July 17-18. Clifford H. Peterson.

Mississippi
 Houston—Chickasaw Co. Livestock Show, Aug. 28-31. Mrs. A. J. Harrington.

Missouri
 Gallatin—Davies Co. Jr. Livestock Show, Aug. 26. Geo. H. Schmitt.
 Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
 King City—Tri-County Livestock & Horse Show, Aug. 14-15. Herschel L. Yates.
 Louisburg—Old Settlers' Reunion, July 23-24. Harry W. Atchley.
 Lucerne—Lucerne Stock Show, Aug. 28-31. K. K. Blanchard.

Mount City—Centennial, Aug. 23-28. Mrs. E. K. Griffith.
Madison City—Centennial, Aug. 30-Sept. 2. M. E. Anderson.
St. Joseph—Interstate Jr. Dairy Show, Aug. 2. Webb Embrey.
St. Joseph—Buchanan Co. Dairy Show, July 27. Webb Embrey.

Nebraska
 Bellevue—Saggy Co. Centennial, Aug. 5-18. Harold Pfander.
 Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P. O. Box 5.

New Mexico
 Gallup—Inter-Tribal Indian Ceremonial, Aug. 8-11. Edward S. Merry.
 Santa Fe—Santa Fe Fiesta, Aug. 30-Sept. 2. Mrs. Helene H. Baca.

New York
 Ballston Spa—Bicentennial & Hudson-Mohawk Firemen's Convention, July 18-27.
 Falconer—V. J. Celebration, Aug. 5-10.

Ohio
 Campbell—Archangel Michael's Greek Orthodox Church Bazaar, July 22-27.
 Cincinnati—Food and Home Show (Eco), Aug. 13-26. J. F. Heusser.
 Gibsonburg—Firemen's & Legion Homecoming, July 24-28. Al Schlea, Vo. Fire Dept.
 Hillsboro—Bicentennial, July 14-20. J. Fred Bennett.
 Kalida—Pioneer Day Celebration, Sept. 4-7. Hubert H. Dickman, Box 187.
 Nelsonville—Parade of Hills, Aug. 26-31.
 North Industry—Firemen's Homecoming, July 23-27. George Marlow, 911 Payne Ct., N. E. Canton.
 Tarlton—Firemen's Celebration, July 15-20.
 Waco—Street Celebration, Aug. 14-15.

Oklahoma
 Dewey—Celebration, July 13-15.
 Pawhuska—Inl Round-Up Cavalcade, July 26-28. Clarence Paden, 1985 Brenner.

Pennsylvania
 Avonmore—Firemen's Celebration, July 22-27.
 Huntingdon—Stone Creek Lions Club Fair, July 15-20. Howard W. Service, c/o Swartz Jewelry Store.
 Olyphant—Northeastern Pa. Vol. Firemen's Federation, Aug. 26-Sept. 2. J. Chichilla.
 Palmerton—American Legion Convention, July 15-20.
 Washington—Alpine Celebration, July 15-20.

South Dakota
 Aberdeen—Jaycee Sportsmen's Show, Aug. 4.
 Colton—Horse Show, Sept. 2.
 Deadwood—Days of '76, Aug. 2-4.

Palto—Tri-County Stock Show and Rodeo, Aug. 9-11. Hugh Millard.
Mandareu—4-H Achievement Days, Aug. 14-15.
Gregory—4-H Achievement Days, Aug. 18-22.
Hot Springs—Miss S. D. Talent & Beauty Pageant, July 20-22.
Kadoka—Celebration & Barbecue, Sept. 2.
Lead—Celebration, Sept. 2.
Mitchell—4-H Achievement Days, Aug. 14-15.
Mitchell—4-H Show & Sale, Sept. 10-11.
Mitchell—S. D. Market Hog Show, Sept. 24.
Newell—Celebration, Sept. 2.
Newell—Western S. D. Stud Ram Show & Sale, Sept. 20-21.
Sisseton—Klwanis Horse Show, Sept. 1.
Vermillion—Days of '59, Aug. 22-23.
Wagner—Celebration, Sept. 2.

Texas
 Fredericksburg—Angora Goat Show and Sale, Aug. 1-3. P. E. Gully.
 Longview—East Tex Quarter Horse Show & Races, Aug. 19-20. W. C. Holcomb.

Utah
 Perron—Southeastern Jr. Livestock Show, Aug. 8-10.
 Richfield—Southern Utah Jr. Livestock Show, Aug. 21-24.
 Salt Lake City—Food-O-Rama (Fairgrounds), Aug. 1-3. Continental Enterprises, 501 Newhouse Bldg.
 Salt Lake City—Western Riding Club Show, Aug. 16-17.

Virginia
 Culpeper—Tri-County Farm Show, Sept. 4-7. Herb Houser, Box 104.

Washington
 Ferndale—Old Settlers' Picnic, July 25-27.
 Forks—Wranglers Horse Show, Sept. 2.
 Issaquah—Celebration, Aug. 31-Sept. 1.

Issaquah—Celebration, Sept. 1-2.
Monroe—Celebration, Sept. 1-2.
Morton—Loggers Jubilee, Aug. 31-Sept. 1.
Port Angeles—Centennial, Aug. 25-Sept. 1.
Wapato—Harvest Festival, Sept. 2.

West Virginia
 Kingwood—Preston Co. Buckwheat Festival, Sept. 26-28. Alton J. Anderson.

Wisconsin
 Ladysmith—Water Regatta & Fair, July 25-28.
 Reedsburg—Dairy Festival, Sept. 12-14. Earl Skinner.

Wyoming
 Sheridan—All-American Indian Days, Aug. 2-4.
 Thermopolis—Gift of the Waters Indian Pageant, Aug. 10-11.

PLUSH BEARS

26" BEAR
 \$24.60 Dozen Milwaukee
 \$22.00 Dozen F.O.B. K.C.

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 \$30.00 Dozen Milwaukee
 \$27.00 Dozen F.O.B. K.C.

Complete Assortment of All Plush Toys—Dolls—Concession Merchandise.

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 Bracelets—polished Gold or Nickel plated, \$24.00 Gr.
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Girls', Ladies', Boys' & Men's Photo Idents—Chrome Plated \$4.50 Doz.
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 Catalog with new numbers ready for engravers and demonstrators. State your business.



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fair special

DATED JULY 29

Virtually a "Gold Mine"

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The Biggest part of the 1957 Season is still ahead of us—August, September and October . . . when most of the major lucrative Fairs are held . . . when attendance at Parks and Kiddielands continues at peak levels . . . when buying activity thruout the Industry reaches "fever pitch" . . . and when the need and demand for Prize, Premium and Novelty Merchandise is NEVER GREATER!

- Reaching all these important buyers on July 29, the FAIR
- SPECIAL ISSUE will be timed just right to deliver your advertising message BEFORE the really BIG BUYING BEGINS. Featuring several special articles PLUS the final publication of the
- 1957 Fair Dates with changes and additions, this FAIR SPECIAL
- will be read for weeks after it is published.

"Stake Your Claim" to Big, Additional Profits during the remainder of the 1957 Season . . .

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188 W. Randolph St.
Central 6-9818

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IMPORTANT

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white, and 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 4 gallon cans to carton. \$1.50 per gallon.

SHERMAN MASTER PAINTERS PRODUCTS
Rubberized concrete, porch and floor enamel. Battle ship 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 1/2" 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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NEED COMEDY MATERIAL? THEN YOU need show-biz Comedy Service, serving every phase of show business. Write "show-biz" (Dept. BB-39), 1613 E. 28th St., Brooklyn 29, N. Y.

40 ACRE OIL LEASE, \$100. TELEVISION Lightning Arrestors. 811 Vacuum Brush, \$2.95; Catalog, \$1. C. James, Box 929, Indio, Calif.

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ATTENTION, HOSIERY! LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's Children's Hosiery Nylons. \$1 dozen up, sample order one dozen slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Follard Mfg. Co. (9-1741), 1238 Market St., Chattanooga, Tenn. 3-29

AUTOMATIC LIGHTERS DOZEN \$2.75 Dollar halogens dozen \$1.20. Rainhats gross \$7.20. Samples, catalog 1,500 bargains \$1. Millers, 889 Broadway, New York ch-22

EARRINGS - ASSORTED STONED AND tailored. \$8 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. 8-5

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches.....\$1.75 dz.
Stoned & Tailored Earrings..... 1.75 dz.
Pierced Earrings on Display..... 1.25 dz.
Charm Bracelets, asst..... 1.50 dz.
Eggs, Lord's Prayer Neck, boxed..... 3.00 dz.
Children's Jewelry, boxed, asst..... 2.95 dz.
Asst. Tie Slides, carded..... 1.00 dz.
Summer Sets, boxed..... 7.20 dz.
Tie & Cufflink 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..... 8.00 dz.
Cufflinks, carded, asst..... 1.95 dz.
Necklaces, asst..... 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St., Providence, R. I.

EASIEST 885 YOU'LL EVER MAKE SHOW amazing new "Magical" Christmas Cards. 65 boxes per \$65. Personalized Cards, \$1 for \$1.50. Assortments on approval, free sample album. Sensational \$1.25 Gift free for promptness. Southern, 478 N. Hollywood, Dept. 48-C, Memphis 12, Tenn. 3-29

JOKERS FUN SHOP - FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. 3-29

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings assorted.....\$5.50 gross
Tie Bars, carded..... 2.80 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.

MAKE \$50, \$75, \$100 AGAIN AND AGAIN. Show friends new idea Christmas All Occasion Boxed Assortments, Gift Wrapping Profits to \$1 per box. Write for feature boxes on approval. 64 free personal Christmas card, stationery samples, free catalog, sensational free offer. New England Art Publishers, North Abington M-718B, Mass.

MEN'S WALLETS-PLASTIC-ALLIGATOR. Sensational price, \$14.99 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. 8-5

NECKCHAINS, NON-TARNISHING, INTRO- ductory samples, 30¢; Graduate Pearl Necklaces, dozen, \$1; Pearl Earrings, carded, dozen, assortment, \$1.25. Cosmopolitan, Box 176-B, New York 8, N. Y.

PITCHMEN, DEMONSTRATORS, GET THE new action toy for \$1. "Ring-A-Bell", sample, \$1.25; retail, \$1. Bell, Bell Toys, 740 Hoover, Los Angeles, Calif.

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friends samples at our new 1957 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval Regal Greetings Dept. B, Ferndale Mich. ch-216

72 PIECES 10, RIBBON, \$3 A BOX; CARDED Rainhats, \$2 doz; Hair Nets, \$3 doz postpaid. Coastal Supply, Tappan St., Manchester, Mass. 3-29

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ALLIGATORS AND SNAKES OF ALL sizes. Boas, Iguanas, Texas Crocodiles, Calman, Flying Squirrels, Giant Rats, Lizards, Snake Farm, Lapeere, La. 3-22

ANACONDAS, BOAS, CRIBOS, all type Snakes, Monkeys, Animals, Baby Alligators (Calman) lots 1 to 1,000. Write for reptile or animal price list. South Florida's largest animal importer. Wild Carps, West Hollywood, Fla. 3-15

CHIMP ACT FOR SALE-2 YOUNG CHIMPS. 2 Ringtails and props. Trained for 15-45 min. School assembly program. Can work fairs, parks, circuses, TV, etc. Selling because of illness. Contact Chico-Dell, 2409, N. Hoover St., Los Angeles, Calif. DU-9123 3-22-57

CHIMPANZEE-FEMALE, 25 LBS., PER- fect in every respect, wears clothes, anyone can handle this supertame animal. Loves children, has worked TV Price, \$500. Jack Adam, Box 851, Mesa, Ariz. Phone Woodland 4-4218 or Woodland 4-6184 night.

HEALTHY SNAKES ALL KINDS, HORNED Toads, Alligators, Chuckwallas, Gila Monsters, Terrapins, Ringtail Cats, Agouti, Fox Cubs, Prairie Dogs, Armadillos, Peafowl, Monkeys, Guinea Pigs, Rabbits, Rats, Squirrels, White Doves, Ringneck Doves, Ferrets, domesticated Skunks, Owls, Badgers, Otter Martin Locke Phone MA 4-4313 New Braunfels, Tex. 3-15

NOTICE-ALL FREAK SHOWS, FOR SALE: One three year old Hereford Steer with three toes on each foot. Will send photos if you are interested. Write or wire Jack Andrews, Lake Butler, Fla.

PARAKEETS, 50c UP; MINIMUM ORDER 25 Birds; Cages, \$4.00 doz.; Canaries, Flash Cages, Rats, Mice, immediate shipment. Terms: part cash, balance c.o.d. National Pet Supply, St. Louis 3, Mo. 8-19

PERFORMING DOG, SIX MONTHS OLD, \$100. Veterinarian health certificate included. Additional information, stamped envelope. John Levy, 135-C.N. Carrollton, New Orleans 19, La.

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., P O Box 223 Hermosa Beach Calif. 8-12

WANTED IMMEDIATELY - AFRICAN Lion Cubs under three months of age. Write of wire stating sex and price to E. W. Clark, c/o Stebrandt Circus and Carnival per route, Missoula, Montana, July 15-20; Helena, Montana, July 28-August 2.

WANTED TO BUY-TRAINED DOGS THE younger the better. Send full details Box A192, Billboard, 1520 N Gower Holly-wood 28 Calif. 3-15

WE BUY & SELL FREAKS, HAVE LIVELY 6 legged Calif; need 20x20 Top. Fays Animal Farm, Madrid, N. Y.

YOU HAVE SEEN THE BEST, NOW COME see the best of all single dog acts. Large young, beautiful German Shepherd doing half hour of unbelievable tricks, \$1,200. Mrs. Wick Leonard, 126 Mix Ave., Columbus 4, Ohio.

BUSINESS OPPORTUNITIES

A PORTABLE FOLDING SEAT MADE TO fit onto benches connected to picnic tables. Picnic in comfort with Benchair. Sample, \$2 plus charges. Irving Shapiro, 1767 Southern Blvd., Lu. 9-7692, New York 60, New York.

AMUSEMENT ARCADE AND OUTDOOR Boiler Bink in fast growing Southern California mountain resort. Building and equipment in excellent condition. 100 foot frontage on main road two blocks from popular lake. Asia, 3d Arcade in leased building. Both units showing good income and increasing. Sell as a package or divide. E. C. Muller, Broker, Box 812, Crestline, California.

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new awesome doughnuts. Free recipes. Norbert Ray, 2605 S. 15th, Minneapolis 7, Minnesota. 8-19

"RITE-O-STAMP" SIGNATURE (POCKET Applicator), \$1. Radio broadcasters F. I. Inquiries invited. First class mail dropship, International ABCO, 67 Labelle, Buffalo 19, N. Y.

ROLLING DONUT AND COFFEE SHOP special factory built body on Ford chassis, fully equipped, attention getting outfit and money maker. Priced right. Food Service Supply Co., 985 Berclair Rd., Memphis 17 Tennessee.

SHOWMEN'S GUIDE OR MANUAL RE- veals trade information and short cuts in the concession field. Packed with indispensable data for the trouper. New! Illustrated, postpaid, \$2. Globe Concession Co., Bacon R, Ga.

TRAVELING AQUARIUM, TOUNDED FAIRS last year. Operating permanent location now. Complete, with fish and equipment. Frank Murray, 327 Golden Ave., Long Beach, Calif. HE 2-5658.

COSTUMES, UNIFORMS, WARDROBES

ATTENTION! BLACK VELVET CURTAIN (18x24), spook designs, \$75 bargain; blue velvet corduroy Curtain (13x31), \$40; another (2x35), \$25; beautiful Green Satin (16x24), \$125; flashy stripes Curtain (12x37), \$110; several others. Wallace, 2482 N. Halsted, Chicago, Ill.

REQUIRED PANEL SETS, \$7.50; PASTIES, \$2; solid sequined Gowns, flashy Crown Suits, Rhinestones, Plumage, Free Hair, Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone Union 3-5509.

CONCESSION SUPPLIES FOOD AND DRINK

POPCORN BOXES, SUPPLIERS-NEW POP- corn Machines, Popcorn Cones, Gold Medal Floss Machines, Sno-Kone Machines and supplies. Pre-Pop Popcorn "Ready to Eat." New Electric Drink Dispensers, Carmel Corn Wheels. National Popcorn Supply Co., 187 Commonwealth Ave., Buffalo 16, New York.

PURCHASE YOUR SNOW CONE MA- chines direct from the mfr. All prices and sizes. P. O. Box 7803, Dallas, Tex. 8-12

FOR SALE SECONDHAND GOODS

NANTASKET, MASS.

BEACH FRONT
For sale or rent. New Building for amusements or other business. App. 6,000 sq. ft.; 100 ft. frontage.
B. J. DANE
185 Devonshire St., Boston, Mass.
LI 2-4376

ABOUT ALL MAKES OF POPPERS, CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 129 S. Halsted, Chicago, Ill. 2-22

RIDDIE CHAIRPLANE, RIDES 12, 15 FT. wheel, 12 ft. high, with Helix, \$475. John Sherrid, Phone 407 W. Greenville Kentucky.

TWO CHAIR SCALES AND FUNNEL Ball Game. Write Mrs. Ada Slatine, 253 N Madison Ave. Bay City, Mich.

FOR SALE-SECONDHAND SHOW PROPERTY

BUILD KIDDIE RIDES; TESTED PLANS. Train, Case Ferris Wheel, Spinning Tubs, Engine Ride, \$10 each. Free 2 page cat. also. Brill, Box 875, Peoria, Ill.

CUSTARD TRAILER COMPLETE, READY to work. Eye-Way machine, plenty capacity, hot and cold running water. Tandem wheels, electric brakes, opens 3 sides, sliding glass, easy towing, cheap for quick sale (no help reason) at Hatch, 801 N. Mulberry, Mt. Vernon, Ohio.

EASIEST HANDLING SWAYPOLE IN SHOW business used 15 weeks, well cared for, ready to go, plenty extras, \$500. No collects. Sid Dahl, 3617 "B" St., Vancouver, Washington. 3-15

FOR SALE-ART LONG RANGE SHOOTING Gallery Compressed air guns, all new. On Ford truck, \$1,200. William Search 519 Wrexham Ave., Columbus, Ohio. 3-22

FOR SALE-B-12 MINIATURE TRAIN, made Henselwer, Ind.; 1 year old, with trailer, 700 foot track; switches like new. Sacrifice, finance. Phone E 26, Wood Oil Co., Camden, Ohio.

FOR SALE-NEW 12 FT. FERRIS WHEEL mounted on axle & tire, electric drive, \$1,200. Wenzel Repair Shop, R. 1, Cold water, Ohio.

MERRY-GO-ROUND, 32 FT.; ALLAN Herschell adult Child-O-Plane, sell or trade for Kiddie Rides Perce's Amusement Park, South Williamsport, Pa. 3-15

SHORT RANGE GALLERY ON TWO wheel trailer, 4 rides, \$300. Amuse extra. Ted Janney, 256A S. Chave Ave., Milwaukee 7, Wis.

TENT POLES-LONG, SHORT, SEATS, complete, painted, also Calliper, Shop Ride, M. P. Condrick, 800 37th St., N.W., Petersburg 2, Fla.

Enamel Lighters FREE
One included with every Men's Watch Set. Minimum order \$4. A. Caldwell, Extra!

Spotlight Value!

Packed with "SELL" Priced for PROFIT

CEL-MAX Ensemble



KEY CHAIN \$4.89
EXPANSION BAND
JWELED WATCH
CUFF LINKS
THE BAR

- Stunning Beauty in FIVE (5) Smartly matching pieces!
- Complete Jewelry Wardrobe PLUS Handsome Jewelry Watch!
- Shipped in assorted sets, Beautifully boxed! Min. order \$4.79

NATIONALLY ADVERTISED It's terrific! High styled Cuff Link... Full length Key Chain... Bar... Fine Expansion Band... Handsome Jeweled Watch... luxuriously packed... Sensationally priced! A sample will convince you! 25% with order, balance C.O.D. Write for new catalog.

Cel-Max Extra!

Ladies' 6-Pc. Rhinestone Watch Set
Sparkling, Jeweled Watch • Sleek Band • Smart Necklace • Matching Earrings and Stunning Bracelet. Beautifully Boxed. \$7.95 (12 or more sets \$7.75 ea.)

CEL-MAX, Inc.
582 SO. MAIN ST. MEMPHIS, TENN.

SUPPLIES and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets 3,000 series
7 colors
Paper and Plastic Marbles
Wire and Rubberized
Pencils-Crayons-Clipe
5x7 Heavyweight Card
Electric Blowers & Flo
boards
Lapboards Made to O
Free Catalog Available

JOHN ROBERTS
817 Broadway, Newark.

WITH IT AND FOR IT FOR THIRTY-FIVE YEARS

Attention: Carnival Men
28" Plush Bear \$24.00 per dz.
25" Plush Bear 22.50 per dz.
Large Bird-Nest Hats 1.50 per dz.
Heavy Barded Bracelet 2.00 per dz.
Children's Infant Bracelet 2.50 per dz.
25% deposit if not known, balance C.O.D. Orders shipped same day received. WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.

WHITIE'S NOVELTY HOUSE
130 Jackson Ave., Knoxville, Tennessee
Day Phone: 3-4418 Nite Phone: 3-1794

NEW IMPORT CATALOG

Just published, containing hundreds of different low-cost import items with plenty of FLASH!
SEND FOR YOUR FREE COPY.
HALARY'S IMPORT & DISTRIBUTING CO.
1412 Cedar Ave. Cincinnati 24, Ohio

GIVE TO DAMON RUNYON CANCER FUND

JEWELRY CLOSEOUTS

- E1-Tailored Earrings, Asst Gr \$18.00
- E2-Stoned Earrings, Asst Gr \$1.00
- E3-Pierced Hoop Earrings Gr. \$2.50
- E4-Stone E/Rings, Etc., Asst Gr \$2.00
- T1-Tailored Tie Sets, Hsd Dz \$3.50
- T2-Asst Tie Sets, Hsd Dz \$3.75
- O1-Odd Lot Necka & Bracea Gr. \$5.00
- R1-Bracelets, Asst Gr \$4.00
- 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
- R2-Gents Stone Bangs, Asst Dz \$2.75
- R164-Religious Medallions, Hsd Dz \$2.75
- 2164-Stone Necka & Ears, Hsd Dz \$3.00
- 2256-3-Piece Pearl Set, Hsd Dz \$5.50

Try samples of any items at reg prices 20% dep. bal COD Free catalog

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. B Providence, R. I.

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant
48 assorted color—14-inch Plastic Pennants sewed on a tough, heavy, tape 100 ft long. ONLY \$4.00 ea. Deep lot \$2.00 ea. Write for quantity prices. Money refunded if not satisfied. Colorful Decorations of All Kinds. Write for Free Catalog.
A & A NOVELTY CO.
Cincinnati 34, Ohio

\$24.00 A GR.

Heart, Sq., Rd., Hex. and Clover Necka 24 in. Other Engraving Items & Religious Jewelry. Closeout Jewelry for giveaways. Send for catalog.
SAMUEL B. POCKER CO.
477 Smith St. (Rear), Providence 8, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:
[] Acts, Songs, Parodies
[] Agents and Distributors
[] Animals, Birds, Pets
[] Business Opportunities
[] Costumes, Uniforms, Wardrobes
[] Food and Drink Concession Supplies
[] Formulas
[] For Sale—Secondhand Goods
[] For Sale—Secondhand Show Property
[] Help Wanted
[] Instructions, Books, Cartoons
[] Magical Apparatus
[] Miscellaneous
[] Musical Instruments Accessories
[] Partners Wanted
[] Personals
[] Photo Supplies and Developing
[] Printing
[] Salesmen Wanted
[] Scenery, Banners
[] Tattooing Supplies
[] Wanted to Buy

3 Indicate below the type of ad you wish:
[] REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
[] DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.
114 agate lines to the inch!

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio
Please insert the above ad in..... issue
I enclose remittance of \$.....
Name.....
Address.....
City..... State.....

THE NEW SENSATIONS FOR 1957-8
LIFETIME COIN PURSES—MITE MIDGET



New you can make more profit than before. The famous Mite Midget zipper purse celebrates its million sales record with this reduction in price. These sales were possible due to its extra deep embossing, extra long zipper, extra neat hand lacing, authentic western design and its nice counter display. This is truly America's fastest seller.

2 1/2 inch size reduced to 47c each
4 1/2 inch size reduced to 57c each

Jobbers' Prices on Request

We are the West's Largest Distributor of Hand-Tooled Hand Bags. FREE CATALOG ON REQUEST.

We have the biggest line of Western Belt Ties in the country. Free catalog on request.

Open account to well-rated concerns; otherwise send money order plus 25 cents for postage and handling with order.

ATLAS NOVELTY CO.
1128 16th Street Denver 2, Colorado

JOBBER-PITCHMEN

NEW FOR '57

TWO TONE, FULLY AUTOMATIC top action retractable ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED.

\$15.84 per gross
10 gross lots
—SAMPLE GROSS \$14.50—

3-PIECE POCKET SETS
3 different color ball pens with ink to match, handy comb and plastic pocket saver

\$49.50 per gross
10 gross lots
—SAMPLE GROSS \$51.00—

STANDARD GOLD CAP RETRACTABLES

\$13.50 per gross
10 gross lots
—SAMPLE GROSS \$15.00—

Individually packaged
SILVER TIP REFILLS \$6.48 GR.
Buy the box in bulk & Save \$35.00 M

MODERN PEN MFG. CO., INC.
284 Broadway New York 13, N. Y.

FOR ENGRAVERS



Necklaces and Bracelets
Boy Alone - Girl Alone
Or Combination

MILLER CREATIONS

With H. Since 1907
779 So. Avalon Ave., Chicago 19, Ill.
Phone: WAInfield 8-8855
DAY AND NIGHT SERVICE

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.75 \$30.00
Doe. Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per doz. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS
1975 East Main St.
Columbus, Ohio

Meal for Engravers. State Your Business.

LOOK-ENGRAVERS!

Dist Neckties on 34" Chain, low priced. Embroidered Ident Bracelets, many kinds of Nickel-Silver Signet Rings, Scatter Pins, heavy-weight Men's Rings, Rings Anklets, Grab-Bag Rings from \$7.00 to \$12.00. Send \$2.00 or \$3.00 for samples.

Milwaukee Novelty Co.
1813 N. 2nd St. Milwaukee 3, Wis.

TENT STAKES "FORD AXLES," 1,500 stock \$1 each, F.O.B. Dallas. G. B. Wilford, 1321 2nd Ave., Dallas, Tex. 449

TRAINS—ALL SIZES, GAUGES, TYPES: new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. 3y15

TWO MOUSE GAMES WITH 4-WAY 12 FT. Joints, lifetime Vivatex tennis. One game best ever devised. Cleaver, 31 River, Avon, N. Y.

1 LARGE SMITH AND SMITH 24 SEAT capacity Chair Swing Ride, very good condition, reasonable price. Phone 3976. Westernport, Md.

1 OTTOWAY STEAM TRAIN, THREE coaches and locomotive, complete with 500 feet of track in perfect condition. See Mr. Wood at Jungland. Thousand Oaks, Calif. Phone 2315.

MAGICAL APPARATUS

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. 3y29

VENTRILOQUIAL FIGURES, 36 INCHES, real hair, neatly dressed, \$17.50 and \$20. Brown, 1711 S. W. 18th St., Miami 45, Fla. 3y29

MISCELLANEOUS

PET SHOP—DOING GOOD BUSINESS. Present owner going to Africa and will keep contact with new owner. Dealer in tropical animals and birds. Monday's Pet Shop, 138 E. Market St., Louisville, Ky. 3y22

WELL KNOWN EUROPEAN BEAR TRAINER seeking position. Trainer, caretaker zoos or animal farms only. Permanent position, sober, reliable. Box C-203, c/o The Billboard, Cincinnati 2, Ohio.

PARTNERS WANTED

PARTNER—MAN OR WOMAN FOR A Legitimate sports-Amusement Enterprise. State when available and telephone. Box C-204, care The Billboard, Cincinnati 2, Ohio.

PERSONALS

REWARD ANYONE KNOWING WHEREabouts or information leading to Bruno Taubert, probably in Florida. Please write Lou Taubert Ranch Outfitters, Casper, Wyoming 3y28

WANT TO LEASE ON PERCENTAGE basis, small town Movie or Drive In Movie in Georgia or South Carolina. Fischer M. Brascoe, Tel. 7245, P. O. Box 137, Rayston, Ga.

WOULD LIKE INFORMATION IN ORDER to locate singer and musician by the name of Gypsy Manya. Reply to Box 153, Billboard, 1330 North Gower, Hollywood 28, Calif.

PHOTO SUPPLIES DEVELOPING—PRINTING

COMIC FOREGROUNDS AND BACK-grounds. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 8, Mo

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. cb-1fn

2 D. P. 3 1/2 X 5 INCH CAMERAS WITH Zeiss Lenzar F 4.5 lens; used very little, bargain. Liberty Studios, 662 W. Broad St., Savannah, Ga.

PRINTING

A-1 TESTED SHORT RANGE TARGETS. \$3 per thousand; one day service. Free samples. Fine Arts Press, 1016 Donald, Peoria, Ill. 4u3

ALWAYS SPEEDIEST SERVICE ON QUAL-ity Window Cards. Three color 14x22 Posters, \$8 hundred; 17x26 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 337 Earl Park, Ind. 4e23

TARGETS FOR SHORT RANGE GALLERY. \$3 per thousand, samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes \$3.75 black or blue ink Mailo Press, 787-B Leitch St. Flint 5 Mich. 3y15

SALESMEN WANTED

GOLDMINE OF 800 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 12-B 307 North Michigan Chicago 1. cb-oc28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. 4u5

WANTED TO BUY MUSIC BOX OPS

Sell me your used records for resale. Postcard me

Tex Holley Record Shop's
467 W. Washington St.
Indianapolis, Ind.

WANTED—FUN ON THE FARM OR Magic Carpet Fun House. Write F. O. Box 308, Mount Clemens, Mich.

78 RPM Records Breakable for BALL \$30.00 THROWING GAME.

per 1000
F.O.B. Baltimore. Send minimum \$10 deposit, balance C.O.D.

JALEN AMUSEMENT CO., INC.
14 E. 21st St. Baltimore 18, Md.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

GIRL WITH TATTOOS REQUIRED BY visiting magazine and book photographer. Give full details, also age, coloring, etc. A. Ryan, 20 Nelson St., Cabury, Melbourne, Australia. 3y15

JAM MAN WANTED

Clarence Giraud, get in touch with Al Houliker
319 Boardwalk
Seaside Heights, New Jersey

MUSICIANS FOR TRAVELING DANCE Orchestra. Steady pay, finest transportation available. Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. 3y29

PIANIST—ABOVE AVERAGE, SOCIETY combo experience, read fake, shows, no characters. Locations top salary for right man, others write. Box C-189, c/o The Billboard Cincinnati 2, Ohio. 3y22



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
5801 University Way Seattle, Wash.



THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.

MYRLO CO., Dept. B

1231 Main Ave. Cleveland 13, Ohio

LITTLE ATOM

WORLD'S SMALLEST PISTOL



Complete. Four choice of LEATHER HOUSING or CAPS

TERRIFIC DOOR OPENER!

Really down size with terrific report with no sight with a bang! Also available in heavy and soft like... beautiful gift package.

Write Atom to available—CAPS MUST BE SHIPPED AIRWAY EXPRESS. Jobbers, distributors write, wire or phone for 37 Brokers.

G & S Mfg. Co. DEPT. B MEMPHIS, TENN.

\$1 BRINGS YOU \$6.75

78% Profit on new fast selling 7x11

2000 slogans No C.O.D. 100 Stock Signs \$7.00 15 Store Signs 1.00 15 Religious Signs 1.00 15 Comedy Signs 1.00

L. LOWY, 812 B'way, Dept. 959, N.Y. 3, N.Y.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column.

No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

CARNIVAL PENNY ARCADE COMPLETE. Lots of extras. Mechanics, take notice. Terms to responsible parties. Long, 301 Southwest 3rd, Richmond, Ind.

MISCELLANEOUS

BILLPOSTER, TRUCK DRIVER OR HANDY-man job wanted. Will travel. F. O. Sisk Jr., 25 Clay St., Lowell, N. C. 3y15

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl Route 2, Staunton, Va. 3e2 58

MUSICIANS

A-1 RINK ORGANIST DESIRES POSITION year round rink. Sober, reliable, best references. Write Box C-203, c/o Billboard, Cincinnati 2, Ohio.

BASS MAN AVAILABLE IMMEDIATELY, double valve trombone, vocals, combo preferred. All offers considered. Swinger, Pat Patrick, 712 South Washington, Enid, Oklahoma 4u3

COLORADO BAND FOR NIGHT CLUBS, cocktail lounges, taverns, etc.; four men, entertaining and singing. Orchestra Leader, 3519 Rhodes St., Chicago Ill 3y15

COWBOY STUART AND HIS WESTERN swing dance band, the Beaver Valley Cowgirls, available for radio, TV and shows coast to coast. Write Box 111, Mars, Pennsylvania. 4u12

DRUMS—EXTENSIVE LATIN, BANGOS, Timbales, also shows, vocals. Prefer combo, small hotel group, organ duo; location work only. Photo, references. Lee Middleton, 2320 Jonesboro Rd., S.E. Atlanta, Ga. 3y29

PIANIST—DOUBLES ORGAN, SEMI-NAME hand experience. Read, fake, eat shows, good repertoire. Furnish own organ. Prefer location. Available immediately. Write: Musician, 704 W 5th Ave., Florida, Ala.

TRUMPET—COMBO WORK PREFERRED; will consider all offers; available immediately. Kenny Buckles, 418 W Third, Garrett, Kan.

PARKS & FAIRS

ATTENTION FAIRS, PARKS AND CELEBRATIONS. Willis Lee and Shoney Cooper with Clinch Mountain Clan, Hickory Records, stars of Grand Ole Opry; the Oklahoma Kids, Marion and Wallick Australian Bull Whips, Knife Throwing and Trampoline; Archie Hoyer's Western Revue of Sharp Shooters Educated Horses, Ponies, Performing Dogs and Monkeys, Chariot Races and Comedy Ford, available as complete show or single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, Ohio. 3y29

BALLOON ASCENSIONS PARACHUTE Jumping for parks, fairs, celebrations. Claude J. Shafer 1041 1/2 Denison Indianapolis 23 Ind 3y15

CARL BUTLER COLUMBIA RECORDS Fairs, Parks Auditoriums, Jamborees, etc. Personal management. Walter Baltes, 804 W Main Ave. Phone 5-6616 Knoxville Tennessee 3y22

FIVE-PERSON VARIETY STAGE SHOW of magic vaudeville and dance. Beautiful costumes, talented, reasonable rates. Wright's variety Show, Casey Ill 3y22

JAMES COGSWELL, STROLLING CLOWN. Fairs, celebrations, special events. Write today for details, descriptive literature, etc. 1433 Rose St., Lincoln 2, Neb. 4u12

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address Charles La Croix, 1204 South Anthony, Fort Wayne Ind. Telephone: Eastbrook 3312.

THE ASSIGNMENT STUNTSMEN FEAR most is the Death Plunge as featured by Fox Movietone. Name your date and for a reasonable consideration Capt. Mae will appear personally and put on an act that will be long remembered. Blazing gasoline, sharp ugly spears revolving thru space, climax by a 5,000 impact, landing into the smallest tank in the world used for high diving purposes. Besides capturing audiences' attention here in the U.S.A. it has made a hit in South America and in 1956 it drew heavy patronage on the islands of Bermuda and Honolulu. The teenagers helped to bring this attraction into national prominence due to the superman qualities. Write, wire or phone Capt. Mae Productions, 456 Lamphier Place, Warren, O. Phone 4-5337.

VAUDEVILLE ARTISTS

HIGH CALIBER CAFE COMIC, WITH THE most outstanding, unusual and freshest approach to comedy seen in years, wishes affiliation with reliable agency for work on West Coast and Vegas. Box C-199, c/o Billboard, Cincinnati 2, Ohio. 3y12

VOCALISTS

A & R MAN FORMERLY PUBLISHED with recording experience; contract, salary and commission. 1218 Roma St. Whittier, Calif. OXFord 9-7264 3y22

MAKE \$500.00 WEEKLY

SECRETARY WALLET with alphabet index, pockets, memo pad and retractable ball pen. A fast \$1.00 seller. Gross sets complete \$60.00.

DOZEN SETS, \$5.40

Deposit or payment FOB, New York. Samples, catalog 1001 bargains, \$1.00.

MILLS SALES CO

Call Rate WHOLESALER Since 1916
889 BROADWAY, New York 3, N. Y.

4-PC. PEARL SET included FREE

Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.



Choice Lot 6 FOR \$49

All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample \$9.95)

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- Donnelly, Russell Donner, Mrs. Louise M. Duggan, W. F. Dumond, Maurice Edward, James Embrick, Harold & Thelma Emond, Mrs. Robbie Jean (Dog-Fave) Girl Evans, Ted Fitzpatrick, J. Ford, Wm. Wynne Fontana, Joe Ford, Eddie Ford, Wm. Forcum, Les Fox, Wm. Frank, Tama Fraser, Edna Frawley, Deunne Frisbie, Robt. Q. Gallagher, Mrs. Chas. Gallagher, John Joe Gallagher, Joyce Gaston, Richard Earl Girouard, Anthony Goldman, Lou Gordon, Geo. H. Gorenson, Wally Gray, Nathaniel Green, Johnny Greenberg, Meyer Grifflin, Walter E. & Connie Grimsell, Tex & Ruth Groetzinger, Harry Gross, Ernest Haddix, Ray Hale, F. J. Haley, Denney Hall, E. H. Hall, F. W. (Gulf Breeze Trailer Sales) Hamilton, Jack & Mrs. Hanley, Leo S. Hart, John P. Hauck, Vera Haverstick, Edwin G. Haverstick, Alice F. Hayes, Buster & Mrs. Haynes, Georgia Hazworth, Killy Hazelwood, Howard Hazelwood, Melody Hendrix, C. W. Hershey, Geo. Heskitt, Lawrence R. Hill, Jim Hill, Will H. Holden, Jack E. Holler, Paul Howard, J. B. Hudson, Jack (Bingo) Hunt, Chas. T. Hunt, Geo. Ingersoll, Dwight M. Irish, Mrs. Mary Ives, James W. James, Al James, Terry Jeffery, L. L. Johnson, Harry Johnson, James Johnson, Mike Johnson, Mrs. Jean (Serpentina) Jones, Bill C. & Mrs. Jones, T. Curtis Jones, Wm. Theodore Kajama, Princess & Willie Kaiser, Eugene Kealan, H. Keak, Eddie Keller (Kallari) George (Wild Animal Art) Kelley, Patrick (Hill Dog) Kendall, Guy C. Kiser, G. R. King, Feltz Kleider, Paul K. Knight, Barbara Louise Kulnick LaBrake, Kenneth & Mrs. Lall, Ben & Marie Landers, Irvin Latta, Iris Lester Lay, Mastord Leonard, Baby Little, S. L. Livingston, Earl Louan Jackie & Short Lotlar, Germaine Long, Wm. E. Longinetti, Bud Lovrey, Sandra M. & Grace Lyle, Leola & Mrs. Lynch, Bud MacDonald, T. K. McCain, John McCain, O. C. McCoy, Bill McKinley, Mrs. H. C. McGraw, Harold McNamee, Danna McSpadden, J. R. McSpadden, Myrtle McSpadden, R. N. Mahoney, Mrs. Dona L. Malman, M.

UNDER THE MARQUEE

Continued from page 115

Laconline, Springfield, Mass., and Albert Roach, Holyoke, Mass., caught the Cristiani show at Holyoke.

Barbara Fairchild is back with Cristiani after visiting her parents in Ontario. She writes that Tom Kelly and Ken Dodd joined clown alley. Charles Roarke is now side show manager and Harry Dann assistant talker. Side Show Johnny came on to take over the second ticket box. Visitors in Ticonderoga included Clarence Canary, Dick Sharp, Mrs. Poodles Hanford and Robin (Smooky) Hester and son, Chris. Other recent vis-

itors included Jackie LeClaire Jr., and Jerry Martin. Max Bertel and Felice Silla joined as 24-hour man and clown respectively.

Kitty Ronstrom reports from Polack Western: Harold and Aileen Vois, Arden Kreisch, Paul Kaye, Ray Sinclair and John Thompson visited Yellowstone National Park. Charlene Kuhn stopped off at the Gil Gray show, which was also caught by Paul Kaye. Fan Joe Stegen entertained the Pinkey Madisons and Eddie Kuhns at his Ogden home. In Salt Lake City, performers gave two morning shows, one at the Shriner's Crippled Children's Hospital, the other at Latter Day Saints Hospital. Rudy Jung suffered a painful injury to his right hand when it was hurt by explosives. Visitors included Bob Mills, Walt Ferguson, Joe Stegen, John Christiansen, Emory Herndon, Al Turner, Bill Grace and Guy Herics.

Calgary Stampede

Continued from page 97

no fewer than 21 personal appearances at downtown events and the exhibition management was so pleased that Friday night (12) it presented him with a bronze stamper trophy.

Commenting on Carrillo's contribution to the Stampede, Hartnett said, "I have never seen any one do the job Leo has done. He has captivated everyone—children, parents and grandparents alike."

Big Kids Show

Besides the regular matinee and night grandstand shows, a forenoon show for kiddies was staged Friday (12). It pulled a record-breaking turnout, with an esti-

mated 35,000 standing and sitting. Three grandstand shows will also be given closing day.

All exhibit space, both indoor and outdoor space, was sold out well in advance of the opening. The number of livestock hit a new high, with a total of 2,817 head on the ground. Of that number, about half were in the livestock department. The others were used in the rodeo and various other events.

The Stampede drew a record number of newspaper, and magazine writers from remote points, with registrants including writers from as far distant as Melbourne, Australia, and Berlin.

Visiting fairmen included Douglas K. Baldwin, Minnesota State Fair, St. Paul; John Leahy, Danbury (Conn.) Fair; Milfred Hamle, president of the Quebec (Que.) Exposition; W. J. Borrie, president, Pacific National Exhibition; Jack Clarke, Ottawa (Ont.) Fair; A. J. Anderson, Edmonton Exhibition, and Steve Mac Eacher, Saskatoon (Sask.) Exhibition.

Visiting showmen included J. A. (Patty) Conklin, George A. Hamid Sr., Jim Hetzer, Joe Góden, and Sam and Bessie Polack.

- Dowlin, Rich Fein, Mrs. Florence Ferguson, Charles D. Flynn, Francis Pat Florida, Clyde Heaton, Robert C. Jackson, Mrs. George Jackson, Lloyd C. Klippel, Jack

- Owens, Charles Parkins, Clifford Schultz, Ida Siano, Mr. & Mrs. Charles Edward Segal, Benjamin Scott, Al Thomas, Col. Harry Williams, Rex & Barbara Klippel, Jack

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- Garnor, Robert Livingston, Professor Maxson, Jimmie Meems Bros. & Ward Miller, Richard H. Nassen, Mrs. Jewel Sherrick, Bud Vanguard White, Walter Williams, Victor G.

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- Allison, John B. Anderson, Sadie Aswell, Norman Blueston, Morris Baldwin, Billie

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Clair, Hans Cohen, Joe Conway, Charles Conally, Charles Dick, Billy

Aud. Mgrs. Meet

Continued from page 99

tion eight times in 10 years and once west of the Mississippi and once in the South in each cycle. Bookings usually are made two years ahead. Syracuse and St. Louis buildings have it for 1958 and 1959. ABC is considering a three-year lead and IAAM members indicated that would work better for them. The tournament requires from 90 to 120 days and this entails rescheduling of other events in any building.

Harry Schreiber, of the Calibus Veterans' Memorial Auditorium, led a discussion about building maintenance. B. W. Richardson, of Richmond, Calif., reported on a survey about concessions operations and led a discussion on that and catering.

Willard Swire, of the American National Theater and Academy, described a proposed plan to operate a circuit of 40 theaters for 40-week seasons of legit. The plan, as outlined, might apply to some auxiliary halls in auditoriums-arenas, it was agreed, but probably would not figure in big buildings, at least in its original concept.

The IAAM convention was continuing formal sessions through Saturday, with some activities scheduled for Sunday (14).

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Vending Boosted At Chicago Fair

Four Operating Companies, One Mfr. Give Public Look at In-Plant Operations

CHICAGO—Vending is receiving a big public relations boost at the Chicagoland Trade Fair this week, as four operating companies and one manufacturer are exhibiting full line feeding units to an average of some 40,000 people that are thronging the Navy Pier Fair site daily.

Over 220 different manufacturers' exhibits, along with trade shows and entertainment are drawing a crowd of people from all over the Middle West. Since the gates opened, June 29, almost a half million people have clicked past the turnstiles. By the time the show draws to a close, July 14, close to a million are expected to have witnessed what is considered by many to be Chicago's largest trade exhibit since the Railroad Fair in 1949.

Operating Companies

Operating companies who are joining to give the general public a good look at automatic feeding operations are: Automatic Canteen Company, Automatic Merchandising Company, Vendomatic Company, and Industrial Vendors, Inc., all Chicago area concerns. Also represented is one manufacturer—Rodd-Melikian, Inc., exhibiting jointly with Kwik-Kafe of Chicago.

Each is featuring a full line feeding battery, vending everything from soup to dessert, for a full hot meal.

In addition to the exhibits, individual vending machines have been spotted thruout the Fair to offer a varied selection of cold drinks. Half of the grounds are covered by Vendomatic, with 12 4-selection Rowe cold drink machines (two 2,000-cup capacity units, and ten 1,000-cup units).

The other half of the grounds are being handled by Chicago Concessions, Inc., a vending machine operating subsidiary of the Coca-Cola Bottling Company of Chicago—with 10 Glasco machines.

According to Vendomatic, their cold drink machines were averaging close to 6,000 cups a day, with a fresh brew coffee machine in their exhibit selling close to 3,000 cups a day.

Vendomatic, which was exhibiting jointly with Industrial Vendors, had a total of nine units in their battery. The machines were housed beneath a Fiberglass canopy, with a painted masonite front that was prepared for the Fair.

Russ Collier of Vendomatic, said, the firm was going ahead with plans to house all their future in-plant operations in complete Fiberglass coverings such as used for the exhibit.

Vendomatic IVI

Included in the exhibit were Stoner's candy, pastry, and refrigerated sandwich venders; Rowe's hot food and cold drink venders; [\(Continued on page 138\)](#)

P. LORILLARD INTROS NEW KENT FILTERS

NEW YORK—P. Lorillard Company has begun distribution on a new version of its Kent filter brand. According to the company, the new filter reduces the amounts of nicotine and tars which pass thru the cigarette.

The new Kents are being marketed in regular and king-size pouch packs and in an 80mm. crush-proof box. The price remains the same.

NVA Board Skeds N. Y. Meet, July 12

NEW YORK—A board of directors meeting of the National Vendors Association, the first ever held in New York, is scheduled for Monday (15) at the Statler Hotel.

Due to come up for consideration is the date and place for the organization's 1958 convention. It is understood that Chicago and Miami are under consideration.

Slated to attend the meeting are Ted Raynor, counsel; Ralph Lobel, Leaf Brands; Moe Mandell, Northwestern Sales and Service; Sam Eppy, Samuel Eppy & Company; Bob Guggenheim, Karl Guggenheim, Inc.; Paul Price, Paul A. Price Company, and Bill Falk, Plastic Processes.

Rudolph Benz, Alabama Op, Dies

Rudolph Benz Dunlap, 60, owner of Dunlap Vending Machine Company, and a long time resident of Mobile, died July 6 in nearby Bay Minette, Ala. He operated vending machines in Mobile and Baldwin County.

Mr. Dunlap is survived by his widow, Agnes Powell Dunlap; daughter, Susan Marea Dunlap; son, Steven Eugene Dunlap; sister, Authel R. Nelson, Daphne, Ala., and other relatives.

Miss. Sales Up

JACKSON, Miss. — Tobacco tax collections for the first six months of 1957 totaled \$3,942,886, compared with \$2,764,932 collected in the corresponding period of 1956, according to official figures released by the Mississippi State Tax Commission.

Midwest Samples Storefront Vending

Kroger Starts Grand Rapids, Detroit Batteries; National Tests in Chicago

CHICAGO — Three Mid-Western cities are receiving their first look at multi-product outdoor supermarket vending this week. Permanent installations have been set up outside of Kroger stores in Detroit and Grand Rapids, and a test installation has been started outside a National Tea supermarket in Chicago.

Vari-Vend is supplying the multi-product venders in all three installations.

24-Hour Vending

Each of the three installations are functioning on a 24-hour basis, seven days a week, with a complete range of up to 75 separate products vended on a rotating basis.

In Detroit and Grand Rapids, the machines are owned by Kroger, with the chain handling all operating, stocking and servicing of the units. Jobbers Service, Vari-Vend's Michigan distributor, is taking care of whatever machine maintenance is needed.

In Chicago, the machines have been leased from Vari-Vend on a six-month test basis. Ownership of the units is with Vari-Vend, with the vending manufacturer doing all equipment maintenance. All operating and stocking of the machines however, is being done by the National store.

The Detroit installation, in the Woodward Shopping Center, has been in operation since July 2. Included in the storefront battery

are three refrigerated and three non-refrigerated multi-product machines.

Canopy

The machines, immediately adjoining the store, are placed under a canopy, with a spotlight arrangement for evening hours.

Each of the six venders dispenses 12 separate items, including everything in the grocery line except fresh fruit and meat.

The machines accept pennies. [\(Continued on page 123\)](#)

Coke Prexy Cites Growth Of Pre-Mix

NEW YORK—The great majority of Coca-Cola bottlers are now operating pre-mix vending equipment, according to William E. Robinson, president.

The firm began its pre-mix program two years ago. Robinson said he expects the trend to pre-mix vending equipment to continue.

Robinson added that the company itself had a net profit for the six months' ended June 30 in excess of the \$13,464,527 or \$3.16 a share earned in the first half of 1956. He said that the firm will probably earn more this year than the \$29,196,584 it racked up in 1956.

HOT WEATHER HIKE

Jones Beach Vending Sales Ahead of 1956

NEW YORK—The Brass Rail vending operation at Jones Beach State Park is currently enjoying the most successful season in its history, with sales running at least 15 per cent ahead of last year, according to Eli Elbert, in charge of the company's vending operations.

Good weather and additional equipment are the two factors responsible for this increase. Rain has been a rarity so far this summer, and the sweltering beach crowds have been lining up at the 300 vending machines in the restaurant areas and on umbrella stands on the beach.

The operation has ice cream machines for the first time, and the 10 units located on the beach itself have been racking up heavy grosses, according to Elbert.

Beach Batteries

Equipment added this year includes the 10 ice cream machines,

Oak Bows 3 New Charms

PITTSBURGH—The Oak Sales Company has released three new charm items—the Magic Eye, Sewing Machine and Bison Padlock.

The Magic Eye is a movable eye ball, with lashes attached, which was first previewed at the National Vendors Association convention in Chicago earlier this year. The sewing machine, with a movable hand starter, comes in assorted colors. The Bison Padlock comes with key and locks.

five drink machines and five cigarette and cigar units. As a test this year, Elbert has set up batteries of ice cream, cold drink, candy and cigarette venders on portable skids right on the sands. The balance of the units are in the restaurant areas.

Elbert also reported that the Brass Rail's three-machine outdoor vending battery at its 36th Street and Eighth Avenue outlet is meeting with moderate success.

The battery consists of a hot dog, six-selection cold drink and ice cream machine. It has been in operation since early May.

Inventory Feature Mix

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VP Dominoes
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Progin Returns From Sales Trip

FITCHBURG, Mass. Ken Progin, sales executive of Lovitt Enterprises, Inc., has completed a cross-country sales trip for the firm's Frosty-Shake machine.

Two new areas have been added as a result of that trip. The machine was shown in Minneapolis at the Hotel Nicolet and in Cincinnati at the Hotel Sheraton-Gibson.

The boards of health in both these cities have approved the machines, which will be placed on location by the end of the month.

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N.W. Deluxe 3c & 5c Comb.	25.00
N.W. #28 1c Part.	1.00
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Colombus 5c Bulk	2.00
Silver King 1c B.C. or 5c	7.00
AET Gums	20.00
Acorn, 1c or 5c	1.00

MERCHANDISE & SUPPLIES

Potachio Nuts, Jumbo Queen	2.45
Potachio Nuts, Large Tally	2.45
Potachio Nuts, Vendor's Mix	2.45
Potachio Nuts, Shell	2.45
Cashew Nuts	2.45
Cashew Butts	2.45
Peanuts, Jumbo	2.45
Spanish	2.45
Mixed Nuts	2.45
Tabby-Lets, 500 ct.	2.45
Rainbow Peanuts	2.45
Boston Salted Beans	2.45
Jelly Beans	2.45
Licorice Gums	2.45
Leaflets, 650 ct.	2.45
M & H, 550 ct.	2.45
Merrilee-40s	2.45

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SPECIFICATIONS
Sturdy all steel construction. One whole weather-resistant finish. All accessories in blue lettering. Bright 20 1/4" x 4 1/4" x 1 1/4" slotted weight 22 lbs., base and handle on top. Side mechanism gives good rate delivery, rate reduced when machine is empty. Separate push bar can be locked with different key system than any of customer's existing machines. Mainly 200 machine size of stock. 4 1/4" long, 2 1/4" wide, 7 1/4" high.

Price quoted are net. F.O.B. Brooklyn. Deposit required with order — balance C.O.D.

PRICE OF MACHINE

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50 or more	17.00

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25 to 49 gross	3.25
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USED CIGARETTE & CANDY MACHINES SPECIAL BARGAIN PRICES!

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Send for Catalog & Price Sheets

VICTOR IS CHAMPION with PLAY BALL!

A ball of gum and a ballgame... all for a penny!

19.75 ea.

Holds 72 lbs. of 210 ball gum.

Takes in \$25.00
Cost of Gum 2.00
20% to Location 4.50
YOUR NET PROFIT 18.50

1/3 deposit, bal. C.O.D.

CHAMPION NUT COMPANY
2194 Townsend St. Boston 26, Mass.

RAIN BIRD BALL GUM, 40 ct. 2.00
RAIN BIRD BALL GUM, 140 ct., 170 ct., 210 ct. 2.00
RAIN BIRD BALL GUM, 100 ct. 2.00
200 lb. minimum, prepaid on Rain Bird Ball Gum.

Adams Gum, all flavors, 100 ct. 4.00
Wrigley's Gum, all flavors, 100 ct. 4.00
Beach-Nut, 100 ct. 4.00
Merrilee's Chocolates, 200 ct. 4.00
Minimum Order, 25 Boxes Assort.

Complete line of Parts, Supplies, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 26th St., New York 18, N.Y.
Chicago 4-6467

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH.."

Northwestern®

VENDING EQUIPMENT™

PROVE IT TO YOURSELF!

Just try a Model 49 all-product vendor on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
2772 ARMSTRONG STREET MORRIS, ILLINOIS.

LET US PROVE TO YOU...



SUPERMART VENDORAMA®



PLAY BALL

If you operate as many as 200 1c ball gum and charm machines, we can **SAVE YOU MONEY.**

All we ask is the opportunity to mail our Price List and Free Samples to you.

Both the **VICTOR SUPERMART VENDORAMA** and **VICTOR PLAY BALL** are the "money-takerist" bulk vending machines we have seen in many years.

REASONS FOR OUR GROWTH

- ★ When you deal with Graff, you do business with the largest charm distributor in the world. We've gotten big because we have helped others to GROW.
- ★ Over 200 different charm items in stock for capsule and ball gum vending.
- ★ Only the finest items from all manufacturers and importers are carried in stock.
- ★ We're headquarters for new and used vending machines of all types.

We invite comparison of our merchandise and price with any other source.

WE'D LIKE YOU FOR OUR CUSTOMER AND WILL DO AN OUTSTANDING JOB IN KEEPING YOU POSTED ON WAYS AND MEANS OF GETTING a continuous parade of coins into your vending machines.

Try us today and let us prove our story!

GRAFF VENDING SUPPLY COMPANY
2817 W. Davis Street
Dallas 2, Texas
Phones: Whitehall 8-7117 (18)

CENTRAL VENDING MACHINE SERVICE CO.
3967 Parrish St., Philadelphia 4, Pa.
EYegreen 6-4244 • Blring 2-8710

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c	8.50
Acorn, 5c	10.00
N. W. Model 49, 1c or 5c	12.50
Master, 1c and 5c	8.50
3 Col. Ref. Nat.	22.50
Asco Ref. Nat.	7.50
Victor Model V	8.50
Du Grenier 6-Col., 1c Tab.	14.50
Atlas Master, 5c	8.50
Mills 6-Col., 1c Tab.	17.50
Ball Gum Hunter Machine	12.50
Factory Reconditioned "Popcorn Ses" Machines	\$125.00
Victor Super Vend Capsule	10.00
Victor Baby Grand, 1c, B/C	10.00
Victor Rocket, 5c	7.50
Victor Super Mart	19.50

Send for 1957 Catalog-Index. List! All machines completely checked and ready for location. Order with complete confidence.

1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
608 A Spring Garden St.
Philadelphia 23, Pa. LOntard 3-2676

J. SCHOENBACH
Distributor For oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
FRident 7-2910
PHONE or WRITE FOR PRICES

In CHICAGO, ILL.

Bob Kantor
of Confection Specialties, Inc. says:
"I like the Oak machines because they are easy to keep clean, easy to operate and have a modern look. We service heads on our machines because they save weight and space in the service wagon and mean less cost in outfitting."

The answer to Oak's popularity is pretty well summed up in this statement by Chicago's largest vending machine operator. Why don't you start now to get the maximum profit from Oak machines?

oak's famous ACORN all-purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock. Fills from top through wide globe opening — dispenses from bottom. Guaranteed mechanically perfect. One machine with virtually no depreciation — today's Acorn looks like the same as the original!

Contact your distributor or West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
1023 So. Grand Ave., Los Angeles, Calif.
OAK MANUFACTURING CO., INC., 31411 Knightbridge Ave., Culver City, California



East & Midwest Factory Sales Office
M. I. ABELSON, Phone: M 1 6478
2033 Fifth Ave., Pittsburgh, Pa.

Midwest Storefront Vending

Continued from page 121

Nickels, dimes and quarters, with price variation set anywhere from 1-cent to \$2.19. Coin changers have also been provided by the store to facilitate usage. Nickels can be changed to pennies and quarters to nickels and dimes. Product prices are in line with that inside the store. The Grand Rapids installation,

at Kroger's Eberhard store is similar to the Detroit installation in all respects except for the number of machines. There are two units involved—one refrigerated and one non-refrigerated, with pricing, number of items vended, servicing, etc., remaining the same. Chicago's National Tea installa-

tion, which has been in operation for three weeks, is composed of a bank of five machines—each vending the usual 12 items.

Stocking to date has been on an experimental basis—with the store rotating products to determine demand. Store officials have not commented on future plans, but said that any decision would be held up pending success of the venture here.

According to W. R. Elliott, store manager, most of the business done by the machines is in the late evenings and on weekends. Business during the day is "negligible."

Possibly accounting for the

daytime slack, is the relatively higher machine price than store price for merchandise. National has hiked their vending machine prices as much as 50 to 60 per cent over the inside store level.

Soft drinks, for example, are advertised at 10 cents, inside the store (the advertisement is adjoining the vending machine), while the machine price is 17 cents.

Despite this, the evening and weekend traffic has been sufficient to keep National officials more than interested in the venture.

Most popular items so far, according to Elliott, have been dairy products. He added however, they are experimenting with all types of merchandising and experience will determine which items should be handled.

11,000 to Attend 1958 NATD Meet

NEW YORK — More than 11,000 tobacco distributors, cigarette operators and manufacturers representatives are expected to attend the 26th Annual Convention of the National Association of Tobacco Distributors to be held next April 16-21 at Miami Beach.

J. SCHOENBACH

For Victor Vending Corp
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

\$25 DOWN

Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



15" HIGH

49" HIGH

24" HIGH

13" WIDE

WEIGHT 165 LBS.

Invented and made only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1899 Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

Victor's Money Maker PLAY BALL



Delivers a million dollars worth of fun and a ball of gum for every penny.

19.75 ea.

Holds 12 lbs. of 210 Ball Gum.

Time payments available.

JULY SPECIAL
Spanish Peanuts, 30 lb. bulk, 30c lb.

PIONEER VENDING SERVICE
Svd. Rubenstein
590 Albany Ave. Brooklyn 3, N. Y.
PResident 4-5358

INSIST ON STAR-BRITE BALL GUM

Save Money!

and get **FAST SERVICE**

Because your distributor can get shipment from us the day he orders Cramer's "STAR-BRITE" he can give you better service as well as save you money!

210-170-140 BALL GUM QUALITY—UNIFORMITY—COLOR
Also Cramer's "KING" 7/8" SIZE **SOLID BALL**

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

SPORTS MEDALS

be a champ at any sport!

SNAP ON MERIT BARS
for Football - Fishing - Tennis - Swimming - Boxing - Baseball - Basketball - Hockey

GIRLS CAN USE MERIT BARS FOR BRACELETS



Plastic \$7.00 per thousand
Vacuum Plated 9.50 per thousand

at your distributor or

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Reconditioned and Refinished CIGARETTE VENDING MACHINES

Ready for Location

NATIONAL ROWE DU GRENIER

Plus many other makes and models

EVERY MACHINE GUARANTEED

Priced from **\$15.00 to \$150.00**

WRITE, WIRE OR REVERSE CHARGES
Paducah 20592
T. O. THOMAS CO.
1572 Jefferson Paducah, Ky.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied



1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High as \$6.00 Per Machine on VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER 8-COLUMN CANDY, 160 capacity, prowar model... \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prowar model... 80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
ROWE 8-COLUMN CANDY, 120 capacity... 60.00
NATIONAL CANDY, 9 column... 75.00
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb... 97.50
DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column... 87.50
UNEEDA 8-COLUMN "E" CIGARETTE, King Size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

Victor's New Improved PLAYBALL

Faster Action! Bigger Profits!

\$19.75 Packed & Sold EACH 2 to Carton. F.O.B. Chicago.

VICTOR VENDING CORP.
5701-13 West Grand Ave. Chicago 39, Illinois
Mrs. of Famous Line of TOPPER Vendors



ROCKET WATER JET-SHOOTER TERRIFIC!

\$6.50 per 1,000 5,000 and up
F.O.B. Jamaica, N. Y.

FREE ADVERTISING LABELS

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.



COIN SPECIALTIES BASEBALL VENDOR

FAST PLAY **BIG PROFITS**



The small fry as well as grown-ups will stand in line waiting to drop pennies into this exciting and colorful vendor which delivers a ball of gum with every pitch... and every penny. Attractive front shows emblems of 16 American and National League ball clubs.

Vendor Holds 15 Lbs. of 210 Ball Gum

Takes in... \$31.50
Cost of Gum 4.50
Pay Location 25% 7.88
Your Profit is 19.12

- Three-view showcase display window attracts attention
- Proven trouble-free mechanism and flipper
- Size: 14" high, 10 1/2" wide, 9 1/2" deep
- Packed two machines to a shipping carton

CALL, WIRE OR WRITE TODAY!
Contact **MOE MANDELL** for New York area. Address: Northwestern Sales and Service Co. 446 W. 36th St., New York 18, N. Y.

KING & COMPANY EXCLUSIVE DISTRIBUTOR
2700 W. LAKE STREET CHICAGO 12, ILL.

CHARMS—Miniature Cigarette Lighter—It Works!

Will vend with 210 ball gum. Body designs: Chrome, Plaid & Mesh. Packed one dozen to a box. \$2.50 per doz.; \$27.50 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.

EVCO-MERCHANDISERS
397 Cortland Ave. San Francisco, Calif.
Leon "Hi-Ho" Silver, Gen. Mbr.



STANDARD SPECIALTY

Now offering **Northwestern TAB VENDING EQUIPMENT**

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.



U. S. Releases 1954 Juke, Game Totals

Ops Average \$629 Per Juke, \$722 Per Game; Industry Receipts Hit \$212 Million.

WASHINGTON—The nation's coin machine operators had average receipts of \$629 per juke box and \$722 per amusement game during 1954, according to the U. S. Department of Commerce Census Bureau.

The report, issued last week as part of the department's 1954 census of business, is based on a survey of 6,045 operating establishments, "primarily engaged" in the coin machine business.

\$212 Million Total

Total receipts for the amusement game and juke box operating industry totaled \$212 million.

Statistics compiled by the Department of Commerce are based on Federal Insurance Contribution

Act (FICA) returns filed by all employers.

Breakdown of receipts therefore, is based on only those firms which report payrolls.

There should be no effort made to combine results of this survey with other polls or surveys, such as The Billboard's Juke Box Operator Poll, since different statistical averages are used to arrive at totals.

Totals should merely be used as a broad indication of general industry trends.

The bureau pointed out that approximately 88 per cent of the (\$212 million) total was accounted for by 3,301 establishments, all of which had some payroll during the year.

Coin machine businesses without payroll, such as one-man operations or partnerships, numbered 2,744 during the year, with receipts totaling \$26 million.

Receipts

The census further breaks down the income of establishments with payrolls as follows: Eighty-nine per cent of the operating companies listed receipts, showing that

(Continued on page 136)

SPOT HITS

Key Program To Locations, Op Advises

MILWAUKEE—Few juke box roumen have the insight and knowledge of records and programming possessed by Emil Sauler, of George Schroeder Music. Besides his phonograph route, he owns his own independent label, Mono Records, and some of the pop and polka sides he has turned out have been fair-sized hits in this territory.

Individual Locations

Each location, according to Sauler, is a individual programming problem. "You can't cover every machine on your route, even with the biggest hit. No matter how big a certain number goes over, there are always a few spots that won't use it. You have to study each spot for a while to determine what types of music its patrons prefer."

Standards, of the time-tested variety, are still the best gamble for a firm's disk buyer, he feels. A number like Ted Lewis' "When My Baby Smiles at Me" continues to pull steady play month after month on Sauler's route, long after

(Continued on page 126)

AMI Trade Paper Ad Wins Award

GRAND RAPIDS, Mich. — An AMI trade paper advertisement and a sales promotion brochure won a first place award and a merit award, respectively, in competition with hundreds of other entries at the Fourth Annual Exhibit of Advertising and Editorial Art in Milwaukee sponsored by the Art Directors Club of Milwaukee.

Entries were judged on the basis of how well the design and appearance of the pieces contributed to the over all effectiveness. Both award winners were prepared by Edward H. Weiss & Company of Chicago, one of AMI's advertising agencies.

The AMI 1956 Annual Report also has been selected to receive a merit award for excellence by Financial World magazine. The report was prepared by the James Philip Reed Agency of Grand Rapids.

AD CAMPAIGN HELPS DENVER OPS TO DIME

DENVER — Local operators are turning to the daily press in an effort to pave the way for dime conversion in the area. Best estimates are that only about 25 per cent of the city's music merchants are receiving 10 cents per tune.

A current campaign, backed by the Colorado Music Merchants' Association, is trying to remedy this with a newspaper campaign to educate the public on why the "nickel has to go."

Lowly Nickel

A series of ads, titled, "Why 10-Cent Juke Box" point out that "the nickel will not pay operating expenses." The ads go on to state that "The phonograph operators over the past 20 years have furnished the finest music for 5 cents (in recent years at a loss to himself). During this period he has never had an increase and 'all other businesses' have met these cost increases with periodic increases."

The ad then details the cost increases to the operators during the past 10 years:

Phonographs, 300 per cent; parts, 250 per cent; labor, 150 per cent; records, 225 per cent; trucks and service, 175 per cent, and other expenses, 225 per cent."

W. VA. SESSION

Editor Tells Ops: 'Let Costs Be Guide'

WHEELING, W. Va. — Juke box operators must plan today to assure a profit tomorrow. That, in summary, was what R. L. Dietmeier, coin machine editor of The Billboard, told operators assembled at the West Virginia Music Operators' Association convention here June 29.

Dietmeier spelled out the pitfalls that often tend to put many operators on an other than business-like basis, and offered some answers to these problems:

The future indicates, he said, that operators will be either very successful and expanding, or won't be operating.

"There will be fewer and fewer so-so operations, with average incomes."

"I don't mean that all operations will be successes. I do mean that if you aren't a big success, you will either be doing something else or you will have to supplement operating income with some other business or job."

Juke Distribution

Dietmeier told the group that there are today an average 53 juke boxes per operator, but that over 60 per cent of operators use 49 juke boxes or less. It is the 4.3 per cent operating 200 machines or more that boosts the average, he said.

"What I would expect to find in the next 10 years is the group that operates 24 machines or less—all pretty much part-timers—getting much smaller. (Today it represents over 31 per cent of operators). And the group operating 25 to 50 machines, and even many of the 50 to 75 group either leaving the business or expanding into bigger operations."

He pointed out that the same pattern is true in record purchasing by operators. A small percentage of large operators overwhelmed the large number of small operators.

"In short, the trend of the operating business today is toward big operations, away from medium-sized routes of 50 machines."

Miss. Juke Tax Collections Up 11% Over 1956

JACKSON, Miss. — The State Tax Commission reports that coin-operated music machine tax collections for the first six months of 1957 totaled \$78,063, as compared with \$70,825 during the corresponding period of last year.

50c Chute Bolsters Dallas Pricing Plan

DALLAS—Juke boxes in the Dallas area run a pricing gamut—all the way from a few nickel-play machines to the newest boxes with 50-cent chutes and credit accumulators.

Single plays for 10-cents and three-for-a-quarter pricing is the most numerous, but top operators say machines with 50-cent chutes are coming on strong.

Teens Like 50c

Operators report that the jumbo chute is especially popular in locations with large teen-age trade. The youngsters seem to appreciate the two extra plays.

The operators like them too. Substantial increases in grosses from the boxes were reported by the major Dallas area operators using them with one firm showing a hike of from 23 to 26 per cent.

The problem is that not all sections accept the 50-cent chutes readily. Operators report that there are sections of the city where

nickel play is king, and even the introduction of 10-cent machines is considered a kind of heresy.

The general pricing pattern, aside from the straight 5-cent machines is one play, 10 cents, three plays for a quarter and seven for 50 cents.

EP's seem to be having a struggle getting started, with one operator saying he doesn't particularly want dual pricing and that he wouldn't be willing to pay extra for it.

Those operators who aren't using the 50-cent chute say it's the resistance from the location owner that holds them back.

Most of the 50-cent chute machines came equipped. Operators aren't using many conversion kits. Credit accumulators, also standard equipment, are in use on many machines, but there is a little hesitancy about whether some of the operators would use them if there was an extra charge.



OFFICERS AND DIRECTORS OF W. VA. MOA: (Seated), Raymond Tabor, treasurer; Edward M. Oliver, 1st vice-president; William Anderson, president; James Stevens, 2d vice-president; Dana M. Hicks, executive secretary. (Standing) Directors: R. A. Hall, Huntington; Darris Derrick, Charleston; Kenneth Mathew, Fairmont; C. H. Flannery, Logan; J. K. Kiser, Beckley; Joe G. Hunt, Welch; Dilman DeHaven, Martinsburg; Mrs. Leoma W. Ballard, Belle.

Dietmeier suggested that operators forget—temporarily at least—the immediate problems of dime play, commissions, front money and location troubles, and answer to themselves these questions:

What do I want out of this business I'm in? Am I happy to be in it? Do I get a feeling of doing something worthwhile out of it? Or is it a business which I fell into and which I grudgingly work at because I don't know what else to do?

"The opportunity lies in getting juke box operations on a business-like basis and treating it as a business."

"Up until recently, in the last year or so, operators thought little about costs. Pants-pocket accounting was the good old standby. The last few years—if it has shown anything—has shown that this is no longer possible."

"Surprisingly, many—if not most—operators still go by this method. I frankly don't think they'll be able to much longer unless they're satisfied with declining returns. Sooner or later—and I think, sooner than you or I might realize—they'll reach into their pocket to find nothing there."

Must Know Costs

"Until you know your costs and your income and know how to plan both, you won't be in business. You'll be floundering. You'll be

(Continued on page 136)

AMI Names K. Bailey, Ltd.

GRAND RAPIDS, Mich. — AMI announced the appointment of Knowles Bailey, Ltd. as distributor for the major portion of Ontario, Canada.

Knowles Bailey will cover the entire province excluding the counties of Prescott, Stormont, Russell, Dundas, Grenville and Carleton. Also excluded are the twin cities of Fort Williams and Port Arthur and all territory west of approximately 88 degrees longitude.

Principals

Heading the 25-year-old concern, is Knowles Bailey, president; Howard Bailey, secretary-treasurer; C. W. Godfrey, office manager; Fred Martinovic, service manager; Harvey Springer, sales and Henry Doust, service.

The firm, which is headquartered in Toronto, will maintain a complete parts stock and full shop facilities for all AMI phonograph equipment.

Besides the new phonograph addition, the firm handles the Du-Grenier line of cigarette and tobacco venders, and other retail items.

Giant Installations Made in N. Y. Area

NEW YORK — Two of the largest automobile phonograph installations in the East went into operation this week at Yonkers, N. Y., and Whitestone, Queens, at the two Adventurer's Inns in these communities.

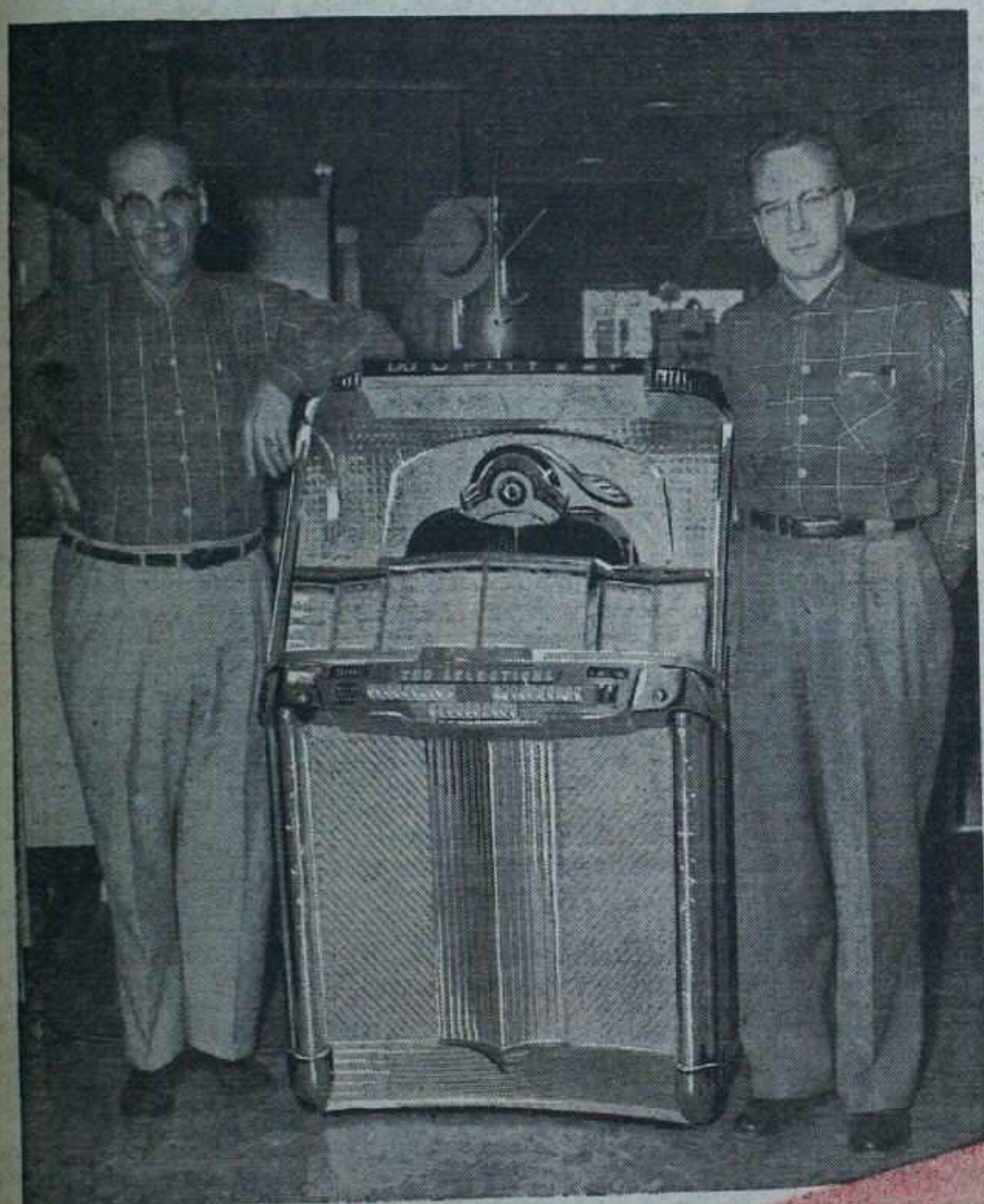
Each location has 29 speakers, 15 wall boxes and three new Wurlitzer 200 consoles. Operator is Izzy Getlan, S&G Amusements. The installations were made by the Young Distributing Company, local Wurlitzer distributor. Each restaurant has a 1,000-car parking lot.

"OUR **WURLITZER** PHONOGRAPHS

TAKE IN

Up to \$30 more a week
IN 50-CENT PIECES"

KYES & NICHOLS MUSIC CO., Fremont, Nebraska



Gene Kyes and Ted Nichols flank the high-earning Wurlitzer in Maxey's Cafe. Pictured at right, it is one of Nebraska's newest and busiest roadside locations.

"We like the 50c slot!" say Gene Kyes and Ted Nichols, Wurlitzer Operators in Fremont, Nebraska.

"Our Model 2000 Wurlitzer Phonographs take in from \$5 to \$30 more a week with half-dollar play."

All over the nation, Wurlitzer Operators are singing the praises of Wurlitzer 50-cent play and citing new totals in the earnings it produces.

To boost your gross in any spot, look to the Wurlitzer All-Location line. Each model fits a particular need. All offer 50-cent play.

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER

PIONEERS OF 50-CENT PLAY



THE WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

Established 1856



ATTENDING THE WURLITZER SERVICE SEMINAR at Eagle Waters Resort in Wisconsin were, seated, l. to r.: Ivan Cox, Broadhead, Wis.; William Bundy, Traverse City, Mich.; Robert Dougherty, Wisconsin Rapids, Wis.; Bob Drew, Grand Rapids, Mich.; E. A. Roodvoets, Grand Rapids, Mich.; William L. Gestner, Wausau, Wis.; Robert J. Martin, Kenosha, Wis.; Carl Jacobsen, Canton, O.; R. B. Edwards, Baraboo, Wis.; Arthur Mechler, Cincinnati. Standing, l. to r.: Joseph F. Hrdlicka and H. W. Petzet, The Wurlitzer Company; Ed Gronowski, West Allis, Wis.; Edward Leyanna, Flint, Mich.; Roland Tonnell, Appleton, Wis.; Floyd T. Snyder, Flint, Mich.; Bill Van Gessel, Grand Rapids, Mich.; Pete Rinehart, Muskegon, Mich.; Gerald Pack, Menasha, Wis.; Louis H. Baim, Steubenville, O.; Bill Purtell, Kalamazoo, Mich.; F. J. Davidson, Green Bay, Wis.; Carl C. Tracy, Marietta, O.; John Richey, Cincinnati; Richard C. Thomas, Galion, O., and C. Reid Whipple, The Wurlitzer Company.



RECORD CHANGER CLASS holds audience attentive. Kneeling by the table is Dudley. Left to right: Pentelidos, Hoffman, Jones, Van der Leonden, Instructor Petzet, Sofchak, Corey and Barra.



WALL BOX REDUCED TO PARTS AND PIECES as class studies intricacies. Kneeling is Afienko. Left to right: Baxter, Bruno, Instructor Whipple, Comella, Gordon, Lampariello, Wilkas and Pietrandrea.



INSTRUCTORS AND STUDENTS of the Wurlitzer Service Seminar assembled at the start of the Lake Placid school. From left to right by rows: (1) Barra, Corey, Petzet, Hrdlicka, Whipple, Bruno, Kazimir; (2) Jones, Sofchak, Comella, Dudley, Hoffman, Afienko, Lampariello, Evans, Wilkas; (3) Van der Leonden, Pietrandrea, Gordon, Pentelidos, Mulqueen, Conrad, Rade, Parry.



DIGNITARIES ATTENDING the West Virginia Operator Conclave: Mayor John Copenhaver, Charleston, W. Va.; Congressman Robert C. Byrd, West Virginia, 6th District; Mayor Jack Adams, Wheeling, W. Va.



J. HARRY SNODGRASS, National secretary of MOA, addressing the West Virginia Operator Convention. Seated on the left: John A. Wallace, chairman of W. Va. MOA advisory council, and on the right, Robert L. Dietmeier, coin machine editor of The Billboard.

Editor: 'Let Costs Be Guide'

• Continued from page 124

anxious to find somebody who can help you save your business."

Focusing on "operator gripes," Dietmeier said that "the first thing a businessman will tell you if he's not doing as well as he should is that it's not what he's doing that's causing the trouble, it's what somebody else is doing."

Dietmeier posed these two methods toward businesslike operations:

1. Not only must you know your costs and your income and plan them, but just as important, you must be prepared to follow them.

2. Don't concern yourself with trying to control somebody else's business. It'll only give you ulcers and you'll wind up having no control over your own. Devote all your attention to your business. The major reason for operators having problems from outside sources is often that they're sitting ducks. An inefficient operation is a plum to the kind of fast-dealing people that populate all businesses.

"It does no good to know something if you disregard it the first chance you get. It does no good to know that your books tell you that you can't afford to give a location owner a loan if the first time he asks, you give it to him."

"And by the same token, if your depreciation schedules tell you that you're money ahead by buying new machines every three or four or five years, you should buy them. You're not kidding anybody but yourself by operating worn-out equipment, thinking that you're pulling a fast one on your own books. You're leaving yourself wide open for someone to jump your locations."

"Whether dealing with a commission set-up, dime play, a loan, or whatever else it happens to be, you must figure out a cost-income plan for all of your locations, even if it's only a very elementary one."

"In short, I believe that you must tailor your commission arrangements to fit the location. Some operators do. But I'm not so sure they know how to explain to a location owner who wants a better deal what your plan is in that location."

"The location owner down the street gets 50-50. You give me

60-40. I want 50-50 too. Can you explain to me on the basis of equipment, etc., the best you can give me?"

"Finally, if it still doesn't like the best you can give it, can you give up the location because everything you know about your business tells you it is not a paying proposition unless you get what you ask?"

"Here's where an association can provide a great deal of help. The aim of any association is to provide its members with information and services which will help them do better in their business. By instructing operators to treat their operations in a business-like fashion, they will gradually learn that it's best for them to do so. "And the ones who don't treat it as a business, the ones who jump and offer fantastic propositions, will become more scarce because they can't stand the competition an operator can offer who knows his business."

"What you've done in bettering the lot of the juke box operator in West Virginia is an example to all operators across the country of what can be accomplished with the right kind of group that knows where it's going and knows how to get there."

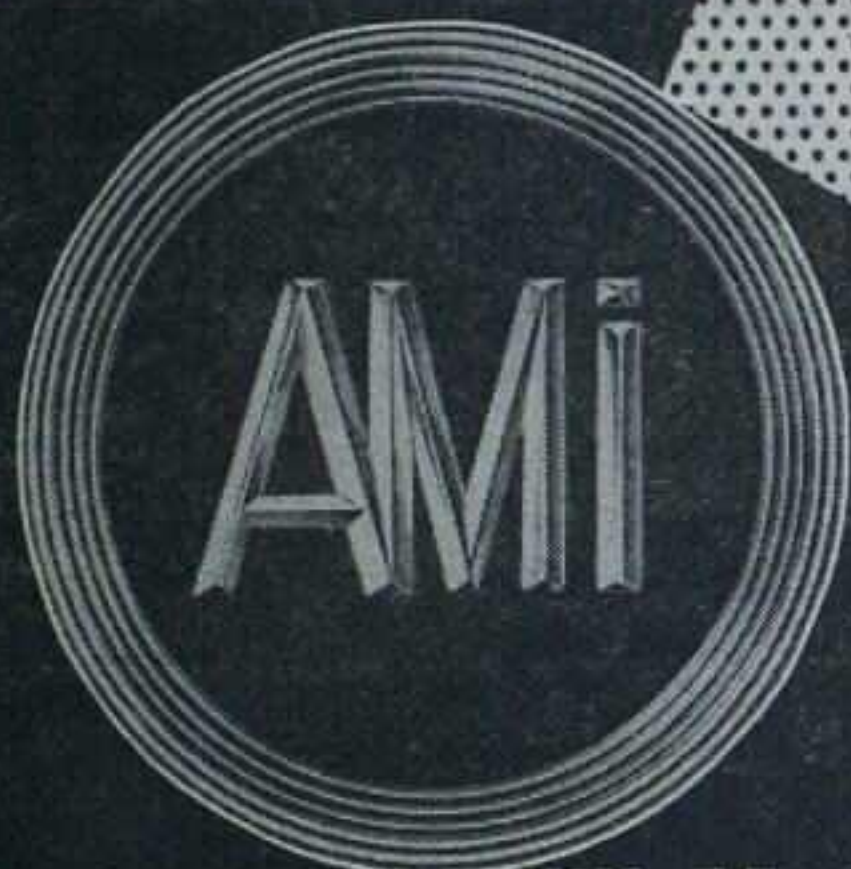
Key Program

• Continued from page 124

the current flashy favorites have run their courses.

What about EP's? "They won't go over big on juke boxes until we operators band behind them and give them the proper promotion," he says. "Encouraging radio station disk jockeys to schedule EP's more frequently is one way of getting the public to learn about them. Juke box operators have been lax in their efforts to build public interest in EP's."

"We've just been sitting back and allowing the manufacturers of records and radio stations to do all the promoting. If we did more to get locations to use EP's and build public interest in them, it would be a major help in putting over dime play thruout the industry."



H-200



This is the only juke box that gives you every advance—and every advantage known to modern coin machine engineering.

This is the only juke box ever to combine mechanical superiority with all that is known of music merchandising on location.

This is the only juke box ever to incorporate the skill and knowledge of top operators all over America, in its design and mechanism.

This is the ShowBox "H-200."

See it! Hear it! Profit with it!



AMi Incorporated 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Originators of the automatic selective juke box in 1927 . . . known by operators for coin-operated music instruments of unrivaled dependability since 1909.

LICENSEE: Jensen Music Automates—building the IMA-AMi Juke Box sold through Oscar Siesbye, A/S, & Palaisgade, Copenhagen K., Denmark.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of July 8, 1957)

MUSIC MACHINES

Table listing music machines with columns for High, Low, and Mean Avg. Includes categories like AMI, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, and CHICAGO COIN.

Table listing music machines with columns for High, Low, and Mean Avg. Includes categories like EVANS, GOTTlieb, UNITED, and WILLIAMS.

Table listing arcade equipment with columns for High, Low, and Mean Avg. Includes various game titles like Capitol, Carnival, and ABT Challenger.

(Continued on page 130)

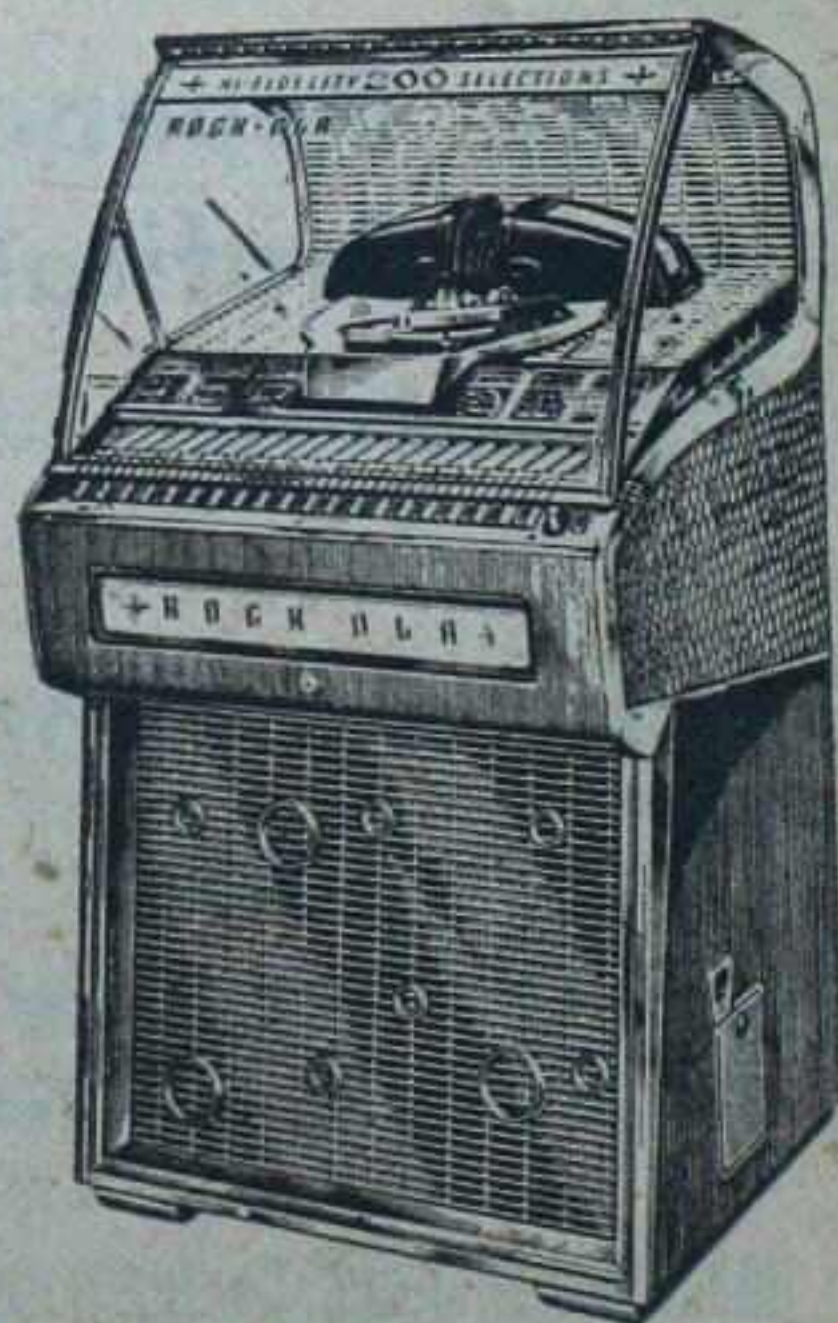
Service-free days mean ... Care-free days Ahead



when you BUY ROCK-OLA

the Phonograph that proves itself on location with

- Proven time-tested mechanism*
- Proven time-tested ^{the original} rotating magazine*
- Proven time-tested ^{the original} rotating program*
- Proven profits with ^{the only} single button selection system*
- Proven service reliability*



200, 120, 50 Selections

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVENUE • CHICAGO 51, ILLINOIS

Continued from page 128

	High	Low	Mean Avg.
Champion Baseball (G) ..	\$275.00	\$225.00	\$225.00
Champion Hockey ('46) ..	125.00	125.00	125.00
Coon Hunt (S) (2/54) ..	150.00	100.00	100.00
Dale Gun (Ex) ..	85.00	20.00	50.00
Defender (B) ('40) ..	125.00	125.00	125.00
Derby Ex) ..	100.00	95.00	95.00
Derby 4 Player (CC) (3/52) ..	145.00	99.50	145.00
Drivemobile (M) (7/54) ..	195.00	195.00	195.00
500-Shooting Gallery (Ex) (3/55) ..	395.00	275.00	295.00
Flash Hockey (Coinex) (9/46) ..	225.00	199.50	225.00
Football (M) ..	85.00	85.00	85.00
Goalee (CC) (1/46) ..	99.50	50.00	95.00
Harvard Metal Typer ..	125.00	125.00	125.00
Heavy Hitter (B) ..	50.00	35.00	35.00
Hi-Ball (Ex) (2/38) ..	95.00	95.00	95.00
Hockey (CC) ..	85.00	39.50	75.00
Home Run, 6 Player (CC) (3/54) ..	200.00	175.00	195.00
Jet (B) ..	105.00	85.00	95.00
Jet Fighter (W) (10/54) ..	225.00	150.00	225.00
Jet Gun (Ex) (12/51) ..	150.00	110.00	110.00
Kicker & Catchers ..	52.50	20.00	20.00
K O Fighter ..	325.00	325.00	325.00
Life League (W) (2/54) ..	75.00	75.00	75.00
Lord's Prayer (M) (6/56) ..	395.00	395.00	395.00
Mauser Pistol (Ex) ..	89.50	89.50	89.50
Mercury Counter Gripper ..	25.00	20.00	20.00
Midget Movies (CC) ..	125.00	100.00	125.00
Moon Rides (B) (5/54) ..	295.00	200.00	250.00
Panoram (Mills) ..	325.00	325.00	325.00
Pennant Baseball (W) ..	135.00	99.50	125.00
Photomatic (M) (1/50) ..	350.00	295.00	350.00
Pitch'n & Bat'm (S) ..	175.00	95.00	175.00
Polar Hunt (W) ..	395.00	325.00	345.00
Pop Up ..	20.00	15.00	18.00

	High	Low	Mean Avg.
Ranger (K) ..	\$295.00	\$250.00	\$295.00
Rifle Gallery (G) (6/54) ..	175.00	125.00	175.00
Round the World Trainer (CC) (10/53) ..	425.00	425.00	425.00
Royal Mustang Horse ..	375.00	375.00	375.00
Safari (W) (2/54) ..	275.00	225.00	275.00
Shoe Brush Up ..	95.00	95.00	95.00
Shoot the Bear (S) ..	135.00	125.00	125.00
Shooting Gallery (Ex) (6/54) ..	175.00	65.00	175.00
Sidewalk Engineer (W) (5/55) ..	175.00	125.00	150.00
Silver Bullets (Ex) (11/49) ..	125.00	125.00	125.00
Silver-Gloves (M) ..	225.00	165.00	195.00
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) ..	135.00	125.00	125.00
Sky Gunner (CC) ..	145.00	125.00	125.00
Sky Rocket (G) (5/55) ..	260.00	215.00	245.00
Space Gun (Ex) ..	95.00	95.00	95.00
Space Ship ..	350.00	200.00	325.00
Sportland (Ex) (11/51) ..	175.00	95.00	140.00
Sportsman (K) (11/54) ..	195.00	125.00	175.00
Submarine (K) (1/42) ..	125.00	125.00	125.00
Super Home Run (CC) (3/54) ..	250.00	125.00	225.00
Super Slugger (U) (7/55) ..	395.00	295.00	350.00
Telequiz (T) (1/49) ..	175.00	50.00	90.00
Treasure Cove (Ex) (6/55) ..	295.00	215.00	295.00
Undersea Raider (2/46) ..	125.00	125.00	125.00
World Series (W) (4/51) ..	99.50	50.00	99.50

	High	Low	Mean Avg.
VENDING MACHINES			
Acorn, 5c or 1c ..	\$ 10.00	\$ 8.50	\$ 9.50
Columbus 1c Bulk ..	8.50	6.50	6.50
Du Grenier (11 Col.) ..	87.50	87.50	87.50
Du Grenier Tab Gum (6 Col.) ..	15.00	14.50	14.50
Electro (8 Col.) ..	95.00	95.00	95.00
Electro (10 Col.) ..	125.00	125.00	125.00
Keeney Cigarette Vendor ..	99.50	50.00	85.00
Master 1c & 5c Bulk ..	8.50	8.50	8.50
Master 5c Bulk ..	6.50	6.50	6.50
Mills Candy (5 Col.) ..	65.00	65.00	65.00
Mills Tab Gum (6 Col.) ..	17.50	13.95	17.50
National M-9A (9 Col.) ..	95.00	75.00	75.00
National 930 ..	95.00	95.00	95.00
National 950 ..	110.00	110.00	110.00
Northwestern 39, 1c ..	7.95	7.50	7.95
Northwestern 33 Ball Gum ..	6.95	6.50	6.50
Northwestern 49, 1c ..	12.50	8.50	12.00
Northwestern Deluxe 1c & 5c ..	12.00	12.00	12.00
P X (8 Col.) ..	85.00	85.00	85.00
P X (10 Col.) ..	110.00	110.00	110.00
P X Electric ..	95.00	75.00	85.00
Rowe Candy (8 Col.) ..	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.) ..	165.00	165.00	165.00
Rowe Crusader (8 Col.) ..	97.50	97.50	97.50
Rowe Crusader (10 Col.) ..	160.00	115.00	149.50
Silver King 1c ..	8.50	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	110.00
Stoner Candy (8 Col.) ..	165.00	110.00	110.00
Uneda Model E (8 Col.) ..	80.00	75.00	75.00

COINMEN YOU KNOW

Chicago

By NICK BIRO

Don Cihak, office manager here for Star Title Company the past four years, was presented with a baby girl, Catherine, last week. Don also has four sons, including a set of twins. . . . Mitch Golish, Mitch Golish Music Company, Harrisburg, Ill., on one of his frequent trips to the Windy City,

visited with Fred and Jane Minter, Gateway Distributing Company, and Herman Lieberman, Chicago operator.

Gertrude Herron, receptionist at Exhibit Supply Company, very proud of her brother-in-law, Thomas Francis Burke, who's been elected alderman of the 29th Ward. . . . Herb Perkins, Purveyor Distributing Company, at-

tended the West Virginia Music Operators convention at Wheeling, W. Va., last week. Herb recently hosted Lawrence Eggener, Marinette, Wis., at one of the White Sox games.

Wayne Toan, First Coin Machine Exchange sales representative, traveling the Illinois territory this week, and heading down Indiana way next week. Recent visitors at First included Claude Mason, Syracuse, Ind., and Charles Rowlette, Leesburg, Ind. Joe Kline, the boys at First report, just can't

keep away from playing the new long bowler games at the showroom. They are one of the few types of games Joe has taken time to play in over seven years in the business.

New York

By AARON STERNFIELD

Al Ferber of T&F Amusements has sold one of his routes to Mrs. Lenore Rosen, Napalee Amusements, and another route to Lou Leventhal and Jack Uder, L&J Amusements. . . . Mrs. Lillian Shamblain, secretary at the Associ-

ated Amusement Machine Operators of New York, and her husband are on vacation on Long Island.

Morris Rood and Abe were in Trenton, N. J. on business. . . . Gabe Forman, Suffolk-Nassau Amusement, was in Akron, O., last week on business. Forman and Sandy Moore leave for Europe in September in an attempt to build up their growing export business.

Arnold Cortell, Ameropa Trading & Shipping Corporation, and (Continued on page 131)

**Mechanically
Correct
for
More Dependable
More Profitable
Operation**



**United's New
Phonograph**

Designed and Built by Veteran Coin-Operated Equipment Engineers

Write for Complete Details Today!

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

Unsurpassed Hi-Fidelity Sound Reproduction



Model UPA-100

COINMEN YOU KNOW

Continued from page 130

Noble Zook, Superior Vending, leave for a four-week European business trip next month. . . Irving Kaye reports an upsurge of sales on his El Dorado pool game. . . Murray Kaye at Atlantic-New York reports that the office and shop force, which had been on a two-week vacation, returns this week to work on export orders going to Europe.

Hymie Koepfel, local Rock-Ola distributor, leaves the end of the month for a Phoenix vacation. When he returns, Harry Koepfel goes on a West (Continued on page 134)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

July 16—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.

July 17—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

July 29—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Illinois.

August 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Illinois.

August 1—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

August 1—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

August 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.

August 6—Washington Music Merchants' Association, monthly meeting, Seattle.

August 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

August 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka.

August 7—Summit County Music Operators' Association, monthly meeting, Akron.

August 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

August 13—Western Massachusetts Music Guild, semi-monthly meeting, Irvy House, West Springfield, Mass.

August 13—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati, O.

August 13—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

August 14—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

CONVERSION FOR SEEBURG

MH-100A to 45 RPM \$69.50

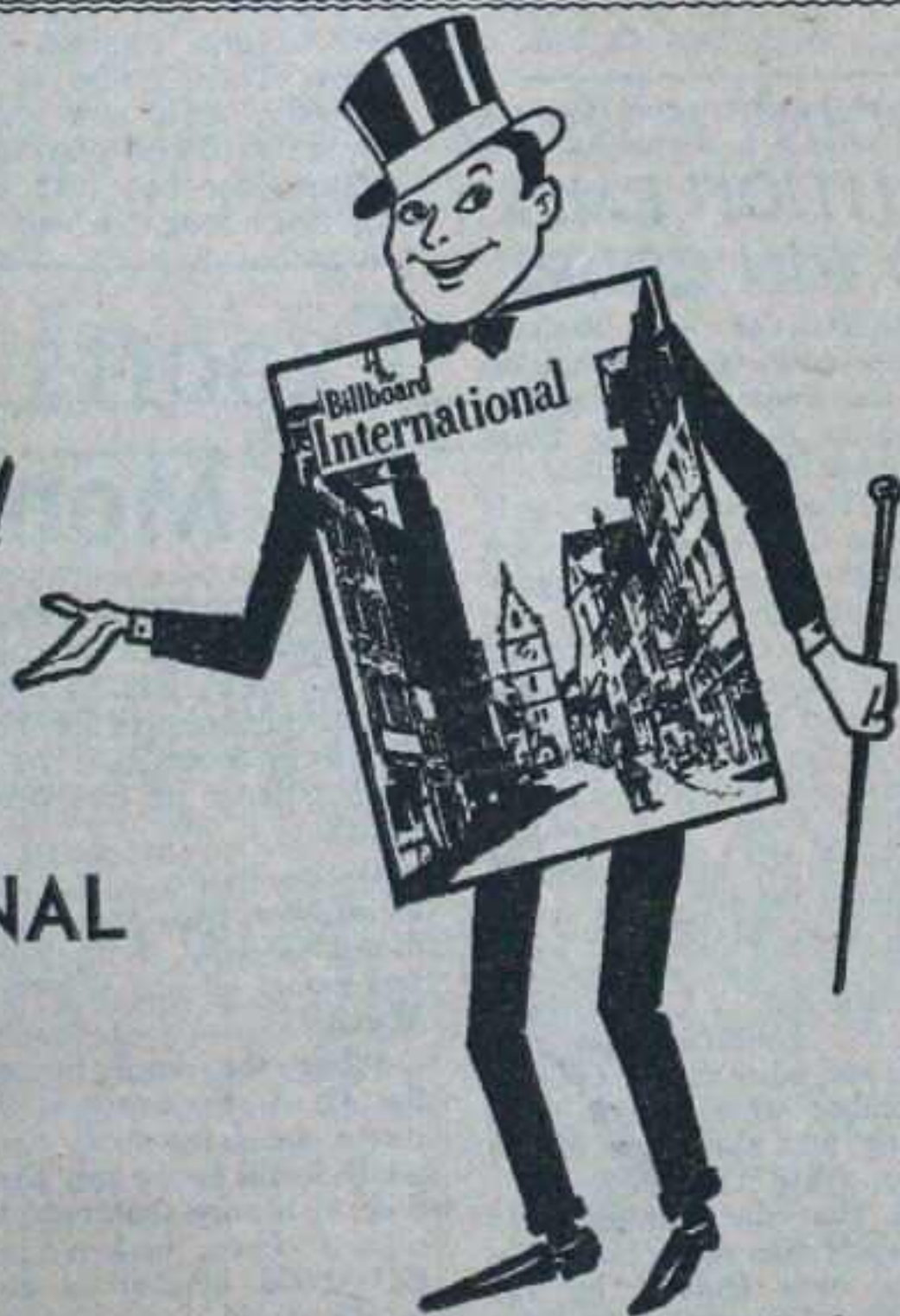
Can be furnished for 50 cycles. F.O.B. Los Angeles

CALCOIN CORP.

11167 W. Pico Blvd., Los Angeles 64, Calif.

"Your Ambassador of International Selling"

The Billboard INTERNATIONAL At Your Service



. . . new diplomat . . . world traveler . . . marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate \$55,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to bona fide outlets in more than 100 countries.

Moreover, because BILLBOARD INTERNATIONAL is designed to provoke world trade in a highly specialized field, it is printed in four languages—English, French, German and Spanish—insuring international absorption for your sales message.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL—the September number—is August 10, 1957

Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.

The Billboard INTERNATIONAL

CHICAGO
188 W. Randolph St.
Central 6-9818

NEW YORK
1564 Broadway
PLaza 7-2800

HOLLYWOOD
1520 N. Gower St.
HOLLYwood 9-5831

ST. LOUIS
812 Olive St.
CHestnut 1-0443

JUKE BOX OPERATORS

Get The Billboard's Music Record Programming and Buying Guide NOW!

Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

My Name 770

Company Name

Street Address

City State

COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph no display First line set in regular 5 pt caps.

RATE 20¢ a word—Minimum \$4.00

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, Ohio

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

Business Opportunities

SIX BASEBALL PITCHING MACHINES worth \$9,000 new; \$4500 cash or what have you to trade. S. D. Sila, 125 Fairfield Ave., West Caldwell, N. J. Jy15

WRITE TODAY FOR BLOCK'S PARTS AND SUPPLIES CATALOG

Just off the Press! Mention this advertisement.

Block Marble Co.

1425 N. Broad St., Philadelphia 22, Pa.

Positions Wanted

COIN MACHINE MECHANIC AVAILABLE: 39 years old. Family man desires permanent affiliation, not a drifter; consider shop or combination shop and route servicing. Experienced 100 record Seeburgs, late Wur-litzers, Binzons, Bowlers, etc. Accept job anywhere if compensation would justify; ready now to relocate. References, reliable firms. Write Billboard, Box Ch-168, Chicago, Ill.

Used Coin-Operated Equipment

Candy—Cigarette—"Swami"—1¢ Quiz Napkin Holder—

U-Select-It Candy, Mercury & Royal Cigarette Machines, Waiting Scales, White's Latex & Comb Machines & refills.

Texas Associated Enterprises

P. O. Box 1068 Amarillo, Texas

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. Jy22

VENDING MACHINES—PARTS, ALL SUPPLIES: Ball Gum all sizes; 1¢ Tab Gum, 5¢ Package Gum Spanish Nuts, Virginia's Red Skins small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 or 620 ct. Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens new and used Vendors Write Northwestern Distributors 2700 West Lake St., Chicago 12, Ill. Jy22

25 ACORNS, 10 TOPPERS, 10 1¢ & 5¢ Northwesterns, 10 New York Stamp Machines, 1 Postcard, 1 Movie, 1 Candy Bar, \$7.95 each; 1 Yuchu, 1 Supreme 1-2-3, 4 Columbus Ballgum, 2 5¢ Advance, \$4.50 each; 1 Blago or Basketball Game, \$15. Al Hoff, 1920 Rose, Balto. 13, Md. Jy22

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49¢ Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Make 609C Spring Garden St. Philadelphia 23, Pa. cb-17a

USED VENDING MACHINES WANTED—We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call Graff Vending Supply Co., 2817 W. Davis St. Dallas 2, Tex. Jy15

WANTED—COUNTER JUKE BOXES, Music-Minds or S-Ristaurants give prices and condition in letter. Leon Miller, Box 7, Warsaw, N. C. Jy22

10 COLUMN ROWE ROYAL CIGARETTE Machine. State condition and lowest price. Must be complete. Box 899, The Billboard, 188 W. Randolph, Chicago, Ill. Jy22

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 Issues Next 4 Issues Next 3 Issues Next Issue only

\$ _____ Payment enclosed

Address _____

Address _____

City _____

Zone _____ State _____

Supreme Court Kills Korpan Petition for Pin Rehearing

Request for Stay of Enforcement Also Dies; IRS Expected to Act

WASHINGTON — A petition filed last week (11) for rehearing of the Korpan pin tax case was denied the same day by the U. S. Supreme Court.

Automatically denied along with the petition, was a request for stay of mandate, which aimed to hold up enforcement of the June 17 decision until the Court acted on the petition.

While the High Court denial was expected, Robert Sprecher, attorney for Korpan, the admitting before the Court's action that "chances were slim," held some hope that the rehearing might be approved. He explained, however, that Supreme Court rehearings averaged about one per year. For a time it looked as tho the Court's action on the petition might be postponed until October. Originally slated to wind up the current term June 24, the Court extended its current term apparently to continue work on the Girard Case. Had the court postponed the action on the petition, Sprecher believed that the request for stay of enforcement had an even chance of approval.

\$250 Tax Definite

As it turned out, in-line pin-

balls are now solidly entrenched in the federal \$250 tax category of the Internal Revenue Code.

Internal Revenue officials, when asked whether enforcement of the decision would center on in-line pinballs or embrace other games that redeem free plays in cash, would venture only personal opinions that there will be "no change in present rulings."

They say the "decision is "still very new" and that it's impossible to see at this time just how far-reaching it might be.

IRS officials said that a decision, when handed down, becomes applicable law and is to be followed "unless or until the decision is modified or reversed." Officers of the Field Service of Internal Revenue have the responsibility of enforcing the law, and are expected to do so even tho no "directive" is issued. Field officers are expected to "read the cases" decided by the Court and follow thru on them without special instruction or information, IRS sources said.

Court's Decision

The Supreme Court decided June 17 that the in-line pinballs at issue in the Korpan Case are

gambling devices, as are all pinballs that award cash, merchandise and other items of value. (The Billboard, June 24.) It was (Continued on page 133)

Chi Coin Ships Duck-Pin Ball Bowling Game

CHICAGO — Classic Bowling League, a new six-player long bowling game which utilizes 4½-inch Ebonite duck-pin balls and larger-than-average pins, was shipped to distributors last week by Chicago Coin Machine Company.

Standard size is 18 feet, with 13 and 18-foot sizes also available. (Continued on page 133)

4-POINT KORPAN PETITION FAILS TO WIN COURT

CHICAGO — The ill-fated petition for rehearing of the Korpan in-line pinball case in the Supreme Court was based on four points:

1. That the Court should not be influenced by the fact that the case involves "gambling devices."
2. That Congress specified in the Internal Revenue Code "so-called 'slot' machines" subject to the \$250 tax, and that in-line pinballs, subject of the Korpan Case, were not included in the high tax category under the law.
3. That the legislative history of the statutes, as brought out in Congressional reports, indicated that pinballs and other varieties of coin machines were described as fitting into the scope of the lower (\$10) tax category.
4. That the administrative interpretation relied on by the Court was ignored by the Treasury Department itself for more than 12 years.

The petition was denied by the Supreme Court July 11. See story this section.)

MIKE MUNVES

King of Arcades Sees Brisk Trade

• Continued from page 1

began disposing of his operations, and stocking up on parts, supplies and machines for arcade operators. Today, more than 90 per cent of Munves' sales volume is to arcades.

Munves moved his shop to 10th Avenue in 1938. His was the first coin machine firm to set up on what is now New York's Coin Row.

The arcade business is one of the few segments of the coin machine industry which has geared its price structure to keep pace with rising costs—and that's one of the major reasons why arcade operators are as successful as they are, according to Munves.

While juke operators are fighting for 10-cent play for equipment which runs to \$1,200 a box, and while location game operators see equipment costs rising with no commensurate increase in per-play prices, the arcade operator hasn't been afraid to boost his prices.

Price Structure

When Munves entered the industry, most games were played for a penny. Later on, the 2-cent play became common on new games. Then it rose to 5 cents. Currently, most new games are geared for 10-cent play, and those operating for less have been depreciated a long time ago.

Another factor which has kept arcade grosses at high levels is the appeal to all age groups and members of the family. While the well-to-do businessman isn't likely to spend much time in Times Square coin emporiums, he'll think nothing of spending his loose change in resort arcades. And when he's at it, mamma and the kids will try their skills.

Resorts are still the backbone of the arcade business, but suburban shopping centers and transportation stations are growing in importance.

Big Investment

When Munves first entered the business, an arcade man could get up for a few hundred dollars. Those days are gone forever. Today, it takes about \$25,000 and a top-notch location to succeed with an arcade. Installations costing \$150,000 are not uncommon, and one new arcade in New York represents a \$350,000 investment.

Novelty is the life blood of the business. Munves feels that if manufacturers stopped introducing new games, the industry would die up in five years. While the old games are still capable of bringing in revenue after they have been (Continued on page 13)

Hoosier Commission to Back Fed. Pinball Law

INDIANAPOLIS — Indiana's pinball industry may face rough days ahead as the result of the U. S. Supreme Court ruling of June 17.

Thousands of Hoosier taverns will be compelled to manage without their pin equipment if the Indiana Alcoholic Beverage Commission, a State governmental agency with life-and-death control over liquor licenses implements its determination to follow the decision of the tribunal.

Enforcement plans were announced last week by Robert Young, attorney and prosecutor for the Commission.

Young told his excise officers, who make up the Commission's special police detachment, to be alert for pin gambling in all licensed locations. He instructed them to report all violations with promptness. Young serves as prosecutor when licenses are cited and

face the possibilities of suspension and revocation.

Future Still Question

But it was widely conceded over the State that only the future will determine the effectiveness of the 92-man excise force in the policing of thousands of liquor outlets.

A list of the State's taverns where many of the pinballs are in operation is already in the possession of the Commission, according to a report of high reliability.

Both tavern keepers and operators are left in a profound dilemma by the new Commission policy.

To obtain a \$250 gaming device tax with its attendant publicity could in effect be a confession of guilt in the eyes of the Commission. To attempt to escape the ire of the State authorities by purchasing a \$10 amusement device tax could mean exposure to federal prosecution.

U. S. Re-Ups Pin Tax Charges In Carolina

COLUMBIA, S. C. — Federal District Court here reinstated cases which had been dropped against 40 persons here for allegedly failing to pay a \$250 gambling tax on their pinball machines.

Charges were renewed after the U. S. Supreme Court decision June 17, which places pinballs that pay off in cash, tokens or premiums under the \$250 federal tax category.

The charges were brought against restaurant and arcade operators, and others.

COIN MACHINE EXPORTS

APRIL, 1957

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	362	\$ 224,618	1,374	\$164,758	1,738	\$ 389,376
Canada	206	137,525	317	91,733	2,015	\$145,292	2,538	374,550
W. Germany	210	144,925	231	76,332	11	4,147	452	225,404
Switzerland	157	120,389	161	45,318	318	165,707
Italy	21	12,115	616	139,541	637	151,656
Venezuela	131	129,165	8	3,174	139	132,339
Austria	129	85,216	129	85,216
Mexico	101	69,080	101	69,080
France	3	2,526	138	53,000	28	13,347	167	68,873
Netherlands	123	60,171	48	3,585	171	63,756
Sweden	16	11,639	6	1,195	47	26,823	69	39,657
Cuba	98	22,453	128	5,095	226	27,548
Morocco	10	7,974	42	12,000	52	19,974
Phil. Rep.	15	11,396	13	7,805	28	19,201
Turkey	36	18,203	36	18,203
Hong Kong	55	15,220	55	15,220
Other countries	288	116,872	346	59,390	245	17,940	879	194,202
TOTALS	1,925	\$1,171,284	3,464	\$681,129	2,344	\$207,549	7,733	\$2,059,962

Exports Top \$2 Mil 2d Month in Row

WASHINGTON — Exports of U. S. juke boxes, coin games and vending machines broke the double-million mark for the second month in succession, posting an April volume of \$2,059,962 (see chart).

During March, coin exports hit an all-time high monthly volume of \$2,833,870. Both juke boxes and games set new records during March.

While the April figures from the U. S. Department of Commerce are far behind the March totals, it still marks only the second time in history that coin machine exports have broken into the \$2,000,000 bracket in any one-month period.

Juke box exports registered \$1,171,284 in April on 1,925 units shipped, compared to \$1,753,893 on 2,921 units in March. The April amusement games total was \$681,129 on 3,464 units, compared to

March's \$854,168 on 6,068 units. Vending machines hit \$207,549 on 2,344 machines shipped, compared to \$225,809 on 2,289 machines the previous month.

Belgium repeated in April as the leading importer of U. S. coin machines, posting a total of \$389,376 on 1,738 units. Canada led in number of machines imported, 2,538—but ranked second to Belgium in dollar volume with \$374,550 total. Following Belgium and Canada in dollar volume were West Germany (\$225,404), Switzerland (\$165,707), Italy (\$151,656), Austria (\$85,216), Mexico (\$69,080), Netherlands (\$68,873), Sweden (\$39,657), Cuba (\$27,548), Morocco (\$19,974), Philippines (\$19,201), Turkey (\$18,203), Hong Kong (\$15,220) and other countries (\$194,202).

(Continued on page 13)

Gottlieb Bows Continental, 2-Player Pin

CHICAGO—Continental Cafe, a new two-player five-ball pin game, was shipped to distributors last week by D. Gottlieb & Company.

Main playfield features are a trio of ball holes that light up in rotation and vari-colored ball bumpers that light up individually when corresponding roll-over switches are tripped.

Adding to scoring scheme are two targets which can be hit for scores when player activates button-operated flipper buttons, shooting balls at the targets.

Continental Cafe is available with twin chutes and has National slug rejector mechanism. Cabinet is de luxe style with metal legs. Backglass and playfield are decorated with a night club scene.

SPECIALS

Bally: KEY WESTS, \$419.50—Quantity, \$410.00; BIG SHOWS, \$365.00—Quantity, \$355.00; NIGHT CLUBS, \$255.00. Unifed: MANHATTANS, \$65.00; BRAZILS, \$275.00; STAR-DUSTS, \$185.00; MONACOS, \$225.00.

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Penn. State Seizes Pins In Test Move

UNIONTOWN, Pa.—A series of State police moves against pinballs was made in three Western Pennsylvania towns late last month.

The State was reported seizing machines, but making no arrests, presumably to set up court test cases on the games.

Fayette County Court was asked to declare the 40 machines seized as gambling devices and order their destruction. Raids were made in Uniontown, Connellsville and Brownville. They were carried out on order from Deputy State Attorney General Frank P. Lawley.

Chi Coin Ships

Continued from page 132

Game can be broken down into two cabinet sections for shipment and moving.

Classic has a special high score register on backglass, operating as a carry-over feature, which can be adjusted for re-set by use of a key.

Play Adjustable

Coin mechanism is set for two games for 25 cents, convertible to a dime a line or 25 cents a line. Players press a button at end of cabinet to begin each game.

The game can also be adjusted for four positions varying from easy to hard strike settings.

It has regulation scoring, chain ball return, lined playfield and gutters built to scale. Pins are the largest yet used on a coin-operated bowler, according to the firm. Three Ebonite balls are shipped with each game.

Supreme Ct. Kills

Continued from page 132

the opinion of the Court that Section 4462 of the Internal Revenue Code "has language which affirmatively suggests" that the statute was designed "to include all sorts of coin-operated gambling devices regardless of their particular structure or the method by which they paid off players.

Korpan based his argument on the belief that when Congress used the phrase "so-called" slot machines" in Section 4462, it intended to restrict the scope of the Section to those slot machine gambling devices called "one-armed bandits."

The same argument, among others, was presented in the petition for rehearing. (See separate story this section.)

COLUMBIA, S. C.—Automatic Sales Corporation, this city, has been granted a charter by Secretary of State Frank Thornton to operate and finance a general coin machine business.

Authorized capital stock is \$30,000. W. H. Richardson is president.

\$250 Ruling Stirs Georgia Ops, Officials

MACON, Ga.—Since the U. S. Supreme Court \$250 tax decision, pinballs have virtually vanished from Bibb County, Georgia.

It was estimated that since the decision, "at least 1,000" of the machines have disappeared from locations in Macon and Bibb County and were placed in warehouses pending some agreement between operators and location owners.

The Supreme Court ruling brought confusion to some law enforcement agencies in Georgia. The games have been operating without obstruction in many cities.

At Augusta, Police Chief F. B. Green said pinballs are illegal there under a city ordinance.

Richmond County Sheriff James T. Plunkett said he had not been officially advised as to the high court ruling, but said that machine payoffs had always been prosecuted by his department.

Savannah officials reported that they have an ordinance outlawing pinballs, and an Atlanta city ordinance also bans the games.

The Supreme Court ruling has had little effect in Columbus and Muscogee County. The games had been outlawed here by city ordinance.

Mike Munves

Continued from page 132

depreciated, the big money is made during the first two or three years of operation.

Over the years, Munves has designed and built pilot models of games which were later put into mass production by major manufacturers. Among these games were the Lighthouse, Lifters, Football, Hockey.

Most ingenious game over the years, according to Munves, is the Evans 10-Strike. Biggest earners were the All-American Basketball, Skee-ball and Pokerino.

While Mike Munves works hard at his business, he still has an outside interest, the Coin Machine Division of the United Jewish Appeal. He has been general chairman, the guest of honor at the annual UJA banquet, and is currently a member of the executive committee.

Munves feels that the coin machine industry idea reservoir will never run dry. First, he pointed out, all games were mechanically operated. Then, electronics opened up new vistas for the trade. Now, some chemical games are on the drawing boards.

In fact, Munves is working on an idea of his own. If it pans out the first atomic arcade piece—enabling the customer to try his luck at slitting the atom—may be on location next year.

Exports Top \$2 Mil

Continued from page 132

erland (\$165,707), Italy (\$151,656), and Venezuela (\$132,339).

Belgium topped the juke box trade with a \$224,618 volume, West Germany trailing with \$144,925, Canada with \$137,525, Venezuela with \$129,165 and Switzerland with \$120,389.

Belgium also topped the game field with \$164,758 imported, followed by Italy with \$139,541 and Canada with \$91,733.

Canada, consistently the leading vending machine market, ran up an April volume of \$145,292. Next strongest vending machine market was Sweden with \$26,823. Only other vending machine importer of note was France, with a \$13,347 total.

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BULL'S-EYE	\$350	SUPER BONUS	\$275
SCORE-A-LINE	275	CAPITOL	225
BONUS SCORE	225	CLIPPER	215
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BOWLING TEAM	195	LEADER	75

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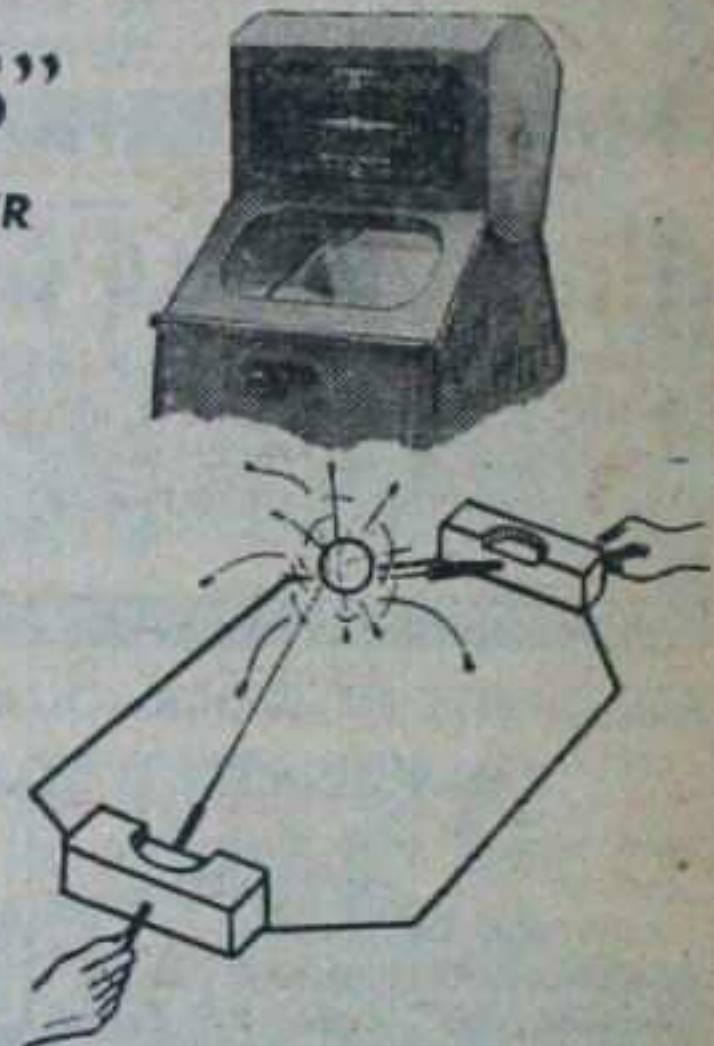
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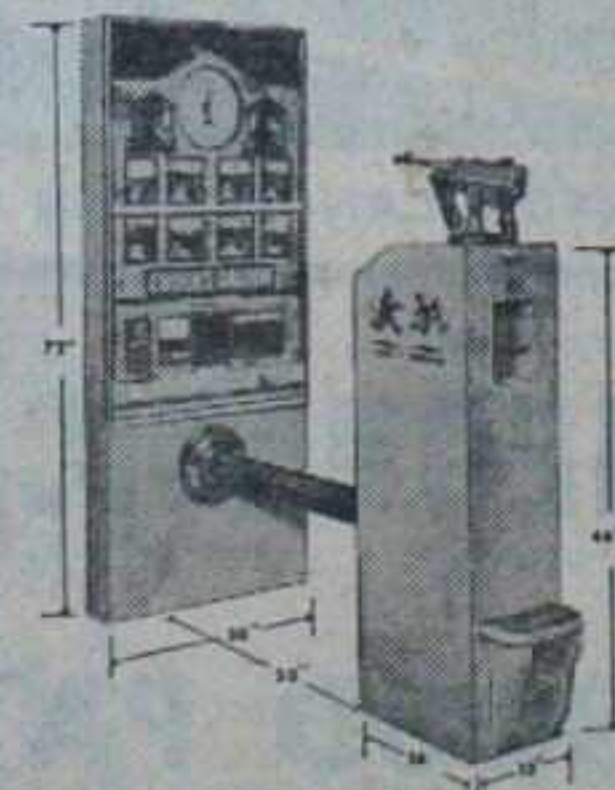


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Mutoscope Tungs	175.00	Genco Quarterback	175.00
Trotter Horse	350.00	Scientific Pitch 'Em and Bat 'Em	125.00
Mutoscope Rock 'N' Roll	75.00	Howard Metal Typar	275.00
		Exhibit '500' Gun	245.00
		Genco Skyrocket	245.00
		Scientific Field Goal	95.00
		Williams Jet Fighter	145.00
		Chi Coin Champion Basketball	125.00
		Chi Coin Midget Skee Ball	125.00
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		Chi Coin 2-Player Basketball	195.00

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COINMEN YOU KNOW

Continued from page 131

Coast trip, while brother Hymie minds the store... Joe Young of Young Distributors reports that Bob Slifer is doing a first-rate job covering

Northern New Jersey for the Wurlitzer outlet.

Hymie Cohen, Woodridge, N. Y., operator, was in town visit-

ing Bernie Boorstein, Leslie Distributors. Cohen said that game and music collections in the Catskill Mountain resort areas are considerably behind last year... George P. Foreman, an operator from Dublin, Eire, was in New York visiting Harry and Hymie Koepfel, Rock-Ola distributors... Charlie Katz, West Side Distributors sales manager, has left Houston and is now in Tucson, Ariz... Harry Berger, West Side, is coming out with a 12-foot bowling conversion.

Yoyna Schimmel, Putnam County operator, visited Morris Rockwood at Runyon Sales... Recent visitors to 10th Avenue were Carl Pavesi, White Plains, and Dick Dicicco, Yonkers... Jack Progoff, service engineer at Runyon Sales, is in Detroit visiting his wife's family... Gene Daddis, service manager at Runyon's Newark branch, returned from vacation last week.

New members of the Music Operators of New York are John Foley and Sherman Atwood... The father of Phil Raisen, Banner Music, died recently... Murray Kaye, of Atlantic-New York, reports that the firm is operating with a skeleton crew this week and next, as the bulk of the employees are taking their vacations... Alfred Bautz, who bought the route of Anthony Amato, is a new member of the Associated Amusement Machine Operators of New York... George Nagel, ABC Amusement, bought the Jet Amusement route from Yale Dworkin.

Los Angeles

By SAM ABBOTT

Vacations are the main topic of conversation along Coin Row. Personnel of the jobbers and distributors are either going on vacation, are on vacation or just returning. Among those back are Tess Arnold, receptionist at Sierra Distributors, who spent a week in San Francisco; Red Creswell, of the service department of Paul A. Laymon, Inc., who rested during his two weeks; Jimmy Wilkins, also of the Laymon firm, who with his family visited his hometown of Galesburg, Ill., and Jack Leonard, of the Badger Sales parts department, who put in the time around his home in Reseda.

T. H. Loo of El Centro was in city shopping for his route in the vicinity of El Centro. Also from that general area was Jimmy Silva, who operates in Mexicali, just over the Mexican border from California... Valley Music in Mojave was represented last week here by Frank Totzke and Eileen Bloomer... Tom Wall, veteran operator of California Games, visited jobbers and distributors to see what they had new. He spent quite some time at Laymons to inspect the new Bally ABC tournament game.

Eleanor Chabolla, who was with Badger Sales as a secretary in the exporting department and later in the auditing section, resigned her post recently. She was married, first part of the month. D. D. McClurg of Trevillian Enterprises in Santa Barbara made one of his infrequent trips to Coin Row last week... Bob Beaver, field representative of United Manufacturing Company, here for visits with C. A. Robinson, UMC distributor, and Hank Tronick, William DeSel, also of United in Chicago, combined business and pleasure during his recent stay here. His wife accompanied him on the trek.

The American Coin Machine Service operated by Andy, Nick, Bill and Vinny Lanzy has opened its annex at 2711 West Pico Blvd. The service company will continue to maintain its headquarters at Sierra Distributors. Andy, Nick and Vinny are all former employees of Minthorne Music... The many friends of John Ketchersid of Long Beach will be glad to hear that he is recuperating at

home following a lengthy stay in the hospital... Ben Korte, veteran operator, is convalescing at his home in Glendale.

Ray Powers of the C. A. Robinson Company is on a business trip into Northern California... Wayne Copeland of Sierra Distributors attended the Wurlitzer summer sales session in San Francisco... Jim Crosby, Sierra credit manager, returned from Kansas City where he went to move his family to California. The move was delayed until now to allow the children to attend school there. The Crosbys are now house hunting... Ed Wisler and Pete Ley, both of Sierra sales, made trips into San Bernardino County, and Bakersfield and the San Joaquin Valley, respectively... Matt Baran of the company is back on the job following vacationing in Washington State.

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BINGO GAMES

DOUBLE HEADER	\$355	STARLET	\$150
NITE CLUB	325	PIXIES	135
BROADWAY	275	FROLICS	75
BEACH BEAUTY	225	STARDUST	175
MIAMI BEACH	175	ATLANTIC CITY	65
YACHT CLUB	55	BRITE LITE	55
BIG TIME	165	CONY ISLAND	55
GAYETY	75	PALM BEACH	55
VARIETY	95	STARS	45
SURF CLUB	85	SOUTH SEAS	225
BRITE SPOT	65	MONACO	275
SPOTLITE	55	HAWAII	55
BRAZIL	245	DUDE RANCH	75
CARAVAN	195		

5-BALL GAMES

4 PL. REGISTER	\$325	AUTO RACES	\$255
4 PL. SCORERBOARD	225	CLASSY BOWLER	235
2 PL. SEA BELLES	295	DERBY DAY	210
2 PL. GLADIATOR	265	WISHING WELL	175
ACE HIGH	295	SWEET-ADD-A-LINE	175
RAINBOW	275	JOCKEY CLUB	125

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BIG TIME	\$135
MIAMI BEACH	150
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BROADWAY	275
GAY TIME	150
GAYETY	80
BEACH BEAUTY	245
TRIPLE PLAY	125
CLASSY BOWLER	275
SINGAPORE	60

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Milwaukee

By BENN OLLMAN

Following a very busy early July period, Frank Bartnik, of Banaco Music, revved up his six-seater Bonanza and flew off for a vacation to his hunting lodge in Canada on Pekagoning Lake, near Fort Francis. According to Alice Antezak, in charge of office chores in his absence, music takes are holding up fairly well. "We had more location switches on July first than we had in the last 10 years," she claims.

Work is nearing completion on the shop and warehouse addition to the Canteen Company headquarters, according to Erich Rakow. Added 6,000 square feet will bring the total facilities to 14,000 square feet, and give the firm's employees much needed "breathing space," he says. Business, meanwhile, according to Erich, has been holding strong, and compares favorably with totals of the past several years.

Angelo Ferlano reports that his Demo Records waxing of "Tanganyika" has been meeting with strong reception from area operators. He promoted it among the disk jockeys here by sending them a shrunken head with their copies for air play. All juke box locations of the Southern Novelty Company are now on dime play, according to Harold Sommerfield. The units are on one for a dime and five for a quarter. "We're getting almost all quarters," he says.

Operators are stepping up their use of premium boards with prizes for high scores, notes Sam Hastings, of Hastings Distributing Company. Operator traffic at the Blue-mound Road warehouse has stepped up considerably in recent weeks. Demand is also heavy for converted shuffles. "We're having a hard time obtaining enough old shuffles to convert for our customers," says Hastings.

Bob Blie, Decca Records office head, is on vacation. Taking charge in his absence, Charlie Henschel, assistant sales manager, notes that operators are favoring "Dynamite" by Brenda Lee and Owen Bradley's "Silver Sands." Also vacationing is Bob Thompson, of Capitol Records. Lyle Wilcox is the recently added routeman to the roster at Southern Novelty Company, according to Harold Summerfield.

United, Inc.'s office and warehouse on Vliet Street staying closed on Saturdays during July and August, according to Harry Jacobs, Jr. General manager Woody Johnson notes that there is an abundance of music and games trade-ins showing up. Demand for good used equipment, he says, is very strong.

Jacobs is spending the early part of this week in Chicago attending the meeting of Midwest Wurlitzer distributors.

Bob Baum is the new Northern salesman for Mercury Records, according to Ken Wendel. He lives in green Bay and formerly was a disk jockey on WDUZ in that city. Visiting the Mercury office last week was Johnny Sippel, of Chicago, the national sales manager for package goods. Top numbers on the juke boxes, according to Ken Wendel, are "My Dream" by the Platters; Nick Noble's "Fallen Star," and the Diamond's "Words of Love."

Denver

By BOB LATIMER

Pete Geritz, head of Mountain Distributors, AMI distributor here, is taking his first vacation in a dozen years, spending it in North Dakota where he is visiting his mother and relatives. . . . Velma Cook, VEE Music Company, Sheridan, Wyo., was in Denver during early June buying phonograph and game equipment for her extensive routes.

Doyle Harrington, formerly of Draco Sales Company, Denver, has purchased Rocky Mountain Amusement Company, Salida, Colo.

Orin Yeager, owner of Fair-play Music Company, Fair-play, Colo., has been released from the hospital. . . . Allen Lauer, phonograph operator from Loveland, Colo., believes he has a built-in rabbit's foot, following a collision in Boulder, Colo., on June 25 which demolished his car. Lauer escaped with a few scratches.

Stan Bennett, owner of Roundup Music Company, Akron, Colo., is taking a week's vacation fishing in the Colorado Rockies. . . . Howard Hold, formerly a partner in Draco Sales Company, has purchased Valley Music Company, an extensive route in Monte Vista, Colo., from Johnny Hubbard, and will operate over a large mountain-town string. . . . Phonograph play has hit an all-time record in highway locations near the new \$135 million

U. S. Air Force Academy, according to Pete and Blanche Vandenberg, operators of Modern Music Company in Colorado Springs.

Art Weinand, of Williams Manufacturing Company, Chicago, visited Mountain Distributors and leading operators

in Denver during mid-June. . . . Rumor has it that Pueblo Music Company, Pueblo, Colo., will be split into two separate firms in the near future. . . . Allie Baum, formerly of Cleveland, has purchased a

(Continued on page 136)

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Bally Model T	\$710.00
Bally Space Ship	325.00
Bally Motor Bike	775.00
Bally Champion	425.00
Capital Elsie	275.00
Capital Palomino	275.00
Horse	295.00
Capital See-Saw	250.00
Capital Donald	275.00
Duck	275.00
Lane Lancer Horse	495.00
Lane Miss America	250.00
Lane Fire Engine	450.00
Decca 2-Horse	325.00
Carousal	325.00
Decca 4-Horse	395.00
Ex. Big Bronco	350.00
C. C. Space Ship	295.00

CIGARETTE MACHINES

Lehigh 12 Col., new	\$235.00
Eastern 12 Col., new	289.50
Eastern 22 Col., new	319.50

USED

Mercury 9 Col.	\$150.00
National 930	95.00
National 950	110.00
National 9 M	140.00
PX 8 Col.	85.00
PX 10 Col.	110.00
Lehigh 12 Col.	150.00
Electro 8 Col.	95.00
Electro 10 Col.	125.00

DRINK VENDORS

Spacarb 3 Drink, 3D50	\$325.00
Spacarb 4 Drink, 4D51	295.00
Mills Hot Chocolate	175.00
Revco Ice Cream Cup, 10c	95.00
Bert Mills Coffee, Model 500	295.00
Bert Mills Coffee, #202, with hot choc. attach.	195.00
Bert Mills Coffee, M54	365.00

MUSIC

Seeburg R	\$475.00
Seeburg 200V	745.00
AMI Model A	75.00
AMI Model C	135.00
AMI Model D-60	325.00
AMI Model E-120	395.00
AMI Model F-120	675.00
AMI Model G-100	775.00

ARCADE EQUIPMENT

Make this your Arcade Headquarters. We can completely equip and help finance.

Atomic Bomber	\$125.00
Auto Photo	1,795.00
Bally Big Inning	85.00
Bally Defender	125.00
Balloonmat	295.00
2 Pl. Basketball	225.00
Boomerang	75.00
Coon Hunt	100.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	85.00
Foot Ball	85.00
C.C. 2-Man Hockey	395.00
Dale Gun	50.00
Evans Bah-A-Score	145.00
Ex. Hi Ball	95.00
Harvard Metal	125.00
Typex	125.00
Hayburners	75.00
Heavy Hitters	35.00
Wms. Jet Filter	225.00
Keeney Air Raider	125.00
Keeney Submarine	125.00
Life A League	75.00
Midget Movies	125.00
Muto. Card Vendors	50.00

BINGOS

Big Shows	\$425.00
Beach Beauty	275.00
Big Times	150.00
Broadways	295.00
Brazil	350.00
Key West	475.00
Miami Beach	160.00
Nite Club	350.00
Undersea Raider	475.00
Foot Vibrator	150.00
Wms. Crane	160.00
ABT Rifle Range	1,250.00
Zingo	65.00
Zodiac Vendors	89.50

WE WILL ACCEPT IN TRADE ALL YOUR BINGOS AND 5-BALL PIN GAMES AGAINST PURCHASE OF SIX-POCKET POOL TABLES, MUSIC, SHUFFLEALWAYSORANY ARCADE EQUIPMENT. CALL OR WRITE.

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CLEVELAND COIN MACHINE EXCHANGE
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CONVERT YOUR OLD BUMPER POOLS

(Regular Size—Any Make) into Profitable

6-HOLE POOL TABLES TAKES ONLY 1 HOUR with MONARCH'S AMAZING Conversion Kit

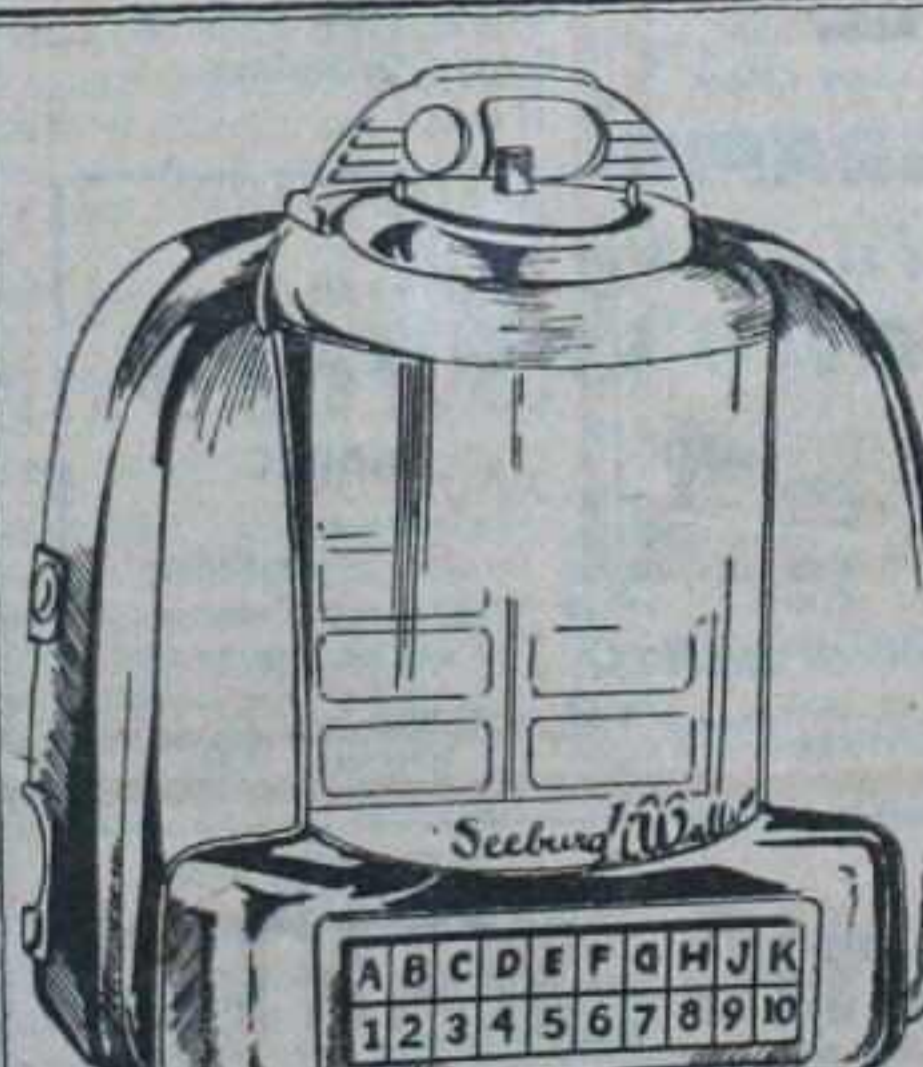
Complete Kit includes: New 6-Hole Panel with 4 Corner and 2 Slide Pockets—painted 3 1/2" high cabinet raiser (knocked down—easily assembled)—necessary ball returns (use same main trough and chute)—set of Aramith Balls number 1-10—1 Oversize Cue Ball—Set of Pea numbered 1-10 and Plastic Pea Bottle—Set of Rules.

PRICE ONLY **\$69.50**
Plus 10% F.E.T., F.O.B. Chicago

ORDER TODAY!

MONARCH COIN MACHINE

2257 N. Lincoln Chicago 14, Ill.
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SEEBURG Wall-o-matic WALLBOXES

CHROME COVERS—
100 SELECTIONS
Special Volume Prices

\$49.50

Reconditioned—Davis Guaranteed
New Selection Buttons—New Instruction Plates
Income can be doubled in many locations by adding 100-selection wallboxes

TERMS: 1/2 DEPOSIT REQUIRED
WORLD EXPORT Corp.
WESTERN EXPORT DISTRIBUTING
Exclusive Seeburg Distributors
738 Erie Boulevard East, Syracuse 3, N. Y., U.S.A.
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WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!



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Yes Please send me The Billboard for one year at \$15.
(Foreign rate, one year, \$15) 769

Name.....
Address.....
City..... Zone..... State.....

6 POCKET POOL CONVERSION KIT

Change Your Old 32x48" Bumper Pool Table and Increase Your Collections to New Game Status. Simple and Easy to Install. No Special Tools Needed.

\$69.00
Plus 10% F.E.T.

Consists of 6 Hole Novoply Top, Covered With Finest Rubber-Backed Billiard Cloth, 6 Pockets, Extensions, All Plywood Ball Runways, Counting Board, Rail Cloth, Glue and Hardware, and Assembly Instructions.

ALSO
1-10 Amarith Balls and 2 1/4 Cue Ball, 1-10 Peas and Shake Bottle, Triangle Rack, Rules.

CHAMPION DISTRIBUTING CO. 3833 W. Division St. Chicago 51, Ill. Albany 2-3272

GUARANTEED MUSIC!

- A.M.I. G-120 \$695
- A.M.I. D-40 165
- SEEBURG 100-R 695
- WURLITZER 1400 195
- ROCK-OLA 51-50 150

M-100A 45 RPM CONVERSION KIT .. \$69.50

NEW!
BALLY
ABC TOURNAMENT
KEENEY
BOWL-O-RAMA
VALLEY
6-POCKET POOL
CHICAGO COIN
BOWLING LEAGUE

All Phonographs Reconditioned—
REFINISHED LIKE NEW!
Terms: 1/2 Dep. Bal. C.O.D.



A Quarter Century
of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U S. A. ARmitage 6-5005

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 135

string of bulk venders operated in North Denver by Darel Will.

John Grooms, who operates a wide string of phonographs with headquarters in Brush, Colo., has boosted route profits substantially with 10-cent play. Dime play has caused no complaints even out in small prairie communities.

Sara Salardino, head of Sali Music Company, Pueblo, Colo., reports that greyhound racing in his city has been a boost to play this year, inasmuch as the short racing meet has attracted more tourists than any other event in the Southern Colorado city. He was seconded by Jim Hall who runs Rocky Mountain Coin Machine Company in the same city.

Mike Savio, partner in Draco Sales Company, reports phonograph volume booming in the Southwestern Colorado mountain communities of Durango, Cortez, Salida and Dolores. Savio recently returned from a week-long tour of these outlying communities, all of which are benefiting from newly discovered oil fields and continuing mining activities as well as heavy tourist traffic.

Charles Cousins, operator of Charles Cousins Music Company in Denver, was hospitalized recently with a back affliction. . . . Condolences were extended June 25 to Bill Storey, Denver juke operator, on the loss of his father, W. C. Storey, who was one of the first operators of vending machines in this area. The elder Storey was 91 years old.

Detroit

By HAL REVES

James A. Passanante, one of the Motor City's oldest music operators, who founded the J. & J. Novelty Company, and Mrs. Passanante sent greetings from Portland, Ore., where he was a delegate for the Men's Garden Club and a judge during the annual Rose Festival.

William Schmid, New Baltimore, Mich., who was associated with his father, the late Henry Schmid, formerly of Detroit, in Automatic Golf, Inc., is making a satisfactory recovery following a heart attack. He still has a small financial interest in the firm, inactive for some time, which developed a coin-controlled practice golf device which has been location tested on various greens in this area.

Jerome B. Wilcox and his brother, Alfred T. Wilcox are teaming up to form Wilco Vending, which is starting a small operation on the West Side with both candy and cigarette machines. They are specializing in bar locations. Henry C. Lemke, pioneer operator, is convalescing from a severe attack of rheumatism and arthritis which required hospitalization, while Mrs. Lemke, who still ac-

(Continued on page 137)

Juke, Game Totals

Continued from page 124

45.8 per cent of their income was derived from the operation of juke boxes; 48.6 per cent from other amusement machines and the remainder from miscellaneous sources.

These same establishments reported operation of 136,792 juke boxes and 123,802 other amusement machines as of December 31, 1954.

According to the report, music machines located in Nevada and the District of Columbia enjoyed the highest receipts, with takes of \$1,361 and \$1,096 per machine respectively. Amusement machines on location in the States of Washington and Maryland had the highest average rates per machine. Totals were \$1,304 and \$1,245 respectively.

Highest City

For the standard metropolitan was highest, and Boston next highest in average receipts per machine for both music and other amusement machines.

Census defines coin-operated amusement device establishments as businesses "primarily engaged in operating coin-operated machines." Penny Arcades and amusement parlors are included. Service machines, such as clothes washing and drying machines, weighing and vending machines are not included.

Receipts consist of the "total amount paid by customers into machines owned and operated" by the amusement machine and juke box establishments, according to Census. No adjustments were made for "amounts paid to the owners of the establishments in which machines were placed." Figures covering earlier years were not available for comparison.

FOR SALE

Juke Box and Amusement Games Machine Route in cool Northern Minnesota, among the 10,000 lakes where fishing and hunting are at their best. Will sacrifice below Billboard prices. 60 units on location; 30 Jukes and 30 Camels, price \$7,900. Owner wishes to retire.

CHARLES JACKSON
703 Minnesota Ave. Bemidji, Minn.

Valley

Now Delivering 6-POCKET POOLS

The Tables of
"Cadillac Quality"
... built to insure years
of profitable operating!

Write, Wire, Phone
for Details Today!

15th
YEAR OF
QUALITY
PRODUCTS
VALLEY MFG. CO.
333 Morton Ave., Bay City, Mich.
Twinbrook 5-8587

ATTENTION!!

- Mutoscope Post-War Photomatic \$149.50
- Mutoscope Voice-O-Graph 169.50
- Williams Electric Crane 189.50
- Genco Circus Rifle 445.50
- Bally Big Inning Baseball 55.00
- Bally Shuffle Baseball 89.50
- Bally Blue Ribbon Bowler 149.50
- Chico Home Run 6 Pl. Baseball 89.50
- Chico Miami Shuffle 65.50
- Scientific Pitch 'Em, Bat Em 64.50
- Exhibit Spanish Pool, NEW 124.50
- Wurlitzer 1900 795.00
- Wurlitzer 1250, 45 rpm. 124.50
- Seeburg M100A 175.00
- Rens. Miniature Train, 4 Coaches \$2,450.00

WANTED: Miniature Roller Coaster
Send for complete bargain list.
1/2 deposit with order.

ODCO, Inc.
1100-02 Broadway, Albany 4, N. Y.
Telephone 5-0228

KIDDIE RIDES FOR SALE

- "LARGEST SELECTION—LOWEST PRICES"
- Lane Merry-Go-Round \$250.00
- Deco Space Ranger 200.00
- Bally Space Ship 165.00
- Atomic Jet 100.00
- Exhibit Space Patrol 100.00
- Bally Boat 175.00
- "Miss America" Boat 225.00
- Treasure Cove Rifle Gallery 200.00
- Exhibit Western Pistol Game 95.00
- Harvard Metal Typer 250.00

In as is, operating condition
All parts complete
TERMS: FOB CHICAGO, 1/3 CERTIFIED
DEPOSIT, BALANCE C.O.D. OR
SIGHT DRAFT.

We Buy—Sell—Trade—
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MAKE MORE MONEY
Subscribe to The Billboard TODAY!

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Williams'

De Luxe 1957 Baseball

NEW EQUIPMENT

WILLIAMS

- 6-Pocket Slate Pool
- 1957 Baseball
- Crossfire Gun

UNITED

- Hi-Score Bowling Alley
- Playtime Bowling Alley
- Team Bowling Alley

GENCO

- 'Sweet Twenty-One'
- Circus Rifle Gallery
- Gypsy Grandma

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UNITED'S Hi-Fidelity Coin-Operated PHONOGRAPH

EVERY ONE
STEAM-CLEANED
AND
REFINISHED
LIKE NEW!

SEEBURG

- V200 \$795.00
- HF100R 725.00
- M100C 525.00
- M100B 425.00
- HF100C 595.00

AMI

- G200 Write
- G120 \$695.00
- F120 595.00
- E120 395.00
- WURLITZER**
- 1900 \$795.00
- 1800 675.00

SEEBURG

- 3W1 (Chrome) \$55.00
- 50x Conversion Kit 79.50
- 8" Wall Speakers 8.50

ARCADE

- Deco Grandma \$450.00
- Quarterback 215.00
- Crane 175.00
- Drivemobile 195.00
- Mutoscope Photomatic (prewar) 295.00
- Harvard Metal Typer 275.00
- Sidewalk Engineer 150.00
- Mute Football 275.00
- Space Ship 275.00
- Submarine 125.00
- Silver Gloves 165.00
- Royal Mustang 295.00
- World Series 99.50

- Hi Fly Baseball \$245.00
- Zodiac 175.00
- Basketball Champ 175.00
- Peppy Write
- 2-Player Basketball 195.00
- Goalee 90.00
- Big Bronco 395.00
- Flash Hockey 99.50
- Champion Baseball 225.00
- Twin Hockey 275.00
- Round the World Trainer 425.00

GUNS

- State Fair \$325.00
- Treasure Cove 295.00
- Sky Rocket 235.00
- Deluxe Ranger 225.00
- 500 Shooting Gallery 210.00
- Carnival 185.00
- Sportsman 175.00
- Rifle Gallery 175.00
- Sportland Gallery 165.00
- Shooting Gallery 95.00
- Coon Hunt 150.00
- Shoot the Bear 125.00
- Sky Gunner 135.00
- Silver Bullets 125.00
- Space Gun 95.00
- Dale Gun 85.00



WANTED!

- SEEBURG A-B-C-G-R
- AMI E80

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

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VENDING ALUMINUM IDENTIFICATION DISC

- WHY?**
1. LIFE-TIME INCOME
 2. TROUBLE-FREE OPERATION
 3. ONLY 18"x18"



1318 N. WESTERN AVE.
CHICAGO 22, ILL.
EV 4-3120



COINMEN YOU KNOW

Continued from page 136

tively assists in the business, is recovering from a second heart attack. He has discontinued operation of ball point pen machines, but still operates a widely diversified vending and amusement route.

George P. Rambaum and James DeMonaco are closely watching operation of their Belle Isle Amusement Center, believed to be the only Arcade extant on the East Side of Detroit. Michael Benson and Norman F. LaFleur, partners in the highly-diversified Michigan Nickel Company, were around calling on friends in the industry.

Boston

By CAMERON DEWAR

David J. Baker, of Melo-Tone Vending Company, Inc., Arlington, returned with his family after attending the cigarette venders meeting at Monticello, N. Y. Also along was Louis Magerer, of National Venders, and Ben Palstrand, of Automatic Vend-All Company. Ben has severed connections as local representative for APCO, Inc.

Bob Jones, of Redd Distributors, has been touring the territory. Says long Bowlers are a big hit with operators and pool tables are showing a new upsurge. Redd salesman Al Levine is still in the hospital, but is doing well.

Edward Ravreby, of Associated Amusements, taking time out for a day or two on the sunny beaches of Hyannis on Cape Cod. He'll be on hand, however, when Al Thoeke, United Manufacturing Company's representative, visits the Hub to attend the operators' service school. . . . Louis Gilman, of Beacon Vending Company, is moving his ice cream machines again.

Memphis

By ELTON WHISENHUNT

Memphis operators expressed condolences recently to Edward H. Newell, owner of Ormatt Amusement Company, whose father died at Newellton, Ia. Benjamin Y. Newell suffered a heart attack. Edward H. Newell's great-grandfather was the first white settler in the area and the city of Newellton was named after him.

Charles V. McDowell, route manager for Southern Amusement Company, reports his wife "hasn't made up our minds yet" on where they will vacation. By the time you read this they'll be back from a trip—probably, he said, to Eureka Springs, Ark.

Parke Henderson, general manager for Southern Amusement Company, reports a brisk sale of new phonographs. He said they're selling better than in any previous year. . . . Henderson said a new operating company, Tri-Lake Amusement Company at Harrison, Ark., bought a truck load. Partners of the new firm are R. E. Jones, Claude Chappelle and Russell Felker. John Hickman, AMI factory engineer, and Jesse Burse, shop foreman, set the machines up.

Jourd White, owner of Jourd White Sales Company at Paris, Tenn., was seen moving 25 new phonographs he bought in Memphis to Paris. . . . Doug Highfill, popular owner of Rainbow Amusement Company, seen placing a new machine on his route.

The stock car races sponsored by Memphis-Arkansas Speed Bowl
(Continued on page 138)

Hotter Than July!

SHAFFER PHONO SPECIALS



**SEEBURG 3W1
100 WALL BOX SPECIAL**

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

\$49.50

SEEBURG

NEW PLEX-TONE FINISH

HF 100R	\$725.00
HF 100G	625.00
M 100C	525.00
M 100B	425.00

OVERHAULED

AMI

G-200	Write
G-120	\$595.00
F-120	495.00
E-120	395.00
Model "C"	99.50
Model "B"	59.50

WURLITZER

2000 (200 Sel.)	\$695.00
1900 (104 Sel.)	675.00
1800 (104 Sel.)	595.00
1250	129.50

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- Cincinnati, Ohio 1200 Walnut St. MAIn 1-6310
- Indianapolis, Ind. 1327 Capitol Ave. MEIrose 4-3571

SUPERIOR SALES CO.

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Big Time	190.00
Miami Beach	180.00
Variety	100.00
Big Show	450.00
Yacht Club	50.00
Triple Play	110.00
Mexico	45.00
Caravan	235.00
Nevada	50.00
Hawaii	40.00
Havana	45.00
Starlite	160.00
Tahiti	25.00

ARCADE

Target Master	\$65.00
Health Glo Foot Ease (Like New)	95.00
Blow Ball	90.00
Standard Metal Typer	325.00
Wilcox Gay Recorder	75.00
Jungle Joe	75.00
Love Meter (Set of 3)	90.00
Bally Heavy Hitter	40.00
Big Bronco Horse	375.00
Bert Lane Zoo Ride	250.00
Round the World Trainer	425.00
Tele Quiz	90.00
Kiddie Whips	225.00
Super Jet (Space Ship)	230.00
Horoscope	75.00
KO Champ (New Model)	295.00
Voice O Graph (Post War)	250.00
Bert Lane Merry-Go-Round	295.00
Speedway Bomb Sight	95.00
Seeburg Con Hunt (Like New)	125.00
Autoscope Photomatic	295.00
C. C. Championship	375.00
United Regulation	295.00
Bally Delux ABC	345.00
Bally Gold Medal	175.00
C. C. Bowling Team	195.00

MISCELLANEOUS

Auto Photo, Model 13 (Like Brand New)	Write
Auto Photo, Model 9	\$1,775.00
Select-O-Vends (New)	7.95
Keeny Coffee Vendor (Floor Sample)	295.00

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2423 Payne Ave. Cleveland 14, Ohio SUperior 1-4600

Attention, Operators in N. INDIANA—N. ILLINOIS—IOWA

YOU GET ACTION WITH GOTTLIEB'S INTRIGUING 2-PLAYER CONTINENTAL CAFE

Rotation Life-Up Holes! Bull's-Eye Targets!

TOP DOLLAR, CASH OR TRADE, FOR GOTTLIEB'S

CORONATION	JUBILEE	SUPER JUMBO
SWEET ADD-A-LINE	GRAND SLAM	POKER FACE
WISHING WELL	DAISY MAE	QUEEN OF HEARTS
FRONTIERSMAN	GOLD STAR	ARABIAN KNIGHTS
EASY ACES	LADY LUCK	GREEN PASTURES
HARBOR LITES	DIAMOND LILL	MYSTIC MARVEL
DERBY DAY	TWIN BILL	JOCKEY CLUB
CLASSY BOWLER	GYPSY QUEEN	HAWAIIAN BEAUTY
AUTO RACES	SOUTHERN BELLE	DRAGONETTE

Now Delivering—VALLEY'S New 6-POCKET POOLS

Exclusive . . . "VALLEY-VUE" Aluminum Rail Ball Returns!

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1411 73 DIVERSEY BLVD Phone: BUckingham 1-6466 CHICAGO 14

when answering ads . . .

Say You Saw It in The Billboard

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MUSIC

- 10 ROCK-OLA 1446 \$495
- 5 AMI F-120 525

KIDDIE RIDES

- BALLY CHAMPION HORSE \$450
- BALLY SPACE SHIP 250
- MISS AMERICA BOAT 250
- LANE-LEE MERRY-GO-ROUNDS 425
- WILLIAMS PEPPY 300

WANTED—WURLITZER 1700-1800
CHICAGO COIN BLINKER—BULL'S EYE
6 PLAYER SKI-BALL

Redd DISTRIBUTING CO.,
296 LINCOLN ST.
ALLSTON 34, MASS.-AL 4-4040

Exclusive distributor for
WURLITZER
BALLY
EXHIBIT

over **67,000 ACTIVE BUYERS** read
The Billboard Classified columns each week

COINMEN YOU KNOW

• Continued from page 137

recently, had a coinman behind them. He is Clarence A. Camp, president of Southern Amusement Company, one of the largest distributors and operators in the South. Camp is also president of the stock car race track. . . . One of Camp's employees, Bill Dotson, and his wife are expecting their first baby in a few months. Bill is a routeman and a mighty good one, says Camp.

Robert H. Bear of North Tonawanda, N. Y., general sales manager for the Wurlitzer Company, and Bert Davidson, regional sales manager from Chicago, were in Memphis recently to talk business with some Memphis operators.

George Sammons, president of Sammons-Pennington Company, never seems to slow down. But his on-the-go program of sales is producing good results. He calls on operators in Arkansas and Mississippi regularly. He took a swing into Mississippi last week. . . . Drew Canale, owner of Canale Amusement Company, recently won a judgment for more than \$18,000 in federal court on a collision claim.

Seen fishing recently at different times (they couldn't all get away at once), were three officials of S M Sales Company: Frank Smith, president; Allen Dixon, general manager; and Earl Montgomery, secretary-treasurer. They all had good luck.

Mid-South operators in Memphis recently for shopping included: Fred Swan, Swan Amusement Company, Forrest City, Ark.; Robert Brunner, John-Frank Music Company, Marked Tree, Ark.; Abe Malouf, LeFlore Music Company, Greenwood, Miss.; John Tirey, Fairway Amusement Company, Columbus, Miss.; J. A. Butcher, Butcher Amusement Company, Dyersburg, Tenn.; Luther White, L & B Vending Company, Henderson, Tenn., and Lee Treft, Delta Music Company, Cleveland, Miss.

Little Rock

Several operators are talking vacation these days. The following are planning for the very near future: Andrew Cassinelli, Little Rock Amusement; Dan Levin, Standard Automatic Distributing; C. E. Craig, Arcade Amusement; Dutch Yancey, Arkansas Amusement; Cecil Hill, Twin City Amusement.

All Arkansas operators report jingling cash registers, with flocks of tourists passing thru, and spending a night or two, many of them on their way to Hot Springs. Reporting big collections were Harold Dunaway, Twin City Amusement, and Robert Kirspe, Kirspe-Hollenberg Music, among others.

Hot Springs operators report the biggest season in years. Tourists are jamming the city for the baths and other recreation. Operators

Vending Boosted

the IVI fresh brew coffee machine; Vendo's salad and milk venders and a National cigarette machine. The Automatic Merchandising exhibit included eight units: Vendo's milk, ice cream and hot food venders; a Bert Mills fresh brew coffee machine, National pastry vender, Apeo cold drink machine and two sandwich venders, which are manufactured for Automatic by Wittenborg Company, Inc., of Denmark.

Canteen showed a seven-machine battery including the Rowe cold drink, cigarette, candy, hot roll, and hot food venders; and the Bert Mills fresh brew coffee unit. Rudd-Melikian exhibited their line of coffee machines including a fresh brew unit, two frozen concentrate machines and a coffee-hot chocolate dime dispenser.

Williams

Now Delivering:

- ARROW HEAD 5-Ball
- HI-HAND 5-Ball with High Card Hand. "Wild" Joker!
- 1957 BASEBALL
- CROSSFIRE Gun Game
- 6-Pocket POOL TABLE

See Your Williams Distributor

Williams

MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

reporting increased collections and good business include W. E. Lewis, Lewis Novelty; Phil Marks, Phil Marks Amusement; R. G. Jennings, Jennings Coin Machine; Wilbur Green, Spa Amusement; J. Earl (Continued on page 139)

Panoram Operators!

FOR SALE

We carry a full line of genuine Panoram Projector Parties—sold with a money-back guarantee.
Phil Gould
282 Market St., Newark 2, N. J.
MArket 3-4375

KIDDIE RIDES

FORBES HAS THE LARGEST SELECTION OF KIDDIE RIDES IN THE U. S. A.!

- Deco Rocket Ship \$235.00
- Bally Space Ship 175.00
- Clown See-Saws, formica base 145.00
- King Ponies 265.00
- Miss America Boat 275.00
- B. Lane Zoo Ride 165.00
- Big Bronco Pony 445.00
- King Train Ride 195.00
- Bally Champion Pony 465.00
- Bally Bull's-Eye Gun 185.00

MANY MORE MAKES AND MODELS TO CHOOSE FROM

EXPORT INQUIRIES INVITED

All Prices F.O.B. Pitts. Subject to Prior Sale. We Buy, Sell, Trade

Tele.: Express 1-1613

FORBES AMUSEMENT

2106 Forbes St.
Pittsburgh 19, Pa.

FOLLOW THE LEADERS

BUY from LEW JONES THE BEST FOR LESS!

MUSIC

AMI

- F-120, like new (choice of colors) \$545.00
- D-30 295.00

SEEBURG

- V-200 \$690.00
- M-100R 650.00
- M-100C 450.00
- M-100S 375.00
- M-100A 169.50

WURLITZER

- 2000 \$925.00
- 1900 850.00
- 1800 650.00
- 1700 545.00

WALL BOXES

- Seeburg 100 Sel. Chrome \$ 42.50
- Seeburg 100 Sel. Hammer-laid Finish 30.00
- AMI 40 Sel. 1.95
- Wurlitzer 4851 10.50
- Wurlitzer 3020 2.50
- Wurlitzer 5205 42.50

5 BALL

- Williams Race the Clock ... \$140.00
- Quartet 45.00
- Jolley Joker 65.00

BINGOS

- Hawaii \$ 45.00
- Saddle & Turf 145.00
- Havana 45.00
- Tropic 45.00
- Singapore 65.00
- Miami Beach 195.00
- Big Time 195.00
- Variety 115.00
- Gayety 85.00

BOWLERS

- United Banner \$105.00
- United Imperial 50.00
- United Leader 75.00
- Bally Jets 85.00
- Conversion Kit for Your Old Shuffle Boards, Complete 169.50

Be sure and see the new CHICAGO COIN SUPER BOWLER

- TELEQUIZ WITH FILM \$65.00
- OXYGEN MACHINE 75.00

1/2 down, balance C.O.D.

Lew Jones

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1301 North Capitol Avenue
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BE FIRST WITH FIRST-CLASS EQUIPMENT!



RECONDITIONED 14-FOOT BOWLING GAMES



WRITE OR PHONE FOR PRICE! QUANTITY LIMITED!

PRICES SLASHED!

- Chicago Coin MIAMI SHUFFLE, Like New \$ 65
- Exhibit RINGER BALL, Like New 135
- New Chicago Coin STEAM SHOVEL WRITE

WE'RE LOOKING



FOR GOTTIEB and WILLIAMS 5-BALL GAMES
Also Late SHUFFLE GAMES
Cash or Trade
Write or Phone Today! for BEST DEAL!

GUNS

- GENCO
- New DAVY CROCKETT Write
- STATE FAIR \$325
- SKY ROCKET 260
- SKY GUNNER 125

EXHIBIT

- JUNGLE HUNT \$395
- JET GUN 110

WILLIAMS

- JET FIGHTER \$185

SEEBURG

- SHOOT THE BEAR \$125

ARCADE

- Mut. LORD'S PRAYER Write
- C. C. TWIN HOCKEY \$235
- C. C. STEAM SHOVEL 145
- Gen. 2-PL. BASKETBALL 185
- C. C. BASKETBALL CHAMP 125
- C. C. 4-PLAYER DERBY 145
- Cap. MIDGET MOVIES 125
- Evans SUPER BOMBER 115
- Evans BAT-A-SCORE 105
- TELEQUIZ w/Film 90
- Mut. ROCK 'N' ROLL 85
- Wms. QUARTERBACK 85
- Sc. BATTING PRACTICE 75

SPECIAL! Exhibit's SLATE POOL

Original, authentic Exhibit Slate Bumper Pool, with specially designed cabinet. Reconditioned Like New! **\$125**



IMPORTERS! SEND FOR OUR BIG, NEW ILLUSTRATED CATALOG



NEW KAYE SUPER DeLUXE SLATE POOL GAMES

Most luxurious Bumper Pools ever made! Finest mahogany cabinet! Rich Furniture Finish! Genuine Slate Tops! Jumbo Plastic Bumpers!

THESE ARE REALLY, REALLY GORGEOUS

NOW—limited quantity—Worth twice the price! **\$215** Hurry! Hurry!

BRAND NEW!

THE BIG BALL



MAKES THE DIFFERENCE!

Exhibit's Terrific TRU-BOWLER

actually transforms your old shuffle bowling games into spectacular BOWLING ALLEYS!

2 SIZES: 20 FT. and 16 FT.

Played with genuine Brunswick Mineralite Duck-Pin Bowling Balls! Weight: 2 1/4 lbs., 4 1/2" diameter! Hooks and Bowling Action truly like real Bowling! Priced right!

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS • DIckens 2-0500



FIRST





You SHOULD BE DOING BUSINESS WITH TRIMOUNT
America's foremost exporters of Reconditioned coin-operated equipment

- 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.
- Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery.
- Trimount has a large Service Department completely staffed with highly trained technicians.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

NEW PARTS INFORMATION CATALOG NOW AVAILABLE —SEND FOR YOUR COPY—

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT
 40 WALTHAM STREET
 BOSTON 18, MASS.
 Tel. Liberty 2-9480



ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.



COINMEN YOU KNOW

• *Continued from page 138*

Gill, Gill Amusement; Van Ettinger, Van Ettinger Music.

Notes from the Arkansas territory: J. W. Singleton Jr., route manager for his father at Singleton Music Company, Marked Tree, is back at work after a stay in the hospital with a kidney ailment. The Singletons are in the process of converting their entire music route to the big 200-selection juke boxes.

Warren Smith, partner in S & D Amusement Company at Hoxie, put a new 200 phonograph with a 50-cent chute on location in a night club. He reported it is very successful. . . . Arlie Turner, Turner Music Company, recently put out two more 14-foot bowlers. He says they're the hottest thing in the amusement field he's had. . . . James Akers, Akers Music Company at Harrison, is breaking in son, Jimmy, 15, on the route this summer.

The new music company formed at Harrison is doing well, the partners report. They are R. E. Jones, Russell Felker and Claude Chappell. Jones, owner of Relo Motel, and Felker, owner of Springs Hotel, put up the money, and Chappell, formerly with Akers Music Company, is manager of the route. They started out with 30 pieces of equipment and will expand.

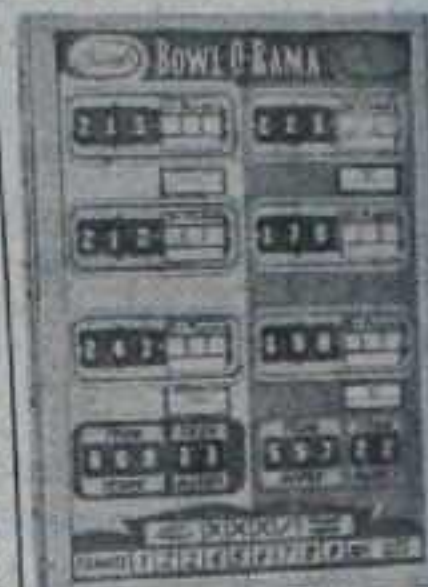
Paul Hurst, mayor of Atkins, Ark., and owner of Hurst Music Company, reports his diversification to handle concessions at newly formed Atkins Lake is working in well with his music and game route. . . . Ernest Deeters, Deeters Music Company at Conway, reports business is mighty good. He also owns Deeters Motel, and says both his businesses

(Continued on page 140)



JOE ASH SAYS:
 "Special Summer Closeouts . . . at VERY Special Prices!"
 Wurlitzer 1800's, Seeburg C's, Seeburg V-200's
 Seeburg 100 Wall-O-Matic Wallboxes
 Phone • Write • Wire TODAY!

Exclusive Distributors for Wurlitzer, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penn.
ACTIVE AMUSEMENT MACHINES CO.
 606 N. Broad St., Phila. 30, Pa. • POBox 9-4495
 You can ALWAYS depend on ACTIVE ALL WAYS
 Write or wire for prices



KEENEY DEFIES COMPARISON IN THE BOWLING FIELD!
BOWL-O-RAMA

6-PLAYER REGULATION BOWLER FEATURING:

- TOTAL TEAM SCORING!
- TOTAL TEAM MARKS!
- Jam-Proof Ball Lift
- Actual Gutters
- Colored Reels for Team Scoring
- Black and White Reels for Team Marks

HAND-HIGH BALL RETURN BUTTON!
 National Slug Rejector Coin Mechanisms

HINGED INSERT!



J. H. Keeney & CO., INC. 2600 W. FIFTIETH ST. CHICAGO 32, ILLINOIS

from ANY ANGLE... you can't beat GENCO'S

Sensational **NEW**

"SWEET TWENTY ONE"

ROLL-DOWN GAME...

for 1 or 2 PLAYERS!

Prove it to yourself... SEE your GENCO Distributor Today!

CABINET
 6 ft. LONG - 2 ft. WIDE
 FITS ANY LOCATION

... REGULAR OR REPLAY!

MEMO

Tip To Mr. Operator!

Here's something refreshingly new. A game especially designed for competitive player appeal and climax! It's beautiful in appearance and packs the punch of a firecracker. It must be seen and played to be appreciated.



STILL GOING STRONG!

"CIRCUS"
 Rifle Gallery

Featuring Mysterious "CRAZY BALL" and "SAD SAM" Targets

GENCO MANUFACTURING 2621 N. Ashland Avenue
 DIVISION OF CHICAGO COIN MACHINE COMPANY Chicago 14, Illinois

Wanted

- 25 Rainbows
- 25 Auto Races
- 25 Derby Days
- 50 Aces High
- 25 Classy Bowlers
- 15 Frontiersmen
- 10 Easy Aces
- 10 Queen of Hearts
- 10 Dragonettes
- 10 Grand Slams
- 10 Gypsy Queens
- 10 Stage Coaches
- 5 Sluggin' Champs
- 10 Southern Belles
- 10 Sweet Add-A-Lines
- 10 Wishing Wells
- 5 Daisy Maes
- 5 Four Bells
- 5 Twin Bills
- 5 Gold Stars
- 5 Lady Lucks

It is imperative that we buy this equipment immediately.

We will purchase quantities greater than those listed.

If you have them, CALL, WRITE or WIRE TODAY.

INTERNATIONAL SCOTT CROSSE COMPANY
 SCOTT CROSSE COMPANY
 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
 Rittenhouse 6-7712
 Branch: 819-821 Lockawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

COINMEN YOU KNOW

Continued from page 139

get a good play from the many tourists passing thru town.

Robert Reidmatten, B & T Amusement Company at Conway, reports a lot of recent rain cut back collections, but things are picking up considerably with good weather. He also owns a service station and reports when music collections are low the service station is good to have.

Eddy Boyce, Boyce Amusement Company at Bald Knob, also reports business booming because of the tremendous tourist traffic in Arkansas at this time of year.

Henry Hitchcock, Hitchcock Amusement Company at Jonesboro, was in Memphis recently shopping for equipment.

Jackson, Miss.

Mississippi operators in Jackson recently for shopping: O. H. Rushing, Rushing Amusement, Philadelphia; Bert Shives, Yazoo Novelty, Yazoo City; Carl King, King Amusement, Leland; George Fralley, Macon Music, Macon; Dee Brassell, Brassell Music, Water Valley; J. T. Long, Long Music, Pete Manos, PM Music, Greenville; Chester Richardson, Richardson Music, Greenville.

CORRECTION!

Last week's ad incorrectly listed several Seeburg phonographs as "new in original crates." The only new machine in that group is VL-200's (New in Original Crates) INTERNATIONAL SCOTT CROSSE CO. 1423 Spring Garden St., Phila., Pa.

BALLY

Exclusive Distributor For

ROCK-OLA

NEW EQUIPMENT

BALLY

Sun Valley Bowling Lanes 6-Pocket Pool Tables Kiddie Rides—Bike, The Champion, Model T.

ROCK-OLA

50—120—200 Selection Phonographs.

BALLY IN-LINE GAMES

A good supply is on hand, but because of day-to-day activity, please call for games available and prices.

USED BOWLERS

- Keeney Carnival . . . \$145.00
- Keeney Bonus . . . 95.00
- United Team Bowler . . . 75.00
- United Chief Bowler . . . 95.00
- Genco Skill Ball . . . 325.00

USED PHONOGRAPHS

Rock-Ola Comet. 120 Selection \$445.00

GUNS

Genco Circus Gun . . . (Write)

5-BALLS

- Balls-a-Poppin' . . . \$225.00
- Screamo . . . 45.00
- Regatta . . . 145.00
- Sky Way . . . 65.00
- Times Square . . . 40.00
- Spitfire . . . 75.00
- Cus Tea . . . 40.00
- Hayburner . . . 35.00
- Globe Trotter . . . 40.00
- Fairway . . . 45.00
- Big Hit . . . 40.00
- Colors . . . 125.00
- Capri . . . 195.00
- Blondie . . . 195.00
- Snafu . . . 140.00
- Wonderland . . . 140.00

BALLY BULL'S-EYE

(Kiddie Gun) Like New . . . \$225.00



All games and phones thoroughly reconditioned

CALDERON DISTRIBUTING, INC.

450 Massachusetts Ave. Phone: MElose 4-8468 Indianapolis, Indiana



ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.



BOOST YOUR EARNING POWER WITH GOTTLIEB'S TWO PLAYER

Continental Cafe

LOCATION TESTED AROUND THE WORLD!

- 3 Holes Lite in Rotation for 200 Points
- Red and Green hollovers Lite Red and Green Pop Bumpers to Score 10 Points
- 2 Bulls-eye Targets Score 50 Points for Center Hit
- High Score to 1900 Points
- 2 Super-Powered Flippers and "Cross-Board" Cyclonic Kickers
- Available with Twin Chutes

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 31, Illinois

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

chicago coin Brings You REAL BOWLING—ALL THE WAY!!!

BALLS Actually HIT The PINS

Now player gets full impact of REAL BOWLING as GIANT BALLS make direct contact with GIANT PINS. Pins actually fly up as a hit is made FOR REALISTIC ACTION. New plastic pins have been specially developed and tested to take continuous heavy play.



THIS BALL "Makes the Game"

Classic BOWLING LEAGUE

Choice of 3 Size Cabinets
13 ft. — 16 ft. — 18 ft.

Shipped in sections!
Striped Playfield!
Genuine Gutters!
Wider Cabinet!

WOW! GIANT BALLS
GENUINE EBONITE

4 1/2 in. DIAMETER 2 1/2 POUNDS

WOW! GIANT PINS
REALISTIC SIZE
Larger Than Ever Before!



Plus
NEW
HIGH SCORE
Of The Week
Feature!
(Key
Controlled)

NEW PROFIT
MAKING FEATURE!

2 Games
for 25c

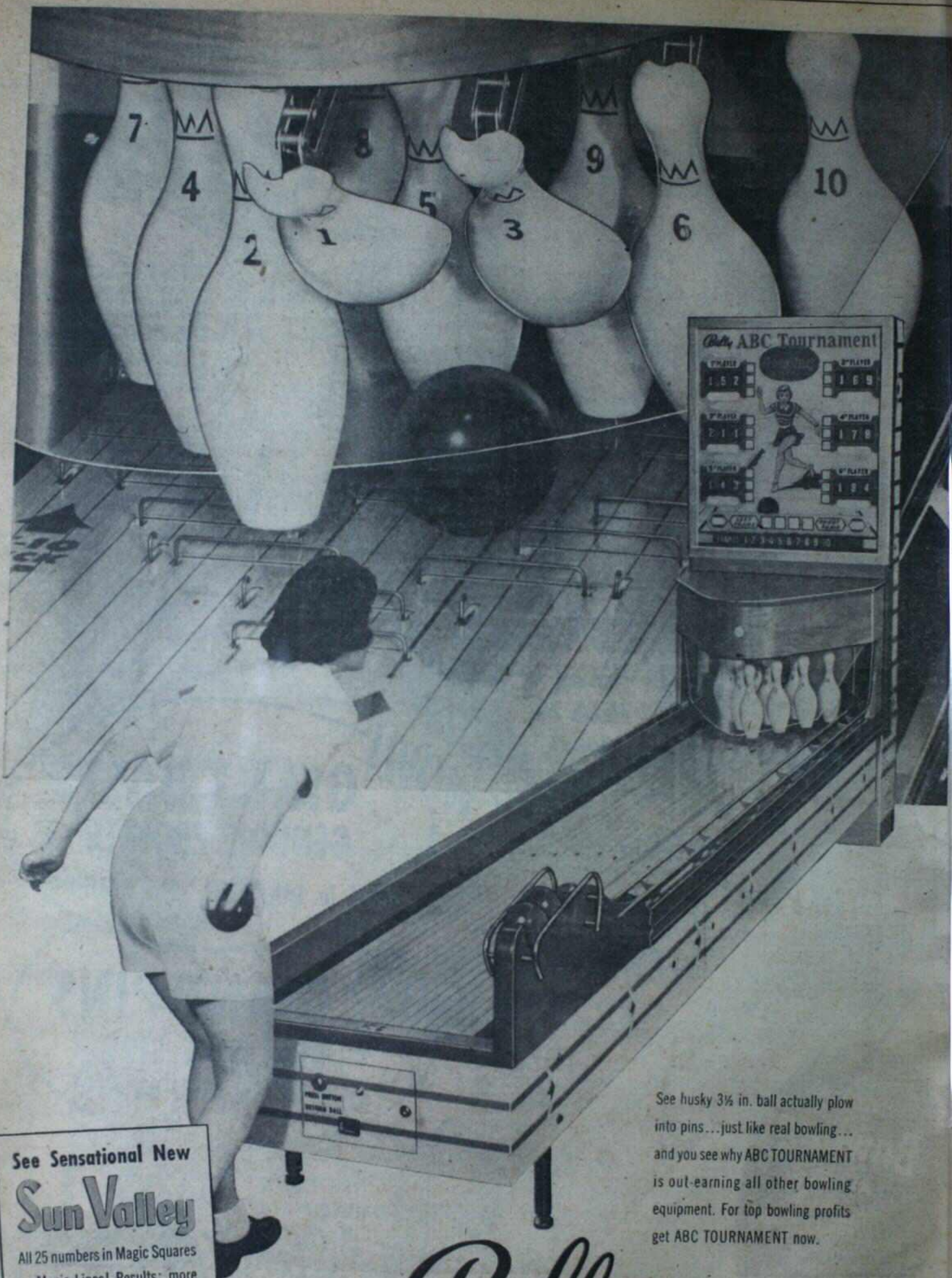
Also available as
One Game for 25c

Convertible to
regular 10c play!



chicago coin

MACHINE COMPANY



See Sensational New
Sun Valley

All 25 numbers in Magic Squares or Magic Lines! Results: more score-juggling fun for players... more profit for operators! Get your share... Get Bally SUN VALLEY today.

See husky 3½ in. ball actually plow into pins... just like real bowling... and you see why ABC TOURNAMENT is out-earning all other bowling equipment. For top bowling profits get ABC TOURNAMENT now.

SEE YOUR **Bally** DISTRIBUTOR

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S Playtime

FEATURES

Selectable Squares and Line FOR More Scoring Combinations

3 SEPARATE SCORES

CAN BE MADE EACH GAME WITH
RED, ORANGE, YELLOW
IN-LINE COMBINATIONS

4 WAYS TO PLAY FOR EXTRA TIME

CORNER SCORES

UNI-HOLE

EXTRA BALLS

TRI-DECK
ADVANCING SCORES

SEE
UNITED'S
Bowling
ALLEY
AVAILABLE IN
REGULAR AND TEAM
MODELS
(3 SIZES)
NOW AT YOUR
DISTRIBUTOR



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR



album

record

programming

with

dual

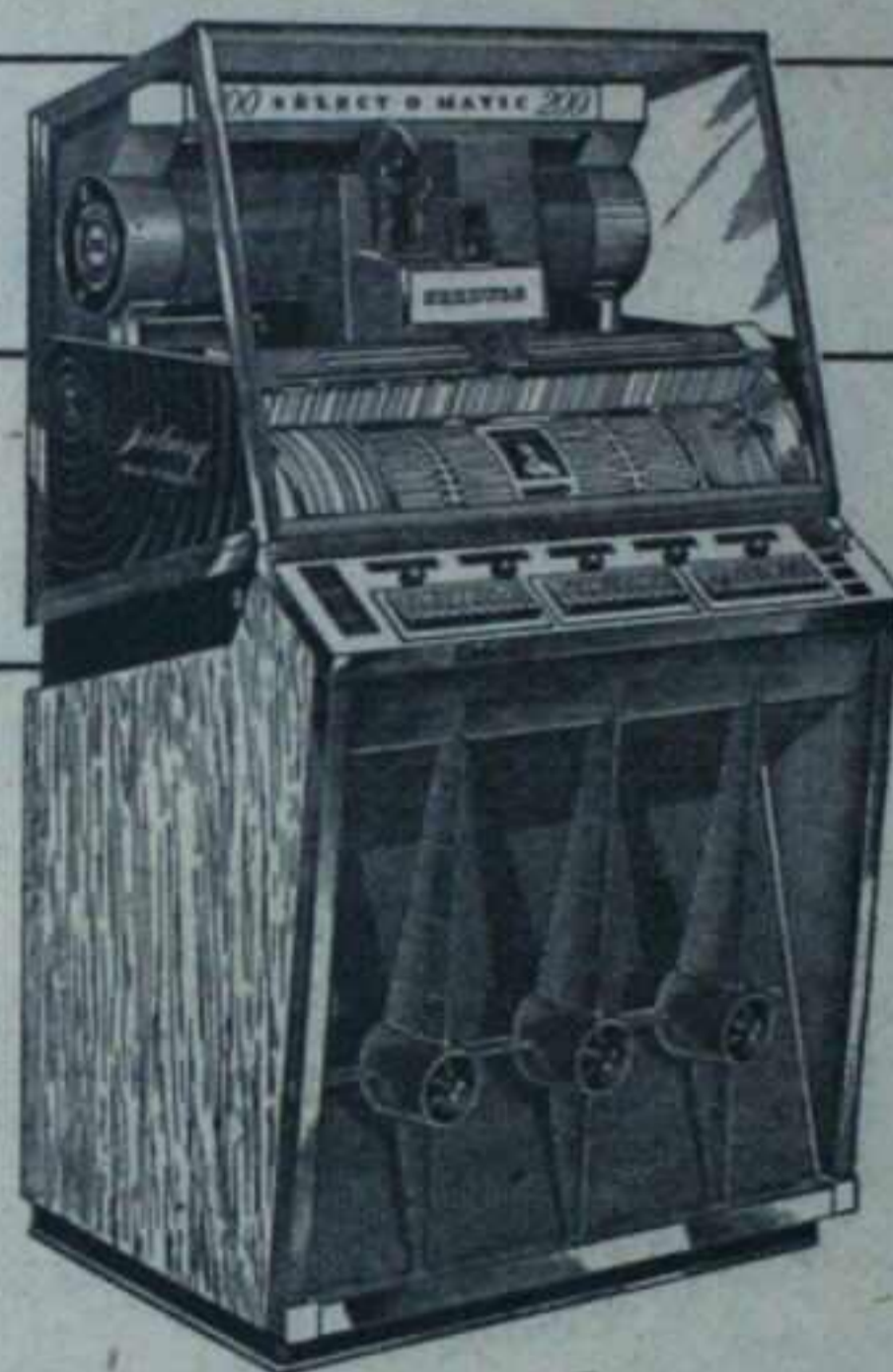
pricing

is the

surest way

to increase

earnings



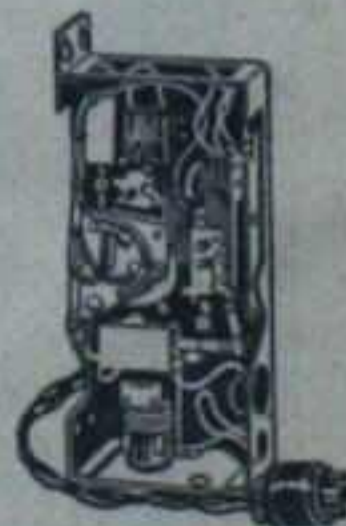
● Today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

● Dual pricing permits taking full advantage of album music because the operator is compensated for the additional playing time required.



DUAL PRICING UNITS

Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.



America's Finest and Most Complete Music Systems

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
 Chicago 22, Illinois
 Division of Fort Pitt Industries, Incorporated