ALL OVER THE WORLD .

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

# Juke World Boom Still on Upbeat

U. S. Exports, Foreign Manufacturing Continue New Records; See Top Year

By BOB DIETMEIER

exhibit-goers at the Poznan Fair- supplying juke boxes are going which included such spectacular at full tilt. numbers as a model of a \$27,000 American home-was a juke box.

Two juke box exhibits at the International Trade Fair in Vienna were shipped overseas. Last year, stole the show, according to no less an authority than Uncle Sam.

Japan's International Trade Fair in May featured an exhibit of juke ceeding year setting a new record. boxes for the first time in history. Running a tight race in the unofficial popularity contest with a of Commerce figures for the first U. S.-sponsored exhibit of colored four months (only ones released television: juke boxes.

### Recorded Music

These are just a few outcroppings of a development which notable example-are producing has been almost a decade in the making. The development: The juke box winning over peoples around the world in providing them with inexpensive entertainment via recorded music.

Altho like icebergs, fair exhibits don't show what's beneath the surface, they do provide opportunities to judge public reaction on a large scale. That reaction has been revealing. But what's beneath the surface is even more revealing.

A handful of years ago, the few juke boxes there were in foreign countries were supplied by U. S. exporting firms. U. S. manufacturers then began building up elaborate distribution networks. Licen-

### Disk Exports Pace Jukes

CHICAGO -- Paralleling developments in the juke box business, U. S. exports of disks are enjoying boom days. Like juke box crts, disk overseas shipments have experienced steady increases the past few years.

Interestingly enough, at least four top markets for juke boxes are also tops for disks: Venezuela, Canada, West Germany, and Mexico. Altho the U.S. Department of Commerce figures don't support a definite direct tie between the two (since some top disk markets are not top juke box countries and vice versa), there is evidence that there is a relationship.

Last year, nearly \$10 million of disks were shipped overseas. For the first four months of this year, an estimated \$3,248,424 worth of records were exported in what appears to be another record year, just as juke box exports are headed toward another (see separate story).

sing firms overseas to build American juke boxes was inaugurated. CHICAGO - A favorite with Today, all of these means of

### New U. S. Record

- In 1951, 8,400 U. S. juke boxes with a dollar value of \$3,059,000 24,600 U. S. units with a dollar value of \$13,940,453 were exported. Growth in the intervening years was steady, with each suc-

This year, the seventh straight record for U.S. exports is expected. On the basis of U. S. Department to date), 1957 dollar volume should reach nearly \$15 million.

Manufacturers in other countries-Germany being the most machines for not only their domestic market, but for export as well. Six German manufacturers ship music machines to Japan, Australia and Venezuela.

In just one quarter last year, domestic German juke box sales totaled 14,160,000 deutchemarks (\$3,357,143). But Germany is still a top importing country of U.S. juke boxes. In 1953, there were an estimated 1,000 juke boxes operating in Germany; today there are more than 12,000 according to best estimates available.

### Foreign Growth

Other manufacturing in foreign countries is on the upswing. A licensee in England and one in (Continued on page 104)

### LIVE BARTER TV OPENS OVERSEAS **OUTLETS HERE**

NEW YORK-The rise of barter in live TV has opened the door for non-American manufacturers to sample U.S. television and gain U. S. outlets. Television Clearing House, Inc., which has led the way in developing barter deals for 140 stations here during the past year, has begun an overseas operation.

A three-way razor made in West Germany, marketed thru a British syndicate, has been sold to a New York department store via local TV plugs and giveaways. Not a time broker, TCH acts as middleman between stations needing prizes and firms with items to introduce or unload. Other items from England and the Continent are currently being cleared by U. S. Customs for TCH.

Foreign manufacturers who don't have American dollars for TV advertising will now be able to secure TV plugs and American distribution thru such organizations as TCH. The stations are starting to program live local shows which they could not have afforded without the stream of premiums supplied.

Most important factor is the later step in which barter advertisers, once permitted to sample TV, become time buyers. In 1956, TCH clients, never before TV buyers, purchased \$400,000 in spots. TCH has now set up barter networks to transmit local shows using their products to nearby markets.

# Big Coin, Hoopla Don't Assure Show Right TV Audience

### Some Get Low Cost Per Thousand, But Among Wrong TV Viewers

By CHARLES SINCLAIR

NEW YORK -- Favorable public press or even favorable public reaction is no measure of how well a TV show can deliver an audience for a price. This is amply borne out by a study of theefficiency of nighttime network TV shows in attracting audienceswhen measured against the timeand-talent cost to their sponsors. Such a measurement forms a ranking of network shows according to cost per thousand viewers. The Billboard's exclusive CPM charts, based on American Research Bureau data, appear weekly in the TV Programming department.

The current editions of the such well-received or controversial stanzas as Chevrolet's "Chevv Show," Jackie Gleason, "You Are There," the Mike Wallace interviews and "Conflict," tagging at the bottom end of the leading 100

Efficiency Spotlight

When the efficiency spotlight is network shows do in reaching men, women and children, there are other advertising surprises.

Western, is remarkably adept at ence at a low price-often far more coralling the ladies. Ranked as

number six in its ability to deliver strictly male viewers, it is almost as good, in the number eight spot, in the distaff rankings-and actually scores a lower (and thus better) dollar figure of \$1.91 in cost per 1,000 women, as against \$2.24 for

### Gals Like Como

Perry Como, too, does better with the ladies than with menfolk; he ranks fourth with the former (\$1.70) and 11th with the latter (\$2.44). Similar patterns are established with "Playhouse "What's My Line," "Wyatt Earp," "Climax!" "The Lineup," "Person to Person," and Ed Sullivan.

Sullivan, incidentally, is a clearcharts, covering the performances cut winner in general over Steve of network shows last month, tab Allen, with whom he has had a ding-dong rating battle. Sullivan stands in 11th place in cost-per-1.000 homes, while Allen is in 26th place. Sullivan also leads in other breakdowns. Allen, however, is rising fast; his current rank is a gain of 11 notches (up from 38th spot) from his standing in last shifted to a measure of how well month's list of CPM family win-

A number of adult network vehicles prove to be strangely effi-"Gunsmoke," a male - appeal cient at delivering a kiddie audi-(Continued on page 6)

# NEWS OF THE WEEK

Networks Court Reluctant Giants To Fill Gaps in Fall Schedules . . .

The networks are wooing 25 firms among the top 100 national advertisers to fill their fall programming gaps. The 25 allotted less than 15 per cent of their budgets to web TV last

Film Barter Takes On Ivy League Look With New Dealings . . .

Pushed by a number of top clients, major agencies are investigating latest trends in filmfor-time tradings, with major distributors eyeing "triangle deals" as a way to move new high-priced feature and vidfilm packages. Blue-chip interest is thus putting a new, firm base under bartering as station time becomes a dollar negotiable. Page 12

NAMM Stages Best Show to Date; Attendance Up, Business Good . . .

The 56th annual Music Industry Trade Show in Chicago last week was rated its best in several years. Attendance was up and business was brisk for majority of exhibitors, Absence of major labels again this year left field wide open for low-priced indie disk lines to plug their wares with dealers. Dealer attendance at the Phonograph Record Sales Clinic Tuesday (16) was up 400 per cent over last

Capitol Unveils Broad Fall Plan

Including Albums, Tape, Phonos . . . Capitol Records last week unveiled a triplethreat program embracing the firm's fall plans, its entry into the pre-recorded stereophonic tape field and the debut of its new line of phonograph equipment. With an estimated \$1,000,000 investment in its new products, Capitol is in a challenging position

DEPARIMENTS	AND PEATURES
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etter List 96	Trilevision 2 TV Film 12
tunic Machines 104	TV. TV Film Reviews . 20 Veeding Machines 100

### Cost Lyrics Don't Rhyme

NEW YORK-Booby prizes in The Billhoard's TV cost-per-1,000 charts this month go to a select group of network vehicles, some of whose efficiency rankings go right off the bottom and almost out of sight.

General Foods' "Bengal Lancers" spears the low spot on both the male and female totem poles. Its CPM in reaching women is \$19.21; in reaching men, the score was even higher, with \$22.17.

When it comes to a general efficiency in reaching homes, "See It Now," altho widely and rightly praised in the consumer press for its documentaries, is in the bottom spot with an expensive \$19.57.

The worst performance of allaltho it shouldn't worry the sponsor, who sells little if anything to moppets-was the CPM in the children's category achieved by Johns-Manville's "Meet the Press." The score: \$56.66. Only slightly better: Mike Wallace, with a score of \$50.26.

### PAGING 25 NATIONAL ADVERTISERS

# Nets Turn to Reluctant Giants To Close Gaps in Fall Slotting

allotting nothing.

have ignored TV in favor of print tors.) media, and a few have indicated a willinguess to move into network TV with fall buys already made, per cent of its budget to network TV, Du Pont (15.0 per cent in 1956) and Monsanto Chemical

Pepsi-Cola, which allotted nothing in 1956, wet its web feet this spring with half-sponsorship of "Cinderella" and is now going after spectaculars and specials. American Telephone & Telegraph, Nabisco and Philip Morris (15.0, 14.1 and 3.4 per cent) have shown signs of revised thinking in favor of network exposure.

### Obvious Gaps

As the selling season passed the halfway mark, noticeable gaps in remained. A shuffling and switching brought old advertisers to new networks, while ABC's emergence as a competitor to reckon with cut into both NBC and CBS regular clients. With almost all the Old Guard advertisers settled for fall plans, the web sales execs are concentrating on the 25 firms which could turn the financial tide.

The group includes five gasoline - lubricant companies which have hitherto relied on spot buying: Shell Oil, Sinclair Refining, Standand Oil of New Jersey, Socony-Mobil Oil and Standard Oil of Indiana. Only the last-named had any web allotment in 1956 (11.2 per cent of budget), but Socony-Mobil Oil has bought alternate weeks of CBS-TV's "Trackdown," and Standard Oil of New Jersey

question marks, being heavy local and Friday nights. and regional buyers. Block Drugs A spot check of agency execs. with 10.8 in network.

The networks in addition are mitments and open time periods.

NEW YORK-With two net- Rexall Drug and Eastern Air- eying another group of the top works faced with a large portion lines last year had no part in net- 100, including Bulova. Brown & of unsold nighttime for the coming work TV, nor did Liebman Brew- Williamson and Sterling Drug, season and the third, CBS-TV, eries, which uses print media na- who use almost no newspaperhaving its sponsor problems as tionally for a New York-distributed magazine space, and have used has been flirting with entry into well, the webs are wooing the re- beer but so far has refused to use some network TV and huge spot live drama ever since the new procalcitrant quarter of the 100 top TV nationally. Stanley Warner Cor- TV allotments; being sought is a national advertisers in the country. poration has strong TV ties via its key to influence their budget more These 25 companies allotted 15 International Latex deals, but its favorably toward network TV in per cent or less of their budgets to heavy "Cinerama" campaigns have 1958. The Procter & Gambles, web TV in 1956, with 10 of them ignored web TV. (Among the top Pharmaceuticals a n d Westing- from a top group of Broadway 100 advertisers, incidentally, there houses have tipped the scales so Some of these hard-to-get 25 are six others who can't use TV, heavily in favor of web TV already have preferred spot buying, some being distillers and liquor distribu- that the networks must score elsewhere to salvage their show com-

# In the last category are Max Factor, which last year allotted 9.6 ADMEN, NETS AT ODDS OVER SHOWS

Agency Execs Have Little Confidence in New Programming; Web Brass Optimistic

agencies and networks seem in and that they have no real faith in sharp disagreement as to what to them. expect from the coming season. Asked why, under such circum-Agencies, with only a few excep- stances, they were bought, the tions, have little confidence in the vice-president of one of the top new programming, even that which agencies in TV said: "We took the they bought for their own sponsors. best of what was offered. There expanding Guild, Bascom & Bon-Network executives, on the other just wasn't much offered." hand, are generally optimistic that Another placed the blame on the added Breast-of-Chicken to its rosthe NBC-TV and ABC-TV lineups 1957-58 will show considerable entire sponsorship situation that ter of clients. The \$1,000,000 acimprovement over 1956-57.

> The divergent attitudes are perhaps best summed up by Charles Brower, BBD&O vice-president, for the agencies, and Bob Lewine, NBC programming V.-P. Brower forecasts "another mediocre year" and blames it on the bandwagon psychology of forward-looking ideas and programming.

> Lewine cites the figure of 68 per cent cancellations the past season (i.e., 7 out of 10 shows which first went on the air last fall were not renewed) and doesn't believe the casualty rate will reach such proportions again. Specifically he thinks NBC has a more solid program line-up than in 1956. What have advertisers been looking for in making their buys? The one word answer is "safety."

Foods (0.0), have experimented are still some soft spots in the sked with daytime buys in the past, which probably won't be ironed Studebaker-Packard (12.9), Carter out for another year. Without Products (11.9), Wrigley Company actually coming out and saying so, (7.3) and General Tire & Rubber | both NBC and ABC are obviously (4.6) have been looking for night- thinking in terms of whittling away time berths. Anheuser-Busch (8.5) some of CBS's audience rather than and Continental Baking (8.6) are each other's, especially on Monday eyes, Raymond Chandler's tough-

is expected to resist web overtures, reveals that, in a surprisingly frank having concentrated 527 per cent manner as long as they're not of all its advertising in spot TV, quoted directly, they feel that the new shows are not much better

has developed in TV. An advertiser count was serviced by Foote, Cone may latch on to a show which, & Belding, Los Angeles. Its sole according to his research, will be network venture last season was of greatest benefit, only to find the sponsorship of Maurice Chevathat as he can't clear time for it, lier's "Paris" on NBC-TV. or because of multiple and alternating sponsorship, there is a spon- Francisco office, however, picked sor conflict. At this point the up the Cresta Blanca wine account Founded 1894 by W. H. Donaldson agencies' gears become jammed, which had been serviced by J. J. and maybe a half dozen shows are Weiner Associates of that city. Reultimately recommended to the sponsor, the final pick being made on an eeny-miny-mo basis,

Further, there are instances in which the agencies aren't investigating what they're buying. Several pilots have been sold bearing the credits of certain creative talent, in which the agencies are saying which, it then turned out, won't "we told you so" beforehand, while be available for the series.

The situation seems to be one ing up a cheery countenance.

### TOP PLAYWRIGHTS

# ABC Courts Williams, Inge And Laurents

NEW YORK-ABC-TV, which gramming team arrived six months look at its network buys, with ABC ago, has reportedly made offers to and received expressions of interest playwrights who have until now kept out of TV.

Tennessee Williams, William web for a Saturday slot. Inge, Arthur Laurents and the team of Lawrence and Lee, all prize winning legit dramatists, are among the names who are said to be considering three-year contracts each for a small number of scripts per year. If the project can be launched by January 1, the Sunday 9-10 p.m. slot would be reserved for the drama series.

# HOLLYWOOD — Advertising than the ones that were canceled, Juna Canner

NEW YORK -- The rapidlyfigli of San Francisco last week

Foote, Cone & Belding's San The Amesement Industry's Leading Rewsweekly ports are also current that Cunningham & Walsh is leading the other agency contenders for the important \$4,000,000 Jergens ac-

the nets, for the present, are keep-

# Factor Slots

HOLLYWOOD - Max Factor will spensor the Guy Mitchell show in its Monday 8-8:30 p.m. slot on ABC-TV this fall. The General Artists Corporation music series was slated for a Saturday night berth with Revion, but the advertiser cut back to alternate weeks

The move allows Revlon another in line for a new alternate week deal with the sponsor. Factor last week had been mulling Hey, Jeanniel" to fill its Monday time buy. A third cosmetics advertiser is reported negotiating with the

### Lanolin Plus, Pharmaco Buy **NBC** Day Segs

NEW YORK-Pharmaco and Lanolin Plus last week ordered NBC-TV daytime. Lanolin's buy of two quarter hours will include sponsorship of three shows. Beginning in October, on Monday of one week it will sponsor a quarter hour of "Price Is Right" and "Queen for a Day"; on Wednesday of the following week it will bank, roll a quarter hour of "Price" and Bride and Groom."

Pharmaco, starting September 9, will buy a quarter hour on alternate weeks. It will be using half of two shows "It Could Be You" and "Comedy Time.

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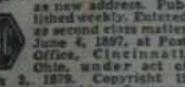
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# will sponsor a \$5,000 plus spectacular. ABC programming exec, James Aubrey, is of the opinion that the network will continue improving network will continue improving provide the position although admits there. Private Eye Series Added to G-T List

boiled fiction's best-known private work exposure. talking Phillip Marlowe, has been added by Goodson-Todman to the faced in launching a TV series packager's growing list of vidfilm based on a character with which program properties.

between best-selling author Chan- Rathbone and "Sherlock Holmes," dler and G-T to develop a new Mickey Rooney and "Andy Hardy," Marlowe novels. Chandler, who Thin Mani" has pounded out mystery stories Four Marlowe features have alsince the days of famed "Black ready been filmed by the major Mask," will operate as story editor. studios-"The Big Sleep," "Farewell Pilot development is under the su- My Lovely," "Lady in the Lake" pervision of G-T's Frank Heller.

Hollywood next month-altho not Marlowe-Humphrey Bogart, Dick in co-production with Screen Powell, Robert Montgomery and Gems, a la "The Web" - and George Montgomery. readying it for network - level pitches around Labor Day. Good- the right TV actor; he doesn't son - Todman execs haven't yet have to resemble anyone," says made up their mind whether the one G-T official here. pilot will be hour-long or half- Other G-T film properties in hour, but thinking currently seems various stages of development:

NEW YORK - One of hard-| better prospect for fall-winter net-

Casting for the telefilm role of Shamus Marlowe, G-T executives feel, does not present the problem a specific actor is already closely Deal was wrapped up last week associated, as in the case of Basil telefilm series pilot based on his or the Powell-Loy teaming in "The

and "Brasher Doubloon." G-T plans for lensing a pilot in picture, however, had a different

"The problem is simply to find

inclined toward the longer length "The Quill and the Gun." Ethan Billbeard International.

'SHOW OF MONTH'

# Cut Rehearsal Time of Stars In 'Crescendo'

NEW YORK -- Paul Gregory has evolved a technique for snagging the top musical names in show business for "Crescendo," the first Du Pont "Show of the Month" which is to be telecast September 29 on CBS-TV. The producer has routined the show so that the talent can come in three or four days before its presentation and keep their rehearsals at a minimum.

Already pacted is Ethel Merman, Being negotiated for are Peggy Lee, Louis Armstrong, Ella Fitzgerald, Burl Ives, Tommy Sands, Johnnie Ray, Polly Bergen, Mahalia Jackson and Bing Crosby. All these performers would be required to do material they are familiar with or have created. The panoramic show, embraces seven different kinds of musical forms.

Gregory is working on several other TV spectaculars. Among them is an extravaganza based on the footprints in Grauman's Chinese Theater. The show would present the largest aggregation of former movie stars to be seen on TV. They would be featured in various vignettes. The "Salute to Hollywood" would showcase such talent as Janet Gaynor, Norma Shearer, William Powell, Mae West, Lillian Gish, Mary Pickford.

### IN WEST IT'S SPOT TV 2 TO 1

HOLLYWOOD --- Western advertisers spent more than twice the amount of money in spot television than in network television in 1956, going against the grain of the national picture, where network television predominates. Spots accounted for \$29,847,330 as against \$12,728,082 for net expenditures. The figures were compiled by Media Agencies Clients, West Coast publica-

Max Factor & Company was the largest individual spender in spot TV. This year the company is shifting a considerable part of the budget to network with \$3,181,730. Others with spot expenditures of over \$500,000 were:

Burgermeister Brewing Corp., \$663,080; Carnation Co., \$1,154,340; Clorox Chemical Co., \$675,660; Folger's Coffee, \$1,627,130; Foremost Dairies, \$510,510; Gallo Winery, \$1,130,820; Hills Bros. Coffee, \$1,077,370; Langendorf Bakeries, \$700,740; Lewis Food Co., \$657,120; Los Angeles Brewing Co., \$985,340; Lucky Lager Beer, \$680,600; M.J.B. Coffee, \$848,630; Richfield Oil Corp., \$543,010; Safeway Stores, \$1,001,270; Tafon, Inc., \$821,950, and United Vintners, \$726,300.

The tally shows that, among the big spenders, there were three breweries, two wineries, two dairies and three coffee packagers.

Carnation Company with an expenditure of \$2,509,406 in network TV led both the net and total TV categories (\$3,-663,746). Others among the tup half dozen network spend-\$2,351,411; Kaiser Aluminum Corp., \$994,841; Purex Corp., \$2,372,814, and Skippy Peamut Butter, \$1,457,609.

### EAST AND WEST CAN'T MEET ON 'INFRINGEMENTS'

ISTANBUL -- Koka Kola, Lucks Soaps and Calumbia Records are deliberate infringement, say international Advertisers who are refusing advance assurances of TV sponsorship in Neart East countries. Unless laws are stiffened, the current gigantic foul-up of product names, labels and copyrights will keep them out of Turkey, Lebanon, Syria and other nations flirting with TV.

The governments are seeking commitments from global advertisers before introducing television. American names Kodak, Underwood and Remington and Similar names like Frijidare and Emmuson are applied there to totally different products, including ballpoint pens, hats and halvah. The official Turkish position: no advance contracts, no TV. The sponsors' position: no legal amendments, no TV halvah dinners.

### Studio One' **Decision Near**

HOLLYWOOD -- The fate of Studio One" may well depend on its current cycle of "Summer Theater" originals. Westinghouse is reportedly mulling a final decision on exit or continuance based on results of the final 13-week contract now running out. The sopnsor and CBS-TV signed a long-term contract some months ago, but West- for It," "This Is Your Life"). inghouse has the option to exit this With ratings (ARB) for each The latter, as a matter of fact,

DUE BACK AGAIN THIS FALL

# 23 Programs, Aged 5 or Over, Defy TV's High Mortality Rate

renewed for fall.

shows, only a handful have registered ratings in the top 10 or 15 with any consistency: Godfrey's program has been a high-rated Butter. "Voice of Firestone" has "I've Got a Secret," and "Dragnet."

Of all factors, the most important in these series seems to be the identification of sponsor and program. Altho there are some exceptions, in almost every case there is a strong link between product and

### Three Dramas

No particular type of program has any great preponderance over rating points appear average sales. any other. There are three dramas ("Schlitz Playhouse," "Kraft Thea- have proven remarkably steady ter," and "Studio One") two variety shows ("Talent Scouts," Ed Sullivan); four quizzes (Groucho Marx, "What's My Line," "I've Got a Secret," and "Beat the Clock"); these all have a basic, low-pressure three comedies (Red Skelton, Ozzie format which assures that the and Harriet, Burns and Allen) two quality will vary little from week sport shows ("Blue Ribbon Bouts," to week. Gillette Cavalcade of Sports'); a Most of the series arrived at kid series ("Lone Ranger"), two their ratings peak in the fall of musicals ("Hit Parade," "Voice of 1952 to fall 1954 period, altho Ed Press"); one mystery ("Dragnet"); "Colgate Theater" had atrophied), and two miscellany ("You Asked and "I've Cot a Secret" hit its top

high rate of turnover during the to the present, "Dragnet," which spring. past three seasons, especially 1956- scored the highest, 62.1 in March 57, a total of 23 programs on the of 1954, also got off to the most principally thru sponsor identificaair five years or more have been spectacular start, 52.8 in the fall of tion and low cost. "You Asked for 1952. The detective drama reached It," altho almost hitting 30.0 at Surprisingly, of these long-run its low point, 29.6, in the fall of one time, has ranged principally

"Talent Scouts," Groucho Marx, show there is wide variation be- never been much above 15.0, and "What's My Line," Ed Sullivan, tween high point and low point in usually lower; the same is true of the ratings. Here are some "Omnibus" and "Meet the Press." examples:

> 37.2-17.0; "Blue Ribbon Bouts," a Secret," 39.8-18.2.

> among the programs. Shows which performers are Groucho Marx, "What's My Line," "Schlitz Playhouse," "Hit Parade," and "I've Got a Secret. It might be said that

Firestone"), two informational pro- Sullivan, for example, reached his grams ("Omnibus," "Meet the ceiling in November 1955 (after in the spring of 1956.

program checked twice yearly is a good example of a program which started slowly, and never caught on until the second year on the air. "This Is Your Life" is another case of a show that was no ball of fire its first season.

> Several shows have been revived on the point of being down and out. Skelton dropped to 17.0 in November, 1954, yet reached his

HOLLYWOOD - Despite the (November and March) from 1951 highest rating, 37.2, this past Several programs have stayed on

between 15.0 and 20.0, but has In nearly every case where a done a good job for Skippy Peanut

What it seems to add up to is "Talent Scouts," 58.8 - 22.8; that, in the case of these long-run Groucho Marx, 57.2-39.8; "What's programs, ratings have not cast an My Line," 44.6-29.1; Red Skelton, all-consuming shadow. Some have taken time to catch on. Others 41.0-15.4; Kraft Theater 41.4- have fallen off, and then been built 15.4; Ed Sullivan, 49.9-28.1; "This up again. What nearly all the pro-Is Your Life," 44.1-18.2; "I've Got grams do have is strong sponsor identification, and this, apparently, In general, a variance of 15.0 means that they're making the

# Kaiser-Werner Deal May Set a Pattern

their agencies will be watching the properties in Honolulu. new Werner-Weaver combination closely to see what results it produces for the Kaiser Industries will be named a vice-president at work TV. Kaiser shortly.

Weaver was retained by Kaiser In- clients only makes the need greater dustries at a yearly figure of about for overall executive supervision to \$150,000 to act as consultant to co-ordinate its buying. Werner was est of Carter Products. the corporation on all its TV ad- responsible for much of the sucvertising activities. Weaver and cess of "Today," "Home" and "To-Werner will work closely to co-or- night" on NBC. Kaiser recently dinate and direct the TV activity of bought "Maverick" on ABC-TV, ball League telecasts on CBS-TV the various Kaiser enterprises, in- Sundays 7:30-8:30 next season.

NEW YORK-Advertisers and cluding its AM-TV broadcasting

The Weaver-Werner acquisition by Kaiser may trigger the same Corporation. Kaiser last week hired kind of hiring by other important NBC-TV vice-president Mort Wer- corporations badly in need of top ner, in charge of daytime pro- TV program executives to watch gramming, to take over supervision over their TV ventures. It has been of all TV activities for its affili- reported, for example, that Genated companies. They include al- eral Motors has been on the prowl uminim, steel, cement, jeeps, en- for such a key executive to supergineers and metal products. He vise the millions it pours into net-

The recent trend toward use of The week before, Sylvester (Pat) multiple agencies by major video

# Canada Dry Eyes 'Foreign Legion'

NEW YORK-Canada Dry is reported to be showing some interest in "Assignment, Foreign Legion" for the Tuesday 10:30-11 p.m. slot on the CBS-TV network.

The CBS-TV Film Sales series, produced in Creat Britain, which features Merle Oberon as hostess, is also said to be piquing the inter-

The last named sponsor is also looking at the quarter hour prior to the National Professional Foot-

# Channel 8 LANCASTER. PENNA. NBC and CBS America's 10th TV Market 917,320 TV sets Lancaster Harrisburg York Lebanon Reading Hanover

Gettysburg

Chambersburg

Waynesboro

Lewistown

Sunbury

Carlisle

Pottsville

Shamokin

Lewisburg

Hazleton

Mt. Carmel

Bloomsburg

Hagerstown

Westminster

STEINMAN STATION

Clau McCollough, Pres.

316,000 WATTS

Representative MEEKER

Frederick

### coming next week

### The TV Industry's Fifth Annual

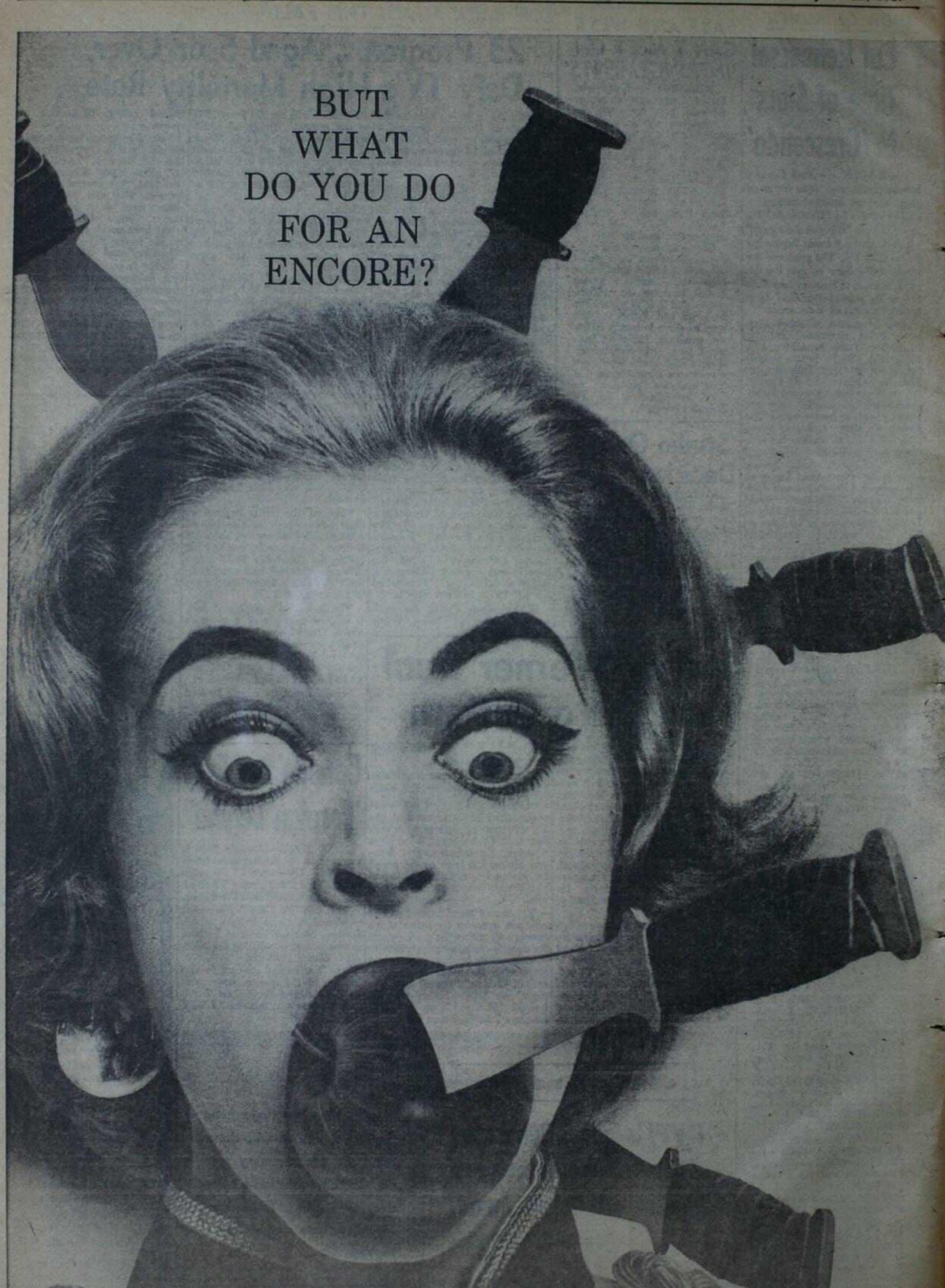
Network and Syndicated Film

### Program and Talent Awards

for the 1956-1957 season

Results of the balloting among the key executives who determine the programming seen on the airs the top-echelon decision-makers at TV Stations, TV Advertisers and Advertis-Ing Agencies.

In the July 29 Issue of The Billboard-out next Monday



In show business, it's considered one of the tougher propositions. How, for instance, do you follow up a series like "The Silent Service?" Very simple. You produce "Boots and Saddles – the Story of the Fifth Cavalry." It's set in the 1870's, when Indians and Yankees played for keeps instead of pennants. It won't solve a single world problem. It will entertain.

\*\*BO TELEVISION PILMS A DIVISION OF

CINIPORNIA NATIONAL PRODUCTIONS, INC.

# Coin, Hoopla Don't Tab TV Efficiency

Continued from page I

so than those deliberately tailored to attract the moppet viewer trade. The latest CPM charts show several advertisers producing leading cost per 1,000 scores among kidsan indication of hordes of youngsters being present-who probably couldn't care less.

The Perry Como sponsors, for example-Gold Seal, RCA, Sunbeam, S&H Stamps, Noxzema and Kimberly-Clark - receive little direct buying from kids. Yet Perry ranks number five with \$2.72 in the CPM juvenile scores.

Converesly, a juvenile-slanted show like "Sergeant Preston," airing on CBS for Quaker Oats, is down at the lower end of the scale in the 73d spot with a CPM index of \$7.49. And Roy Rogers, supposedly the delight of the moppet viewing audience, is only in 28th spot for General Foods, behind such presumably adult shows as "December Bride" and "Cunsmoke."

Altho program budgets on variety-music shows are among TV's highest, no less than three such series - Lawrence Welk, "Welk's Top Tunes" and Perry Como-are high in the "Top 10" of advertising efficiency among all shows on all networks.

Welk Stanza Leads

The weekly ABC TV Lawrence Welk stanza for Dodge continues to take first-place honors in delivering the most homes at the least cost, landing each thousand viewing families at a time-and-talent price of only \$1.20.

"Welk's Top Tunes," an offshoot series, does almost as well, snagging third-place honors with a score of \$1.69. And, Perry Como rounds out the musical trio with an efficiency index of \$2.12.

Two Goodson-Todman panel shows, the perennially fresh "What's My Line?" and the lively "I've Got a Secret," underline the fact that this type of TV series. when well produced, can be among advertising's most efficient vehicles. Both place in the "Top 10" in reaching homes, delivering audience at respective costs of \$1.98 and \$2.19, and scoring a fourth and eighth place in the top 100 shows.

Shooting its way - literallyup from an 11th place spot in the previous month's general CPM list is TV's "Wyatt Earp," landing in fifth place and a tie with "Playhouse 90" with an index of \$2.01. One other oater, "Gunsmoke," also scores a "Top 10" tie, matching with Gillette's "Cavalcade of Sports" for a ninth place spot with a score of \$2.23.

A freak winner in the upper bracket in the CPM measures on homes is NBC TV's "The Marriage," a Hume Cronyn-Jessica Tandy starrer filmed by the network and sold as a one-shot to General Motors and RCA for a rock-bottom price. The bargain tag of the show, coupled with an inherited audience from a Jerry Lewis hour one-shot preceding, plunked it into the number two spot, with an eye-opening \$1.22.

### Livingston Heads CBS Coast Sales

NEW YORK-Robert Livingston has been named Pacific Coast manager of network sales for CBS-TV effective August 1. An account executive here, Livingston suc-Samuels. Livingston has been with CBS since 1946.

The Billboard Continuing

### **COST-PER-THOUSAND**

Analyses of Network TV Shows in Class A Time

THE TOP HUNDRED

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

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

Each program's cost figures represent the spomor's actual sent 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 fast rating period as determined by American Research Boreau. Actual time and talent costs

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

Since many factors other than cost efficiency are insolved In determining the worth of any program to its spormer, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative sales

. COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
1. LAWRENCE WELK (Dodge, ABC)
3. WELK'S TOP TUNES (Dodge, ABC)
4. PERRY COMO (Gold Seal, RCA, Sunbeam, S & H Stamps, Noz- zema, Kimberly-Clark, NBC)
5. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Bristol-Myers, CB5) 1.73 6. WHAT'S MY LINE? (Helene Curtis, Sperry-Rand, CB5) 1.86
7. ED SULLIVAN (Lincoln-Mercury, CBS)
9. PVE GOT A SECRET (R. J. Reynolds, CBS)
11. LORETTA YOUNG (PAG, NBC)
13. STUDIO ONE (Westinghouse, CB5) 2.15
13. DECEMBER BRIDE (General Foods, CBS) 2.15 15. WYATT EARP (Gen. Mills, PAG, ABC) 2.20
16. S64,000 CHALLENGE (Revion, P. Lorillard, CBS) 2.28 17. STEVE ALLEN (Polaroid, Greyhound, Drackett, Revion, NBC) 2.34
18. THE LINEUP (P&G, Brown & Williamson, CBS)
28. CHEVY SHOW (Pat Boone, Chevrolet, NBC)
22. TWENTY-ONE (Pharmaceuticals, NBC) 2.51
23. I LOVE LUCY (PAG, General Foods, CBS)
24. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 2.55 26. YOU BET YOUR LIFE (De Soto, Plymouth, Toni, NBC) 2.56
27. ALCOA (Alumiinum Co., NBC)
29. THE MILLIONAIRE (Colgate, CBS)
31. TO TELL THE TRUTH (Pharmaceuticals, CBS)
33. RED SKELTON (S. C. Johnson, Pet Milk, CBS) 2.85
35. HIT PARADE (Amarican Tobacco, Warner, NBC)
36. U. S. Steel (U. S. Steel, Revion, CB5)
38. GODFREY'S SCOUTS (Lever, Toni, CBS)
40. ROBERT MONTGOMERY (Mennen, S. C. Johnson, NBC) 3.05 41. OZARK JUBILEE (Williamson-Dickie, American Chicle, ABC) 3.06
42. KRAFT THEATER (National Dairy, NBC) 3.11
43. GEORGE GOBEL (Armour, Quaker, NBC)
45. MASQUERADE PARTY (Associated Products, Knomark, NBC). 3.25 46. CIRCLE THEATER (Armstrong, Kaiser, NBC) 3.36
47. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC) 3.34 48. ARTHUR MURRAY (Speidel, Pures, NBC) 3.35
49. CHEYENNE (General Electric, Chesebrough-Ponds, ABC) 3.48 50. DRAGNET (Liggett & Myers, Schick, NBC) 3.50
51. ZANE GREY (General Foods, Ford, CBS)
53. PANIC (Max Factor, Liggett & Myers, NBC) 3.66
54. OZZIE & HARRIET (Eastman-Kodak, ABC) 3.68 55. SRO PLAYHOUSE (Amer. Home Prods., H. Curiis, CBS) 3.76
55. ON TRIAL (Campbell, Lever, NBC)
58. JANE WYMAN (PAG, NBC)
60. G. E. THEATER (General Electric, CBS)
62. PEOPLE'S CHOICE (Borden, P&G, NBC)
64. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)
65. FORD THEATER (Ford, ABC)
67. AMATEUR HOUR (Pharmaceuticals, ABC)
68. OH! SUSANNA (Helene Curtis, Nestle, CBS)
70. CROSSROADS (General Motors, ABC)
73. BIG STORY (American Tobacco, Raiston, NBC)
75. PHIL SILVERS (P&G, R. J. Reynolds, CBS) 4.49
76. PRIVATE SECRETARY (Sheaffer, Lever, CBS)
78. JIM BOWIE (Chesebrough-Ponds, American Chicle, ARC) 4.59
79. DISNEYLAND (Am. Dairy, Derby, Swift, Am. Motors, ABC) 4.73 80. ARTHUR GODFREY (Bristol-Myers, Kellogg, American Home
Products, CBS)
82. BEAT THE CLOCK (Harel Bishop, CBS)
M. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 496
85. ROBEN HOOD (J & J, Wildroot, CBS)
87. WIRE SERVICE (Miller, R. J. Reynolds, ABC)
89. LONE RANGER (Swift, General Mills, ABC)
91. YOU ARE THERE (Prudential, CBS)
93. BOLD JOURNEY (Raiston, ABC)
95. BLONDIE (Toni, Nestle, NBC)
96. CIRCUS BOY (Reynolds Metals, NBC)
98. DATE WITH ANGELS (Chrysler, ABC)

. COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
1. LAWRENCE WELK (Dodge, ABC)
2. LASSIE (Campbell, CBS)
4. DISNEYLAND (Am. Dairy, Derby, Swift, Am. Motors, ABC) 2.23 5. PERRY COMO (Gold Seal, RCA, Sunbeam, S & H Stamps, Nos-
zema, Kimberly-Clark, NBC)
6. RIN-TIN-TIN (National Biscuit, ABC)
8. FATHER KNOWS BEST (Scott, NBC)
10. CHEYENNE (General Electric, Chesebrough-Ponds, ABC) 3.63
11. THE MARRIAGE (General Motors, RCA, NBC)
13. BROKEN ARROW (Miles, Associated Products, ABC) 3.20
14. GUNSMOKE (Sperry-Rand, Liggett & Myers, CBS) 3.27 15. CIRCUS BOY (Reynolds Metal, NBC) 3.31
16. STEVE ALLEN (Polarold, Greyhound, Drackett, Revion, NBC) 3.34 17. ROBIN HOOD (J & J. Wildroot, CBS)
18. BUCCANEERS (Sylvania, CBS)
19. OZZIE & HARRIET (Eastman-Rodak, ABC)
21. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)
23. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS) 3.86
24. WELLS FARGO (American Tobacco, General Foods, NBC) 3.91 25. OH! SUSANNA (Helene Curtis, Nestle, CBS)
26. ZANE GREY (General Foods, Ford, CBS)
27. JIM BOWIE (Cheschrough-Ponds, American Chicle, ABC) 4.26 28. ROY ROGERS (General Foods, NBC)
29. PEOPLE'S CHOICE (Borden, PAG, NBC)
31. NAVY LOG (U. S. Rubber, American Tobacco, ABC)
33. LIFE OF RILEY (Gulf, Lever, NBC)
34. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 4.72 35. PLAYHOUSE 90 (Am. Gas, Phil. Morris, Bristol-Myers, CBS) 4.79
36. CHEVY SHOW (Pat Boone, Chevrolet, NBC)
38. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 5.00 39. LORETTA YOUNG (PAG. NBC) 5.11
40. CROSSROADS (General Motors, ABC) 5.22
41. WEST POINT (General Foods, CBS)
42. CONFLICT (Chesebrough-Ponds, Gen. Electric, ABC) 5.29 44. DRAGNET (Liggett & Myers, Schick, NBC) 5.31
45. RED SKELTON (S. C. Johnson, Bet Milk, CBS)
47. I'VE GOT A SECRET (R. J. Reynolds, CBS)
48. SCHLITZ PLAYHOUSE (Schlitz, CBS)
50. OZARK JUBILEE (Williamson-Dickie, Am. Chicle, ABC) 5.45 51. THE MILLIONAIRE (Colgate, CBS) 5.46
52. PHIL SILVERS (P&G. R. J. Reynolds, CBS)
54. PANIC (Max Factor, Liggett & Myers, NBC)
56. ERNIE FORD (Ford, NBC)
SS. HIT PARADE (American Tobseco, Warner, NBC) 6.22
59. WIRE SERVICE (Miller, R. J. Reynolds, ABC)
61. CIRCLE THEATER (Armstrong, Kaiser, NBC)
63. G. E. THEATER (General Electric, CBS)
65. CHEVY SHOW (Dinah Shore, Chevrolet, NBC)
66. GODFREY'S SCOUTS (Lever, Tonl, CBS)
67. BOLD JOURNEY (Raiston, ABC)
76. JACKIE GLEASON (P. Lorillard, CBS)
72. FORD THEATER (Ford, ABC)
74. JACK BENNY (American Tobacco, CBN)
76. PRIVATE SECRETARY (Sheaffer, Lever, CBS)
77. YOU BET YOUR LIFE (De Solo-Plymouth, NHC)
79. DANNY THOMAS (Kimberly-Clark, Armour, ABC)
#1. YOU ASKED FOR IT (Best Foods, ABC) \$.20
83 BURNS & ALLEN (Goodrich, Carnation, CBS) 8.29
84. SIR LANCELOT (Lever, Amer. Home Products, NBC)
86. ARTHUR MURRAY (Speidel, Pures, NBC)
BE CIRCUS TIME (Hartz, ABC)
89. JANE WYMAN (PAG, NBC) 9.14 90. YOU ARE THERE (Prudential, CBS) 9.79
91. BIG STORY (American Tobacco, Raiston, NBC)
93. WHAT'S MY LINE? (Heiene Curtis, Sperry-Rand, CBS)
95. SPIKE JONES (Liggett & Myers, CBS)
67 KEV CIAB PLAY (Moren-David, ABC)
98, WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC)
100. RED BARBER (State Farm, NBC)

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ceeds the recently-deceased Frank COMING COST PER THOUSAND ANALYSES:

100. KEY CLUB PLAY (Mogan-David, AHC)

Next Week: Cigarette-Tobacco Sponsors and Hame, Building and General Sponsors.

The Billboard Continuing

### COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

THE TOP HUNDRED

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

This check is the TV industry's only guide to the monthly cost efficiency of Citis A time network programs compared by program type and aponise group and broten down by audience compaction.

Each program's cost figures represent the sportor's actual cost for exacting 1,000 TV homes, men, warmen or children

per minute of commercial time. These figures result from dividing each show's not 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 In reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

show costs ever 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 at a guide rather than an absolute yardstick in assessing the relative value

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
L LAWRENCE WELK (Dodge, ABC)
2. THE MARRIAGE (General Motors, RCA, NBC) 1.21
3. WELK'S TOP TUNES (Dodge, ABC) 1.69 4. WHAT'S MY LINE? (Helene Curtis, Sperry-Rand, CBS) 1.98
5. WYATT EARP (General Mills, ABC) 2.01
5. PLAYHOUSE 90 (Amer. Gas, Philip Morris, Bristol-Myers, CB5). 2.01 7. PERRY COMO (Gold Seal, RCA, Sunbeam, S & H Stamps, Nox-
zema, Kimberly-Clark, NBC)  L IVE GOT A SECRET (R. J. Reynolds, CBS)
9. GUNSMOKE (Sperry-Rand, Liggett & Myers, CBS) 2.23
9. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC) 2.23 11. ED SULLIVAN (Lincoln-Mercury, CBS)
12. 564,000 QUESTION (Revion, CBS)
14. DECEMBER BRIDE (General Foods, CBS)
14. CLIMAX: (Chrysler, CBS)
17. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 2.58 18. I LOVE LUCY (P&G, General Foods, CBS)
19. LORETTA YOUNG (P&G, NBC)
19. FATHER KNOWS BEST (Scott, NBC) 2.72 21. PERSON TO PERSON (Time, American Oil, CBS) 2.77
22. YOU BET YOUR LIFE (De Soto-Plymouth, Toni, NBC) 2.84 22. TWENTY-ONE (Pharmaceuticals, NBC)
22. 564,000 CHALLENGE (Revion, P. Lorillard, CB5) 2.84
22. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)
26. STEVE ALLEN (Polaroid, Greyhound, Dackett, Revion, NBC) 2.88 28. TO TELL THE TRUTH (Pharmaceuticals, CRS)
29, NAME THAT TUNE (American Home Products, Kellogg, CBS)., 2.93
30. FIVE STARS OF SPRING (Bulova, NBC)
32. U. S. STEEL (U. S. Steel, Revion, CBS)
33. RED SKELTON (S. C. Johnson, Pet Milk, CBS)
35. ROBERT MONTGOMERY (Mennen, S. C. Johnson, NBC) 3.17 36. GODFREY'S SCOUTS (Lever, Toni, CBS) 3.19
37. LASSIE (Campbell, CB5)
38. ERNIE FORD (Ford, NBC)
40. LUX VIDEO (Lever, NBC)
42. MASQUERADE PARTY (Assoc. Products, Knomark, NBC) 3.28
42. CHEYENNE (General Electric, Chesebrough-Ponds, ABC) 3.28 44. HIT PARADE (American Tobacco, Warner, NBC) 3.34
44. DISNEYLAND (Amer. Dairy, Derby, Swift, Amer. Motors, ABC), 3.34
44. ALCOA (Aluminum Co., NBC)
43. KAISER (Kaiser, Armstrong, NBC)
50. SCHLITZ PLAYHOUSE (Schlitz, CBS)
58. BROKEN ARROW (Miles, Associated Products, ABC) 3.44 52. ZANE GREY (General Foods, Ford, CBS)
51. OZARK JUBILEE (Williamson Dickie, American Chicle, ABC) 3.51 54. WELLS FARGO (American Tobacco, General Foods, NBC) 3.55
54. OZZIE AND HARRIET (Eastman-Kodak, ABC) 3.53
56. GEORGE GOBEL (Armour, Quaker, NBC)
57. LONE RANGER (Swift, General Mills, ABC)
to NAVV LOC (II S Rubber, American Tobacco, ABC) 3.88
61. ARTHUR MURRAY (Speidel, Pures, NBC)
63. PEOPLE'S CHOICE (Borden, P&G, NBC)
as pure sirvers (PAG. R. J. Reynolds, CBS)
65. OH! SUSANNA (Helene Curtis, Nestle, CBS)
OF UNION TONIES (Tiesett & Myers, CBS)
69. G. E. THEATER (General Electric, CBS)
71. MEET THE PRESS (Johns-Manville, NBC) 4.23 72. WEST POINT (General Foods, CBS) 4.23
as sures CENTIPY-FOX (Revion, U. S. Siccl, C.B.)
74. FORD THEATER (Ford, ABC)
75 BIG STORY (American Tobacco, Raiston, NBC)
77. JANE WYMAN (PAG, NBC)
79. RED BARBER (State Farm, NBC)
BE TACK RENNY (American Lobucco, CBS)
81. PRIVATE SECRETARY (Sheaffer, Lever, CBS)
son, Harel Bishop, CB5)
or mear the fire there without the
B4. BUCCANEERS (Sylvania, CBS)
RE WIDE SERVICE (Miller, R. J. Revnolds, ABC)
99. JIM BOWIE (Chesebrough-Ponds, American Chicle, ABC) 5.27
91. AMATEUR HOUR (Pharmaceuticals, ABC)
Products CR5)
93. CIRCUS BOX (Reynolds Metals, NBC)
95. BOLD JOURNEY (Rahton, ABC)
97. JACKIE GLEASON (P. Lorillard, CBS)

• COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
1: LAWRENCE WELK (Dodge, ABC)
3. WELK'S TOP TUNES (Dodge, ABC)
5. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 2.13
<ol> <li>GUNSMOKE (Sperry-Rand, Liggett &amp; Myers, CBS)</li></ol>
8. WHAT'S MY LINE? (Helene Curtis, Sperty-Rund, CBS) 2.29. 9. ED SULLIVAN (Lincoln-Mercury, CBS) 2.31
10. WYATT EARP (General Mills, P&G, ABC)
zema, Kimberly-Clark, NBC)
12. \$64.000 QUESTION (Revion, CBS)
14. STEVE ALLEN (Polaroid, Greyhound, Drackett, Revion, NBC) 2.72  15. IVE GOT A SECRET (R. J. Reynolds, CBS)
16. \$64,000 CHALLENGE (Revion, P. Loriffard, CBS)
18. CHEVY SHOW (Pat Boone, Chevrolet, NBC)
28. THE LINEUP (P&G. Brown & Williamson, CBS)
22. FIVE STARS OF SPRING (Bulova, NBC)
24. OZARK JUBILEE (Williamson-Dickie, American Chicle, ABC) 3.48
25. ALERED HITCHCOCK (Bristol-Myers, CBS)
27. DECEMBER BRIDE (General Foods, CBS)
29. TO TELL THE TRUTH (Pharmaceuticals, CBS)
30. RED BARBER (State Farm, NBC)
33. ALCOA (Aluminum Co., NBC)
35. I LOVE LUCY (P&G, General Foods, CBS)
37. GEORGE GOBEL (Armour, Quaker, NBC)
38. CIRCLE THEATER (Armstrong, Kaiser, NBC)
41. NAME THAT TUNE (Amer. Home Products, Kellogg, CBS) 4.14 42. JERRY LEWIS (General Motors, RCA, NBC) 4.24
43. ROBERT MONTGOMERY (Mennen, S. C. Johnson, NBC) 4.31 44. THE MILLIONAIRE (Colgate, CBS)
45. DRAGNET (Liggett & Myers, Schick, NBC)
47. ZANE GREY (General Foods, Ford, CBS)
49. FATHER KNOWS BEST (Scott, NBC)
51. THIS IS YOUR LIFE (P&G, NBC)
53. MEET THE PRESS (Johns-Manville, NBC)
55. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 4.80
56. WELLS FARGO (American Tobacco, General Foods, NBC) 4.85 57. BIG STORY (American Tobacco, Raiston, NBC) 4.97
58. KAISER (Kainer, Armstrong, NBC) 4.98 59. JACK BENNY (American Tobacco, CBS) 5.03
60, SRO PLAYHOUSE (Amer. Home Products, Helene Curtis, CBS) 5.09 5E CASSIE (Campbell, CBS)
62 ARTHUR MURRAY (Speidel, Purex, NBC)
64. ON TRIAL (Campbell, Lever, NBC)
66. DISNEYLAND (American Dairy, Derby, Swift, American Motors, ABC)
67. PHIL SILVERS (P&G. R. J. Reynolds, CBS)
69. FORD THEATER (Ford, ABC)
71. MASQUERADE PARTY (Associated Products, Knomark, NBC) 5.75  72. WIRE SERVICE (Miller, R. J. Reynolds, ABC)
73. OH! SUSANNA (Helene Curtis, Nestle, CBS)
75. DOUGLAS EDWARDS NEWS (American Home Products, Brown & Williamson, Hazel Bishop, CBS)
76. WEST POINT (General Foods, CBS)
78. PEOPLE'S CHOICE (Borden, P&G, NBC)
80. MIKE WALLACE (Philip Morris, ABC)
82. CROSSROADS (General Motors, ABC)
84. BUCCANEERS (Sylvania, CBS) 6.90 85. LONE RANGER (Swift, General Mills, ABC)
86. PANIC (Max Factor Liggett & Myera, NBC)
88. ROBIN HOOD (J & J, Wildroot, CB5)
90. BOLD JOURNEY (Raiston, ABC)
92. JANE WYMAN (P&G, NBC)
Products, CBS)
95. CIRCUS BOY (Reynolds Metals, NBC)
97. DU PONT THEATER (Du Pont, ABC)
99. LIFE OF RILEY (Gulf, Lever, NBC)

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Next Week: General Dramas and Comedies.

ABC Test for Jersey Rodeo

COWTOWN, N. J .-- ABC-TV will audition a rodeo series late this summer with a quartet of remote telecasts from this replica Western town, whose inhabitants dress and live in 1885 Old West style. Tryouts were scheduled for Saturdays in July, but renewal of the Billy Graham Crusade series for Saturday night hour-longs pushed the rodeo shows to Tuesdays in August.

Peter Paul Takes Godfrey A.M. Seg

NEW YORK -- Peter Paul, candy manufacturer, has bought an alternate half hour of Arthur Godfrey's morning show on CBS-TV. The sponsor usually uses a more direct pitch to children in its TV selling, but expects Godfrey's mass following to be productive on a female adult level as well. Dancer - Fitzgerald - Sample is the agency.



There are all kinds, but the kind that really stirs the heart of Al Terrence is the sales frequency that boosted his annual carpeting sales volume

KTTV'spartinthisgrowth is a matter of record... Ars record...

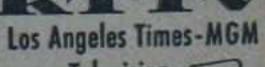
from \$200,000 to \$3 mil-

lion in four short years.

Al asks each new customer what brought him to the Al Terrence Carpet Company, and more than two-thirds cite Paul Coates' Confidential File and KTTV.

There's much more to the story. Just ask Al Terrence...

Betteryet, ask your KTTV sales rep for the full KTTV story on frequency.



Television Represented nationally by BLAIR-T

100. CONFLICT (Chesebrough-Ponds, General Electric, ABC) ..... 6.14

OVALTINE

LESTOIL

STERLING DRUG

BEECHNUT BABY FOODS

AVON COSMETICS

CONTINENTAL BAKING

BROWN & WILLIAMSON

AMERICAN HOME PRODUCTS

BRYLCREEM

AMERICAN TOBACCO CO.

NESTIE CO.

PHILLIP MORAIS

COLGATE

NORGE CO.

M & M CANDY

PROCTER & GAMBLE

GROCERY STORE PRODUCTS

WRIGLEY GUM

AMERICAN CHICLE

MINUTE MAID

CARTER PRODUCTS

HAZEL BISHOP

BUITONI CO.

ROBERT HALL

QUAKER OATS

COCOA MARSH

# ring any bell in Boston and raise an a.a.p. sponsor

A most impressive directory, and every name a major advertiser on WBZ-TV's "Boston Movietime," showing Warner Bros. features.

More and more of today's most important national and regional advertisers are finding Warner Bros. features the way to higher ratings and greater sales. This list does not include all the sponsors... and, of course, it covers only one station. The same story is being repeated coast to coast: New York, Buffalo, Miami, Chicago, Milwaukee, Columbus, Cincinnati, St. Louis, Kansas City, Wichita, Oklahoma City, Dallas-Ft. Worth, Tulsa, Denver, Salt Lake City, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego and in many more cities.

The same kind of "blue chip" advertiser will be buying in Baltimore, Washington, D.C., Minneapolis, New Orleans and other recently opened

A.A.P. markets. For programming appeal and sales power, hop aboard the Warner Bros. bandwagon. Get full details today. Call or wire

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
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Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

# Salomon Sets Up NBC Special Units

Salomon, NBC - TV's recently- and history of the United States appointed director of special proj- in the second half of the 20th Cenects, is beginning to move both in tury. The pictures, of course, will terms of shaping up personnel and be tied into Whitman's poetry, creating projects. For his public which has been edited into four interest programming operation, sections. Working with Salomon is he is creating four production Lloyd Frankenberg, the noted poet units, with others to be added as and author of "Pleasure Domes." the need arises.

functioning on the production Agronsky, a kid's news series and level, will head up one unit. This three programs on the Eastern unit of "Project 20" veterans will religions-Islamism, Buddhism and have Donald Hyatt as assistant Hinduism. producer. The second unit will have Bob Graff as executive producer. His two producers will be Robert Gina and Beatrice Cunningham.

with news-in-depth only and will he headed by Julian Goodman of NBC's Washington news staff. His assistants have not been hired. The Wife?" as a five-a-weeker minus fourth unit, which will concern itself with miscellaneous public interest projects, has not been staffed. Handling administration for Salomon will be Donald Hyatt who is also manager of special projects; Jim Nelson, manager of programming and Jack Kiermaier, administrator.

Among the projects being worked on by Graff and his team are two new shows in the "Assignment" series. They will be about Japan and China. Another is "Conquest of the South Pole," a new show in the Antarctica series.

video version of Walt Whitman's show for Lever in the first half of on ABC, but it is not known of city tax sales program, which fighters," a CBS-TV Film Sales Leaves of Grass." It will be four its current NBC-TV slot, Thursdays whether it will continue to own a forces many clients to other cities. property, has an excellent chance hour or hour and a half shows 10-11 p.m.

NEW YORK -- Henry (Pete) | which will offer a pictorial record

The special projects division is Salomon, who expects to keep working on a show for Martin

### Trust Wife' A third unit will concern itself May Go Daily

HOLLYWOOD -- ABC-TV is considering "Do You Trust Your Edgar Bergen as emsee, to originate in New York this fall. The strip would be slotted 4-4:30 p.m., preceding Walt Framer's "Lucky Lady" and, eventually, to be pre-Makes You Tick?

### 'Lux Video' Gets Minimal Budget

HOLLYWOOD - Lever Bros. has shaved its "Lux Video Theater budget to the bone for its last seven TV if it is to maintain its position by the Parks Department for setups here is CBS-TV's Phil Silvers Show. telecasts, allotting \$23,000 per against the heavy automotive com- filmed in parks. 3. Relaxation of However, Official Films and Pyra-Salomon's major project, which stanza, with \$750 the top talent petition. he terms "one of the most ambi- price. "Video Theater" will be retious in the history of TV," is the placed by the Rosemary Clooney of Lawrence Welk's Monday show is used exclusively. 4. Clarification duction for syndication. And 'Fire-

### PERU JOINS TV RANKS AS NO. 6

LIMA, Peru -- With the opening this full of Radio America, the first TV station here, Peru becomes the sixth South American country to have television. RCA is supplying transmitter, camera chains and a complete studio to RA, the continent's biggest radio company.

Other South American nations with TV are Venezuela, Colombia, Brazil, Uruguay and Argentina.

# Plymouth to Take 'Climax!' Once a Month

the Grant Agency, will take over sponsorship of "Climax!" every ceded by Dennis James' "What fourth week. The Chrysler Corporation will retain the Thursday 8:30-9:30 dramatic series as a corporate buy on the other weeks of each month.

piece of Welk next season.

### COMPLETE SUPPORT

# Mayor Moves To Help With N. Y.-TV Drive

NEW YORK - Mayor Wagner once again assured the Film Producers Association of New York of his complete support in its campaign to maintain the city's position as a film production center. Pointing out that the Department of Commerce has long since taken steps to simplify compliance with city regulations covering production, Wagner designated Leo A. Larkin, first assistant corporation counsel, to meet with FPA representatives so as to provide whatever immediate assistance can be delivered.

In September, once the extent of the city's ability to co-operate has been determined, Wagner promised he would address a NEW YORK -- Plymouth, thru luncheon meeting of the FPA where he would tell the TV industry toppers the attributes of local film production.

Among the suggestions given by the FPA to the Mayor to make film production here more attractive were: 1. Greater latitude in the use of characteristic New York Plymouth is currently sponsoring locations (Jones Beach, Riis Park, City with networks and real estate "Date With the Angels," Friday Bear Mountain). 2. Sharp reduc- interests. 9:30-10, but seems to need more tions in the exorbitant fees charged Only network show being filmed present fire laws in film studios mid Productions are about to put Plymouth this season had half and buildings, now that safety film "Big Story" and "Decoy" into pro-5. Further exploration of a TV- of going into production here.

### 'WIRE SERVICE' QUELLS BREAK

RIKERS ISLAND, N. Y. -Custodial officials of City Penitentiary here provided the first of a series of prison audiences for "Wire Service." An episode of the ABC-TV adventure series detailing methods of quelling a prison riot was screened July 19 at the request of Deputy Warden Grasheim, leading the web to make similar offers to prisons thruout the country. "The best instruction TV has shown," said Grasheim. "We can't let the prisoners see it. They might find loopholes."

### Kukla' Back to ABC Aug. 29

CHICAGO-"Kukla, Fran and Ollie" returns to ABC, 6 to 6:15 p.m. next Monday (29), to till out five weeks of a contract for Gordan Baking Company interrupted by Burr Tillstrom's current hiatus. Tillstrom ostensibly is using his vacation to work out plans for a new "KFO" format for full christening. One possibility being mulled is a daytime format pitched at housewife interest.



PAY VIDEO

# Reaction in L. A. Augurs Rocky Road

HOLLYWOOD-Pay TV appears in for rough going over around the country if the experience in Los Angeles of Skiatron, first toll-evision organization to file application in any large city, is any gauge.

Several councilmen have voiced opposition, altho granting of the franchise was recommended by T. M. Chubb, engineer for the Board of Public Utilities. Strongest remarks came from Councilman Charles Navarro, who said he was afraid "racketeers will take over and charge huge tolls from people who want to see TV."

The franchise would be nonexclusive, which means that Telemeter or any other organization could also apply for a franchise. This brought up the fact that it Record Star wire Los Angeles, using existing telephone poles. A wired pay TV system in New York would, as of the present, be impractical because all cables are underground and there was a question as to whether such a huge capital investment would make toll-evision a profitable enterprise, especially if two or more organizations were in com-

estimated that \$12 million would Managers here last week. be needed to put the system into Scalpone rates a record star motion picture personality on TV, the industry suffer substantial Southeast and Midwest. Red operation. The plan is to have a above a night club act or motion There is no substitute for TV ex- losses from unsold pilots," says Grange and Jack Drees will an-\$2 to \$3 monthly service charge, picture personality as a power of posure for an artist, in his opinion, Gordon. "It makes no sense to nounce the game, the third conplus a charge for each individual audience attraction. A hit record and he doesn't believe in the buga- spend money building up a tele- secutive contest televised by the program the subscriber watches. | reaches several million people, | boo of "overexposure."

### FTC DEPLORES 'SCAREY' PLUGS FOR SHAMPOO

WASHINGTON -- Television must not "frighten" the beauty conscious young girls watching shampoo ads, the Federal Trade Commission warned last week (19). The gallant FTC scolded sellers of "Lanolin Plus" for disparaging the competition and scaring youthful beauties by claiming that other "detergent" shampoos would "burn" their hair.

Both pictures and words of the Lanolin Plus commercials were taken to task-particularly the picture showing a beautiful model looking "frightened and puzzled" at a handful of non-Lanolin suds, while the audio shouts: "Stop (exclamation mark) Don't burn your hair" (exclamation mark).

Lanolin plus has 30 days to file answer to the FTC complaint.

# Best Bet for TV-Scalpone

artist with a hit record is probably 100,000 at the most would hear show goes to consumer panel. the best bet for TV shots today, about a club act.

# Moran, WGN Ink **New Pix Deal**

CHICAGO-Auto dealer Jim Moran, pioneer feature film sponsor, has quietly signed with WGN-TV for a new bundle of flickers at a record-breaking price tag.

to reveal the number of items in- a new policy for the choosing and volved, but said "it will carry selling of TV film shows, another Moran well into next year. The step in the general reassessment of package price is known to exceed pilot films and their value which \$400,000. Thus, one could spec- the industry is mulling this sumulate that the average cost per mer. feature might approach \$10,000. Moran's previous high for a single henceforth only after extensive picture is said to be \$7,500.

10 p.m. spot on WGN for a first- panels, according to Milton. A. run offering, and he is a specialist Gordon, TPA president. Bruce in blockbuster titles. He also holds Eells, West Coast veepee, will down the Friday 10 p.m. spot on head a new "produce to order" WBKB, but usually fills it with a department which will operate as only be developed thru pilots." slightly less potent piece of rep- follows: ertoire than the Sunday offering.

### Pro Basketball Goes To National Brewing

Company has bought the TV rights budget. Next, analysis of ideas to all 72 professional basketball brought in by talent itself. Then games of the Detroit Pistons, at development of a format in conoutlet for the telecasts. Sponsor Leon Fromkess and producer Analso bought radio rights for thony Veiller. At the same time, regional broadcasts via WJR here. a history of the program and mar-

### **NEW PILOT POLICY**

# **TPA Seeks Cues** From Agencies

NEW YORK-Television Pro-| Eells will personally cover San A WCN-TV spokesman declined grams of America is embarking on Francisco, Los Angeles and Chi-

TPA pilots will be produced consultation with advertisers, Moran has long held the Sunday agencies, stations and consumer

regional advertisers and their agencies and network and station programmers, with a substantial DETROIT -- National Brewing increase in TPA's program research home and away, and is seeking an junction with executive producer keting needs of the client. With an HOLLYWOOD - A recording Scalpone said, whereas probably expression of client interest, new

If the consumer panel approves, Al Scalpone, programming vice- Comparing a TV name with a the property gets a 10-minute pres- markets. Standard Oil will sponpresident of CBS-TV, told meeting movie name as far as TV appear- entation film which explains the sor the second and third quarters Jerome I. Doff, v.-p. of Skiatron, of the Conference of Personal ance is concerned, Scalpone de- format and includes one major in the Midwest, while Pure Oil clared a TV star will outdraw a scene. "The past season has seen sponsors the middle quarters in the vision scrap heap."

cago in the next three months' client study.

Screen Gems is planning to launch a revised pilot film approach, while other packagers, producers and distributors have suggested replacing pilots altogether with presentations. Gordon believes some kind of pilot is essential to "serve TV as does a new product research in other industries . . . new program forms can

### First, a study of client needs, with Eells consulting national and Pabst, 2 Oil Firms Grab All-Star Grid

NEW YORK-Pabst Brewing. Standard Oil of Indiana and Pure Oil Company have bought ABC-TV's August 9 telecast of the annual College All-Star Football game in Chicago. First two are repeaters from last year's telecast.

Pabst will sponsor the first and last quarters of the game in 176

# is His Port of Call

Meet Grant Mitchell . . . "SAILOR OF FORTUNE". . . an American at-large destined for adventure. Playing 'Mitch' is LORNE GREENE, the rugged, handsome star of stage, films and TV. He visits the world's most fascinating seaports which form the backdrop for unlimited mystery, intrigue, and adventure.

"SAILOR OF FORTUNE" is first run everywhere and available everywhere to action-minded stations and sponsors. Naturally, the promotion and merchandising are built right into the series.

See "SAILOR OF FORTUNE". For prints and prices contact

### RKO TELEVISION

a division of

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# MAJOR AGENCIES NOW TALKING BARTER DEALS

### Changing Patterns Bring New Name 'Triangle Deals' and Respectability

TV FILM PROGRAMMING

is causing the barter merchants to vertising. swap their carnival air for an Ivy League Look.

been quietly checking up on the artwork, if more of our clients in- film business, now estimates that possibilities offered by bartering- sist on developing barter deals- his firm will handle a net cash which has even acquired a new name, "triangle deals." Altho P&G in advance," he added. has called off any move into the barter field in the immediate future, the soap-cosmetic-food firm has not ruled out the idea of fol-International Latex, Exquisite Form, Sterling Drug and others.

Along Madison and Michigan Avenues, as well as Hollywood Boulevard, a number of major agencies billing upward of \$15 million annually are now starting to huddle with the men who form the catalysts in the advertiser-film distributor-TV station triangles, often at the direct instigation of clients such as Shell Oil and Lever Bros. who are insisting on agency "media evaluations" of the new form of trading.

Major Headaches From the agency standpoint, the growing acceptance of bartering as a basic form of video advertising, and a growing possibility for TV invasion by many manufacturers of men's and women's soft goods, toiware makers, is causing some major headaches. Here is a typical

"Discounts on barter deals are often in the 50 per cent to 75 per cent bracket. This means that our timebuyers, media billing department, estimators and others will have as much work to do as if a barter deal was a \$2 million deal, for example, altho we are actually billing 15 per cent on a net cash transaction of somewhere around

### Agencies Get Plan for Eight By Hildegarde

NEW YORK - Michael Lawrence is submitting a series of eight hour specials starring Hildegarde to various advertising agenclients. Seven of the shows would be on film, and the third live from New York.

The format would stress ro- at the most appear in sight. mance by emanating from the romantic capitals of the world. One been offering "The Honeymooners" Telefilms "Crossrcads" series. of the programs, for example, and "Mama" for the past two Maurice Chevalier would be fea- and will have "Air Power" later are being offered by NTA. tured. Frank Borzage is being this year (see other story this issue). considered to direct.

### AAP's 'Mine' Makes Sales

sociated Artists Productions con- which NBC Film Division has first tinues to chalk up sales. Hart- refusal rights, altho other distribu-September, has signed for the also. "Sherlock Holmes" features with Other NBC programs are "Stan-Basil Rathbone. In Wilmington, ley," "Hiram Holliday" and "Noah's N. C., WMFD signed for some Ark" (several episodes of which Britannica Library of 700-odd with 11 sales recorded this month, TV also bought several of AAP's have been traditionally hard to sell foreign products. This fall the first neapolis; and WFBM, Indianap-major Eastern cities. The number neapolis; and WFBM, Indianap-major Eastern cities. The number neapolis; and WFBM, Indianap-major Eastern cities. The number neapolis; and WFBM, Indianap-major Eastern cities. features in the Gold Mine group.

of advertiser-agency interest this of a large agency on Park Avenue ings with barter expediters. week in film-for-time barter deals specializing in packaged goods ad-

deals only on a service fee basis, making him the kingpin among the Giant Procter & Gamble has as we handle publicity or certain Ivy League time swappers in the particularly if we're not consulted total of between \$8,000,000 and

ing ground rapidly among the film cent over his levels for the past distributors, with such previous year, his first in business under the hold-outs as MCA-TV, Ziv-TV TMI banner. lowing in a path already being (thru its Economee rerun offshoot)

### CROSBY-SINATRA

### Gonzaga U. To Package Edsel Spec

NEW YORK-Edsel, the new Ford Motor Company division, and 'Wire Service' Foote, Cone & Belding, its agency, have added a new twist to the already - considerable techniques used to pact name talent. Find the star's alma mater and put it into the packaging business.

This was done last week when Gonzaga University became the ing for a "Wire Service" renewal packager of the Crosby-Sinatra by R. J. Reynolds. The tobacco in time and talent. well as small appliance and hard- spectacular for Edsel which is to company has been unable to find only will it be the first live ap- and Eve," both on CBS-TV. have appeared together.

NEW YORK - A new round | \$500,000," said the media director | Films offshoot) now holding meet-

Dick Rosenblatt, whose Time "We may have to handle barter Merchants, Inc., success is rapidly \$10,000,000 in the next 12 months, "Triangle dealing" is also gain- an increase of more than 100 per

Behind the new social acceptblazed by advertisers like Antell, and NTA (thru its new Famous ance of bartering with almost everyone except the station repswho feel it cuts them out of their 15 per cent commissions, no matter how you look at it-are the new patterns now developing in the field of "triangle deals."

Originally, barter deals had a grey-tinged atmosphere of "schlock" trading when they hit the film field more than a year (Continued on page 20)

# Is Losing Out With Reynolds

NEW YORK-Hope is fast fad-

take a long walk on a limb.

### **NET RERUNS**

# Seen as a Scarce Commodity for Fall

runs, which flooded the syndication Time strip. field in 1955-56, then dropped off cies for the consideration of their sharply in 1956-57, will probably be scarce again this coming fall. As of the moment only a half dozen

> With "Hey Jeannie" moving to vet clear. Another possibility is The Brothers," of which 26 halfhours are available.

One of the more promising rerun NEW YORK - The budget- possibilities is "Medic," of which priced "Gold Mine Library" of As- 65 episodes are in the can, and to ford's WTIC-TV, due to open in tors have been putting out feelers

oldie oaters which star Hoot Gib- have never been aired), but the films. which still pull good ratings with they're fragmented shows, with not film packages have been aimed for Mich.; KLZ-TV, Denver; KTVT, West, South, Southwest and East. moppets. In Indianapolis, WISH- a full series of half-hours. These 1958 flowering, with the accent on Salt Lake City; WICN-TV. Min- Ronzoni will co-sponsor in three in syndication, and NBC may pre- half-hour series to be chosen will olis.

HOLLYWOOD -- Network re- fer to use them on the "Comedy

MCA is already symbicating The Crusader," and will continue to have more episodes of "Badge 714" and "If You Had a Million." decision has yet been reached on the Joseph Cotton "On Trial." Apparently the same holds true for for the purchase of "Grey Chost," CBS Film Division which has Ziv's "West Point" and the Federal

would be filmed in Paris where months is adding "Our Miss Brooks" net, "The 20th Century-Fox Hour,"

### MANISHEWITZ, MOGUL SPLIT ON AD BUDGETING NEW YORK -- Rift in

agency-client thinking over broadcast advertising, and heavy spot TV schedules which call for up to one-third of the budget of Manishewitz Wine, is said to be responsible for the wine firm's decision to exit the Emil Mogul agency August 7.

Client is understood to be thinking of greatly increasing the proportion of its budget set for print media when it bills thru its new ad counsel, Lawrence C. Gumbinner. Mogul postion is that the TVminded ad campaigns raised Manishewitz sales 40% in a few seasons with no increase in ad budgets.

Said Mogul, announcing the wine firm exit: "We just could not go along wholeheartedly with new policies that might not bring credit to the agency."

### PITCH TO P&G

### NBC Doing A Hard Sell On 'Wagon'

pushing hard to get Procter & Gamble to buy all or part of Wagon Train, its Wednesday Train, which repre-7:30-8:30 property which represents an investment of \$8,000,000

Key to the NBC-Procter & Gambe presented on Sunday October alternate week advertisers to share ble pitch is a presentation which 13 over the CBS-TV network. Not "Harbourmaster" and "Mr. Adams shows how "Disneyland," the ABC-TV competition, has lost some of pearance for Crosby, but it will be Even the Colgate is committed its audience attractiveness over the the first time Crosby and Sinatra to "Mr. Adams and Eve" until Jan- years. The NBC presentation states uary of 1958, Reynolds must be in that "Disneyland" reached its high The show is being produced by the position to pick up the tab in Nielsen share of audience on Gonzaga as a benefit for the in- when and if the necessity occurs. October, 1956, when it got a 65. stitution. It is expected that Crosby And with full sponsorship of two In October of 1956 it reached its will donate his entire salary to the shows possible, it is not about to low, a 48, which has since moved back up to 50, in March of 1957.

NBC also took a few pot shots at the "Disneyland" repeat policy. The program presents 26 new films, and repeats 26 old ones. Last year of the 46 "Disneyland" shows rated, 22 of those which were repeats received one-third lower Nielsen average audience ratings than the 24 which were originals. Repeats averaged 19.4 as against originals 29.2.

### **CBS Sets Deals** For 'Grey Ghost'

NEW YORK -- CBS-TV Film Sales last-week concluded the first of a number of deals with stations which is to go into production immediately. WPIX, here and KTTV, First hour films to come off the Los Angeles, both bought the property, and several important station-groups have put in bids.

# ABC-TV the question whether last Trans Lux to Develop 1/2-Hr. Syndie Shows

properties preparatory to entering activity to date has been the successful sale of the Encyclopedia

NEW YORK-Trans Lux TV be offered for sale, with the com-Corporation is lining up half-hour pany ploughing its Britannica profits back into the second phase of mooners," bringing its total take its operation and especting to do on the Jackie Gleason rerun series the series syndication field. Its only likewise to float each new expan- to about \$950,000. S. & W. Fine

The library continues to move, including the five Time, Inc., sta- secutive or alternate week sponsor-Trans Lux TV's plans for feature tions, WOOD-TV, Grand Rapids, ship in 24 markets in the Middle

**26 EPISODES** 

### Errol Flynn Series Goes To Official

NEW YORK-Official Films is in with Flynn as its fourth syndication entry of the current season, and the second in the past fort-

Film firm has taken over distribution of 26 episodes of "Errol Flynn Theater," an anthology series produced in England by Canadian producer Marcel Le Duc, which is already on the air in some 30 markets, but is first-run in all the rest.

The series features Flynn as star in every fourth show and as hostnarrator thruout the package. It was originally launched several months ago by Charles King and Ed Shore in what was basically a series of barter deals in New York, Philadelphia, Cincinnati, Los An-Angeles, Washington and other markets.

When sales lagged, Le Duo pulled the anthology series back, and finalized a distribution deal with Official late last week. \*

OF plans to train its sales guns for "Errol Flynn Theater" on purchase by outlets, via Official's Station Sales division, rather than on pitches at the agency-advertiser

# NEW YORK - NBC-TV is Corn Products

NEW YORK-Corn Products is close to a deal with CBW-TV Film Sales for alternate weeks of "Annie Oakley" which it would use in under 100 markets. The other half of the show has already been bought by Continental Baking for 76 markets.

The package program price is \$19,802 weekly for 76 markets, and includes free prints, shipping, integration of commercials, production of six one-minute commercials and various other extras. Donohue & Coe is the Com Products agency.

### SG 'Mystery' Trendex 75.2

Theater," the WCPO-TV formatting of Screen Gems' "Hollywood Mystery Parade" package, racked up a 75.2 cumulative rating, according to a special Trendex study for the last week of June.

Competing against seven web shows, 14 other feature films, a baseball game and high-ranking syndicated half-hours, the 10:30 p.m. (10 p.m. on weekends) entry was caught at least once by 43.0 per cent of Cincinnati's homes. On its top night, Friday, "Mystery Theater" scored an 18.4, with a 42.5 andience share.

### 'Honeymooner' Reruns Selling

NEW YORK - CBS-TV Film Sales has wrapped up three regional deals for "The Honey-Foods has bought the program for 11 Western markets. Clairol extended its line-up to include conNOW! ZIW'S SPECTACULAR NEW



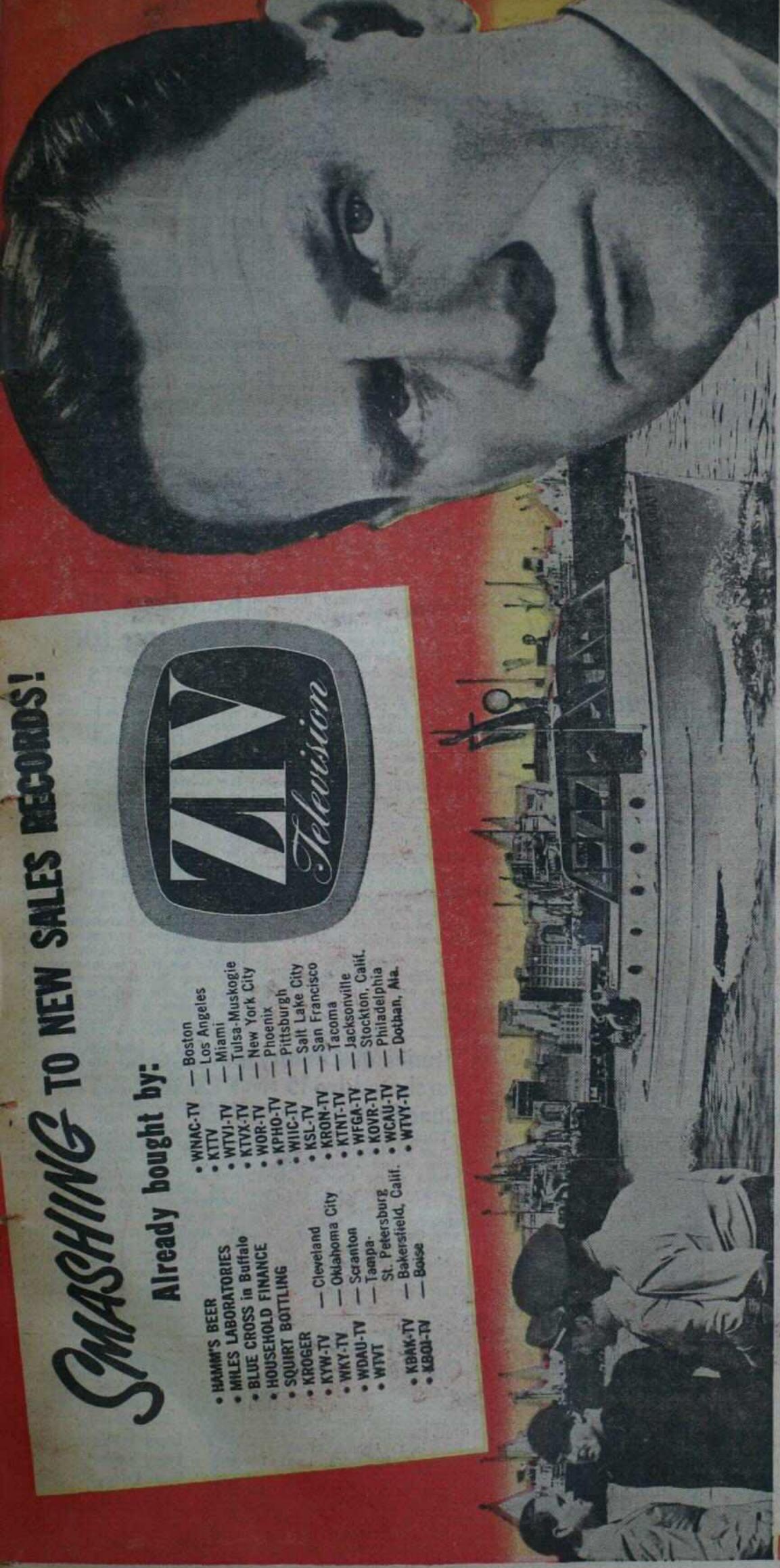
SERIES ...

ACTION!

Based on a experiences
America's Police, Coas
Units, Port

DANGERI

with an exciting Hollywood stal



0 ELIVER 0 HONMENOI



Bolice Boats, framp steamers, fire boats.



A Helicopters and **Guard Planes.** 



Authori-



Codst Guard Cutters, pleasure craft.



Houses, U. S. Customs Offices, Oceanography Labs.

### ZIV VS. GENERAL FOODS

## 'West Point' Battle **Enlists Billy Graham**

their out-of-step duet before the form a public service." ivy-covered gates of West Point, with Ziv favoring "Old Soldiers sticking to "I Told Ya That I Love Ya. Now Get Out!

Hard on the heels of the wellpublicized "Save Our Show" campaign by the Corps of Cadetshundreds of letters to flinty-hearted General Foods, which dropped its rescue operations. option on "West Point" back in May, have been penned by the future generals - Ziv last week launched a new offensive to persounde GF to change its mind. Secret weapon in the latest round of the Ziv campaign, whose vigor so far is matched only by its persistence:

Bible-belting Billy Graham. "I am deeply distressed to learn that the Military Academy is losing their only mass contact with the

public when the Columbia Broadcasting System replaces West Point with a Western series in October," said Reverend Graham feelingly, if somewhat ungrammatically. "I have always found West Point to be excellent television fare for the entire family."

Concluded the eminent evangelist, dropping a broad hint in the direction of White Plains, "The network or sponsor who decides to ger's production department. televise the 'West Point' series will

PROGRAMMINGthe key to successful IV advertising THE BILLBOARDthe key to successful programming

London:

88 Bexley Rd.,

NEW YORK - Ziv-TV and not only offer the American public General Foods continue to sing excellent entertainment, but per-

With General Foods standing firm in its position, since budgets Never Die" and General Foods for principal product lines have been committed for fall and a new tenant has a firm lease on the "West Point" time slot, observers are pointing out that something more than public service may be motivating Ziv in its network

> Ziv already has "Men of Annapolis," a markedly similar series (the same camera crew has been shooting both "West Point" and "MOA"), in syndication in at least 156 markets. The major regional and local sponsors now on "MOA," for whom Ziv is mapping a contract-renewal sales program for a second year cycle, are likely to register "Tilt" if the look-alike "West Point" series is slotted on a competing local syndication basis. Thus Ziv is forced back on a network deal of some kind as the only tion - and its counterpart in the real solution.

In addition, Ziv TV officials like to plan their filming, for maximum economy, on a long-range basis, in order to integrate crew movements, talent casting, budgets and other factors with over-all planning of Vice-President "Babe" Un-

If there's to be more West Point filming, much of it will have to be done before the end of summer, since winter filming at the USMA is-as Ziv found out last yeara headache of weather delays and tricky logistics. And, time is run-

157 WEST 57th STREET

New York 19, N. Y.

### DOUBLE PUSH

### Seek End of Excise Tax On TV Sets

WASHINGTON -- A new Magnuson (D., Wash.) in the fore- stations. front. The Chairman of the powerful Senate Commerce Committee, told the Senate last week (17)

new nudge to the adamant Treas- three of the five shows, with the four VHF properties in cities of at sistently turned down efforts to maining pair. equalize Ultra and Very High set | On the NTA trio, network com- ex-Du Mont exec Ted Cott, with

Since member bills are now under consideration by the group, the lkard bill could get attention before close of the session.

Push for passage of the legislasenate-is under way by the Committee for Competitive Television, which is starting a "continuing precampaign for passage of the excise removal bill.

### DANZIGER PLAN

### Prospectus, **But No Pilot** On 'Ali Baba

LONDON-With four years of the Mark Saber secies behind them, the Danziger brothers have dreamed up an Oriental fantasy around the adventures of Ali Baba which they plan to market in a novel, if not fantastic, manner.

Eddie Danziger claims that a pilot on which the producer has spent three or four times the money and care he could afford on the subsequent pictures in the series can give the sponsor no idea of the general quality of what he is buying. So on Baha the Danzigers are preparing a format which will give prospective clients a much clearer dea of the whole project.

list and sketches of all intended 'Stories of Century' include 39 full scripts, budget, cast shown will likely be tests of the suggested stars.

Showing the same independent streak in sales approach, the brothers intend by-passing the agencies and presenting possible sponsors with this prospectus direct. "Anything," says Eddie Danziger "to cut down the number of characters awiting to disagree with each other about its merits!"

### Semca Mulls Return to TV

NEW YORK - Semca Clock Company is mulling re-entry into TV after an absence of four seasons to promote its new "4th dimensional timepieces. Giveaways on fling. The firm is screening syn- author Leslie Bell's world TV dicated half-hour for partial buys. rights.

At an industry presentation here TV clock," a transparent, lumines- for TV to come out of Britain." cent clock designed with TV lines | The series would be screened in and meant to stand atop the TV this country, probably carrying the set impervious to the heat,

# NTA MOVES FAST ON NEW FRONTS

National Telefilm Associates is "Health and Happiness Club" and moving into high gear a wide- "M.D." Features include many spread plan of diversification that oldies, but also some choice items ground swell for removal of excise includes everything from new film like "Breaking the Sound Barriers," tax on all-channel sets is under-way here, with Sen. Warren G. sidiary and the purchase of TV Magie Box," "Champagne for

about to be sounded on a five-show | On yet another front, NTA has program lineup, possibly airing as reportedly been puting out feelers that not only his committee, a "strip" operation, of half-hour on the purchase of video station knowledge of the nation's need for vidfilms to be sold thru the NTA properties to a small group of lead-TV expansion favors removal of Film Network. In its preliminary ing station brokers. The projected blueprint, the plan calls for NTA target for NTA has been outlined From the House side came a to sell the spot availabilities on by one source as being "at least ury Department, which has con- stations selling the slots in the re- least 500,000 population within

prices by dropping the UHF ex- pensation would be modeled on his extensive background in majorcise. Rep. Frank Ikard (D., Tex.), that of the wired webs, altho market station operation, may be member of the Ways and Means "with a larger share of the network tapped to head up the operation Committee, has introduced a bill dollar going to the stations. On when it rolls. Stumbling block so to cancel the all-channel set excise, station-sold shows, local outlets far has been the high asking price would get the bulk of the revenue. of station properties eyed by NTA.

Reps Buy It

Programs spoken of for the network deal, actually an enlargement | Eastern director of national sales. of the announced "Triple Exposure plan, are said to include "Mother Is a Freshman" (based on a 20th-Fox feature film), "Last Remotes on Marshall" and "Alice," with two more yet to be groomed, possibly Upswing for under the direction of Ted Cott.

NTA has also announced officially the creation of a division, under V.-P. Ed Gray, to provide budget-priced rerun shows on a use of remote pickups for live telebulk basis. (See The Billhoard ex- vision programming was noted by clusive story July 1.) Titled Fa- NARTB President Harold E. Felmous Films-Programs for Televi- lows last week. sion, it is this division which has Fellows and NARTB's engineerof some 500 rerun shows and some relays for use by broadcasters. 200 feature films in both barter deals and straight stations sales.

### Some Plums

Films banner include the two which Walker said has averaged When complete, this folder will Call," "Orient Express," "Bill

### Purchased by 15 Canada Markets

TORONTO -- Hollywood TV Service of Canada has sold its Emmy Award - winning series, "Stories of the Century," to 15 Canadian markets, with five more sales to follow this week. Markets wrapped up include Montreal, Ottawa, Quebec City, Toronto, Winnipeg and Port Arthur. The Republic Pictures subsidiary has just released another series, "Frontier Doctor," for Canadian sale.

### Guild Gets Rights On British Heroes

LONDON-After reading only the Art Linkletter show have been one-third of an as-yet unpublished more successful until now than the record of British war-time heroism, national spot campaign which Reub Kaufman, Guild Films' prexy, marked Semea's last TV advertising flew in to London to sign up

Said Kaufman: "I believe this last week, Semca introduced the to be the most interesting subject

book's title- Sabotage.

NEW YORK - Ely Landau's | Corum Sports," "The Passerby," Advertiser reaction is reportedly Islands." and "Outcast of the

the next 12 months. Here again,

In NTAs syndication division, NTA has already held discus- which handles first-run properties sions with leading station reps on primarily, Cy Kaplan last week these plans and has won them was named special assistant to over to a man, since they are cut Harold Goldman, NTA vice-presiin for their usual 15 per cent com- dent in charge of sales. Kaplan has been with NTA for the past two years, joining originally as

# Live Shows

WASHINGTON -- Increasing >

been huddling with executives of ing manager, A. Prose Walker, the Grey Agency, Exquisite Form spoke at FCC hearings on freand Time Merchants, Inc., to quencies above the 890 MC band, evolve a \$2,000,000 films-for-time pointing out needs of broadcasters swap deal. A new team of sales for auxiliary service frequencies, personnel, operating autonomously Latter were said to be "adequate," as far as the regular NTA network but Fellows wants the FCC to reand syndication operations are con- consider present policies governing cerned, will be offering a library authorization of private intercity

No statistics are available on the "vast expansion" of remote pickup in broadcast programming, Walker pointed out. However, one example Vidfilms under the Famous cited was WMAR-TV, Baltimore, "China Smith" cycles, "Police 290 remotes a year since 1947. Adequate spectrum space must be maintained for TV's remote pickup equipment because of the vital coverage of "news events, emergencies, religious ceremonies, publie hearings, sports and other programming based on remote pickup.

Until recently nearly all microwave equipment available for remotes has been in the 7,000 MC band, but equipment in the 2,000 and 13,000 bands has recently been offered by manufacturers, Walker pointed out. He hoped this would alleviate situations such as the trouble encountered by New York City telecasters trying to cover the sinking of the Andrea Doria. Work was hampered by the scarcity of channels available to the city's stations on the 7,000 band, Walker said.



### JUdson 2-6300 Eitham

TELEVISION CLEARING HOUSE, Inc.

Consultants

We wish to thank our clients for their belief in our company's policy and function which has made possible a rapid expansion.

We wish this advertisement to serve as a calling card to introduce curselves to those of you who do not know of our specialized services.

We look forward to meeting with you in person, whether your company is a television station, an advertising agency or a manufacturer, so that our representatives may explain in detail our clearing house plan for better television programming.

Cordially yours,

TELEVISION CLEARING HOUSE, INC.

Consultants to the Programs of 139 Television Stations

### New TV Spot Campaigns

Contracts Set in Every Region in Two Weeks Ending July 6

This utart provides live sales leads for TV stations and their runs. and belowns advectures and agencies of TV spot activity by other compurion. It assessations new national spot business actually not during the period loved above, regardless of when the campaigns begin along This former, based on a survey made by The Billboard of all U. S. TV. stations, ross on alternate weeks.

Where available, the ad agency placing the bischess is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)-Associations; (ID)-Educations; (Part.)-Participations; (Prog. )-Program Boy,

### On Eastern Stations

Ran, British Afreca tiory Benton & Bowles (40)

Bethlehem Sizel thru Radio Reports

Ciordic zlera Honig-Cooper (Ann.) Great Robor Gardner thru Arthur Meyerhoff (Ana.)

Irona Loothpases, Reistol-Myers their Benton & Bowley (11)

Apol Cigarettes, Brown A Williamson then Ted Bales (Ann., 1D)

Lessell, Adell Chemical three Jackson. (Ann.)

Maxwell House Colleg, General Foods thric Benton & Bowles (Ann.)

Mum Miss, Brussel-Myers thru Dancer. Fitzgerald & Sample (III) Rajeigh Cigarettes, Brown A. Williamore

thru Russell M. Seeds (Part.) Triaco Guoline thiu Consingiam &

Walsh (Part.) Victor Cigarcite, Brown & Williamson three Ted Raics (Ann., 10)

### On Southern Stations

Ban, Bristot-Myers thru Benion & Bowler (Aux., 1D)

Crew, Carter thru SSC&B (Ann., Part.) Crows Petroleum thro Al Pauli Liefton (Ann. ID & Part.)

Dash, Procter & Gamble thru Compton (Ann.)

Gleem, Procter & Gamble thru Compton Halo, Colgate Palmotive thru Carl S. Brown (Ann.)

Hot Shot Imerticide, American Smuff thru Simon & Gwynn (Ann., ID) International Shoe thru D'Arcy (Prog.) Kaiter Aluminum Shade-creens thru-Young & Robicary (Ass., Part.) Lescoil, Adell Chemical three Jackson (Ann., Part.)

Mahaima Rice, La. State Rice Milling thru Fitzgerald (Prog.)

Polident, Block Drug thru Gres (Ann.) Prett, Procter & Gamble thru Benion & Boules (Ann., Part.) Texaco Gaustine thru Conningham &

Walib (Ann.) Theradan, Britiol-Myers three DCSAS (Ans., Part.)

Watermaind Rice, La. State Rice Milling thru Fitzgerold (Prog.) .

Lipton Ice Tea, Lever thru Young A.

Mum Mist, Bristof-Myers thru Dancer,

Prell, Procter & Gamble then Benton

Relaids, American Chicle thru Ted

Fitzgeraid & Sample (1D)

Parina Dog Chuw, Ralston thru

Rubicam (Ann.)

& Jorgemen (Part.)

Bowles (Ann.; Part.)

Bates (Ann., Part.)

Cary & Hill (Part.)

Gardner (Part.)

### On Midwestern Stations

Brue Dot Duz, Procter & Gamble thru-Configuration (Ann.)

Bidova Watches thru McCann-Erickson

Bouch Bavarian Beer thru Guednes (ID) Pleastraw thru Henry Gerstenkom

Folgers Coffee their Conningham & Walsh (ID)

Gleem, Procier & Gambie thru Compton

Kankil, Colgale Paimolive thru Street A. Finney (Ann.)

Lift Permanent, Procter & Gamble thru Grey (Ann.)

### Young & Rubicam (Part.) On Southwestern Stations

Grant Robot Gurdner, thru Arthur Meyerholf (Prog.)

MAM Camby, Hawley & Hoops thru

Ted Bates (Ann.)

Nutri Toni, Beaute Vues thru Hisson & Jorgensen (Ann., Part.)

### On Rocky Mountain & West Coast Stations

Ban, Bristof-Myers thru Benton &

Bowles (ID) Guaranty Savings & Loans thru J. W.

Raymond (1D)

Hellman's Mayonnaise, Best Foods thru Dancer, Fitegerald & Sample (Ann.) Ipana Touthpastr, Bristol-Myers thru

Karts Shoes, thrir Charles N. Stahl (Ann., Part.)

Benton & Bowles (ID)

Prett, Procter & Gamble thru Benton & Bowles (ID)

Spic & Span, Promer & Gambia thru-

Texaco Gasoline thru Conningham & Walsh (Ann.)

Theradan, Bristol-Myers thru DCSAS

Zest, Procter & Gamble fire Benton & Bowies (Ann.)

Oxydol, Procter & Gamble thru Dancer, Fitzgerald & Sample (Ann.) \*

Walsh (Part.) Prett, Procter & Gamble thru Benton &

Pictoweet Foods their Conningham &

Bowles (Ann.) Proctor Electrical Appliances thru Weiss

& Gelier (Part.) Snowdrift Sportening thru Flingerald

Texaco Gasolina thru Conningham & Walsh (Ann.)

### 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-Litz 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)		Commercials
	Constitute .	
FOOD AND BEVERAGE		
Lever Bros. Imperial Margarine.		
Foote, Cone A Belding 2 (20)	PA 1 58	Transfile
General Mills, Bisquick, Knox		-
Reeves (Hob Cruster, Out Mins.		
Brooks) 6 (20)	.FA	Quane
Procter & Gamble, Flutto, Tatham-		
Laird	NA	
Canard & Packaged Goods		
Wheatens Corp., Curstingham A		
Walsh 2 (60), 1 (70)	.FA	Hankinson
General Foods: Good Season		
Dressing 1 (180)	-IA mer	Majestic
Mars, Snickers Candy, Knox Reeses,	22-	
(Mickey Mouse, Circin Boy) 1 (60)	FA week	carra Grantra
Three Minketeers Candy, Knox 1 (60)	A	Lawar
Reves (Mickey Mouse, Circus Boy) 1 (60)	WA COLON	Country
Quater Out, Kee L-Ration, Needham.		
Louis & Bronty 4 (60)	7.4	Low Lifts
College Inn Broth, Ed H. Weiss 1 ()	NA	UPA
Cainedian Canners, Ltd., Aylmer		
Products, F. H. Hayburst 10 (30)	FA. IA	Academy
Quaker Data, Nordham, Louis &		
Brochs		
Pet Milk, Gardner Advg	. NA	CARRELL SAITS
Rakery Goods		
National Bincolt Co., Chiparpoons,		THE STATE OF THE S
McCans-Erickson 1 (20)	EA	our Hank mene

### GROUPS OF 200

# MGM to Sell Its Shorts in Type' Blocs

NEW YORK - MGM-TV is categories such as sports, quiz, documentary, and comedy where- being already recouped. ever possible so as to approximate the type of programming stations generally present.

ing groups of shorts based on some of its better known personalities-Pete Smith, John Neshitt, etc.-MGM-TV will sell packages which include samples of all their films By 'People' Series if they fall into a category.

MCM-TV has asked stations whether they would like to use their own talent as emsees or if ested in using their own talent, MGM-TV will script continuity material for the packages.

give the stations as many presenta- lai Stevenson and other noted figtion aids as possible so as to make ures. Moss will produce and the shorts more attractive to audi- direct. Nuri Tonic, Beame Vues then Hixon ences and sponsors. Within the group of 200 shorts will be about Tricky WTTG Remote 100 of MCM's top cartoons.

### Roach Com'cials in GM Birthday Spec Royal Crown Cola, Nebi thru Compton Scaly Mattress, Schmidt & Henry three

HOLLYWOOD -- Hal Roach 3:30 to 4 p.m. and 5 to 7 p.m. Studios has landed the contract for the 11 minutes of commercials to be seen on General Motors 50th WNDU SCORES anniversary spectacular this fall,

Division head Jack Reynolds began filming the color spots in Detroit last week. Additional footage, featuring the new model cars, will be shot in September.

### WTVH, Pedria, Signs As Affiliate of ABC

PEORIA, Ill .-- WTVH here has become the 10th station this year to sign as a primary affiliate of ABC-TV in the web's campaign to increase its live outlets. Eight more are expected to sign before November, giving the web primary affiliates in all the top 30 markets and over 85 per cent live coverage.

Omar Baking, Bread, Chas.

Food Beterages

Bakers Co-Op. Holsam Bread,

General Foods, Kool Shake, Foote,

Borden's Instant Coffee, DCS&S

Thomas Lipton, Lipton Iced Tea,

Folger's Instant Coffee, Brooke,

Palest Brewing, Norman, Craig & Kummell «George Sanders Mystery

Liebmann Breweries, Rheingold,

Knickerbocker Buer, Warwick &

American Cyanamid. Acromized

Swill & Co., Franks, McCann-

Emmion Drug, Fly-R-Straws, Ruth-

Young & Rubicam (Godfrey's Tal-

### 100 MARKETS IN LINE

# More Sponsors Buy '26 Men' Regionally

NEW YORK -- Brylcream, Schenectady, N. Y. Brylcreen's Standard Oil of Texas and A&P deal so far includes alternate weeks expected to package its shorts into campaign of ABC Film Syndication sponsors include Hood's Dairy in groups of 200 and to embroider a on its new Western series, "26 wrap-around concept of its own Men." Almost 100 markets have Maryland and Pennsylvania and before selling them to stations, been locked in within two weeks, Shorts are being broken down into sales accounting for more than 50

Standard Oil has purchased the show in eight Southwestern markets, while A&P has signed for This means that instead of offer- Pittsburgh, Boffalo, Syracuse and

# Agencies Alerted

NEW YORK-Agency interest is reported on People Worth Knowing," a new documentary they would like a top national series being prepped by Arnold name as emice. If they are inter- Michaelis and Herb Moss. Biographical portraits of celebrities, "People" is patterned on Michaelis' LP records of conversations with The film company's aim is to Mrs. Roosevelt, Bruno Walter, Ad-

WASHINGTON-WITG here is telecasting a two-and-a-halfhour remote each Friday from Glen Echo Amusement Park, an engineering feat because of difficult terrain. The telecasts run from

# A crew of 20 under Commercial IN SAFETY PUSH

SOUTH BEND, Ind .-- A unique safety campaign was tested by WNDU here during the July 4 holiday weekend. WNDU-TV superimposed a white cross on a corner of the screen every 12 minutes all day, symbolizing the 500 persons expected to die on the highways over the weekend. WNDU-Radio used tape recorded interviews with peiple involved in previous car accidents. Public reaction was excellent, with the station scheduling similar campaigns for all future holiday periods.

1 (20) ..... FA ... Shamis Collhane

1 (20) ...... SA .... Shamus Culhane 1 (60) ...... FA, LA Shamus Culhane

I (20) FA, LA ..... Academy

1 (20) ....... S ...... Academy

Pitemorris ... - Vallant FA ... Shamus Culbane

W. E. Long ... - .......... NA .... Shanes Cultane

(f Love Lucy) ... 1 (60). 2 (20). LA ... Sound Masters

ent Scouts) ... I (20) ...... I.A. FA. J .... Tramfilm

Holsum Unified Bakers, W. E. Long. ... I (20), 2 (08) ... I.A ... Shamus Culhane

Cone & Belding ... 3 (60), 2 (30),

Bavarian Beer, Calkins & Holden ... 2 (20), 3 (10) .. FA LA .......Academy

Schaeffer Brewing, Beer, BBDAO ... J (50) ...... FA, LA ..... Academy

Ballantine Brewing, Beer, Wm. Esty.... - .......... PA .... Minnes Cuthane

(To be continued next week)

Chicken, Conningham & Walsh.... 2 (10) ....... I.A. FA, 1D .. Transfilm

Foote, Cone & Belding (Code 3) .... 1 (05), 1 (06) ...

are the latest regional advertisers in Los Angeles and San Francisco, lined up in the fast-moving selling other halves. Previously announced New England, Frehnley Baking in Mrs. Smith's Pies in Philadelphia, Bardol Oil has bought the shoot

per cent of the production costs in Rochester, N. Y. ABC Film also made 20 station sales last week, including WRC-TV, Washington,

The first period adult Western to go into first-run syndication, "28 Men is expected to debut in mid-October on at least 125 stations. Russ Hayden is producing, with filming begun in Arizuna last week.

"Exclusivel, ABC Film's other new series, is reported headed for first-run syndication sale next month. This is the dramatic show based on true adventures of members of the Overseas Press Club.



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



Television Programs of America, Inc. 455 Madison Ave., N. Y. 22 \* Plans 5-2100

### PULSE FILM RATINGS for May

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 13 W. 46th St., New York, N. Y.

### • Top 20 Film Shows

Back	Ave
Order Show & Distributor	Butten
1 Esso Golden Plathouse (Official)	20.0
2Life of Riley (NBC)	10.7
1Highway Patrol (Ziv)	1000
4 I Search for Adventure (Bagnall)	18.4
5 Dr. Hudson's Secret Journal (MCA)	28.0
5Dr. Hudson's Secret Journal (MCA)	· . 17-5
6State Trooper (MCA)	. 16.3
7Silent Service (NBC)	. 14.7
# Badge 714 (NBC)	. 14.6
9Sheriff of Cochise (NTA)	- 14.1
Manager Linco Kid (ZIV)	10.0
JiAnnie Oakiey (CBS)	120
Adversa Death Valley Days (U. N. Borgs)	12.0
Land Pope (Assoc. Ariests)	120
14-1-1- Superman (Flamingo)	44.0
14 Whirlybirds (CBS)	3 54
16Dr. Christian (Ziv)	- 12,0
17San Francisco Beat (CBS)	* 12.2
18 Rosemery Clooper (MCA)	. 11.9
18 Rosemary Clooney (MCA)	. 11.8
39Code 3 (ABC)	11.6
29 Frontier Doctor (Hollywood)	. 11.6

## Top Film Shows Among Men.

Wank Order Sh	ow & Distributor	Men P
A Plant Police	ow at tristributor	100 Hom
The Mind	enks Presents (ABC)	
January 1 DE WHISTIE	(CBS) versus constitutions	
discountification Par	rol (ZIV)	A CONTRACTOR OF THE PARTY OF TH
The same of the sa	D BOWLING (Schwimmer)	
The same by additional	MCAS	
6 Confidential	File (Gulld)	Trees, Contract of the Contrac
6 I Led There	Lives (Ziv)	***********
6 Man Called	V Production of the last of th	AND DESCRIPTION OF THE PERSON OF PERSON AND PERSON OF THE
9 Death Valley	X (Ziv)	*************************
No. 1950 Valley	Days (U. S. Borax)	
Personal Professional Property Co.	Attorney (ZIv)	
Terrestable a compe	IMCAI ALEXANDER DE LA CONTRACTOR DE LA C	THE RESERVE THE PARTY OF THE PA
OF RAIL OF RAIL	WIND THE PROPERTY OF THE PROPE	NAME OF TAXABLE PARTY.
12 Mr. and Mrs	North (Schubert)	
14City Detectly	e (MCA)	
34 Code 3 (AB)	0	
24 Description A	of the same of the	deserved and the second section of
M. De Blockers	ulgropest (NBC)	Contraction of the Contract of
The same of the same of	Secret Journal (MCA)	
January Topic Most (1	(CA) as accommended	
TANAMATERIAL TANAMATERIAL	DET (INTERNATE)	The state of the s
PERSONAL PROPERTY OF	Willed annual resultance of the second	7
24San Francisco	Bear (CBS)	

# Top Film Shows Among

Mank Order Show & Distributor	Women P
THE PARTY OF APPRICATION AND APPRICATION APPRI	199 Hom
1 Doug. Fairbanks Presents (ABC)	sansymmetra !
2 Celebrity Playhouse (Screen Gems)	
describer, Christian (Ziv)	AND DESCRIPTION OF THE PARTY OF
The same continuents of the (Guild)	EUROS TOTAL PROPERTY AND ADMINISTRATION AND ADMINIS
Pignway Pairol (Ziv)	4
Paras Heutah (Flamingo)	A CONTRACTOR OF THE PARTY OF TH
On the state Bening the Badge (MCA)	
6 Man Called X (Ziv)	THE RESERVE OF THE PERSON NAMED IN
Secretary Little Margie (Official)	
Service Diale Trooper (MLA)	The state of the s
**************************************	
ALTERNATION OF THE COURT OF THE PARTY OF THE	
Missessif Led Three Lives (Ziv)	The second of th
15 Mr. and Mrs. North (Schübert)	AND DESCRIPTION OF THE PARTY OF
13Mr. District Attorney (Ziv)	
Theres, but Prancinco Beat (CHN)	
13 Stage 7 (TPA)	Trees or the latest of the lat
33 Studio 57 (MCA)	
19 Dateline Europe (Official)	TAXABLE DATE OF
39Life of Riley (NBC)	
19 Life With Elizabeth (Guild)	TAXABLE PARK
19. O'Henry Plantoniae (Green Konne)	*********
19O'Henry Playhouse (Gross Krasne)	Accesses 1
19. Public Defender (Interstate)	STREETS
19 Rosemary Clooney (MCA)	**********
19 Smile (TPA)	Terretories 8
19 Smile (TPA)	**********

## Top Film Shows Among Kids

enone rimong	ILIUJ
Order Show & Distributor	- Kids Pe
"1 Looney Tunes (Guild, Assoc. Artists)	1/2/4
A Lauret and Hardy (Governor)	
Forese (Assoc, Artists)	
A Ramur of the Jungle (TPA)	
WATER THE PROPERTY AND THE PROPERTY OF THE PRO	
6 Little Rascals (Interdate)	
7Aunie Oukley (CBS)	
7 Buffaio Bill Jr. (CBS)	THE RESIDENCE OF THE PARTY OF
9 Captain Midnight (Screen Gems)	*********
W Junele Jim (Senser Genes)	*************
VJungle Jim (Screen Gems)	***********
17 Sir King (Niching)	erseenancentering B
THE REAL PROPERTY AND THE PERSON OF THE PERS	A CONTRACTOR OF THE PARTY OF TH
13 Cisco Kid (Ziv)	
14Cowboy G-Men (Famingo)	esperience de la Reception de
14 Long John Silver (CES)	
Market Hopalding Camidy, I hour (NBC)	
Marinal INHC)	A CONTRACTOR OF THE PARTY OF TH
AND THE WAITING ILBS!	
19Gene Autry, I hour (CBS)	The state of the s

ON THE ATLANTIC OCEAN - EAST OF TITUSVILLE HOMESITES - 50x100 - HOMESITES IN THE HENRY FORD SUBDIVISION DOWN - \$20.00 PER MONTH

- 5 Minutes to Bathing Beach, Fishing - 15 Minutes to Shopping, Schools, Churches

MO TAXES, INTEREST, LEGAL PEES With Last Payment

FRED SCHNEIDER & CO. REALTORS 355 Lincoln Rd., Miami Beach, Fla.

"SELLING FLORIDA TO THE REST OF THE WORLD"

### PULSE LOCAL RATINGS FOR JUNE

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

### DALLAS

A TV STATIONS-208,000 TV HOMES Population-792,400 (21st in U. 1.) Buying Income-\$1,506,285,000 (21st) Retail Sales—\$1,231,752,000 (19th) Food Sales—\$230,643,000 (21st) Drug Sales-\$36,357,000 (21st) Automotive \$306,088,000 (12th) Above figures include following counties:

### TOP NETWORK SHOWS 1. What's My Line? KRLD, So. . M.S.

2.	I Love Lucy, KRLD, M3
- 3.	304,000 Challenge, KRID Su 3
	Ed Sullivan, KRLD, Su
-	December Bride, KRLD, M. v
9.	Playhouse 90, KRID Th
7.	\$64,000 Question KRID T -
	Jackie Gleason, KRID & A
10.50	Gunamoke, KRLD, S.
.9.	Phil Silvers, KRLD, T 2
9.	Robert Cummings, KRLD.
	Th

### TOP MULTI-WEEKLY SHOWS 1. Command Performance, KFJZ,

2.	News-F. Bissett (10:45 p.m.),	
	MF.	2.8
3,	Mickey Mouse Club, WRAP,	
	M.F.	1.4
4.	Weather, Sports (6 p.m.),	-
	KRLD, MF.	
5.	World Today (6:15 p.m.),	-
	KRLD, M.F.	9.2
6.	Art Linkletter, KRLD, M.F.	46
6.	Search for Tomorrow, ERLD,	500
	MP.	26
6.	Texas News (10:00 p.m.),	1000
	WRAP, T.F.	02
9.	Golding Light, KRLD, M.F.	200
16.60	and the same of th	Part I

### TOP FEATURE FILMS

Once-Weekly

F.-6:00-10:30 ......14.4

WFAA, M.F. .... 9.D.

M.-F. .... 9.1

10. Final News (10:30 p.m.),

10, Our Miss Brooks, KRLD,

1. Friday Spectacular, KFJZ,

A Fremiere Perturmance, KFIZ,
S8:00-10:00
J. Wallace Beery Theater, KFJZ,
Th7:00-8:30
4. Million 5 Movie, KFIZ.
S1:60-2:30
S. Dr. Kildare Theater, KFIZ.
3.0 Th. Mar. or 14.0
ML-7109-8:30
Multi-Weekly
L Command Performance,
KFIZ, TTh., Su9:00-11:00, 12.5
2. Million 5 Movie, KFJZ,
MW7:00-8:30 9.7
3. Nighttime Movie, KRLD,
WF11:00-12:00 mid 2.5
3. Channel & Theater, WFAA,
P. So. Haller, W. P.A.
FSu11:00-12:00 mid 8.5
5. Sturlite Theuter, KEIZ.

### M.-Th., Su.-10:15-12:00 mid.

	The state of the s	
	TOP SYNDICATED FILMS	
1.	Dr. Hudsen (MCA), KRLD, T,-7:38	
1.	Code Three (ABC), KRLD,	
	Highway Pared Clin Wash	19.8
	Highway Patrol (Zis), WFAA, W9:30	19.6
4	Sheriff of Cochine (NTA),	
8.	†Death Valley (U. S. Boras),	16.8
	KRLD, 5.4:00	15.3
	Men of Annapolis (Ziv), WFAA, W-10:00	15.0
	Rin-Tin-Tin (Screen Gems),	
7.	WHAP, F. 6:30 Buffalo Bill Jr. (CBS), KRLD,	14.3
	S10:30 a.m. Combat Sergrant (NTA),	
	WFAA, M. # 10	14.3
	1Sky King (Nabiaco), WBAF, S9:30	14.0
11.	Whirlybirds (CBS), KRLD,	
66	S8;30	23.8

### LOS ANGELES

7 TV STATIONS-1,892,000 TV HOMES Population-5,666,200 (3d In U. S. Buying Income-\$11,272,051,000 Refail Sales—\$8,036,302,000 (3d) Food Sales—\$1,842,322,000 (2d) Drug Sales—\$254,796,000 (3d) Automotive-\$1,595,823,000 (2d) Above market statistics are for Los Angeles and Long Beach and include the following countles: Los Angelse,

### TOP NETWORK SHOWS

	Harring Mile His
1.	Grouche Marx, KRCA, Th 33.3
2,	Perry Como, KRCA, S 32.6
2,	Alfred Hitchcock, KNXT, Su 30.2
150	I Love Lucy, KNXT, M 30.0
150	Playboure 90, KNXT, Th 29.6
100	Ed Sullivan, KNXT, Su 29.0
7.	G. E. Theater, KNXT, Su 28.3
1	Jerry Lewis, KRCA, S28.1
9.	Climan! KNXT, Th26.8
10.	\$64,000 Challenge, KNXT, Sa26.2

### TOP MILITI-WEEKLY CHOWS

	INI LIGET HITTURY 3UOM3
Z.	Mickey Mouse Club, KABC.
	M.F
2.	Million Viewer Theater,
	KTIV, MF 10.8
3.	Queen for a Day, KRCA,
	M.F
4.	Big News (10:30 p.m.), KNXT,
	MF10.5
5.	NBC News, Misc., KRCA.
	M.F
6.	News-G. Putman (10 p.m.),
	KTIV. M.F 9.6
7.	Art Linkfetter, KNXT, MF 9.3
22	CBS News, KNXT, M.F 9.1
9.	Matince Theater, KRCA,
	M.F 85
(0)	Popere, KILA, M.F. A 8.4

TOP FEATURE FILMS	200
Once-Weekly	200
1. Colgate Theater, KTTV.	
F6:00-10:00	22.3
2. Premiere Performance, KTIV,	
Sui-9:00-10:30	13.5
3. Wallace Beery Theater, KTIV,	-
Su7:90-8:30	13.2
4. Falmious 52, KNXT,	
510:00-11:30	2.2
5. Sunday Cimena, KRCA,	
Su18:45-12:00 mid	0.0
Multi-Weekly	
1. Million Viewer Theater, KTTV.	
MF10:30-11:30	0.8
2. Channel 9 Theater, KHJ,	500
M.F., Su9:00-10:30	6.6
J. Early Show, KNXT,	200
MF4:30-6:00	5.4

Division none process and process and
4. Big Movies, KNXT,
MF11:30-12:00 mid: 5.3
J. Jackson's Theater, KTTV.
M., W., Th11:45-12:00 mid 5.1
TOP SYNDICATED FILMS
INF STANICATED FILMS
J. Life of Riley (NBC), KTIV,
M8:30
2. I Search for Adventure (Bagunil),
KCOP, Th7:00
3. Highway Patrol (Ziv), KTTV,
M9:00
4. Confidential File (Guild), KTTV,
59:30
I, I Led Turce Lives (Ziv),
KTTV, S8:3012.4
f. Frontier (NBC), KRCA,
57:00
7. San Francisco Beat (CBS),
KTTV, 5.9:30
8. Men of Annapolis (Ziv),
KNXT, Th7:30
9. Silent Service (NBC), KTTV,
T7:3011.7
10. Kingdom of the Sea (Gulld),

KCOP, W.-7:30 .....11.4

11. Mr. Dietrict Attorney (Zir),

### MINNEAPOLIS-ST. PAUL

4 TV STATIONS—364,800 TV HOMES Population—1,247,600 (13th in U. 5.) Buying Income—\$2,361,663,000 Retail Sales-\$1,657,319,000 (13th) Food Sales-\$54,010,000 (14th) Automotive 5250,446,000 (13th) Above figures include following counties: Anoka, Dakota, Hennepin, Pamsey

### TOP NETWORK SHOWS

м	\$64,000 Challenge, WCCO, T.	313
63	Person to Person, WCCO, F.	
20	1 Love Lucy, WCCO, M	
60	LO SUIITAN, WCCO, So.	.27.3
ωa	1 18 Got a Secret, WCCO.	
	Me sameshanan	.27.0
ш	Willed Hitchicks, WCCO	
	We strangerson	.27.1
œ.	MEU AKEHINE, WOCD, T	24.
ш	WEALS MY LIBER WOLLD	
	50	.264
ш	Jerry Lewel, Kaip &	12811
W.	Lineup, WCCO, F.	354

### TOP MULTI-WEEKLY SHOWS

L	News-Ingram (10 p.m.), KSTP.	
	Charle territories	25.4
-	Weather, Sports (18:15 p.m.)	
	ADLE, MF.	28.1
20	NEWS (19 p.m.), WCCO.	
	M.F.	12.4
и	Mickey Monse Chib, WICN.	
0	MF. News, Weather, Sports	11.4
н	(10:15 p.m.), WCCO, MF	27
6.	M-G-MaTime, KMGM, ThFr	H.
7.	CBS News, WCCO, M.F.	16.3
7.	Popeye, Miss., WCCO, M.F.	10.3
а	Cedric Adams, Sports (6 p.m.).	
	WCCO, MF.	
2	Art Linkletter, WCCO, M. F	9.6
12	TOP FEATURE FUMS	

### Once-Weekly

1. Command Performance, WCCO.
Su-2:00-3:30
2. Premiere Performance, WTCN,
W10:00-12 mid
3. Red Out Theater, KMGM,
W9:90-11:30
4. Your Saturday Show, WICN,
5-8-00-10-00
58:00-10:00
K-11-00-12 mid
511:00-12 mid
Multi-Weekly
L M-G-M Time, KMGM,
ThSu9:06-11:30 12.4
2. Movietime U. S. A., KMGM,
M., T9:80-10:30
3. Hoffywood Playhouse, WCCO.
M C Th Su to to 12

### M.-F., S., Su.-10:00-12 mid. ... 6.4 TOP SYNDICATED FILMS

Th., S., Su., 11:06-12 mid. ..... 7.1

4. Hig Movie, KMGM, M., W.,

5. Early Movie, WICN,

	IAL STHRICKIED LIFERS	
1.	Championship Bowling (Watt	
	Schwimmer), WCCO, Su1:80 .	21,0
-2.	Sheriff of Cochine (NTA),	
	WCCO. K-9:30	18.0
		100
-	State Trooper (MCA), ESTP,	-
	T9:30	
3.	I Search for Adventure (Rag-	
	nall), WTCN, M9:30	17.9
5.	Highway Patrol (Ziv), KSTP,	
	Th-10:30	16.2
6	Studio 57 (MCA), KSTP.	
100	W.930	150
-		2007
100	Death Valley Days (U. S.	200
н	Borart, WCCO, S.6:00	(16.3)
м	City Detective (MCA), KSTP,	-
	F-10:30	
ш	Bowling Time (Sterling), KNTP	
-	Su;-12:00	11213
žŲ.	Superman (Flamingo), WCCO,	122
	Su.4(30	23.4
4.6-	Budge 714 (NBC), KSTP.	100
**	T-10:30	
48.	Wild Hill Hickok (Kelloug),	125
	WCCO, 5.5:30	A MILLS

### STATION SIGNALS

NEW CROSLEY STAFFERS

12. Stage Seven (TPA), WFAA,

pervisor for Westinghouse Broad- Conn. casting, has joined WRCA-TV, FLOOD COVERAGE New York, as manager of produc- KELO - AM - TV, Sioux Falls,

of WRCV, Philadelphia, flew to flood, the Fargo, N. D., tornado; Fort Bliss, Tex., last week for a Ashton, S. D., tornado; the floo three-day visit as guest of the Air ing in the Southeastern part of Defense Command..., John Ed- South Dakota, and the Marshall, gerton has switched to the news Minn, area flood. Newsmen and staff of WBTV, Charlotte, N. C. cameramen were on duty around

1... Orville F. Burda, general man-Crosley Broadcasting has added ager of KDIX-TV, Dickinson, four new staffers to the WLW-I, N. D., is in New York visiting with Indianapolis, sales force. They are agency and network people. His of WPIX, New York, has been Charles D. Li-ton Jr., Jim Jarvis, plans call for a similar trip to named acting manager of the de-Milt Lewis and Bert Jolian . . . Chicago and Minneapolis. . . . George A. Morrison has moved Gerald Krell, first recipient of an bilities of Keith A. Culverhouse, from KOB - TV. Albuquerque, annual scholarship established by who has resigned .... Tom Sheeley N. M., to WFBM-TV, Indianapolis, the Connecticut Broadcasters As- has been named head of operations as TV news director. . . Ben A. sociation, has joined the promotion for KELO-TV, Sioux Falls, S. D. Hudelson, formerly production su- staff of WKNB, West Hartford,

S. D., was on the spot with news-Hal Waddell, station manager coverage all during the Sioux River

the clock from the first flood threat until the rising water was past. TV cameramen waded, drove cars thru water, rode in boats and airplanes to get exclusive pictures for the viewing audience.

11. Racket Squad (ABC), KSTP,

Frank Tuoti, assistant promotion, advertising and research manager partment, assuming the responsi-. . . Dr. William E. Reifsnyder, of Yale University, has been engaged by WNBC - TV, West Hartford, Conn., as a weather consultant and weathereaster.

PROGRAMMINGthe kny le meressful I'v advertising

THE BILLBOARDthe key to necessful programming NEW YORK

7 TV STATIONS-4,175,300 TV HOMES

Population-14,124,600 (1st in U. 5.)

5.-10:30 7. Silent Service (NBC), WBEN,

8. Whirlybirds (CBS), WBEN.

10, Studio 57 (MCA), WBEN,

11. Dr. Hudson's Secret Journal

12. †Sky King (Nablsco), WGR,

13. Hopalong Cassidy (NBC),

15. Jungle Jim (Screen Gems),

WBEN, F.-7:00 .....

Th.-7:00

(MCA), WGR, F.-10:30 .....

T.-6:00

S-7:00 ......

WGR, S.-11:00 .....

WGR, F. 6:00 .....

WGR. W.-6:00 .....

t Wild Bill Hickok (Kellogg),

16. City Detective (MCA), WGR,

Th.-10:30 18. Soldiers of Fortune (MCA).

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

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

TULSA, OKLA.

3 TV STATIONS-95,500 TV HOMES

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

FORT WORTH, TEX.

4 TV STATIONS-140,900 TV HOME

Population-507,000 (45th in U. Buying Income \$844,333,000 (4)

### Population—297,700 (74th in U. Buying Income—\$528,695,000 (68 Buying Income - \$28,954,669,000 Retail Sales-\$404,603,000 (65th Retail Sales-\$17,069,367,000 (1st) Food Sales-\$75,049,000 (74th) Food Sales-\$4,380,677,000 (1st) Drug Sales-\$423,332,000 (1st) Drug Sales-\$13,693,000 (60th) Automotive-\$100,676,000 155th Automotive-52,243,498,000 (1st) Above figures include following coun TOP NETWORK SHOWS TOP NETWORK SHOWS 1. Perry Como, WRCA, S. ..... 44.5 1. Gunsmoke, KOTV, S. ..... 2. Jerry Lewis, WRCA, S. ..... 43.6 3. Playhouse 90, WCBS, Th. ....41.1 2. Ed Sullivan, KOTV, Su. ..... 4. What's My Line? WCBS, Su. .. 32.1 3. Perry Como, KVOO, S. ..... 4. Wyatt Earp, KTVX, T. ..... 5. Ed Sullivan, WCBS, Su. ..... 32.0 5. I Love Lucy, KOTV, M. ..... 6. Alfred Hitchcock, KOTV, Su. .. 7. Person to Person, WCBS, F. ...31.3 8. I Love Lucy, WCBS, M. .... 29.0 6. Warner Bros., KTVN, T. .... 9. Steve Allen, WRCA, Su. .....27.1 8. Jerry Lewis, KVOO, S. ..... 9. Millionaire, KOTV, S. ..... 10. Groucho Marx, WRCA, Th. .... 26.8 10. Climax! KOTV, Th. ..... TOP MULTI-WEEKLY SHOWS TOP MULTI-WEEKLY SHOWS 1. News, Weather & Sports, WCB5, 1. Mickey Mouse Club, KTVX, M.-F. .....20,1 M.-F. 1. Late Show, WCBS, M.-F. .... 13.8 2. News, C. Condon, KVOO, 3. CBS News, WCBS, M.-F. ..... 10.7 M.F. 4. News & Weather, WRCA, 3. Queen for a Day, KVOO, M.-F. .....10.6 Mel's 5. Gulding Light, WCBS, M.-F. .. 9.7 4. Weather, Sports (10;15 p.m.), 5. 7 o'Clock Report, WCBS, KV00, M.F. ..... M.-F. ..... 9.7 5. Popeye, KVOO, M.-F. 7. Mickey Mouse Clab, WABC, 6. Kartoon Kapera, KVOO, M. F. M.F. ..... 9.6 7. Matince Theater, KVOO, 8. Search for Tomorrow, WCBS, M.F. M.F. ..... 9.2 8. Tennessee Ernie, KVOO, 9. Popeye, WPIX, M.-F. ...... 8.9 M.-F. ..... 10. Love of Life, WCBS, M.-F. .... 8.8 9. Stu Erwin, KVOO, M.-F. ..... 10. Modern Romances, KVOO, TOP FEATURE FILMS M.F. ..... Once-Weekly TOP FEATURE FILMS 1. Premiere Performance, WPIX, Once-Weekly 2. Picture for a Sunday Afternoon, 1. Premiere Performance, KOTV WCBS, Su.-1:30-3:00 ..... 5.6 Su.-10:15-12:00 mid. 3. Million 5 Movie, WOR, 2. Frontier Theater, KVOO. T.-11:15-12:00 mld. ...... 3.6 Su,-1:00-2:00 ..... 4. Warner Bros., WABD, 3. Double Feature, KVOO. Su. 3:00-4:30 ..... 3.1 Sn.-8:30-12:00 mld. 5. Western Movie, WABD, 4. Startime Movie, KVOO, 5-11:00-12:00 ........... 2.6 5.-11:00-12:00 mld. ..... 5. Feature Film, KVOO, Multi-Weekly S.-12:30-2:00 .... L Late Show, WCBS, M.-Su.11:15-12:00 mld. ...... 13.5 Multi-Weekly 2. Early Show, WCBS, L. Showtime, KOTV, M.-F.-5:30-7:00 ..... 8.3 M.-F.-10:30-12:00 mid. ..... 2. Theater S. KIVN. Movie 4, WRCA. S., Su.-11:15-12:00 mid. ..... 7.8 F.-S.-10:30-12:00 mid. 3. Movietime, KVOO, 4. Movie 4. WRCA. 31.-5.-5:30-6:30 4.4 M.-F.-3:30-5:00 5. All Star Movie, WATV, 4. Showtime Matince, KOIV, M.-Su.-7:30-9:00 ................ 2.3 M.-F.-4:06-5:00 5. Channel 2 Theater, KVOO. TOP SYNDICATED FILMS M.-F.-5:00-6:00 TOP SYNDICATED FILMS 1. Highway Patrol (Ziv), WRCA, L. Highway Patrol (Ziv), KOTV 2. If You Had a Million (MCA), Th.-9:00 WCB5, 5.-7:00 ..... 9.6 2. Death Valley Days (U. S. 3. Popere (Assoc. Artisto), WPIX, Borax), KOTV, S.-10:30 .... M.-F.-6:00 ..... 8.9 3. Whirlybird (CBS), KVOO, 4. Rosemary Clooney (MCA), M.-8:30 WRCA. 5.-7:00 ..... 8.7 5. My Little Margie (Official), 4. Men of Annapolis (Ziv), KOTV, M.-8:00 ......25.5 WCBS, S.-6:30 ..... 8.3 5. State Trooper (MCA), KOTV, 6. Guy Lombardo (MCA), WRCA, T-10:00 ......21.7 Th. 7:00 ...... 8.2 6. Dr. Hudson's Secret Journal 7. Silent Service (NBC), WRCA, (MCA), KOTV, W-10:00 ....20.3 F.-7:15 ..... 8.1 7. Star Performance (Official), (Death Valley (U. S. Boras), KVQO, W.-9:00 .....20.2 WRCA, W.7:00 ..... 7.9 8. Stient Service (NBC), KOTV, 9. Celebrity Playhouse (Screen Gems), WRCA, T.-7:00 ..... 7.3 9. (Wild Bill Hickok (Kellogg), 10. Amos 'n' Andy (CBS), WCBS, M.F. 9:30 a.m. ............ 7.0 9, Captain David Grief (Guild), 10. Looney Tunes (Assoc. Artists), KVOO, W.4:30 ......18,7 WARD, M.-S.-6:00 ...... 7.0 11. Last of Mobicana (TPA), 12. Patti Pape (Screen Gems), WCBS, S. 6:15 ...... 6.8 12. Streens, Queen of the Jungle D. Whirlybirds (CB5), WCBS, (ABC), KTVX, W. 6:00 .....17.5 Ta.-7:30 ..... 6.7 13. Stage Seven (IPA), WIVX, 14. My Little Margie (Official), T.9:00 .....17.2 WCBS, M.-F. 9:30 a.m. ..... 6.6 14. Code Three (ABC), KOTV, 15. Sto Erwin (Official), WCBS, W-7:00 ......17.0 M.-F.-9:00 am .......... 6.2 15, 15ky King (Nabisco), KTVX, 15. Popeye (Assoc. Artists), WPIX, M-6:00 .....162 S.-5:00 ..... 6.2 16. Passport to Danger (ABC), 17. Goldbergs (Guild), WABD, KOTV, M-10:00 ......15.9

	BUFFALO
10 E	
The same	3 TV STATIONS-352,400 TV HOMES
5.1	Population-1,212,400 (14th in U.S.)
	Musing Income \$1,079,717,000
th)	Buying Income-\$1,978,712,000
1000	(14th)
	Retail Sales-\$1,449,717,000 (14th)
1993	Food Salas - \$346,398,000 (13th)
1	Drug Sales-\$40,931,000 (16th)
lane -	DIDE 3815 - 310,731,000 115161
ies	Automotive-\$263,038,000 (15th)
-	Above figures include following counties:
1000	Eria, Niagara.
1000	
	TOP NETWORK SHOWS
43.0	
42.3	1. Lawrence Welk, WGR, S 41.8
	2. I Love Lucy, WBEN, M 41.5
38.5	A TOLOGO CHARLES WHEN T ALL
37.5	3. \$64,000 Question, WBEN, T41.3
34.5	4. Playbouse 90, WREN, Th 37.1
32.9	5. Top Tunes and New Talent,
	WGR, M35.9
32.9	Wisk, M Compat Co. 240
32.5	6. Alfred Hitchcoc', WBEN, Su34.9
Contract of the Contract of th	6. Wyatt Earp, WGR, T34.9
32.4	8. Climax! WBEN, Th34.2
32.1	n ma cutti a temperation of
200	y. Ed Sumvan, Where, Su34.1
1000	9. Ed Sullivan, WBEN, Su34.1 10. I've Got a Secret, WBEN, W33.5
81000	THE RESERVE WAS A STATE OF THE PARTY OF THE
2000	TAR MILE WELVIN FUNDE
18.5	TOP MULTI-WEEKLY SHOWS
	1. Mickey Mouse Club, WGR,
13.1	I. Mickey Mouse Club, WGR,
17.5	MF
	2. 11:00 News, WHEN, MF 17.8
17.0	1 News Weather (11 n.m.)
	3. News, Weather (11 p.m.),
10000	WGR. MF
15.8	4. Guiding Light, WBEN, MF 12.3
15.7	4 Weather Sancta Review (11-15),
	4. Weather, Sports Review 12.3
35.1	WBEN, M.F.
200.00	WBEN, MF
15.0	7 Author Carolines White
-13.M	MTh. 7. Search for Tomorrow, WBEN,
500	M-10, accordance and the second
14.7	7. Search for Tomorrow, When,
14.4	Marie bases and a second and a second a
2300	The Division Division Division Division
	M. W.F.
.14.3	Mr. Well annual constant and the
	10. Sportsreel (11:15), WGR, MF11.1
	TOP FEATURE FILMS
	THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TW
	Once-Weekly
100	1. Molson's Theater, WEEN, F.,
.17.4	I. Molson's Inchief, Withers, E.
	11:30-12 mid
13.9	2 Saturday Playlighter, White
All Control	S11:30-12 mid
	Settional min.
12.4	Premiere Performance, Work.
ALL STATE	T11:30-12 mid
- 444	4. Million S Movie, WBUF,
. 10.9	Su .10:30.17 mid
	College Transaction College Co
. 9.1	5. RCA Theater, WBUF,
	811:00-12 mld 7.
	Multi-Weekly
	Multi-Weekly
	1. 11:30 Theater, WBEN,
THE	M., Th., Su11:30-12 mld 10.
	2. Million & Movie, WBUF.
10.0	A. Station & Division in Maria
	MS5:30-6:30
	A Mid-Day Mattuce, W. K.
7.5	MF1:00-2:00 5
254 - 6	The state of the s
16.9	TAN EVANDICATED FILMS
- 6.8	TOP SYNDICATED FILMS
6.4	1. Highway Patrol (Ziv),
1000	WGR T10:30
	2 Annie Onkley (CBS), WBEN,
	7.00
	T_7:0021
33.2	3 Stories of the Century (Could),
and the same	The same of the sa
	WGR- M-10:3020
	A Company WHEN
	3. Superman (Flamingo), WBEN,
	3. Superman (Flamingo), WBEN, W7:15
26.4	3. Superman (Flamingo), WBEN, W7:15
26.4	3. Superman (Flamingo), WBEN, W7:15
26.4	3. Saperman (Flamingo), WBEN, W7:15
26.4 25.9 V 25.5	3. Superman (Flamingo), WBEN, W7:15

ome—\$1,978,712,000	Buying Income \$844,333,000 (45%)	
_\$1,449,717,000 (14th)	Retail Sales—\$629,861,000 (42d) Food Sales—\$115,271,000 (53d)	
-\$346,398,000 (13th) -\$40,931,000 (16th)	Drug Sales—\$23,359,000 (35th) Automotive—\$147,259,000 (30th)	
-\$263,038,000 (15th) Include following counties:	Above figures include following countries:	
ra.	TOP NETWORK SHOWS	۸
NETWORK SHOWS	1. Ed Sullivan, KRLD, Su 28.3	
Welk, WGR, S 41.8	2. What's My Line? KRLD, Su27.8 3. Jerry Lewis, WBAP, S25.6	
uestion, WBEN, T41.3	4. I Love Lucy, KRLD, M25.5 5. 564,000 Question, KRLD, Su25.0	
90, WREN, Th37.1	6. Top Tunes and New Talent,	
itchcoc', WBEN, Su34.9	WBAP, M	
rp. WGR. T34.9	8. Warner Brothers, WBAP, T 23.3	
WBEN, Th	9. Perry Como, WBAP, S23.1 10. \$64,000 Question, KRLD, T22.5	
a Secret, WBEN, W33.5	TOP MULTI-WEEKLY SHOWS	į
ULTI-WEEKLY SHOWS	1. Command Performance, KFIZ,	
Mouse Club, WGR,	T,-Th	
WA, WHEN, MF 17.8	WBAP, T.F. 17.1 3. Weather, News Final (10:15),	
Venther (11 p.m.),	WBAP, T.F	
Light, WBEN, MF12.3 Sports Review (11-15),	4. Mickey Monse Club, WBAP, MP	
M.F	5. Million S Movie, KFJZ,	ı
Life, WBEN, M.F11.6 Godfrey, WBEN,	6. Kitty's Wonderland, WBAP.	
or Temotrow, WBEN.	MF	
	MF. 11.8 8. Weather, News-J. Abbott	
tider, WBEN,	(8:45), K.F.J.Z. MTh.	l
el (11:15), WGR, MF11.1	9. Ramar of the Jungle, KFJZ, MF10.7	ı
P FEATURE FILMS	10. Starlight Theater, KFJZ.	ŀ
Once-Weekly Theater, WBEN, F.,		l
mid	TOP FEATURE FILMS	ł
Playhouse, WBEN, 12 mld	1. Friday Spectacular, KFJZ,	ł
Performance, WGR,	F,-8:00-10:30	1
5 Movie, WBUF,	Th7:00-8:30	1
B-12 mid 9.7 heuter, WBUF,	3. Premiere Performance, KFJZ. S8:00-10:00	1
-12 mld 7.5	4. Dr. Kildare Theater, KFJZ,	J
Multi-Weekly heater, WBEN.	T7:00-8:30	j
Su11:30-12 mld 10.4 S Movie, WBUF,	Sn5:30-7:00	ı
30-6:30 6.3	1. Command Performance, KFIZ.	H
y Matinee, WGR, :08-2:09 5.2	7 7 8 8 80 4-00-11:00 17.7	
SYNDICATED FILMS	M., W., Su7:80-8:30	è
y Patrol (Zlv),	J. Starlight Theater, KFJZ, MTh., Su10:15-12 mid 10.3	9
T10:30 Onkley (CBS), WBEN,	4. Early Show, KFJZ, MF:-4:30-6:00	
of the Century (Gulld),	4. Channel 5 Movie Club, WBAP,	
M10:30	MF12:30-4:00 7.4	
nan (Flamingo), WBEN,	TOP SYNDICATED FILMS	
Annapolis (Ziv), , M9:3020.1	WBAP, 89:10	•
ristian (Ziv), WGR,	1. Faicon (NBC), WHAP,	
Service (NBC), WBEN,	3. Highway Patrol (Ziv),	
0 birds (CBS), WBEN,	3. Superman (Flammigo), 11 m/s-1	
0		3
of Cochise (NTA).	T . H . W)	0
57 (MCA), WBEN,	T-8-30	B
udson's Secret Journal	7. Silent Service (NBC), WBAP,	
). WGR, F10:3016. King (Nablsco), WGR,	# Annie Oakley (CB5), WBAP,	
ong Cassidy (NBC),	I WE THE PERSON I THE STREET CONTROL OF THE PERSON IN THE	
Th. 6:00	to Rame of the Jungle (TPA),	
nary Clooney (MCA), WGR,	5 K F17 Su -2:30	3
Jim (Screen Gems),	0 (MCA), KRLD, T7:30	
S11:00	12. Buffalo Bill Jr. CBS),	
P6:00	13. Chico Kid (Ziv), What,	
ers of Fortune (MCA).	9 Th6:00	
W-6:0011		1
	are   manager of TV station WPIX,	1
ands of silver dollars	HE I HIMMEN OF TA WHITTH ALLENS	

	THE RESERVE OF THE PARTY OF THE
	SALT LAKE CITY-OGDEN-
5	PROVO, UTAH
S.)	3 TV STATIONS-137,800 TV HOMES
	Population—312,400 (72d in U. S.) Buying Income—\$512,650,000 (72d)
36	Retail Sales-\$410.563.000 (63d)
ties:	Food Sales—\$81,462,000 (69th) Drug Sales—\$14,874,000 (58th)
1100	Automotive—\$83,908,000 (63d) Above market statistics are for Sale Lake
30.1	City only and include following
28.3	county: Salt Lake.
27.8	TOP NETWORK SHOWS
.25.6	1. Lawrence Welk, KTVT, S35.3 2. Ed Sullivan, KSL, Su29.9
.25.0	3. What's My Line? KSL, Su ZA.7
.24.8	4. Perry Como, KTVT, S
.24.3	6. I Love Lucy, KSL, M
.23.1	7. Broken Arrow, KUTV, T26.7 8. Disneyland, KUTV, W26.4
.22.5	9. Jerry Lewis, KTVT, S
	10. Groucho Marz, KTVT, Th25.4
1	TOP MULTI-WEEKLY SHOWS
20.6	1. Triple Crown Theater, KTVT,
. 17.1	2. Mickey Mouse Club, KUTV,
. 15.6	MF20.3
	3. Today-Pictures (10:30), KTVT, MF
13.2	4. Popeye Kartoons, KUTV,
. 12.3	1 3. Bully Dunny Cino, exc.
12.2	MF
	KTVT M-F
. 11.8	7. Queen for a Day, KTVT.
	8. Art Linkletter, KSL MF 10.7
10.7	9 Our Miss Brooks, KSL, M.F 9.3
	10. Two on Aisle, KUTV, MF 9.4
10.7	TOP FEATURE FILMS
	Once-Weekly
	I. First Night Theater, KTVT, Th9:00-10:15
17.4	9 M.C.M Theater, KIVI.
17.6	1 Premiere Theater, KUTV.
14.4	5.0.00.11:15
133	
12.5	5. Neighborhood Theater, KUIV,
AC-1941	M. W. Washle
,10.	1. Triple Crown Theater, KTVT,
	T., W9:00-10:15
17.	2. Two on the Aisle, KUTV, MSu10:30-12 mid 9.2
11.	2 Francisc Show STVT
	4. Club 4 Playhouse, KIVI,
10.	3 MF3:00-5:15
7.	5. Not So Late Show, KSL, MTh10:45-11:30
P,	THE CHILDREN PRINT
7.	1. Highway Patrol (Ziv), KSL.
5	T8:30
-	2. Dr. Hudson's Secret Journal
19	a made 214 (SRC) KIVI
16	
15	3 KSL, S9:45 a.m
P	5. Dr. Christian (Ziv), KSL,
15	at Cattleman Disastrones (Excluse
15	The state of the s
AP.,	S-9:00
AP.	8. Liberace (Guild), KIVI,
P. I	8. Sheriff of Cochise (NTA).
II	1 Tree A monthly Francisco II Property
	10. Annie Oakiey (C.85)

### SHORT SCANNINGS

motion picture veteran, has been child, a girl, and the Charles L. Ideal Toy Corporation will sponsor awarded a public education citanamed treasurer for National Tele- Lewins welcome a new daughter, the annual New York Thanksgiving tion by the Association for the Help film Associates. . . . Henry S. Bean, their second child. . . . Bill Larimer Day parade for the third consecu- of Retarded Children. account supervisor for Batten, Bar- will become manager of Petry's Los tive year over NBC-TV. . . . Guy ton, Durstine & Osborn, has been Angeles office and Garry Hoolihan, Oring has been elected a vicemoved up to vice-president ... will be in charge of radio sales. president of Crey Advertising ... Stanley Moldow, supervisor of film Chet Matson is retiring from the Keith Culverhouse, advertising distribution, CBS Film Sales, has company. for the legal and technical aspects TVe species as co-host of NBC- Top N. Y. Ratings for the legal and technical aspects TV's "Bride and Groom" show. of putting network shows into Parker is leaving because of the To WPIX, 'Popeye' proper form for syndication.

Columbia Pictures TV subsidiary. Judith Bublick in charge of re- Nielsen Station Index report, with portion of foreign locations and ing "Ivanhoe" in Britain for Screen This is in line with Screen Gems' search and script. The company is its "Popeye" the No. 1 kids show exteriors in the series, one team is Gems, is unhappy with the 15 New York talent development pronow in the process of producing a in New York. The greatest increase on location half the week, alternative in audience, 13.4 per cent, during in the studio with the other. To series of seven one-hour films in audience, 13.4 per cent, during in the studio with the other. To series of seven one-hour films in audience, 13.4 per cent, during in the studio with the other. he's executive vice-president of entitled "High Adventure With National Telefilm Associates — an- Lowell Thomas."

In audience, 15.4 per cent, during ing in the studio with the other. Irom Hollywood, and is commissionly in the past 12 months was also given up two films in just over the week. Scripters.

Eric H. Haight, financial and nounce the birth of their sixth Byron Palmer has replaced

pressure of other commitments. , . .

being distributed to NBC Spot TV York, has moved to the Television salesmen as prizes in a "July Silver Bureau of Advertising as assistant Dollar Contest" to provide an in- director of sales promotion. . . centive for the sales force to im- Lisa Charrell, writer for WCBSprove its performance. . . . The TV's "Eye on New York" has been

Thousands of silver dollars are manager of TV station WPIX, New

### BRITISH SCANNINGS

bed last week with a fractured show for below cost, but he's still kneecap following an automobile losing money. crash. . . . Harry Alan Towers, producing "The New Adventures of cal sale is Wish's way of "getting Martin Kane" at Elstree Studios, people into the store." NEW YORK--WPIX continues in association with George Callagtor for Screen Gems, has been sey Productions, has named Joel as the dominant independent sta- han for Ziv, is employing two units named Eastern talent scout for the Gross as technical advisor and tion here, according to the June full time. To cover the high pro-

### TV Auction Sells at Loss

KUTV, W.-6:00 ......17.1

11. Men of Annapolis (Ziv),

13. Frontier (NBC), KUTV,

12 Kingdom of the Sea (Guild),

14. Star Performance (Official),

14. Captain David Grief (Guild),

CLEVELAND -- KYW'S "TV Auction Party" is offering viewers the strange spectacle of a sponsor buying time to sell merchandise at a loss. Al Wish, operator of Auction LONDON - Lloyd Williams, Ranch, finds his business has in-Associated - Rediffusions' Assistant creased 60 per cent since he Controller of Programs, went to started austioning items on the

The Saturday 5:30-6 p.m. musi-

### The Billboard Scoreboard

### PROGRAM REVIEWS

### AIMED AT TEENAGERS

### 'The Big Beat' Rocks, Rolls—And Stumbles

By CHARLIE SINCLAIR

Blg Best (Net) ABC-TV, Friday (July 12), 10-10:30 p.m. EDT (Catight Again).

"The Big Beat" is hygienic rock and roll. Under the watchful eye of ABC's network censors, the show's cameras view the acts from the waist up. Forced thus to stand or fall primarily on its minor musical merits, this Alan Freed package frequently stands around with egg on its electronic face.

Ostensibly slanted toward teenagers-who seldom watch TV anyway-the live musical series makes few bids for the adult viewing trade. Utilizing some of the dullest musical staging this side of Kiwanis amateur nights to showcase what roster led off with the best-selling (on Cadence label) Everly Brothers. They proved to be a sort of double-exposure of Elvis, twanged guitars and sang "Bye Bye Love" with a hiccuping vibrato thru their Nightbeat (Local) noses. Don Rondo was next, baritoning "White Silver Sands" against some low-budget Tahitian scenery which might have been rescued ferred to her age rather than her drag. startling chest expansion.

to do something besides sing, went | Tucker, the authoress of "Death of | seek. In the meantime a salvage on, thru Johnnie and Joe, Sunny a Man, is somewhat of a contro- truck picks up the wreck and carts Gale, Ferlin Husky, and a reprise versial figure. Her book-about the it away. When the boy is discov-

of Messrs. Everly,

unctious charm of Ralph Edwards humiliating collapse in the last with the manie gymnastics of Jerry stages of cancer-had been sharply Lewis, led the 18-man ork in an reviewed by many critics. instrumental, with "Big" Al Sears Mrs. Wertenbaker handled herand Sam (the Man) Taylor honk- self well and maintained that her ing raucous sax figures that added husband had the right to do away up to little beyond mere repetition. with himself as a mature adult The mostly-teen studio audience, when the suffering became so great however, dutifully flipped.

unintentional highspots. He man- good job of questioning. aged to use virtually every intro-

### Matinee Theater (Net)

NBC-TV, Toesday (16), 3-4 p.m., EDT

The stamina of Albert McCleery and staff in furnishing five hourlong dramas a week of high production quality is amazing. The well-rehearsed, liberally costumed, neatly written shows indicate nothing of the terrific strain under which they must be turned out. The colorcasts are visually attracbecause it's daytime.

Amontillado." Eduardo Ciannelli are bright and amusing. and Joe DeSantis were fine as antagonists in Fascist Italy, with chats and keeps the show rolling Grace Raynor and Tony Russo nicely, being the perfect emsee up the episodic story.

tribute to all concerned.

Bob Bernstein.

elsewhere in the show, "So give this little lady a great big hand." And, still later, "Yes, folks, believe me you'll be hearing plenty from Ferlin Husky from now on." Since there, was no writer credit, Freed apparently chose to rely on his talent and a host who is more famemory for fresh continuity.

aplomb, and the genuine highlight of an otherwise-dreary parade, was lacked the garb as well as the gab the Billy Williams Quartet in the final act. Dressed as Stage Door tie it all together. Johnnies, they turned in a socko 'I'm Gonna Sit Right Down and Write Myself a Letter," following their hit disk styling, complete with Guy Lombardo licks and the superb timing of Williams' hilarious "Oh, yeah" line.

Fred Heider produced and Cort was burbled as "all the famous Steen directed. Vocalist Nancy rock and roll stars," the talent Whiskey was billed to appear to sing "Freight Train" but apparently missed the rattler. There were no commercials.

WABD, New York, 11-12 midnight, EDT. July 17 (Caught again),

In spite of inadequate interviewfrom a stranded road company of ing by John Wingate, this program "White Cargo." There was a Juno- still continues to roll along. The esque young thing named Connie key to its success are its guests. Francis, all gingham and dimples, When they are interesting and among the top syndicated advenwho husked her way thru a ballad, have something to say, the hour "Eighteen," which obviously re- moves quickly, but otherwise it can

suicide of her husband, accom-

he was in danger of becoming a Freed's introduction, which had thing, rather than a man. In this a strangely defensive quality, were interview Wingate did a fairly

ductory cliche to bring the acts on Joseph Robinson, one of the ating Sunny Gale, "Here's that for William Girard, the soldier who WONDERFUL little girl who is to be tried by Japanese courts, really needs no introduction." And, that Wingate's interviewing technique left something to be desired. Some interesting facts were elicited, but the questioning had no depth and no recognition of the history of the subject.

Leon Morse.

### Name That Tune (Net)

CBS-TV, Tuesday (16), 7:30-8 p.m., EDT (Caught again);

Here's a chuckle and smile entry whose long life is easily explained. The interviews are funny, a la tive, with not a sign of skimping Groucho Marx, with emsee George DeWitt more sympathetic than On the latest stanza caught, Groucho. The quiz is entertaining Robert Esson scripted a modern and tuneful, the prizes are healthy adaptation of Poe's "Cask of if not huge, and the commercials

> The handsome DeWitt sings, show will always be welcomed.

Bob Bernstein.

### Midwestern Hayride (Net)

ABC-TV, Sunday (14), 9:30-10 p.m., EDT

"Hayride" has returned to the big time once again after spending the winter entertaining the local viewers of WLW-D, Dayton, O. But, unfortunately, they are still dishing out strictly local entertainment fare and probably will continue to do so unless they come up with some name country recording miliar with this "Americana" enter-Sole act with true professional tainment. Paul Dixon, as emsee, not only looked uncomfortable, but to establish the rapport needed to

The half-hour is well packed with fiddlers, square dancers, hymn singers, instrumentalists, etc. Among thos highlighted on the debut show was Bobby Bobo, who talked his way thru a song called "Stamps," a complete waste of valuable network time. Zeek and Slim perked things up with "Ticklin' the Tom Cat's Tail," and Penny West and Kenny Price offered a pleasant version of the hymn of the day, Whispering Hope."

Charlotte Summers.

### Whirlybirds (Synd)

KHJ-TV, Los Angeles, 7:30 8 p.m., PDT, July 15 (Caught again.)

Sustained action, good production and interesting photography are keeping "Whirlybirds" up ture shows.

Half-hour reviewed had a standard plot, but execution nevertheless Lael Tucker Wertenbaker and sustained interest through. A young And so the parade of recording Joseph Robinson, the two guests, boy locks himself in the trunk of talent, many obviously ill-equipped were both worth meeting. Mrs. an old car while playing hide and ered missing the alarm goes out, Alan Freed, who comines the plished with her help, to avoid and Whirlybirds, Inc., rotors to the

> The salvage company is traced and the helicopter proceeds to chase a truck down U. S. Highway 6 with good effect. From there it's back to a salvage yard and, after some trepidation, the wreck is found, the copter is used to lift off another old car that has been dumped on top of it, and the boy

The real star of the program is It was in the questioning of the helicopter, and producer Gayle Gitterman uses it to full advantage and off. Sample: While introduc- torneys before the Supreme Court to keep things moving at a fast pace. The strong draw is obviously for the youngsters, but it's a show that requires no strain for the whole family to watch and enjoy. Bob Spielman.

### Studio One Summer Theater (Net)

CBS-TV, Monday (15), 10-11 p.m., EDT

kind of show which could (and |-by 225 TV outlets in the U. S. discuss deals with film men inhas) evoked sharply contrasting re- and nearly a dozen foreign coun- volving another negotiable, airactions. A wacky farce, it was tries, and clips from the film are time. scripted by Romeo Muller and di- being distributed by United Press rected by James MacAllen for the TV. Altho many free film handfast-paced nonsense George Abbott outs are little more than press vance for bartered time, this repopularized in the 1930's. An in- agentry-on-celluloid, "A Moon Is moves the risk element for the syntriguing flavor to the dialog and Born" is that refreshing oddity-a dicator of film firm in disposing of expert casting by Mark Merson business film which has something the time slots, and enables the film carried it off.

Bennye Gatteys, who ought to simplify spelling of her name if she wants proper credit, was delightful score as the girl's harassed mother. offering excellent support. Walter to the last 30 seconds, when he said in the pivotal role of the romantic Grauman directed with no com- goodnight to John, Mary, Billy, teen-ager who writes the title song of cliches and satire, with a rousing promise for audience composition Little Lucy in Atlantic City and in a fit of frenzied melancholia. finale which found the song being figures, setting a brisk pace for other strangers. An attractive set- Her timing and farce technique recorded in the heroine's bathroom time slots, with the time actually ting and relaxed contestants also belie her youth. Jerome Cowan under perfectly logical circum- netting down-because of the 50 Each participating sponsor helped, even if it is odd that contorted his face superbly as her stances. A Mike Wallace bit per cent discount-to \$75,000 to showed the same commercial DeWitt gets all the laughs in the suffering father, with uproarious tacked on at the end seemed super- meet the price. The pickup of the twice, which may be novel but conversation. The air created, assistance from Woodrow Parlrey, fluous. But gratitude is due "Stu-time would be automatic, since the makes the story breaks seems end- however, is so warm and natural Reno Riano and Ned Glass in dio One" for daring farce, a form film seller would have a pre-sold less. Beyond that, the series is a that, like "Pantomime Quiz," this smaller parts. Only Parker Mc- mostly feared by TV. Without contract deal with a major adverand mentally deficient, failed to

### **NETWORK REVIEW**

## Burns, Allen' Retains Same Old Comic Charm

By BOB SPIELMAN

Burns and Allen (Net) CBS-TV, 7-7:30 p.m., PDT, July (Caught again.)

With George Burns' superb sense of comedy, Gracie Allen's zany antics, and, perhaps most imwriting in TV today, it's not hard to see why "Burns and Allen" has managed to continue standing tall while other comedies have blown down around it.

Some of the best parts of the program are where George talks directly into the camera in asides to the viewers. Twirling his cigar in offhand fashion and using a deceptive monotone, he speaks o the pleasantries of ganster funerals. commenting on the dead men that "the nice thing about it is that they're still young enough to en-

The plot was kind of vacant, as it is in most situation comedies, but in the case of Gracie, it fits her screen personality, and Frank Baxter and Harry Von Zell in sup-

### Moon Is Born (Film)

A Transfilm, Inc., production for International Business Machines, Animation director: Ben Farish, Storyboard: Win Hoskins, Animator: George Rufful. Reviewed at a special acreening.

"A Moon Is Born" is a capsule science fiction thriller which manages to pack as much information Secret Journal" ranks No. 1 among and story value into a brief four all syndicated shows with an averminutes of running time as some age 21.1 rating, according to the shows present in five times that Videodex report for June. Pulse

animation to tell the story of Pro- films, while American Research ject Vanguard, the launching and Bureau ranks it tops in film dramas. tracking of the earth satellite that The John Howard starrer is in its is a highlight of the International second series in most markets. Geophysical Year. Narration has the authoritative ring that comes from being based on extensive

Transfilm neady avoids the trap while handling similar subject ma- chance to dump "distress merchanattempt at cuteness."

IBM computer, into which is fed slot and show obtained. data gained from the space satellite Now barter deals are being disthat's about it.

Currently, the film is getting a to Transfilm, it has been booked that stations are becoming increasfor pubservice showings-primarily ingly tight with actual money on "Love Me to Pieces" was the in news programs or science shows film purchases-but are willing to useful and informative to say.

Charles Sinclair.

The play was a curious mixture Cormack, directed to play alcoholic canned laughter, it was till funny. tiser, possibly covering as many as Bob Bernstein.

porting roles, with Ronnie Burns providing an assist, gave it the kind of bright sparkle found all too seldom on the screens.

Production and direction were of good quality, with the pacing carrying the show to a swift ending. It may not be "Shakespeare on portant, some of the most clever TV" exactly, but it provides a pleasant breeze during TV's summer horse latitudes.

### SG 'Thrillers' Top 'Mouse'

PHOENIX, Ariz. - "Mickey Mouse Club" was displaced here for the first time, when "Telethrillers," the Screen Gems serial package, racked up a 15.9 against its 6.8, according to American Research Bureau figures. The cliffhangers debuted over KPHO-TV eight, weeks ago.

Stanley Dudelson, North-Central Division Manager for Screen Gems, has been upped to head the firm's Chicago office. William Young replaces Dudelson.

### 'Dr. Hudson' Tops All Syndie Shows, Videodex Reports

NEW YORK -- "Dr. Hudson's figures show the MCA-TV dramat-Lensed in Eastman Color, it uses ic show leading all non-network

### Major Agencies

· Continued from page 12

Walt Disney sometimes walks into ago. Syndicators saw in them a terial. The story is presented in dise gathering dust in film vaults. straightforward fashion, with no Stations saw in them a chance to dump marginal time slottings Nor is there any attempt to in- which they couldn't sell anyway ect a strong "sell" for International at the national level. And the first Business Machines, who paid for round of clients were frequently the film's production and is han- notorious corner-cutting advertisers dling TV distribution thru its De- to whom the bargain aspects were partment of Information. A huge as important as the quality of time

which will revolve around the cussed in terms of the newest and earth every 90 minutes, is seen biggest first-run syndication offerbriefly in one animation scene, and ings, and with the highest priced feature groups.

The reason for the trading-up widespread play on TV. According process is a growing realization

With a number of top clients now willing to issue orders in adsalesmen to sell high-priced shows in a hurry to stations who don't have the full cash on hand.

A deal for a \$100,000 feature package in a major market, therefore, could take the form of \$25,-000 in eash and \$150,000 gross in 150 major markets.

NEW YORK -- Grand Award Records has released a new group of educational LP's, tagged the Award Artist Series. Each album spotlights a different instrument played by a recognized master in that field, either a concert artist in his own right or a soloist with a leading Symphonic Orchestra.

Retailing at \$4.95, the first three packages in the series include "Leonard Smith Plays the Cornet," \*Robert McGinnis Plays the Clarinet" and "Sigurd Rascher Plays the Saxophone." Upcoming this fall will be "James Chambers Plays the French Horn," and "William Kincaid Plays the Flute," Volumes

Since the series is designed for listening as well as a playingprimer for advanced students, the series will be released thru retail stores, and hand instrument outlets in addition to schools. Dr. Paul Van Bodegrave, chairman of the Music Education Department, School of Education, New York, is educational advisor for the Award Artist Series.

### Intl. Music Expo in Chi Sept. 17-22

CHICAGO -- This city's mammoth International Amphitheater has been rented for an International Music Exposition, covering virtually every phase of home entertainment-records, hi-fi, tape, sheet music, radio, TV and musical instruments-for six days, starting September 17.

The show will be open to the public, with the promoters predicting attendance of 500,000 at 90 cents a head, but a big pitch will be made for a trade attendance of 20,000.

Sponsors claim 180 exhibitors have already signed up for the square feet.

sic International, Inc., 105 West up, the mid-July weather-as a Arthur Schurgin. This trio, under majority of exhibitors and an atare veterans in promoting top the show throout.

(Continued on page 44)

### LOOK THRU SAME AIR TELESCOPE

MEMPHIS-The musical tastes and views of Mitch Miller, Columbia pop a.&r. chief, and Sam Phillips, owner of the rock and roll label, Sun Records, may not be so divergent after all. This was revealed shortly after the Press-Scimitar here ran an editorial agreeing with Miller's philosophy that stations should program for adults as well as teenagers.

Dotty Abbott, manager of Sam Phillips' station, WHER, in a letter to the editor pointed out that she was very interested in and agreed with Miller's point of view. She feels adults are the primary buyers. "We do not play any rock and roll nor country and western music . . . All our programming is aimed at adults."

Miss Abbott added: "In the music field Sam Phillips stands out as a big paradox. He owns the rock and roll label Sun and WHER . . . Sam's Sun Record company might be a rising label but no Sun record will ever be set on a WHER turntable."

P. S.: Phillips, of course, was the first to realize the potential of rockabilly music, and played a major part in the development of Elvis Presley, Johnny Cash, Carl Perkins, etc.

# MILLER, PHILLIPS New Cap Products Costing \$1 Mil Poses Trade Threat

### Stereo Tape Pkgs. Ready For Dealers

HOLLYWOOD -- Capitol Records introduced its premiere release in the pre-recorded tape field here last week with 13 stereophonic tape packages to be available for dealers Monday (22),

In addition to 11 reels, each of which features a specific artist, the release includes two demonstration tapes, "A Study in Stereo" and "Intro to Stereo." All of the reels are dual-channel, seven-inch at seven and one-half i.p.s. for in-line heads only. Label will produce stered tape only, with no plans for manaural packages.

Cap's stereo line will be sold thru its existing branch and distributor organization, with list prices set at \$9.95, \$11.95, \$12.95, \$14.95 and \$16.95. Dealers will enjoy a discount structure of 331/2 per cent.

### Packaging

Tape boxes all bear a prominent cording engineers. stereo tape marking, with the firm using four-color photography and art work on its covers. Liner notes are included on the back of each

box, and in the case of several of the reels, also appear on the inside Firm Debuts front cover of the box. Tape reels are factory sealed and also designed in such a fashion to include performers and composers. Dealers Plans for Fall label copy detailing the selections, ordering the full line will receive a wrought iron tape rack at no cost, specifically designed for the new Cap line,

a spiral-bound brochure reproducing the front covers of all tape and the debut of its new line of packages for use in showing the line to dealers. All of the firm's rate story.) tape releases will also include a layman's explanation of stereo dollar investment in its new prodsound written by Canby. In addi- ucts, Capitol is in a position to tion, the "Study in Stereo" packages challenge its stanchest diskery a 20-page booklet with a similar competitors, who similarly have explanation, and a study of the full lines of records and home phoselections in the demo tape.

stereo tapes has not yet been determined, additional merchandise the \$40 million mark. is expected to be on the market in the near future. Plastic reels stereo tape and phono equipment for the tape line are manufactured was spectacularly shown to its by Minnesota Mining & Manufac- branch and distributor sales force turing, with tape reproduction last weekend (20) in the disk induswork being done independently try's first utilization of a motion under the supervision of Cap re- picture film presentation. Capitol's

packages, the initial release in- firm utilizing the word Spectacular

(Continued on page 44)

# Phono Line,

HOLLYWOOD-In a move of vast significance, Capitol Records Monday (22) unveils a triple-threat program embracing the firm's fall Cap sales personnel will receive plans, its entry into the prerecorded stereophonic tape field, phonograph equipment. (See sepa-

With an estimated one-million nograph equipment. Unofficial es-Tho a firm release schedule of timates for the year ended June, 1957, peg Capitol's volume near

The label's new product, albums, entire program was shown in Cinemascope at meetings in New York, In addition to the demonstration Chicago and Los Angeles, with the (Continued on page 41)

# ow-Cost Diskers Make Hay As Majors Skip NAMM Exhibs

### Brisk Biz, Optimism, S.R.O. Record Sales Clinic Highlight 56th Showing

By RALPH FREAS

CHICAGO - Dealers, distribavailable 300 exhibit booths. Space intors and manufacturers agree that rental is based on \$3 per square the 56th Music Industry Trade foot, a basic booth measuring 100 Show, held at the Palmer House, July 15-18, was the best they've Sponsoring organization is Mu- had in many years. Attendance was Madison Street, Chicago, headed rule unbearable-was fair and by Lee Gordon, Benn Reyes and pleasant, business was brisk for the the shingle of Big Shows, Inc., titude of strong optimism pervaded

The only sour note was struck

to slough off the nation's music attitude was strictly positive. Inmerchants by not exhibiting.

### Disk Trade Lively Still

opened the field wide for lowpriced promotional disk lines. Of the 10 disk firms in the exhibit hall, half featured lines priced at \$1.49 to \$1.98. They reported high dealer interest and plenty of activity in lining up distributors thruout the country. Their big pitch to dealers revolved around the use of promotional lines as a weapon against discounters.

### Disk Panel a Success

The importance of records in the over-all musical merchandise picture was underscored heavily in the dealer attendance at the Phonograph Record Sales Clinic held Tuesday evening. The Clinic was held before an S.R.O. audience of more than 250 dealers, four times the attendance at similar meetings in previous years.

### BRITAIN JOINS UNESCO'S UCC

WASHINGTON -- Great Britain has become the 27th nation to ratify the UNESCOsponsored Universal Copyright Convention, it was announced recently (12). Participating nations, which include the United States, extend approximately the same protection to the works of foreigners as they offer for works of their own nationals.

means of building traffic, boosting ers. By default, major diskeries income and creating interest in merchandise.

> This year the tape recorder emerged as a music reproducer

(Continued on page 36) from indie diskeries.

### Sidney Mills Sets First Pubbery

NEW YORK - Sidney Mills, who recently left Mills Music to set up his own publishing operation, has already formed Diana by major disk firms who continued to air their gripes. This year, their Music, Inc., with offices at 1650 Broadway. Diana Music will be an stead of heaving brickbats at dis- affiliate of the American Society of counters and clubs, they discussed Composers, Authors and Publish-

> Mills late last week left for Cleveland and California. He is in the process of setting up other publishing corporations and acquiring catalogs-some of the latter

# A&R Chiefs Grow Wary Of Master Sales Hype

of master-buying by major and etc. - are making masters at a leading indie artist and repertoire whirlwind pace, thus creating a men prompted so many phony buyers' market for the majors and hypes on inferior wax products that top indies, which in many cases many a.&r. execs are becoming in- today pick up masters for nothing, creasingly wary of proffered plat- plus royalties, of course.

bitter about cases where jockeys for Capitol and now a cr. head have tipped them that a master of the label's new subsidiary Prep, was breaking big in a territory, and and ABC-Paramount's a &r. chief, "laying" on the disk because he believe the masters-for-sale situaowned a piece of it. The execs tion is getting out of hand, even acknowledge their connection with masters in the recent past. masters - (a fast growing practice | Costa who noted that several among deejays today)-but they re- tiny spdies have actually put him sent the sucker treatment.

distributors, talent managers, en- alone,

NEW YORK-The recent flurry | terprising businessmen, agencies,

Veteran a &r. man Andy Wis-The record men are particularly well, formerly Eastern a.&r. man they later discovered the spinner Don Costa, are among those who don't object if the jocks openly tho both execs have purchased

on their release list, said around Meanwhile, the rest of the trade one hundred masters-for-sale -music publishers, artists, jockeys, passed over his desk last week

# New & Noteworthy, Epic Fall Slogan

### Program Includes Dealer Discounts; Free Sampler to LP Consumers

up an exceptionally strong dollar on new albums and 15 per cent on volume for June and July, Epic classical purchases from the cata-Records, with much optimism, on log. To eligible dealers the label Few dealers used the disk clinic Friday (19) kicked off an ambitious will extend 30, 60 and 90-day fall program at the label's annual dating. distributor meeting here. Included | The consumer sampler will be in the program are percentage dis- made available to dealers on the counts on new and catalog product same basis as to consumers: that is, for dealers buying 75 per cent of a free record with every regular their quota during August; special LP purchase. Sampler contains dating privileges for qualified deal- complete selections from Epic's ers, and a promotion offering a best selling "Dance to the Music free seven-inch LP sampler with of Lester Lanin" and two importevery consumer purchase of a regu- ant August releases-"Sound Off" lar Epic LP during September. - and "Up Anchor." Keyed to the theme "New and | Nielsen noted that the fall pro-

Noteworthy," the product includes gram was being launched in the packages in all.

tor, stated that under the new pro-

NEW YORK-Having racked gram dealers can earn 10 per cent

a broad range of material in the wake of Epic's biggest single recclassical and pop field-some 20 ord month. He cited "Shangri-La," "Start Movin'," "You Always Hort Bill Nielsen, national sales direc- the One You Love" and That Old (Continued on page 39)

# Plethora of Pic Themes Deluges DJ's Countrywide

### Flacks Plug Film Tune Exposures Hard; Despite Station Frowns

NEW YORK -- Deejays across the country were deluged this The disks ranged from nine different versions of the title song from title-times undie exposure. the new Deborah Kerr-Cary Grant film "An Affair to Remember" fo "Full of Love," theme of the new United Artists movie, "The Mon-

# Cleveland DJ Precedence War

CLEVELAND - A frantic scramble has developed among with six versions of the picture's Many of the new cinema song breaks important disks in the territory first. At the moment the leading antagonists appear to be Bill Randle of WERE, long the undisputed champion of the ratings here and Joe Finan and Wes Hopkins, KYW jocks who oppose

Reports here are that both sides as Rex Allen's "Money, Marbles and Chalk." Hugo Winterhalter's "Swinging Sweethearts," and par-(Continued on page 72)

### Kidisk Tax Repeal Gets Committee OK

WASHINGTON -- A bill calling for repeal of the manufacturers' excise tax on children's phonograph records retailing at 25 cents or less won the approval of the taxwriting House Ways and Means Committee last week (17).

ago by Rep. Eugene McCarthy been aware of the opportunities (D., Minn.) was given prompt com- for Capitol due to the fact that mittee consideration because a we had the know-how in sound similar measure introduced by engineering, sales planning, mer-McCarthy last session had won chandising and distribution. How-House approval. That session ended, however, before the Senate acted on the bill. (The Billboard, July 15.)

New measure now faces action in the House, but there are no indications yet as to when that action will take place...

### WAX YOU HATER, ALLIGATOR?

NEW YORK -- RCA Victor's Steve Sholes has found a new country warbler named Milton Allen whose hobby, says a Victor flack, is hunting alligators in the Louisiana tidewater swamps.

Reportedly, Allen hunts the reptiles at night in a shallowbottomed boat on the bow of which is mounted a butterypowered lamp. The light, 'tis written, picks up the gleam in the gator's eyes. Allen then aims his rifle smack between the critter's eyes and pulls the trigger. Sometimes mortal combat ensues if the beastle charges the boat with his tail a-swishin.

The big question in the trade this week: Can that old ewamp cat Sholes capture all of this on a disk?

ster That Challenged the World." new Walt Disney film "Johnny

promotion men were making the of "Liberty Tree," which is also month with more than 100 disks station rounds trying to line up sung in the picture. featuring themes from 40 current plugs for the platters-a difficult | The title theme of Debbie Revor forthcoming motion pictures, objective in some cases since many nolds' new movie "l'ammy and the stations frown upon giving film- Bachelor" has been cut by five

are taking a summer hiatus.

ber," the new Audrey Hepburn- Whitfield; "The Careless Years" Afternoon" has three different wax- Rancy and Duke Mitchell. ings out on the title time, along featured song "Fascination."

on the "Around the World" title platter, featuring "Around the time, and four different sides have World," backed by another movie been cut on the title song from the

At the same time, Hollywood Tremain" along with four waxings

artists, while the theme of the new Heretofore, Hollywood has re- Clark Gable movie has been sliced leased most of its big pictures in to date by Sarah Vanghan, Dick the fall, but this year, the studios Hyman and the Voices of Walter are sceduling some of their most Schumann. The title theme of the important movies for summer re- new Rita Hayworth movie "Fire lease, in a move to lure people Down Below has been cut by Jeri back into the theaters at a time Southern, the Four Spices, Cordon when many of the top TV shows Jenkins and Roger King Mozian. "I'll Find You," theme from the In addition to the nine different movie "Sea Wife," has been reversions of "An Affair to Remem- corded by Ron Goodwin and David Gary Cooper movie "Love in the title theme has been cut by Suc

Many Two-Siders disks are two siders. The McGuire There are 11 records available Sisters, for instance, have a new (Continued on page 72)

# Randle during the majority of his Capitol Records to first in Cleveland" with such disks Unveil Phono Line

Models Include 2 Consoles, Consolette, 8 Portables, From \$29.95 to \$249.95

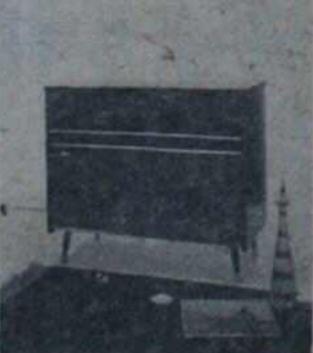
HOLLYWOOD-Capitol Receiver, we did not want to produce ords will introduce its full line of a line under the Capitol label miphonograph equipment this week, less it would in every way measure with 11 models in a variety of up to and enhance Capitol's repuwoods and colors available for tation for quality in sound repro-

Line includes two consoles, a consolette and eight portables, and range in price from \$29.95 to \$249.95. Cap President Clenn E. Walliebs declared the new line of phonographs "is the culmination of several years of planning, designing and studying the market and Bill, introduced only two weeks its needs. For a long time we have

duction. We are confident that the new Capitol line of phonographs will do just that."

Cap branches and distributors will handle the firm's phono line. with the company adding approximately 20 salesmen through the country to specialize in phonosales. In addition, phono department Manager Bill O'Boyle will have three regional representatives, Bill Duffy, in New York: Al Allison, Chicago, and Eugene Sapak, Los Angeles.

Equipment is being manufac-(Continued on page 75)



CAPITOL CONSOLE, Model 736, has super-powered, 40-watt, pushpull amplifier with feed-back circuit system. Four powerful speakers; separate speaker control knob for built-in speakers, external speaker, and all speakers. De luxe intermix automatic changer, plays all sizes, four speeds. Audio range from 30 to 20,000 cycles. Input jacks for AM-FM tuner and stereo use. Record compensator control knob. High-fidelity cartridge, with two jeweled needles. Lid has piano hinge and spring-loaded support arm. Custom grafted cabinets in hand polished woods. Choice of four woods-mahogany, limed oak, walnut or ebony. Suggested retail price, \$249.95; slightly higher in the West,



CAPITOL CONSOLE, Model 734. has unique ultimate-range controls on bass and treble for maximum response, especially at low volume; Input lack for AM-FM tuner; input jack for stereo use. Automatic de luxe intermix changer for all sizes, all four speeds. Filteen watt amplifier, with audio range 30 to 18,000 cycles. Three heavy-duty speakers, speaker control switch for built-in speakers, external speakers, and all speakers. Highfidelity cartridge, with two jeweled needles. Automatic shut-off, record compensator knob. Provision for storage space. Choice of three woods-mahogany, blond mahog-any, walnut. Suggest retail price, \$179.95; slightly higher in the West.

### USE RACK-JOBBING TO UP PROFITS, DEALERS TOLD

CHICAGO-A spellbound audience of record-music dealers heard one of their number advise them to begin rackjobbling to improve their profit picture next year. Speaking before a packed house attending the phonograph record sales clinic at the Music Trade Show, Peter C. Wambach, Harrisburg, Pa., dealer, told the music merchants he had opened 160. rack accounts and now does six times more business thru the racks than he does in his retail outlet.

You should get into the rack-jobbing business," Wambach told the dealers, "because you're the best people to do it. You've got the credit. You've got the merchandise. And you've got the know-how, so get into-it."

"I do business with the biggest chains," he said, "and they like to do business with me because I know how to service. them. You know how to service them, too. That's something that the distributors have forgotten.

Wambach's comments from the audience (he wasn't on the clinic panel) provided the high spot of the meefing. He told the assembled dealers that he is a "retailer, rack-jobber, disk jockey, distributor.

"I've got to do it," he said, "I've got 11 kids."

The statement drew a big laugh from the otherwise serious audience.

But he underscored the fact that he considers himself primarily a retailer, and he told the dealers that he got into rack-jobbing mainly to protect himself as a retailer.

Rack Problem Baised

Wambach's remarks were prompted by panelist Frank Homeyer, a Boston dealer. Homeyer had been telling the meeting that in order to boost income and beat competition "maybe we should try to qualify as rack-jobbers to get an extra 8 per cent." If necessary, Homeyer said, dealers should work together to buy as a group in order to qualify as rack-jobbers. Wambach attempted to shed light on the subject.

The rack proposal was only one of many made at the record clinic meeting. Earlier, the question of how to get more people into the disk shops was raised. This, the panel said, was a problem created by "offbeat" disk merchandising practices that have sprung up during recent months. Clubs and supermarkets were mentioned as examples.

Howard Judkins, Garden Grove, Calif., dealer, said he nurs promotfonal labels (Crown Hollywood, etc.), to bring customers in. He advertises them widely on radio and in the newspapers at \$1.29 (suggested list is \$1.49, his cost is 99 cents). Thru this method, he is able to fight the supers on their own ground, he said.

Revolving Credit Plan

I. J. Van Dusen, dealer from Grand Bapids, Mich., said he he uses a revolving credit plan which has been highly successful. Several plans are used. Under one, customers can charge a maximum of \$30 on which they pay off a minimum of \$5 a mouth. As they pay oil, they can order more, but never more than the \$30 maximum. Under another plan, they can charge up to a maximum of \$90 and pay at the rate of \$15 a month. A service charge of 1 per cent per month is applied for the service. At this rate, Van Dusen said, the dealer can't lose, The interest rate figures out to 12 per cent a year and the dealer can get money at 6 per cent from his bank. Actually, the dealer is using the bank's money. By offering this service, he said, he is able to sell at full retail price and the customers do not complain.

People actually buy a lot more," Van Dusen pointed out. "Instead of pundering which one of four albums they can afford at a given time, they are inclined to buy all four.

Needles No Problem

A sharp reversal in the traditional attitude toward too many needle types was expressed by a Boston dealer. He feels the customer's confusion as to needle types works for the dealer. The enstomer, he pointed out, can't go into a supermarket to get a needle. Neither can he go to a drugstore or any of the many other outlets that handle records in today's market. The constomer has to come to his record-music dealer. He implied the dealer would do well to sharpen his knowledge of service, particularly with regard to needles.

Tape Interest High

A brief explanation of tape mechanics (dual track, stacked and staggered heads, monaural and stereo, etc.), drew sharp attention from the dealers. Having seen the recorded tape and tape recorder exhibits at the show, dealers were alert to the fact that this is a developing market that will mean a lot to their future profit picture.

When a show of hands was asked to establish how many dealers present now sold tape recorders, about 85 per cent answered affirmatively. About 30 per cent indicated that they now stock recorded tape.

The idea that tape offered them still another means of holding on to their customers and bringing new customers in was hammered home to the dealers. Record-music dealers, it was pointed out, have, in stereo tape demonstrations, something that other disk outlets have not. By holding regular stereo demonstrations, dealers can attract a wider audience than ever before for recorded sound.

Many Ideas Expressed

The wisdom of buying heavily on deals, building a good mailing list, new disk displays and many other subjects were considered by the meeting. Before the meeting closed, the enthusiastic gathering discussed ways and means of exchanging ideas through the year.

The record sales clinic has been an annual feature of the July Music Trade Show, But never before had it been as well attended. There were at least four times as many at this year's clinic as there were at the best-attended previous meet. Every seat in the Palmer House's Crystal Room was occupied and many dealers were forced to stand in the rear.

7-210

The One and

WHEN FORGET YOU

Orchestra Directed by

with Ray Charles Singers

JACK PLEIS

30397

9-30397



### THE DROUGHT HAS BROKEN

MUSIC-RADIO

# ASCAP Tunes Chart Strong Comeback as Best-Sellers

such strong public acceptance.

lists an even dozen ASCAP clef- dine," both are ASCAP songs. significant is the fact that seven hit the best-selling pop record rockabilly. BMI has its ballads too, out of the first 10 and four of the chart, are the same as those ap- including on the current Honor first five are ASCAP hits. Altho pearing on the Honor Roll, with Roll, "Dark Moon," "Four Walls" ASCAP tunes listed reflect to some the addition of Harry Belafonte's and "Wonderful, Wonderful," extent what has been termed the "ballad trend," by no means is this altogether true, Elvis Presley's "Teddy Bear," a rockabilly tune, is an ASCAP song.

Among the honest-to-goodness Cod," "It's Not for Me to Say," and "Around the World." Other ASCAP tunes on the current Honor Roll include "Teenager's Romance," "So Rare," "I'm Gonna Sit Right Down and Write Myself a "Girl With the Golden Braids."

Pop Chart

### UNFUNNY

### So Hellyer In WCFL to WAIT Shift

CHICAGO-Art Hellyer, deejay specializing in wild humor, signed with WAIT less than a week after he was summarily fired by WCFL's manager, Marty Hogan.

Hellyer was broadcasting his show from the Chicagoland Fair where the First National Bank attracted gaping crowds with an exhibit of a million dollars in cold cash. The deejay remarked, in a typical Hellyerism, that the exhibit is "corrupting public morals, inviting greed and avarice, helping to put larceny in our hearts.'

Hogan demanded that Hellyer immediately tape an apology to the hank, who incidentally is not a WCFL advertiser. The deejay says he was willing to do so, but wanted to consult with his father first, who also doubles as the deejay's attorney. Thereupon, according to Hellyer, Hogan bonneed him.

His time on WAIT will be identical to his hours on WCFL, 6:45 to 9:30 a.m., which may encourage some of Hellyer's formidable audience to switch stations during those Dellheim to

### Chappell Gets Rights to Young Catalog

NEW YORK - Chappell and Company, Inc., has acquired exclusive publication and licensing rights to the catalog of Victor Young Publications, Inc. The catalog contains the score to "Around the World in 80 Days," and all background scores to the TV series "Medie," among many others. Jacques Biroteau, who operated as the late Victor Young's personal manager and director of the music

NEW YORK -- Tunes in Ameri- favorable for ASCAP publishers. "Island in the Sun," (both ASCAP can Society of Composers, Authors Six ASCAP sides are represented songs) and "My Dream," by the and Publishers' firms-after a con- among the top 10 disks. Actually, Platters. A total of 12 of the cursiderable dry spell-are making a the ratio here is six to 14 inasmuch rent 30 top selling pop records strong current comeback to the as the first 10 carry four two-sided carry ASCAP hits. On the other best selling charts. Not for a year, hit disks. In several of these cases, hand, two months ago, when the in fact, have ASCAP tunes enjoyed an ASCAP and a BMI tune are best-selling chart listed only 25 back to back. Still, of the first 10 disks, only four were ASCAP hits, Two months ago, for example, sides listed, six are ASCAP tunes with only one, the number seven The Billboard's Honor Roll of Hits, and of the first seven, five are entry, in the top 10. listed only six ASCAP tunes out of ASCAP tunes. On the number two It's been pointed out that not the top 30, with none of these in disk, Pat Boone's coupling of "Love all ASCAP tunes on the charts can the first 10. Today the Honor Roll Letters in the Sand," and "Bernar- be called ballads. Conversely, by

chart, the picture looks equally | pairing of "Cocoanut Woman," and

no means do all BMI songs now fings out of the top 30. Even more Other tunes, disks of which have listed qualify as rock and roll or

# Storz Outlets to ballads in the top group are "Love Copyr't Programs Letters in the Sand," "Old Cape Copyr't Programs Cod." "It's Not for Me to Say."

Move Seen as Spark to Legal Hassle In Music-News Broadcasting

copyrighted daily-with the excep- an attorney and C.P.A. tion of music and news-was intro- In line with this, Bill Stewart,

month that it, too, had copyrighted its over-all programming formula, news radio format. Both the Storz

The Storz plan was described NEW YORK -- "It's amazing Rhapsody." This, said Mills, was violating this copyright protection, that he has obtained American radio stations throont the United alog of widely diversified material.

# Camden Ups Custom Post

artists and repertoire assistant to New York Federal Court against Ben Selvin on RCA Camden label, RCA Victor and trumpet playerhas been upped to the post of ork leader Thad Jones. musical director of the RCA Victor

which he has supervised the re- 1954. storation of large portions of the old Victor vault treasures for re- was notified that Jones was under | The colorful a.&r. chief, who a combination of traditional names lease on the \$1.98 label. Recently contract to the label before the has been notably successful over a and new artists." he has been supervising more and artist cut the Victor session. Altho long period in putting his theories "When I came to the label," more new, live sessions for the RCA admits it was notified, the into practice, states that a label, Miller said, "there was a relative

firm, will continue his association has been with Victor since 1953. of the suit for failure to state a comers over a long period of time. have what many consider the hot-

CINCINNATI-A plan where- sounds originated on the Storz sta-Letter," "Freight Train," "Shangri- by all words broadcast over Storz | tions." The copyright department La," "With Ali My Heart," and stations across the country will be will be handled by John Fennell,

(Continued on page 36) Productions firm.

### VICTOR SKEDS MORE SACREDS NEW YORK-RCA Victor

is increasing its schedule of sacred recordings. The move has been prompted by the great response to evangelist Billy Graham's drive, which has resulted in a broadened interest in sacred music.

A spokesman stated that Victor plans to release two or three sacred disks every four weeks, in contrast to the former irregular schedule. Among the new releases is "How Great Thou Art" and "Ivory Palaces" by George Beverly Shea and the 1,500 voices of the Billy Graham Choir,

### Williams Cuts 1st Solo; Ram Debs With Ork

NEW YORK-Two significant debuts among the disk elite took place this week. Tony Williams, lead voice of the Platters, whom many say has been working as a single for a long time anyway, actually made his solo debut, with a Mercury coupling of "When You Return," a lyricized version of "Londonderry Air," and "Let's Start All Over Again," an old utes the door opens. Its isn't long-Buddy Johnson hit. -

At the same time, it was announced that Buck Ram, wellknown pop and rock and roll cleffer and manager of the Platters News Post On the best-selling pop record duced at a meeting here last week Storz' national programming directors as a bundleader, via an EP on the of managers and program directors tor, said: "Recently after being RCA Camden label, Titled "Rock of the control of managers and program directors tor, said: "Recently after being as a bundleader, via an EP on the label, Titled "Rock of the control of the con of managers and program directors tor, said: "Recently after being RCA Camden label. Titled "Rock of the four Storz outlets-WDGY, copied in all of our cities as far as 'n' Ram," the package features a Minneapolis; WHB, Kansas City, the layout of the Top 40' sheets 26 piece outfit on four of Ram's man has been appointed manager Mo.; WTIX, New Orleans, and was concerned, we decided to go newest cleffings, "Crazy Lips," of Technical Operations, Recordto a small pocket piece type sheet. "Any Hour," "Hey! Operator," and ing Services, for Columbia Rec-The Storz copyright program Within a few weeks the same That's a Lotta Brass." Vocals are ords, it was announced last week could spark a legal hassel in the pocket piece idea had spread to supplied by Don Wyatt and Eddie by Vincent Liebler, director of music - news broadcasting field, several other cities around the Williams, of the Colts, A heavy Technical Operations. Friedman since it follows on the Plough, Inc., country. Every day we receive joint promotion will be undertaken will assist Liebler in all activities radio chain's announcement last audition tapes from prospective by Camden and Ram's Personality of the recording department, and

# to be the first attempt by an indie station group to copyright a musicand Plough chains feature a Top Overseas Catalogs

by prexy Todd Storz as "an how many great, old catalogs there signed up after he was urged to attempt to stop continued and actually are in Europe, never obtain the tune by music men in flagrant plagiarism of ideas, touched by any American pub- England, France and Germany. sounds, production methods, etc." lisher." Jack Mills, chief of Mills While in Cologne, Mills ac-Each sound effect, production aid Music, sounded this note in dis- quired rights to the German eat- formerly co-ordinator of recording or script of any sort will be re- cussing his recent seven-week tour alog of Otto Kuhl in the firm of operations for Columbia, has been corded and filed daily with the of England and the Continent.

the special effects, formats and the trip was a tune called "Swedish material. Polka," by the cleffer of "Swedish

Musikverlag Koln, as well as a appointed to the newly-created S. Copyright Office. Anyone In line with this, Mills disclosed series of works by Hans Gehrig. post of Director of Special Artists

said Storz, "will be prosecuted." rights to the well-known, old-line gotiations for the rights to the eat- ects, according to Herbert M. Storz claims: "At latest count 40 British Paxton Music firm, a cat. alog of Enoch & Cie., and other Greenspon, Columbia vice-presideals are also pending for addi- dent in charge of operations. States have copied some or all of Another copyright acquired during tional French, German and Italian Ham, who will be assigned to

(Continued on page 72) to Greenspon.

### HARPER'S MAG

### To Feature 'Marek's Elephant'

NEW YORK-An interesting. often provicative study of the inner workings of the RCA Victor classical music department, and more specifically of the man who heads this and the entire Victor Records Division, is a feature of the upcoming (August) issue of Harper's magazine.

Title of the piece, written by Martin Mayer, is "Mr. Marek's Elephant," - Marek being George Marek, Victor vice-president and general manager, and the elephant being Victor itself.

The piece recaps Marek's early struggles to get Victor to accept the LP principle for classical music, despite the fact that this was a development of the rival label, Columbia.

Mayer reports that at an early strategy session, a diehard who maintained that 45 r.p.m. was suitable for classical music, stated "Forty-fives play five minutes and the break between them is only seven seconds. Does anybody really care about seven seconds?"

To this Marek is said to have replied: "It's like this. You're in bed with lady, and every five minonly seven seconds . . .

will continue his current responsibilities for Quality and Production

Friedman will continue to headquarter in New York and report to

### Ham Gets New Columbia Post

NEW YORK-Albert W. Ham, In France, Mills carried on ne- & Repertoire and Engineering Proj-

special projects in a &r. and engi-In London, Mills arranged with neering, will continue to report

### MITCH MILLER'S A&R RECIPE

### Traditional Artists Plus **New Talent Flow Essential**

NEW YORK-"Two factors are adds, "to sign up a batch of artists essential for the maintenance of a and cut them loose after an initial The complaint charges that in strong and stable a.&r. roster," ac- side or two." Custom Record Department. Ap- December, 1955, Jones recorded an cording to Mitch Miller, Columbia "Only by staying with them and pointment was made by Selvin, LP for RCA Victor under the name Records pop a.cr. chief. These building can we produce a manager of artists and repertoire. of Bart Valve in alleged violation elements Miller feels, are: 1) Main- Johnny Mathis, a Jerry Vale, the Dellheim will continue his activi- of an exclusive three-year contract taining the sales potential of tradi- Hi Los, a Jill Corey, etc. ties with the Camden line, for he inked with Debut in December, tional name artists, and 2) feeding He added: "A hot line and a the roster with a flow of new constant flow of disks which are

threats can only be maintained by

label has entered a general denial in order to really build talent, must pancity of artists who could be Dellheim, an Eastman graduate to the charges and asked dismissal be prepared to stay with the new-considered threats . . . Now we

(Continued on page 36)

## Victor Denies **Debut Charges**

NEW YORK-Debut Records, NEW YORK-Peter Dellheim, Inc., filed suit here last week in

Debut also claims RCA Victor talent. Prior to that, he was with Decca. cause of action. "It is a false economy," Miller

# THANK YOU, MR. DEALER

for voting Capitol the No. 1 record company in:

- SERVICE
- DISPLAYS
- COORDINATION OF PROMOTION
- BEST RETURN AND EXCHANGE TERMS
- PACKAGING

Billboard, July 15, 1957

"Capitol can take
a bow for coming up
'First' in half of the categories

- a record equaled by
no other company."

# IN BILLBOARD'S 1957 DEALER SURVEY

Your confidence in our product
has helped make Capitol the
nation's leading record company

Again and again Capitol leads with more than 50% of the Nation's Best Selling Albums. In the July 15 Billboard: 663%!

1. LOVE IS THE THING — Nat "King" Cole ... W824
2. A SWINGIN' AFFAIR — Frank Sinatra ... W803
6. HYMNS — Tennessee Ernie Ford ... T756
7. STEADY DATE WITH TOMMY SANDS ... T848
8. THE KING AND I — Sound Track ... W740
9. SPIRITUALS — Tennessee
Ernie Ford ... T818

NOW...for a year of even greater success...
we offer you

THE CAPITOL AUGUST SPECTACULAR





# SPECTACULAR NEW ALBUMS!

... from the nation's chart-leading producer of album hits!

# SPECTACULAR RESTOCKING PROGRAM!

... for America's most powerful album catalog!

# SPECTACULAR STEREO TAPES!

... from the leader in high-fidelity sound!

# SPECTACULAR PHONOGRAPHS!

... a full-fledged line, designed and priced for volume sales!

# SPECTACULAR PROMOTION AND ADVERTISING!

The hardest-hitting Capitol merchandising program yet...

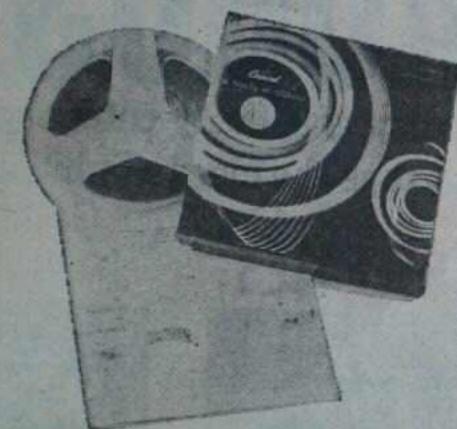
to help more dealers than ever achieve greater-than-ever sales!

THE CAPITOL AUGUST SPECTACULAR



# STEW EUTHES

Premiere release of thirteen stereo albums, unsurpassed in packaging and sound, launches Capitol as a major force in this growing field!



### A STUDY IN STEREO

Remember the "Studies in High Fidelity" albums? Here's the big stereo counterpart! Artists range from Wm. Steinberg to Kenton. Deluxe set with 20-page, two-color booklet.

ZH-2

### INTRO TO STEREO



A fascinating journey through the wonders of stereophonic sound! Narrated, with thrilling music and real-life sounds! An exciting demo, a strong sales item!

ZA-1

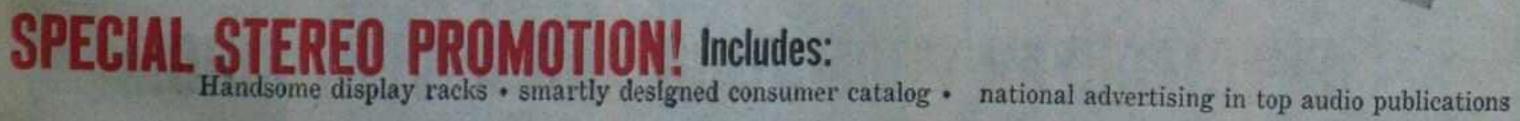
# FULL DIMENSIONAL SOUND STEREO ALBUMS

THE ORCHESTRA - Leopold Stokowski ... ZH-8 HOUSE OF THE LORD - Roger Wagner Chorale ... ZF-9 TOCH: THIRD SYMPHONY ... ZF-7

HOLLYWOOD BOWL SYMPHONY ORCHESTRA L'ITALIA conducted by Carmen Dragon ... ZF-3 BOLERO and CAPRICCIO ESPAGNOL conducted by Felix Slatkin ... ZF-4 SYMPHONIC DANCES conducted by Felix Slatkin ... ZF-5 GYPSY! conducted by Carmen Dragon ... ZF-6



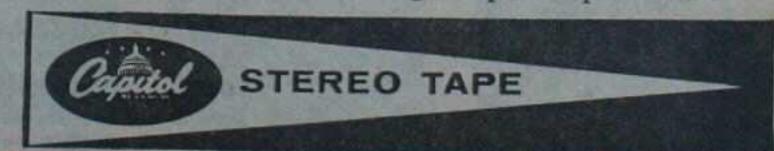
LOVE IS THE THING - Nat "King" Cole ... ZO-11 BLACK SATIN - George Shearing ... ZC-13 KENTON IN HI-FI ... ZO-10 FRED WARING and THE PENNSYLVANIANS IN HI-FI ... ZD-12



Loves

Thing

AND-DEFERRED BILLIN



means greater-than-ever sales for dealers!



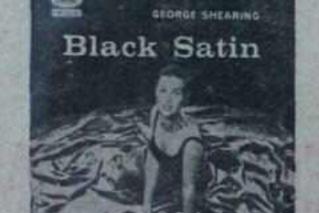


# SALES HALE STELL STATES

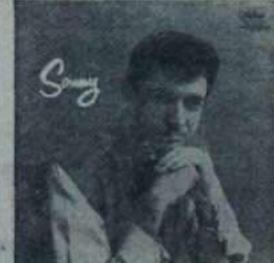
... great new albums in every category-from the company that tops the charts in hit albums!

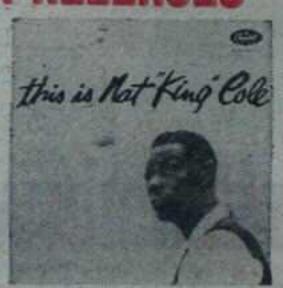
PEGGY LEE, back on Capitolwith FRANK SINATRA conducting, arrangements by Nelson Riddle!





BLACK SATIN - George Shearing ... T858





THIS IS NAT "KING" COLE ...... T870



HONKY TONK STREET PARADE -



VELVET BRASS-Jackie Gleason....W859



CRAZY IN LOVE-Trudy Richards . . . 7838



CASA LOMA CARAVAN - Glen Gray ... T856



GOTHAM JAZZ SCENE - TEST



THE VERY MERRY MACS......T650

# "CAPITOL" OF THE WORLD ALBUMS ... the latest in the industry's best-selling line of foreign recordings



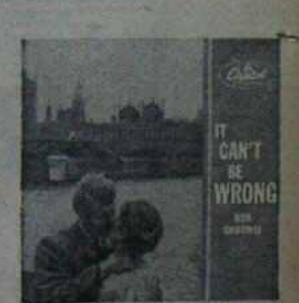
MY FAIR LADY-Norrie Paramor. . T10100







MEXICAN RANCHERAS .....T10102



IT CAN'T BE WRONG - T10078

THE CAPITOL AUGUST SPECTACULA



# RESTOCKING PROGRAM!

NOW YOU CAN RESTOCK
AMERICA'S MOST POWERFUL ALBUM CATALOG
with

10% CASH DISCOUNT! DEFERRED BILLING!

SPECIAL PROMOTIONAL CAMPAIGN BACKS OUR RESTOCKING DRIVE!

See Your Capitol Representative for All Details on the Restocking Program.

# SPECTACULAR PROMOTION FOR CAPITOL'S AUGUST ALBUMS!

Highlights: Tremendous line-up of Displays and Other Material for Dealers • Biggest-yet DJ Coverage, with Spectacular Innovations • Aggressive Nationwide Consumer Advertising . Full-Scale, Separate Promotion for

"The James Dean Story" Album.

# PLUS...DEFERRED BILLING!

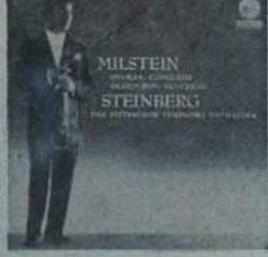


### FULL DIMENSIONAL SOUND CLASSICS

Proudly announcing the Capitol debut of Stokowski.

Deluxe packaging with 24-page booklet in full color.



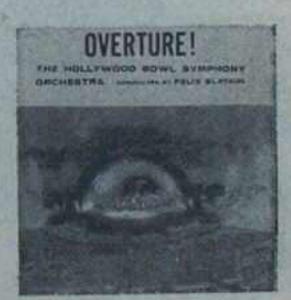




FOLK SONGS OF THE OLD WORLD now in 2 separate vols.: "British Isles," "Western Europe"— Roger Wagner Chorale . PB387, PB388



IMPRESSOES DO BRASIL -- P8381



OVERTURE! - Hollywood Bowl Symphony Orch., Felix Slatkin. . P8380



THE JAMES DEAN STORY-

STORY

PENNSTLVANIANS IN HI-FI...... W845

# CHILDREN'S 12" LONG-PLAY RELEASES





Strinberg contacting the Patients Symptom Dictions

CLASSICS FOR CHILDREN, Vol. 2. . 13248



means greater-than-ever sales for dealers!

MUSIC-RADIO

# From Capitol Records... Leader in Sound:

# HESTYLE, BIG PROFIT, BIG SOUND PHONOGRAPHS!



DELUXE HIGH FIDELITY CONSOLE: Super-powered, 25-watt push-pull amplifier feed back circuit . Four powerful speakers . Separate speaker control knob . Audio range: 30 to 20,000 cycles . Input jacks for AM-FM tuner and stereo use . Mahogany, Limed Oak, Walnut, Ebony.

DEVELOPED by Capitol Recording Engineers-designed by the nation's top furniture and color stylists!

BACKED by the most successful merchandisers in the entire entertainment industry-Capitol Records!

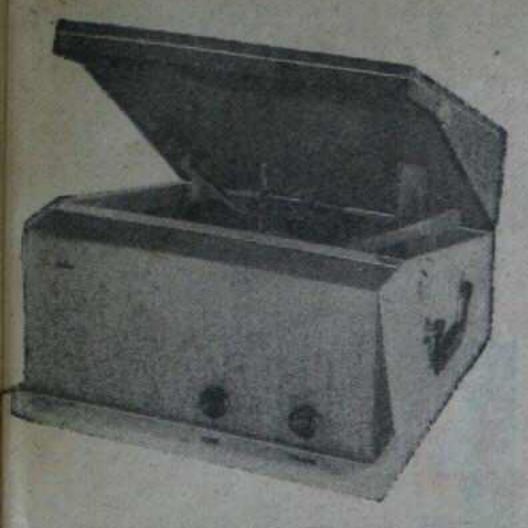


AUTOMATIC HIGH FIDELITY CONSOLE: Unique "Ultimate Range" controls on bass and treble for maximum response . Input jack for AM-FM tuner, stereo use . 15-watt amplifier . Range: 30 to 18,000 cycles . 3 balanced heavy-duty opeakers . Mahogany, Blond Mahogany, Walnut.

ADVERTISED in national magazines from now to Christmas-to over 70,000,000 people!

PRICED to out-sell any brand on the market-from \$29.95 portables to \$249.95 ultra-luxurious high-fidelity consoles!

THE CAPITOL AUGUST SPECTACULAR



4-SPEED AUTOMATIC .PORTABLE: Turnover cartridge with 2 jeweled needles · Large front speaker · Imported automatic intermix changer plays all sizes · In Brown and White, Black and White. MODEL 715



4-SPEED MANUAL PORTABLE: Plays all sizes, all 4 speeds • Built-in insert for 45 RPM records • Balanced amplifier • 4" front-mounted Alnico speaker • Brown and White, Red and White, Black and White.



2-SPEAKER MANUAL PORTABLE: Two Alnico 4" speakers • Plays all sizes, all 4 speeds • Built-in insert for 45 RPM records • Balanced amplifier • Turnover cartridge, 2 jeweled needles • In Brown and Tan.



4-SPEED AUTOMATIC PORTABLE: Intermix changer with four pole motor plays all sizes, all 4 speeds • Heavy-duty 5" front speaker • Turnover cartridge, 2 jeweled needles • Coral and White, Blue and White.

MODEL 724



45 RPM AUTOMATIC PORTABLE: Plays up to 12 45 RPM records • Heavy-duty 4° front-mounted speaker • Powerful, balanced amplifier • Brown and White, Red and White, Black and White. MODEL 721



AUTOMATIC HIGH FIDELITY PORTABLE:
Four-watt push-pull amplifier • 2 powerful speakers •
Audio range - 40 to 15,000 c.p.s. • High fidelity cartridge, 2 jeweled needles • Bass, treble and volume controls • In Brown and Ivory, Charcoal and White.



DELUXE "BARCO" LEATHER HIGH FIDEL-ITY PORTABLE: Automatic intermix changer plays all sizes, all 4 speeds • Three speakers plus 10-watt push-pull amplifier • Range: 40 to 18,000 cycles • External speaker jack • In California Suntan or California Grey.



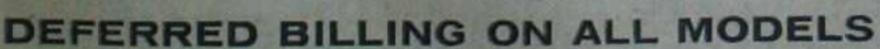
AUTOMATIC HIGH FIDELITY PORTABLE:
Push-pull amplifier has range of 40 to 15,000 cycles 2 powerful 6" speakers - High fidelity turnover cartridge - Bass, treble and volume controls - In Charcoal
and White, Brown and White.

MODEL 723



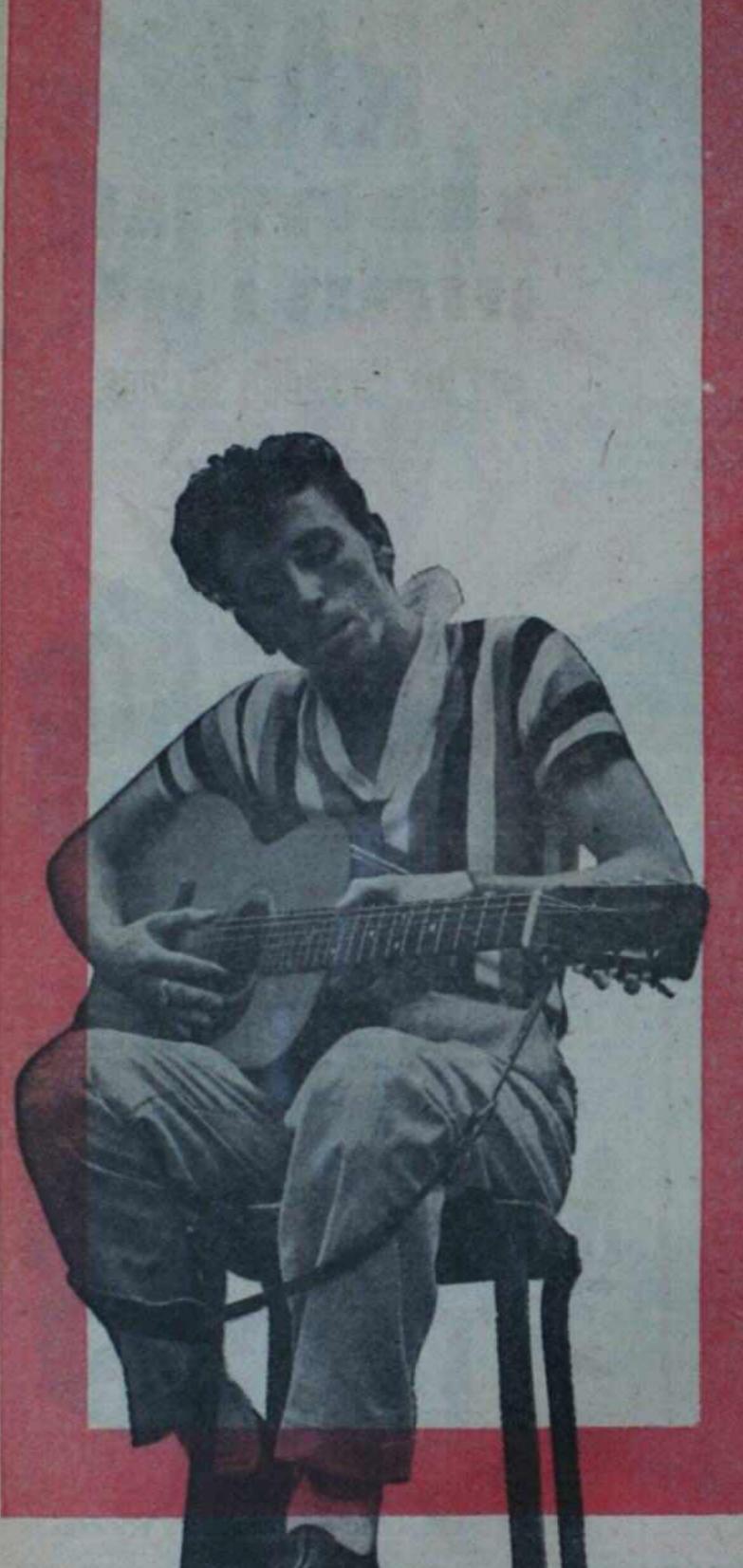
### FEATURE-PACKED TO SELLI

Bonus' features to demonstrate and sell in every model. Superior sound systems in every price bracket!





neans greater-than-ever sales for dealers!



# GENE WILLIE CAPS

TAKE OFF FOR ANOTHER MILLION SELLER

PUBLISHED BY SONG PRODUCTIONS INC., DALLAS, TEXAS . WRITTEN BY BERNICE BEDWELL

c/w

WEAR MY RING

RECORD NO. 3763



### CAP INT'L CONFAB TO BRIEF FOREIGN EXECS

HOLLYWOOD-Capitol Rec- Hollywood sight-seeing, including ords is holding its first International Merchandising Forum this week (22-24) with top executives and sales managers of its worldwide affiliates in attendance. The purpose of the forum is to give time included Harold Smith, vice-Capitol's representatives from abroad an on-the-spot insight into the operations of their Hollywood based company, its sales methods and merchandising techniques, as Reid, general sales manager, and well as effect a greater mutual Aloysio de Oliveira, artists and understanding between the Capitol repertoire manager, both from Inexecutives and their foreign rep- dustrias Electricas Musicais Fabresentatives.

International department, will direct the forum with each of the company's executives taking part in the discussions. The agenda includes addresses by Capitol President Glenn Wallichs and Vice-President in Charge of Sales and Merchandising Lloyd Dunn. Wallichs will welcome the foreign visitors and will discuss Capitol's entry into the phonograph equipment field (see report current issue). Dunn will treat Capitol's newly unveiled stereo tape line and will discuss the methods to be emploved whereby his firm expects to attain prestige in this area.

Bud Fraser will handle album, phonograph and tape presentations to give the visitors a sample of the Revere Records in Capitol methods of introducing new products. Other sessions will take up advertising, merchandising, promotion and sales strategy with Rising and Pete Duchow international sales promotion manager participating; description of sales director of sales, who will also ex- also of Phoenix.

with a social calendar of events to Floyd Ramsey, secretary-treasurer, eral years. Porter is a former

an evening at Hollywood Bowl and a flight by chartered plane to Disneyland.

Among those arriving at press president and general manager, Capitol Records Distributors of Canada, Ltd., Toronto; Douglas rica, Odeon S.A., Rio de Janeiro; Sandor Porges, head of Cap's Arthur Muxlow, sales manager, Capitol Division, Electric & Musical Industries, Ltd., London; Ramon S. Sabat, president Cuban Plastics & Record Corporation, Havana, Cuba; A. J. Wyness, general manager. His Master's Voice (N. Z.), Ltd., Wellington, New Zealand; E. J. Isaacs, director, His Master's Voice (N. Z.), Ltd., Auckland, New Zealand; Ken East, record sales manager, Electric & Musical Industries (Australia), Ltd., Sydney, Australia; Eduardo L. Baptista, vice-president, Pan Americana De Discos, Tacuba, Mexico, and Jean Berard, Pathe-Marconi, Paris.

# Indie Field Debut

PHOENIX, Ariz. -- Revere Rec-Bud Fraser, Lou Shurrer, Dick ord Corporation has entered the independent disk field here via Rev Records laber.

First national release for the new functions and explanations of label is George Peck's "You're the quotas to be handled by Mike One" b-w "I Ask of Heaven," Maitland, Cap's newly appointed leased from Liberty Bell Records,

provide the visitors a taste of and Frank Porter, vice-president. M-G-M artist.

### MONROE LEGIT DEBUT CLICKS

DAYTON, Ohio - The debut of Vaughn Monroe as a performer in legit was a big box office success here last week. The cooner and onetime band leader appeared at the Memorial Auditorium in "Annie Get Your Gun," opposite Constance Moore.

The production, which drew an average of 2,000 people per performance, was the biggest draw of the Dayton summer series to date. The gross for the week was reported as \$22,800.

Today (22), the musical opens at the Brandywine Music Tent in Concordville, Pa-, for a week.

### let Key Execs Join Jubilee

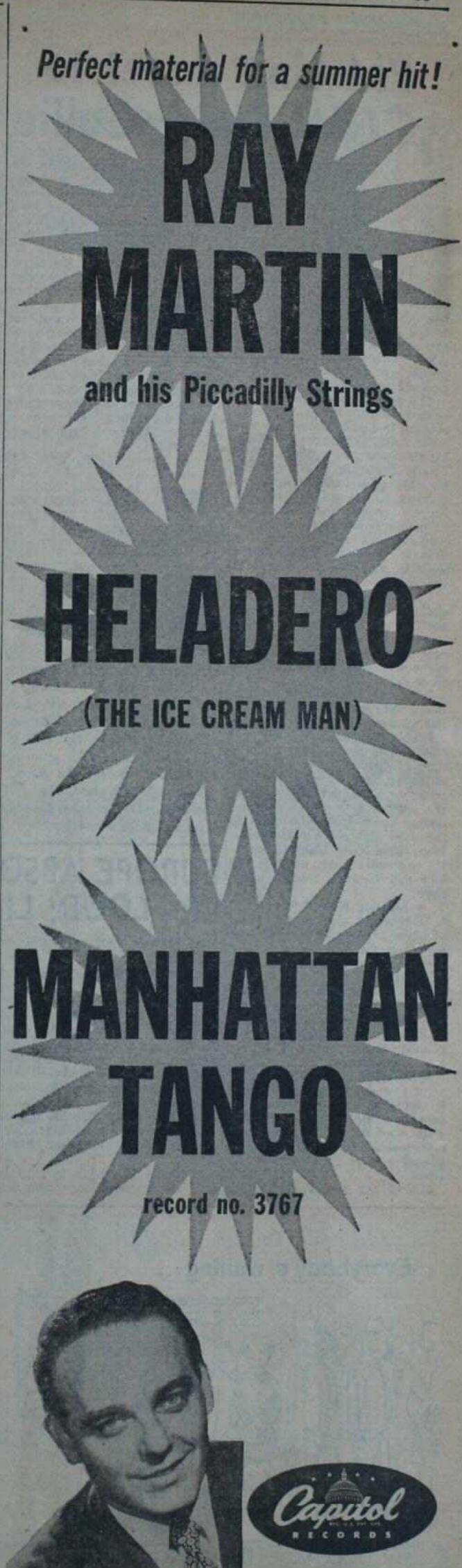
NEW YORK -- Jubilee, Josie and affiliated labels in the Jerry Blaine group will add two key execs this week.

Bill Darnel, general sales manager and promotion director for the labels, has named the wellknown music men, Juggy Gayles and Larry Goldberg as sales and promotion reps on the East and West Coasts respectively.

Goldberg formerly operated his own label, and Gayles until several weeks ago was a partner in the publishing firms, United Music and Gale and Gayles, with Jackie Gale.

Darnel himself is doubling as vocal artist on Jubilee, with an upcoming version of "Rambow."

Ramsey is also associated with Libplain the firm's distribution system. Officers of the new indie are erty Bell Records and has been ac-The sessions are rounded out Niblack (Bill) Thorne, prexy; tive in record production for sev-





and his Royal Canadians



record no. 3765

HIS NEWEST SINGLE

KLINGALING



RAINBOW

# PM Unit Asset to C&W Field: Collie

By BILL SACHS

the Morris c.&w. attraction against certain critics who have been blasting the show as being harmful to the country music business in general and especially to those c.&cw. artists who realize the greater part of their incomes thru personal appearances.

The Morris entourage has confined its activity to the Southland, offering free performances on onenight stands to promote the Philip Morris name and product. Chief beef of the critics is that the PM attraction offers unfair competition, claiming that it makes it difficult for other country and western acts to obtain bookings on a regular paid-admission basis in the vast territory where the Philip Morris show is presenting shows free of

stating that from his observation the PM unit is opening new territory for e.&w. acts and gaining new fans, many of whom have never witnessed a country music show before.

"We are showing in towns that could never afford a show the ers Wilhelmina Gray and Don size of ours, or even one of con- Hudson, Guy LaSalle and his ork, siderably lesser size, with top talent such as we have," Collie stated. "Many of the people in the olds. The LaSalle ork's grooving towns we have played have never of "By the Bend of the River," witnessed a big c.c.w. show before. backed with "Pinwheel," has just We draw a great number of curiosity-seekers, folks who come to the show as doubting Thomases. Many have never bothered to listen to country music, much less to take time to see a country music

Building New Patrons

"Frequently, during the course of a show, I ask over the mike how many present have never seen a country show and, amazingly, anywhere from 5 to 10 per cent of only selling cigarets but are doing situation in the U.S. A. many new patrons."

new areas that have never, or rarely, week business tour of Continental diskery exec Borje Ekberg to replayed country & western attrac- offices.

show is booked exclusively by the CINCINNATI - Biff Collie, Jim Denny Artists Bureau, Nashprominent Houston deejay who has ville. Much of the criticism against been handling the emsee chores the free shows has stemmed from with the Philip Morris Country some talent bookers who claim Music Show since its inception they have found it difficult to book nearly 10 months ago, last week pay attractions into territory repicked up the cudgel in defense of cently vacated by the PM show. Adherents of the latter claim that they are benefiting rather than hindering the country music personal-appearance business and that a sound attraction, operating on an to fear from the free-show com- Air Decline petition. They base their claim on the fact that numerous other c.&w. attractions are still successfully playing the same territory with no of the PM unit.

Country Music show has been headed up by Jimmy Dickens, George Morgan and Shirley Caddell, while Carl Smith and Goldie Hill are on vacation.

### Collie counters that claim by M-G-M Signs 4 New Artists

NEW YORK-Four new artists roster. New pactees include singand country chanter, Donn Reynbeen released. The group has also sliced an LP for later release.

### EPIC NEEDS MORE FOOTAGE

NEW YORK -- Epic Records is looking for expanded office space and is expected to move to a new location shortly. The decision to move out of the Columbia Records' headquarters emphasizes the fact that the label has shown considerable growth in recent months (see separate story). The new location will facilitate a more physically unified operation, with Bridgeport (Conn.) personnel slated to come to New York.

# **Texans Resent** In Local C.&W.

SAN ANTONIO -- Listeners apparent effect from the blacklash in the local area are knocking the local radio stations for the de-em-Since July 1, the Philip Morris phasis on country or "purely western music.

> Texas has always been the stronghold of cowboy music and Coral from M-G-Mseveral of the local stations have constantly featured western musie on their schedules.

The latest stations to cancel all which has long been known here for its "Cowboy Jamborce" and other western music fiestas, including "Saddle Pal."

Of the nine radio stations here have joined the M-C-M Records in the city, three devote their time to Spanish-language music. KTSA and KONO play pop music 24 hours a day. KITE never did specialize in western music at any time. KENS and WOAI are network stations with infrequent westem programs.

accents country and western music, with Charlie Walker, Decca artist, as emsee.

### LP FLOOD; LIKES IT By SIMON VAN WILLEMS | being released in Europe, in addi-

EUROPE ABSORBS U. S.

country music fans and adding disks of good quality are being can promotion and selling ideas has been available for only two absorbed. This information was have been applied with very good weeks, reportedly has sold over Collie sums it up with the state- passed on to The Billboard last results." ment that the Philip Morris show week by Claes Dahlgren, American is actually building interest in representative for the Scandinavian country music by rejuventing old based Metronome Records group, its big annual convention, and he e.&w. territory and by opening up which currently is making a six-

Dahlgren pointed out that al-Talent for the Philip Morris most all American-made LP's are

SCHEVENINGEN, Holland -- tion to a rapidly growing European The European disk market is being output. Says he: "It is quite amazthose out front will hold up their flooded with new LP releases to ing to see how the record business hands. This means that we're not an extent almost exceeding the has developed in Europe during the last few years. Sales are amaza good job of entertaining old However, apparently the most ingly good in most quarters. Ameri- Round" and "Tina Marie," which Dahlgren's jaunt started in

Stockholm, where Metronome held has been touring with the Swedish gional conferences-in Denmark, Germany and Holland, Future stops are Belgium, France and Italy, Metronome represents Mercury and Atlantic in Sweden, Denmark, Finland, Iceland and Germany, also Prestige in all of Europe excepting England and France; Signal in most countries, and also makes individual deals on specific disks from other American labels. Within Europe, Metronome has exchange deals for their respective territories with Nixa of England, Barclay of France, Music of Italy, etc. Outfit also works closely with Mercury affiliates in other European countries in order to co-ordinate selection of material, album production and pressing.

Dahlgren disclosed some of the European material soon to appear on U. S. disks. Mercury will have cal sets, including several with on the Damone disk. The picture Harry Arnold; a set by the Nicholas Music Series stems from this source, averred. "Besides," he added, Brothers, by the Danish Jorgen one by the Delta Rhythm Boys; jazz, pop and mood music.

Atlantic is getting a Tommy Potter LP with Swedish jazz stars, and ing for new material suitable for abilly time called Beach Party, Vanguard is getting 10 new classi- the American market.

### TAMMY' DISK CUES UNIQUE SPIN DERBY

olds and the Ames Brothers are en- strong helping hand to getting the gaged in a neck and neck race for picture off the ground. It originally disk honors on the time "Tammy," opened to distinctly mediocre refrom the current pic, "Tammy and views, but the wide play of the the Bachelor," and behind the spin two disks has brought increasingly derby lie a number of unique healthy attendance for the flick

In the first place, the tune is couple of weeks. published by the Decca subsidiary, Northern Music. For this reason. Siegel Active the tab for the Ames Brothers slicing of the time for RCA Victor. Victor officials had high praise for the co-operation and promotional backing for the disk offered by Northern execs Bill Downer and Larry Shayne.

In the second place, this is an instance where the competitorson two different labels-both figure in the picture itself. The Ames Brothers' version is heard behind the titles and credits, while Miss Reynolds sings her version in the pic itself. Yet another interesting sidelight is the fact that the chick is having one of her biggest personal disk successes on loan-cut to

Two further switches on the commonplace: The Debbie Revnolds single has already generated considerable excitement for the western music programs is KONO, forthcoming track album, also on Coral. Usually it's the track package first-followed by a single if the demand warrants. Finally, the

> Racks Put 49'ers In the Pay Dirt

NEW YORK -- The "49'ers," At the present time KMAC still thanks to rack sales, are hitting pay dirt for RCA Victor.

Victor's 49-cent packaged singles apparently have been opening up a new market, or at least one which the companies have been tending to bypass in recent yearsthe market for so-called "kiddiepops.

Estimates have between 80 and 90 per cent of the 49'ers being sold via rack jobbers.

Last week, in Victor's list of best-selling singles, 49-cent disks listed in Nos. 4, 5, 7, 9, 22 and 24 positions. The No. 7 disk, Perry Como's recoupled "Round and 70,000 in the reprint edition.

Top sellers in the category to date, altho it doesn't appear on the current best-seller list, is the Sons of the Pioneers' "Davy Crockett, which clicked for more than 400, 000 sales, and continues to move at a respectable clip. Vaughn Monroe's recent Disney excerpt Wringle Wrangle," is reported over 250,000.

Most of the material is taken from children's TV shows, althosome straight children's song fare by thrush Dorothy Olsen, stays on the money list. Another two-weekold issue, "Cheyenne," also is around the 70,000 mark. Shorty Long's "Legend of Wyatt Earp," is up to 50,000 in a short span. The Happy Fellows' "Johnny Tremain" is in the same class.

The 49'ers, all of which are packed in four-color sleeves, are a product of the Specialty Records Division, which is headed by Steve Sholes.

mood music sets of Noel Coward organist Finn Videro. Vanguard's is just breaking and such a song and Cole Porter songs, cut by recently released Italian Chamber as this is bound to move out, be

Ryg's Quartet, singer Emestine Cincinnati is to get a good batch We've got June Night, the new Anderson, etc. Elektra will have of Metronome masters, including Jimmy Dorsey record, That Old

NEW YORK -- Debbie Reyn- two disks appear to be giving a wherever it has opened in the last

# On Internat'l Music Scene

HAMBURG - Heino Caze, German cleffer and prexy of the publishing firm known as Edition Takt Und Ton, of Berlin, has taken over the Peer International catalog for Germany. Office of Peer Musikverlag will be based here.

Paul Siegel, well-known mahoff of the international music scene, and American rep for the Gaze operations was active in the negotiations. Gaze was the cleffer of "Ask Me," cut by Nat (King) Cole and "I'd Give You the World," recorded by Eddie Ames with Hugo Winterhalter's ork and by David Whitfield

Siegel also announced last week that his "Autumn Concerto," an instrumental hit in Europe, has been recorded here with lyrics by Kay Starr on RCA Victor as "My Heart Reminds Me," and by Della Reese on Jubilee as "And That Reminds Me." According to Siegel, the tune has 115 recordings in Europe and Latin-America.

He added that Decca has instrumental versions by Carmen Cavallaro and Helmut Zacharias Victor has a version by Melchrino and other versions are being pushed as follows: Richard Hayman on Mercury, Billy Vaughn on Dot, David Rose on M-G-M, Ted Heath on London, Leny Eversong on Coral and Frank Pourcel on Capitol. Siegel pointed out: You know rock and roll has dominated the market, and I've stuck to good music in spite of dark days and look what is happening," in referring to the numerous disks of the

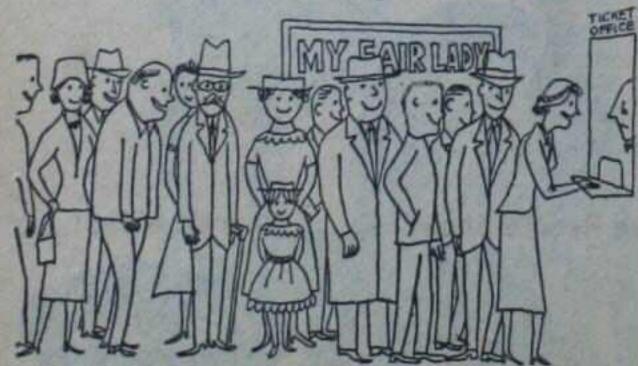
### No Worries on Damone Self-Competition

NEW YORK -- Release this week of a new Vie Damone disk, pairing the chanter with thrush lo Stafford, raised some eyebrows in the trade, in view of the current Damone disk of "An Affair to Hemember," which he sings on the track of the film of the same name, just now opening in major terri-

Mitch Miller, pop a &r. chief of Columbia Records, pointed out, however, that by no means does the new Damone-Stafford coupling mean that "An Affair to Remember" is being put down. On the contrary, Miller told The Billboard: "We don't look upon the two disks as competitive." Miller added that Johnny Mathis is currently proving that two disks by a single artist need not hurt each other's chances in any way.

Norm Foley, general professional manager of Feist Music, publisher of "An Affair to Remember," indicated he had no worries The low-priced Gateway label of "we're in great shape anyhow. Feeling, (Roy Hamilton's well-recut by Bob Jaxon on Victor.

### Everybody's waiting...



FOR COLUMBIA PHONOGRAPHS

NEW LINE COMING AUGUST 1at1

6 "Culumbia" Marca Reg.

# This Summer's Big

STAVEN

My Heart Reminds Me

Film, Flam, A (0)(0)

SHORE

Fascination

I from the Allied Artists film "Love In The Afternoon":

47/20 6980

"DISCS OF THE WEEK"

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



"Million Record Show," starring Georgia Gibbs!

America's favorite speed... (6) 45 RPM RCAVICTOR







MUSIC-RADIO

The recorded tape manufac- head tapes and machines. turers-Bel Canto, Omegatapes, Hallmark, Stere-O-Tone and Pentapes-reported an attentive audience in the music merchants, that received lots of dealer atten-They wrote many orders but most tion was Ampex. This year they of their activity was devoted to showed a complete consumer line firming distribution. Attendance in various attractive wood finishes. at the show by indie distribbers Earlier, the firm had appealed was strong and many placed initial mainly to the professional user. orders for recorded tapes. This was also an opportunity to become ackind of record.

Recorders Feature Stereo

producer, introduced their first orator colors. Motorola introduced stereo playback models at this a line of portables in Fiberglas. year's show. A feature of their line non-breakable cases. which created most excitment Generally, manufacturers have among both dealers and manufac- presented dealers with a more turers is a remote control device varied, more attractive product to which allows the listener to even- sell this fall. off the Tevels of both channels without leaving his easy chair.

is Magnavox. This veteran phono ance at 7,496. This compares with and TV firm exhibited two tape 7,081 registered by Tuesday at recorder models with the stereo the 1956 show, and an increase of feature. Their hi-fi phono models more than 5 per cent. include a jack plug to create a second channel when used with Atlantic Signs the stereo tape playback.

V-M Corporation, the firm that



2 BIG ONES FROM BMI Bill Haley and the Comets "YOU HIT THE WRONG NOTE BILLY GOAT"

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

DANBY-SEABREEZE MUSIC COMPANIES

1619 EROADWAY NEW YORK, N. Y.

129 E. 5TH STREET CHESTER PA

### 3 BIG RECORDS

- Voices of Walter Schumann (RCA Victor) =20-47-6986 \* Dick Hyman (MGM)
- \* Sarah Vaughan (Mercury) And more to follow

M. Witmark & Sons

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rather than an item for the hobby-ist market. Two things were re-at the popularly priced tape responsible: first, five recorded tape corder level, debuted a conversion companies exhibited-four of them kit to permit playing of both for the first time, second, stereo- stacked and staggered tapes on phonie - playback tape recorders new and existing models. The inwere shown in greater numbers and troduction of this inexpensive kit several new manufacturers entered will do much to allay dealers' fears about obsolescence of staggered

> The new Webcor and Magnavox models have stacked heads.

Another stereophonic tape line

High Style Hi-Fi The most important new trend quainted with the-to them-new in phonos is in styling. The Symphonic line featured color in their portables. Zenith's consoles are Webcor, major tape recorder available in a wider range of dec-

Attendance Up By Tuesday night, Trade Show A new entry in the stereo field officials had clocked the attend-

# Blackwell to **Exclusive Pact**

NEW YORK-Otis Blackwell. deffer of "Don't Be Cruel," and over NBC. "All Shook Up," two of Elvis Presley's top hits, has been signed to an exclusive, long-term-contract as an artist by Atlantic Records. Prior to his new disking association, Blackwell's recording activity was limited to a disk each for the Joe Davis label and Gale Records.

Recently, Blackwell's time has been almost exclusively devoted to song writing. His latest efforts include "Great Balls of Fire," and "Cool Baby," to be sung by Jerry Lee Lewis and Charlie Gracie, respectively, in the upcoming Vanguard film, "Jamboree." Blackwell is also musical director for the flick.

Blackwell still has in force an agreement that any of his tunes written for either Fresley or Sal Mineo are to be published by the Sheklon axis. The Gale interests also have a personal management deal with Blackwell.

### Would Exempt Civic Musicals

WASHINGTON - Musical comedies presented by civie or three weeks, community membership associahas his way.

should be able to enjoy shows Veteran music man Solly Loft has such as "South Pacific" as pre- joined the Buck Ram organization. sented by civic associations, and He'll run the publishing firms, has introduced a bill to exempt AMC Music (ASCAP) and Argo such performances from the ad- (BMI)... Julie Chester, general missions tax.

rently exempts concerts, operas, into artists management. His first and operettas from the admissions client is 16-year-old actress-singer tax, if presented by civic groups, Natalie Trunby, of "The Monte when "no part of the net earnings | Carlo Story" flick. William Morris thereof insures to the benefit of Agency is booking the artist. musical comedies are presented.

the Internal Revenue ruling, was cago. Booking is for a month. . . . pointed to represent Bob Miller, referred to the House Ways and Gisele MacKenzie will appear at Inc., in Nashville, The Miller cat-Means Committee for study.

### Music as Written

Mark in C&W Field With New Pactees . . .

Mark Records, with headquarters in Utica, N. Y., has entered the country & western field. Label has signed the original Westernaires, who used to record for M-G-M. and Cliff Waldron, who cut for Stardale. Also pacted are Ernic and Donna Lee.

We Are Very Sorry

Rover Boys . . .

Eydie Breaks All-Time Park Record . . .

Evdie Corme broke all-time at tendance record at Cincinnati's Coney Island Amusement Park last Saturday (13). The crowd, in addition to being the largest turn-out our news format, verbatum. of the year, reportedly was the largest for a single performer in has "good reason to believe that "Marriage of Figuro," with a sugthe park's history.

ing chain (The Billboard, June 15).

Victor Gets 'Pacific' Pic Sound-Track Rights

Sound track album rights to the opcoming film version of "South Pacific have gone to RCA Victor. The LP and EP's of the music will be issued simultaneously with the film, early in 1958, accompanied by heavy diskery promotion. This will include a full-page color ad in Life, and national TV spots by Perry Como and Eddie Fisher

Cilels Disk Session

With Reiner, Chi Symphony . . . Emil Gilels, the Soviet piano whiz, is expected to record the tor when he guests with the orchestra next February. The same combination produced a best seller

winter will be managed by S.

New York

latest LP was released last week by mercials to each record. Atlantic, opened at the Village Vanguard last Toesday (16) for a ing that a new "triphonic" sound three-week booking. Pianist Bill system, developed by Storz vice-Evans, represented on a Riverside LP, made his solo club debut on the same bill. . . . International jazz thrush Annie Ross has joined the The system reportedly automatibill at Julius Monkie Upstairs Room, Blossom Dearie and Stella which has previously been accom-Brooks are holdovers at the "existentialist" club. . . . New Bethlehem disk thrush Sally Blair made sound to both voice and music. her debut Thursday (18) at Chicago's Black Orchid. She's in for

Thrush Judy Scott into the Holi- Continued from page 24 tions will be free of the admissions day House, Pittsburgh, until next tax, if Rep. Frank Karsten (D., Mo.) Sunday (28) ... Vik's Rover Boys will open for two weeks at the ness. Karsten believes that people same room the following day. . . professional manager of the Bobby Internal Revenue Service cur- Mellin music firms, has branched

any stockholders or members of Martha Lou Harp, Prep artist, such association." The admissions will make her film debut in Vantax is incurred, however, when guard Productions "The Record Cleveland's Modern Jazz Room Story." . . . Erroll Garner opens thru Sunday (28). Karsten's bill, which will clarify July 31 at the London House, Chi- . . . Vie McAlpin has been apthe Dallas State Fair July 22 thru alog is now being reactivated.

### New, Noteworthy Epic Slogan

Feeling" as contributing to the ! rated Swedish jazz pianist; "Kenny sales volume. Orders on Sal Mineo's new disk, "Lasting Love, have passed 100,000, he added.

New pip album product includes the aforementioned "Sound Off" and "Up Auchor," by the Merrill Staton Choir. Former is a collection of great army songs of popular appeal, and the latter package

### Storz Outlets

· Continued from page 24

the situation differently.

in a letter to Plough prexy Harold big increase in this segment of the Krelstein, in which he requested label's sales. priority might already find some eatalog, etc. stations in trouble according to your expression of copyright. What we intend to do at WSRS or have been doing we claim is just as Brahms B Flat Piano Concerto much ours as it is yours. . . Therewith Fritz Reiner and the Chicago fore I respectfully request the Symphony Orchestra for RCA Vie- copyright detail pointing up same to our mutual satisfaction.

Storz also hit out at "the heavy commercialization that has crept last year on the Tchaikovsky Piano into music and news indies around the country," basing his complaint Gilels' limited U. S. tour in late on a recent air-check survey made by the chain in high traffic times of stations in the top 25 markets. Among others, he cited "the Los Angeles situation where the ratio, The Modern Jazz Quartet, whose in some cases, reaches three com-

It was also revealed at the meetpresident-engineering chief Dale Moody, will be in operation at all Storz-stations in about 30 days, cally balances all program levels, plished by means of limiters, and adds a special depth and pleasing

### Mitch's Recipe

test pop singles line in the busi-

A hot line, he points out, is indisated in the so-called non-hits as well as the smash disks. In 1956, 19 Columbia records, technically non-hits, sold between 150,000 and 250,000, according to Miller.

"This," he says, "when added to the smash disks produced by a Gny Mitchell, Tony Bennett, Four Lads, Frankie Laine, etc., - indicates strength in depth-which is the only stable kind of a.crr. opera-

August 4.... Chris Connor is at

Clarke Plays Andre Hodeir, a modern jazz album; a package by Ruby Braff and his all-stars, and "Jazz on the Left Bank."

Also scheduled for release soon is Epic's first sound track album, Dino, starring Sal Mineo. Prestige Material

The classical product, contain-

ing considerable prestige material, is as follows: Brahms "Symphony In last week's reviews of single is made up of sea songs of pop No. 1," by the Cleveland Orchesrecords, the Rover Boys errone appeal. Others are: "Drum and tra, with George Szell, a hi-fi ously were referred to as the Bugle Corps" by the Skokie In- package released shortly after the Rovers, which happens to be the dians Band; "All Stops Out" by organization's triumphant Euroname of a different group. The organists Ralph and Buddy Bonds; pean tour; "Monuments of Italian Rover Boys' disk referred to is their "Jimmy McPartland's Dixieland"; Music," by the I Musici ensemble; Vik platter of "Soft Sands" and "Operetta for Theater Organ" by a package of Beethoven Sonatas "My Baby's Steppin' Out.". . . Leonard McClain, who has had by violinist Arthur Grumiaux and Decea thrush Judy Scott will be two previously successful releases; pianist Clara Haskil; Beethoven's Miss September in the newly- "The Vienna of Robert Stolz" by "Variations on a Theme of Diaannounced teen-age promotion be- Stolz and his Viennese ork; a pack- belli," by pianist Leonard Shure; ing run by the Lane Bryant cloth- age by Bengt Hallberg, highly- a package by the Hewitt Chamber Orchestra, of works by Conperin and Corrette; "Selections From the Sacred Postifical Liturgy of the Russian Orthodox Church," a unique item which was awarded disk jockeys and we have inad- the Grand Prix du Disque; the vertently stumbled upon stations first coupling of Mendelssohn's from coast to coast who are using String Quartet No. 6 and No. 4, by the Manolin Quartet; a three-Altho Stewart contended Storz record set of Mozart's complete the courts will uphold the creative gested list of \$14.98; Mahler's rights granted by the U. S. Copy- "Songs of a Wayfarer" and "Day right Office on material of this Lied Von Der Erde," with Van kind," some broadcasters view Merriman and the Concertgebouw Orchestra of Amsterdam.

S. R. Sague, president of WSRS, Charles Schicke, director of Cleveland, recently commented- Epic's classical repertoire, noted a

details on the Plough copyrighted | Walter Hayum, general merformula-"They say there's nothing chandise manager, is set to back new under the sun which leads the product with a flock of sales me to believe that maybe your aids, including counter displays, move in claiming such alleged window material, a new consumer

> "HITS" From THE "HOUSE OF BOURNE" PAT BOOME \_\_ "LOVE LETTERS IN THE SAND" FOUR ACES-"YES SIR, THAT'S MY BABY DAVID SEVILLE "CAMEL ROCK" (LIBERTY) THA ROBIN-"ALL OF ME" (CORAL) SHE RAMEY ... "WHAT'S THE GOOD WORD, MR

BLUEBIRD" (CAPITOL) TONY TRAVES- "RED SHUTTERS" (VERVE) SMITH SISTERS-- PLINK, PLINKA PLANK PLUNK" (VERVE)

BOURNE, INC .- ABC-MUSIC CORP.



Leroy Anderson His next big one-

Coming Up from the pen of . . .

FORGOTTEN DREAMS

Recorded by

· Lecoy Anderson on Decto Records =30400

· Cyril Stopleton on

London Records #1754 MILLS MUSIC, INC.

### GRA-FLO-EV-MUSIC

Lead sheets of new sones new rest for publishers. Write to

DEVENIEN NEW BRANCH





first serve, but don't waste time! Ever since Jill's original rendition of "Love Me To Pieces" lifted the lid off the CBS Television "Studio One Summer Theater" Production on July 15th, we've been swamped with orders! This is the one and only version heard on the show produced by Norman Felton, directed by James McAllen, sponsored by Westinghouse! Stock up! And boost your sales with Columbia's special window streamer (en route)! It's Jill
Corey and It's a winner!
Composer is Melvin ("Singin"
the Blues") Endsley. What more
could you want?

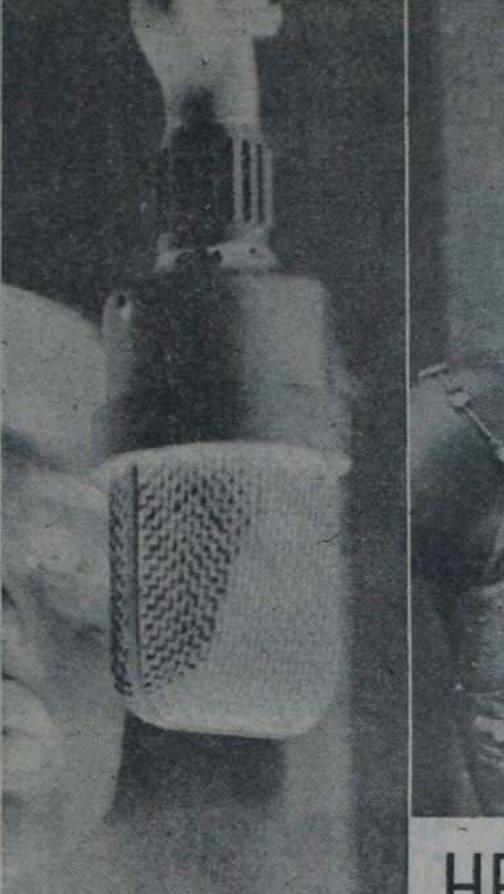
LOVE ME TO PIECES

b/w Love

JILL COREY

with Jimmy Carroll and His Orchestra 4.40955







HELP!

"STUDIO ONE" DOES IT AGAIN WITH THE HOTTEST SUMMER SMASH IN THE INDUSTRY

ON COLUMBIA RECORDS

A DIVISION OF CBS @ "Columbia" @ Marcas Reg. Charlie's 3rd



Tops Previous Hits With

# I LOVE YOU SO MUCH IT HURTS"

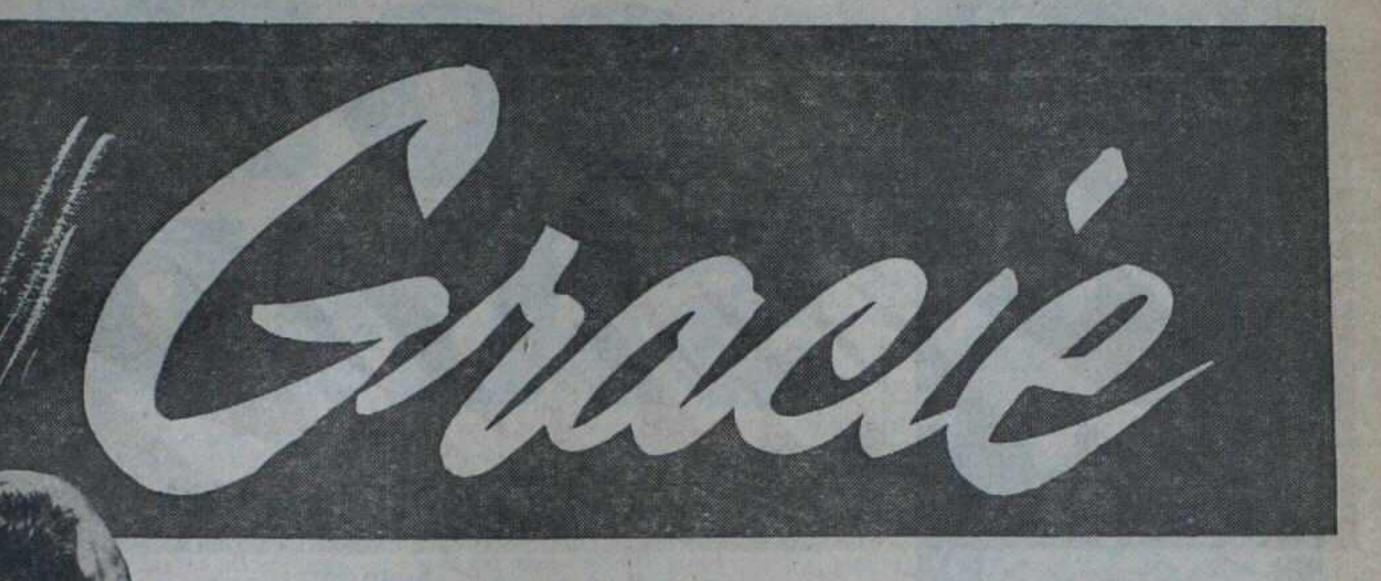
published by
MELODY LANE MUSIC PUB. CO.
cole selling agent
SOUTHERN MUSIC PUBL. CO.
Gen. Prof. Mgr. MURRAY DEUTCH

CAMEO 111

CAMEO ? RECORDS



# and Biggest



Sensational 2 Sider

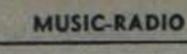
# WANDERN

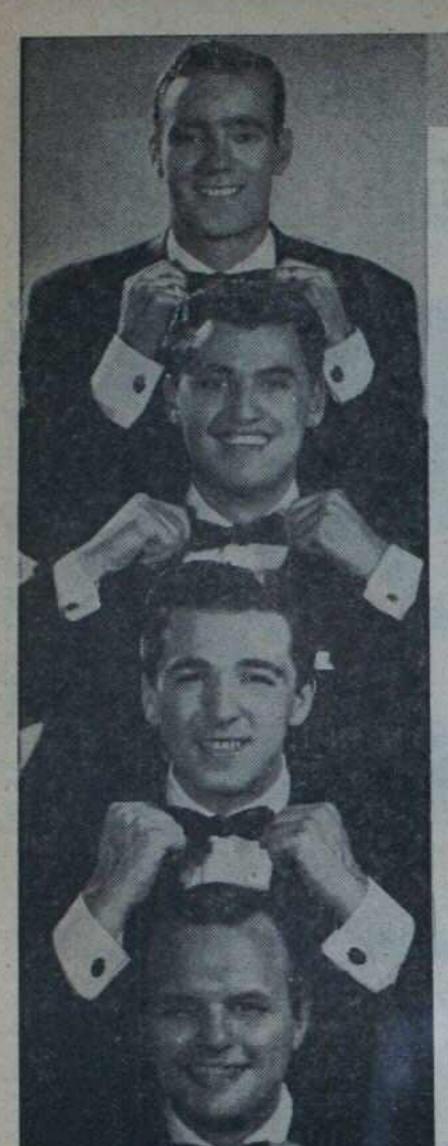
EWES"

published by SHAPIRO, BERNSTEIN & CO. — LOWE

CAMEO 111

CAMEO ? RECORDS





Making a Loud Noise

# SOFT SANDS

b/w

MY BABY'S STEPPIN' OUT

Sung by

THE ROVER BOYS

Vik X/4X-0283

**Lush Hit Instrumental** 

Marty Gold

ONE IS A LONELY NUMBER



ACAPULCO
VIK
X/4X-0284

Big Ballad With a Beat

Brook Benton COME ON, BE NICE

I WANNA DO EVERYTHING FOR YOU

VIK X/4X-0285





# THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

# Survey Reveals Dealer Attitudes

In the Billboard's annual Record-Phono Dealer Survey (complete results appeared in last week's issue), many dealers took the opportunity to sound off on the many facets of the disk business that either please or pain them.

These comments may be of interest to other dealers. They should certainly be of interest to disk manufacturers who seek ways of improving their relations. Following is a sampling of these comments.

### Wants Peace of Mind

A Southwestern dealer writes: "The companies who are selling the most merchandise seem to be the ones who are putting their merchandise out on consignment (wisely) or on a 100 per cent exchange basis. This enables the dealer to give better stock coverage with much more peace of mind."

### The Way to Better Shape

A Texas dealer writes: "If RCA-Victor and Columbia would quit fighting each other with clubs and \$2.98 price deals and concentrate on good releases, we would all be in better shape."

## Can't Get Hot Disks

A Tennessee dealer writes: "Our gross volume or retail sales will average better than \$3,600 but could be easily doubled or more if we could get the records. For instance, we order Elvis Presley records as they show up on The Billboard charts. This week, May 28th to be exact, we got our first shipment of 'All Shook Up' and 'Peace in the Valley, and the demand for both of them has practically stopped in this locality. Now they are demanding Tommy Sands' records which we can't get."

## The Indie Edge

A Michigan dealer writes: The major companies might follow the lead of the independents in fast service. This probably accounts for the increase in sales on indie labels. We take what's left over on hit material from the majors if we wait for shipments. The big boys that pick up at the counter get all the merchandise. When a number slows down and the distributor's stock is choking him, he starts shipping."

### How High the Fi?

A Vermont dealer writes: "It would be a good thing for the industry and the public if the manufacturers could set some sort of engineering standard for records. The sound quality on many records does not warrant the hi-fi label."

### Price Is Unimportant

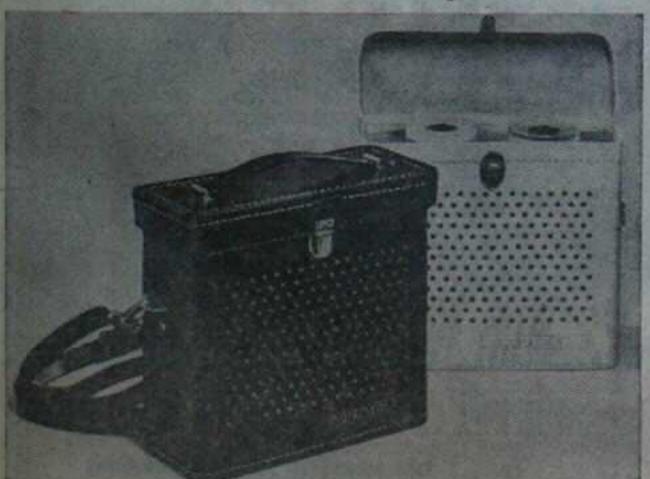
A Texas dealer writes: "Our experience has been that our average customer will pay any price within reason if we have the record he wants when he wants it. If he doesn't want the record, no amount of price-cutting will encourage him to buy it. We believe that price structure is of little importance in our area as long as it is fair and reasonable. We try to buy wisely with our customers' tastes in mind, supplying quality merchandise and good service to our customers.

## Customer Buy Direct?

A Pennsylvania dealer writes: "Eliminate the various record clubs that have formed over the past few years. If this practice continues, the store dealer will be squeezed out completely and the customer will eventually be buying direct, first from the distributor and eventually the factory itself."

# Shifts for Himself

A Texas dealer writes: "Regarding service and general help-fulness of distributors, I would like to point out that the major companies seem more inclined to concentrate on big city accounts and rack-jobbers, and leave the territory accounts to shift for themselves. United Records, Inc., and H. W. Daily Company of Houston, distributors of minor and independent labels, both give excellent service and more consideration to smaller shops."



Columbia's in the radio business! Their first model is the TR-1000 transistor portable retailing at \$69.95, including de luxe leather case. The tiny set fits the palm of the hand.

# JOBBERS NEUTRALIZED

# Dealer Fights Competition By Rack-Jobbing Himself

- Dealer doesn't draw much profit from racks but eliminates possible competition
- Also finds solution to problem of getting top pop merchandise

### By RALPH FREAS

KALAMAZOO, Mich. — One of the outstanding record shops in this mid-Michigan city is Don Bertch's Record Bar. Ownermanager Bertch, like most dealers this time of year, is experiencing a mild sales drought. In general, however, he's satisfied with the way things are going for him. But that's because he's alert to the tides and currents of the disk business and he has consistently moved in the right direction to correct faults.

### Increases Singles' Sales

A frequently heard complaint of disk dealers is the speed with which they can obtain new pop hits. Bertch was no different from any other dealer. He found that waiting for hits from the distributor was losing sales—the major distributors are located in Detroit, five hours distant by car.

He couldn't pick up his merchandise at the distributors and regular deliveries were too slow. Bertch's solution was ordering from a one-stop in St. Louis.

### Business Up 15 C's

It may seem a round-about way of doing business to send to Missouri for merchandise that can be gotten in Michigan. But it works: Bertch sends a postcard order out on Saturday night. Tuesday his records arrive.

"My business was up \$15,000 last year over the year before," says Bertch, "and I owe it all to One-Stop Records in St. Louis."

## The Rack Problem

There's an old saying,, "If you

can't lick 'em, join 'em." Don Bertch has applied this maxim most effectively with regard to rack-jobbing. He has several racks out in various locations nearby and is thinking of expanding this phase of his business.

He's not particular about the type of outlet that takes his rack as long as it has plenty of traffic. He has one in a grocery supermarket in the little town of Cooper, 10 miles north of Kalamazoo. Another is in a laundromat nearby. Still another larger installation is in an appliance outlet right in town. The appliance dealer is more than happy with the arrangement. He has found the rack brings traffic to his store.

### How the Racks Work

"My racks aren't setting the world on fire," says Bertch, "but they have added a little to my income."

The various outlets paid for the initial installation. They keep 20 per cent of everything they sell and everything they sell is at full price. In addition, the outlet takes the loss on any merchandise that's stolen.

Bertch takes \$100 a month out of the rack in Cooper. He takes somewhat more from the laundromat rack. The margin isn't too great since he pays regular dealer prices for his merchandise. If the rack operation expands, he will be able to demand and will probably get a better price from his distributor.

## Lessons Learned

Bertch has learned several les-

sons from his rack-jobbing experience. One of the most important is that, as a record
dealer, he has nothing to fear
from a rack-jobber. As he said,
they don't set the world on fire.
He firmly believes that the
people who buy from his racks
wouldn't have bought from him
anyhow. They're strictly impulse
buyers.

Each rack he puts out brings him a little extra money. But a far more important consideration from his point of view is the fact that wherever he has a rack, no one else can install one.

"I'll keep this business out of another's hands by doing it myself," he points out.

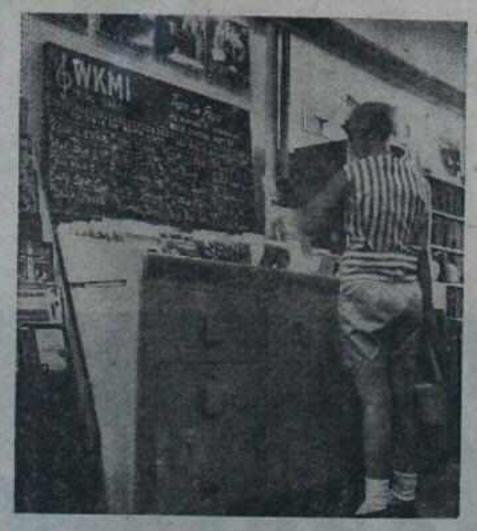
By "someone else" he means the Handleman Drug operation out of Detroit, which covers four Midwestern States and part of Canada. Another operator was also starting up in Grand Rapids, only 40 miles distant.

### A Future in Racks

Bertch has no specific plans for the future. He will install a rack wherever it seems feasible.

For instance, the State Hospital in Kalamazoo has a canteen that's ideal for a record rack. The hospital's 900 employees live on the hospital grounds, frequent the canteen, and don't get into town too often. It is therefore an ideal spot for a rack. Bertch is now negotiating with the canteen operators.

Whatever the future, Don Bertch doesn't fear it. As changes come, he'll change with them.



Above: The Don Bertch Record Bar highlights pop singles with a blackboard, which is mounted above a pop browser rack and carries the titles of the top 20 hits as determined by local independent outlet WKMI. Bertch buys an hour a week with the station and finds it a definite sales stimulator. Al Horne is the disk jockey,

Above, Right: Carol Zwart, Don Bertch's Girl Friday, has plenty of help in looking up pop singles. All titles in stock are placed on Victor title strips and entered in the file, alphabetically by artist. When a customer demands a particular single of any vintage, this filing system locates it in a few seconds.

Right: Bertch's walls are peg-board lined for maximum display of LP albums. Browsers line the wall and form aisles for traffic in center of store. Notice how indirect lighting highlights colorful album covers and at the same time gives general Illumination thrusut the store. Don Bertch himself is responsible for the fixture and decorating plan.





# ABC-PARAMOUNT'S ALL-STARS BELT



Rookie Blasts Home Run In 1st At Batl

9831

DIANA

c/w

Don't Gamble With Love

PAUL ANKA

his "DIANA" debut a solid hit that goes all the way!

> Costa Clouts Grand Slam1

9835

TENNESSEE TULIP

c/w

Bella Nunziata



DON COSTA

his rousing march version of "TENNESSEE TULIP" drives in \$5555551 OUT 4 FOR 4!

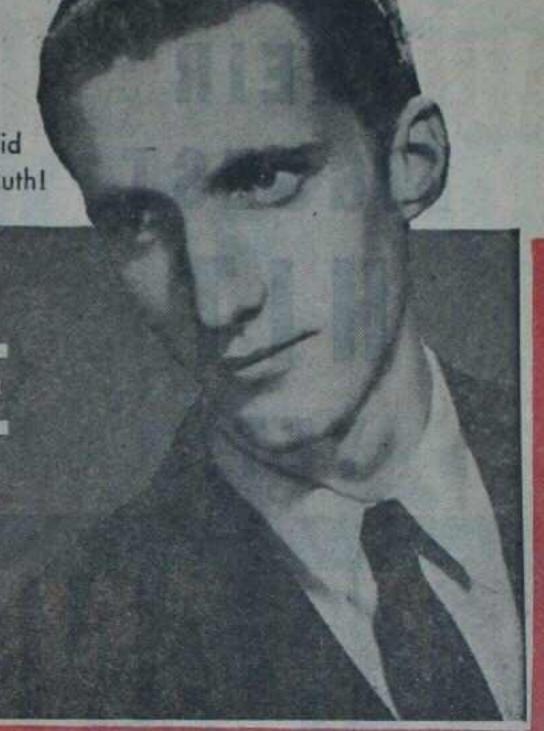
"Baby Ruth" Kid Does A Babe Ruth!

9838

# HIGH SCHOOL ROMANCE

c/w

Everybody's Body



# GEORGE HAMILTON IV

his "Rose and A Baby Ruth" sold a million ...
"FIGH SCHOOL ROMANCE" shapes up as second circuit sock!



-Score In Cleanup Slot1

9837

# BLACK SLACKS

c/w Boppin' Rock Boogie

THE SPARKLETONES

they bat out big one ... "BLACK SLACKS" is teen-type tune that touches all bases!

ATTENTION, PLEASE! D. J.'s, dealers, and opsnow warming up and ready to come on strong— JOHNNY JANIS with a brand new smash... LATER BABY and ALL THE TIME— 9840 —SOON!

(Distributed in Canada by Sparton of Canada, Ltd.)



# DEFINITELY

THEIR BIGGEST HIT YET!

MUSIC-RADIO



# FRANKE

and the Teenagers

sing

# "FOOD HIIII

"CREATION OF LOVE" **GEE 1039** 



# Capitol Debuts Phono Line

lavish in both album repertoire and bums. in merchandising techniques. Be- Firm will also use a heavy conyoud the introduction of a total of sumer and trade advertising cam-26 new albums for August, the pro- paign, all woven around its Specgram encompasses the generous use tacular theme for August and Its of point-of-sale display material, an catalog stocking program. The new extensive disk jockey album pro- soundtrack package from The gramming campaign, deferred bill- James Dean Story" will also be on ing terms for dealers on all new the receiving end of heavy meralbums, and a cash discount on the chandising via a giant die-cut of label's current album catalog.

Effective July 22 thru September photos and co-op advertising mats. 28, dealers will be allowed a cush Label has earmarked a specially discount of 10 per cent, in lieu of prepared voice-track recording for 2 per cent cash discount, on all disk jockey use, with 11 Cap artists packages in the firm's current cata- featured in brief messages for radio log. New sets in the firm's August listeners. merchandise are classified as new release albums thru October 15 and will not be reclassified as catalog products until that date. A . Continued from page 21 \$250 initial purchase of any combination of new and catalog albums cludes a de luxe Leopold Stokowski qualifies a dealer for the 10 per package titled The Orchestra." cent discount on catalog albums, Reel is boxed in a gold-foil case with a minimum reorder of \$75 inside a 12-inch full-color box, and similarly qualifying dealers for the contains a 24-page description of discount. In addition, dealers will the music and its functions, reproenjoy deferred billing terms on the duced in full-color. Unique set has purchase of all new albums, with a retail list of \$16.95. Other tapes 50 per cent payable November 10 are "House of the Lord" by the and 50 per ceut due December 10. Roger Wagner Chorale, Toch's All new packages will be available "Third Symphony" by William to dealers on the firm's 100 per Steinberg conducting the Pittsburgh cent exchange program (The Bill- Symphony Orchestra, four tape board, July 1).

Four Artists Debut

Capitol of the World sets, 7 classical packages and 2 children's sets are included in the August release. Four Cap artists make \$100 in tape sets also qualify for Trudy Richards' Crazy in Love, deferred billing terms, 50 per cent The Very Merry Macs," "Fred Waring and His Pennsylvanians in Hi-Fi and The Man I Love by Peggy Lee, with orchestra conducted by Frank Sinatra. Other . Continued from page 21 pop sets are This Is Nat (King) Cole," the motion picture soundtrack from "The James Dean Story," "Velvet Brass" by Jackie Gleason, "Honky Tonk Street Parade by Joe (Fingers) Carr, "Casa Loma Caravan" by Glen Gray, "Gotham Jazz Scene" by Bobby Hackett, "Sonny" by Sonny James and "Black Satin" by George city tour of major arenas. Shearing.

C.O.W. sets include works recorded in Mexico, Peru, Italy, "It Can't Be Wrong" by Ron Goodwin and music from "My Fair Lady"

by Norrie Paramor.

Classical works include two packages by the Roger Wagner Chorale, Impressaoes Do Brasil by Laurindo Almeida, "Overture" by the panies are expected to pull re-Hallywood Bowl Symphony Or cording talent in for p.a.s in their chestra conducted by Felix Slatkin, Elgar's Enigma Variations conducted by William Steinberg and the Pittsburgh Symphony, Glazounov's "Concerto for Violin and Orchestra" by Nathan Milstein, and the widely heralded debut of Leopold Stokowski in a de luxe fitted with permanent remote lines, set entitled "The Orchestra."

Wilson, Gilmore Narrate Children's work are Volumes and 2 of "Classics for Children," narrated by Don Wilson and Art Gilmore and performed by the Continental Symphony Orchestra.

Disk jockeys will receive a tworecord LP of the label's Spectacular Preview Kit, featuring selections from all of Capitol's new August merchandise. In addition, two special albums featuring selections from Capitol of the World and the classical album catalog have been prepared for d.j. allocation.

As was the case with the label's recently successful "Vacation in Hiprograms, Capitol has designed a Circulations.

as the theme of its August mer-chandising campaign. Meeting in New York was helmed by Andy Miele, Col. Wade Pepper and Mike Maitland; in Chicago by George Gerken, Larry Owens, Bur Fraser and Max Callison, and in Los An-geles by Bob Camp, Bill Mikels, Lloyd Dunn and Dick Rising.

completely self-contained Spectac-ular Display kit for dealers. Latter includes giant display pieces of the Stokowski, Gleason, Milstein-Steip-berg packages, album hangers, di-vider displays for Trudy Richards, Fred Waring, Merry Macs, Peggy Lee, Nat Cole and Laurindo Al-meida, and similarly designed spe-August Program cial promotional pieces to stimulate the sale of the label's catalog al-

Dean, counter display pieces, fan

# Cap Stereo Tape

packages by the Hollywood Bowl Symphony Orchestra, Nat (King) A total of 12 popular albums, Cole's "Love Is the Thing," George Shearing's "Black Satin," Stan Kene ton's "Kenton in Hi-Fi" and "Fred Waring and His Pennsylvanians.

due November and December 10.

# Int'l Music

name dates in Australia, the Far-East as well as in the U. S. Down Under, the promoters have successfully toured such names as Frank Sinatra, Nat Cole, Johnnie Ray, Bob Hope and Louis Armstrong. In recent weeks, the trio conducted Elvis Presley's first big

A major draw to the amphitheater will be an audience of big recording names, plus supporting acts, who will perform in the Amphitheater auditorium at no extra admission charge, three times daily and four shows Saturday and Sunday. Star attraction will change daily. Additionally, record com-

exhibit booths. Arrangements are being negotiated with radio and TV networks for numerous originations from them exposition. Also, several tie-ups are being completed with local stations for disk jockey and news installed for coverage of previous Democratic and Republican conventions.

Talent contests and daily drawings will be undertaken, with prizes of screen tests, record contracts, and music scholarships.

The promoters aim to make the exposition an annual event, but for the time being they're silent on plans to transplant the show to other cities.



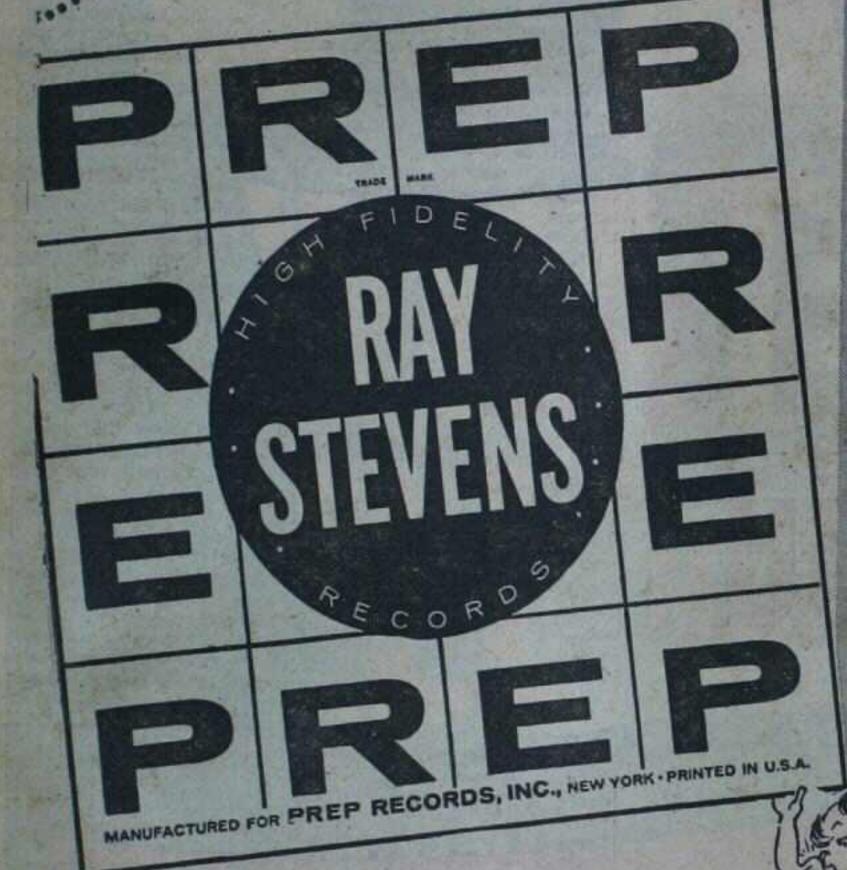
**VOAES SIZES** now exactly what

delivers because The Billboard is a Fi and "Maytime Is Music Time," member of the Audit Buress of



TWO BIG

BOUNCING HITS



PRINCE R

HARPER

BROWN STORY

R

HARPER

BROWN STORY

R

MANUFACTURED FOR PREP RECORDS II

# SILVER BRACELET

b/w RANG TANG DING DONG

PREP #108

BONNOYAGE

PREP #111

from that lusty baby



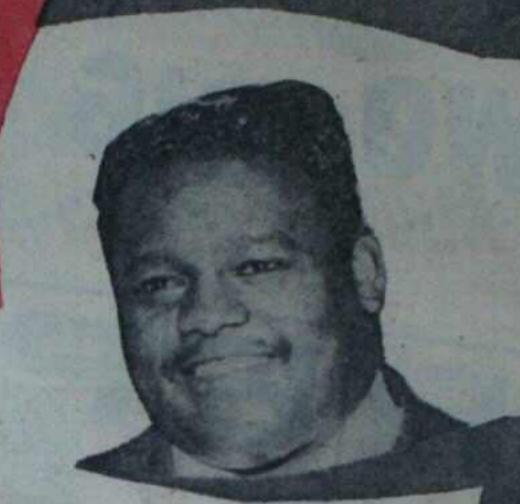
NOW GROWN TO MANHOOD

HIGH FIDELITY RECORDS, INC.

1730 Broadway, New York 19, N. Y.

Another
Million Record Smash!

Fats Domino

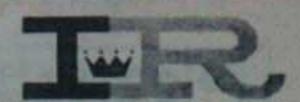


# WHEN I SEE YOU

and

# WHAT WILL! TELL MY HEART?

#5454



IMPERIAL RECORDS 6425 Hollywood Blvd., Hollywood, Calif. Fats Domino

Another
Million Record
SMASH!



# WHAT WILL! TELL MY HEAR!?

WHEN SEE
WOU

#5454



THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



# Best Selling Pop Albums

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record ourlets 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. AROUND THE WORLD IN 80 DAYS-Sound Track
2. MY FAIR LADY-Original Cast
3. LOVE IS THE THING-Nat (King) Cole Capitol W 824
4. MANTOVANI FILM ENCORESLondon LL 1700
5. A SWINGIN' AFFAIR-Frank Sinatra
6. HYMNS-Tennessee Emie Ford
7. STEADY DATE WITH TOMMY SANDS Capitol T 848
8. THE KING AND I-Sound Track
9. SONG OF THE FABULOUS FIFTIES-Roger Williams. Kapp KXL 5000
10. BERGEN SINGS MORGAN-Polly Bergen Columbia CL 994
11. LOVING YOU-Elvis Presley
12. OKLAHOMA!-Sound Track
13. AN EVENING WITH BELAFONTE-Harry Belafonte
14. CALYPSO-Harry Belafonte
15. *PEACE IN THE VALLEY-Elvis PresleyRCA Victor EPA
* Not available as a pop albom. Available only on RCA Victor EPA 4854.



About the Blues

# Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING JULY 13

The information given in this chart is based on actual sales to customers in a acientific sample of the nation's retail record outlets during the week ending on the data 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 Retalling of New York University.

			iberty LRP 3043
Alone	 	 	 Indy Garland

Dukes of Dixieland, Vol. 3..... Dukes of Dixieland Audio Fidelity AFLP 1851

Here's Little Richard . . . . . . . . Little Richard

# Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 13

Specialty SP 100

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

- 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 ..
- 4. RING AROUND ROSIE-Rosemary Clooney & The Hi Lo's . . -------Columbia CL 1006
- 5. ABOUT THE BLUES-Julie London ..... Liberty LRP 3043

7. STEADY DATE WITH TOMMY SANDS-Tommy Sands . . .

- 8. JUNE, FAIR & WARMER-June Christy...... Capitol T 833 9. EYDIE GORME-Eydie Corme ..... ABC-Paramount ABC 150
- 10. SUDDENLY IT'S THE HI-LO'S-Hi-Lo's..... Columbia CL 052

# · Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

# Classical Albums

TCHAIKOVSKY; NUTCRACKER EXCERPTS (I-12")-Boston Pops Orch. Arthur Fiedler, Cond. RCA Victor LM 2052

Superb recording of generous portion of "Nutcracker" ballet is one of leading attractions in current Boston "Pops" promotion which fea-tures gratis tie-in merchandise. Full-color cover graces present release of album which attracted attention as last year's Save-on-Records Bonus,

BRAHMS: SYMPHONY NO. 1 (1-12")-Boston Symph. Orch. Charles Munch, Cond. RCA Victor LM-2097

Solid values in recording, interpretation and orchestral playing take the place of sensationalism in this issue, Munch chooses a deliberate approach that is flattering to the orchestra. July Save-on-Records special price of \$2.98 will assist in entrenching record among numcrous competitive versions.

# Jazz Albums

THE MODERN JAZZ QUARTET (1-12")-Atlantie 1265

Another excellent jazz package from Atlantic. "a characteristic 40-minute set" by MJQ that allows for more solo improvisation than do previous sets for label. Performance of diverse program reaffirms group's rare integration and facility to delineate feelings from one end of the emotional scale to the other. Vibist Milt Jackson, especially, is in fine form here. Dealer should have no trouble selling this set.

# Latin American Special Merit

CUBAN JAM SESSION (1-12")-Julio Gutierrez. Panart LP 8000

An outstanding package presenting authentic interpretations of basic Cuban rhythms. Cutierrez and his ork, recorded in Havana, played some six hours, with Havana talent joining the group as the whim seized them. Result, edited to size, is uninhibited, colorful musicianship. The improvisations are built

around such titles as "Theme on Perfidia." "Theme on Cha Cha Cha," etc. Dealers who have the clientele for this type of material should stock it and demonstrate the package.

## Sound

FIESTA IN HI-FI: Eastman Rochester Symphony Orch. Mercury MG 50134

Modern American pieces here make excellent use of various woodwinds, percussion, strings and brass, and the Mercury single-mike recording delineates the textures beautifully. In Me-Bride's "Mexican Rhapsody" there's a wide dynamic range, with a maracas solo at the low end-as an example. Taping was done in the Eastman Theater. Plenty to show here.

# - Album Cover of the Week -



THE MODERN JAZZ QUARTET, Atlantic 1265. This very interesting setting by noted portrait photographer, Fabian Bachrach, has already been the subject of much discussion. There is no copy on the cover-just the solemn, stiff group pose. Clever, off-best idea is a choice display piece and is

# Julie London Reviews and Ratings of New Albums

# Popular

(1-12")

Mercury MG 20309 The Diamonds are one of the hottest singles acts around (e.g. "Little Durlie," mc.) and their big following will go for this package, featuring all new selections. In addition to sure-fire rock and roll stylings, the boys offer swingy treatments of such standards as "Honey," and some excellent gospel-type vocals. A rock LP entry for today's markets,

Pairi Page (1-12") Mercury MG 20097

both pop and r.Ab,

With Patti Page's "Old Cape Cod" on the best seller charts right now, interest should be lively in this collection of numbers from earlier longplaying releases, "Where Are You?" "The Touch of Your Lips," "Moon Over Miami," "Where or When" are among the oldies she manages to keep fresh.

THE COLDEN BOY ......76 Roy Hamilton (1-12") Epic LN 3364

Warm, sincere stylings by Hamilton of an attractive variety of tunes from the spiritual-type ballad to hish pop treatments. Some of the material han been previously done by the artist-others are new, but all are listenable. Selections include "Love Is a Many-Splendored Thing," "There Goes My Heart" and the album title tune. Package should move fairly

Norman Leyden Ork (1-12") Concert Hall FH 1507

Tasteful arrangements of show tunes are notable for appropriateness in each instance. Selections from hits (Continued on page 53) if demonstrated. Can be sold

## Classical

STRINGS (1-12")-Strings of The Boxton Symphony Ork, Charles Munch, Cond. RCA Victor LM-2105 ...... 25

String section of Boston Symphony again reinforces high reputation, complemented by full, spacious recorded sound. Samuel Barber's "Adagio for Strings" and Eigur's "Introduction and Allegro" serve as attractive companion works to Tchaikovsky opus,

MUSIC OF JOHANN STRAUSS (1-12") Minneapolis Symphony Ork, Antal Dorati, Cond. Mercury MG 50131 ...... 81 High level recording given some realis-

tic close-up aspects of five Strauss pieces comprising "Voices of Spring," "Artist's Life" and "Roses From the South" together with fess familiar "Champagne Polks" and "Vienna Bon-Bons," Style isvigorous rather than ingratiating.

BACH ON THE BIGGEST (1-12") R. Elmore, Organ. Mercury MG 50127...80 Superlatives are characteristic of this release featuring the world's largest organ recorded in the world's largest convention hall, in Altantic City. Some overwhelming masses of sound emanate from this instrument which can equal "the combined volume of 25 brass bands," Hi-fi addicts will not deplore lack of clarity or subility in performances of popular Bach works.

FIESTA IN HI-FI (1-12") Eastman-Rochester Symphony Ork, Howard Hanson, Cond. Mercury MG 58134 ..... 72 Four compositions derived from folk material and situated somewhere between classics and "pops" are accorded super Rhapsody" enlists familiar themes from below border, works by Nelson, Mitchell and Vardell rely on times from Southern-

DIXIELAND OF OLD NEW OR-

Johnny Wiggs Band (1-12")

Golden Crest CR 3021 Good enough Disietand session,

very well recorded, but style inn't of the most raucous nature which might attract the hi-fi fans. In other words, it's too mellow to attract those who buy for noise rather than jazz, Then, the jazz isn't different enough to step out on its own. Can sell some if pushed, but there's stronger stuff

LEA IN LOVE ..... 70 Barbara Lea (1-12") Prestige 7100

Altho there are few juzz elements in thrush's style, jazz bucking, the label and some cult attraction determine the specialty catergorization. Miss Les has some of the charms of Margaret Whiting, but considerably less polish and "sell," Fans of such as Lee Wiley might like this-in fact, the bucking by Dick Cary, etc., is reminiscent of some early all-stat Wiley dates. Patrons of "intimate" clobs may constitute a fair market for the disk.

# Country & Western

Various Artists (1-12")

Mercury MG 20282 Strong performances by the label's first string line-up-George Jones Benny Barnes, Leon Payne, James O'Gwynn, Earl Aycock and Jeaneste Hicks on a top selection of current and past country hit songs. "Poor Man's Riches," "I've Got a New Heartache," etc., are all excellently recorded. Good artists, good tunes—16 instead of the usual dozen—make

the package a highly marketable nem for the proper territories. Can since this is labeled "Volume L"

RCA VICTOR

HOUSE PARTY

**VAUGHN MONROE** 

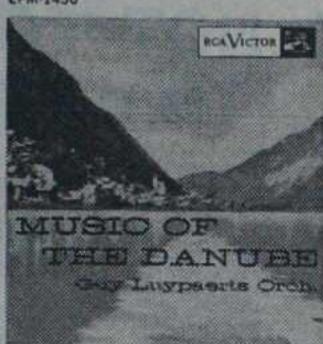
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ONE MAN'S SONGS

LPM-1483, EPA 1-1483

PETE

KELLY

AT

HOME

JACK WEBB

LPM-1413, EPA 3-1413

CANADIAN

SUNSET

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LPM-1468





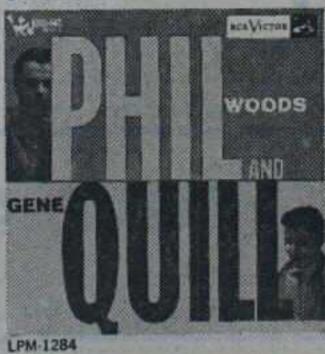
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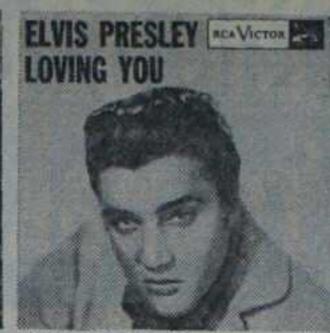
MCAVICTOR 1

RCA VICTOR





LPM-1491



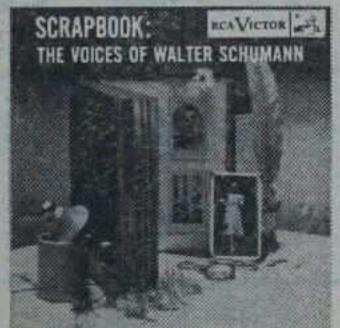
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LPM-1460



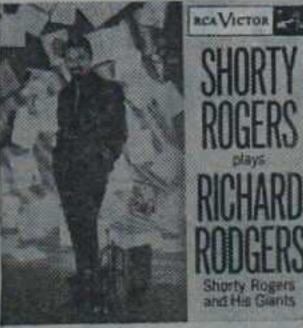
LPM-1469, EPA 1-1469



LPM-1465, EPA 1,2,3-1465



LPM-1282



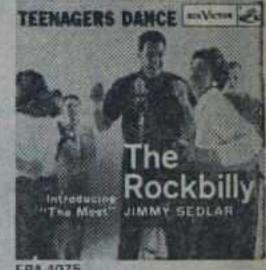
LPM-1428, EPA 1.2,3-1428

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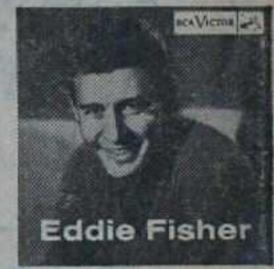
many of them featuring brand-new album covers; all of them priced low to really go!



EPA 1-1463



EPA-4075



EPA-4047



**EPA 868** 



EPA-668



**EPA-410** 





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YNNHOL

IT'S NOT FOR ME TO SAY

40851

WONDERFUL! WONDERFUL!

40784

JOHNNY MATHIS





TONY BENNETT

IAM

40965

THROUGH THE EYES OF LOVE

40952

DORIS DAY





VIC

AN AFFAIR TO REMEMBER

40945

TILL

40826

PERCY FAITH





JERRY VALE

LOVE IN THE AFTERNOON

4-40941

TOO YOUNG TO HAVE A BROKEN HEART

4.40032

**GAYLA PEEVEY** 







JO STAFFORD VIC DAMONE

GOOD NITE SILENCE IS GOLDEN

4-40968

... and Rhythm Novelties, too



TONY BENNETT IN THE MIDDLE OF AN ISLAND

40965

A WHITE SPORT COAT

MARTY ROBBINS





JOHNNIE RAY

BUILD YOUR LOVE

THIRD FINGER-LEFT HAND

4-40956

KUDUEKS





FRANKIE LAINE

YOU KNOW HOW IT IS

THE FIRST KISS

4-40929

NORMAN PETTY





THE FOUR **VOICES** 

SUCH A SHAME

4-40933

SWEET STUFF

IN THE MIDDLE OF A DARK, DARK NIGHT

GUY MITCHELL





DON CHERRY FOURTEEN CARAT GOLD

40958





and his Swingin'

Symphony

# SWEETHEARTS

THE HAPPY COBBLER

RCA VICTOR 47/20-6982

Winner 2 years in a row of the Annual Cash Box Poll as the DJ's most Programmed studio orchestra



RCA VICTOR





# • Reviews and Ratings of New Popular Albums

· Continued from page 48

etc., include "Hello Young Lovers," "You're Just in Love," "So in Love," "I Could Have Danced All Night." Good listening.

LOVE IN A MIDNIGHT MOOD .....68 Genie Pace (1-12") Jade JLP 1001

Miss Pace is a talented, new artist who should in time develop into an exciting disk personality. Her attractive vocal efforts here are somewhat hampered by arrangements which compete and do little to show her to advantage Selections include "Wee Small Hours," "I'll Remember April" and "I Got It Bad and That Ain't Good," Future LP's will be welcome

SOUTH SEA ISLAND MAGIC ..... 65 Pun Almeida and His Polynesians (1-12") M-G-M E 3545

Smooth renditions of popular Hawaitan standards plus some less familiar selections: Singing is above average and small vocal group blends well. Selections, which include "Sweet Leitani," "Hawaiian War Chant," "My Little Grass Shack," are well suited to dancing.

## 12" LP CATALOGUE

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AUDIO BOOK COMPANY St. Joseph, Michigan

FIRE DOWN BELOW Various Artists (1-127) Mercury MG 20287

Mescellaneous scientions from the Mercury catalogue are gathered as "music with a calypso beat" (not to be confused with sound-track alburn from film with same title), Sarah Vaughan, Lola Dee, Rusty Draper are among dozen performers. Contents are too ill-assorted to make for strong seller.

# Latin American

TANGOS IN DANCE TEMPO ......76 Orquesta Montilla (1-12") Montilla FM 97

Consistent package of well-known tangos is suitable for listening or dancing, "El Choclo," "La Cumparsita" and "Adios Muchachos" are among the selections well arranged and directed by Rafael Ibarbia. Good sound.

CAFE TROPICANA ......68 Orquesta Montilla, Amonio Moya, Cond. Montilla FM 96

Varied material presented in Latin style ranges from "Cumana" and "La Comparsa," to "Jesebel" and "Que Sera, Sera," to Chopin "Fantasy." All are accorded inventive arrangements and slick performances. Recording iv good.

Orquesta De Camara De Madrid, Gilberto Valdes, Cond. Montilla FM 92

Original composition in Latin-Amerfcan idiom contains six selections based on Cuban rhythms and dances, "Guaganco," "Mi Rumba" and "Baro" are among portions closely related to native song and interuments. Cover demands attention.

AUTHENTIC CALYPSO ......70 Lord Christo (1-12") Mercury MG 20297

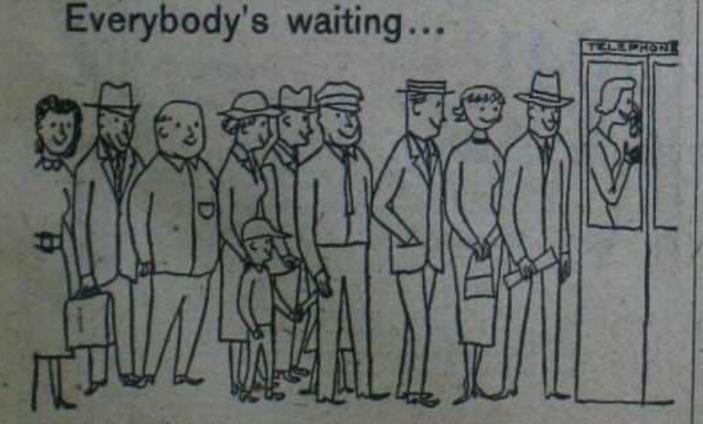
Haitian Lord Christo's robint style has been well captured by engi-Imaginative material ranges from fantasy to earthiness, and sometimes blends both, "Trip to Mars," "Apple and "Shakespearean Quotaare among most amusing. Fairly good prospect, considering waning demand for category,

Roy Thompson (1-12") Request RLP 8029

Dwindling market for calypso will tend to limit sales of this disk by talented singer. Contents avoid overworked material of recent months. Outstanding for humor is Italian calypio with chorus blending Caribbean and Mediterranean jargon,

# Rodgers Leaves WHKK

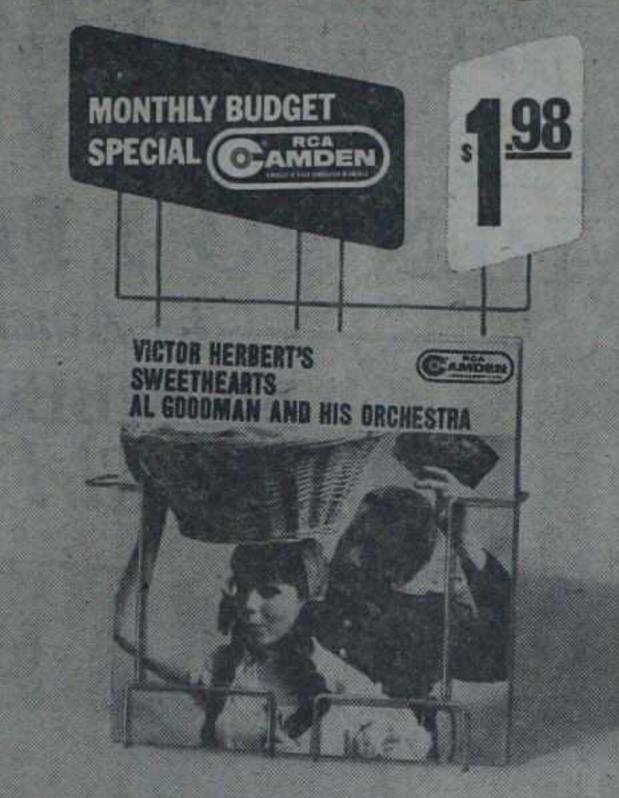
AKRON-Cliff Rodgers, one of the Midwest's top country & western deejays, has given up his fulltime radio work at Station WHKK here to become affiliated with the Jessop Advertising Agency here and to operate his own music publishing firm, Magnus Music Publication, in Barberton, O. He plans later to do some country music shows on tape. Rodgers had been associated with WHKK nearly 12



FOR COLUMBIA PHONOGRAPHS

NEW LINE COMING AUGUST 1011 C Township" North Red.

new from RCA Camden-August's Monthly Budget Special!



A High Fidelity recording of songs from a great Victor Herbert score. Features AL GOODMAN's orchestra, EARL WRIGHTSON, FRANCES GREER, JIMMY CARROLL, CHRISTINA LIND, THE GUILD CHORISTERS. Striking full-color cover, liner notes by New Yorker critic Robert A. Simon, A real buy at \$1.98! Long Play, CAL-369.

budget-priced (CAMBEN) profit picks of the month, featuring wonderful new popular albums! \$1.98 for each 12" Long Play! 79¢ for each 45 EP!

BIG NAME BANDS CAMER Lovier Cugat Sless, Sless, Sless Count Hampton From the Vilens Earl Horn Plant Mor Langue Rays. Enter Face Wayne Hing I'll the with Facile Spole Bluezom Firm Gray Scape Swing to Slage Say Lumbards the See Freddy Martin Backmannell Cancerto He 2 Vengto Moorae Seems Like Old Lines Rey Mobile Casp to Love Shop Fields Eupple Roychus Claude Therebill Sources

A treasury of big band recordings, featuring top names in a variety of tempos. Cugat, Hampton, Lombardo & nine other big bands, with some of their most famous hits. L.P., CAL-368.



Songs of a great era, done by top performers. Dinah Shore, Xavier Cugat, Claude Thornhill, nine others. Such fine standards as Body and Soul, Deep Purple, and Night and Day. Long Play, CAL-370.



Red-hot Rock 'n Roll! Features three big names: Little Richard, "Big Boy" Crudup, Red Callender, Long Play, CAL-371. Also 3 EP's: Crudup, CAE-415; Little Richard. CAE-416; Callender, CAE-417.



"New Orthophonic" High Fidelity. 12 standards in the "mood music" tradition. String orchestra, with woodwinds for contrast. Equally delightful for listening or dancing. Long Play, CAL-372.



England's top Calypso singer, in exciting and authentic Calypso favorites. Stunning full-color cover. Long Play. CAL-393. 45 EP (with four tunes not in L.P.): CAE-434.



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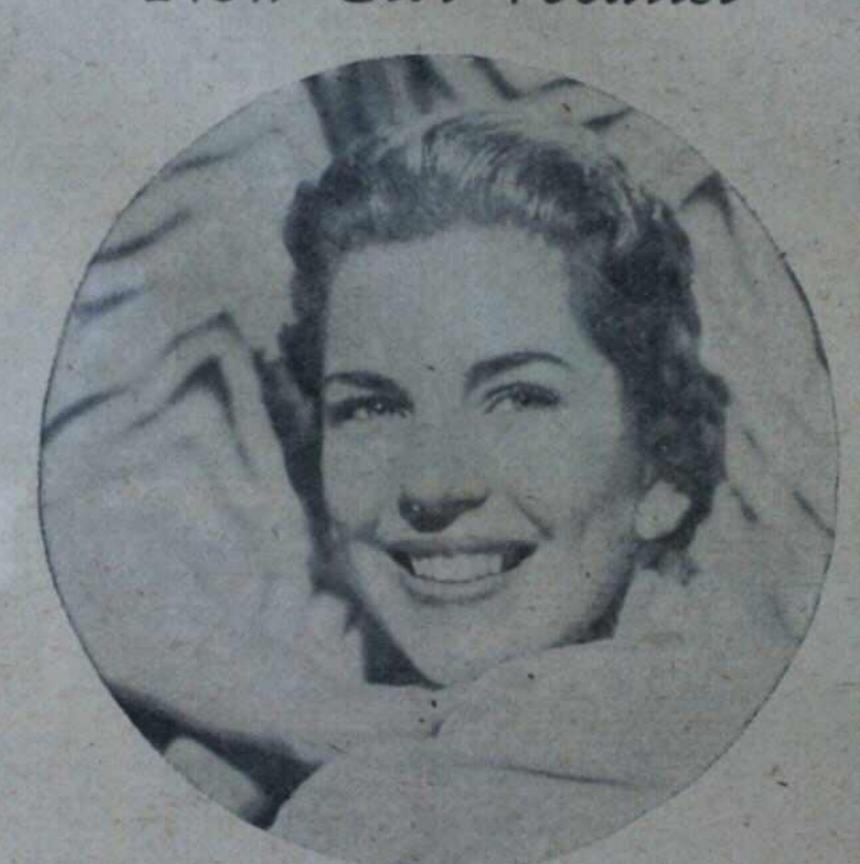
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The record that's destined to bring back big beautiful ballads stronger than ever...

# THE SONG YOU HEARD, WHEN YOU FELL IN LOVE"

by America's
NUMBER ONE
New Girl Vocalist\*



# BETTY JOHNSON

on BALLY No. 1041

\*Here is how America's Disk Jockeys ranked the nation's newer girl singers in the July 1957, Cash Box Poll

2. 3. 4. 5. 6. 7. R.	BETTY JOHNSON  Evdie Gorme Jill Corey Julie London Teddi King Patsy Cline Gale Storm Eileen Rodgers Ronnie Goutar	8.2 4.8 4.4 3.1 3.0 2.9 2.8	11. 12. 13. 14. 15. 16.	Chris Connor Pat Kirby Ann Leonardo Jodie Sands Joyce Hahn Cathy Carr Brenda Lee Keely Smith Margie Rayburn	2.3 2.2 2.0 2.0 2.0 1.7	20. 21. 22. 23. 24.	Joy Layne 1.4 Gogi Grant 1.3 Sylvia Syms 1.1 Jerri Adams 1.1 Lurlean Hunter 1.0  67.9% 32.1%
	Bonnie Guitar		18.	Margie-Rayburn	1.7		Others

# HONOR ROLL OF H THE BILLBOARD MUSIC-RADIO

# THE NATION'S TOP TUNES

TRADE MARK REG.

This Week	Wee	For survey week ending July 13	-	
	Last Week Cha	n This Week		We
1. Love Letters in the Sand	BENEFIT BUY		Wee	k Ch
By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP)  BEST SELLING RECORD: Pat Boone, Dot 15570.	11	o. Around the World	7.	
RECORDS AVAILABLE: Charile Carl, Songbird 207; VI Vienne, Wiseman, Dot 15578.	V.I.P. 1003; Mag	By Victor Young-Published by Victor Young Publications (ASCAP)  REST SELLING RECORDS: Victor Young and Bing Crosby, Dec. 30262; Mann. RECORDS AVAILABLE: Communications (ASCAP)	avant,	
2. Teddy Bear	4 4	RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 30 Charles Singers, M-G-M 12567; D. Contino, Mercury 71145; Don Costa, ABC-Parar 61856; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741.	mount Coral	
By Kal Mann-Bernie Lowe-Published by Gladys Music (ASCAP)  BEST SELLING RECORD: Elvis Presley, Vic 47-7000,		7. I'm Gonna Sit Right Down and Write Myself a Letter		
3. Bye Bye Love  By B, Bryant & P. Bryant-Published by Acuff-Rose (BMI)	2 8	(ASCAP) (ASCAP)	8	
RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb P.	ierce, Dec 30321;	8. It's Not for Me to Say	7	
4. So Rare	And the same	RECORD AVAILABLE: Jane Morgan, Kapp 185.		
By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.	3 15	9. Dark Moon  By Ned Miller—Published by Dandellon (BMD)  BEST SELLING RECORD: Gala State		1
5. Old Cape Cod	5 7	IO. Searchin'	6910.	
By Rothrock-Wakus-Jeffrey-Published by George Pincus & Sons (ASC BEST SELLING RECORD: Pattl Page, Mercury 71101.	CAP	By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Alco 6087.	11	1
	Seco	nd Ten		
1. White Silver Sands	3000			
BEST SELLING RECORD: Dave Gardner, OJR 1002.  OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Lennon S  55013; Don Rondo, Jubilee 5288.	- 1	16. Short Fat Fannie  By Mary Williams—Published by Venice (BMI)  BEST SELLING RECORD: Larry Williams, Specialty 508.	20	3
2. Send for Me		17. Four Walls	10	
By Allie Jones-Published by Winneton (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3737.	17 3	By Marvin Moore & George Campbell—Published by Sheidon (BMI) BEST: SELLING RECORD: Jim Reeves, Vic 20-6374. RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Jim Lowe, Dot 15569; Bit Monroe, Dec 30327.	12	11
3. Tammy	State on P		"	
By Jay Livingston-Ray Evans—Published by Northern (ASCAP)  BEST SELLING RECORD: Ames Brothers, Vic 20-6930.	September 10 month	18. Wonderful, Wonderful	16	5
61851. AVAILABLE: Richard Hayman, Mercury 71123; Debbie 1	Reynolds, Coral	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 Vanglin, Glory 258.		
1. White Sport Coat	9 14	19. All Shook Up	14	-
By Marty Robbins-Published by Acult-Rose (BMI) BEST SELLING RECORD: Marty Robbins, Col 40664. RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don Jan	nes, Esta 287.	By Oth Blackwell-Elvis Prestey-Published by Prestey-Shalimar (BMI)  BEST SELLING RECORD: Elvis Prestey, Vic 20-6870.  RECORD AVAILABLE: David Hill, Aladdin 3359.	14	1
. Teenager's Romance	14 9			
By Gilliam-Published by Aziec (ASCAP) BEST SELLING RECORD: Ricky Nelson, Verve 10047.	MINT VINE	By Rex Garvin—Published by Are (BMI)  BEST SELLING RECORD: Johnnie & Joe, Chem 1654.	18	8
	- Thire	Ten —		
. Whispering Bells				
By S. Lowery-C. Quick—Published by Gil-FeeBee (8MII)  RECORD AVAILABLE: Del Vikings, Dot 15592.		23. Stardust  By Hoagy Carmichael-Parish—Published by Mills (ASCAP)  RECORD AVAILABLE: Billy Ward, Liberty 55071.	-	1
. Young Blood	24 9	27. Fallen Star		
By Leiber Stoller & Pomus-Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Alco 6087.		By Joiner—Published by Tree (BMI)  RECORDS AVAILABLE: Hilltoppers, Dot 15594; Ferlin Husky, Cap 3742; Bill Monroe	24	2

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billib at The Billboard, 1564 Broadway, New York 36, N. Y.

RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence, 1318;

By Chuck Willis-Published by Rush Progressive (BMI)

By Marvin Rainwater-Published by Acuff-Rose (BMI)

Fess Parker, Disneyland P 53; Marvin Rainwater, M-G-M 12412.

By A. Domino-D. Bartholomew-Published by Travis (BMI)

RECORD AVAILABLE: Fats Domino, Imperial 5442.

RECORD AVAILABLE: Chuck Willis, Atlantic 1130,

23. Gonna Find Me a Bluebird

23. C. C. Rider

23. It's You I Love

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.

Dec 30327; Jimmy Neuman, Dot 15574; Nick Noble, Mercury 71124; Ray Price, Col 2137.

RECORDS AVAILABLE: Melvin Endsley, Vic 20-6591; Andy Williams, Cadence 1323.

RECORDS AVAILABLE: Diamonds, Mercury 71060; Giadiolas, Excello 2101,

By M. Williams-Published by Excelloree Music (BMI)

By Melvin Endsley-Published by Acuff-Rose (BMI)

By Johnson-Tennieman-Published by Venics Music (BMI)

RECORD AVAILABLE: Little Richard, Specialty 606.

29. I Like Your Kind of Love

21 19

12

30

27. Little Darlin'

29. Jenny Jenny



# BIG Summer Sales for Dealers, DJ's

# BEAT

			The second
E	MARCHING ALONG TO THE BLUES	Perry Como	(2:20)
Ī	DANCIN'	Perry Como	(2:09)
F	LOVE AND KISSES	Janis Martin	(1:59)
Ī	BABY YOU'RE THE ONE	'Nita, Rita & Ruby	(2:02)
	FLIM FLAM FLOO	Kay Starr	(2:38)
F	SWINGIN' SWEETHEARTS	Hugo Winterhalter	(2:27)
Ē	THE HAPPY COBBLER	Hugo Winterhalter	(2:00)
A F	CHICA BOO	Dell Wood47/20-69/8	(1:59)
F	CRAZY DREAM	Eddy Arnold	(2:05)
F	BIKINI BABY!	The Versatones	(2:27)
F	A PORTER'S LOVE SONG TO A CHAMBERMAID	Gene Austin	(2:25)
T	NO HUHU!	Johnnie Eager	(2:15)
F	KEEP A-LOVIN' ME, BABY	Melvin Endsley	3 (2:10)
	THREE ROADS	Pat O'Day	(Z:Z3)
F	CUCARA CHA-CHA-CHA	Perez Prado	(2:00)
F	PAY DAY	Porter Wagoner	(1:50)
F	VIRGIN ISLE VAMP	Eddie Heywood	(2:12)
F	TELL ALL YOUR TROUBLES	Jackie Kannon	(2:32)
	DI EASE DON'T TALK AROUT ME WHEN		
100	I'M GONE	Piano Red	(2:29)
E	HEY MISS FANCY	The Premiers	(2.23)
T	STREET OF MEMORIES	June Valli	(2:32)
	I IIIST WHISTIF OR CALL	Martha Carson	(2.41)
	THE WIFE	Lou Monte	110-10
F	TEDDY READ	Elvis Preslev	(1.42)
	CLOW RUPNING LOVE	Eddie Fisher	11.23
	PEACH PARTY	Bob Jaxon	
	DING DANG DANGLIN'	The Lane Brothers	(2.33)
E	TI'M NOT ACHAMED	Nan Castle	(2.10)
	TI COT A LOT OF LOVE	Varetta Dillard	1
	VOIL VOIL BOMEO	lave P Morgan	
	T DADDY	Larol Richards	
- 7	T DOCKING CHOIC	The Ames Krothers	
F	THACKINI' ADOLIND	David Houston	
T	TA WOMAN WOULDN'T RE A WOMAN	Fortha Kitt	12.00
1	COVINI MY HEADT OUT FOR YOU	Julius La Kosa	Control of the last
	THAT WALLELL THE ELOOP OVER YOU	Generala Gibbs	
	T CHICAD CANIDY	(seorgia (sipps	
	T ALADTINIOUE	. ( het Atkins	
	LOVE ME TO PIECES	Janis Martin	

Watch for GOGI GRANT'S first Big Release on RCA Victor Records

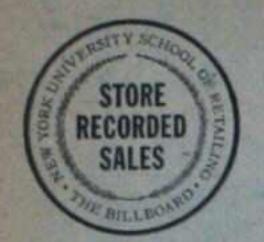


# and OP's on RCA Victor Records

# BALLAD

	☐ I'LL NEVER BE FREE	Janis Martin	(2:01)
	YOU CAME TO THE PROM ALONE	'Nita, Rita & Ruby	(2:23)
	SOFT SANDS	Walter Schumann	(2:32)
	BAND OF ANGELS	Walter Schumann	(2:27)
	FASCINATION	Dinah Shore	(2:57)
	TILL	Dinah Shore	(2:13)
	MY HEART REMINDS ME	Kay Starr	(2:50)
	PIANO ROLL WALTZ	Dell Wood	3 (1:53)
	OPEN YOUR HEART	Eddy Arnold	(2:02)
	TWO SHADOWS ON YOUR WINDOW	Jim Reeves	3 (2:17)
	LOVELY TEENAGE GIRL	The Versatones	(2:13)
	I COULD WRITE A BOOK	Gene Austin	(2:04)
	AVAILABLE LOVER	Wini Brown	(2:19)
	☐ IT'S ALL IN YOUR MIND	Wini Brown & Larry Dale	(2:20)
	THERE ARE TWO "EYES" IN HAWAII	Johnnie Eager	(2:35)
	LONELY ALL OVER AGAIN	Melvin Endsley	(2:05)
	OH, POLLY O'	Tony Martin	(2:35)
	A "MISS YOU" KISS	Tony Martin	(2:50)
	SO HARD TO LAUGH, SO EASY TO CRY	The Escorts	(2:40)
	LONELY MAN	The Escorts	(2:16)
	I THOUGHT I HEARD YOU CALL MY NAME	Porter Wagoner	(2:35)
	AN AFFAIR TO REMEMBER	Luis Arcaraz	(2:53)
	WHEN I FALL IN LOVE	Luis Arcaraz	(2:41)
	LOVE IS ALL	Eddie Heywood	(2:08)
	MY ARMS ARE A HOUSE	Hank Snow	(2:30)
	TANGLED MIND	Hank Snow	(2:34)
	ANOTHER MAN GONE	June Valli	(2:42)
NE.	MAILMAN, BRING ME NO MORE BLUES	Herb Jeffries	(2:46)
	□ SO SHY	Herb Jeffries	(2:24)
	MUSICA BELLA	Lou Monte	(2:10)
	LOVING YOU	Elvis Presley	(2:15)
	AROUND THE WORLD		
	STAR LIGHT, STAR BRIGHT	Nan Castle	(1:53)
	TIME WAS	Varetta Dillard	(2:25)
	GRADUATION RING	Jaye P. Morgan	(2:41)
	COME TO MAMA, PAPA DO	Carol Richards	(2:10)
	□ TAMMY	The Ames Brothers	(2:21)
	TOUJOUR GAI	Eartha Kitt	(2:08)
	WHEN YOU'RE WITH THE ONE YOU LOVE	Julius La Rosa	(2:09)





# 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 13, 1957

	Weeks		Weeks .		
This Week	Last on Week Chart	This Week Week	0.00	This	recks.
1. TEDDY BEAR (ASCAP) LOVING YOU (BM1) Elvis Presley-Vic 20-7000	1 5	11. SHORT FAT FANNIE (BMI)— Larry Williams	3	21. AROUND THE WORLD (ASCAP) (VOCAL) (ASCAP) Victor Young-Decea 30262	
2. LOVE LETTERS IN THE SAND (ASCAP)		12. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis	9	22. COME GO WITH ME (BMI)— Del Vikings	22
Pat Boone-Dot 15570	2 11	13. JENNY, JENNY (BMI)		23. LITTLE DARLIN' (BMI)-Diamonds 21 Faithful and True (BMI)-Mercury 71060	20
3. BYE BYE LOVE (BMI)-  Everly Brothers		MISS ANN (BMI) Little Richard-Specialty 606 15	5	24. STARDUST (ASCAP)-Billy Ward	. 1
4. SO RARE (ASCAP)-Jimmy Dorsey		14. TEENAGER'S ROMANCE (ASCAP) I'M WALKIN' (BMI)	223	25. START MOVIN' (BMI)-Sal Minco 24  Lette Affair (BMI)-Epic 9216	10
Sophisticated Swing (ASCAP)—Fraternity 755  S. SEARCHIN' (BMI)		15. WHITE SPORT COAT (BMI)-	12	28. MY DREAM (ASCAP)  I WANNA (BMI)	
YOUNG BLOOD (BMI) Coasters-Atco 6187	5 10	Marty Robbins	The second second	27. GONNA FIND ME A BLUEBIRD	
6. IT'S YOU I LOVE (BMI) VALLEY OF TEARS (BMI)		16. C. C. RIDER (BMI)-Chuck Willis 16  Ease the Pain (BMI)-Atlantic 1130	7	(BMI)-Marvin Rainwater So You Think You've Got Trouble (BMI)- M-G-M 13412	
7. SEND FOR ME (BMI)		17, I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams	5	28. FREIGHT TRAIN (ASCAP)- Rusty Draper Seven Come Eleven (BMI)-Mercury 71102	4
MY PERSONAL POSSESSION (BMI Nat (King) Cole-Cap 3737		18. WONDERFUL, WONDERFUL (BMI)-		29. WHITE SILVER SANDS (BMI)- Dave Gardner	1
8. OLD CAPE COD (ASCAP) WONDERING (BMI)	0.7	Johnny Mathis	5	30. FOUR WALLS (BMI)-Jim Reeves	1
9. OVER THE MOUNTAIN (BMI)-			2	30. AROUND THE WORLD (ASCAP)-	
My Baby's Gone On, On (BMI)-Chess 1654	9 9	Don't Be a Fool (BMI)—Dot 15592		The Road to Ballingarry (ASCAP)-London 1746	
10. DARK MOON (BMI)-Gale Storm	14 . 12	20. ALE SHOOK UP (BMI)-Elvis Presley 17 That's When Your Heartsches Begin (ASCAP)- Vic 20-4670	10	30. ISLAND IN THE SUN (ASCAP) COCOANUT WOMAN (ASCAP) Harry Belafonte-Vic 6885	

# Most Played by Jockeys

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

FOR SURVEY WEEK ENDING JULY 13, 1957

Tale Work	and Neek	Weeks en Chert
1. LOVE LETTERS IN THE SAND (ASCAP)-Pat Boone	1	11
Bernantine (ASCAP)—Dot 15576		
2. TEDDY BEAR (ASCAF)-Elvis Fresley	4	12
Loving You (BMI)-Vic 7000		
3. BYE BYE LOVE (BMI)- Everly Brothers		8.
I Wonder H I Care as Much (BMI)-Cadence I	315	
4. SO RARE (ASCAP)-Jimmy Dorsey	3	12
Sephisticated Swing (ASCAP)—Fraternity 755		
5. OLD CAPE COD (ASCAP)-Patti Page	8	8
Wondering (BMI)-Mercany 71101		
6. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams	6	5
Date With the Blues (ASCAP)-Coral 61830		
7. IT'S NOT FOR ME TO SAY (ASCAP)-Johnny Mathis	9	9
Warm and Tender (ASCAP)-Col 40651		370
8. SEARCHIN' (BMI)-Coasters	10	8
Young Rood (BMI)-Atco 6987		
9. SEND FOR ME (BMI)- Nat (King) Cole	. 20	2
My Personal Postersion (BMI)-Cap 3737		

This Week	Last Week	Chart
10. I LIKE YOUR KIND OF LOVE (BMI)	. 8	6
Stop Teasin' Mr (ASCAP)-Cadence 1323		05007
11. SHANGRI-LA (ASCAP)-Four Coins.	. 18	2
First in Line (ASCAP)-Epic 9213		
12. TAMMY (ASCAP)-Debbie Reynolds.		1
French Heels (ASCAP)-Coral 61851		
13. AROUND THE WORLD (ASCAP)-Victor Young		, 2
. Around the World (Vocal) (ASCAF)-Dec 302	62	
14. DARK MOON (BMI)-Gale Storm	. 16	11
Little Too Late (BMI)—Dot 15558		
14. WONDERFUL, WONDERFUL (BMI) Johnny Mathis	. 17	15
When Sirting Gets Blue (BMI)-Cel 40784		
16. TEENAGER'S ROMANCE (ASCAP)- Ricky Nelson	. 11	8
I'm Walkin' (BMI)-Verve 10047		* Jy
17. WITH ALL MY HEART (ASCAP)- Jodie Sands	. 25	6
More Than Only Friends (ASCAP)-		

JULY 13, 1957	
This	Chart
18. TAMMY (ASCAP)-Ames Brothers	1
19. FREIGHT TRAIN (ASCAP)- Rusty Draper	8
20. LOVING YOU (BMI)-Elvis Presley	1
21. SHORT FAT FANNIE (BMI)- Larry Williams High School Dance (BMI)-Specialty 608	1
22. ABOUND THE WORLD (ASCAP)- Mantovani The Road to Ballinganny (ASCAP)-London 1746	1
23. FALLEN STAR (BMI)-  Jimmy Newman  1 Can't Go On This Way (ASCAP)-  Dot 15574	-1
24. BERNARDINE (ASCAP)-Put Boome	3
25. YOU'RE CHEATIN' YOURSELF (ASCAP)-Frank Sinatra	1

# BUSTY

"FREIGHT TRAIN"

# DRAPER

WITH A NEW SMASH RELEASE
In The Latest Musical Trend,
HAWAIIAN MUSIC

MOHUHU

(DON'T BE MAD)

MERCURY 71162



Be Sure To Hear THE RUSTY DRAPER SHOW Everyday Coast To Coast-CBS Radio





# JONI JAMES SUMMER LOVE

I'M SORRY FOR YOU, MY FRIEND

MGM 12480



(Gonna Find Me a Bluebird) MY LOVE IS REAL MY BRAND OF K12511 . MGM 12511



FADED ORCHID

MGM 12490



and orchestra

K12503 • MGM 12503



CHUCK ALAIMO QUARTET LOCAL 66

HOW I LOVE YOU

MCM 12508

DAVID ROSE & His Orch.

UMA CASA **PORTUGUESA** 

K12492 . MCM 12492

WILHELMINA GRAY

> WHEN THE ONE YOU LOVE LOVES YOU

DON'T WAKE ME UP (Let Me Dream)

K12500 . MGM 12500

RAY CHARLES SINGERS

AROUND

MGM 12507

HANK WILLIAMS

LOVESICK

K10352 . MGM 10352

FOUR SPICES

WILD FLOWER

(I'm Tellin' the Birds I'm Tellin' the Bees)

HOW I LOVE YOU

K12510

JIMMIE WILLIAMS

AGAIN

K12498



# Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 13

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 Hye Bye Love, Everly Brothers, Cdc. Love Letters in the Sand/Bernardipe Pat Boone, Dot Old Cape Cod, Pattl Page, Mer. Queen of the Senior Prom Mills Brothers, Dec. So Rare, Jimmy Dorrey, Fty.

Teddy Bear/Loving You Elvis Presley, Vic. White Silver Sands, Dave Gardner, O. J.

- CHICAGO

Bye Bye Love, Everly Brothers, Cdc,

I'm Gouns Sit Right Down Billy Williams, Cor. It's Not for Me to Say, Johnny Mathia, Col. It's You I Love, Fats Domino, Imp. Love Letters in the Sund, Pat Boone, Dot Send for Me, Nat (King) Cole, Cap. So Rare, Jimmy Dursey, Fty. Start Movin', Sal Mineo, Epic Susie-Q. Dale Hawkins, Che. Teddy Bear/Loving You

Elvis Prester, Vic. White Sport Cost, Marty Robbins, Col.

- DETROIT -Bye Bye Love, Everly Brothers, Cdc. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M. I'm Gonna Sit Right Down

Billy Williams, Cor. Love Letters in the Sand, Pat Boone, Dot Send for Me/My Personal Possession Nat (King) Cole, Cap.

Shangri-La, Four Coins, Epic So Rare, Jimmy Dorsey, Fty, Teddy Bear/Loving You Elvis Presley, Vic.

EAST TEXAS C. C. Stider, Chuck Willis, Atl. I'm Gonna Sit Right Down

Billy Williams, Cor. Over the Mountain, Johnnie and Joe, Chn. Searchin'/Young Blood, Cousters, Atco. Send for Me, Nut (King) Cole, Cap. So Rare, Jimmy Dorsey, Fty. Teddy Bear/Loving You

Elvis Presley, Vic. Teenager's Romance, Ricky Nelson, Vrv. Love Letters in the Sand Bernardine

- FLORIDA

tt'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, Cousters, Atco Shangri-La, Four Coins, Epic Short Fat Fannie, Larry Williams, Spc. So Rare, Jimmy Dorsey, Pty. Teddy Bear, Elvis Presley, Vic.

- LOS ANGELES

five five Love, Everly Brothers, Cdc. I'm Gonna Sit Right Down Billy Williams, Cor.

Island in the Sun Cocnanut Woman Harry Belafonte, Vic. Love Letters in the Sand Bernardine

Pat Boone, Dot Old Cape Cod, Patti Page, Mer. Searchin'/Young Blood, Coasters, Alco So Rare, Jimmy Dorsey, Pty. Teddy Bear Loving You

Elvis Presiey, Vic. Tesnager's Romance, Ricky Nelson, Vrv. Wonderful, Wonderful, Johnny Mathis, Col.

NEW YORK AHD NEWARK Rye Bye Love, Everly Brothers, Cdc. I'm Goons Sit Right Down

Billy Williams, Cor. It's Not for Me to Say, Johnny Mathis, Col. Love Letters in the Sand Bernardine Par 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

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

Pat Boone, Dot Old Cape Cod, Patti Page, Mer.

Over the Mountain, Johnnie and Joe, Chr. So Rare, Jimmy Dorsey, Fty. Teddy Bear/Loving You

Elvis Prestey, Vic.
White Sport Cost, Marry Robbins, Col.
Young Blood, Coasters, Alco

- NORTHEAST -

Bye Bye Love, Everly Brothers, Cdc. Jenny, Jenny Miss Ann, Little Richard, Spe. Let the Four Winds Blow, Roy Brown, Imp. Rainbow, Russ Hamilton, Kapp White Sport Cont, Marry Robbins, Col. Searchin', Consters, Atco. So Rure, Jimmy Dorsey, Fry. Teddy Bear, Elvis Presley, Vic.

Whispering Bells, Del Vikings, Dot. NORTHERN OHIO

Be Careful With a Fool, B. B. King, RFM. C. C. Rider, Chuck Willis, Atl. Love Letters in the Sand/Bernardine Pat Boone, Dot Old Cape Cod, Patti Page, Mer. Searchin'/Young Blood, Coasters, Atro-

Short Fat Fannie, Larry Williams, Spe. So Rare, Jimmy Dorsey, Fty, Teddy Bear/Loving You Elvis Presley, Vic.

What Can I Do? Donnie Elbert, Del.

- PHILADELPHIA Diana, Paul Anka, Pmt. It's You'l Love/Valley of Tears Fats Domino, Imp.

Just to Hold My Hand

Clyde McPhatter, Atl. Next Time You See Me Little Jr. Parker, Duke Over the Mountain, Johnnie and Joe, Chs. Send for Me/My Personal Possession

Nat (King) Cole, Cap. So Rare, Jimmy Dotsey, Fty. Stardust, Billy Ward, Lbt. To the Aisle, The Five Satins, Emb. What Can I Do? Donnie Elbert, Del.

-ST. LOUIS AND KANSAS CITY-

Bye Bye Love, Everly Brothers, Cdc. Flying Saucer Buchanan and Goodman, Lue,

Freight Train, Rusty Draper, Mer. I'm Gonna Sit Right Down Billy Williams, Cor.

Pat Boone, Det Stardast, Billy Ward, Lbt.

Teddy Bear/Loving You Elvis Presley, Vic. Teenager's Romanes, Ricky Nelson, Vrv. Whispering Bells, Del Vikings, Dot

- SOUTHERN OHIO Build Your Lave, Johnny Ray, Col. I'm Gonna Sit Right Down

Billy Williams, Cor. Love Letters in the Sand, Pat Boone, Det Old Cape Cod, Patti Page, Mer. Rockin' Shoes Tamsay, Ames Brothers, Vic. Start Movin', Sal Mineo, Epic Teddy Bear/Loving You

Elvis Presley, Vic. What Can I Do? Donnie Elbert, Del. With AR My Heart, Jodie Sanils, Cir.

- SAN FRANCISCO AND OAKLAND -Around the World, Montovani, Lon, Bye Bye Love, Everly Brothers, Cdc. I Like Your Kind of Love

Andy Williams, Cdc. Jenny, Jenny, Little Richard, Spe.

Love Letters in the Sand/Bernardios Pat Boone, Dot Over the Mountain, Johnnie and Joe, Chs. Teddy Bear/Loving You

Elvis Presley, Vic. Wonderful, Wonderful, Johnny Mathis, Col.

- WASHINGTON AND BALTIMORE -Around the World in 80 Days

Victor Young, Dec. Rye Bye Love, Everty Brothers, Cdc. Dark Moon, Gale Storm, Dot. Love Letters in the Sand Bernardine

Pat Boone, Dot Searchin' Young Blood, Coasters, Atco Short Fut Faunie, Larry Williams, Spe.

Teardrops From My Heart Teresa Brewer, Cor. Teddy Beat/Loving You

Elvis Prealey, Vic. Fats Domino, Imp.

MONEY-SAVING SUBSCRIPTION

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| Bill me

Occupation or Title

Zone\_\_\_Slate\_\_\_\_

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

Hot POP summer hit!

# JACKSON COOL DID YOU LOVE MISS ME?



Record No. 3764

# VEE-JAY SALES SOAR WITH THESE GREAT HITS.





Recent Pop
Releases
Coming Up
Strong

THE BILLBOARD WEEKLY JUKE BOX PROGRAMMING GUIDE!

R & B

July 1st—THE BILLBOARD REPORTS #12 Best R & B in Stores

VEE-JAY #248

# "THE SUN IS SHINING"

WITH

# JIMMY REED

July 8 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"

WITH

THE SPANIELS

# VEE-JAY RECORDS

2129 So. Michigan Avenue

Chicago, Illinois

All Phones: CAlumet 5-6141



# Top 100 Sides

FOR SURVEY WEEK ENDING JULY 13

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."

	sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."	
05.	The state of the s	
2.	TEDDY BEAR, Elvis Presley, Victor LOVE LETTERS IN THE SAND, Pat Boone, Dot	I
3.	BYE BYE LOVE, Everly Brothers, Cadence	
5.	SO RARE, Jimmy Doney, Fraternity	3
6.	IPS NOT FOR ME TO SAY, Johnny Mathis, Commbia	5
7.	SEND FOR ME, Nat (King) Cole, Capitol	4
9.	OLD CAPE COD, Patti Page, Mercury	5
10.	DARK MOON, Gale Storm, Dot	7
	WHITE SPORT COAT, Marty Robbins, Columbia.	
13.	I'M GONNA SIT RIGHT DOWN, Billy Williams, Coraf	9
14.	C. C. RIDER, Chuck Willis, Atlantic	2
16.	JENNY JENNY, Little Richard, Specialty	1
17.	WONDERFUL, WONDERFUL, Johnny Maible, Columbia	13
	YOUNG BLOOD, Coasters, Atco	
20.	I LIKE YOUR KIND OF LOVE, Andy Welliams, Cadence	13
	LITTLE DARLIN', Diamonds, Mercury	
	COME GO WITH ME, Del Vikings, Dot	
24.	TEENAGER'S ROMANCE, Ricky Nelson, Verre	21
	WHISPERING BELLS, Del Vikings, Dot.	
	SHANGRI-LA, Four Coins, Epic	
28.	STARDUST, Billy Ward, Liberty	37
	MY DREAM, Platters, Mercury. FOUR WALLS, Jim Reeves, Victor.	
31.	LOVING YOU, Elvis Presley, Victor	35
	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M.G.M.	
	SCHOOL DAY, Chuck Berry, Chess	
35.	SUSIE-Q, Dale Hawkins, Checkers	29
	AROUND THE WORLD IN 80 DAYS, Mantovani, London	
38.	BERNARDINE, Pat Boone, Dot	35
39.	JUST TO HOLD MY HAND, Clyde McPhatter, Athintic	34
41.	LET THE FOUR WINDS BLOW, Roy Brown, Imperial	17
42.	AROUND THE WORLD IN 80 DAYS, Victor Young, Deces	67
43.	WHITE SHAVER SANDS, Dave Gardner, OJ	39
45.	GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	48
46.	DIANA, Paul Anka, ABC-Paramount	78
48.	TAMMY, Ames Brothers, Victor	5*
49.	FOUR WALLS, Jim Lowe, Dot.	43
50.	COCOANUT WOMAN, Harry Belafonte, Victor	45
51.	FALLEN STAR, Jim Newman, Dot.	43
53.	GONE, Ferlin Hinky, Capitol	45
55.	GOIN' STEADY, Tommy Sands, Capitol	40
56.	TO THE AISLE, The Five Satins, Ember	-
57.	FLYING SAUCER, Buchanan & Goodman, Luniverse	
59.	DARK MOON, Bonnie Guitar, Dot	21
54	MISS ANN, Little Richard, Specialty	078
61.	ROUND AND ROUND, Perry Como, Victor	53
63.	FARULOUS, Charlie Gracie, Cameo	46
65.	WHAT CAN I DO, Donnie Elbert, Deluxe	200
66.	HE'S MINE, Platters, Mercury	10
67.	JUST BECAUSE, Lloyd Price, ABC-Paramount	55
	SUN IS SHINING lim Reed Ver lat	03.89
62	TAMMY, Debbie Reynolds, Cotal	100
error	DOCK A BUTY Care Mitchell Calambia	-
73	CAN'T WALT FOR SUMMER. Sieve Lawrence, Coral	10
74	DON'T ASK ME, Dubs, Gone	
-	FAITEN STAR Hilliopoers, Dell	93 63
_	A STATE OF THE PARTY OF THE PAR	61
78.	TEARDROPS FROM MY HEART. CETES BICOCK, COMPANY	
82	BUILD YOUR LOVE, Johnnie Kay, Columbia	74.
82.	PM WALKIN, Fair Domino, imperial	3
26.	BILLY GOAT, Bill Hairy, Decca	71
my a	PROPERTY BETTER BELLEVIE METERS AND ASSESSED AND ASSESSED	
88	TALKIN' TO THE BLUES, Jim Love, Dot	
91.	DYNAMITE, Brends Lee, Decca	37
211	I JUST DON'T KNOW, FOUR Latts, Common Victor	200
95.	BE CAREFUL WITH A POOL, B. B. Sais, St.	13.0
97.	CAN I COME OVER, Velours, Ont	331
27	DESTRIE, Charts, Exertast	
	ONE FOR MY BABY, Tony Bennett, Columbia	

# WSM Talent Explodes into New Field!

Grand Ole Opry Artists
Long-time Kingpins of Country Music
Now Have Four Solid Hits
on Pop Honor Roll!

LOOK FOR MORE POP HITS FROM THIS ROSTER OF GRAND OLE OPRY STARS

TV, too

During the last six months, 24 WSM artists have made 70 Network TV guest appearances. Roy Acuff
Chet Atkins
Rod Brasfield
The Carlisles
June Carter
Carter Sisters & Mother Maybell
Johnny Cash
Wilma Lee & Stoney Cooper
Cowboy Copas
T Tommy Cutrer
Flatt & Scruggs
Hawkshaw Hawkins

Eddie Hill
Stonewall Jackson
Johnny & Jack
George Jones
Jordanaires
La Dell Sisters
Lonzo & Oscar
Benny Martin
Minnie Pearl
Bill Monroe
Jimmy Newman
Odie & Jody

Ray Price
Jean Shepard
Hank Snow
Stringbean
Ernest TubbJustin Tubb
T. Texas Tyler
Porter Wagoner
Kitty Wells
Wilburn Brothers
Del Wood
Faron Young

# There is a difference ... it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE . BLAIR REPRESENTED . BOB COOPER, GENERAL MANAGER

WEEK

SURVEY

1957

JULY 13,

ENDING

Creation of Love

TEENAGERS

BEST BUY

ove Has Finally Come My Way

BEST BUY

YOUNG, Moonlight Mos

POP,

9

listed

those

the same

R&B or C&W review

sections,

Don't Blame Teen Age Dr

uldn't Do That

MINEO.

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# Iramming Weekly Juke Box Prog Billboard

### Feelin Husby, Capitol 3621 BENNETT In the Middle of an Islan the greater r NEW HIT r While these Guide OPERATORS BUYS **TOR** REVNOLDS SES RECORDS BEST BEST OPE TONY REL BEST BUY MOINIDO ds eliminated if duplicated in Pop List Is eliminated if duplicated in Pop List Decca 30194 Ember 1019 Chess 1661 Ace 530 Dot 15569 Decca 30321 BLUES TO 10VE OTIS WILLIAMS & HIS CHARMS # DON'T TREAT ME THIS WAY SATING \* WISH I HAD MY BABY TALKIN' TO THE BLUES CAN'T GO ON THIS WAY DON'T MAKE ME GO WERB PIERCE BYE BYE LOVE NEXT IN LINE WEARTSICK FELLING FOUR WALLS MOONGLOWS MR. ENGINEER DON'T DENY ME FALLEN STAR 4 (Parts | & II) HUEY SMITH d SEND ME LEASE 8 Record RETURN 0-1 1002 Epic 9216 Ates 6087 RCA Victor 6874 reury 71101 THE ROAD TO BALLINGARRY WHITE SILVER SANDS MY BABY'S GONE ON, ON KNOW AND YOU KNOW \* JIMMY DORSEY \* TEHAGER'S ROMANCE GROWN UP TEARS \* JOHNNIE & JOE \* A WHITE SPORT COAT OVER THE MOUNTAIN IT'S YOU I LOVE AROUND THE WORLD FAT CHARLIE \* RICKY NELSON \* VALLEY OF TEARS # JIM REEVES \* # SAL MINEO # YOUNG BLOOD A ELVIS PRESLEY OLD CAPE COD LOVING YOU START MOVIN \* PATTI PAGE WONDERING LOVE AFFAIR I'M WALKIN' FOUR WALLS TEDDY BEAR SEARCHIN' SO PARE POPULAR RCA Victor 6885 Mercury 71060 Det 15570 Capitol 3737 Liberty 55071 Mercury 71102 YOU THINK YOU'VE GOT TROUBLES MGM 12412 Mercury 71093 GONKA FIND ME A BLUEBIRD LOVE LETTERS IN THE SAND SEVEN COME ELEYBN \* RUSTY DRAPER \* MY PERSONAL POSSESSION IT'S NOT FOR ME TO SAY \* NAT (KING) COLE \* WARM AND TENDER FATHFUL AND TRUE FREIGHT TRAIN MISS ANN HARRY BELAFONTE \* \* PAT BOONE \* BERNARDINE UTTLE DARLIN' SEND FOR ME ISLAND IN THE SUN BILLY WARD. COCOANUT WOMAN THE PLATTERS I WANNA JENNY JENNY - STARBUST LUCINDA MY DREAM RETURN CROSEN, VICTOR YOUNG \* Corol 61830 Specialty 608 RCA Victor 6870 Dot 15558 Atlantk 1130 Dot 15538 Dot 15592 THAT'S WHEN YOUR HEARTACHES BEGIN I'm Gonna Sit Right Down and Write WONDER IF I CARE AS MUCH AROUND THE WORLD AROUND THE WORLD HOW CAN I FIND TRUE LOVE! \* EVERLY BROTHERS \* PATE WITH THE BLUES COME GO WITH ME WHEN SUNNY GETS BLUE ELVIS PRESLEY # WONDERFUL, WONDERFUL # JOHNNY MATHIS # EASE THE PAIN # GALE STORM \* \* DEL VIKINGS \* HIGH SCHOOL DANCE UTILE TOO LATE WHISPERING BELLS DON'T BE A FOOL Myself a Lefter BYE BYE LOVE ALL SHOOK UP SHORT FAT FAMILE DEL VIKINGS C. C. RIDER DARK MOON

# are the ones released last week that are most likely to In the opinion of Billboard staff be future juke box hits. French Heels Coral 61851 PERRY COMO Marching Along to the Blues Dancin' Columbia

	MARTY ROI	IIMMIE ROE Their J	RANDY STA	
0	NOINIdo	NOINIdo	NOINIdo	
	HAINY DORSEY ORK June Night Jay-Dee's Boogle Woogle Frateriaty 777	FATS DOMINO Will I Tell My Heart? When I See You Imperial 5454	WHILE HEADEN Fus on Saturday Night Fverybody Has a Fool Doors 417	KITTY KALLENLasting Love Long Lonely Nights Decra 20404

and a Promis Double Dat Dale 10

# nated breause of strength of the WEEK'S they have been eliminated because national programming strength of t LAST FROM ELIMINATED

PANEL

Meet Mr. Platter

# TONY MILLS

The Famous Lead Of THE PLATTERS
In His First Single Release



# Let's Start All Over Again

When You Return

AND

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- Please send me one sample SALES BOOSTER KIT. My dollar is enclosed.

Store Name			1073	100		
City		Zone	Sta	te	- W	

# Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national

This West	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (Bourne)	1	9
2. OLD CAPE COD (Pincus)	7	4
3. AROUND THE WORLD (Young)	4	5
4. BYE BYE LOVE (Acuff-Rose)	5	5
5. SO RARE (Robbins)	6	8
6. WHITE SILVER SANDS (Fellows-Peer)	4000	1
7. WHITE SPORT COAT (Acuff-Rose)	3	12
8. DARK MOON (Dandelion)	2	12
9. TEENAGER'S ROMANCE (Azter)	10	4
10. TAMMY (Northern)	4	1
11. TEDDY BEAR (Gladys)	2000	1
12. FOUR WALLS (Springfield)	8	11
12. IT'S NOT FOR ME TO SAY (Korwin)	9	4
12. I'M GONNA SIT RIGHT DOWN		
(De Sylva-Brown-Henderson)		1
15. ALL SHOOK UP (Shalimar-Presley)	10	15

# Best Selling Sheet Music in Britain

(For week ending July 13)

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

Around the World-Sterling (Young) Mr. Wonderful-Chappell (Laurel) White Sport Coat-Frank (Acuff-Rose) When I Fall in Love-New World (Young) Rock-a-Billy-Joy (Joy) We Will Make Love-Meicher-Toff (Artists)

Forgotten Dreams-Mills (Mills) Puttin' on the Style-Essex (Melody Trails) All Shook Up-Belinda (Presley-Shatimar) Chapel of the Roses-Victoria (Triangle) Wonderful Wonderful-Leeds (E. B. Marks) Yes, Tonight, Josephine-Berry (Astor) Freight Train-Pan-Musik (Maintice) Butterfly-Aberbach (Mayland-Presley)

I'd Give You the World-Macmeiodies (Shapiro-Bernstein) Good Companions-Maurice (Maurice) Love Letters in the Sund-Day (Bourne) Dark Moon-Day (Dundelion)

Ninety-Nine Ways-Good Music (Mayland)

Island in the Sky-Feldman (Clara)

# Best Selling Pop Records in Britain

(Far week ending July 13)

Week	Britain's Foremost Musical Publication,	Week
L ALL SI	IOOK UP-Eivis Presley (HMV)	Sec
2. PUTTIN	ON THE STYLE/GAMBLIN MAN-Lonnie Doncgan (Pye-Nits	1 3
J. WE WI	IL MAKE LOVE-Russ Hamilton (Ociole)	
4. LITTLE	DARLIN'-Diamonds (Mercury)	
5. AROUN	D THE WORLD-Rosnie Hilton (HMV)	
6. TEDDY	HEAR-Five Presiev (RCA)	16
7. WHITE	SPORT COAT-King Brothers (Parlophone)	
A. YES, TO	ONIGHT JOSEPHINE-Johnnie Ray (Philips)	
9. AROUN	D THE WORLD-Bing Crosby (Brunswick)	1
10, LOVE L	ETTERS IN THE SAND-Par Boone (London)	27
IL BUTTER	RFINGERS-Tommy Strele (Decca)	10
12. WHEN	I FALL IN LOVE-Nat (King) Cole (Capitol)	
13. MR. WO	ONDERFUL-Peggy Lee (Brunswick)	1
14. LUCILL	E-Little Richard (London)	15
15. FABULO	OUS-Charfie Gracie (Partophone)	17
16. FREIGH	IT TRAIN-Chas. McDevitt Group (Oriole)	
16. ISLAND	IN THE SUN-Harry Belafonie (RCA)	3
IR BYE BY	E LOVE - Everly Brothers (London)	11
18. I LIKE	YOUR KIND OF LOVE-Andy Williams (London)	1
20. DARK	MOON-Yany Brent (Columbia)	
THE PERSON NAMED IN	THE RESERVE THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TWIND TWO IS NAMED IN COLUMN TWO IS NAMED IN COLUMN TWO IS NAMED IN	

# Tunes With Greatest Radio - TV Audience

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

## Radio

An Affair to Remember (R) (F)-Frist- All Shook Up (R)-Shallmar-HMI ASCAP

Around the World (R) (F)-Young-ASCAP Bye Bye Love (R)-Acuff-Rose-BMI Dark Moon (R)-Dandelion-BMI Every Little Movement (R)-Witmark-ASCAP

Fascination (R)-Southern-ASCAP Fire Down Below (R)-Columbia-ASCAP In the Middle of an Island (R)-H. H. Freight Train (R)-Maurice-ASCAP Morris-ASCAP I'm Gonna Sit Right Down and Write My-

Henderson-ASCAP

It's Not for Me to Say (R)-Korwin-Love in the Afternoon (R) (F)-Commandar

-ASCAP Love Letters in the Sand (R)-Bourns-

Mangos (R)-Redd-Evans-ASCAP Old Cape Cod (R)-Pincus-ASCAF On the Street Where You Live (R) (M)-Chappell—ASCAP

Send for Me (R)-Winneton-BMI Shangti-La (R)-Robbins-ASCAP Shenandoah Rose (R)-Planetary-ASCAP So Rare (R)-Robbins-ASCAP Soft Sands (R)-Weiss & Barry-BMI Stars Fell on Alabama (R)-Mills-ASCAP Sanihine Girl (R) (M)-Valvr-ASCAP Swingin' Sweethearts (R)-E. H. Morris-

720

ASCAP Tammy (R) (F)-Northern-ASCAP Teardrops in My Heart (R)-Southern-ASCAP

Tell My Love (R)-Famous-ASCAP Till (R)-Chappell-ASCAP Waltz That Broke My Heart (R)-Famous-

When My Sugar Walks Down the Street (R) Without Him (R)-Joy-ASCAP -MIIII-ASCAP White Silver Sands (R)-Feliaws-Pear-BMI BMI

## Television

A White Sport Coat (R)-Acuff Rose-BMI A White Sport Coat (R)-Acuff Rose-BMI An Affair to Remember (E) (F)-Feist

> Around the World (R) (F)-Young-ASCAP Bye Bye Love (R)-Acuff-Ross-BMI Dark Moon (R)-Dandelion-BMI 1942 (R)-Trinity-BMI

I Can't Rock and Roll to Save My Soul (R) -Tobias-Lewis-ASCAP self a Latter (R)-Desylva, Brown & I Got a Rose Between My Toes (R)-Pinelawn-HMI

Like Your Kind of Love (R)-Acuff-Rose I'm Gonna Sit Right Down and Write Myself a Letter (R)-Deiglya, Brown &

Henderson-BMI I'm Stickin' With You (R)-Jackie-BMI I'm Walkin' (R)-Reeves-BMI

It's Not for Me to Say (R)-Korwin-ASCAP Love Letters in the Sand (R)-Bourns-

Love Me to Pieces (R)-Aculf-Rose-BMI Mabel (R)-Martin-ASCAP

Mr. Lost (R)-Gaylord-BMI Mutual Admiration Society (R) (M)-Chappell-ASCAP My Personal Possession (R)-Roosevelt-

Parades Passing Me By (R)-Sunrive-BMI

Sixteen (R)-Starrite-HMI So Rare (R)-Robbins-ASCAP Stars Stars (R)-E. H. Morris-ASCAP Start Movin' (R)-Sheldon-BMI

Too Young to Have a Broken Heart (R)-Joy-ASCAP White Silver Sands (R)-Fellows-Peer-BMI



# and VIC DAMONE

Good Nite b/w Silence Is Golden Jo Stafford and Vic Damone with Paul Weston and His Music from Hollywood and The Mellomen 4-40968



# SAMMY KAYE

Charleston b/w Posin' Swing and Sway with Sammy Kaye (vocals by The Kaydets) 4-40966



# TONY BENNETT

I.Am b/w In the Middle of an . Island . Tony Bennett with Ray Ellis and His Orchestra 4-40965

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS



# PERCY FAITH

What's It Like in Paree? (vocal by Barbara Manners) b/w Hey Jose Percy Faith and His Orchestra 4-40949



# SHIRLEY CADDELL

Oh Yes Darling! b/w Part-Time Gal Shirley Caddell 4-40939·c



# ROY DRUSKY

Walkin' b/w I Walk to Heaven Roy Drusky 4-40964-c

COLUMBIA ? RECORDS

A DIVISION OF CBS ® "Columbia" @ Marcas Reg. THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

COMPLETE MOST 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.

TAMMY (Northern, ASCAP)-Debbie Reynolds-Coral 61851-This is the strongest disk for the artist in some time. The Ames Brothers' platter was selected as a "Best Buy" last week, and now this version has also built up considerable sales strength in all markets. Flip is "French Heels" (Northern, ASCAP).

GOODY GOODY (De Sylva, Brown & Henderson, ASCAP)-Teenagers -Gee 1039-The group which came very close with their last effort looks like a sure bet to make it this time. All markets report that it's strong. Lots of action for the disk in r.&b. markets, too. Flip is "Creation of Love" (Kahl & Wemar, BMI). A previous Billboard Spotlight pick.

IN THE MIDDLE OF AN ISLAND (E. H. Morris, ASCAP)-Tony Bennett-Columbia 40965-Initial preference seems to be for the Bennett version. Sales are hottest in St. Louix, Milwaukee, Buffalo, Providence, Pittsburgh and Cleveland. Other marts report that sales are building. Flip is "I Am" (Joy, ASCAP). A previous Billboard Spotlight pick.



# Recent Pop Releases Coming Up Strong

FOR SURVEY WEEK ENDING JULY 13

The information given to this chart is based on actual asies on costomers in a sciencific sample of the nation's retall record outfets during the week ending on the data shown above. Sample design, sample aire and all methods used in this continuing study of retail record cales are under the direct and continuing supervision and control of the School of Retalling of New York University.

# Build Your Love (On a Strong Foundation)

..... Johnnie Ray (BMI) Colombia 40942

Diana ..... Paul Anka (BMI) ABC-Paramount 9831

(BMI) Dot 15594

(BMI) Capitol 3628

Flying Saucer . . . . . . . . . . . . . . . Buchanan and Goodman Luniverse 105

Goody Goody . . . . . . . . . . . . . . . . . . Teenagers (ASCAP) Gee 1039

Tammy ..... The Ames Brothers - (ASCAP) RCA Victor 6930

Tammy ..... Debbie Reynolds (ASCAP) Coral 61851

(BMH Ember 1019

(BMI) Jubilee 5288

# MONEY-SAVING SUBSCRIPTION ORDER

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## BOB LUMAN

Red Cadillac and Black Mustache ......83 IMPERIAL 8311-Artist makes a strong debut on a country-flavored side that should see plenty of action. The song tells of the way a cheatin chick was stolen away. (Travis, BMI)

# Review Spotlight on . . .

## POP RECORDS

Sun Valley, BMI) First teaming of Damone and Miss Stafford adds up to satisfying quality wax for jocks, with plenty of interesting chatter angles. Tho stately waltz, "Good Nite," originally cut by Shirley Forewood on Salem, is chanted with delicate perception. Flip, another lovely waltz, spotlights an equally sock duet.

PERRY COMO ... . RCA Victor 6991 .... . MARCHING ALONG TO THE BLUES

(Bob Miller, ASCAP) DANCIN' (Breuner, BMI)
Two strong sides that should keep the singer in the swing, "Marching is an unusual blues-type set to a march tempo and delivered with attractive Como mastery. "Dancin'" is an underplayed, lighter time, tailor-made for the artist's talents and gets an equally appealing go.

SAL MINEO....Epic 9227......YOU SHOULDN'T DO THAT

(Salmin, BMI) flick star look's certain to score again with this strong coupling. "Shouldn't Do That" is an up-tempo tune backed by chorus, and somewhat like "Start Movin". Flip is a pretty, inspirational ballad with soft chorus support and is read with sock appeal.

FATS DOMINO ... Imperial 5454 ..... WHAT WILL I TELL MY HEART (DeSylva, Brown and Henderson, ASCAP)

WHEN I SEE YOU ...... (Travis, BMI) Another Domino hit! The artist briogs back the old standard, "What Will I Tell My Heart," in typical fashion with the usual rhythmic, bluesy backing. Flip gets away the "Domino" sound and features a player-piano accompaniment and a chick echoing the vocal throout. Either side here is a good bet to keep the artist's hit string going.

JIMMY DORSEY ORK ... Fraternity 777 ......................... JUNE NIGHT (Feist, ASCAP)

JAY-DEE'S BOOGIE WOOGIE ...... (Harms, ASCAP) June Night" is in the same vein as the still top selling "So Rare." Dick Stabile is a ringer for the late J.D. on sax and the side figures to be a smash sequel. "Boogie Wongie" is a little faster than T.D.'s all-time smash, but it could easily click with modern dancers. Strong juke material.

MARTY ROBBINS .... Columbia 40969 ......... PLEASE DON'T BLAME ME (Acuff-Rose, BMI)

Another great pair of Robbins eleftings sung in his warm and deeply sincere tones. On top is a medium tempo ballad with some tricky and fetching high tones. Flip melody and rhythm are similar but with lyric directed solidly at teeners. A terrific sequel disk to "White Sport Coat."

(Hawthorne, ASCAP) A slick, new hillbilly-oriented artist makes a strong pop debut,

Tune is an earlier Bob Merrill effort which swings along with a clever message. A hefty comer here for boxes, jocks and counters alike. Flip is an attractive folkish bullad called "Their Hearts Were-Full of Spring." (Fred Raphael, ASCAP.)

RANDY STARR ... Dale 102 ...... A DANCE, A KISS AND A PROMISE (Republic, BMI)

School." "Dance" is a light, medium-rhythm side with an interesting switch between major and minor themes, and is told with sock appeal that should attract many spins. "Double-Date" is a mild rocker with more of the same attractive warbling.

KITTY KALLEN... Decca 30404......LASTING LOVE (Salmin, BMI)

cases the chick's best thrushing since "Little Things Mean a Lot." Sal Mineo competition will be heavy, but this is good enough to get plenty of action. The flip is another strong ballad reading. with heavy competition, but there may be enough foot around to push this version along as well.

## POP TALENT

UNLUCKY ME...... (Desert Palms, Pontra, BMI)
Newman sells rockabilly style with drive and appealing exuberance. Plaything is a catchy rocker with a cute answer-gimmick by a a fem chorus. Flip is a bright rhythm-ballad. If platter gets exposure, it could be a sleeper.

(E. H. Morris, ASCAP)

TOO GOOD TO TALK ABOUT......(E. H. Morris, ASCAP)
Prep's new warbler possesses a rich, feelingful voice, and uses it
with taste and sincerity. He sells "Good Intentions," a poignant ballad with solid lyrics, with moving tenderness, and is equally effective on the swingy flip.

# Reviews and Ratings

- All Night Long. . . . 79

Bright rockabilly also gets a strong go. Flip appears to be stronger side, but both bear watching Good cat! (Travis,

(Continued on page 711.

TO WHOM THE

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Kitty
Kallen

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b/w LONG LONELY NIGHTS . Decca 9-30404

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LA VERN BAKER Humpty Dumpty Heart . Love Me Right 1150

**IVORY JOE HUNTER** She's Gone - Everytime I Hear That Song 1151

> PRETTY BOY Bip Bop Bip • Paper Dollar 1147

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# VOX JOX

By JUNE BUNDY

Barile, WIBX, Utica, N. Y., is with KRIC, Beaumont, Tex. originating his Saturday afternoon KOGT celebrates its 10th annivershow from a local resort, Sylvan sary August 1. Beach, this summer. . . . Bud Wendell has left WDOK, Cleveland, to join KYW, same city. . . . Murray Jordon, WILB, New York, and his frau Mitni, head of London Records' copyright department, are vacationing in California.

Bob Day, formerly with WNIX, Springfield, Vt., has joined WICY, Malone, N. Y., with a daily 45-minute morning show and a three-and-ahalf hour afternoon airer. . . . Cliff Rodgers, WHKK, Akron, is giving up full time radio chores to give more time to his new affiliation with the Jessop Advertising Agency and his own publishing firm, Magnus Music. However, he plans to do country shows on tape for some of his long-time sponsors. Last month Rodgers. completed 2950 broadcasts of "Melody Roundup" over WHKK.

Betty Klein, assistant managerprogram director of KOCT, Orange, Tex., sends along some news, including the fact that the station started round-the-clock operations July 15, with Cordon Clark handling its midnight to 6

## YESTERYEAR'S TOPS-

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

JULY 26, 1947

1. Peg O' My Heart 2. I Wonder, I Wonder,

- L Wonder

3. Chi Baba, Chi Baba 4. That's My Desire

5. Across the Alley From the

6. Mam'selle

7. My Adobe Hacienda

8. Linda

9. I Wonder Who's Kissing Her

10. When You Were Sweet Sixteen

JULY 28, 1952

1. Auf Wiederseh'n Sweetheart

2. Here in My Heart

3. Kiss of Fire

4. Walkin' My Baby Back Home

5. I'm Yours 6. Delicado

7. Half As Much

8. Blue Tango

9. Botch-A-Me

10. Maybe

CHANGE OF THEME: Lou a.m. session. Clark was formerly

Bill Bennett WDGY, Minneapolis, will be featured emsee and bost at the Cora-Cola Bottling Company of Minncapolis' "Twilight Teentime Dance" every Wednesday night at the local Prom Ball room. . . . Morning man Charles Cordon, WPLM, Plymouth Mass., and his Mrs. have a new baby boy, Chuck

Bob Sticht, formerly with KOWH, Omaha; WTIX, New Or- Detroit leans, and WQAM, Miami, has shifted to still another Storz station-WHB, Kansas City, Mo. At the same time, he has changed his name to Bob Robin, and started airing a "Bobbin' With Robin" show July 8. Tradsters wonder what Detroit's Robin Seymour thinks about the new title, since it closely parallels his own long-time Lafayette, La. show tag.

Thom Hawkins has replaced Rog Birkeland at KLGR, Redwood Falls, Minn., in the 9 to 10 p.m. spot. Hawkins, recent graduate of the Brown Institute of Broadcasting and Electronics, Minneapolis, emsees "Music in the Modern Way," which features three tunes from the Billboard's retail best-seller chart every half bour, on the half hour." Birkeland has moved to KWLM, Willmar, Minn. . . . Jerry Sanders, WMBO, Auburn, N. Y., was recently married to the former Dolores C. Miller.

director of WCSH, Portland, Me., succeeding Raymond G. Mercier who has moved into the station cially recorded disk by Cordic, exmanager post. - Meanwhile Duane Dow has joined WCSH as a jockey. . . . New program manager at WLBZ, Bangor, Me., is Edward I. Owen.

SPINTACULAR SUC-CESSFUL: Westinghouse's Pittsburgh outlet, KDKA, staged its first annual Gold Record Spintacular July 8, whereby the station's jocks played only songs that have sold a million copies. KDKA's "Big Three" - Rege Cordic, Art Pallan and Bob Tracey-

## 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:

Providence

"Tammy," Ames Brothers, RCA

Lynchburgh, Va.

"I Like Your Kind of Love," Andy Williams, Cadence.

Portland, Me.

"Love Letters in the Sand," Pat Boone, Dot. York, Pa.

"Old Cape Cod," Patti Page, Mercury.

"Why Ask for the Moon?" Red Foley, Decca.

Prescott, Ariz.

"With All My Heart," Jodie Sands, Chancellor.

Shreveport, La.

"You Know How It Is," Frankie Laine, Columbia.

"Bye Bye Love," Everly Brothers, St. Louis "Oh Polly Oh," Tony Martin,

RCA Victor.

Elmira, N. Y. "Fire Down Below," Jeri Southern, Decca.

played approximately 200 million-or-better sellers during the Spintacular. Listeners helped find missing "gold" records, with one dialer donating a waxing of "The Wreck of the Old '97" by Vernon Dalhart, and another bringing in the original "Ramona" by Gene Austin.

The promotion was also aimed Robert Arnold named program at sponsors. Each KDKA advertiser received a Capitol "Cold Record album, along with a speplaining that KDKA has "established a 'gold record' itself by becoming the top-rated Pittsburgh radio station, according to the latest Metropolitan Pulse survey."

> CIMMIX: Art Ford, of WNEW, New York, has written and recorded an LP series which interpolates an original musical score against a background of conversation and street noises taped in Greenwich Village: Mohawk will release the album under the tag, "Art Ford's Greenwich Village Party," in September following which Ford will debut a TV show bearing the same title over WABD, New York.



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Dee Andrews and the Hearts

CHESS #1664

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Chuck Berry

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# RELEASES!!

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Deluxe 6138

LITTLE WILLIE JOHN IF I THOUGHT YOU NEEDED ME b/w YOUNG GIRL King 5066

ANNIE LAURIE OUT OF MY MIND YOU'RE THE ONLY ONE FOR ME Deluxe 6140

THE "5" ROYALES THINK b/w

I'D BETTER MAKE A MOVE King 5053

ROY MILTON ROCKING PNEUMONIA AND THE **BOOGIE WOOGIE FLUE** 

b/w SKID ROW King 5069

TINY TOPSY MISS YOU SO AW! SHUCKS BABY Federal 12302

# KING RECORDS

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# Reviews of New Pop Records

THE FOUR ACES When My Sugar Walks

DECCA 30384-This upheat version of the standard gets a reading very close to the Aces' most recent previous disk, "Yes Sir, That's My Baby," which got some lock play but falled to break our. This is likely to follow a similar pattern. MILL ASCAPI

Half of My Heart. ....77 From the pic "Jeanne Eageis" comes this slow ballad. It provides the actting for the Aces' dramatic, heavily belted phrasing. Not their best but pic plugs should help. (Columbia

EDDIE DANIELS

Pictures, ASCAP)

EBB 108-Daniels sounds like Presley doing a take-off on Little Richard on a playful item with a rockin' beat, It's different enough to be a sleeper. Could go in all markets. (Ebb, BMI)

Whoa-Whoa Baby .... 79 The warbler packs plenty of showmanship and vitality into another catchy rhythm tune, but flip is slightly stronger. Good backing. (Ebb, BMI)

BILL DARNEL

JUBILEE 5240-The veteran chanter has a strong entry, easily one of his best disks. Tune has a happy rhythm and a cute idea. Cleffer Russ Hamillon's own version on Kapp has a head start but this can be right up there too. (Robbins, ASCAP)

Do You Care? .... 70 A romantic rocker, well belted, but content on the flip is superior and bears the watching. (Old Judge-Peer Int'l, BMD

DEL WOOD

Chica Boo .....78 VICTOR 6978-The popular country planist has a sparkling novelty here, with organ and rhythm support. It should click with spinners in both pop and country hailiwicks, and could be a big juke fave. (Golden State, BMI)

Pizzo Roll Waltz .... 75 Another one which could click on the boxes, Dunceable combail waltz styling with tayern piano, organ and traps. (Starrite, BMI)

SUNNY GALE

DECCA 30391-Hank Snow's original Is scoring pop-wise, but Miss Gale's cover rates a hearing. One of her better recent sides and it's garnished with nice sounds from chorm, Action possible with exposure, (Shapiro-Bernstein, ASCAP)

Don't Worry Bout Me .... 68 Rock and roll treatment of the oldie, Chick and vocal group give it a awinging treatment but the flip has more appeal, (Mills, ASCAP)

HUGO WINTERHALTER ORK

VICTOR 6912-One of several excellent, swingy versions of the British Instrumental hit originally tagged "Skifflin' Strings." Jocks will which this while, Maestro includes some sock swing-band effects. (E. H. Mor-

The Happy Cobbler .... 70 Vocal group helps out on a happy ditty a la "Little Shoemaker" of some seasons back. Diverting, but no blockbuster, (Mellin, BMI)

LES BAXTER ORK

CAPITOL 3765-A gay, lighthearted theme with a Gaulic flavor, bright vocalizing and an amusing and different arrangement, featuring a provocative rhythm pattern. Fine for jocks, (Leeds, ASCAP) Manhattan .... 74

A thoroly pleasant instrumental version of the Rodgers and Hart evergreen. Not outstandingly fresh or new in treatment, but certainly a solid lockey side for the summer season. (E. B. Marks, BMI)

NELSON RIDDLE ORK

Tangi Tahiti ......75 CAPITOL 3758-Relaxed pacing and soothing guitar solo work highlight this haunting instrumental theme with an exotic South Sea Island flavor. Good off-beat summer programming for jocks. (Criterion, ASCAP)

Rue Madeleine .... 73 A frothy Parisian theme with lush orchestration, a litting best and incidental humming by chorus. Attractive deejay was. (Bradshaw, BMI)

HARMONICATS

MERCURY 71156-Here's the group whose original disks did much to start the "echo era." Sound is still great, the beat is powerful and the repertoire is made to order for jukes. (Bourne, ASCAP)

Oh! You Brautitut Dell .... 70 More sock thythm, but less of the flip's suave ememble sound, (Remick, ASCAP)

THE HAWKEYES

CAPITOL 3755-Umusually good song

material-2 ballad without trite verbinge. Lead singer of the group is a chick with a delicate vocal quality. Superior wax which should be exposed to general (including adult) audiences. (Bregmann, Vocco & Conn, ASCAP)

Someone Someday ... . 69 Another good piece of material, altho this side doesn't sustain as much interest as the flip. (Bregman, Vocco & Conn, ASCAP)

DELLA REESE

And That Reminds Me ......73 JUBILEE 5292 - Beautiful theme adapted from "Autumn Concerto" has also been done by Kay Starr. Version here will probably run secand to Miss Starr's dick, which carries title as "My Heart Reminds Me," I Cried for You .... 73

The standard is given a bright, rockin' treatment. The artist really shines and side should go well. Jocks should also like it. (Miller, ASCAP)

LEE KANE 1/2 Past Seventeen

BMD

EPIC 9223-Smart novelty for the teenagers. The chantress sings this rock and roller with fine rhythm, backed by a chorus and instrumenta-

tion featuring guitar. Lyric is good

one. (Danhy, BMI) Need You .... 71 In contrast to the flip, this side is slow-paced, with refined rock and roll touches in the arrangement. Gal is backed by a chorus, and really

sings the song well. (Moon Mist,

LONNIE SATTIN CAPITOL 3756-Sattin vocalizes in a warm, pleasant manner on the erstwhile hit bullad. Nice big band arrangement gives the side a danceable feeling. With current interest in hallads, this could get some spins.

Whoo-Pie Shoo-Pie ... . 70 There's a military, marching air to this Civil War tinged tune, Sattin and chorus give it a bright reading but flip may have an edge in the current market. (Studio, EMI)

BILL SNYDER

(Felst, ASCAP)

DECCA 30385-Retentive melody of the pic title tune is given a slow foxtrot styling with rippling piano backed by ork with emphasis on strings. McGuire Sisters' version provides competition but this fits well for mood jock segs. (Northern, ASCAP)

That Night .... 69 Melodic love theme from the pic of the same name is attractively interpreted. Approach is close to the flip but the "Interlude" melody is stronger. (Northern, ASCAP)

TEX RITTER

Trooper Hook (Chapt.:s I & II) ......71 CAPITOL 3754-From the film of the same name comes the tune. Tex Ritter chants the vocal with the same drama-loaded quality he used for the sound track of "High Noon," Side has a march feeling and a Western flavor, Lyric, however, is likely to miss the teenage market, altho it may have some adult appeal. (T. Ritter, ASCAP)

BUDDY LEE STUART

LIBERTY 55085-Rhythm side with Stuart giving it a relaxed reading, backed by chorus. Tho having a marked beat, it is of the well-bred rather than rock and roll variety, (Brunswick, BMI)

1 Can't Forget Last Night .... 71 This is a rock and roller, but again with a refined quality. Stuart's chapting is relaxed and swinging. (Brunswick, BMI)

EDDIE CALVERT

Jungle Moon .....71 CAPITOL 3757-From the Columbia film, "Beyond Mombasa" comes the tune. Side is an instrumental with a Latin beat. Calveri's flashy trumpet is backed by Norrie Paramor's ork. A bright sound and good melody, (Columbia, ASCAP)

Beyond Mombasa .... 70 This is from the same film and is another instrumental featuring Calvert's trumpet. Arrangement again has a Latin flavor. Two good sides for deejays. (Columbia, ASCAP)

SAMMY KAYE

COLUMBIA 40966-Lively vocalizing by the Kaydets on the bouncy oldie, Continued on page 72

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FIVE CATS SWINGIN', featuring Charlie Shavers from trumpet allium

Charlie Shavers from trumpet allium

MG 12096.

\*4504—STROLLIN' b/w TELEFUNKEN BLUES, featuring Milit
Jackson, Frank Wess, Frank Morgan
from album MG 12006.

\*4505—DOIN' THE THING b/w
BLUES IN A COLD WATER FLAT.
Frank Wess' flute featured from
album MG 12022.

\*4506—BERNIE'S TUNE b/w BLUES
FOR TROMBONES, featuring Jay and
Kai from album MG 12010.

\*4507—HALF NELSON b/w LITTLE
WILLIE LEAPS, featuring Nites
Davis from albums MG 12001-12009.

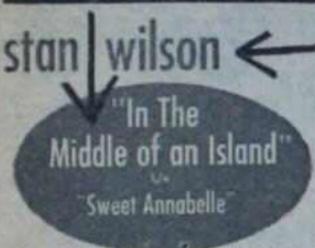
\*4508—NOW'S THE TIME b/w
KOKO, featuring Charlie "Yardbird"
Parker from album MG 12077.

\*4509—DUO-FLAUTIST b/w LOPING, featuring Herbie Menn & Frank
Wess from AK Salim's MG 12102.

\*4510—ON A RIFF b/w ESQUISSE I,
featuring American jazzmen playing
Andre Hotteir's works. A i b u m
MG 12104.

\*4511—BLUE BIRD b/w WILDER'S

4511-BLUE BIRD b'w WILDER'S MOON, featuring Herbie Mann and loe Wilder from TRIO album AND MORE TO COME!



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# Reviews of New Pop Records

· Continued from page 71

done up in the razz-ma-tazz styling of the twenties, complete with banjo. Nostalgic-type disk for Jukes. (Harms, ASCAP)

Poslo'.... 69 The old rhythm novelty hit is handed a pleasant albeit rather old-fashioned treatment by Kays and the Kadets. Same comment on apin potential. (Chappell, ASCAP)

FRED MacKENZIE

MERCURY 71149 .- Medium-beat tune with a nostalgic theme is attractively rendered with listenable ork and chorus support. Tone has also been recorded by the Five Playboys, Veraion here appears to be stronger. (George, George, BMD)

Got Her Off My Hands .... 70 Rhythun ballad with a nice lyric la handled well by the artist who vocally resembles Don Cornell, Side is also backed by chorus and ork and should do as well as flip. (Remick, ASCAP)

MARK MURPHY

DECCA 30300-Another slow time with some of the aound of a typical Rodgers and Hammerstein bullad. High soprano and rhythm section form the backing on the good material, that's well handled by the chamier. Despite pic help on flip, this may be the better bot. Hipper jocks will like. (Acorn, BMI)

Goodbye Bahy .... 65 Murphy shows pleasant neo-jazz style on this slow, minor key open that forms the background theme of "Sweet Smell of Success," High, walling appranos give it a mournful, tragic quality. Pic can atir some interest. (Calsork, BMD)

ELLA MAE MORSE

CAPITOL 3759-Hunky-roiced treatment of a swingy butted with an infectious tempo. Moderate apin potential. (Planetary, ASCAP)

I'm Gone .... 67 Smartly arranged rhythm side (penned by Quincy Joness with show-wise thrushing by veteran canary and vocal group. Tasteful programming for jocks who favor jazz-styled wax. (B. F. Wood, ASCAP)

THE VERSATONES

RCA VICTOR 6976-Rock and roll tribute to the chick who's coolest when it's warmest. Good arrangeesent with okay reading by the group. Material has a cute idea and the side might garner limited action. (E. B. Marks, BMI)

Lovely Teenage Girl ... 65 A new serie was written to the tune "Lovely Huta Hands" for this effort. It's framed in a gentle rock and roll tempo but the reading by the group has little to hold the interest. Doubtful starter. (Atlantic,

ART WOOD

RCA VICTOR 6972--- Uptempo rockability side. Wood's vocal has an intense, frantic quality, backed by guitars featuring the same quality. (Gil, BMI)

Sunshine Blues ... 68 This side is slower in tempo than the flip, and has marked bluesy feeling. Wood really feels the lyric. (GIL, BMI)

DICK KALLMAN

LIBERTY 55091 - Lovely, lilting walte is nicely sung with attractive support from the Spencer-Hagen ork and chorus. Fair chances. (Larrabes,

Seven Wonders of the World .... 68 Artist attractively sings a pretty, slow ballad with lush chorus and ork backing. Potential is about even to flip. (Nplus, ASCAP)

BUZZ ADLAM ORK

KEY 5710-Blues instrumental with fine tenor sax and trampet solos sets a pleasant mood. Okay side for Jocks. (Bil-Alr. ASCAP)

Dry Run .... 67 Another swinger that rates attention from deejays. Spins should find favor with listeners. (Round Table, ASCAP)

LOUISE CARLYLE

M-O-S-5 002-Miss Cartyle gives out with a bright, vigorous attack on a bouncy, medum-tempo tune with rhythm ork and chorus backing. Fair chances. (Wayne, BMI)

Welcoms Back Into My Heart .... 65 Rhythm ballad with ork backing gets a pleasant warble, but flip is stronger side. (Regina, BMI)

### WALTER BISHOP Gonna Climb to the Top of a

WEB 1113-There's a folk bluss quality to this opus by well-known cleffer Bishop, making his disk-war-bling debut here. Unfortunately, modest production is that of a demo. (Jefferson, ASCAP) Dupper Dun ....58

Bishop plays piano and sings, with bongo support on an old minstrel song. Demo quality here, too. (Bread-WAY, ASCAP)

# Polka

L'IL WALLY

JAY JAY 176-L'll Wally takes an English vocal here in Polish dialect to the accompaniment of the Polks All-Stars. Has brightness and raims a chance on the boxes or home sets. (Jay Jay, BMI) Units Polks .... 70

Okay instrumental by the All-Stars on this side. Flip has a better tuns and performance. (BMI)

L'IL WALLY

Barbara Polka JAY JAY 168-Fair enough instrumental side at the same tempo, punctuated with shouts and howis, Sounds like a polks version of "Johnnie's House Party." Good

Wally and the Lucky Harmony Boys

# Number of Releases This Week

ı	Label	Pop	HAR	CATE
3	APOLLO		1 .	
	CADENCE	1 .		
ı	CAMEO	1		
ı	CAPITOL			1
۰	CHIEF	-	1 .	
ı	COLUMBIA	3 .		
ı	CORAL			
ı	DECCA			*** -
۰	DELUXE		3 .	***
ı	DOOTO		1 .	
	DUKE		10 1.	
	EBB		1 .	***
п	EPIC	1		
ı	FRATERNITY	1 .	100-	***
ı	IMPERIAL	1		
ı	10PZ			1
н	JUBILEE	an La		***
3	KAPP	1 .		***
	KEY	. I.		***
в	KING		2	1000 -
	LAMP	146-	3	-
	LIBERTY	1.		
	MERCURY	1 .		
	MONTE CARLO		1	
	M-0-5-5	1 .		
	RCA VICTOR	_	1	
	REV			
	SAND	100 -	1	
	STARDAY	*** *	***	
	WES	500 TT 15	1	
2	water a second	-	-	1000
	TOTAL	111 34 1	30	1000

polks band give out with okay polks fare that's not up to the standard in performance set by some competitors in the market, (Jay Jay,

# Plethora of Picture Themes

Continued from page 21

cut by Bill Snyder. Other two- lengthy to run in full, but some of siders include Victor Young's "Tell them include "Theme from The My Love" from the movie "Omar Monte Carlo Story" by Dino Rossi Khayyam," with "The Purple Hills on Dot; "Half of My Heart," fea-Theme" from the Western "Run of tured in the new "Jeanne Engels" the Arrow" on the flip. Tex Ritter's movie, and sliced to date by the "Trooper Hook," Chapters I and II, Four Aces and Jeff Chandler; the from the movie of the same title; title theme from "The 3:10 to Elmer Berstein's waxing of two Yuma" by Frankie Laine; "The themes from "Sweet Success" - Ballad of Gunsight Ridge" by Dean Toot Shor's Blues" and "The Jones; "Cunfight at O.K. Corral" Street." Another theme from that by Frankie Laine; Bing Crosby's movie, "Goodbye Baby," has been waxing of the title theme from his cut by Mark Murphy on Decca. Eddie Calvert has a two-sider

on Capitol - featuring two tunes from the film "Beyond Mombasa," - the title theme and "Jungle Moon." Sonny Burke's new platter spotlights "The Pride and the Passion Bolero" from "The Pride and Ernie Ford. Ford also sings the the Passion" backed by theme from time under the title credits of the new Jerry Lewis picture The Delicate Delinquent." Lewis, himself, recently waxed the oldie "By Myself," which he sings in the

Also in the two-sider category is Gordon Jenkins, whose new platter features the theme from "St Joan" and "Fire Down Below," while Woody Herman's new Verve disk features "Love in the Afternoon" backed by another tune from the film "Ariane."

The list of movie songs released

# Cleveland DJ War

• Continued from page 22

ticularly a Coral record by the Crickets of "That'll Be the Day." KYW spokesmen claim that both

Finan and Hopkins were playing the record at least four days ahead of Randle. "There's no doubt about it, we broke this one first," the spokesman stated. On the other hand, Randle is claiming with equal vehemence that he was first on the disk. To prove it to his fans, he is arranging thru Norman Petty, who manages the Texas-based Crickets, to have Buddy Holley, a member of the group, do a series of specially cut tapes thanking Randle for his help in breaking the record. Randle is also planning to take the group on a personal tour of local high schools in September, which visits will be referred to on the tapes.

The competition reportedly stems from what KYW spokesmen claim as their station's increasing strength with audiences last year, FREE STRIPS to an independent, non-network status, featuring music and news.

tune "Interlude." Latter was also within the last three weeks is too new movie "Man on Fire"; "Let Me Be Loved," theme from "The Jimmy Dean Story," by Tommy Sands; "Manhattan," featured in the new Bob Hope movis "Beau James," cut by Les Baxter; and The Lonely Man by Tennessee the film.

# Mills Music

· Continued from page 24

Gerard Hoffnung, cartoonist who has produced three books of amusing cartoons of musicians in action, to publish and sell the books thru music and book stores in the United States. Mills said that Hoffming had also written material for a concert in London which featured a bevy of unusual and humorous instruments. He indicated that Sol Huok was interested in having the writer produce the same show here in the States.

Mills also cast additional light on the cause celebre involving Leroy Anderson's latest cleffing, "Forgotten Dreams," which has received considerable action as an instrumental in Britain. The hassle arose when Anderson nixed lyrical versions of the time. Mills said that Auderson feels he should be the sole creator of the tunes, and that they are not adaptable, in general, to lyrics. This came after Dick Rowe of British Decca had arranged for several lyricized disks of the tune, following an okay, in Anderson's absence, from Mills himself. Besides, it was explained, Anderson does not wish to split any royalty loot with lyricists on his creations.

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FOR SURVEY WEEK ENDING JULY 13

# This Week's C&W Best Buys

MOONLIGHT MOUNTAIN (Viekers, ASCAP)-Faron Young-Capitol

LOVE HAS FINALLY COME MY WAY (Witmark, ASCAP)-Young's pop-styled platter is registering well in all of the country markets Around the Horn and is also doing well as a pop disk. Both sides are being requested, and neither has the advantage at this point. A previous

## · Review Spotlight on . . . C&W RECORDS

MARTY ROBBINS

Teen-Age Dream (Acuff-Rose, BMI) Please Don't Blame Me (Acuff-Rose, BMI)-Columbia 40969-See review in Pop Spotlight section.

# • C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 13

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

#### Birmingham 2. Whole Lotta Shakin' Goin' On

Jerry Lee Lewis, Sun 2. Four Walls, Jim Reeves, Vic. 3. Bye Bye Love, Webb Pierce, Dec.

## E. Missing You, Webb Pierce, Dec. Dallas-Fort Worth

4. Fallen Star, Jimmy Newman, Dot

1. Bye Bye Love, Everly Brothers, Cdc. 2. Bye Bye Love, Webb Pierce, Dec.

3. Four Walls, Jim Reeves, Vic. 4. Fraulein, Bobby Helms, Dec.

t. Gonna Find "fe a Bluebird Marvin Rainwater, M-G-M.

6. Gone, Ferlin Husky, Cap 7. Fallen Star, Ferlin Husky, Cap. 8. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, 5un

#### Houston

2. Bye Bye Love, Everly Brothers, Cdc. 2. Teddy Bear, Elvis Presley, Vic. 3. Fraulein, Robby Helms, Dec.

4. Fallen Star, Jimmy Newman, Det f. Gonna Find Me a Bluebird Marvin Rainwater, M.G.M.

6. Too Much Water, George Jones, Mer.

### Memphis

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. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

#### Nashville

1. Bye Bye Love, Everly Brothers, Cdc. 2. Teddy Bear, Elvis Presley, Vic.

A. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

4. Faffen Star, Jimmy Newman, Dot. s. Four Walls, Jim Reeves, Vic.

6. Price Possession, Ferlin Husky, Cap. 7. So Long, Pm Gone, Warren Smith, Sun

5. Tangled Mind, Hank Snow, Vic. 9. White Sport Coat, Marry Robbins, Col.

10. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M.

## New Orleans

1. Faffen Star, Jimmy Newman, Dot 2. Gone, Ferlin Husky, Cap. 3. Four Walls, Jim Reeves, Vic.

4. White Sport Coat, Marty Robbins, Col. A. Is It Wrong, Warner Mack, Dec.

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## Richmond, Va.

1. Bye Bye Love, Everly Brothers, Cdc.

2. Fallen Star, Jim Recves, Dot 3. Fraulein, Bobby Helms, Dec. 4. Try to Take it Like a Man

Carl Smith, Col. 1. White Sport Cont. Marty Robbins, Col.

St. Louis

I. Teddy Bear, Elvis Presley, Vic. 2. Whole Lotta Shakin' Goin' On

Jerry Lee Lewis, Sun 3. Fallen Star, Jimmy Newman, Dot

4. Gonna Find Me a Blueblrd Marvin Rainwater, M-G-M,

5. Bye Bye Lore, Everly Brothers, Cdc.

## Reviews of New C&W Records

EDDIE BOND Lovin' You Lovin' You .......... 83 MERCURY 71153-There's an oldfashioned church flavor in this plaingive song and the instrumental backing. Bond sings with strong traditional flavor. Should make an impact, (Sturrite, BMI)

Hershey Bar MARKET STATE Tune is close to "White Silver Sands," with stomp band backing and flavorsome warble from Bond. It's a hybrid of a different sort and should get broad play, (Starrite,

HANK LOCKLIN

/ RCA VICTOR 6984-Fine hunk of traditional type story-song, sung with usual flair by Locklin, Touching, well-composed material merits spinner attention, Could go. (Fairway,

Livin' Alone .... 77

Rich-voiced warbling of another souching song, but one with less exotic coloration than flip, Real quality here for Locklin. (Cedarmood, EMI)

JOE CARSON

CAPITOL 3760-Bright, good-humored ditty with danceable orking. It's light, but catchy. Merits spins. (Brazos Valley, BMI) Crazy Dream .... 68

Claffer Carson warbles a traditionaltype country song in competent fashion, like a more energetic Lefty Friezell, Fait chances, (Brazos Valley, BMI)

FRANK EVANS

Pull the Shades Down, Ma ................70 STARDAY 645-Ma forgels they sin't in the country. Fair novelty, done up in good-natured rural style. (Sturrite, B3(1)

Woold You Bellere Me? .... 70 This side is a pleader, sung with feeling by Evans, but lacking enough special attributes to stand out in current market, (Sturrite, BMI)

BUDDY WRIGHT

If You Had Only Been True .......69 JOPZ 712-Good slice of back-country brother harmony by Buddy and Tomosy, with apropriate fiddlethythm backing. For the Blue Grass regions. (Frederick, BMI) How Do You Mend a Broken

Henri? .....66

Wright goes it solo here. Tune is a weeper with a heat, Attractive for traditional-style fanciers. (Brandom, ASCAP)

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

THE FLAT MOUNTAIN BOYS: I Could Love You/Choo Choo Coming-Starday

DAVE LOWE: Evil Angel/To Be in Love-

Liberty Bell 9014 MARGIE SINGLETON: My Picture of You/Love Is a Treasure-Starday 309 PEGGY UPTON & DANNY BUCK: Alone, Secry and Blue Knocking-Starday 306

## FOLK TALENT AND TUNES

- By BILL SACHS-

Johnny Bond has taken leave of his regular chores at "Town Hall Party," KTTV, Los Angeles, to accompany his family to Oklahoma for a vaention. He follows his layoff with a business trip to Chicago and New York in the interest of his two music firms, Vidor Publications, Inc., and Red River Songs, Inc. . . . Joe Schad and His Death Valley Riders, along with Jack Hoxie and the Sexton Sisters, have moved into KNAC-TV, Fort Smith, Ark., where they are presenting a new halfhour show, 2:30-3 p.m., each Tuesday and Thursday. A series of Jack Hoxie Westerns are currently running on KNAC-TV.

Marty Diamond, co-writer of "Fool of the Year," recently recorded by Georgia Cibbs on Mercury, has placed two new tunes, "New Trial" and "Sweetest Sweetheart of All," co-written with Gary Walker, with Jim Denny's Cedarwood Publishing Company, Nashville. Ditties are titled "The Curtain Falls" and "No Escape." . . Bob Shelton, hillbilly comic and veteran of 27 years on radio, TV and records, has signed as a regular with Joe Bill's "Country Picnie" on KRLD-TV, Dallas. . . Rex Allen and the Frontiersmen will be among the features of the Iowa State Fair & Rodeo, Des Moines, August 29-September 1.

Lucky Moeller, manager of Top Talent, Inc., Springfield, Mo., swung a deal last week with Jim Denny, of Nashville, that'll put "Ozark Jubilee's" Bobby Lord (Columbia) on the Philip Morris Country Music Show for a 10-week period beginning Sunday (28). . . . "Grand Ole Opry" instrumentalist Chet Atkins is set for Saturday (27) on "Country Music Jubilee," Springfield, Mo., when he'll share guest billing with Jim Lowe, Dot recording artist. . . . Brenda Lee headlines Saturday (27) at Memorial Park, Newmanstown, Pa., and for Sunday (28) hops to Valley View in Hal-

Del Wood celebrated the signing of her personal management pact with Jack Lloyd with a barbecue and party at her home in Nashville Monday (22). . . . Benny Martin, accompanied by his brother Gene and the Jordanaires, cut a session for RCA Victor in Nashville last week, with Chet Atkins directing. At the same time, Atkins made 20 sides for SESAC Transcription Service, with the aid of the Anita Kerr Singers. . . Hawkshaw Hawkins and Jean Shepard show Saturday (27) at Cambelstown, Pa. . . Skeeter Bonn, formerly with WLW's "Midwestern Hayride," is still holding forth with "World's Original Jamborce" over WWVA, Wheeling,

Hap Peebles opens his fall season in Kansas City, Mo., September 29, with a show that will include Billy Gray, Carl Perkins and Smiley Wilson and their bands, along with the Candy Kids, the Duke of Paducah, Anita Carter, Cowboy Copas, June Carter, Ken Marvin, George Morgan, Norma Beasler, and Smiley, Kitty and Rita Faye. . . . Little Montie Jones, 15-year-old deejay of KUOA, Siloam Springs, Ark., where he also fronts his own band, was a recent guestar on "Red River Jamboree," Paris, Tex. . . . Jim Hadley, of Mackinaw, Ill., recently signed to a recording pact by Buddy Records, Marshall, Tex., has as his initial release on that label "I've Walked the Floor

• C&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers through 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 Week Chart 1. BYE BYE LOVE (BMI)-Everly Brothers..... I Wonder If I Care as Much (BMI)-Cadence 1315 FOUR WALLS (BMI)-Jim Reeves..... I Know and You Know (BMI)-Vic 20-6874 3. WHITE SPORT COAT (BMI)-Marty Robbins ... 3 Grown-Up Tears (BMI)-Col 40864 4. GONNA FIND ME A BLUEBIRD (BMI)-Marvin Rainwater
So You Think You've Got Troubles (BMI)-M-G-M 12412 5. FALLEN STAR (BMI)-Jimmy Newman..... I Can't Go on This Way-Dor 15574 TEDDY BEAR (ASCAP)-Elvis Presley..... FRAULEIN (BMI)-Bobby Helms..... Heartsick Feeling (BMI)-Dec 30194 8. TALKIN TO THE BLUES (BMI)-Jim Lowe..... Foor Walls (BMI)-Dot 15569 9. NEXT IN LINE (BMI)-Johnny Cash..... DON'T MAKE ME GO (BMI)-Sun 266 10. BYE BYE LOVE (BMI)-Webb Pierce..... 10 Missing You (BM1)-Dec 30321 11. GONE (BMI)-Ferlin Husky..... Missing Persons (BMI)-Cap 3628 Prize Possession (BMI)-Cap 3742 13. TANGLED MIND (BMI)-Hank Snow..... MY ARMS ARE A HOUSE (ASCAP)-Vic 20-6955. 14. ALL SHOOK UP (BMI)-Elvis Presley...... 11 That's When Your Heartaches Begin (ASCAP)-Vic. 20-6870 15. HONKY TONK SONG (BMI)-Webb Pierce..... 13 Some Day (HMI)-Dec 30255

# · Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JULY 13

SIDES are ranked in order of the greatest number of plays on disk lockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Week Chart 1. FOUR WALLS-Jim Reeves..... 1 2. WHITE SPORT COAT-Marty Robbins ..... 3. BYE BYE LOVE-Everly Brothers..... 4. FALLEN STAR-Jimmy Newman ..... 5. GONNA FIND ME A BLUEBIRD-M. Rainwater... 6 M-G-M 12412-BM1 Dec 30321-BMI 8. GONE-Ferlin Husky ..... 5 Cap 3628-8MI 9. FRAULEIN-Bobby Helms..... 7 Dec 30194-BMI 10. NEXT IN LINE-Johnny Cash..... 9 11. HONKY TONK SONG-Webb Pierce..... 8

12. MISSING YOU-Webb Pierce...... 14 Dec 30321-BM1 12. FALLEN STAR-Ferlin Husky ..... Cap 3742-BMI 15. WHOLE LOTTA SHAKIN' GOIN ON-Jerry Lee Lewis..... Sun 267-BMI a Thousand Miles" b.w. "Nobody Knows But Mama," both stone, Covina, Calif.

12. THREE WAYS-Kitty Wells...... 12

of which he penned himself. Also new on the Buddy label are Glen McKinney and Charles Fetters, guitar team, whose first release is due out next week.

Dec 30255-BMI

Dec 30288-BMI

The Miller Bros. Band, Sam. Gibbs, manager, Saturday (20) embarked on a six-week tour that will take them into Nebraska, Iowa, Illinois, South Dakota, Montana, Wyoming, Utah and Colorado, plus nine dates in Canada. Lads have just finished a two-week vacation after a four-week trek thru the Pacific Northwest . . . Robert and Gladys, the Kentucky Pals of WFUL, Fulton, Ky., have just had their first release on the Jaxon label. Deejays may obtain a copy by writing to them at WFUL. . . . Fred Maddox has just inaugurated a new two-and-a-half-hour radio show over KOCS, Ontario, Calif., aired remote from an auto agency in Chino, Calif. Fred is doing part of the program live, with the rest on records. For his kick-off show he had Joy Anne Farmer and Her Faithful Three; Betty Luther, vocalist, and Don Deal, heard on the Era label. With the new seg, Fred has a total of eight hours of air time over KOCS. He says he's in need of wax of all kind. His

office address is 20035 East Glad-

Brenda Lee's new Souvenir Album is just off the presses and is being pitched at her personals. The 16-page book, containing 30 photos, was compiled by "Ozark Jubilee's" Don Richardson and contains forewords written by Perry Como, Steve Allen and Red Foley. . . Red Foley, Bill Wimberly and His Country Rhythm Boys, Marvin Rainwater and the Marksmen participated in the Minneapolis Acquatennial Celebration Sunday (21). . . . The Chet Atkins Fan Club held its seventh annual convention in Nashville, July 19-20, with some 75 members in attendance. Chet hosted the group at a party and buffet luncheon at the RCA Victor studios there. . . . Jack Tucker, who for the last two and a half years has had his band at the Jubilee Ballroom, Baldwin Park, Calif., has moved into the Empire Ballroom, Pomona, Calif., for an indefinite engagement. His place at the Jubilee has been taken by Johnny Moseby's combo.

(Continued on page 75)

## This Week's R&B Best Buys

NO SELECTIONS THIS WEEK

## • Review Spotlight on . . .

R&B RECORDS

FATS DOMINO

What Will I Tell My Heart (De Sylva, Brown & Henderson

When I See You (Travis, BMI)-Imperial 5454-See review in Pop Spotlight section.

WILLIE HEADEN ORK

Everybody Has a Fool (D. Williams, BMI) Fun on Saturday Night (D. Williams, BMI)-Dooto 417-"Everybody Has a Fool" is a powerful blues-ballad with a wailin' vocal

interpretation and strong emotional appeal. Flip features a sock reading of a rockin' jump-novelty with an uninhibited beat and playful spirit. Watch this one. It's potent jock and juke material.

RHYTHM & BLUES-ROCK & ROLL

By REN GREVATT

In spite of rumors, Elvis Presley will not be going to England or Australia this year, according to the chanter's colorful manager, Col. Tom Parker. Speaking by phone from his Madison, Tenn., headquarters, the Colonel said: "We're so busy with pictures-we've made three already in seven months-that we can hardly make any longrange commitments like that." Parker said that things are cool at the moment with Presley on a three-week vacation following completion of his third picture. No firm dates either here or abroad have been set to follow the vacation. Parker said that Presley still has three more pictures to make on his current deal. The singer remains in a 1-A draft classification, but no word has been received from the draft board. Meanwhile, spokesmen at RCA Victor indicated that Presley is in a tax position whereby he hardly needs personal appearances. The government would take much of the loot

consummated recently at, of all Carl Fischer, Inc., on New York's places, Midway Airport in Chicago. 57th Street. A special bulletin from Otis Pollard of Pollard Music the firm points out that "the swing bumped into Bob Shermar, of is to Ludwig (Beethoven) at hun-Tampa Records there. Sherman, dreds of schools and colleges across carrying a copy of his disk of the nation and thruout the world. "Dream Boy," by Dickie Lee, "With the fad for rock and roll forthwith sold the copyright to engulfing the U.S., a group of Pollard. A notary public was students decided to fight." Since promptly found to witness the April, the bulletin says, over 35,sealing of the deal. . . . Richard 000 "I Like Ludwig" buttons have Maltby and his Vik band did a been worn on over 250 campuses. series of Midwest one-nighters the News of the movement has also week of July 15.

Mickey and Sylvia, sporting their newest Vik disk of "Love Will Make You Fall in School," are doing a oneweeker at the Club Koko, Washington. The Rover Boys appeared last weekend at the Cabin Club, Cleveland. . . . Frank Pizani, former lead with the Highlights, has cut four sides as a single with Bally. First two, "Angry" and "Every Time," were issued just after his graduation from De Paul University and just prior to his summons for a

July date with Uncle Sam. Don Robey, mahoff of the Texas based Duke - Peacock combine,

GOING BIG ALL OVER JOHNNY OTIS' ORCHESTRA

AND

"BUTTER BALL"

b/w "SANDY'S BOOGIE" PEACOCK \$1675

PEACOCK RECORDS, Inc.

pulled off his fifth annual Championship Rodeo at Kendleton, Texas, Sunday (14). Besides promoting this "annual horse extravaganza," Robey was reportedly rilling and roping with the best of them. Also from Dukedom, comes word that Johnny Ace's Memorial Album Number Two is due almost immediately. The package contains a number of neverbefore-released items along with some of the late singer's biggest hit sides.

Donnie Elbert, Deluxe cat whose current disk "What Can I Do," was originally spotted by The Billboard's Music Editor Paul Ackerman and staff as an important entry has just come out with his second release. Sides are "Believe It or Not," and "Tell Me So." . . . Jerry Lee Lewis, Sun Records newest rockabilly threat, will perform his hit, "Whole Lotta Shakin Goin' On," on the Steve Allen NBC-TV show, Sunday (28).

The National "I Like Ludwig" Club, an organization dedicated to the "fight for the return of good Another fast music deal was music, is centering its activities at spread to Europe and the Orient, the statement said. In spite of the growing movement, tradesters opined that the world is still big enough for both Ludwig and Little Richard.

Jack Archer, prexy of Archer Associates, was in Chicago last week lining up dates for various members of his talent stable. Archer also conferred with jockey Al Benson on several acts for the latter's big Labor Day rock and roll show. Meanwhile, Archer's home office reports the addition of Esther Navarro to its staff. Miss Navarro is also manager of the Cadillacs and formerly managed the group now known as the "original" Cadillacs. Dudley Thomas, of the Archer staff, reports the pacting of Tommy Ridgely (Herald Records); Malcolm Dodd and the Tunedrops (End Records) and Lillian Offitt (Excello Records). Thomas added that the Gladiolas have been set for a West Coast

Alan Freed just racked up some blues has been here for a long of the biggest grosses of his career time, it's still very much with us, at the Paramount Theater." These and it's going to last for a long were the words of veteran booker

## R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 18

Listings are based on late sales reports secured via Western Union messenger service from top thythm and blues dealers and juke box operators in the markets listed.

#### Atlanta

1. Short Fat Fanale, Larry Williams, Spe. 2. Searchin', Counters, Alco 3. Jenny Jenny, Little Richard, Spe.

4. Miss You So, Lilian Offitt, Exc. 5. Young Blood, Cousters, Atco

6. Teddy Bear, Flyis Presley, Vic. Send for Me, Nat (King) Cole, Cap. 8. Valley of Tears, Fats Domino, Imp. 9, C. C. Rider, Chuck Willis, Atl.

#### 10. Over the Mountain, Johnnie & Joe, Che. Charlotte

1. Teddy Bear, Eivis Presley, Via. 2. Short Fat-Fannis, Larry Williams, Spe. 3. Searchin', Coasters, Atco

4. Bye Bye Love, Everly Brothers, Cde, 5. Jenny Jenny, Little Richard, Spe. 6, Love Letters in the Sand

#### 7. Miss Ann, Little Richard, Spe.

Pat Boose, Dot

Chicago I. Teddy Bear, Elvis Presley, Vic. 2. Bye Bye Love, Enerly Brothers, Cde. 3. Send for Me, Nat (King) Cole, Cap.

4. Love's a Hurting Game Ivory Joe Hunter, Atl. 5. Smile O. Dale Hawkins, Chk.

#### Cincinnati

1. United Otis Williams & His Charms, Del. 2. Just to Hold My Hand

Clyde McPhatter, Atl.

3. Whispering Bells Del Vikings, Dot 4. Jenny Jenny, Little Richard, Spr. 5. C. C. Rider, Chuck Willis, Atl.

#### Detroit

I. Send for Me. Nat (King) Cole. Cap. 2. Please Send Me Someone to Lors Mounglows, Chy.

3. Searchio', Carsters, Alco

4. Rockin' Purumonia, Huey Smith, Ace 5. Short Fat Fannie, Larry Williams, Spe.

#### Los Angeles

1. So Rare, Jimmy Dorsey, Fig. 2. Send for Me, Nat (King) Cole, Cap.

3. Searchin', Coasters, Atco-4. Love Letters in the Sand

Pat Boose, Dot 5. Valley of Teurs, Fats Domino, Imp.

6. Starding, Billy Ward, Lbt. 7. All Shook Up, Elvis Presley, Vic. R. Come Go With Me, Del Vikings, Dot

W. Teddy Bear, Elvis Presley, Vic. 10. Bye Bye Luce, Everty Brothers, Chs.

#### New Orleans

1. Short Fat Fauule, Larry Williams, Spe. 2. Rockin' Pneumonia, Huey Smith, Ace J. Miss Ann, Little Richard, Spe. 4. Valley of Tears, Fats Domino, Imp.

#### New York

1. Bye Bye Luve, Everly Brothers, Cdc. 2. Stardust, Billy Ward, Lbt.

5. C. C. Rider, Chuck Willie, Att.

3. Luciffe, Little Richard, Spe.

4. My Dream, Platters, Mer. 5. Come Go With Me, Del Vikings, Dot 6. Searchin', Coasters, Alco.

### Philadelphia

1. C. C. Rider, Chuck Willis, All. 2. Rockin' Pneumonia, Huey Smith, Ace 3. Stardast, Billy Ward, Lbt.

4. Please Send Me Someone to Love Moonglows, Chr.

5. What Can I Do? Donnie Elbert, Del. 4. Valley of Tears, Fats Domino, Imp. 7. To the Aisle, 5 Satins, Ember

#### St. Louis

I. Send for Me Nat (King) Cole, Cap.

1. Teddy Bear, Elvis Presley, Vic. 3. So Long, Fats Domino, Imp.

4. So Race, Jimmy Dorsey, Fty. 5. Everyone's Laughing, Spainel's, Vee Jay

#### Washington, D. C.

1. Searchin', Counters, Alco 2. Yeddy Bear, Elvis Presley, Vic.

3, Send for Me, Nat (King) Cole, Cap.

4. Short Fat Fannie, Larry Williams, Spe. 5. Over the Mountain, Johnnie & Joe, Chs.

6. Just to Hold My Hand

Clyde McPhatler, All. 7. Please Send Me Someone to Lors

Moonglows, Chs.

8. To the Alsie, 5 Satins, Ember

9. Jenny Jenny, Little Richard, Spe. 10. C. C. Rider, Chuck Willis, Atl.

Tim Cale in reply to a question about the widely heralded "death knell" for rock and roll and the return of "the good songs." Cale continued that there is a growing feeling for music with a melody. DONNIE ELBERT "Groups have learned how to really sing, and arrangements are being done by men who know how to arrange," said Gale, in reference to changes in the character of some of the disks now hitting the best "Rock and roll may be dead, but selling charts. "But rhythm and

## R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY TE RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billhourd's weekly survey of dealers thrucus 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

This case, both sides a Week on top.	re listed in bold ty	pe, the frading side	Last Week	Chart
1. SEARCHIN' (BA YOUNG BLOOD	II)-Consters	087	. 1	11
2. SHORT FAT FA	NNIE (BMD-L	arry Williams	. 2	3
3. SEND FOR ME MY PERSONAL	(BMI)-Nat (Kir	ng) Cole	. 3	4
4. JENNY, JENNY MISS ANN (BMI	(BMI)-Little R	ichard.	. 4	
5. TEDDY BEAR (	ASCAP)-Elvis	Presley	. 7	3
6. C. C. RIDER (I	MI)-Chuck W			, 11
7. SO RARE (ASC.	AP)-Immy Do	rsey	. 9	. 0
8. BYE BYE LOVE	(BMI)-Everly	Brothers	. 10	5
9. VALLEY OF TE	ARS (BMI)-Fat	s Domino	. 8	9
10. ROCKIN' PNEU!	MONIA (Parts 1	& II) (BMI)-	TI	
11. STARDUST (AS	AP Billy Wa	rd	. 13	3
12. PLEASE SEND !	ME SOMEONE	TO LOVE	15	3
13. LOVE LETTERS	-Chess 1661			1
14. OVER THE MO	-Dot 15570			10
15. TO THE AISLE	(BMI)-Five Sa	tins		1
With I Had My Bab	(BMI)—Ember 10)		334	

## Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JULY 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Week 1. SEARCHIN'-Coasters A100 6087-BMI 2. TEDDY BEAR-Elvis Presley ..... Victor 7000 ASCAP C. C. RIDER-Chuck Willis Atlantic 1130-8MI 4. SO RARE-Jimmy Dorsey..... Fraternity T53-A5CAP 5. BYE BYE LOVE-Everly Brothers. .... 7 Cadence 1315-HMI 6. VALLEY OF TEARS-Fats Domino ...... 6. MISS ANN-Little Richard ..... Specialty 606-BMI 8. SHORT FAT FANNIE-Larry Williams ..... 6 Specialty 608-BMI 8. SEND FOR ME-Nat (King) Cole--------------------11. OVER THE MOUNTAIN-Johnnie & Joe ...... -Chew 1654-BMI 12. JUST TO HOLD MY HAND-Clyde McPhatter.... -Atlantic 1133-BMI 12. WORDS OF LOVE-Diamonds ----------Mercury 71128-BM1 12. OH BABY DOLL-Chuck Berry .... -

## Reviews of New R&B Records

15. LET THE FOUR WINDS BLOW-Roy Brown ..... 5

THE TROOPERS

LAMP 2009-"Get out of my house," chants the cut in a multi-versed toms of trouble. Tune has a good, moderate paced beat and the material is substantial. This one could make some noise, especially in the Southern sectors. (Aladdin, BMI)

Chess 1664-BMI

My Resolution ....76 A halting, catch-in-the-breath vocal on the rock and roll ballad. Good lead and a good group give it much feeling. Material on the flip may have a larger appeal. (Aladdio, BMI)

THE TANTONES

LAMP 2008-Group packs emotional wallop on a dramatic ballad, Land. ainger sells lyrie with sincerity. A quality performance, (Aladdin, BMI) So Afraid .... 75

Lend warbier chants with strong feeling and meaningful phrasing on moving balled. Churchy flavor to backing and arrangement (Aladdia, BMI)

DELUXE 6145-The male coloratura has a go at a tune that's very similar to his current hit, "What Can I Do," except it's not as good a song. Unique vocal style will still win the disk plays. (R-T, BMR)

Bellers It or Not .... 70 This side moves at a faster clip. Good bit of sound bace but the material leaves something to be desired. Coupling is a disappointing follow-up to his debut hit. (Men-Lo. JIMMY WITHERSPOON

Ain't Nobody's Business RCA VICTOR 6977-Blues from the heart. Witherspoon chants this vocal on this old number from the real depths of his soul. A choese behind him gives it a classy touch. Tenor and arrangement are solid. It's his first for Victor. (St. Louis, BMI)

Who Baby Who .... 73 Another blues, relaxed and swinging. In contrast to flip, this has a faster rus behind Witherspoon, Brail good (Irly-Truism, BMI)

BUBBER JOHNSON

KING 5068-Strong selling by Johnson on a cute, medium-tempo country-style rocker. Choice vocal here should cop a fair share of coin,

(Real McCoy, BMD) A Crary Afternoon ....68 Artist tells of plans for a cory afternoon. Tune is a blues-balled with ork and chorus support. Has a spe-

cial-material flavor. (Lois, BMI)

ROY MILTON ORK

Rockin' Paramonia and Boogle

Woogle Fin .....74 KING 5069-A late cover of the Aca hit, this alde has a swinging beat and a solid blues feeling. Vocal Includes occasional wild screams. Bilective. (Ace, BMI)

Skid Row .... 74 Fine blues instrumental with a lot of mood and feeling, and a modi-fied Yancey base in the arrangement.

(Continued on page 75)

## · Reviews of New R&B Records

Sallsfying was for the savants, (Jay & Cre. BMI)

#### THE LITTLE BEATS

Love Is True MERCURY 15417-The youngstees warble with aincerity and spontaneity on a sprightly rhythm-ballad. Styling and performance are strongly reminiscent of Frankie Lymon and the Teenagers. Has spin potential for pop as well as r.Ab. (Merge, BMI) Someone for Me .... 73

Both performance and material are similar to flip. However, other side is stronger. (Steleway, BMI)

#### KING CURTIS

DELUXE 6142-The country standard is presented here as a happy rocker. with steel guitar and tenor sax vying for honors, Rendition is very danceable. Should do some biz and also good fare for jocks. (Bourne, ASCAP)

The Stranger .... 70 Pretty blues instrumental features & tenor sax solo with organ backing. A good prespect for declays. Commercial possibilities may be limited. (Ghart, BMI)

#### THE DELROYS

APOLLO 514-Novelty rhythm side. Lyric is good for some laughs, and the lead singer has a distinctive side. Side merits exposure, (Pollard, BMI)

A sensitive ballad, done by the chanters with dignity. A legit-type pizno is very effective in the artangement, (Pollard, Bess, BM1)

#### LARRY DARNELL

DELLINE 6141-A medium beat here and chanter Darnel with help from chorus gives it a healthy, swinging ride. Performance is good en material that's not too different from many others. (Lowell, BMI) It Must Be Love . . . 69

Darnell generates a good sound on

this blues. Tempo, delivery and appeal about even with the flip. It. will take better material to bring warbler back, (Men-Lo, BMI)

#### BUDDY ACE

DUKE 176-Ace gets across well on a moody, bluesy side with celestial fem chorus support. One to watch. Territorial sales should be strong. (Lion, BMI)

It Can't Be True .... 68. Pained warbler doesn't place credence in reports about his chick. Intense, but lacking in vocal quality. (Lion, BMI)

#### THE FIVE QUAILS

MERCURY 15418-The boys sell an infectious rhythm-novelty with exuberance and good humor. Both sides have pop-ish flavor and could pull some spins in both markets, (Steinway, BMI)

Hop Scotch Rock .... 67 Strong lead vocal stint on an offbeat tune with an interesting tempo. (Merge, BMI)

#### THE TWIN TONES

MONTE CARLO 005-Twin fema, featured on West Coast c.&w, TV show, thrush pertly with interesting blend on a catchy rockabilly item cut by Jimmy Bowen. Very late. (Patricia, BMI)

Go Home, Joe .... 62 Gals try hard but material is only so-so. Flip merits stronger play, (Koss, BMI)

SAND 245-Okay delivery on a blues. Much stronger things available (Bibo, BMI)

Hot Tamale Blues .... 60 Gay, calypso-blues type gets a shoutin' approach. Same chances as Ilip. (Bibo, BMI)

## FOLK TALENT AND TUNES

Continued from page 73

## With the Jockeys

Jack Reno, formerly with KDRO. Sedalia, Mo., is now spinning the disks two hours daily over KDKD. Clinton, Mo. Reno is in need of wax.... Joe Morris has also moved his base of operations, from WAGS, Bishapville, S. C., to WEYE, Sanford, N. C., where he's holding down the chores of general minager, WEYE, says Morris, is also in need of records. . . . . Bob Day, WLBZ, Bangor, Me., types. "I'm currently working at KNBX, Kirkland, Wash., from 7the Winterport Inn in Bangor as 7:15 a.m. Monday thru Friday with a singing emsee. I use regular corn- his "B. X. and Friends," is in need pone chatter and emphasize such of gospel recordings, both old and songs as Four Walls, 'Fallen Star,' new. . . . Emery McCullough, who some of Hank Williams numbers, is now handling all of the country etc. It's going over better than music shows for WTRP, La Grange, anything I have ever tried. Inci- Ga., helms the following daily standentally, I am not getting many zas: "Sunup Jamboree," 6-7 a.m.; Capitol releases. I'm hoping I can "County Hoedown," 11 a.m. to need em.

Ground - breaking ceremonies were held July 16 for WISK's new studios in St. Paul, with Gov. Orville Freeman of Minnesota slated to turn the first spadeful of dirt. Iwo well-known c.cw. platter spinners are associated with WISK, Vince Casey, as general manager, and Uncle Jim Christie, as promotion and production manager.

Jim Nesbitt has resigned his position with WBLU, Salem, Va., to join WYMB, Manning, S. C. . . . Buddy Wright, who has been spinning the c.kw. wax over WSIV, Pekin, Ill., daily from 6-7 a.m. the past two years, has a new six-day-a-week show going. New stanza is heard from 4:45-5:45 p.m. Wright whose first Jazz label recording was released recently, says he's in need of records.

Dude Webb is still spinning the country platters on his "Mountain State Jamborce" over WMON, Montgomery, W. Va. . . . Johnnie Bailes, WJAT, Swainsboro, Ga., currently doing six hours of deejay work each day pius emseeing the "Peach State Jamboree," 8-12 p.m. every Saturday night from the Nancy Auditorium, Swainsboro, would like to receive records from country entertainers. . . . Bob Martin is back riding the airwaves on WFOX, Milwaukee, with his "Buckboard" show, which is broadcast three hours a day, Monday thru Friday, and five hours on Saturdays.

B. X. Williams, heard over get on somebody's list, I sure 12:30 p.m., and "Hillbilly Matinee," 3-3:30 p.m. . . . Jimmy Myers, Decatur, Ill., decjay, reports that he's now recording for Sarver Records.

> Don Vedder, on the air from 8 p.m. to 2 a.m. each Saturday over WLFH, Little Falls, N. Y., would like to receive records and tapes from country and rockabilly artists. All tapes will be returned. . . . Bill Gates, KAGT, Anacortes, Wash., postals: "As KAGT is a new station, we are short of old c.&w. records. Altho our service on new releases is good, we could use more recordings from the indies.

every morning from 10-11:55 over heads the Blue Star Boys, and WICK, Scranton, Pa. . . . Blande Blaine Smith, who does a live pro-Perry, KRLA, Little Rock, has gram daily. The Blue Melody Boys taken over the midnight to 6 a.m. are heard live each Saturday. I show on KLRA. He previously am gravely concerned about the ran the 6 p.m. to midnight show future of country music, with the for seven months. The new show invasion of all this rock-a-billy and is an all country and western so-called country-pop sound. I am stanza, as are all shows on this strongly opposed to it and would station. Perry had been with like to put in a plea to country KLRA 14 years in an engineering artists to abandon it and get back capacity until he broke into the to genuine country music. If we deejay field last July when Connie don't, it won't be long till country B. Gay took over the station."

## On the Beat

· Continued from page 74

time to come," Gale declared emphaticalle.

As a follow-up to his recent smash engagement in Atlanta, Roy Hamilton has been set with a big package for a limited (12-day) tour by the Gale Agency. The trek will encompass parts of Texas and the Midwest and will wind up with a repeat performance in Atlanta. The company includes, in addition to headliner Hamilton, the Clovers, Ella Johnson, Buddy Johnson and his band, the Spaniels, Johnny and Joe, Huey Smith and the Clowns and thrush Annie Laurie.

Irving Feld's Super Attractions is now setting the "Biggest Show of Stars," a giant rock and roll package, which will hit the road September 6 in Pittsburgh. The tour will carry thru at least the middle of November. The assemblage inclades Fats Domino, Clyde Mc-Phatter, Lavern Baker, Chuck Berry, the Clovers, and the Drifters among others. Domino, in the meantime, appears on the Alan Freed ABC-TV show, Friday (26).

The "Big Gospel Cavalcade of '57," starring Clara Ward and the Ward Family Singers and other acts supplied by Miss Ward, kicks off its twomonth tour August 15. Other dates not previously reported include Columbia, S. C. (21), Charlotte, N. C. (22), Raleigh, N. C. (23), Atlanta, Ga. (24), Macon, Ga. (26), Montgomery, Ala. (27), Augusta, Ga. (28). Jacksonville, Fla. (29), Miami, (30) and Birmingham, Ala. (September 1). Other dates in the North are being set. The gospel program scored well at the recent Newport Juzz Festival, and the promoters have high hopes for this first-ever packaged gospel show to hit the big arena and auditorium, general market circuit.

Dusty Rose, KITO, San Bernardino. Calif., puts in an urgent call for records of all kinds to replace those lost when the station burned down recently. Rose says that the broadcasting operation is being done from a lean-to on an emergency 500 watts, but that the station will return to its normal 5,000 watts power soon.

Neil Zachmeyer, WRAM, Monmouth, Ill., on the air six days a week, is in need of country and spiritual platters. ... Dave White, KMCO, Conroe, Tex., asks artists for station breaks, such as the type: "This is John Doe, of No-Star Records, stepping in to remind you that you are listening to my good buddy, Dave White, on the ol 'Cornerib Show."

Dave Hendricks, WAFC, Staunton, Va., types: "I am now affiliated with WAFC here, where I have an hour and a half of country music daily. Am in need of new country releases. This is real country music territory here, and WAFC has a large audience on all of its country shows. Also on the station with a daily record Shorty Mason is spinning em stanza is Smokey Graves, who music will be forgotten altogether."

# Capitol Unveils Phono Line

· Continued from page 22

tured by Steelman and Symphonic clared, "By every known yardstickfor Capitol, and was designed and it appears that the growth will be developed with the assistance of spectacular. For example, a recent Capitol recording engineers. Label article in The Billboard estimated will use the tag, "developed by re- that the sale of hi-fi phonographs cording engineers," in all of its would amount to around \$600 milconsumer and trade advertising and lion in 1957, yet only half the in its point-of-sales literature.

Cap will extend deferred billing Compare this with TV where 80 terms, payable in two equal parts per cent of the homes own sets and on November and December 10, the potential is evident. to all dealers who purchase a minimum initial order of \$400. Similar mechanical aspects of our machine, terms will be extended on reorders we made exhaustive studies into of \$200, with the program to run the market for phonographs in the thru September 28. Dealer discount structure ranges from 30 to 38 per cent, depending upon to stay in it," Wallichs emphasized.

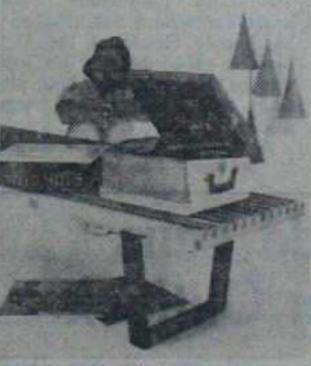
Dealer Sales Aids

A wide variety of selling aids have been designed for dealers and include prolific point-of-sale Caroline 8"x 10" Glossy Photos literature, store day-glo banners. counter cards reproducing a twopage spread in Look, and a unique floor merelandiser designed to hold the phono line. Latter is available to dealers at no extra cost. Firm also plans an extensive co-opadvertising campaign for dealers.

Discussing the potential of the phonograph market, Wallichs de-



CAPITOL PORTABLE, Model 732, Deluxe, has automatic intermix changer and plays all sizes, four speeds. Automatic shut-off after last record. Three speakers plus 10-watt, push-pull amplifier give an audio-frequency range from 40 to 18,000 cycles. External Individual bass, speaker jack treble and volume controls. Highfidelity, full-compliance cartridge. with two jeweled needles. Covered in scuff-resistant Barco leather. Choice of California Suntan or California Grey, Suggested retail price, \$149.95; slightly higher in the West.



CAPITOL PORTABLE, Model 720, plays all sizes, four speeds. Built-in insert for 45 r.p.m. records. Lightweight, shock-mounted tone arm, Balanced amplifier, Four-inch, front-mounted Alnico speaker. Flipover weatherproof cartridge, with two sapphire needles. Individual, full-range tone and volume controls. Pyrolxlin-covered case. Choice of three color combinations-brown and white, red and white, black and white. Suggested retail price, \$29.95; slightly higher in the West.

homes in America that could have To kick off its new hi-fi line, phonographs actually own them.

"Along with our work on the immediate years ahead, because once being in the business, we plan

Unsurpossed in Quality at any Petro



Photographers N. Y. 19, N. Y.

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## MUSIC-RECORD DDUCDYMMINE and BUYING GUIDE

There are 1,567 different record labels listed in this Guide. Lobels are listed alphabetically for easy reference with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, or ranged by state and city and tells you what labels they handle plus For record programming Ideas for disk

lockeys For window display ideas for dealers

The top song hits by year for every year since 1900. The top record hits by artist and label for the past five years. Order your copy naw!

Merchandising Division, The Billbeard

Yes, I want a copier of the Music-Record Programming and Euving Guide at \$1.00 each. My ramittance is enclosed

My Name.....

Name of Store or Station ........ Street Address ........................

City ..... Blate ......



Circulars Free DANCE & CLOWN COSTUMES For all other occasions get in touch with

THE COSTUMER

# CALGARY PULLS 538,375 TO SMASH ALL RECORDS

## New One-Day Count of 107,479 Set; Pari-Mutuel Handle Hits \$1,148,077

run here Saturday (13).

Total attendance - 538,375 which eclipsed the previous high of 521,271 established last year.

Single-day gate record-107,479 set Saturday (13) to top the old mark of 102,706, registered on a Friday in 1955.

Pari-mutuel betting-\$1,148,027, up \$1,000 over the previous '56

Midway gross-By Royal American Shows, up almost 20% over last year's high.

Virtually every department set

were not announced, were the highest on record for both afternoon and night shows.

An estimated crowd of more than 30,000-biggest in the Stampede's history-crammed the grandstand,

# Hurok Bidding Music Groups

## Talent Importer Breaks 25-Year NCAC Accord

NEW YORK -- Several large countries, suitable for offering in 1958 and 1959, according to indi- the record '56 year. cations picked up during the cur-

tracts for more than 25 years. A solidly.

parks and fairs.

requests, Martin said. Parks re- Fair.

ported most interested in names

since television has made the pub-

lic conscious of certain circus and

parks moving ahead some, due

mostly to the good run of fine

weather. Carnival use of circus free acts are reported quite a bit

below other years.

Martin expects fair business to

kiddie TV performers.

Parks, 40-Odd Fairs

Cheer Martin Outlook

BOSTON - Booker Al Martin | Martin has Gabby Haves booked reports business thus far as slightly for a string of eastern fair dates, in-

ahead of last year. Acts in amuse- cluding Owego, N. Y., which opens ment parks have been received Martin's fair season July 22. Also

with enthusiasm, and a big season Kennywood Park, Pa., Rocky Hill,

appears ahead both at amusement East Greenwich, R. I., fair, and

Business over the Fourth of July Schaghticoke, Fonda and Altamont

was especially good, particularly N. Y., Keene and Lancaster, N. H.,

be about equal to last year with ment parks in the East including

were smashed at the Calgary closing night's grandstand show, at and in the chuck wagon races. Stampede, which closed its six-day which Canada's new prime minister The Polack Bros.' Circus appear-John G. Diefenbaker, made the ing for the first time at the Stam-Chief among the new high award to the winning chuck pede, played to a paid attendance

> Revue, fireworks by Interstate Fire- ager, said. works Company, and the Larry Wrestling, presented two nights trapeze act. Afternoon program 9,084 paid customers. consisted of pari-mutuel running horse races and rodeo events.

A record total of 604 persons Weather thruout was perfect.

CALGARY - Records galore | bleachers and enclosure for the | participated in the rodeo events

of 33,543 persons in eight per-Besides chuck wagon races, the formances in the Stampede Corral, night show offered a GAC-Hamid Maurice Hartnett, exhibition man-

Ruhl-Sandy Winters helicopter- in the Corral, were staged before

The Mexican Village drew 56,795 persons at 25 cents.

# Edmonton Ex Races Grandstand receipts, which ere not announced, were the To Regain Early Dip

### Rain Drops Attendance Behind '56 But Execs Look to Pick Up Loss

showers Wednesday (17), third day crowd of 5,000 persons. of the Edmonton Exhibition slowed | The Dream House promotion, in attendance but the weather turned its second year here, showed great clear and warmer Thursday (18) strength. Thru the first three days and indications were that the fair about 28,000 tickets at \$1 per had would regain its gate loss and been sold and Albert Anderson, finish with a higher attendance exhibition manager, estimated that than the record 320,000 set last the total would hit between year.

At the end of the third day, the hibition's wind-up. gate, even with the blow dealt by Wednesday's weather, was down only 5,000 from the same point last year. The midway gross of the Royal American Shows to the same point was off only \$2,000 from '56.

Grandstand business, both aftergroups of artists from Iron Curtain noon and night, was burt by Wednesday's rain. Pari-mutuel betarenas and civic auditoriums, may ting for the matinee horse races, be imported for American tours in however, was off only \$8,000 from

Night grandstand show was a rent European tour of Sol Hurok. GAC-Hamid Revue, plus fireworks The groups were mentioned during by Interstate Fireworks Company. discussions of the announced sep- The Larry Ruhl-Sandy Winters aration of Hurok's attractions firm helicopter-trapeze act, booked in and National Concerts and Artists by Jimmie Hetzer of the U. S. booking office bearing his name, NCAC has been booking the was an added feature, both after-Hurok imports thru various con- noon and evening, and scored

disagreement over terms was de- A three-car bingo, sandwiched (Continued on page 96) in between the afternoon and

fairs in Union, Me.; Canandaigua,

Lee, Annie Oakley, Rex Trailer and

Cisco Kid and Pancho. These have

been around the various amuse-

Riverside Park, Mountain Park, Pa-

ragon Park, Lincoln Park, the La-

and Kiddie Ranch at Sangus.

EDMONTON, Alta. - Un- night grandstand show, was preusual cold weather, plus scattered sented indoors to an average

\$65,000 and \$70,000 at the ex-

## TOPS ALL

# Agua Follies **Called Best** In 18 Years

MINNEAPOLIS - The 1957 edition of Al Sheehan's Aqua Folies, preeming here Sunday night (14) is the finest of its 18-year

An integral part of the annual Minneapolis Aquatennial, Aqua Follies opened three nights earlier in Theodore Wirth pool to accomodate the Shrine convention here.

the Follies running thru Sunday, here the unit jumps to Seattle's total attendance of 514,000, Sea Fair and then on to Dettroit.

spersed with a couple of vaude- spot it much closer to the grandstand than ever before. ville variety acts and topped by the precision swimming of a feminine water star.

# in high aerial acts, for which it Blue Hill, South Paris, and Freywas impossible to take care of all burg in Maine, and the Brockton Newport, Tenn. Martin also is booking Pinky nks Names

NEWPORT, Tenn .-- The Tennessee-Carolina Fair here, managed by Jack Vinson, has closed its attraction program. It will offer the Water Front Follies, featuring co in N. H., and Rehobeth fairs, Preston Foster, Billy Williams and Stacey of the Music Corporation of sa, Duncan and six other cities and

## Herb Dotten Where the Tall Corn Grows

UT WHERE the tall corn grows, the Iowa State Fair at Des Moines suffers from no split personality.

It is strictly an agricultural fair. And, the powers-that-be, who take pride in its agricultural character, propose to keep it that way.

We're a rural people," says Lloyd Cunningham, fair secretary, by

way of explanation.

There was a time when efforts were made to put considerable emphasis upon making the fair an exposition of industrial products, as

> well as an agricultural fair. During that period, the fair's official designation was the Iowa State Fair and Exposition. But, in 1946, the "and Exposition" was dropped and the event since has been called "The Iowa State Fair."

The event was immortalized by the late Phil Stong, who authored the book "State Fair" which subsequently was turned into a motion picture. In his book, Stong dealt solely with the agricultural character of the fair-and, in the eyes of a large number of people, the Iowa State Fair to this day remains typical of all State Fairs.

It is not. But, it is typical of

Its attendance is drawn largely from rural areas. Between 73 and 78 per cent of its attendance comes from outside Polk County, the site of the fair.

## Trees, Benches and Seats

CUNNINGHAM

Unlike many states, Iowa has experienced no population boom. In fact, its population totals have undergone little change. Neither has its economy. Relatively few industries have moved in. And farming continues of over-riding importance.

But, the fair's attendance has mounted. The average gate in recent years has been 550,000 persons. Its all-time high attendance was 614,000, set in '54, when the fair marked its 100th anniversary.

Altho it backs away from becoming an industrial exposition, the fair has a large number of commercial exhibitors. Rural folks, exhibitors know, have money, are just as anxious to have the latest and best as their city cousins and, moreover, have need for a greater variety of appliances, equipment and machinery than city people. And, the exhibitors have found that exhibiting at the fair pays off.

The fair's strong appeal to rural folks is pointed up by the State Fair plant itself. It has been kept as rustic as possible. Trees abound, and there are many seats and picnic tables thruout the grounds.

Whenever we find it necessary to take out a tree, we try to replace it with two." Cunningham points out. "I think most fairs are lax in the number of trees they have and the number of benches and seats they provide. Even with what we have, I wish we had twice as many."

Cunningham himself has a keen sense of what rural people want. He himself has a 320-acre farm and had farmed before he became a fair director in 1937 and secretary three years later.

## Directors Head Departments

As secretary, his tenure has been highlighted by the institution in 1946 of an "everybody pays" gate policy. Up to then, he estimates, about 140,000 or 150,000 people had been getting in free.

The shift to an air-tight gate put the fair on a healthier financial footing and enabled a tremendous growth in both the youth and livestock department. Now, both those departments are double what they were when Cunningham assumed the post of secretary.

Cunningham maintains that Iowa fair has grown only because "we have a fair board made up entirely of members who work hard and enthusiastically as directors.

Underscoring that he doesn't make that statement because it is "the nice thing to do." Cunningham points out that every one of the directors is responsible for the operation of a department.

Cunningham and his board believe that rural folks want to see Official Aquatennial opening names. "That's why, this year we're going to advertise, You've seen was Wednesday night (17), with them on TV; now see them at the fair.

Biggest grandstand hit in the last ten years at the fair was Roy July 28. The July 15 Shrine pres- Rogers, who packed 'em in last year. Biggest hit on the midway was entation was rained out. From Sally Rand, who played to 53,000 at \$1 per in 47 when the fair had a

Signed for this year's grandstand are Rex Allen, who'll appear with Sheehan uses his usual Follies the Cremer rodeo; and the Lennon Sisters and Brenda Lee, who will format-four production numbers supplement a Barnes-Carruthers revue. So that the patrons can see the and three diving sequences, inter- names-and the show better-the fair is re-building its stage and will

# (Continued on page 97) Okla, Cele

CHICACO-The Flying Birdmen of Teotihuacan have been signed by the Oklahoma Semi-Centennial Commission to make one-day appearances, starting August 13, in 10 Oklahoma cities and towns as part of the State's observance of its 50th anniversary.

The contract, made thru Eldred at Oklahoma City, Muskogee, Tul-America here, calls for appearances towns.

## Pittsburgh U. Gets Armory PITTSBURGH - The Logan

Armory in Oakland has been turned over to the University of Pittsburgh to be used in a general expansion plan by the school. Negotiations for the building, which has 78,000 square feet of floor space, have been going on for close to 10 years.

# marks were:



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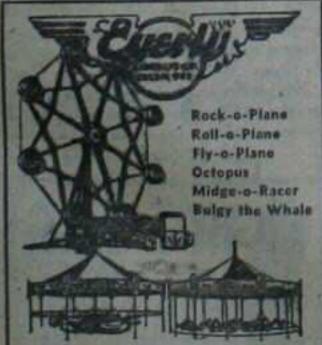
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1667 Jumping Carousels in 3 standard sizes — kiddle, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also HIDDIE RIDES, Ferris Wheels, Air-plane Ride, Water Boat Hide.

THEEL MEG. CO.

Leavenworth, Kensas

## AUTO BINGO SOCK SUCCESS AT EDMONTON

EDMONTON, Alta. - A nightly three-car bingo at the Edmonton Exhibition here was a sock success.

Presented at 7 p.m. in the exhibition's coliseum, the bingo played to an average of 5,000 persons who paid \$2 each for the opportunity to win three automobiles.

Each night two standard automobiles and one small English car were given away. Cost of the three cars each night was about \$5,700. Together with other costs, such as personnel, the nightly expense was \$7,500.

It required about 45 minutes to run off the three games, Albert Anderson, exhibition manager, pointed out that the bingo not only was a money winner but served to hold the afternoon crowd over to about time for the start of the night grandstand show.

# Recreation Service in Senate Bill

Recreation Service will be set up in the Health, Education and Welfare Department if a bill intro- again scored, pulling a record duced by Sen. Richard Neuberger (D., Ore.) becomes law.

sist of the new secretary or his crowd ever chalked up at the representative and other members selected from leaders of national recreation," would provide request standing in the fields of public information concerning all community recreation problems. It would co-operate with other federal and (Continued on page 97)

# Seek Whereabouts

whereabouts of William McDermott, outdoor showman, is being stem, merchandise licensor, has sought by his mother, Mrs. Flor- signed Sergeant Preston, TV Royal ence Herrold, of 63 Cort Street, Mounty, for a series of personal New London. Mrs. Herrold re- appearances at fairs, expositions ported that McDermott's father and sports shows. died recently and requests that the showman, his wife and child come Presley merchandise, already has with her if he is unable to make the on tours of ball parks, fairs and

Walters Sells N. Y. Club;

Still Producing Allentown

# San Francisco Expo Inks Arthur Godfrey

SAN FRANCISCO - Arthur performances except on the final Godfrey and his trained horse, evening, November 10, when rodeo Goldie, have been signed as the championships are generally defeatured attractions at the 1957 cided. He will also appear at two Grand National Livestock Exposi- Sunday matinees. tion, Horse Show and Rodeo in the In order to make the show here, Cow Palace here, November 1-10. Godfrey will originate his radio

Official announcement was made and television shows from San last week by Wilson Meyer, presi- Francisco during the two-week dent of the sponsors of the show, period ending November 10.

The TV and radio actor will be making his first San Francisco visit with his prize horse, whose pre-vious public appearances have been N. Y. State limited to horse shows at New

manager, Charles Andrews, the vi-

# Clear Skies Aid Swenson

GRAND FORKS, N. D .- The Swenson Thrillcade, hit earlier by rain and high winds, finally broke into the win column the week of July 8, Aut Swenson, owner-manager, reported here last week.

Good business got under way in Portage la Prairie, Man., where the show packed the fair's new WASHINGTON -- A Federal grandstand Monday (8). The infield was also packed for the performance. Tuesday (9) the show crowd into Brooklyn Speedway O., Ore.) becomes law.

Winnipeg, and the following day registered the biggest thrill show Rollo, N. D., fairgrounds.

Despite rain at Fessenden Thursday (11), the show went off before a packed, enlarged grandstand. Saturday (13), to cap off the big week, the show racked up the largest opening-day crowd at the Detroit Lakes (Minn.) Water Carnival.

## Saperstein Inks Of Wm. McDermott Sgt. Preston Tour

LOS ANGELES-H. C. Saper-

Saperstein, who handles Elvis to New London or communicate the Lone Ranger and Lassie show outdoor stadiums.

# York, Harrisburg, Pa., and Toronto. Meyer said that under the arMeyer said that under the ardeo star will appear at all evening Big Advance

SYRACUSE, N. Y .-- On August 1 the New York State Fair will kick off its advance ticket sale when 600,000 half-price ducats go on sale thruout the State, William F. Baker, director, announced. Sale will continue thru August 29.

Baker explained that the admission price at the gates during the nine days of the run, August 30-September 7, would be \$1 except for children under 12 years of age, who will be charged a quarter.

Among the locations at which the advance tickets may be purchased are various stations of the Atlantic Refining and Shell Oil companies, the Niagara Mohawk Power Corporation's office, New York State Electric & Gas Company, P & C Food markets, local banks, shopping centers and various manufacturing plants.

## Windsor Event Books Stepin Fetchit Show

Fetchit, former film comedian, will head two variety shows during Windsor's Emancipation Day Celebrations. The comic's show will appear on August 3 and 6 in Windsor and local talent will be pitted against it. In the Fetchit unit will "THE WORLD'S LARGEST MANUFACTURER be Fred Harris' orchestra and vocal and instrumental groups.

The biggest best

MERRY-GO-ROUND . MINIATURE TRAINS . BOATS . AUTO . PORTABLE ROLLER COASTER SKY FIGHTER TANK HORSE AND BUGGY
 JOLLY CATER-PILLAR . HELICOPTER . ROADWAY RIDE . RODEO . GASOLINE SPORTS WINDSOR, Ont. -- Stepin CARS . TWISTER . 18-CAR CAT . REC-ORD PLAYER . RECORDS . TAPES RIDE TIMERS
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\* Complete Kiddielands

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\* Camet Jr. (Roller Coaster)

\* Kiddie Buggy Ride

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(10-Horse De Luxe)

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Wirror Maxes

(An Old Favorite)

\* Laughing Mirrors

(Require Little Space)

\* Old Mills & Mill Chutes

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DAYTON 7, OHIO

# operation for some 15 years.

The Latin Quurter grandstand unit was booked into Allentown by Willard Alexander. Cass Franklin of the Walters organization gave this list of performers for the

fair show:

Bob Kennedy, Maureen Arthur, Why-Knot Twirlers, Trio Cottas, Johny Pulco and his harmonica group; Larry Criswold, comedy trampoline; Isabel and Miguel, Latin import; Billy Fellows, record pantomime; Lucienne and Ashour, apache dance, and an 18-girl line. Walters is providing scenery, and the fair will provide music and lights.

NEW YORK-The Latin Quar- | Walters is also producing a ter Review grandstand show will Cadillac industrial show which be produced as scheduled by Lou opens October 6 in Detroit and Walters for the Allentown (Pa.) play 10 cities, winding up in Port-Fair, altho Walters has sold out land, Ore. There will be a cast of his interest in the well-known local 14 performers plus musicians and nitery. Walters' holding, esti- properties. Walters also has a deal mated at 40 per cent, was sold to with Colgate-Palmolive for its in-E. M. Loewe, a partner in the dustrial shows.

#### MERRY-GO-ROUND FOR SALE

Atlan Herschell 20-Fr. Kiddle, 20 jumping horses, new condition with crates, single phase electric. Now in operation in New Jersey.

Pennington, N. J. 1 E. Welling Ave.

World's Largest Manufacturers and Exhibitors "Known Everywhere" Catalogue mailed upon request, Write or Call 8nx 792, Danville, III.



New 15-Horse Ride priced at an un-believable \$4,125.00. Sensational new

design permits us to manufacture this beautiful Jumping Horse Machine et this fantastic price. Horses are full adult size and made out of high strength molded Fiberglass.

This new modern Fun House has complete set of tricks and a beautiful neon-trimmed front, Requires a space 50 ft. long and 11 ft. deep, over-all height 20 ft. This device is a big money

maker and will gross as much as the average major ride. Write today for



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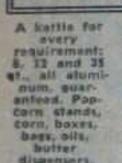
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# Mrs. Winifred Corey Aud Managers Elect At New York Confab

## McCallum Named Mr. Auditorium; Convention Okays IAAM Manual

By TOM PARKINSON

NEW YORK - Mrs. Winifred and operation. Corey, manager of Kleinhan's Music Hall, Buffalo, N. Y., was elected president of the International Association of Auditorium Managers.

of the IAAM's five-day annual convention. At the same time, the convention confirmed plans to meet to convene at Augusta, Ga., in 1959.

Honored as Mr. Auditorium for the year was Fred McCallum, man-Birmingham. He was selected by the membership from a slate of five managers for outstanding management during the past year.

McCallum was cited specifically for a program in which he first succeeded in getting a bond issue amended to include funds to refurbish the auditorium, then got an additional \$1,000,000 bond issue voted and finally steered efforts for a city appropriation.

Second in the competition was Don Jewell, Pershing Auditorium, Lincoln, Neb., while other finalists were Harry Schreiber, Veterans Memorial Auditorium, Columbus, O.; Louis Gualdoni, Keil Auditorium, St. Louis, and Ray Baker, Veterans' Memorial Auditorium, Providence, R. I.

#### Jewell Wins

of first place in an evaluation of or homes to the managers. contributions to the IAAM bulletin. followed by Win F. Hanssen, Long. Beach (Calif.) Municipal Auditorium, and Lindsley Lueddeke, Oak-

moves made at the convention came earlier when members authorized the publications committee to proceed with work toward publishing ration of America, William Morris an IAAM manual that would give basic information about all facets

Features

for 1957

Fiberglas

Car Tops

Faribault,

Minnesota

5 models with

capacities from

14 children

to 240 adults

Write for FREE actuals

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North Tunowondo, N. Y.

of auditorium-arena design, finance

This vote of approval came only after a lengthy debate in which nearly everyone favored preparing such a volume but some objected Voting came in the final session to a plan by which the printing and sale would be handled thru another agency. They wanted to make certain that credit for the next year at Seattle, and it voted book would not fall to outsiders. After several proposals and amendments were acted upon, the convention authorized the committee, headed by Francis Deering, Sam ager of Municipal Auditorium, Houston Coliseum, Houston, to go ahead with plans to compile the material for the first of three or more proposed books. It also gave the convention's approval for a publishing policy. This policy would not seem to rule out the

> In another significant action the convention received from Nathan Podoloff, of the New Haven (Conn.) Arena, the results of a survey of salary provisions for auditorium-arena managers in municipal

originally proposed set-up.

This survey, replacing one that the convention did not accept last year, shows that 32 per cent of the managers participating are paid \$10,000 or more annually, that \$8,200 yearly is the median. Most have pension plans, and asserted fringe benefits are being granted in increasing frequency. Among Jewell also was declared winner the latter are the furnishing of cars

#### Study Construction

IAAM's new building survey committee, headed by Podoloff, reported it had made or was makland (Calif.) Municipal Auditorium. ing studies fer proposed new con-One of the most far-reaching struction or expansion of arenaauditorium facilities in 12 localities this year.

Representatives of Music Corpo-Agency, Columbia Artists Management and the stagehands' union spoke at the convention. Agency men interpreted their offices outlooks on prospects for putting more name acts, packages and theatrical companies into the big-capacity buildings. They and the union official heard complaints from building managers about local situations

## CONFAB NOTES:

# Aud Managers Admire Boat Concessions

ideas on concession operations convention exhibit space but that themselves, took a boat ride around policies vary as to charging for veled at the concession set-up on favored the plan to charge for exthe boat. There is a refreshment hibit space and provide meeting They have them, too," said the chair. managers. During the ride there is Dr. William Raymond Taylor, Hems, and another pitch offering in auditoriums and arenas. reproductions of the Statue of Lib- Harry Dube, of Ringling Bros.

Voting on Seattle as site of the the show was interested in future next convention included mention bookings. He cited a crowd of

ARENAS & AUDITORIUMS

## Preston's Paper Flooring Impresses IAAM Members

By TOM PARKINSON

TIP for building operation which won the greatest attention at the recent convention of the International Association of Auditorium Managers was that offered by Thomas P. Preston, manager of the Loyola University Field House, New Orleans.

In a discussion about maintenance and floor care it came out

that he uses a paper floor.

PRESTON'S PAPER, of course, is used as a protective covering for the Field House basketball floor of maple. Such a hardwood floor must be protected against damage. Flaws in it could cause injury or other mishap during basketball games, yet these expensive floors can be resanded only a limited number of times. This makes it advisable in most cases for some sort of covering to be used during other types of events.

. While these coverings often are some materials such as canvas or rubber and comprise a costly item, Preston's simple solution was priced at \$300, he said, and it has lasted three years.

Preston's paper is a triple-thick type of building paper called sixal kraft. Outer layers are paper; the inner layer is tar.

THIS PAPER COMES in seven-foot widths, which are rerolled for storage between uses. In place, the paper is unrolled and overlapped by about two feet. The building has a device which is run along the seams, sealing them with masking tape. When the process is reversed, the tape is pulled off slowly. Preston states that slight damage to the paper has been caused by removing tape too fast, but the overlap more than compensates.

Sisal kraft is flame-proofed paper, so cigarettes cause little difficulty. The paper has been used on the floor during banquets and similar affairs, so some cigarettes and matches have been dropped on it. The manager even has spotted curious people holding a match to the paper just to see what would happen. Nothing does, apart from a scorch.

There also are some spots where foods or drinks have been dropped, and these have accumulated enough so that Preston now feels the floor paper soon will be unsightly. Therefore, he has concluded to replace it. After three years, he feels that it has served

its purpose well.

HE COULD SIMPLY turn it over and have what appeared to be an all new floor covering. There has been virtually no wear on the paper and only one side has been exposed to use. But while this would have a good appearance and might prove to be the way to get six years' service out of the initial small investment, there is also the chance that some spot of grease from the used side might get on the maple floor. Then if a basketball player slipped, results could be bad.

Most arena-auditorium managers found Preston's idea to be a new one, and many, who have spent up to \$5,000 for some other type of covering, now were enthused about paper. At least one veteran building manager said that he has used sisal kraft in a somewhat similar manner before.

BUT EVEN HE was surprised at the success which Preston has experienced with dances. Simply putting standard dance crystals on the paper has made it fine for both school and community events. No slip, no slide, says Preston, Further, the paper has served well as a profective surface, even during a circus in the Field House.

The idea found successful by one manager was quickly grabbed up and evaluated by the others who heard of it. It's sure that several managers this week are considering a similar use.

and about the general lack of shows | D. C., as probably the largest sinfor buildings and the road.

H. E. Bonning Jr., of the Inter- performance. national Association of Convention auditoriums and arenas were built fore the IAAM and invited memwould thereafter win convention September. business and that many thus were obligated to some degree toward at the convention are: convention business. He said all buildings must determine their Convention Hall; William B. Stark, basis of availability for conventions, Onondaga County War Memorial, making their rates competitive with those of other cities, and determinfor obtaining conventions at a loss St. Louis; Fred McCallum, Birto itself but for the benefit of the mingham Municipal Auditorium; city, or if it is to charge conven- Francis Deering, Sam Houston tions at a rate that covers costs Coliseum, Houston; Linsley Luedand perhaps a profit.

most buildings were free to con- Memorial Fieldhouse, Tacoma, vention meetings, but that this rule Wash. has been reversed in the past 15 or NEW YORK - When IAAM 20 years. Managers added that serve along with officers included conventioners, no amateurs at they almost invariably charge for automatically, are Elmer Krahn, Manhattan Island as part of their meeting rooms used in addition to convention last week, they mar- exhibit space. Bonning said he stand amidship, but that's not all. space free. When charges are made The excursion lecturer halts the for meetings rooms, he said, it is talk periodically for intermissions. advisable to charge so much per

a guide book pitch, several seat authority on stage equipment, butchers who sell various food stressed need for attention to safety

> and Barnum & Bailey Circus, said (Continued on page 96) more than 18,000 in Washington,

gle throng ever to see a Ringling

Jimmy Webb, of the Ontario Bureaus, pointed out that many Arenas Association, appeared beon the strength of claims the city bers to visit the OAA meeting in

Regional vice-presidents elected

Santo S. Panetta, Philadelphia Syracuse; Atwood A. Olson, Minneapolis Municipal Auditorium; ing whether the building is a means Louis Gualdoni, Keil Auditorium, deke, Oakland (Calif.) Municipal Bonning said that prior to 1940 Auditorium, and Ted Droettboom,

Named directors of IAAM, to



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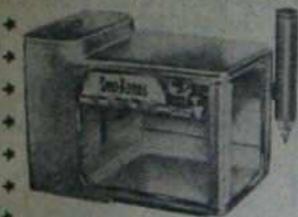
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# SNO-MATIC: Business Spirals; Catskill Cuts Ads

CATSKILL, N. Y .-- A substan- has what is called the largest and advertising this season.

a 50 per cent rise in attendance in 11 enclosures on the former fivefrom the outset of the season in and-a-half-acre buffalo compound. \* April, and says this advance tapered off to a steady 25 per cent the spot's attractions, and was enby the beginning of July. That was plenty, he says, and the spot hasn't advertised since. Attendance ride. There is also playground was up 80,000 at that time and gross business over \$30,000.

hitting New Jersey, New England and Pennsylvania, and much of the patronage is repeat, with considerable word-of-mouth advertising. This season is under way without the services of manager Ceorge the grounds are 400 other animals W. Kirchner, who died May 23 and who has been succeeded by Carmen Wase. Kirchner was a native of New York City and had assisted Lindemann for 24 years, beginning in the latter's industrial banking business.

Kirchner managed the New York business for awhile, then rose to investigator of the firm's 14 branches. He became superintendent of branches in 1935 and in 1940 was named general manager and a director of the Lindemann financial businesses. He was 59 years old.

Catskill Game Farm this year

# **Lovers All** Stand Seats

DU QUOIN, III .- All patrons in the 20,000-seat grandstand at the Du Quoin State Fair will sit in the shade this year. The fair, which added 10,000 grandstand seats for the Hambletonian, will also have a fabric roof over the new additions.

The coverings, which will go over the two newly built raceway terrace stands that flank the main grandstand, will be made of 18,140 square feet of saran. The material is being manufactured by the Chicopee Manufacturing Corporation at their Cornelia, Ga., plant.

Don Hayes, co-manager of the fair, last week said rumors that all seats for the Hambletonian are sold are false. There are close to 10,000 ducats still available for the event. which will be held here August 27 during the August 25-September 2 run of the fair.

All-Day Circus

DEAL, N. J. -- A Monmouth County Society Circus will be held at the shopping center here on Saturday, August 31, with acts provided from 10 a.m. thru 11 p.m. by Abe I. Feinberg of New York. Feinberg is also handling weekly promotions for the Jamaica Shopping Center in Queens, New York City.

## Saskatoon, Sask., To Buy 239G Arena

SASKATOON, Sask. -- City council has decided to purchase the Arena rink for \$239,151, subject to the approval of burgesses. The Arena has been operated by a local company, Arena Rink, Ltd.

tial increase in attentiance and most complete horse collection in gross business has resulted in a de- the country. Imports include a cision by the Catskill Came Farm, berd of wild Mongolian horses, major family attraction and animal herd of Somaliland wild asses, supplier, to eliminate its consumer pairs of nubian and Persian asses, zebras, pygmy donkeys and ponies, Owner Roland Lindemann cites and other varieties. The horses are

A 10-ride Kiddieland is among hanced this year by the addition of a stagecoach and Tubs of Fun equipment. One of the prime attractions is the baby animal com-Families visit from a wide area pound, which at present has 180 animals wandering around loose. An average of 1,500 bottles of milk are sold daily, at a dime each, to adults and children who bottlefeed the animals. Elsewhere on wandering uneaged.

The spot, once only a hobby but now a prosperous business, can handle 10,000 patrons at a time but hits this figure only on occasion. Average days have 5,000-odd customers in the park, at admission prices of 30 cents for children and \$1 for grownups. Adult gate was 85 cents three years ago and the increase has passed unnoticed in the steady increase of attendance.

A standard Wednesday and Friday promotion is the offering of three free kiddie ride tickets to each kid coming thru the gate.

Besides the horse compound, additions this year are a new prairie dog pit, souvenir house, and changes in layout and decorations of buildings. Efforts are made to assure diversion for a four or fivehour family visit, Lindemann

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Bee's Old Reliable: (Fair) Glasgow, Ky.; (Fair) Shelbyville 29-Aug. 3.

smith, Wis., 24-28; (Fair) Antigo Aug. 1-4.

Bernard & Barry: Quebec City,

Blue Grass: (Fair) Urbana, Ill. Blue Valley: Browning, Mo., 26-28. Bogle, F. C.: (Fair) Jefferson City,



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Brown, Al, Tri-State: Wood Lake, Minn., 22-23; Wabasha 26-28; Comfrey 30-31; Howard Lake Aug. 1-4.

Buck, O. C.: Ticonderoga, N. Y.; Plattsburg 29-Aug. 3. Buckeye State: Johnstown, O.

Burkhart, No. 1: Lexington, Ill., 23-27; Blandinsville 30-Aug. 2. Burkhart, No. 3: Malta, Ill.; Wheaton 29-Aug. 3.

Byers Bros.: Pisgah, Ia., 22-23; (Fair) Rockwell City 24-28. Fairfield 25-27.

Capital City, No. 1: (Fair) Harrodsburg, Ky.; (Fair) Corbin 29-Aug. 3.

Belle City, No. 1: (Fair) Lady- Carpenter Bros.: Edgerton, O. Carroll's Creater: Starbuck, Minn., 22-24; Springfield 26-28; Buffalo Aug. I-4.

Catlett Greater: McPherson, Kan. Central States: Hanover, Kan., 22-24; Jewell 25-27.

Cetlin & Wilson: New Castle, Pa. Cherokee Am. Co.: Frankfort, Kan., 24-27; (Fair) Fredonia Aug. 1-3.

Coleman Bros.: Herkimer, N. Y. Collins, Wm. T.: Devils Lake, N. D.; (Fair) Minot 29-Aug. 3. Continental: Tupper Lake, N. Y. Crescent Amusements: Cheraw,

Crystal Amusements: Lane, S. C. Cumberland Valley Nashville, Tenn.; (Fair) Alexandria 29-Aug. 3.

Davidson-Brannen: Dedham, Ia., Inland Empire: St. Anthony, 24-25; Hornick 26-27; Defiance 29-31.

Davis Am, Co.; Lebanon, Ore., 24- L. T.; (Fair) Middletown, N. Y., Rohr's Modern Midway: Watseka, 28; Myrtle Creek 30-Aug. 4. D. & D. Am. Co.: (Fair) Carthage,

Ill.; Hopkinton, Ia., 29-31. Deggeller Am. Co., No. 1: Cam-

bridge, O. Deggeller Am. Co., No. 2: Ashtabula, O., 25-28.

Del Flore Am.: Campbell, O. Dixie Am. Co.: Bridgewater, Ia., 25-26, Odebolt Aug. 1-2; Leon King Bros.: Leadville, Colo.; La-

Dobson's United: Hudson, Wis., 22-24; Hopkins, Minn., 26-28. Down River Am. Co.: Michigan Center, Mich., 23-28; Livonia

Drago, No. 1: Knox, Ind. Drago, No. 2: Cicero, Ind.; (Fair) Flora 29-Aug. 3.

Drew, James H.: (Fair) Paris, Ill.; (Fair) Nappance, Ind., 29-Aug 3. Lindle: Flora, Ill., 22-26; Kane Dumont: Stanford, Ky.; Somerset 29-Aug. 3.

Dyer's Creater: De Kalb, Ill.

bor, Me. Eddie's Espo.: Hartsville, Pa. Empire State: Mercedes, Tex.; Manning, Ross: Hinesville, Ca.

Emshoff: Davis, Ill., 24-27. Fidler's United: Mount Olive, Ill. Foley & Burke: Santa Rosa, Calif.,

Franklin, Don: Stoughton, Wis., 24-28; Faribault, Minn., Aug.

Frontier: Spanish Fork, Utah; Midway of Mirth: Stewardson, Ill. Heber Aug. 6-10.

Fun Fair: Chesterfield, Mich. Funland: Memphis, Mo., 31- Monarch Expo.: (Fair) Bellmont, Aug. 2. Gala Expo.: Buffalo, Mo.

G. & B.: Buckhannon, W. Va.; (Fair) Gassaway 29-Aug. 3. Gem City: Gibson City, Ill., 22-25. Georgia Am. Co.: Andrews, N. C. Clades Amusements: Manassas,

Va.; Montross 29-Aug. 3. Gladstone Espo.: Paris, Ky.; (Fair) Columbia 29-Aug. 3. Gold Bond: (Fair) Portage, Wis.,

23-28; (Fair) Tomah 30-Aug. 4. Gold Medal: Beckley, W. Va. Gooding Am. Co., No. 1: (Fair)

Washington C. H., O. Gooding Am. Co., No. 2: (Fair) Logansport, Ind.

Gooding Am. Co., No. 3: (Fair) Mount Vernon, O. Cooding Am. Co., No. 4: (Fair)

Proctorville, O. Gooding Am. Co., No. 5: South

Bend, Ind. Gooding Am. Co., No. 8: Wads- Northern Expo.: Shelby, Mont., Tidwell, T. J.: Spearman, Tex.

worth, O.

Mo.; (Fair) Columbia 31-Aug. 4.] Gooding Am. Co., No. 8: Euclid, Gooding Am. Co., No. 9: (Fair) Norton's Rides: Custer, S. D. Sidney, O. Gooding Am. Co., No. 10: Strongsville, O.

Gooding Am. Co., No. 41: Independence, O. Gopher State: St. Cloud, Minn.,

Grand American: Jesup Ia., 22-23; Lowden 25-27; Ackley 29-30; (Fair) Allison Aug. 1-4.

Hale's Shows of Tomorrows Craig, Mo.

Hames: McKinney, Tex. Capell Bros.: Burley, Idaho, 22-24; Hannah's Am. Co.: Dawson, Pa.; Penn Premier: Dravosburg, Pa. Republic 29-Aug. 3.

Hannum, Morris: (Fair) Conshohocken, Pa., 24-Aug. 3 Happyland: Wayne, Mich.; Imlay

City 29-Aug. 3 Hartsock Bros.: Hunnewell, Mo., 24-27; Bucklin Aug. 1-3. Hartsock, Roy: Hillsview Ill.,

25-26. Heth: Mount Vernon Ill.; Olney 29-Aug. 3.

Holiday Am. Co.: Waverly, Kan., 22-24; Corder, Mo., 28-27; Prairie Home 29-Aug. 1; Eudora, Putska, A. H., Am.: McHenry, Ill., Kan., 2-3.

Hottle, Buff, No. 2: (Fair) Aledo, Raines Am. Co.: Westville, Okla. Ill.; (Fair) Mount Sterling 29-Aug. 3.

Hugo's Novelty Expo.: (Fair) Netawaka, Kan. 29-Aug. 3.

Ideal Rides: (Fair) Worthington, Imperial: (Fair) Lewiston, Ill.,

25-28; (Fair) Knoxville 29-Aug. 3. Rock City: Benld, Ill.; (Fair) Wash-Aug. 4.

Aug. 3-11.

Johnny's United: (Fair) Rockport, Ind.

Colfax 29-Aug. 3. Ken Penn: New Galilee, Pa.

Key City: Demotte, Ind. Kile, Floyd O.: Booneville, Mo., Rumble Greater Rides: English. 22-24.

Junta Aug. 1; Chappell, Neb.,

Lagasse Am. Co., No. 1: Nashua, Lagasse Am. Co., No. 2: Natick,

Lagasse Am. Co., No. 3: Ipswich,

Lee United: Harbor Beach, Mich., 24-28.

29-31; Hull Aug. 1-3. Lone Star Am.: Hereford, Tex.;

Phillips 29-Aug. 3. Eastern Am. Co.: Boothbay Har- McKenna's Rides & Am.: (Fair) Slinger, Wis., 25-28; (Fair) Crandon Aug. I-4.

(Fair) Raymondsville 29-Aug. 3. M. D.: Phoenixville, Pa-Meeker's: Wallace, Idaho; Moses

Lake, Wash., 29-Aug. 3. Mercury: Carlinville, Ill., 22-28. Merriam's Midway: Park Rapids, Minn., 22-24; Sleepy Eye 26-28; Titonka, Ia., 29-30; Missouri Valley Aug. 1-3.

Mo.-Ark.: Raymondville, Mo., 25-

Ill.; (Fair) Belleville 29-Aug. 3. Moore's Modern: (Fair) Blue Hill, Neb.; (Fair) Pratt, Kan., 29-Aug. 3.

Motor State, No. 1: Toledo, O. Motor State, No. 2: New Bremen,

Mound City, No. 1: Morrisonville, III., 24-25; Louisiana 26-28. Mound City, No. 2: Montgomery

City, Mo., 24-27; Collinsville, III., Aug. 2-3.

Mullins' Royal Pine: Lubec, Me.,

Myers, Sonny, Am. Co.: Irwin, Ia., 22-24; Redfield 25-27. Nelson, Ceo. W.: Wakefield, Neb., 22-23; Winside 24-25.

New England Am.: Teeterborough,

North American: (St. Anthony Village) Minneapolis, 23-29; Kasson Aug. 1-4.

25-28; Lewistown 31-Aug. 2.

28-27; Westhope 29-30; Dunseith 31-Aug. I Olson: Cheboygan, Wiz.

Page Bros., No. 1: Richmond, Ky. Page Bros., No. 2: Mount Pleasant,

Page Combined: Mansfield, Pa.; Towanda 29-Aug. 3.

Pan American Am., No. 1: San Luis Obispo, Calif., 24-28; Oxnard 31-Aug. 4.

Pan American: Madison, N. C.; Taylorsville 29-Aug. 3. Parada: Louisburg, Mo., 22-24; Urich 25-27; Clinton 29-31.

Playland: Joseph, Ore., 22-29; Moxee City, Wash., 30-Aug. 4. Playtime: Provincetown, Mass.; Orleans 29-Aug. 3.

Port City Rides: Brimfield Ill., 25-27 Powelson Am. Co., No. 1: Camden,

O.; Vandalia 29-Aug. 3. Powelson Am. Co., No. 2: Dresden, O.; New Lexington 29-Aug. 3. Prell's Broadway: (Fair) Harrington, Del.; (Fair) Portsmouth Va., 29-

Aug. 1-4.

Rainier: West Scattle, Wash. Raley Bros. Expo.: Scotland Neck, World of Mirth: Augustus, Me.; N. C.; Tarboro 29-Aug. 3. Platte City, Mo., 22-28; (Fair) Reid's Colden Star: Cleveland, Va. Reid, King: St. John, N. B.; Wood-

stock 29-Aug.3. Ind.; (Fair) Clay City 30-Aug. 3. Ritter's United: San Jacinto, Calif., 24-27; Chino 30-Aug. 3.

ington, Ia., 29-Aug. 4. Idaho, 22-24; Grangeville 30- Rogers Bros.: Braham Minn., 29-31; (Fair) Proctor Aug. 1-4.

Rose City Rides: Jonesboro, Ill. Royal American: Saskatoon, Sask. Kenny's Attrs.: Whitetown, Ind.; Royal United: Decorah, In., 22-24; Coggon 25-27; (Fair) Coon Rapids 28-31; (Fair) Traer Aug.

> Ind : Terre Haute Aug. 2-4. Schafer's Just for Fun: (Fair) Menomonie, Wis.; Monroe 29-Aug. 3.

Siebrand: Helena, Mont. Skerbeck: Groswell, Mich., 24-27. Smiley's Am. Co.: Avonmore, Pa. Smith, Geo. Clyde: Corriganville,

Snapp Greater: Iowa City, Ia., 22-25; Seymour, Wis., 28-Aug. 4. Southern States: Lakeland, Ca. Southern Valley: Newport, Ark.; Jacksonville 29-Aug. 3.

Southland Am.: Springfield, Fla.; Dothan, Ala., 29-Aug. 3. Standard: Grand Junction, Colo. Stanley, Wm. D.: Henderson, Minn., 26-27; Mountain, N. D.,

Aug. 2; Argyle, Minn., 3-4. Stan-Nell: Valley City, N. D., 22-25; Maddock 26-27; Red Lake Falls, Minn., Aug. 1-4.

Gas City 29-Aug. 3. Stipe's: Zumbrota, Minn., 25-28; Savuge Aug. 2-4 Strates, James E.: Erie, Pa.; Clear-

field 29-Aug. 3. Strong's Am. Co., No. 1: Wood

26; Swanton 27-28. Strong's Am. Co., No. 2: Staplehurst, Neb., 23-24; Beaver Crossing 26-27.

Stumbo's Tri-State: Green-Forest, Sunset Am. Co.: (Fair) Mount

Pleasant, Ia.; (Fair) Webster City 29-Aug. 4. Tatham Bros. Combined: Roberts, Ill., 24-27; (Fair) Milford 29-

Aug. 2. Tenn, Valley: Charlestown, Ind. Thomas, Art B., No. 1: (Fair) Henning, Minn., 22-24; (Fair) Littlefork 26-28; (Fair) Bemidji 29-31; (Fair) Hibbing Aug. 1-4.

Thomas, Art B., No. 2: North English, Ia., 26-27; (Fair) Pocahontas 29-31; (Fair) Manson Aug. 2-4. Thomas Joyland: Lawrenceburg,

Ind. Thomas, W. A.: Beatrice, Neb.; Sutton 29-30; Ashland Aug. 1-3.

Tinsley, Johnny T.: West Jeffer-Gooding Am. Co. No. 7r (Fair) Northern State: Grenom, N. D., son, N. C.; Newland 29-Aug. 3. Madison, Ind. 22-23; Columbus 24-25; Mohall Tip Top: (Fair) St. Paul, Minn.,

25-28; Green Lake, Wis., Aug.

Tivoli Expo.: (Fair) Benton, Ill.; (Fair) Harrisburg 28-Aug. 2. Tri-State: Wabasha, Minn. 20th Century: Grand Forks, N. D.;

Fairmont, Minn., 29-Aug. 3. United States: Roderfield, W. Va., (Fair) Matewan 29-Aug. 3. Virginia Greater: Frankfort, Del.;

Cambridge, Md., 29-Aug. 3. Wade Greater: (Fair) Milan, Mich.; (Fair) Fowlerville 29-Aug. 3. Wade, W. G.: Muncie, Ind., 22

Wallace Bros.: Darlington, Wis.,

W. B. J., No. 1: Tontogany, O., 24 - 27

W. B. J. No. 2: Lambertville, West Coast, No. 1: Springfield, Ore., 22-28; (Fair) Gresham Aug.

West Coast, No. 2: (Fair) Yuba City, Calif., 22-28; (Fair) Red

Bluff 29-Aug. 4. Wilber's Wolverine: Mattawan,

Mich., 24-27. Wilcox, Dick: Greenville, Me. Wilson Famous: (Fair) New Berlin, Ill.; (Fair) Jacksonville 31-Aug. 4.

Wolfe Am. Co.: Easton, Md.; Cambridge 29-Aug. 3.

Bangor 29-Aug. 3. World's Finest: Lloydminster, Sask., 22-24; Vermilion, Alta.,

25-27; Vegreville, 29-31; Red Deer Aug. 1-3. World of Pleasure: East Gary, Ind. Young, Monte: Ogden, Utah.

## Circus Routes

Beatty, Clyde: New Glasgow, N. S., 22; Picton 23; Antigonish 24; Glace Bay 25; Sydney Mines 26; Sydney 27; Halifax 29; Truro 30; Moncton, N. B., 31; New Castle Aug 1; Dalhousie 2; Rimouski, Que., 3; Riviere de

Beers-Barnes: Belfast, Me., 22; Waldoboro 23; Wiscassett 24; Richmond 25; Brunswick 26; Camden 27; Stonington 29; Blue Hill 30; Bar Harbor 31; Milbridge Aug. 1; Jonesport 2; Machias 3; Pembroke 5; Lubeq

6: Bucksport 7. Burling Bros.: Windham, O., 22; West Farmington 23; Burton 24; Windsor 25; North Bloomfield 26; Kinsman 27.

Carson & Barnes: Superior, Mont., 22; Stevensville 23; Hamilton 24; Drumond 25; East Helena 26; Townsend 27; White Sulphur Springs 28.

Cristiani Bros.: Niagara Falls, N. Y., 22; Lackawanna 23; Jamestown 24; Wellsville 25; Olean 26; Elmira 27.

Star Am. Midway: Lawrence, Ind.; Hagen Bros: Marinette, Wis., 22; Gladstone, Mich., 23; Manistique 24; St. Ignace 25; Rogers City 26; Alpena 27; Cheboygan 29; Petoskey 30; Traverse City 31; Manistee Aug. 1; Cadillac 2; Big Rapids 3.

River, Neb., 22-24; Fairmont 25- Hunt Bros.: Naragansett, R. I., 22; Westerly 23; Mystic, Conn., 24; Old Saybrook 25; Guilford 26; Branford 27; Milford 29.

Kelly-Miller: Hastings, Neb., 22; York 23; Columbus 24; Norfolk 25; Yankton, S. D., 26; Vermillion 27; Canton 28; Sheldon, Ia.,

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29; Spencer 30; (fair) Fairmont, Salisbury

Mills Bros.: Salamanca, N. Y., 22; Springville 23; Eden 24; East Aurora 25; Batavia 26; Brockport 27; Rochester 29; Newark 30; Baldwinsville 31; Syracuse

Packs, Tom, Eastern: Pittsburgh, Pa., 25-27; Wheeling, W. Va., 29-31; Parkersburg Aug. 2; Natchez, Miss., 5.

Packs, Tom, Western: Hawthorne, Nev., 23; Susanville, Calif., 25; Roseburg, Ore., 27-28; Lakeview Aug. J; Medford 2-3; Bend 4 Ontario 6.

Polack Bros. Eastern: Galesburg. III., 24-25; Quincy 26-27 Bloomington 29-30; Peoria 31-Aug. 3; Rockford 7-9.

Polack Bros. Western: Redwood City, Calif., 24-25; San Jose 26-28; Santa Cruz 30-31; Modesto Aug. 2-3; Reno, Nev., 7-10.

Ring Bros.: Kindersley, Sask., 25. Ringling Bros. and Barnum & Bailey: Philadelphia, Pa., 23-28. Strong, John: San Mateo, Calif., 22-27; (fair) Petaluma Aug. 1-4

## Ice Shows

(fair) Quincy 8-11.

Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., July 22-Sept. I.

## Miscellaneous

Damon, Dwight, Magician: Eldridge, Ia., 23; Calamus 24; Bradford, Ill., 25; LeClaire, la., 26-28.

McGaw's Motor Circus: Memphis, ning as an Arcade. Tenn., 22-23; Louisville, Kv., 25 26; Indianapolis, Ind., 27-28.

O'Day, Marie, Palace Car: Eminence, Ay., 22; Shelbyville 23-28-30; Harrodsburg 31.

Tenn., 22; Humboldt 23; Jackson 24; Bolivar 25; Corinth. Miss., 26.

Schaffner Players: Lewistown, Mo., 22-28; Palmyra 29-Aug. 3.

## Weyburn, Sask., Starts Out Strong; Rains Hits Windup

WEYBURN, Sask. -- A new first-day attendance mark was set at the three-day, annual Weyburn the beaches around Boston. There Agricultural Society Fair when is strong feeling that whether Sal-5,577 persons paid admission to the grounds. Last year's opener drew 3,897.

Grandstand attendance on the first day was 3,028, as against 1,970 last year.

The second day's attendance was down to 2,911 and the grandstand drew 1,368. Rain marred the final day and brought a halt to the harness races. There were only 705 paid admissions to the grounds and 353 to the grandstand.

World's Finest Shows were on the midway and the Grossman Agency provided the grandstand

A light horse show, a 4-H queen contest, fireworks and livestock competitions were among the features. Harness races attracted more when rain on the final day cut the than 2,000 people.

## Estevan, Sask., Tops '56 at Gate, Stand

annual three-day exhibition of the bandled the rodeo and Royal local business and civic leaders of Estevan Agricultural Society had a Canadian Shows were on the midtotal paid attendance of 9,331, way. Weather was sunny and a new record. The grandstand warm. turnout was 6,706 paid for seven

# Changes Face; Aug. 1: Oswego 2; Camden 3; Keeps Rolling

SALISBURY BEACH, Mass .--When liquor was voted out De- Schaefer brewery this year. The taken to recognizing them as tradicember 31 at this beach resort, beer outfit has been sponsoring or tional events. things looked black. The season co-sponsoring the activity since Two shows have been added, hasn't turned out badly, but beach 1951, when it began sharing the bringing the Revere total to nine businessmen say grosses are below tab for Coney Island pyrotechnic this year, and three added at Nanthose of other years. It may be displays with the Chamber of tasket bringing the total there to that a switch of operation by many Commerce, of the 44 spots with liquor licenses | Four off-shore resort spots are and 26, August 2, 9, 16 and 23, and has put a strain on some of the again being utilized for fireworks, 12:01 a.m. September 3. Nantasother concessionaires.

restaurants and stands the estimate of Bridgewater, Mass. At \$1,500 Coney shows are offered every is placed as high as 40 per cent off. per show, more than \$50,000 goes Tuesday for 10 weeks starting June Among those who think business into the season's project. is holding up is Cene Dean, who Spots are Coney Island and fireworks are held every Wedneshas a Funhouse and other conces- Rockaway Beach, N. Y., and day from July 3 to August 28. be much off previous ones.

faith to add to his property. Sha- in 1953, and the two Massachuheen has erected a new dark ride setts spots were added in 1954. and generally improved his proper- At all locations, co-sponsorship ty. But there are already several with Chambers of Commerce has dark rides, and many former cafe benefited both parties to the arowners have gone into duplicating rangement, altho Schaefer can lines that could crowd the estab- very easily foot the expense alone. lished concessionaires.

tight, but many switched to other Chamber of Commerce, for exlines like Eddie Mogab whose ample, which has many beer licenlounge bar is now a fish and chip cees, Rudolph Schaefer, brewery and lobster spot. At Margraf's Bar, president, has been named its the counters now display various "Man of the Year." Both parties religious objects and other gift items. Jenny's night club is now a Penny Arcade, and another bar that once thrived has brought in Inf lair juke boxes and games and is run-

Denny Mulcahy is running dancing and semi-name music artists Looms in 59 Fridays and Saturdays at his Frolics, and the sidewalk cafe is now a 25; Taylorsville 26-27; Danville Skee-Ball center which he and his two sons operate. Charlie Gama-Rabbit Foot Ministrels: Dversburg, nick, once a night club operator, has to be satisfied with his Kiddieland and other concessions.

> Joseph (Happy) O'Shea's Oasis has been turned into a Chinese restaurant, but he reports business far from good. He says a recent survey showed that business along the beach is far below last year. The many vacant stores and sparsely-filled parking lots seemed to bear out this opinion,

> But no one could say where the crowds were going. The nearest beach, Hampton Beach, N. H., is also dry and it is nearly 60 miles to Isbury can recapture the former crowds may depend on it getting another chance to vote on the liquor question next March.

> One businessman pointed to the fact that the tax rate is going up \$8. That ought to have some bearing on the matter," he said.

## Moose Jaw Jumps 9,500

MOOSE JAW, Sask. - Attendance at the three-day Moose Jaw Exhibition, which closed Saturday (6), was 33,841, an increase of more than 9,500 over last year total to 24,216,

The rodeo and grandstand show drew 13,649, which was termed a new high by Mrs. Verna Hyland, secretary-treasurer of the exhibition. Grandstand fare was Caval-ESTEVAN, Sask. - Favored cade of Stars, presented by Bob disclosed by Mayor Albert E. di Paolo, of Calgary. Jerry Myers

An outstanding feature was the Sullivan's World's Finest Shows the Chicago fair. It will be tied in, downtown parade, with more than were on the midway. Aut however, with the completion of Grossman's 1957 Fantasics were hand.

Swenson's Thrilleade was also on Center.

Center.

## OFFSHORE FIREWORKS

## Brewery Benefiting, So Pyro Use Expands

NEW YORK - Expanding use to the pyro deal advertise the pro-

which are set off from barges by ket is July 4, 17 and 31; August 7 Among operators of games, rides, the Interstate Fireworks Company and 21, and 12:01 September 3.

sions. He thinks the season won't Revere Beach and Nantasket Beach, Mass. Coney Island was the Roger Shaheen has had enough first attempt, Bockaway was added

Since becoming actively interested Some of the spots closed up in an enterprise of the Rockaway

CHICAGO - A 23-day international fair at Navy Pier under the sponsorship of the Chicago Association of Commerce in 1959 locms as a strong probability as a result of the success of the 16-day Chicagoland Fair which closed at the pier Sunday (14).

The international fair would be held to focus attention upon Chicago as a new world seaport with the opening that year of the St. Lawrence Seaway. The fair would not be a trade fair but would have exposition-type exhibits. It would, it is understood, offer entertainment attractions free to all fair goers.

The Chicagoland Fair pulled a total of 613,208 persons, not counting exhibitors and personnel. Paid attendance was about 550,000, far in excess of the total anticipated by the sponsors. The event was a money-winner but the actual operating surplus will not be known for several weeks.

Dick Revnes, who managed the fair, is a newcomer to the fairmanagement field and was given a strong build-up by newspapers in the closing days of the fair.

# **Detroit Plans** 60 Trade Fair

DETROIT-Plans for a trade fair to be held here in 1960 were Cobo, following an inspection with

Details were left vague, as the mayor plans to leave office at the end of this year. It was indicated performances, also a new mark. In front of the grandstand and J. P. the project will follow the lines of

of fireworks as a public relations grams of periodic offshore displays, asset is noted for the F. and M. and residents and visitors have

> six. Revere is June 17, July 4, 19 18, plus July 4, and Rockaway

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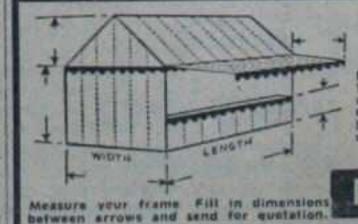
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## THE FINAL CURTAIN

BARTLEBAUGH-Max, carnival high striker and ball game operator, July 11 in Bellefonte, Pa. Services and burial July 16 in Hillsdale, Pa.

CHAMBERS-Earl

67, longtime back-end show operation, July 18 in Hot Springs. (Details in Carnivals).

DOWNEY-Betty,

52, widow of Al Downey, who land cookhouses at Midwestern fairs for 25 years, June 29.

ELLIS-John W.,

63, outdoor showman, July 12 in Veterans' Hospital, Dallas, of cancer. He joined the Ringling show when 10 years old as roustabout and later became a clown with the show. He had also toured with other shows. In recent years Ellis had worked for loe Murphy at Fair Park, Dallas. He was a member of the Lone Star Showmen's Club and the Texas Showmen's Club. Burial July 15 in Showmen's Rest, Grove Hill Memorial Cemetery, Dallas, with Harmon Clem. Charles Moss, Fred Green, James Coker, Fred Clark and John A. Pool serving as pallbearers.

FRANK-Clifton R.,

67, operator of National Distributing Compny, St. Louis, for 30 years a supplier of popcorn and concession supplies, July 16 of a heart attack in Missouri Baptist Hospital, St. Louis. Survived by his widow, Louise; a sister and two brothers, all of St. Louis. Services July 19 in Hoffmeister, Colonial Mortuary and interment in Valhalla Cemetery, St. Louis,

JESTER-Frances,

wife of the Amazing Dr. Jester. well known in pitchmen circles,

KIMERER-Max.

former outdoor showman who was on the Con T. Kennedy, Johnny J. Jones, Rubin & Cherry and Royal American shows, July 12 at Victoria Hospital, Miami. kimerer, recently sports director of the Roman Pool and director of the Biscayne Fronton Court. was a member of the Miami Showmen's Association, Mahi Shrine, and Miami Consistory of Scottish Rite, and was one of the first to take a Seminole Indian squaw out of Florida, which he did, to the Chicago Century of

#### THANKS

To my friends for the many cards, flowers and other kind remembrances sent me while in the hospital.

May God bless you all

IDA McCOY

IN LOVING MEMORY JOSEPH A. PISARA Died July 23, 1948. BABE PISARA

Progress. He is survived by his widow, Doris; a step-daughter. Dorothy, and a sister. Interment in Southern Memorial Cemetery, Miami.

LeGRANDEUR-Pete.

67, one-time rodeo star, July 2 riding championship at the Calwife and seven children.

NELSON-Irvin R.,

57, circus model builder of La Porte, Ind., and member of Circus Model Builders No. 473, July 15 in Memorial Hospital, South Bend, Ind., of injuries suffered in an automobile accident in South Bend. Survived by two brothers, Norton and Milton, both of La Porte. Services July 18 and burial in Pine Lake Cemetery, La Porte.

POE-John L.

64, veteran carnival photo and novelty operator of Concord, N. C., June 29 in Mercer Hospital, Charlotte, N. C., after a long illness. He was formerly associated with the John Marks and Max Cruberg shows, among others. Survived by his widow, Blanche; three brothers and two sisters. Burial in Carolina Memorial Cemetery, Concord.

SCHATH-Edwin,

78, noted Cincinnati bandman, July 16 in Veteran's Administration Hospital, Cincinnati. clarinetist, Schath played with local and national bands for 60 band and the Simon, Kopp. 1958. Weber and Esberger bands. He American War. Surviving are his; widow, Amanda; a daughter and brother. Services and burial July.

SWENSON-William J.

77, popeorn-floss concessionaire, July 9 in Los Angeles following an illness of two years. Born in Davenport, Ia., he had operated on fair independent midways since 1900 and had been on the West Coast for the past 25 years. Survived by two cousins. Burial July 15 in the Pacific Coast Showmen's Rest, Los Angeles.

WREST-William C.,

86, veteran aerialist from the '80's to 1910 and known as Billy West, July 5 in Santa Monica, Calif. He joined the circus at 14 and was a featured attraction with the Adam Forepaugh and Ringling Bros. and Barnum & Bailey circuses. At one time he owned his own wagon show. Following retirement from the circus field, he appeared in motion pictures, having roles in "Peg o' My Heart, The Covered Wagon, "Polly of the Circus" and others. Shortly before his death he completed a book of his life, "Sawdust in My Blood." Survived by his widow, Caskelean; a sister, two sons and a daughter. Services in Santa Monica.

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## Percy Williams "The Guests"

PERCY WILLIAMS HOME

EAST ISLIP, LONG ISLAND

# Golden State Gets Pyro Pact

SAUGUS, Calif.-Patrick Lizza's Golden State Fireworks at Fort Macleod, Alta, In 1924 Manufacturing Company here has he won the world saddle bronk been awarded the pyrotechnic contract at California State Fair & gary Stampede. Survived by his Exposition on a bid of \$14,750. day run August 28.

> works displays at the State Fair in mainly for State Fair harness at fairgrounds and elsewhere, will 1921. It has continued to hold the racing and auto thrill shows. contract except during the war years when the fair suspended operations and in 1926 and one year

early in the 1930's.

During the Fourth of July week, Golden State had 45 California contracts for fireworks displays. These included Southern California Exposition, Del Mar; Alameda County Fair, Pleasanton, and celebrations in Bakersfield, Oakland, Santa Barbara and Huntington Beach to name only a few,

Lizza will personally direct the displays at the Sacramento event.

Wyoming Plant Keeping Pace

DOUGLAS, Wyo. - To meet the needs of a steadily expanding Wyoming State Fair, seven buildings have been added to the fairgrounds here in the past decade, said Floyd W. Tetreault, State fair years. He directed Cincinnati's director. Additions for this year's General Protestant Orphans fair, August 28-31, are a race track Home band for 32 years and for and youth exhibit hall, currently eight years the Cincinnati Syrian under construction. In the past the Temple Shrine Band. Beside fair has added livestock and junior tainment. The commercial and elty dance, and Les Oriols, aerialplaying with the old Keith The- exhibitors' livestock barns, two educational displays are to be on ists. ater orchestra of Cincinnati, youth dormitories and a pioneer Schath had been associated with memorial museum. Another livethree generations of the Smittie's stock barn will be completed in

Entertainment at this year's fair was a veteran of the Spanish- will include four street parades, for which \$2,000 will be awarded in prizes; horse show, four open rodeos, horse races, special track New Seaside and aerial acts, a midway, band concerts, an invitational jackpot steer roping contest with 20 top Resort Bistro ropers competing, and special cutting-horse and quarter-horse performance contests.

Early cotries indicate that livestock exhibits will exceed the record 1,455 of 1956, said Tetreault. Premiums of \$47,000 have been set up for open class and departments of 4-H and FFA. Gov. Milward L. Simpson's trophy will go to the county having the best agricultural from 9 p.m. to 2 a.m. nightly, with during the period of the audit, booth at the fair.

Newport, Tenn.

· Continued from page 76

his orch, and Candy Candido, two days, Tex Ritter, Randy Brown reported. and others two days, and C. W. McCaffery's "Stars Over Ice." The icer was booked in by Jack Lindahl of the Boyle Woolfolk Agency, Chicago. Other talent was booked thru Eldred Stacey of the Music Corporation of America, Chicago,

## MARRIAGES

STINSON-HEINRICH-

Tunis (Eddie) Stinson, head of the Detroit Shrine Circus for 40 years, and Mrs. Elizabeth Shepard Heinrich, who had been his secretary, recently in Angola, Ind.

## BIRTHS

CAUDILL-

A son, Willard Jr., June 12 to Mr. and Mrs. Willard Caudill, members of the Gooding Amusoment Company.

## **NEW JERSEY SPEEDWAY CARDS EASTERN 500**

TRENTON, N. J .- First 500- | The 500-mile event, patterned mile big car race at the east's new after the Indianapolis Memorial major speedway here will be held Day Classic, is USAC-sanctioned Labor Day. The track, on the State and has attracted entry notifica-Fairgrounds, was paved recently tions from most leading drivers and enhanced with a tunnel including 500 champion Sam passage to the infield and a new Hanks, George A. Hamid Sr. Prize grandstand section.

made possible by the addition of a tablished. 12,000-seat section by Berlin Admission to the new grand-

Agricultural Society expects to

"queen it up" during the sixth

annual Junior Fair here, August

10-14. On opening night, following

appearance of Ohio Gov. C. Wil-

will be selected from 16-to-21-year-

old entries. A county queen of the

turrow is to be named Tuesday

night (13) as a prelude to district

and State competition for the world

Coing onto a new fairgrounds

this year (leased for 20 years from

county commissioners). Secretary

Art McCall has worked out a

one side of the central drive.

while the livestock and entertain-

ment (midway and grandstand)

are on the other side.

plowing matches.

money of 40 per cent, with a Total seating is now 22,000 \$30,000 guarantee, has been es-

The fair will open its annual 12- Chapman of Berlin, Wis. Track stand will be \$4, and plubbouse distance is a fraction over one mile entry will range up to \$10. Sam Lizza's firm first supplied fire- and had been used in the past Nunis, well-known race promoter supervise all races at the new track, labeled Trenton Speedway.

#### andusky, O., Nightly Pyros Slated for Queens It Up Chase City SANDUSKY, O .- Erie County

CHASE CITY, Va. - Nightly fireworks are scheduled for this year's Meeklenburg County Fair, October 7-12. Garland Moss, fair manager, is president of the Virliam O'Neill, the annual fair queen ginia Association of Fairs. L. B. Thomas will have his

Thomas Joyland Shows on the midway, and a Hamid grandstand show will be offered. There will be two children's days.

Grandstand show is priced at 50 cents for adults and 25 cents for children. It will be held nightly at 8, with matinees on the two children's days, Toesday and CELE diagram for the grounds. Thursday. Acts include Ken Pat-CELE is short for celebration and rick, organist and emsee; Grimalalso indicates that the grounds dis, musical comedy; Gentry's has four divisions: Commercial, Jungle Jamboree, borses, monkeys educational, livestock and enter- and elephants; Bory and Bor, nov-

Officers of the fair are Henry M. Skelton, president; Joseph A. Kibler, vice-president; Moss, secretary and general manager, and Alson L. Reese, treasurer.

# **OK Start for**

licity and promotion for the new over a period of four years, it was Red Top night club here is being revealed in an audit of Auditorium handled by Daphne Poli Bentley, accounts completed by the city formerly of the "Dancing Waters" comptroller. office. Spot is operated by Harry In her report to the City Com-Stock and Joe Pinelli, and features mission, City Comptroller B. M. name recording attractions for con- Townsend said that nothing was tinuous entertainment and dancing paid on any of the past accounts

sets of tables. Booking is on a two- Amounts due for previous years hand basis, an innovation here are 1953, \$8,825; 1954, \$11,-Early business has been good, it is 167.52, and 1955, \$17,823.77. The

Million. Dollar Pier, Atlantic City, Miss Townsend noted, but also is managing the Boardwalk Arcade items representing a cash outlay here this season.

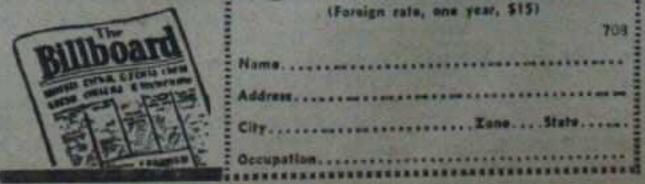
## **Expo Debt Increases** At Atlantic City

ATLANTIC CITY - The Mid-Atlantic Farm Show has increased its debt to the Atlantic City Mu-SEASIDE PARK, N. J .- Pub- nicipal Auditorium to \$96,628.28

closing Saturdays at 3 a.m. April 1, 1956, to March 31, 1957, Spot seats more than 500 per- and that an additional bill of sons, has a patio-type cocktail \$13,040.15 was left for the 1956 lounge, four right-angle bars, and Farm Show held last December.

Farm Show account includes not Frank Bentley, formerly with only money due for exhibit space, by the Auditorium.

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# Flemington, N. J. Appoints Marshall

FLEMINGTON, N. J .- A short cession midway will continue to notice situation last week produced be handled by Jack Sheppard. a change of position for Norman | Marshall and Kinnamon have Marshall, veteran fair manager put in considerable time together who has been at the New Jersey recently, going over plans and im-State Fair in Trenton for 14 years. provements for the coming event. Both Marshall and George A. For the first season, they will oper-Hamid Sr., president at Trenton, ate in conjunction, and the 1958 termed the climate at the former's running will be completely Mardeparture as amicable.

Retaining of Marshall as general Returning to the midway this manager for the Flemington Fair fall will be the LT. Shows. Ward Association, whose dates are Au- Beam's thrill show will perform gust 27-September 2, was made on Sunday, September 1, and Joie by William Kinnamon, Kinnamon, Chitwood's unit on another day. executive vice-president of the association, had served four years

as interim manager.

"made to order" for the fair here, since in Marshall the association will benefit thru experience and a familiarity with his new location. Marshall has long been active in State fair association happenings and is widely known in New Jersey fair circles.

There are no changes in the staff setup, since the managership has actually been vacant for years, it was said. The independent con-

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shall's responsibility.

# Kinnamon termed the situation Anderson, Ind., Gate, Stand

ANDERSON, Ind. - The Anderson Free Fair, which closed was hard hit by rain that knocked Post \$11,198 off attendance and grandstand patronage. Two days before the opening there was three feet of water standing on the grounds In Premiums which, thru the efforts of manager Earl J. McCarel and the city fire department, was pumped off.

This permitted Olson Shows to get open on Monday (1) with an abbreviated lineup of rides and shows. The next evening the show was all up. Olson ended up just slightly under '56.

Attendance the first three days was okay but July 4, which had promised to be the big day, was completely washed out by heavy showers and not a wheel turned. Friday's crowd was fair with Sat-

urday a little better. Grandstand attractions, mostly horse races, took a beating from the weather. Thearle-Duffield fireworks with an American Legion chorus, was presented free the first night. Night harness racing did okay Tuesday and Wednesday nights but Thursday's program was washed out and was merged with Friday's races. Saturday night's program of eight running races received good comment.

# Alexandria Sets Deal With Pepsi

with the local Pepsi-Cola bottler tle. Draft horse and oxen classes was announced last week by the have been added this year. Northern Virginia Fair & Industrial Exposition. Milton-M. Warsaw is new general manager of the event, Asheville, N. C., which was formerly the Fairfax County Fair.

free admission tickets to more than 10,000 dealers in Northern Vir- annual Buncombe County Interginia. Washington and suburban mountain Fair, generally held on Maryland for distribution to the a lot outside this city, will be held public. The company will also give within city limits this year. Locathe fair association about \$2,000 tion will be a tobacco warehouse worth of prizes, including a minia- with sufficient space outside to ture Thunderbird car, three port- allow for the midway and ample able TV sets, six bicycles and \$200 parking facilities. for trophies. Prizes will be given away on kiddle days during the provide the midway and Tony Vi-

tling company. He cited as ob- ing the first three nights and a long-range business to be gained mainder of the run. Free acts are from such an arrangement, also planned.

# N. Y. State To Display New Operation

cuse University School of Journal- tific livestock and poultry feeding. With two months of the feeding ism at this year's New York State

newsroom in which 24 students, bandry department of the Uni- mals on the 1907 and 1932 rations under faculty direction, will pro- versity of Wisconsin. The animals are growing less rapidly than those newspaper containing fair news.

duction of the newspaper from the hog rations. typewriter to stereocasting. Also and an Associated Press wire.

and process them in a darkroom.

# At Barrington

GREAT BARRINGTON, Mass. -Premium books for the 1957 Barrington Fair, which opens September 8, are being distributed. in youth and adult divisions.

Total prize money is \$11,198. of which \$4,000 is being allocated nounced. by the Massachusetts Department of Agriculture and \$7,198 by the Barrington Fair Association. Adult division offers \$8,656 and youth department \$2,542. The 1957 book lists 23 classes and 256 units in the youth department and 24 classes and 460 units in the adult division. Total prize money and classes are the highest in Barrington Fair history.

Youth classes include livestock. both purebred and grade; 4-H dairy showmanship, sheep, goats, poultry, pets, eggs, canned vegetables, fruits, pickles, jams, etc., cooking, sewing and crafts, flowers, vegetables, club exhibits and judging contest.

In the adult division classes are field and ensilage corn and other agricultural seeds, vegetables, maple sugar, sirup, honey, farm produce exhibits, fruits, flowers, sewing, furnishings, crochet work, canned and preserved goods, food. grange exhibits, flower exhibits, poultry including large, batams, ALEXANDRIA, Va. - A deal pigeons, turkeys and purebred cat-

# Pepsi-Cola will supply 500,000 Moves to New Site

ASHEVILLE, N. C .- The fifth

Johnny T. Tinsley Shows will tale the wireworks. Other attrac-Paul Ryals signed for the bot- tions will include free square danc-

## FEED-O-RAMA

# Wis. State Animates Livestock Feeding

MILWAUKEE - The Wiscon- "Here we will be able to prelighted in an exhibit of the Syra- will dramatically highlight scien- visit the fair," Masterson said.

with 30 pigs, started May 18 under differences can be noted in the The exhibit will contain a model supervision of the animal hus- three groups, he said. Those aniduce a daily 12-page tabloid-size have been divided into three on the modern meros. A general groups. One is being fed rations lack of sleekness is also a notable Besides demonstrating a live commonly used in 1907; the sec- trait in the hogs on earlier-type newsroom operation, the booth and is being brought up on typical rations as compared to those being space will contain a static display 1932 rations, while the third is fed on 1957 methods. of the flow of copy, showing pro- being fed on today's recommended A similar test is being made on

shown in operation will be an elec- ager of the fair, said that each of less-rapidly than the 1932 feeders, tronic picture engraving machine the groups will have had three and those on the 1957 diet are months of feeding prior to the Au- progressing faster than those on A three-man photography staff gust 17 opening of the fair. The the 1932 rations, will take pictures of fair activities animals will then be brought here and exhibited in the Feed-O-Rama building, which also houses exhibitors of animal mutrition.

# Calif. State **New Stands** Cost \$80,000

SACRAMENTO -- Nine new concession stands costing approximately \$80,000 are being con- outs. Band concerts were featured The 44-page book lists all classes structed at California State Fair each evening. and Exposition here, Ted Rose-

the new site when it is ready.

sin State Fair this year will come sent a graphic picture of the ad-SYRACUSE-The actual oper-up with an animated agricultural vances in scientific feeding to the ations of a newspaper will be high- exhibit called Feed-O-Rama that thousands of farm families that will

83

A three-month feeding trial, experiment already over, marked

a lot of broilers. The broilers on Willard (Bill) Masterson, man- the 1907 ration are growing

# Red Lion, Pa., Gate Up 12%

RED LION, Pa -- The 41st anmual Gala Week Fair closed its run here Saturday (13) with a gate increase of 12 per cent despite losing Monday night to rain and being hurt by more of the same on closing night.

Two kid matiness, Wednesday and Saturday, pulled strong turn-

Reithoffer Shows, with 10 rides, quist, assistant manager, an- 7 shows and 36 concessions, reported a 15 per cent increase over The stands will be moved to last year. The show was again contracted for 1958.

## MISSOURI STATE FAIR NEW CONCESSION SPACE

Limited amount of Concession and Exhibit space now available in new general exhibit building. Contact

## CONCESSION OFFICE Missouri State Fair

Box 111, Sedalia, Missouri. Over 1/2 million attendance in 1956.

## SPRING MILL FAIR, CONSHOHOCKEN, PA. JULY 24-AUGUST 3 TEN BIG DAYS-FREE GATE-FREE ACTS

Still have space for Straight Sales, strictly skill games and one more Ride. HELF-Can also place qualified Ride Men who drive. All replies to

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JULY 29 TO AUGUST 3, 1957. Free Acts-Fireworks-Country Music Booking all Legitimate Concessions. Any Educational or Family Show Prench Fries, Photos, etc.

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Communications to 188 W. Randolph St., Chicago 1, Ill.

# Long Beach Ahead Despite Delays, Heat

95 Degrees Cut Down July 4; New Constructions Hamper Ops

erties of the Long Beach Amuse- replacing William Pitzer. ment Company here, is running slightly ahead of last year despite LBAC president, said.

Another problem that has faced the park operation this year has last year's, a peak time, it would pering River, a dark ride. have run ahead much more had the thermometer not hit around 95 degrees, about 12 degrees above normal. The heat cut into mid-aftcame later and spending was good, might have been.

Nu-Pike was partly out of commission for several weeks during which the Jack Rabbit Kiddie Coaster, 160 feet long, was moved from the west to the extreme east section of the park. It was moved without dismantling. In its place and area kiddle rides operated by Tony Martone, who has returned to the active management of the Hi-Tide company, and Cal Rossi, have been placed. Improvements include the addition of Hand Cars and a new Miniature Train depot.

#### Ray Designs Entrance

The new entrance on the west side, adjacent to the 320-car parking lot, was designed by John C. Ray, well-known designer now of Mission Beach. The structure, in Inturistic design, employs pylons and circles in pastel colors with special lighting.

Earlier this year the project of affording more shade to patrons was launched. Stands with colored Fiberglas roofs have been constructed throout the area and the Fiberglas tops are used to rim various upright pieces.

In Nu-Pike and Virginia Park there are nearly 25 rides with the Velare brothers, Elmer and Curtis, the biggest operators. Working with the Velares is Ote Geoffroy. The Velares installed a new Bubble Bounce this year, adding to their devices which include the Sky Wheel.

The Rotor is reported to continue doing strong business as a LBAC operation. Shows include the Life display operated by Lou Dufour and Archie Gayer, who also have the Palace of Wonders, managed by Tony Moreno with Charles Cox as talker. Bill and Lemee Salsbury are on the front at the Palace, and Bob Schoonover, son of the former

## Verona, Ky., Skeds Acts

the coming weeks.

The Carlisles came in July 21 ber 2. and will be followed by Jim Reeves | William McMahon is in charge and his band on July 28. On of booking, staging and directing Raymond, are planning to depart August 4 Roy Acuff and the the concerts, while William Mad- November 4 on an African safari, Smokey Mountain Boys are sched- den conducts the Atlantic City signed with Safari Outfitters' uled, with Jimmy Dickens to move Festival Orchestra in Monday and Travel Bureau, New York. They

Country and western artists who the season. have already played the spot in- In addition to the regular orches- Africa.

LONG BEACH, Calif.-Busi- owner of Cavalcade of the West ness for the Nu-Pike, Virginia Park, Shows, is doing the pin-cushion and the Hi-Tide Amusement routine. George (Keno) Dunn is Company, operations on the prop- the new talker at the Life show,

Flea Circus Wins

The flea circus at Nu-Pike conloss of time for revamping the park times to garner strong business and installation of a futuristic en- and feature stories in the local trance, Dr. Frank E. Stanton Jr., newspapers. The show is handled by H. D. (Bob) Matthews.

On the promenade at Nu-Pike the Velares have revamped the been extremely hot weather. While Funhouse, which is across the walk Fourth of July business exceeded from their highly successful Whis-

Fred J. Schwankovsky, public relations director, said that the promotional program for the areas had been readjusted. The concenemoon business. Altho patrons tration is on newspapers, radio and signboards. Television is used with the revenue was not as large as it paid commercials on the local kid shows. The idea behind the campaign is to saturate an audience in a given area. Promotion thru Dutch Days, Schwankovsky added, is proving popular with the high school students. A number of TV remotes have emanated from the ray Handerker, of Nathan's Fa-

area has been made available.

has kept abreast of the general in- modern excursion boat landing. crease in business. At the Nu-Pike, public address system and concert Frank Zambrino, continues to op- bardshell. operated by Phil Gordon.

120 UNITS

# Satevepost Shows Coney Ride Tester

NEW YORK -- Nationwide attention was drawn to the Concy Island amusement area in the July 20 issue of The Saturday Among the Roller Coasters," features Bill Olsen, elevator inspector for the Department of Buildings.

been going on for 17 years, and erally cool and damp weather, packed like during wet times. some 120 of the units are installed leaving most operators with slim At Hampton Beach, in New at Coney. The story was set up by profits. Up to the week after the Hampshire, John Dineen continues Milton H. Berger, who handles Fourth of July, however, business to do well with his concessions, the area's publicity and public re- was better than in the last three hotel and ballroom. There is, how-

Chamber of Commerce, represented drew thousands to the seashore, left many visitors came to the more by Berger, are the Armed Forces Day aerial and land displays, blessing of the fleet offshore, trans- At Paragon Park in Nantasket, night for a drink. This is now imformation of the old Luna Park site into a parking field instead of apartments, and refurbishing of the Stillwell Avenue elevated train ter-

Press Pier Job

President of the C. of C. is Murmous, who is seeking to turn the With the removal of the old recent burning of the Steeplechase Rialto Theater, additional parking Pier into an improvement asset for the island. The chamber is urging Arcade business this year, too, the city to rebuild the pier, with a

erate the machines there. At Vir- Coney Island is repeating its tieginia park the Arcade features 21 in between the chamber and the United Manufacturing Company F. & M. Schaeler Brewing Combowling games. This concession is pany, which is a co-sponsor of weekly fireworks.

SUNNY SKIES AT LAST

# Best N. E. Gross In Years Is Seen

most uninterrupted sunshine and increase the business potential. warm weather have proved a big Ted Cole, at Salem Willows, in stimulant to business at most parks doing well with his new Miniatore and beaches in New England. Train, and Nicholas Xanthany is Summer factory and school vaca- pleased with his ride grosses. Free tions have spelled capacity week- acts and fireworks are adding to Evening Post. An article, "Slenths end crowds day and night at most business which is up over 1958

seasons of spotty business, with is doing just fair, altho the July Olsen's testing of city rides has hurricanes, polio scares and gen- Fourth celebration saw the apot years. Only drawback at times was ever, a hint that tourist business Among achievements of Coney's the excessive heat which; while it there this year is off. It is said that many potential patrons too limp exclusive Hampton and enjoyed to patronize rides and concessions, going into nearby Salisbury at Larry Stone reports his new kiddie possible, with Salisbury ruled dry. ride set-up beginning to pay off. A renovated skating rink now filled and it looks as the New England with kiddle rides is getting the operators are on their way to the cash when it is too hot for open- most profitable season in several air riding. The Hodges Hand Cars, years. Kitldie Cadillac and Midget Racer are also doing well for John Infusiono. Sammy Simmons, who sold out his concessions, also is keeping busy running rides at Paragon.

#### Mouse a Winner

Stone's new Wild Mouse ride is a money-getter. The Star Dusters, high-wire act, attracted holiday crowds. Playland Arcade with more than 80 units, is getting its share for John McMahan, and Daye Baker, at Funland, is getting good patronage for his games, shuffleboards and major and kiddie

Park, in Newton, had its kiddie parks going full on the Fourth and had crowds waiting in line for the 200 paddle bouts and canoes. John and enlarged Kiddieland at Lincoln Park, North Dartmouth, has been paying off, while fireworks and free acts together with a good picnic business and name bands at rides plus games. the Million-Dollar Ballroom combined to point to the best season

At Revere Beach most operators report business up over previous Hago Harrington, former big years. Free acts have been discontioned this season, but fireworks displays keep the crowds coming. A project by the Metropolitan District Commission to give the whole

BOSTON-Five weeks of al-| beach a face-lifting is expected to

here. Salisbury Beach, laboring New England has had several thru its first season without liquor,

But the over-all picture is good

NO 'AGE LIMIT

# Second Golf At Stoneham

STONEHAM, Mass .- Highway Douglas Farrington's Norumbega Amusement Corporation is rolling . up its best year on a seven-acre lot adjoining a shopping area on Route 28, main highway connecting Collins' new Fairland walk-thru Maine and New Hampshire. Lot contains an 18-hole miniature golf course, Miniature Train and a collection of 14 coin-operated kiddin

> Ted Syak leases the land to the corporation and runs the train himself. Other active operators are league hockey player, who runs the golf course, and Russ Coslen, of Lynn, who has coin units:

A miniature station and platform with ticket window has been built for the 2,000-foot 16-gauge track of the Stoneham Flyer Radroad. Engine and carriages represent trains of the Boston and Maine Railroad, and the track was laid by that line's section hands. Synk and a full-time man operate the train, with high school help. Prices are 15 and 20 cents.

#### Coin Model R.R.

Part of the station platform holds coin rides and one of the station buildings houses rides and games. Goslen has built and installed a model railroad train which can be operated by one to three players at a dime each. Races are possible.

The golf course was built in consultation with Holmes Cook, and operates with rates of 50 cents for adults and 25 for children.

Syak is building a second golf course, a nine-holer adjacent to the train. With kids not permitted on the larger course after 8 p.m., some business has been lost, it is felt, by families leaving then because adults would not play and leave their chilnot have any restrictions as to ago.

## READY FOR NEAAPB

# Crescent Charts New Parking Lot

EAST PROVIDENCE, R. I -- | Colonade featuring the cocktail The huge parking field, operated bar, 14 major rides, 13-ride Kiddiefree for patrons, has been paying land and more than 50 concessions. off handsomely at Crescent Park | Charlie Weygan's orchestra is Riverside this season for operators playing for dancing for the 16th Arthur Simmons and Frederick Me- straight year. The group is well Cusker. Added parking space is known in the region's park ballwell in the works for 1958.

Bay and contains a large shore beer garden this year. dinner hall, dance hall (Alhambra),

# Free Daily Musicals at Atlantic City

ATLANTIC CITY -- Free out-VERONA, Ky. -- Verona Lake door concerts at Garden Pier on

clude Martha Carson and the tra concerts, other musical enter- Park's rides include a major C. K. MacDonald, of Idlewild, Country Centlemen, Hank Snow tainment under the sky Monday Roller Coaster, Billboard advertis- is president of the association, and dren outside the golf layout, at the and the Rainbow Ranch Boys, and thru Friday will be held, featuring ing is used as well as space in W. J. Tarr, Conneaut Lake Park, same time. The new course will many stars and groups.

rooms: Crescent's patio and ranch Spot is situated on Narragaosett house are beented as a modern

> The parking field has space for an estimated 5,000 cars. There is a distinct prospect of additional space being utilized for this purpose as more land is being filled in near the cover to provide the extra parking room.

#### Six-Day Operation

Crescent Park is a six-day operation, being closed on Mondays. Free acts are employed, booked thru Slater Orchestra Service, of Worcester, Mass. Simmons and McCusker will be hosts here Thursday (28) to the annual summer outing of the New lengland Ranch recently announced addi- the Boardwalk are again scheduled Association of Amusement Parks tions to its talent program during this season, Monday thru Friday and Beaches, and considerable efevenings from July 1 thru Septem- fort has gone into plans for an enjoyable day for visiting park men.

The partners and Simmon's son,

about a dozen area newspapers. is secretary-treasurer.

# Keystone Assn. Meets Sept. 4

LICONIER, Pa. -- The Pennsylvania Amusement Parks Association holds its 23d annual meeting September 4 at Idlewild Park, located on Lincoln Highway, three miles west of this city. Headquarters for the confab will be the Fort Ligonier Hotel.

The program will get under way with registration at 10 a.m. and the formal program an hour later. Following a noon luncheon, the delegates will make an inspection tour Tuesday night presentations thru will land at Liberville, Africa, and of the park, to be followed by a will hunt in French Equatorial cocktail party and dinner at the

## ROLLER RUMBLINGS

# Progressive Moves Voted at ARSA Meet

DETROIT-Rolling up attend- pected to be effective in the comance of about 150 delegates, the ing year. Key points include: United States Amateur Roller Skat- 1. The revamping of format to ver Park Board. Superintendent ing Association held the largest provide greater continuing interest Phil Stroyan has been instructed City commission is initiating action eight-act show, billed as Bell Bros. Monday and Tuesday (8-9) at the is reduction of time required for Victor Palitti, representing Scen- and beach concessions here. An arena at Willow Grove Park Mon-Mayflower Hotel, Plymouth, Mich. certain aspects of competition with- ic Railways Company, Chicago, re- ordinance would provide that beach day thru Sunday (22-28), twice The convention was timed to coin- out spectator interest because of cently described the project, which concessions go to the highest bid- daily. cide with early days of the national various delays which commonly oc- would include construction of a der, with such bidders compelled

words of President George Apdale often become overlong, according Western Show to operate an ele- limited to five years and the origi- Agostinos; Nero Family, Roman was "Greater progress in the year to Apdale, will be reduced in phant ride in the park was recently to come." Much of the two days length. This is in line with in- turned down by the board. was devoted to detailed study of creased emphasis upon putting plans and ideas which are expected showmanship into the contests and to assist in the growth of roller making them attractive to spec- Furniture Sale

Some significant changes in details of presentation of future cham- program will be set up well in adpionships at various levels, with emphasis upon the nationals, were discussed, and changes are ex-

# TENT

FOR SALE

This beautiful Pertable Roller Skating Rink can be seen in operation now. Floor, 140' x 50' with umbrolla type Tent Top and Side Curtains, 150 Shoe Skates, 135 Clamp Skates, 2 Tape Rucurders, 50 Tapes, Records and Record Player, Portable Concestion Building, 20-case Pap Cooler, Automatic Ticket Machine, Changemaker, Popcorn Machine, large Sound System. Outside lights and fence sircle the rink, Many other teatures. Must be seen to be appreciated. Immediate possession. For particulars,

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42 X 102 53 X 122

IN STOCK AT ALL TIMES

**NEW SHOW TENTS** MADE TO ORDER

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10x15	Ft.	40x 90 Ft.
14x21	Ft.	40×100 Ft.
20230	Ft.	60x 60 Ft.
20×40	St.	60x 90 Ft.
30×50	Ft.	60x120 Ft.
30x60	Ft.	60x150 Ft.
30x90	Ft.	50x180 Ft.
40×60	Ft.	60x210 Ft.
40×70	Ft.	60x240 ft.

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PERRY B. CILES, Pres. Curvecrest, Inc. Mushegon, Michigan We invite you to bring your skates to Curveciest and see for yourself,

PORTABLES ARE THE ANSWER TENT COVERED SKATING RINK

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championships conducted July 7- cur. To accomplish this, music small depot and other convento formish satisfactory character His Wild Animals, Noble Trio, Theme of the convention, in the and announcements, which have A request from Alberta Slim's

2. A more elaborate publicity vance of the 1958 championships. Emphasis will be upon newspaper publicity. Plans are to hire a professional publicity representative to J. Redden Jr.'s Playland Park came handle details. In the past the in for some good promotion here USARSA has depended largely recently when a local furniture upon the services of some member store moved into the park's exassigned the duty of calling on hibition hall with a mamnoth sale. newspapers.

publicity standpoint by avoiding ing the park's location. any criticism for keeping young- Redden said this type of event sters out too late. In view of the is excellent for parks having big age groups involved, with many ballrooms that are not currently competing skaters in the lower in operation. teenage groups, this is deemed im-

A new division of skating competition was approved by the convention, to be known as the vet- Det. Arena Club Streng erans' division. This will be primarily for parents of younger skaters, and is designed to encourage wider participation in skating as a family sport. This division will be in operation in 1958 for competition thru the State level. "If it proves successful in the States, it will be considered for national recognition, Apdale said. The division will include all classifications of skating competition in which the "veterans" indicate interest.

A unanimous vote of support for a bid for the World Championships was given by the USARSA. Plans are to have this world event at Washington, D. C., in October, 1958, to be conducted thru the international governing body of the sport, the Federacion de Roller Skating.

Estimated cost of conducting the world championships will be about \$40,000, according to Apdale, and will be underwritten by the USARSA. It is expected that about 18 nations will participate, bringing in about 60 contestants and officials from abroad, in addition to

the American team. Elected members of the executive board were George Apdale, Richmond Hill, N. Y.; William Higgins, Hackensack, N. J.; William Ferraro, Garden City, Mich.; Ozzie Nelson, New York; James Girdwood, Oakland, N. J.; Estelle McNamara, Elizabeth, N. J.; Harold Klein, College Foint, N. Y. Clayton Hastings, Muncie, Ind.; Edward O'Brien, Chicago; Robert here placed in six events at recent Lucier, Worcester, Mass.; Dallas Northeastern Regionals of the Roll-Kephart, Pittsburgh, and Irven er Skating Rink Operators' Associ- Harton, park president, Brown, Trenton, N. J.

Officers are elected biennially,

# Vancouver Spot Daytona to Mulls Train

VANCOUVER, B. C .- Estab-Lost Lagoon in Stanley Park here On Rentals Lost Lagoon in Stanley Park here

## Is Good Promotion At South Bend, Ind.

SOUTH BEND, Ind. - Earl

Free Kiddieland rides for chil-3. Rescheduling of championship dren accompanied by parents was events will be worked out so that offered, and heavy advertising was none will run later than 11:30 p.m. accorded the event. On one day, This will make it possible to estab- the furniture firm carried three lish a reasonable curlew for young full pages of advertising in the skaters, and be important from the local paper, featuring a map show-

until next year's convention.

In Great Lakes Regionals . . .

Arena Club members took 22 along the beachfront during a berths for nationals of the Roller single day. Skating Rink Operators' Association of America at Great Lakes Re- the crowning of Carol Baldwin, 20, gionals held June 24-27 in their of West Palm Beach as Miss Dixie home rink here. The nationals will of 1957. She has since gained be held July 22-28 at Oakland, another crown, Florida Citrus Calif. In speed skating alone the Queen. Arena qualified for 12 places out of 14. The regionals embraced competitors from Michigan, Ohio. Hunt's Pier Indiana, Wisconsin and Illinois.

The rink was completely decorated, inside and outside, for the Opens Gates occasion, lending an atmosphere more like the national competitions, and an air-conditioning system Pier, which officially opened here added greatly to the comfort of in June, is offering a total of 10 everyone. General Manager Arthur rides, Kepes and staff put in a busy four istering to their wants.

Pattisons Sole Owners Of Spokane Rollercade . ....

Division Rollercade here are Pat and Evelyn Pattison, formerly of Redondo, Wash., who purchased the rink from Mr. and Mrs. Silas Cook November 25, 1952. Cook has no interest in the Rollercade operation, as recently reported.

Haverhill's Skateland Reports RSROA Qualifiers . . .

HAVERHILL, Mass.—Skaters from Attilio Carbone's Skateland league picnic here Thursday (18). ation of America at Hillside, N. Y. The contestants are eligible for the RSROA national in Oakland, Calif., and will fly there with Skateland professional John Milazzo.

Winners were Evelyn DeCarlo and Harold Harriman, second, novice dance; Paul Boyle, third, juvenile singles; Joyce Garbacjewski, second, juvenile singles; Joyce Garbacejewski and Paul Boyle, first, juvenile pairs; Robert Bixby, second, intermediate figures, and when answering ads . . . William Madigan, first, novice figmes.

# Tighten Up

fer to a new owner during the Tirst and the Great Seabright, swavpole. half of his operating term. In the past, many concessionaires have gotten their locations free and have sold out soon afterward for substantial sums.

The proposed ordinance would prevent present concession owners from selling out until after January 1, 1960, by which time they would have presumably recovered their investment. After that date, existing-concessions would revert to the city when abandoned by the

Another proposal would prohibit the sale of beer or liquors on the city-owned part of the Boardwalk, A third would cancel concession leases when the holder of the same is convicted of a felony. It has been indicated that municipal governing bodies in adjoining beach areas will adopt similar regulations in the interest of uniformity.

Summer vacation business here is well ahead of 1956. This was evidenced during the annual Dixie Frolies, June 30-July 7. Despite The current slate remains in office intervals of rain, which caused partial curtailment of a few events, the over-all attendance and spending hit a new high for the period. A count taken by lifeguards showed DETROIT - Roller Skating upward of 106,000 funseekers

High point of the fun week was

WILDWOOD, N. J. -- Hunt's

Included is a Miniature Train, days greeting visitors and admin- Scrambler, Hot Rod, Panther Cars, Turtle Ride, Helicopter, Merry-Go-Round, Boats and Ponies. Spot is using the nickel ticket system with a certain number of the SPOKANE-Owners of North ducats needed for various rides.

## Harton Hosts Big Leaguers

P'TTSBURGH -- West View Park played host to the Pittsburgh Pirates' baseball team and their families at the second annual big Guests not only rade the rides, but had dinner with George M.

# 8-Act Circus **Booked Into** Willow Grove

WILLOW CROVE, Pa. -- An

Howard's Liberty Horses, Tex Burnal owner will not be able to trans- ladder; Walcott's Canine Capers,

# FOR SALE

Excellent condition, Can be teen in operation. Big money-earning rice in permanent location.

FREE STATE AMUSEMENTS P. O. Box 282 Baltimure 3, Mé.

Wanted to develop public recreation area in Central Illinois. Substantial capital investment and other qualifications required. Address

BOX D-3

Care Billboard

Cincinnati 22, O.

## FOR SALE

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25 Arcade Machines for sale including 5 Wurlitzer Shee Balls. Priced right for immediate sale. Located at

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One Pinto Fire Engine and one Mangel Whip Ride in good condition. Rides are

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CIRCUSES

# Kelly-Miller Reaps Harvest in Nebraska

Torrid Temperatures Fail to Hurt As Show Draws Strong Turnouts

Miller Bros. Circus has been reap- was also very good. ing a harvest. Full houses, some - Alliance, on Tuesday (9) yielded turned a little spotty after the first overflows and very few lower than almost two full houses as did two-thirds have been the rule.

only 4,000, the afternoon turnout including a riding horse from her was a full house and the night parents and all the accessories for produced a straw. The crowds the horse from the Kelly Millers here matched other high spots of and Kate Kay. McCoy and Mrs. axles and failed to arrive until the season at Liberal and Carden McCoy recorded a radio show for after the matinee. Turnout of peo-City, Kan, and Boulder, Colo, Col. the local outlet at Alliance. Tim McCoy registered his biggest concert here after the night performance.

The top matinee turnout of the season was scored at Lexington on Sunday (14). At North Platte, the day previous, the score was-a full and two-thirds. At North Platte one of the baby lions died. Frank Ellis scored big with his pit show there as did Don McIntosh with con-

Despite a driving rain at Ogal-Iala, Neb., Friday (12), customers stood in line for an hour and almost filled the tent. The matinee,

# Up Big Tour At Mankato

MANKATO, Minn.-The Howard Suesz-owned Clyde Bros.' Circus closed its most successful season to date here Saturday and Sunday (13-14).

Suesz reported that not only did attendance and grosses top all past seasons but the slow was fortunate in dodging inclement weather thruout the tour. Many dates have already been booked for next season, he added.

the four shows.

N. D., where four performances in the evening. Mr. and Mrs. T. Layne continue Barnett Field pulled over 14,000. The matinees had 3,200 and 3,300,

at Fargo.

## St. Cloud Okay For Gil Gray

ST. CLOUD, Minn.-The Gil Gray Circus pulled a strong turnout in the first day of a two-day stand here Friday (12). Afternoon and night performances were both viewed by almost filled seats.

The lion act missed the matinee due to truck trouble en route to

St. Cloud.

Following the stand here the show had a four-day gap-until Thursday (18). It will swing into the Dakotas from here and then come back for additional Minnesota dates.

Fans Edna and Cliff Glotzbach, roly-boly; Silverlakes, rings. of Richmond, Va., and their Franklin Silverlake rejoined the to return to Dallas. One played Richmond recently, visited, ...

BROKEN BOW, Neb .- Altho | despite 108 degrees, was twotemperatures in Nebraska have thirds. Sidney, on Thursday (11) been soaring well over the 100- gave the show strong business and degree mark, the Al G. Kelly & Scottsbluff, played the day before,

Chadron a day earlier.

The Monday (15) stand here, Barbara Jane Miller, daughter the weaker spots. the first in many years, was a of Mr. and Mrs. D. R. Miller, bonanza. Despite heat and the celebrated her 11th birthday refact that the town's population is cently and received many gifts

# Packs Wins At Wichita;

WICHITA, Kan Tom Packs At Billings Eastern unit racked up strong business at its initial showing here BILLINGS, Mont .- The Tom

and at times taxed the capacity. Thursday (9-11). At the Saturday (13) matinee, Playing in the 5,300-seat-caleaped on him and clawed him, were 4,000, 4,700 and 4,300, Kelle, finished his act, was taken | Show moved here from Portland, urday and Sunday night shows. I did big business.

## MOST GOOD

# N. Y. Turns Spotty for Cristiani

ONEIDA, N. Y .- Business for Cristiani Bros. Circus, in New York, which started out strong, couple of towns, altho there were enough good ones to make up for

The matinee here Friday (12) pulled a three-quarter house, with a half that night. Utica, Wednesday (10), came up with two half houses. En route from Watertown to Utica a seat truck broke two ple, however, didn't warrant putting them up for the night show.

On Tuesday (9) there was a strong turnout at Watertown. An overflow crowd came onto the lot. in the afternoon and that night there was almost a full tent.

Ogdensburg, played the day with a strong night show. \* Livestock Show

# Packs Scores

Thursday thru Sunday (11-14). Packs Circus, Western unit, racked Turnouts for all four night and one up strong crowds at its three-day matince performance were srong appearance here Tuesday thru

Prof. George Keller was painfully pacity baseball park, the show hart when one of his tigers, ap-drew matinee turnouts of 3,000, parently bothered by the heat, 5,000 and 3,100. Night turnouts

to the hospital and missed the Sat- Ore., where in five days the circus-

## Beers-Barnes Scores Good Crowds in Maine

trek of the Beers-Barnes Circus has fair business. been chalking up some winning Caribon, played Monday (8).

almost full houses for both per- Trio, pigs, rolling globe and lad-Show moved here from Fargo, formances despite light rain during der. Gene Christian, agent, and

Van Buren, Friday (12), also out ahead of the show. saw cold and rainy weather, but while the night shows pulled 3,700 the show was the first in 10 years and the townfolks filled the tent The weather was extremely hot twice. In Limestone, the day previous, there were two three-

## Burling Bros. Playing Ohio

WARSAW, O .-- E. C. Burlingame's revived Burling Bros.' Cir- ager Bob Couls said here last week. cus played here recently. Program includes:

vis Johnson, ladder; Silverlakes, clown baseball; Myrna Silverlake, contortion; Burlingame, riding monkey; Brownie Silverlake, rope spinning; Dick Johnson and Company, juggling; Silverlakes, clowns;

daughters, Jean and Betty, hosted family recently after being in Couls said that while attendance Conscantini Troupe, 10-girl web The midway includes Jaminy many of the Ringling folks at a Thailand with a show that has held up well enough, concess featuring Raquel Fsqueda and six Bagwell's concessions, a pony ride Sunday lawn party when the Big stranded. Fan Homer C. Walten sion business has dropped in the clowns with Great Bellini doing and a walk-thru trailer with small

HOULTON, Me .- The Maine Wednesday (10), came up with

## lowa Treats quarter bouses, and Fort Fairfield. Hagen Okay; Davies Joins

MOUNT CARROLL, Ia .--Business for Hagen Bros. Circus (5 cents American) up to four pesos has continued good since its long (32 cents American) for ring side jump from Chicago to Iowa, Man-chairs. Attendance was light at Des day are given, at 6 and 9 p.m., but Moines, where Hagen was one day Josephine Silverlake, dogs; Mar- behind the McGaw Motor Circus, which drew 20,000 people at free heavy billing, as heretofore, the admission. In Boone, Hagen's show is depending on hand bills, afternoon was big but the night clowns on the downtown bally and turns; clowns; the Loyals and the was light. A tornado hit the area a national tie-up with Pepsi-Cola Townsends, juggling: Bernie Joe but missed the show.

past several days.

# Beatty Sustains Winning Pace in Me.

ST. JOHN, N. B .- The Clyde houses came out at the Augusta. Beatty Circus, before it crossed stand Wednesday (10). into this Canadian province, Portland, played Tuesday (19), wrapped up some strong business was one of the biggest of the run, in the five final New England and two capacity crowds came out,

matines nearly 75 per cent of the close to a full tent. seats were filled, and that night they were nearly all occupied.

The winning pace was also apprent in Bangor, Thursday (11), Good Weather parent in Bangor, Thursday (11), which yielded a three-quarter and nearly full. Two three-quarter

# Rodeo Set for Pennsy's Intl.

vania's first World Championship furnout at the matinee: Show re-Rodeo was assured with the recent ceived strong publicity here and signing of a two-year contract by did two benefit performances at the Pennsylvania Livestock Expo-nearby homes. sition and rodeo producer Tommy Duquesne, Pa., was another good Steiner, Austin, Tex. To be staged town Friday (12). Approximately in the Pennsylvania Farm Show 75 per cent of the seals were oc-Arena November 12-16, along with cupied sin the afternoon and a the first Pennsylvania International strong house that night. Clairton, Livestock Show, the rodeo has the Pa., came up with two fulls on the sanction of the Rodeo Cowboys previous day, Association of America. It will At Duquesne, a group of Circus bring to Harrisburg more than Model Builders visited in a body 200 professional cowboys.

sition and rodeo stated that one man, Robert and Phylis Hartman and possibly two Western movie and Bill Bert, all from Washington, and TV stars would be signed for Pa. Also on the visit list were personal appearances at each of John Jamison, Leonard Sangston,

# Atayde Makes Early Pitch ready been booked for next sean, he added. Attendance here was good for visit to Houlton, which produced wire and slide, and the Wilson For Coffon \$\$

MATAMOROS, Mexico-Circo Atayde moved into this rich cotton country several weeks earlier than usual in order to get ahead of several other shows. Crowds are good and show has been getting its share of the business.

The circus, which is under the direct management of Aurelio and Andres Atayde, moves on 42 showowned units. It sets up European style, using a new top consisting of two 60's and a 60 middle piece. Tickets are scaled at 60 centavos

During the week two shows a an extra 11 a.m. performance is held on Sundays, Instead of using and Dodge Motors.

Myrna Silverlake, web; Burlin- in charge of Side Show canvas, cludes several specs. Spiller's Seals Liberty horses; Bernie Jo Morris game, monkeys; Silverlakes' clown Kay Davies is doing local buying, are receiving top billing. Others on and Lillian Loyal, three-elephant tooth number; Burlingame, Lib- Ivan Douglas has replaced Frank the bill include Eriksons. Shan- number. Clowns are Nellie Hodgint crty: Dick and Marvis Johnson, Yagla as 24-hour man following dows, Signorina Ruggera, Esqueda and Bill Yates, Mae McCluskey has an auto accident that forced Yagla Troupe, a cat act, elephants and the electric organ and does the anponies, Adrews Trupe, Mavieh, nouncingthe producing.

towns played, all of them in Maine. The first day of the two-day Calais, played Saturday (13), had stand here forced the show to give two almost full houses. Ellsworth, three performances. The matines played the day previous, proved a was a turnaway as was the 7 p.m. surprise, altho it hadn't been played show and the third show, which by a circus in eight years. At the didn't break until midnight, drew

# Boosts Mills' Crowds in Pa.

MEADVILLE, Pa .-- Aided by good weather, Mills Bros. Circus has been racking up good business on its tour of the Keystone State.

Typical, was the stand here Monday (15) which yielded an over-HARRISBURG, Pa,-Pennsyl- flow crowd at night after a strong

and spent several days. Included Officials of the livestock expo-were Gaylord Hartman, Betty Hart-(Continued on page 87) Jimmy Andrews, Tom Brownfield, Mike C. Piccolo, Silvius Piccolo and Helen K. Dunn.

Harry Baker's son, a major in the Army, visited his dad at Duquesne driving a new Cadillac.

## Benson Moves On 7 Trucks; Program Told

APPLETON, Wis. - Benson Bros. Circus, which played here Friday (12), is moving on seven trucks and carrying three elephants, 10 horses and some ponies. Manager is Bill Morris.

Performance has an entry with five horses, three bulls, two clowns and other people; second display is fashioned after a garland entry. but no garlands are used by the four riders. Subsequent acts are:

Elephant worked by Lillian Loyal; Priscilla Townsend and Bernie Jo Morris, ladders; clowns; Alfonse Loyal, head balancing: Linda Bagwell and Bernie Jo Morris, high school riding; Nellie Hodgini, clown walk-on; Townsends, slackwire and juggling: Bernie Jo Morris and Lillian Loyal, single bull Morris and Priscilla Townsend, Ayres Davis has joined and is Show runs two hours and in- webs; clowns; Alfonse Loyal, sic

animals.

# UNDER THE MARQUEE

Fim Snell, who recently closed Fair, was a recent Chicago visitor dam, N. Y., and Wanda Nickson from his home in Lovington, Ill. called on Pauline Penny in that At Salem, Snell did downtown bally and the grandstand come-in. ... Mike C. Piccolo visited Mills recently and chatted with Jack Tommy Parris visited the show for Mills, George Hodgdon and Her- a couple of days, coming up from man Joseph. . . . J. W. Hartigan Sarasota. . . . Rosemary Rojas has In, reports he caught Cetlin & her niece, Sandy, as a guest. . . . Wilson Shows and renewed acquaintances with Charlie Sheesley. He saw the Raynell show which features Sally Rand and also visited G. & B. Rides near Morgantown, W. Va.

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ROBERT GINSBURG Hartford, Cenn.

Cristiani Notes: Slim Moffett a clowning stint at the Salem (Ill.) and Buster Rooney visited in Potstown. . . . Karen Cristiani celebrated her sixth birthday with a bronk riding, calf roping, steer party for the backyard kids. . . Pork Chops is back with the show, Barbara Fairchild reports.

> Marie O' Day's Palace Car, writes that they've been playing shopping centers around Louisville to good fighters and clowns for the rodeo, business. C. E. Duble visited from along with Virginia Hadley, cham-Mrs. A. F. (Red) Davis, Philippi, W. Va., fans, traveled 400 miles to Garden rodeos. catch the Ringling show at Washington. . . . Mr. and Mrs. Howard King, who are making fairs in the & Barnes Circus in Sandpoint, Jimmy Kernan, Paul Pyle and the from World of Mirth Shows were on the Clyde Beatty Circus at stock and Allied Industries Asso-Augusta, Me.

bandsmen were in the Polack aggregation for its 31st annual July 4 show in the Rose Bowl, Jack Falk Jr., Pittsburgh. Sadie reports. Included in the band, which was batoned by Bea Carsey, Polack director, were Russ Crump, formerly with Barnes; Charlie Priest, Jack Frost, Cal Earl, Joe Yukl, Al Famalaro and Happy Ruggles, the latter a former skinbeater on the Hagenbeck and Barnes operas. . . Mr. and Mr. Wally A. Ahlberg, St. Paul fans, visited the McGaw Motor Circus in Minneapolis on July 4. They talked with Bill McGaw, Harry Thomas, Nick Carter and Chet Juszyk. On July 6 they were in Rochester, Minn., to see Clyde Bros., and had long chats with Jack and Velma Harrison, Howard and Ruth Suesz, Eddie Akins, Carl Wallenda, Lew Henderson, Ed Harrigan, Happy Kellems and Rolf Ruffman.

Kelly-Miller info: Mr. and Mrs. John Fay, Scottsbluff, Neb., fans, visited at Bridgeport, Alliance and Scottsbluff. . . . Gene Morse and Roy Short, of the band, found time in Colorado Springs to play a couple of rounds of golf on the famous Broadmoor Hotel course. . . . Mr. and Mrs. G. J. James get up each morning before sun-up to get ahead of the show to average gas stops.

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## Rodeo Set

six rodeo performances. The rodeo will include the regulation five competitive events for cowboys: Bareback bronk riding, saddle wrestling and Brahma bull riding. Prize money is expected to exceed \$15,000. An added event for women riders will be a ranch girls' barrel race, which will bring to Pennsylvania the present world's Charlie Campbell, manager of champion cowgirl and two former champions. Rodeo officials also anpion trick rider and roper, who has been featured at Madison Square

Participating in contract signing were John Bloom, Ebensburg, Pacific Northwest, caught Carson chairman of the livestock show's rodeo committee, and Buff L. Cole-Idaho, where they visited with man, Easton, exposition manager. The livestock show is expected to Norman Andersons. . . . Mr. and attract nearly 3,000 head of beef Mrs. Gerald Snellens and a group cattle, sheep and swine. It is sponsored by the Pennsylvania Liveciation, and \$50,000 of \$75,000 in premium awards will be pro-A number of longtime circus vided by the State thru the Department of Agriculture, Chairman of the exposition committee is Leon

## Human Oddity Photos

For Sale-753 5x7 actual Photos of auhentie Human Oddities of the Side Siamese, rubber and alligator skinned, four-legged woman, three-legged man, lobster and frog boys: lion, dog and mule faced people; three and four breasted women, double sexed that mailable), very fat, very skinny; in short, ALL types of human oddities from Barnum's time to the moment. Twelve photos and complete texts for two dollars or fifty different for five dollars.

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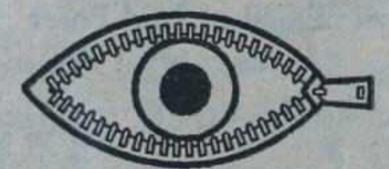
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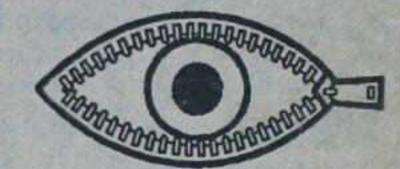
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NEVILLE ISLAND, Pa. -- A

pleasant surprise greeted the

Amusements of America last week

in Frisco, Pa., where the week

turned out better than average.

Mid-week family matinee was a

night, held Thursday (11), which

drew nice crowds that stayed late.

Saturday (13) matinee was satis-

factory, and the night was big.

Committee headed by Bob Mc-

Allister had eight men to handle

parking and plenty of ticket takers.

Joe Cenname with the bingo, and

by John Todd with his Uncle Ezra

mechanical farm and monkey

show. Dick Hilburn had a good

week with his Side Show. Johnny

Canole is a frequent visitor and Louis Rosenberg of Triangle Poster

Company also dropped in.

Steady business is reported by

Also satisfactory was fireworks

# GOODING EXPECTS FAIRS TO MATCH OR SURPASS '56

## Early Events Running Ahead; Name Acts, More Promotion to Help

and probably better for carnivals Saturday rain. than last year," Floyd E. Gooding, head man in the vast Gooding week-those at Wilson and Columoperation, declared this week.

year, a peak year at the same those fairs. fairs," Cooding pointed out.

cations we get from many other by rain. fairs are most promising. I am greatly encouraged by a new spirit upon fair men-at least, among managers of the many fairs we will play," Gooding continued.

They have come to realize it is a hard job now to provide entertainment that will appeal to people of various tastes. And, they are now on the ball, bearing down on Cool Weather, Rain the job.

Many are spending larger sums of money for name attractions, for new special events, and to step up Cuts Royal American the promotion.

"Most of them are now much more promotion-minded than ever before. We can tell from the stepped-up requests we get from them for publicity material-mats, publicity material, etc.

"And, we are trying to encourage this. We this year will send out a third more publicity releases and mats than ever before. We know that it will pay off."

Show Gains Gooding, who currently has nine ride units out on the road, said that his units showed slight gains slightly at the Edmonton Exhibi- were Lash La Rue's Western Show, repeat spots for the Roland Cham- Hennies and the Beckman & Garover '56 at the first two fairs, Marion, Ind., and North Vernon, third day of the six-day event. Ind. Last year was the best in history for his units at those events.

# Okay Business

COLUMBUS, O. - "Fairs this The gain at Marion, moreover, was cludes his Gooding Zoo Park, until

bus, Ind.-the grosses also were

Moreover, the reports and indi- and celebration grosses were hurt Gooding before the start of the

"We got a lot of rain," Gooding promotion. observed, "but our business was weather conditions were right."

sides nine touring road units in-

year should be every bit as good registered in the face of a heavy recently known as the Columbus Zoo Park, were hit hard on July 4. Midway thru two other fairs last usually one of his best days of the

The Zoo Park operation has been "Our early fairs have returned running ahead of last year, also a smashing success. Receipts this alightly higher grosses than last the peak year for his operation at year are double those of last year, with the sharp rise attributed to Gooding's early season still date the heavy investment made in it by current season and to intensified

> Gooding, who is president of the invariably good to excellent when Columbus Boys' Club, which is devoted to entertaining the under-Gooding's operations, which be- privileged children, and twice this

(Continued on page 94)

#### GIANT CLAM VIRGINIA BEACH, Va.--Bob Buffington, reports he's reaping plenty of clams with his new shell game-a clam shell game that is.

**CURIOUS SHELL** 

OUT TO VIEW

The former midwayite, who now operates a gift shop on the pier, brought a giant 250pound clam shell here from Florida as an exhibit. The giant shell brought in so many of the curious, Bob put it in a small room at the back of his shop and posted a dime admission. Now he's showing to anywhere from 300 to 500

a day. On July 4 over 700 paid their dime to see the curio, Buffington reports.

# Slow Holiday SARANAC LAKE, N. Y .- The

Earl Chambers still date last week in Montpelier, Vt., was better for Continental July 4 week. The Corham date, a Succumbs at 67 new celebration, had been touted pretty highly but didn't pan out

turned \$1,500 more than Gorham | Chambers had been in the carmi-EDMONTON, Alta. - Cool Royal last year, doing especially for rides and shows. All units in- val business for over 35 years, most creased their business over the of them as operator of back-end temperature down to 48 degrees, Leon Claxton's Harlem in Hava- prior week instead of hitting a shows. During that time, he had post-holiday slump.

# Continental Rebounds From

Montpelier, however, reportedly after two months in a hospital.

tion here thru Wednesday (17), Dick Best's Side Show, and the pagne midway. Champagne is still in Kerbs Memorial Hospital, St. The Calgary Exhibition, played Albans, Vt., but is steadily shaking ture and a Giass House on Olson

good one.

HOT SPRINGS -- Earl Chamany better than an ordinary still bers, 67, veteran outdoor showman, died here early Thursday (18)

been with World of Mirth, Cetlin Saranac Lake is one of the & Wilson, Royal American, United, rity shows among others. This year be had three shows, Monkey, Tor-Shows but has spent most of the season in the hospital here.

> His nephew, Raymond, is managing the shows on the Olson midway. Also surviving is a second nephew, Larry, and a grand niece, Pamela.

> Funeral was to be held here Saturday (20) with burial in the cemetery plot of the Hot Springs Showmen's Association.

George Donnelly, mechanic with the Illiana Amusement Company, lost all of his personal belongings per cent of his loss was covered Business has been generally good puppet troupe, and Eddie Gillen's ham, Ala., where they were ap-

# Several Units In East Pull

satisfactory business in the East for Albert Anderson, exhibition manseveral shows a week ago. Penn ager, said. Premier had a red one in Charleroi, The Royal ran ahead of its 1956 Pa.; O. C. Buck did okay in East receipts on the first two days but Hartford, Conn., and Coleman the weather turned colder and came out a winner in Kingston, there were showers Wednesday the fat part of the season, with under construction for fairs, and is the second misfortune to hit N. Y. An exception was the date of that trimmed attendance and town, Pa., which proved disap-day's total under that of last year, going on for weeks. pointing. I. T. Shows went back | Rides reported excellent business

# Takes at Edmonton

Attendance Off, Ride and Show Gross Down \$2,000 at Mid-Point

weather, which sent the night-time strong business.

The weather took a marked turn for the better Thursday (18) and further improvement was indicated for Friday and Saturday (19-20) and exhibition execs looked for the fair to overcome its early gate loss. Royal American officials also anticipated that their ride and show grosses would climb to off-set the early loss and finish higher than last year, the previous peak year here.

At the end of the first three days the Royal's gross was lagging by only \$2,000 behind the total for NEW YORK-Reports indicate the corresponding period last year,

and scattered showers cut back na paced the back-end units in attendance and midway grosses receitps. Bunched close behind it Green Door.

(Continued on page 94) off his recent illness.

# WOM in OK Shape As Fairs Approach

Old Dates Good, New Dates Pay Off As Railroader Nears Bangor Preem

next week in Bangor, Me., with on was not Coleman's. The date Wednesday (17). Only about 10 the show well along in the decking- termed very good. out stage. Work pointing toward A new Minstrel Show front is by insurance, Donnelly says. This

onto the 114th Street lot here thru the first three days, with the for the railroader, with most repeat which had provided them with an new Miller Roller Coaster, vastly dates at least as good as last year. early-spring bonanza. larger than the one carried by the Weather hasn't been bad and the

> A strike condition in the cement industry last week in Rockland, Me., cut into the spending somewhat, but not seriously. Fireworks were offered on Tuesday (16) and Friday (19). It rained on Tuesday to 8:30 p.m., but attendance was pretty good nonetheless, Bergen said, on the strength of the fireworks program.

Fireworks, in fact, held the key in Connecticut, it appeared, where the show broke in a July Fourth will bear a second-choice tag. celebration in Middletown. The

AUGUSTA, Me. - World of the Coleman Bros. Shows winter when fire destroyed his house Mirth swings into its fair schedule quarters lot, altho the lot shown trailer at Reelsville, Ind., last

emphasis on the big Central Cana- Nate Eagle's Midget Show is now Donnelly in recent months. On Cetlin & Wilson Shows in Union- spending to send the first three- da Exhibition, Ottawa, has been equipped with a wagon front. April 4, his wife dropped dead of Joining for Bangor is a West Indian a heart attack in North Birming-

# Strates Improves \$\$ With Better Parking

ROCHESTER, N. Y. - With Menagerie. Included were a colt ideal weather prevailing during its zebra, a year-old camel and two exceeded expectations. The mid- bears, sacred cow of India, mon-Hill showgrounds, property of popotamus, much of it acquired rounding the lot was recently Daily at 10 p.m. and at 5 p.m. on

array in the Circus Wild Animal

six-day run in Schenectady, the llamas. The menagerie also exhib-James E Strates Shows' grosses its three elephants, hyenas, black way was laid out on the Hungry keys, lions, polar bear and a hip-Strates. Additional property sur- from the former King Bros. Circus. acquired to guarantee ample park- children's days, the elephants perform in the center of the midway of the fireworks in surrounding thing between them, since the area On Wednesday (10) a shipment as a free act. Much TV time is towns drew from the show's town covered is virtually all in adjacent of animals arrived to augment the being garnered with the act on the night of the Fourth. Several States.

(Continued on page 94) WOM folk parked their trailers on Three units play Eastern terri-

# gross to date was described by Reithoffers Launching 3-Pronged Fair Start

clan get started this week, as the last year after retirement of the some of its best dates.

Fifty rides are operated on the various units, labeled by color rather than number so that none

Units are the Blue, Green, community was one of the few pro- Orange and Yellow, and there is hibiting pyrotechnics, and the lure considerable flexibility and shut-

OSWEGO, N. Y. - The two tory and the operation will make its dozen fair dates of the Reithoffer first date in South, an area scouted Pennsylvania ride family heads into John Marks Shows threw fairs up for grabs. Out of that situation the Reithoffers landed Union, Orangeburg, Newberry, Manning and Walterboro, S. C., and Warsaw,

Three major dates for the show will be Bloomsburg, Pa.; Allentown Pa., and Great Barrington, Mass. Schaghticoke, N. Y., is another highly regarded fair date among Eastern truck shows. Allentown

(Continued on page 94)

## THE PERSON NAMED IN THE PE GOODING AMUSEMENT CO. WANT CONCESSIONS

ELHORA, IND .- FAIR JULY 29-AUG. 5 CAN PLACE CAMES AND CONFECTIONS OF ALL KINDS

> CORUNNA, MICH.-FAIR AUC. 12-17

MONROE, MICH .- FAIR AUC. 5-10 CAN PLACE HI-STRIKER, PHOTOS, CUSTARD, TAFFY, FRENCH FRIES AND PRONTO PUPS.

> KALAMAZOO, MICH .- FAIR AUC. 19-24

CAN PLACE SNOW, TAFFY, ICE CREAM, CAN PLACE GAMES AND CONFECTIONS CUSTARD AND CAMES OF ALL KINDS. OF ALL KINDS.

REPLY BY LETTER ONLY TO 1300 NORTON AVE.

COLUMBUS B, OHIO 

## GRAND AMERICAN SHOWS

Want for Lowden and Ackley Contennials and all Fairs to follow: Butler Co., Allison; Jackson Co., Maquokefa; Hardin Co., Eldora; Central Iowa, Marshalltown; Howard Co., Cresco; Dunlap District, Audubon Co., Audubon; all in Iowa. Missouri Fairs to follow,

WANT Grind Shows, Arcade, Motor Drome. WANT Hanky Panks, Pitches, Age, Scales, High Striker, Cook House and Juice. WANT Ride Foremen for Wheel, Tilt, Roller Couster, also Second Help; all must drive semi trucks.

Jesup, lowe, now; Lowden next; or per route in The Billboard.

Want for Towards, Pennsylvania, Fair, July 29 through August 2. Followed by Ithaca, New York; Sondy Creek, New York; Medinz, New York; Little Valley, New York; Dunkirk, New York; Trumansburg, New York. These are all good Fairs. Then South for eight weeks of Fairs.

CONCESSIONS: Eating and Drinking Stands, Stock Concessions of all kinds. Especially Glass Pitch, Bear Pitch, Parakest Pitch, Tip-Over and Push-Up Coke Bottle, Roman Target, Long Runge Gallery, Long Range Buckets and Six Cat. Roland Page wants Pin Store and Count Store Agenta.

SHOWS: Wildlife, Monkey Circus or Monkey Speedway, Mechanical, Big Snake and Life Show. Flora Mas King and George, contact immediately.

RIDES: Dark Ride, Coaster, Scrambler, Scooter and Round-Up. Want Foreman for Till and Second Men on all Rider. You must have driver's license. All replies to:

BILL PAGE, Mansfield, Pa.

P. S.: Want Show Mechanic with tools to join on wire,

## DRAGO SHOWS #2 NOW BOOKING FOR

Carroll Co. Fair, FLORA, IND., July 29-Aug. 3; Putnam Co. Fair, GREENCASTLE, IND., Aug. 5-10; Jasper Co. Fair, RENSSELAER, IND., Aug. 12-17; MOORELAND, IND., Free Fair, Aug. 19-24; The Great Grundy Co. Fair and Labor Day, MAZON, ILL., Aug 28-Sept. 2; Old Settlers' Reunion, GOLDSMITH, IND., Sept. 5-7; AKRON. IND., Fair, Sept. 18-21.

WANT Photos, String, Ball Games, Parakeets, Bumper, Diggers, Bear Pitch, Derby, Novetties, Coke, Pitch-To-Win, Hoopla and other Hankies. Will book Floss and Snow for Flora, Ind., Fair, Want 2 Major and 1 Punk Ride for Grundy Co. Fair at Mazon, III. ICE MOFCA, contact us. All replies to

CHET PIERCE

CICERO, IND., this week; then as per route.

## WANTED

Ball Games, Custard, Balloon Dart, Hoop-La, Hi-Striker, Photo, Bucket, Six Cat. Class Pitch, Age and Scale. Side Show, Snake Show, Monkey Show, Girl Show, Agents for office Hanky Panks. General Ride Help, Truck and Tractor Drivers; Agents for Skillo, Buckets and Count Store; Merry-Go-Round Foreman. All replies:

GEORGE CLYDE SMITH SHOWS

Corriganville, Maryland, this week; Salisbury, Pennsylvania, next week.

## MOTOR STATE SHOWS #2

Can place Hanky Panks of all kinds, Waffles, Ice Cream, etc. Need one or two family-type Shows, Penny Arcade for balance of season. After New Bremen, Ohio, follows Genoa, Ohio and Harrison, Mich. Fairs; then late Fall route of Fairs and Celebrations. All replies this week to

F. DICKSON, New Bremen, Ohio

## GIRLS-\$100 WEEK-GIRLS

FOR GIRL SHOW Strippers, Fan, Hufa and Dance of Lovers. Want Man and Wife for two-girl Girl Show. Want Semi Drivers and Ticket Sellers. Want Girl Show Talker. Can use Candy and Book Pitchman; must join at Clinton, Ind. No drunks or agitaiors. Wire

F. W. MILLER E/o BAKER SHOW, Clinton, Ind., July 22 to 27; Belleville, Ill., July 27 to Aug. 3.

## CARROLL'S GREATER SHOWS -

WANT
FOR THE FOLLOWING CELEBRATIONS AND FAIRS: Buffelo (Celebration), Aug.
1-17 Anoka (Fair), Aug. 5-17; Cokato (Celebration), Aug. 12-14; St. Cloud (Fair), Aug.
15-16; Watonia (Fair), Aug. 17-21; Marshall (Fair), Aug. 22-25 (all Minnetota); Webster,
So. Oak., Aug. 25-26; Tracy, Minn. (Bux Car Daval, Sept. 1-2; Brooten, Minn., Sept. 5-7.
CONCENSIONS: Bingo, Photos, Hanky Panks of all blads. (No Flats or Mitt Campa.)
RIDES: Will book Pany, Coaster, Spitifire, Rock-s-Piane, Roll-o-Piane, Scrambler,
Caterpillar or any Ride not conflicting. Shows with away transportation except Gir Show. Contact as per route in The Billhourd.

# 30 CAR RAILROAD SHOW . . . . motorized !!

OZARK EMPIRE FAIR, SPRINGFIELD, MISSOURI August 10 thru August 16, and

DU QUOIN STATE FAIR, DU QUOIN, ILLINOIS Sunday, August 25 to Labor Day, September 2

KIDDY RIDES—Will book single Operator with two or three floshy Kiddy Rides starting at Springfield for balance of season. Contact immediately. DARK RIDE for balance of season,

Pygmy Horses, Fat Show, Mechanical Village, Five-In-One and Grind Shows of merit.

CONCESSIONS-Penny Arcade, excellent opportunity for flashy Arcade, Long Range Gallery, Basketball, all Hanky Panks. Auction Store for Springfield, Mo.

LOT MAN WANTED capable of laying out big Show.

Caterpillar Fareman, capable and saber. Bob Roscoe, answer if you think you can qualify. Ride Help on all Rides, must be semi drivers. Good pay and sure each week. All replies to

HETH SHOWS, Mt. Vernon State Fair, Mt. Vernon, III., this week; Richland County Fair, Olney, III., July 22-27. FLOYD R. HETH, Owner-Gen. Mgr. AL KUNZ, Manager

# F. C. BOGLE SHOWS

WANT FOR FAIRS .... ALL FAIRS

Jefferson City, Mo., starting Wednesday, July 24; Columbia, Mo.; Burlington, Iowa; Ellsworth, Kans.; Stockton, Kans.; Sylvan Grove, Kans.; Manhaffan, Kans.; Wewoka, Okla.; Holdenville, Okla.; Bristow, Okla., plus others.

CONCESSIONS: Want Concessions of all kind, Eats, Novelties, | HELP: Hell, YES . . . in all departments. Count Store, Pin Photos, Hanky Panks, Alibis and others.

SHOWS: Mechanical, Unborn, Drome and any others except Girl Shaw,

RIDES: Need non-conflicting Major Rides . . . Live Peny, Coaster, Boats, Train, etc.

Store, Alibi and Hanky Pank Agents. Talkers.

RIDE MEN: Foremen and Second Men for all Rides. Abselutely top salary if you can produce. Must be sober and drive show truck.

Contact Manager, JEFFERSON CITY, MO., FAIR, this week, or come on

P.S.: Elmer Makinen call show collect, Important.



WANT FOR OUR 1957 OUTSTANDING FAIR ROUTE, STARTING AT CLEARFIELD, PA., JULY 29

SHOWS-Monkey, Grind Shows, any new, outstanding Attractions with capable Showmen. HELP-Looper and Coaster Foremen, Ferris Wheel Help, Ride Help on all Rides. Also Grinders, Talkers, Ticket Sellers, Canvasmen, Carpenters, Shop Men, Sign Painter, General Help in all departments. Need: Chorus Girls, Singers, Good Comedy Team. Salary guaranteed out of office. Pop Garrett needs Cookhouse Help. (Danny Ryan, contact Wayne Kingsley). Slim Kelly and Whitie Sutton can place Freak suitable for Bible Pitch, Lady Sword Swallower, top wages to top people. Tattoo Artist. All contact

> JAMES E. STRATES, Gen. Mgr. Erie, Pa., July 22-27; Clearfield, Pa., July 29-August 3.

## JOHNNY T. TINSLEY SHOWS

"A Motorcade of Modern Amusements"

WANT

FOR OUR LONG LIST OF 15 SOUTHERN FAIRS STARTING WITH HENDERSONVILLE, N. C., AUG. 12 AND CLOSING NOVEMBER 23. (Route to Interested Parties.)

RIDES

CONCESSIONS

HELP

Dodgem, Coaster, Round-Up, Funhouse or Dark Ride.

SHOWS

Monkey Show, Mechanical City, Monkey Speedway, Wildlife, Midgets, Fat Show. (All with own equipment). Producer and Talent for "Calypso Follies Revue." (Jimmy Spoons, Junior Dickerson, contact Willie Jones.) (Punch Miller, send address again.)

Popcorn, Candy Apples, Sne Cones, Fless, Grab, Pronto Pups, French Fries, Custard, Hi-Striker, String, Pitches of all kinds, Long and Short Range Galleries, Ice Cream Bars, Lemonade Shake-Up, Penny Arcade, Novelties, Straight Sales. MIDWAY OPEN FOR ALL FAIRS.

Fly-o-Plane Foreman, must be sober and capable. Second Mon for Twin Wheels. Also Second

Men who drive. Top salaries,

HARRY SCHREIBER

Bux. Mgr.

All wire, write or phone **IOHNNY T. TINSLEY** Owner-Gen. Mgr.

TED WOODWARD Gen. Agent-Asst. Mgr.

West Jefferson, N. C., new; Newland, N. C., next week.

## BILL STACY

WANTS BINGO COUNTERMEN

Copuble, experienced, no drunks, Guarantee \$70.00 per week.

Wire: c/o ART B. THOMAS SHOWS Henning, Minn., 22-24; (Fair) Littlefork, Minn., 26-28.

## G & B SHOWS

Want for the following West Virginia Fairs: Gassaway Free Fair, July 29 to August 3; Nicholas County Fair, Summerville, August 5-10; Paw Paw District Fair, Reedsville; Tucker County Fair, Parsons; Preston County Fair, Terra Alto.

Small Cook House or Grab, Six Cat, Water Games, Ball Games, Cork Gallery, Stom Spindles, Pitch-Till-You-Win, Hoop-La, Bear Pitch or any Concession working for stock. No "X" on Hanky Panks. Positively no Mitt Camp. Will book any Show for committee money. Will book any Ride not conflicting. Especially want Kiddle Rides. All replies to

GEORGE BROAS, G & B Shows

Buckhannen, W. Ve., this week; then Gassaway Feir.



WANT

WANT

WANT

for following two Fairs:

ESSEX COUNTY FAIR, WESTPORT, N. Y., AUG. 13-17 and LYNDENVILLE, VT., FAIR, AUG. 22-24

CONCESSIONS OF ALL KINDS-especially want Ball Games, Long and Short Range Galleries, Esting Stands, etc. No exclusives at the above Fairs.

CAN USE ONE OR TWO GRIND SHOWS FOR BALANCE OF SEASON. ALSO FUNHOUSE.

All Concessions and Shows joining now will be shown preference at the Fairs. Con use Mitt Camp for Lyndenville, Vermont, Foir.

Our Labor Day Fair, Chatham, N. Y. Concessions contact new far space. No X.

Contact FRED FRITZ c/o Continental Shows

TUPPER LAKE, N. Y., July 22-27, or CARTHAGE, N. Y., July 29-August 3

# BEAM'S ATTRACTIONS

Lions' Club Fair Frostburg, Md. July 29-Aug. 3

Charles Town, W. Va. Firemen's Celebration Aug. 5-6

Prince Wm. Co. Fair Manassas, Va. Aug. 12-17

Can book concessions of all types for these events

WANT experienced MECHANIC with tools. Concession Agents. Help for Cookhouse. Ride Men who can drive. LARRY SAUNDERS wants Girls for both White and Colored Girl Shows (light-complexioned colored girls only). Canvas Man who can drive. Top AGVA salaries to girls. All replies by letter or wire to

BEAM'S ATTRACTIONS, Portage, Pa., this week



The Aristocrat of Show Business

## REITHOFFER



In Business Over 50 Years

BLUE UNIT

Contact

P. E. Reithoffer Jr.

Whitney Pt., N. Y., July 28-Aug. 3

Schaghticoke, N. Y., Aug. 30-Sept. 4

6t. Barrington, Mass., Sept. 8-14

Owego, N. Y., July 21-27

Tioga, Pa., July 31- Aug. 3 Caledonia, N. Y., Aug. 6-10

Lowville, N. Y., Aug. 12-17

Allentown, Pa., Sept. 15-21

Bloomsburg, Pa., Sept. 22-28

Waterfown, N. Y., Aug. 19-24

WANT FOR THE FOLLOWING FAIRS Concessions of all kinds. Shows and Rides.

William Goodman

Waterloo, N. Y., July 25-30 Canandalgua, N. Y., Aug. 1-6 Angelica, N. Y., Aug. 8-12

Cortland, N. Y., Aug. 12-17

Brookfield, N. Y., Aug. 20-24 West End Fair, Gilbert, Pa., Aug. 27-28 ORANGE UNIT

P. E. Reithoffer Sr.

Whitney Pt., N. Y., July 28-Aug. 3 Valleyfield Fair, Syracuse, N. Y., Aug.

Palmyra, N. Y., Aug. 13-17

Walton, N. Y., Aug. 19-24

Hartford, Pa., Aug. 4-7 Honesdale, Pa., Aug. 10-14



U.S.A.'s BRIGHTEST MIDWAY

WANT FOR WARSAW, INDIANA-AUG. 5 THRU 10; GIBSON COUNTY FAIR, PRINCETON, INDIANA-AUG. 1: THRU 17

SHOWS

Family Type Grind Shows, Also Glass House.

CONCESSIONS

Hanky Panks, Straight Sales, Penny Arcade.

RIDES

Dark Ride, Room for one or two Major Rides. Want Live Pony for Princeton, Ind. Fair.

ELEVEN MORE WEEKS OF MONEY MAKING FAIRS Wire or write "BUD" DAVIS, East Gary, Ind.

P.S.: COOKHOUSE WANTS WAITERS AND KITCHEN HELP

FOR SALE-5 NEW KIDDIE RIDES-FOR SALE

Autos, Pony Carts, Cage-Type Wheel (on trailer), Tubs (similar to Spinaroo) on trailer, new type Merry-Go-Round (on trailer), 16 adult Horses. All flides were new in April, like new now. Have transportations if wanted. Sell right for cash, or terms to right parties. Rides are factory built, canvas tops by Anchor,

> AIR MAIL TO C. A. GOREE P. O. BOX 507, AZLE, TEX., OR WIRE

WANTED

Count Store, Bucket or Swinger Agents.

CHUCK DUMA

c/o Fun Fair annws, Chartertinia, h

## SMITH AMUSEMENT PARK

LAWTON, OKLA. Want for biggest Rodeo in the State of Oklahoma and Contennial Celebration-July 30 to August 11. Also big Soldier's Pay Day.

Want Hanks Panks of all kind, Long and Short Range Gallery. Good spaning for Tattoo, couple of Blower Agents come in time to frame Store. Want Ride Help: Merry-Go-Round Man, Scooter Man; no upe and downs. Shows Any Shows or Rides not conflicting. Place Funbours, Girls for Girl Show. Confact

Phone: ELuin 22451

ROLAND SMITH

3102 Gars, Lawton, Okta.

## ASHLEY COUNTY FAIR

Hamburg, Ark., September 9-14

Contract default makes us want-Minimum of 5 Rides, 2 Shaws, 20 Concessions. Prefer to book under single Agent,

JOHN W. SPIVEY, Fair Mgr.

Humburg, Ark. Phone: ID 3-5323

## PAGE BROS.' SHOWS NO. 2

you. Also Hanky Pank Agents for office-owned Outlits. No flats. Will book Rides: Merry-Co-Round, Octopus, Roll-o-Plane and Tilt. Grind Shows of all kinds.

Popcorn, Sno Cone, Flore, Peanute, all in trailer, witi sell and book same.
Ride Help Wanted: Wheel Foreman: Vernon Wallace, call me. Reliable Kid Ride
Operator wants to buy Pony Ride on consignment. Contact

C. R. LEONARD MOUNT PLEASANT, TENN.

WANT FOR KAHOKA, MO., AND ALL FAIRS TO FOLLOW

Can use a few more Hanky Panks. Joe Sharp wants Bucket Agents. FOR SALE-Super Rolloplane cheap, with or without transportation.

Contact H. W. Barthelomew or Joe Sharp, Kahaka, Mo., now; then as per route. 5: Jack and Jim Grufel, come on, have opening for you

Want one more Major Ride and Live Pony Ride for balance of season-Monkey Show, Fun House, Mechanical, Athletic, 10 in 1 (Committee maney), Balloon Dart, Fish or Duck Pond, Short Range, all Pitches, Pea Pool, Cork Gallery, Novelties or any Hanky Pank not conflicting.

14 Fairs starting this week. Contact as per route.

## FIDLER'S UNITED SHOWS

Want for Mt. Olive, III., American Homecoming (on the Streets); followed by the Church Fiests, Jolist, III., and American Legion Annual Hamecoming, Medors, III. Want Merry-Co-Round Foreman, must drive. Also want Hanky Panks of all kinds.

Address: Mt. Olive, Ill., this week; then as per route.

#### EDDIE MILLER WANTS

Experienced Strippers-young and attractive, at \$100.00 a week. Short hours, no matinees, pay sure, best of treatment. Transportation after joining.

c/o Happyland Shows, Wayne, Mich., this week; Imlay City, Mich., next.

## SUNSET AMUSEMENT CO.

WEBSTER CITY, IOWA, FAIR, JULY 31-AUGUST 4

CONCESSIONS: Can place Phoins, Age and Weight, Ice Cream, Custard Earlusire, Also want Pitch Till-You-Win, Cork Gallery, Hoop-La, Balloon Dart, String Game, Bawling Alley and other Hanky Panks. HELP, Ride Help with chauffeur's Heense on Dodgem and Caterpillar, Can place several Foremen. Address: Mr. Pleasant, Ia. (Fair), this week; Weister City, In., next.

SOUTHLAND AMUSEMENTS

Want for Dothen, Ala., week of July 29, right in town eight blocks from the Court-

Ride Help on Till, Merry-Go-Round and Chairpiane; must have driver's license and drive semis. Concessions Want Cookhouse with Grab that can feed the Ride Help (good Grab spots). Chuck and Ivene want Agents for Hanky Pauks. Will book a few more not conflicting. Darts, Peanty Pitch, etc. This Show is the only Show in each spot this year. We have the cream of the spots down here. Positively no grift, Girl Shows at Facilities. All replies to E. J. (ED) GORDON, Gen. Mar., Springfield, Fla.

ROS.' SHOWS

WANT WHEEL FOREMAN, b. p. must drive. Also other dependable Help. Can use Wives on Ticket Boxes. Will book a few non-conflicting Hanky Panks. Will buy 30 to 32 ft. Marry-Go-Round. All replies to

Leadville, Colo., July 23-38; Le Junto, Calo., Aug. 1; Chappell, Nebr., Aug. 4, 7 & 8.
Minden, Nebr., Aug. 12 to 14.

## HUB LUEHRS IDEAL RIDES

Warthington, Ind., Fair, July 23-27; Clay City, Ind., Fair, July 30-Aug. 3; Brazil, Ind., Fair, Aug. 6-9; Greensburg, Ind., Fair, Aug. 12-16; Newman, Illinois, Contennial, Aug. 20-25, Will book one non-conflicting Major Ride for Worthington and Greensburg Fairs. Will book one non-conflicting Major Ride for Worthington and Greensburg Fairs. Photos. Hi-Striker, Shim Outfits and Pitches. No Mitt Camps of Albi Games. Also want Merry-Go-Round Foreman and Second Man on all Rides.

Contact HUB LUEHRS-per route

The Billboard Classified columns each week

Write-Phone-Wire for Prices on Live Stock e Shipped Daily e Safe Arrivat



CHROME CAGES

Big Flash

All Set Up

CAGE CO. 422 S. State St., Chicago, III.

Phone: WEbster 9-4191

For Bucker, Slot Rolldown, Set-Em-Up Coke. Alse Help for Bear Pitch.

#### CHARLES LAMKIN

Clinton, Ind., Fair, Phone Clinton 450, July 22-27; Osgood, Ind., Foir, July 29-Aug. 3.



K STAR-STUDDED ROUTE

OF THE EAST



THESE FAIRS WITH ALL THE OTHERS

July 29-Aug. 3 Jeff. Co. Fair Moundsville, W. Va.

September 2-7

Staunton Augusta Co.

Winston-Salem, N. C.

CONCESSIONS

Ticket Sellers and Talker.

August 5-10 Firemen's Fair Carnegie, Pa.

Fries and any other legitimate Concessions. Some P.C. open if you have Hanky

Panks. Space limited for Waynesburg Free Fair and Indiana Co. Fair. Book now.

people. Jimmie Simpson can place Colored Performers. Also place good Candy

Butcher for Rock and Roll Revue. Jimmie Reed can place good Drame Help, also

September 9-14

Frederick Co. Fair

Fredericksburg, Va.

Demonstrators, Fish Ponds, Basketball, Short

Runge, Bear Pitch, Hoop-La, Eats, Drinks, French

Can place Wildlife, Mankey or Animal Show, Unborn or any

other Shows not conflicting. Dr. Tomb and Cal, Jefferys can

place Working Acts for Circus Side Show and other useful

August 12-17 Greene Co. Free Fair Waynesburg, Pa.

New Bern, N. C.

September 16-21 Tri-County Fair

August 19-24 Indiana Co. Fair Indiana, Pa.

August 26-31 Roanoke Co. Fair Roanoke, Va.

September 23-28 Sept. 30-Oct. 5 Guil. Co. Fair Durham Co. Fair High Point, N. C. Durham, N. C.

October 7-12 Surry Co. Fair Mt. Airy, N. C.

Address all mail and wires to-

Lloyd D. Serfass, Owner

Drovesburg, Penne., this week

October 14-19 Scotland Co. Fair Laurensburg, N. C. Can place Custard exclusively. Hats, Glass Pitch.

PENN PREMIER SHOWS

October 21-26 N. C. State Col. Fair Winston-Salem, N. C.

Oct. 28-Nov. 2 Jones Co. Fair Trenton, N. C.

RIDES

Want to BUY, BOOK or LEASE at once: SCRAMBLER, SCOOTER, ROUND-UP, FLY-O-PLANE or ony other good Ride for these big Fair dates. Low P.C. and long season. Powelson and Deggler, answer. Will buy Dodgem and Scrambler, must be in first class

HELP

Ride Help who are sober and reliable. Want FERRIS WHEEL FOREMAN WHO CAN CUT TWIN WHEELS. ALSO OCTOPUS

FOREMAN and Second Men on Tilt-A-Whirl, Rollopione and other Rides. Prefer Men who drive semi and married Men with Wives who sell tickets. Don't write or wire, but come on. We pay every week plus good bonus at end of season. We carry 2 full crews on rides at our Fairs and have long season.

Harry (Buster) Westbrook, Bus. Mgr. Droverburg, Penna., this week

# CHARLES LAMKIN

All replies to

Baker's United Shows

WANT FOR

FOWLERVILLE FAIR July 29 - Aug. 3

CASS COUNTY FAIR, Cassopolis, Mich. Aug. 5 - Aug. 10

Legitimate Concessions of all kinds. Shows: Monkey Show, Snake Show, Fat Cirl Show, Girl Show.

WANT COOK HOUSE FOR BALANCE OF SEASON.

Lowell 4-H Fair, Isabella County Fair, Mt. Pleasant, Mich., to follow.

Write or Wire C. D. Murray, Mgr. WADE GREATER SHOWS Milan, Mich., July 22-27

# EXPOSITION



The Big St. Clair County Free Fair, Belleville, Ill., next week. Seven big days and nights. Over 100,000 attendance last year. Followed by Carroll County Fair, Milledgeville, III. The fastest growing Fair in Northern Illinois. Then the Warren, III., Fair and the Big Bureau County Fair at Princeton, III.

CONCESSIONS

WANT FIRST-CLASS COOKHOUSE, Hanky Panks, Short Range, Cigarette Block, Jewelry, Photos, Basketball, Lemonade Shake, efc. | Bill Carpenter, can place you now.)

HELP Want Foremen and Second Men for Wheel, Octopus and Kid Rides. CHONC Will place Can place three Hanky Pank Agents, Also Agents for Long Range Gallery.

SHOWS

clean Grind Shew.

SHOWS

Contact E. L. WINROD, Mgr., Bellmont, Ill., this week; Belleville, Ill., next

## ALWAYS AT YOUR SERVICE FOR SUPPLIES

POPCORN-POPCORN BOXES, BAGS, SALT, SEASON-ING, CONES

SNOW CONES-ICE SHAVING MACHINES, FLAVORS, CUPS

CANDY FLOSS SUPPLIES-INCLUDING FLOSS CONES,

CANDIED APPLE SUPPLIES . DRINK FLAVORS . SYRUPS . CONCENTRATES . HOT AND COLD CUPS.

EVERYTHING YOU NEED

WE WILL SERVE YOU 24 HOURS A DAY-7 DAYS A WEEK

1804 So. Jefferson

CALL THESE PHONE NUMBERS-DAY OR NIGHT-PRospect 2-4615-WOodland 1-5971-UNderhill 7-7413

## QUICK ACTION NECESSARY

WANT

Capable and responsible party to handle six straight sale Concessions, including two Foot Longs, two Ice Cream, one Snow Cone and a Candy Floss, for a strong route of Fairs—Muncle, Ind.; Bay City, Mich.; Maten, Mich.; Upper Peninsula State Fair, Escenalia, Mich., and booked solid until Nov. 1, Will have Concessions in Muncle end ready to put up.

Contact AL WILLIAMSON ROBERTS HOTEL

MUNCIE, INDIANA

Due to misunderstanding, can place at the following: Olimsted County Free Fair, Rochester, Minn., Aug. 6-11; North Central Kansas Free Fair, Belleville, Aug. 24-30; Northwest Missouri State Fair, Buthany, Mo., Sept. 1-5; American Legion Fair, Carutharsville, Mo., Oct. 1-6; also other Fairs if Interested.

SUNSET AMUSEMENT COMPANY Mt. Pleasant, Iowa (Fair), this week, Webster City, lows, next,

## WANT-WM. D. STANLEY SHOWS-WANT

Starting Henderson, Minn., July 26-28-One of the Biggest Bona Fide Celebrations in Minnesota. Also for Fairs starting August 8.

Girl Show with own equipment. Several Hanky Panks open, Roman Targets, Pitches, Hi-Striker, Photo, Fenny Pitch, Grind Show-out ressensble. Playing two a week,

# FAMILY TRADITION

Continuing a solid route of Fairs with Dubois County Fair, Huntingburg, Indiana; Jackson County Fair, Rounstown, Indiana; White County Fair, Carmi, Illinois; Lawrence County Fair, Bridgeport, Illinois; Carroll County, Fair, Huntingdon, Tennessee; Limestone County Fair, Athens, Alabama; Morgan County Fair, Decatur, Alabama; Cullman County Fair, Cullman, Alabama; Bartow County Fair, Cartersville, Georgia; Jackson County Fair, Scottsboro, Alabama; Cathoun County Fair, Anniston, Alabama.

ESPECIALLY WANT: Custard, Photo, Glass Pitch, Bear Pitch (Brennan contact), Basket Game, Hanky Pank.

SHOWS WANTED: Motor Drome, Side Show with own equipment, Mechanical Fat Show, any good Grind Show capable of winning maney.

All replies JOHNNY PORTEMONTE, Rockport, Ind., this week



Midway

WANT CONCESSIONS FOR THE GREAT BETHLEHEM, PA., FAIR, OVERLOOKING THE GIANT STEEL MILLS: FOLLOWED BY THE SUSSEX COUNTY FAIR AT BRANCHVILLE, N. J.

NOW BOOKING INDEPENDENT SHOWS AND RIDES FOR THE CUMBERLAND COUNTY FAIR AT BRIDGETON, N. J. AND THE GRATZ, PA., FAIR. CAN ALSO PLACE CAPABLE RIDE HELF.

SHOW NOW PLAYING KIMBERTON FIREMEN'S FAIR AT PHOENIXVILLE, PA.

All replies to

MICHAEL DEMBROSKY

## **BIG SHOWS**

Wants SHOWS AND CONCESSIONS

For Strong Route of Fall Fairs ALL CALIFORNIA

Sante Clark Fiests, July 17-21 Sante Maria Fair, July 24-28 San Matee Fair, Aug. 3-18 Woodland Fair, Aug. 15-18 Marced Fair, Aug. 21-25

California State Fair, Aug. 26-Sept. 8
Lodi Fair, Sept. 13-18
Riverbank Community Fair, Sept. 18-22
Watsonville Fair, Sept. 26-29
Fresno District Fair, Oct. 4-13

ROY SHEPHERD, Ride Superintendent, WANTS Foreman for Kiddieland. Also Foremen and Second Mon who can drive semis. Extra money for driving. Can use several Women Ticket Sellers, Top salaries to sober and reliable men

Contact CRAFTS 20 BIG SHOWS, INC.

NORTH HOLLYWOOD, CALIFORNIA 7288 BELLAIRE AVENUE Phone: Poplar 50909 or 50320

GRITH AMERICAN SHO

Wants for Star-Studded Class "A" Minnesota Fairs, starting Aug. 1 thru Labor Day-Then Solid Southern Fair Route, starting Camden, Ark., Sept. 8 to Nov. 1. Z-A-Week.

CONCESSIONS

RIDES Any Ride not conflicting, must be

Hanky Panks of all kinds. Esp. want Photos, Pitches, Weich-La, Coke Bottle. Privilege right.

A-1 shape and have own transports-

SHOWS

Side Show Acts. Girls for office owned Girl Show. Will book Motor-drome and Grind Shows. Good prop-

Can use Help in all departments, must be able to drive semis. Only sober, reliable Help need apply.

HELP

All replies to CARLOS ROCCO, Mgr. St. Anthony Village (suburb of Minneapolis), Minn. (American Legian Jamboree), July 23-29; Kesson, Minn., District Fair, Aug. 1, 2, 3, 4.

## WANTED

FOR SUMMERS COUNTY FREE FAIR, HINTON, WEST VIRGINIA, WEEK OF JULY 29 AND 14 FAIRS TO FOLLOW

CONCESSIONS-Custard, Photos, Long Range, Novelties, Chocolate Dip, Hanky Panks of all kinds. Will book two Crind Stores and Nail Store, Buckets and Six Cats, etc.

SHOWS-Want Motordrome with own outfit. Real good proposition for same. Wildlife, Funhouse, Class House and a few nice Grind Shows.

RIDES-Can use Spinaroo, Round-Up, Scrambler and non-conflicting Rides. Have two real big dates following.

HELP-Can use Second Men on ten major Rides. ACENTS-Can use two Peak and Grind Store Men.

Phone DAVID E. FINEMAN

PRESIDENT HOTEL PHONE: CLIFFORD 2-5307 BECKLEY, W. VA.

P.S.: Barney Tassell, get in touch with me immediately.

TWELVE BONA FIDE FAIRS

TWELVE BONA FIDE FAIRS

## GEORGIA AMUSEMENT

Starting HIAWASSEE, GA., August 12, Ending November 2, Vienna, Ga.

Will book legitimate Concessions of all kind except Cookhouse, Glass Pitch, Photo, Floss and Snow, Popcorn and Apples, Custard. Will sell exclusive on Bingo, Novelties, Pronto Pups, Nut Bars, Long Range Callery, Bird Pitch, SHOWS-Will book Five-in-One. Wildlife or any worth-while Show of ment except Snake Show. We carry no Girl Shows or flat outfits or gypsies and P.C. HELP—Can use useful Show People at all times. We tolerate no drunks or chasers among Ride Help or Concessioners. Especially want experienced Second Man for new Round-Up.

All replies H. H. SCOTT, Andrews, N. C.

THIS ROUTE FORMERLY PLAYED BY MAD CODY FLEMING AND WE ARE A CARNIVAL OPENING IN APRIL, CLOSING IN NOVEMBER. 

## DIXIE AMUSEMENTS

WANT FOR NOW AND BALANCE OF SEASON

CONCESSIONS: Photos, Lead Gallery, Balloon Darts, String Game, Fish Pond, Cork Gallery, Bear Pitch, Glass Pitch, Grab, One-Ball and others not conflicting. RIDES: Will book Coaster or Octopus for balance of season. HELP: Need Foreman for #5 Eli Wheel. Bridgewater, Iowa (Celebration), July 25-24; Odebolt, Iowa (Fair), Aug. 1-2; Leon, Iowa (Fair), Aug. 6-7; Clarinda, Iowa (Fair), Aug. 12-17; Afton, Iowa (Fair), Aug. 19-23; then our Southern four of Fairs and Celebrations.

CLIFFORD DAVIS, Mgr.

GIRLS

GIRLS

GIRLS

WANT FOR STRONG ROUTE OF FAIRS ON THE O. C. BUCK SHOWS

Sirips, Exotics, Specialties, Girl to feature for Sildown Revue. Can place attractive Girls for Posing Show. Experience not necessary, but looks and youth essential. Tirket Seilers who can drive semis. Candy Man, good proposition. Virgin territory. Phil Manler, George Duggan, George Hamilton, get in touch. Also Working Men

JOE MOONEY and GINGER

O. C. Buck Shows, Ticonderogs, N. Y., this week; Plattsburg, N. Y., Fair next wank.

## WANT-FOR 7 SOUTHERN FAIRS-

STARTING BEDFORD, VA., SEPT. 10; NEWPORT NEWS, VA., SEPT. 16 Can place Rides-Major and Kiddle. Shows-Fun House, Sideshow, Glass, Girl Show, Minstrel Show, All Concessions open-Novelties, Bingo, Hanky Panks, Age, Glass Pitch Truck Drivers, Ride Help, come on. All winter in Florida. All Answer:

David B. Endy-Fun Fair Amusement Park ALEXANDRIA, VA.

. 5	TOCK	TICKETS	
-	Reit .	\$ 1.50	ì
	Rails	4.50	ı
10	Rolls	***** B.25	ł
25	Ralls	Atrant 18,72	ł
. 20	AULUS.	***** 24.00	4
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Dauble Prices

No C.O.D. Orders

of every description.

Wheel tickets carried in Stock for immediate ship-

THE TOLEDO TICKET CO. Talede 12, Ohio

SPECIAL PRINTED Carn With Order Price 7,000 8 4.70 C 4,000 7,60 E 4,000 8,70 S 8,000 9,60 D 10,000 10,50 D 10,000 15,20 G 507,000 132,00 T 507,000 132,00 T Special on

THE BILLBOARD

Birds of top quality. Minimum order, 40 Birde.

CAGES 50c EACH Shipped Daily-F.O.B. Les Angeles. -Call or Wire-

24-HOUR SERVICE

Durkee's Bird Farm 1967 E. Gallatin Rd., Pico, California Phone: OXford 9-5210

We Specialize In Dealing With Showpeople

CARS - HOUSE TRAILERS ASK YOUR FRIENDS

A. C. NELSEN 2112 Harney St. Omaha, Nabraska Phone: Atlantic 2424

## RIDES FOR SALE

\$11,000 Cash

Ell #5 Ferris Wheel, Allan Herscholl Merry-Go-Round, 2-abreast; Kiddie Electric Train (Sun Shine Choo Choo); Kiddle Auto Ride.

Rides now operating at Log Cabin Beach. Can be operated here or can be moved.

ALBERT BARKER

c/e Log Cabin Beach, Mt. #2, Bex 330A. Williamsburg, Virginia. (4 miles south of Williamsburg on Boute #60.)

14 FAIRS

E. DELLABATE

c/o James E. Strates Shows, Erie, Pa., this week.

## AGENTS WANTED

For Novelties, Scales and Age at Ionia (Mich.) Fair; Missouri State Fair, Sedalia, Mo.: West Virginia State Fair, Ronceverte, plus 10 good Fairs in the South. Also need Agents for Conklin Shows' fair dates in Eastern Canada. Apply:

A. HYMES

c/o Western Union or General Delivery, Harrington, Dal.

#### GIRLS—WANTED—GIRLS

Hufa, Fan, Oriental and Strippers. All wardrobe furnished, top salary. Can use one Cirl for Bally, Want Canvasman, prefer man with wife who can dance; must be attractive. No letters, wire or

MELVIN SHAFFER

Joliet, III.

## WANT

Concessions and Shows for Galesville Fair, July 25-28.

DOC O'KELLEY

c/a Rides, Galesville, Wis.

#### CONCESSION AGENTS WANTED

RED LEMON and TIM AYLIFFE

with Nelson Breeze Amusement Co., want three good Agents for Kentucky Fairs starting with Hopkinsvills, July 23-27, followed by Williamstown and other Fairs to follow.

## CARNIVAL WANTED

ANNUAL COTTON CARNIVAL FESTIVAL

September 23 thru 18, Contact BILLIE E. CRABTREE, Socretary

DUE TO A LARGE SHOPPING CENTER DEVELOPMENT-HAVE FOR SALE

3 abreast, 36 ft. Allan Herschell Tractors; 50 Pilon Fluorescent Lights and Track; Jeep Fire Engine; five Pony numerous to mention.

Merry-Go-Round; G. M. 16 Miniature with pipe poles; 10 double Crouse Train, 2000 ft. track, fies and signals; Hinds 1000 watt Lights on 25 ft. Allan Horschell Horse and Cart Ride, poles; 150 Comic Figures; 4 Mercury Baby Auto, Little Dipper, Sky Fighter; Lights on 25 ft. poles; 50 Park Chambers Turfle Ride; Mangels Rojo Benches; 20 Picnic Tables; a large Whip; Bisch-Rocco Trolley Car, 500 panel Circuit Breaker, 30 circuits; ft. frack and special lights; Eli Bridge complete Fountain Equipment; Pop-Baby Ferris Wheel; Hodges Hand Cars corn Machine; and other items too

These Rides have been under cover, all re-desprated, machanical condition and appearance like new. Immediate delivery. Can be seen at any time.

(Phone: Homestead 5-2741)

9705 KATY ROAD, HOUSTON 24, TEXAS

## COTE AMUSEMENT CO.

Wanted for Flushing, Mich., Big Annual Homecoming, July 31-Aug. 3; Pontiac, Mich., 4-H Fair and the largest Labor Day Celebration in Michigan, Romeo Peach Fostival and others to follow until October 5.

Want Octopus, Spitfire, Hot Rod, Funhouse or any other Major Rides and Shows not conflicting Can use evira Ferris Wheel and Kid Rides at Pontiac, August 6-10. Small Cookhouse or Grab for above route. Also Hanky Panks that work for stock. Ride Help on all Rides who take a personal inferest in their Rides. Must have driver's

COTE AMUSEMENT CO.

47340 Van Dyke, Utica, Michigan

## STAN-NELL SHOWS

WANT FOR 16 FAIRS AND 10 CELEBRATIONS-SHOW OUT UNTIL OCTOBER 19

CONCESSIONS - Navelties, Bear or Glass Pitch, Grab, Hat Dags or any Concessions that work for stock. Reasonable burr.

RIDES-Conster, Spitfire or Roll-A-Whirt.

SHOWS-Mechanical, Snoke, Mankey or any Shows of merit.

HELP-Foremen on Wheel and Jenny. Better than top wages if you can produce. Wife can sell tickets. Also need few Second Men.

Wire STAN SYVERSON, c/o Show

Valley City, N. D., July 22-25; Maddack, N. D., July 26-27; then Fairs at Red Lake Falls, Minn., Aug. 1-2-3-4; Blackduck, Minn., Aug. 5-6; Baudette, Minn., Aug. 7-8-9; Northoms, Minn., Aug. 10-11; Litchfield, Minn., Aug. 13-14-15; Tyler, Minn., Aug. 16-17-18.

## DEGGELLER AMUSEMENT CO.

Need 2 more Shows for Scioto County Fair, Lucasville, Ohio, followed by Richland County Fair at Mansfield, Ohio, Especially can place Side Show.

All replies to Cambridge, Ohio, week of July 22.

## MONTY NOVARRO and PAT RAZZANO

Want girl-\$85.00 per week Long season—theaters for winter.

c/o WORLD OF MIRTH SHOWS, AUGUSTA, MAINE, THIS WEEK.

## LINDLE SHOWS

Need for a solid route of Fairs, Celebrations and Centennials ending September 25

Hanky Panks and Stock Concessions, Pony Ride, Pop Corn, Ice Cream, Foot Longs, Grab or Cook House, Candy, Shake-Up. Foremen for Ferris Wheel and Merry Go-Round and other Ride Help.

Flora, III., July 22-26; Kane, 29-31; Hull, August 1-3; Knosaugua, Iowa, Fair, 6-9.

## VIVONA BROS.' COMBINED SHOWS

UNIT NO. 2

Can place for Sesquicentennial, Aug. 12-17, on the Streets, Port Jervis, N. Y., high-class Bingo. Address:

MORRIS VIVONA

Phone: Essex 3-9112

## AMUSEMENTS OF AMERICA

CAN PLACE AT ONCE

Rolloplane Foreman, Halp on all Ridos. Leonard Duncan wants Musicians and Parformers for Rock 'n' Roll Colored Revue. Address: NATRONA HEIGHTS, PA., THIS WEEK.

## CLIF WILSON

Can place Rides and Shows at MID-SOUTH FAIR, MEMPHIS, SEPT. 20-30 INCL. TEXAS STATE FAIR, DALLAS, OCT. 3-20 INCL.

190 N.W. 93RD STREET, MIAMI, FLA. -Phone: PLaza 96536 until Aug. 12.

Can use

103 \$ 215T ST. IRVINCTON, N. J.

## IONIA FREE FAIR

Aug. 5 thru 10, Ionia, Mich.

## MISSOURI STATE FAIR

Aug. 15 thru 25, Sedalia, Mo.

CAN PLACE: All legitimate Merchandise Hanky Pank Concessions, also Eating and Drinking Stands.

WANT: Foreman and Second Man for Roll-a-Plane. Workingmen in all departments. We furnish Union Welfare for all employees. Need Caterpillar and Mule Drivers

WANT: Any Grind Show that does not conflict with what we have. CAN PLACE HELICOPTER RIDE to join immediately.

All address

## Cetlin & Wilson Shows

THIS WEEK NEW CASTLE, PA

## BAKER UNITED SHOWS

WANT FOR OSCOOD, DELPHI AND WABASH, IND.

CONCESSIONS: Glass and Pottery Pitch, Balloon Darts, Bird Pitch, Bear Pitch, Lamp Pitch, Shart and Long Range, Age & Scales, Novelties, Hi-Striker, Penny Pitch, Toffy, Gadgets and Pitchmen, Straight Sales, Jewelry, Buckets (must have two Hanky Panks with same) (Barry, answer), Set-up Cake, Tip-over Cake, Break Dish or Records, Balloon, Ball Games, Basketball, African Dip or Bozo, Fish Bowl, Lemonade Shake-up, Ice Cream, Custard, Hoop-la, Derby Racer, Penny Arcade or any clean and presentable Concessions.

SHOWS: Funhouse, Glass House, Ten-in-One, Fat, Illusian, Snake, Geek. Will place Girl Show for Osgood only, must be attractive.

RIDE HELP: Can use good General Help in all departments, must drive semis. Contact ERNIE ALLEN, Mgr., Aragon Park, Clinton, Ind., Phone 450, this week.

## SONNY MYERS AMUSEMENTS

CAN PLACE FOR IOWA FAIRS AND CELEBRATIONS THIS SHOW PLAYS TWO A WEEK

CONCESSIONS—Small Cookhouse or Grab, low privilege. All Pitches open except Glass. Want Age & Scale, Tip-Over Coke, Cork Gallery, Roman Targets, Novelties, Custard, Long Range or any non-conflicting Hanky Panks, Sunday School People,

SHOWS Can place Funhouse or any small Grind Shows catering to families, low per-

HELP-Can place Second Men on all Rides, Tilt, Wheel, Jenny, Octopus. Preference given to licensed drivers. Benny Traver, come on. All People, contact BILL or JOHN DILLARD, Irwin, Iowa, July 22-23-24; Redfield, Iowa, July 25-26-27; then as per route.

ATTENTION, COMMITTEEMEN IN IOWA AND NORTHERN MISSOURI: Due to disappointment have Sept. 12-13-14 open. Write 3012 North 10th St., St. Joseph, Missouri.

## PAN AMERICAN SHOWS

WANT FOR THE FOLLOWING FAIRS: Wise County, downtown location; Norton, Va.; Pennington, Gap, Va.; Seviersville, Tenn.; Murphy, N. C.; Cherokee, N. C., Indian Fair; Gainesville, Ga.; Sandersville, Ga.; Dothan, Ala.; Selma, Ala.; Marianna, Fla., and five others.

Want Ride Help-Foreman for Ferris Wheel, Tilt, Octopus and first-class Ride Super-intendent. Second Men on all Rides who drive. Truck Mechanic, good proposition. Want Talker for Minstrel Show, Acts and Girls, Talker and Annex Attraction for Side Show. Have complete Monkey Speedway, want Man and Wife to handle. Also Man and Wife to handle Animal Show and Snake Show. Want Riders and Talkers for

Motordrome. Also Cookhouse Manager. CONCESSIONS-Hanky Panks of all kinds, Ice Cream, Popcorn and Candy Apples, Custard, Bingo all open. Can use Short Range and Long Range Gallery, Concession Agents for Grind Stores, Skillo, Pin Store and Razzle. Join now, work every week. Earl Livingston, Jackle Yearback and Wife, Bobby Loch, Paul Baker, Mike Pearman, Bill Pike, Georgia Boy, Bill Stade, Tommy Stoon, Albert Taylor, full crew for Bucket Store. Also Goodle, Frenchie Moore, Doughboy, Andy Kelly.

All answer: Madison, N. C., this week; Taylorsville, N. C., Legion and Veterans' Fair

## TIVOLI EXPOSITION SHOWS

Want for the three largest Fairs in Illinois at Benton, Harrisburg, Altamont and a million dollar payroll week at Chanute Air Base, Rantoul, III., to follow, plus ten more Fairs in Illinois, Arkansas and Louislana. Fairs until November 1.

CONCESSIONS: Can place a few more Hanky Panks. HIDES: Want to book one more Major Ride not conflicting, Octopus, Rockoplane or what have you.

RIDE HELP: Can place competent Kide Help on all Rides. Must drive semis.

SHOWS: Will book worth-while Shows. Contact H. V. PETERSEN, MGR.

Benton, III., Fairgrounds or Benton Motel this week; Harrisburg, III., Fair to follow.

## **FUNLAND SHOWS**

Memphis, Mo., Fair, July 30-31, Aug. 1-2. This is on up and coming Fair. Kirksville, Mo., Fair, Aug. 5-7; Trenton, Mo., Fair, Aug. 10-16. Class A Fairs. Can use Athletic Show, Side Shows, Girl Show. Lebe and Jimmy Farmer, Billy Timberlake, come on.

Ride Help for Titt, Wives sell Tickets. Four Men who drive. Will book Shows and Concessions. Slum Store Agents wanted. Agents for Pin, SK.

This is a 10 Ride Show, Seven more Fairs to follow. Will book Cookhouse. Contact MANAGER. Watch Billboard every week for our ads.

## EMPIRE STATE SHOWS

Want Hanky Pank Concessions. Will book Rides and Shows that do not conflict. Mercedes, Raymondville, De Leon, Fredericksburg, Victoria, Borne, Bridgeport, Flores ville Peanut Festival; all Texas Fairs and Celebrations. Then Wast Texas for the Cotton. Out all winter. Wire

ANNA MOORE MERCEDES, TEXAS

### MOTOR STATE EXPO SHOWS

WANT FOR LUCAS COUNTY FAIR, MAUMEE, TOLEDO, ONIO, JULY 31-AUG. 4.

AND A CONTINUOUS ROUTE OF ALL FAIRS.

Hanky Panks of all kinds, Long Range Gallery, Photos, Noveities beginning Aug. 5.

Furthouse and Grind Shows. Want Girl Show beginning Aug. 5, also Bingo.

HELP—Foremen for new Scrambler, Merry-Go-Round, Furris Wheel, Second Men on all Rides. Come on, will place you. Top wages and long season South. All replies: c/a Libbey Carnival, Suckeye St., Toedo, Ohlo, thru July 28; then Maumee Fair follows. No phone calls, please.

JOE FREDERICK, Owner-Manager

We are now contracting additional Rides, Shows and Legitimate Concessions for our All Star Route of State and County Fairs.

WANT Motordrome, Animal Show, Grind Shows, Novelty | RIDE MEN on all 15 Show-owned Major Rides. A Designer-Acts for Bill Chalkins' Super Side Show, Pasing and Duncing Girls, Trambone and Trumpet for Minstrel Show.

Builder for mammark Kiddieland, W. R. Fritts, contact. WANT Round-Up, Scrombler, Roll-e-Plane, Roller Couster, Turnpike, Her Rode.

Aug. 6, 7 & 8

Victoria Co. Fair

July 22-27 July 29-Aug. 3 K. C. Fair Old Home Week St. John, N. B., Canada Woodstock, N. B., Canada

Aug. 10-17 State Fair Skowhegan, Maine Sep. 2-8

Vermont State Fair Rutland, Vt.

Andover, N. B., Canada Aug. 20-24 Aug. 26-Sep. 1 Knox County Fair Champlain Valley Expo. Union, Maine Essex Junction. Vt. Sep. 10-15

Sep. 15-23 Fair Eastern States Expo. Cobleskill, N. Y. Springfield, Mass. CONTACT KING REID OR CHARLES JOYCE, ADMIRAL BEATTY HOTEL, ST. JOHN, N. B., CANADA

## MCKEAN COUNTY FAIR SMETHPORT, PA.

LABOR DAY THRU SATURDAY, SEPT. 2 THRU 7

PENNSYLVANIA'S FASTEST GROWING FAIR . STAR-STUDDED GRANDSTAND SHOW . HORSE RACING . THOMPSON BROS. RIDES . 100% INDEPENDENT MIDWAY.

CAN USE

#### SHOWS HANKY PANKS DIRECT SALES

Top location for organized Cookhouse. Gene Thompson, where are you?

FAIR OFFICE

For information call Phone 481

Smethport, Pa.

- 2 Agents for Bear Pitch Agent for String Game
- 2 Agents for Buckets
- 2 Agents for Count Store
- 2 Boys for Up and Down

Herkimer is last Still Date. 11 Fairs follow, starting with Boonville, N. Y. All contact

#### EDDIE HOROWITZ

Coleman Bros. Shows Polmer House Herkimer, N. Y.

CASH REWARD

For location of Miller, wife Ruby, left Hill's Greater Shows, July 3, South Daketa. Was foremon on Octopus Ride. For reward call callect. GEORGE TURNER

Phone: Victor 3-9888 Oklohoma City, Okla.

#### NEW ENGLAND AMUSEMENTS

WANT FOR TEETERBOROUGH, NEW HAMPSHIRE, JULY 22-27; WINCHEN-TON, MASS., JULY 29-AUC. 3.

Legitimate Concessions. Agents for Popcorn, Candy Flors and Candy Apples. Must be capable and be able to join immediately. Good proposition. All replies

> HARRY J. KAHN Testerborough, N. H.

## WANTED

Carnival for five-day stand in Bolse. Write, giving full particulars, to

CAPITOL POST AMERICAN LEGION Boise, Idaho 2026 Jackson St.

## Tex Roberts Wants

Agents for Six Cats and Count Stores, also Up and Down Men. All Fairs until November, Contact

c/o Bee's Old Reliable shows Glasgow, Ky., July 22-27; or per route.

## T. COLLINS SHOWS

ENLARGING SHOW TO PLAY OUR ROUTE OF STATE FAIRS

place scher, reliable Foremen who are licensed semi drivers HELP for the following Rides for year-round work: Octopus, Roll-o-Plane, Fly-o-Plane, also Foreman for Twin Wheels, salary \$100.00 per week. Can also place Second Men on all Rides. Useful People in all departments. Want Six Cat and Bucket Agents for Minot, N. D., and balance of season. No drunks. Contact Joe Mandrick. Letty Williams and Bill Chadwick, get in touch with Jim Rateliffe.

CONCESSIONS Want Font Longe, Lemonade Shake, Photos, Ice Cream Sandwich and Bars, also Hanky Panks and Prize Everytime Concessions. Want Scales and Age starting at Mon for Blove.

SHOW HELP

Men for Hingo.

Can place Freaks and Working Acts, salaries out of office. Girls for Revue, salaries out of office. Can place Can-CAN PLACE COORHOUSE THAT CATERS TO SHOW PEOPLE, ALSO GRAB STAND.

ALL REPLIES: WILLIAM T. COLLINS, MGR. Devils Lake, N. Dak., this week; Minot, N. Dak. (State Fair), next week,

## WANT FERRIS WHEEL FOREMAN

This is year around work, salary 560.00, plus \$10.00 per week bonus. Here is what you must live up to-Absolutely no drinking, you must drive your own semi, It is alright if you have a living trailer, but your wife must pull same. If you are single, we furnish living quarters for you. We play Shopping Centers only. You must keep clean at all times and we can use this type of men at all times. I own the finest of equipment and the best in fransportation, barring any. Have been in business twenty years, have never missed a payday.

Now at Panerama Shopping Center at Anderson, Indiana, through July 27; Meadows Shopping Center at Indianapolis, Indiana, August 1 to 31.

W. R. GEREN

#### STANDARD SHOWS WANT FOR FOLLOWING FAIRS AND CELEBRATIONS:

Grand Junction and Glenwood Springs, Colorado; Rocksbury, Rivertan and Thermopolis, Wyoming.

Hanky Panks (non-conflicting), Cook House or Grab. Count Store, Pin Store and Bucket Agents. Agents, wire Larry Nalan; all others Vince Johns.

GRAND JUNCTION THIS WEEK

P.S.: Dickson no longer here.

## WANTED-BOB K. PARKER-WANTED

AGENTS FOR CATS AND LONG RANGE BUCKETS, ALSO GENERAL HELP FOR BOTH. ALL GOOD FAIRS UNTIL NOVEMBER 1.

ADDRESS: CHAMPAIGN-URBANA FAIRGROUNDS, URBANA, ILL., July 22-27

#### TENNESSEE VALLEY AMUSEMENTS

Richmond, Ky., Fair, & Big Days and Nights-1 Matiness Free Auto on Saturday Night.
Want Hanky Panks, all kinds, open Midway, especially flashy Bingo, Diggers, long or
Short Range Galleries, Glass Pitch, Bear Pitch, Penny Pitch, Custard, Ball Games or
String and Noveltles, Bowling Alley, Clothes Pin Pitch, Six Cat, Swinger, Maurice
Hellman wants Agent for Count Store and Skille, Walter McIntire and Roberson, call
Fony Caucill, Bob Coleman, call Ted Mendows, Book Octopus, Chairplane, Rolloplane
and any Flat Rides. Bide Help on Wheel, Merry-Go-Round, Comet, Shows, Monkey,
Big Snake, Geek, Girl, Hiusion, etc., committee money and insurance.

Wire or shone TED MEADOWS, Charleston, Indiana, this week.



## LAST CALL Delaware County Fair

Muncie, Indiana 10 Big Days Starting Thursday, July 25.

-CAN PLACE-

Legitimate Games of all kinds. Also Merchandise and Food Sales privileges available. All replies to D. Wade

W. G. WADE SHOWS

Western Union or Roberts Hotel, Muncie, Ind., now thru August 3.

#### CUT THIS OUT All Fairs and Celebrations

JULY 33-34, LEWISBURG, MO. July 15-17, URICH, MO.
July 29-31, CLINTON, MO.
AUS. 1- 3, ANNUAL CELEBRATION
AUS. 5-10, CALIFORNIA, MO. AUE. 12-17, ERIE. KANS. AUE. 19-21, PAOLA, KANS. AUE. 22-24, MOUND CITY, KANS. AUE. 22-31, GARNETT, KANS. Sept. 2-3, DEEP WATER, MO. 5- 7, LONGTON, KANS. 5-14, SEDAN, KANS. Sept. 14-19, BAXTER SPRINGS, KANS. WANT Wheel Foreman; Second Men on Wheel, Scrambler, Octopus, Kid Rides; Side Show Ticket Sellers, Hankey Pank Agents. You can make it hare. No flats—no Mitt Camps.

PARADA SHOWS

## Southern States Shows WANT

For Georgia and Florida Tobacco Markets which opens July 18, followed by a bumper Cotton and Peanut Crop.

A few Hanky Panks, strictly stock; also a couple of Shows with own authits. Must be clean and cater to Ladies and Children. Can place sober Ride Men who drive semis and have licenses. All

JOHN B. BAVIS Lakeland, Ga., week of July 22, followed by Adel Tobacco Markets, now open ... and we know the spots.

# WANT

With transportation. Wire only,

Ross Manning Shows

Hinesville, Gu.

## HELP WANTED

For French Fries, Foot Longs, Ive Cream. Carmel Corn. Need experienced Dark Roam Operator for new Photo Trailer, Fairs from July 25 to Nov. I. Contact For French Price, ETAOI ETAO ETAON

R. A. MacEachern

12 14th St., N.E., Grand Rapids, Minn. Phone: FA 6-6251 until July 23: then Chippews Falls, Wisc., Fairprounds.

Four Iowa Fairs-Wheatland, Aug. 2-3; Tinton, Aug. 6-9; Waukon, 10-12; Nashua, 15-18, and Postville. Photo, Coke Buttle, Dart Board, Shooting Gallery or what have you, also Grab Stand, Parakeets, Glass Pitch, Scale and Gried Show for committee money?

Shorty's Tri-State Show

PLATTEVILLE, WIS

ANYONE KNOWING THE WHEREABOUTS And employment of Carnival Worker

JOSEPH C. MORELAND

please wire cutters,

S. H. BRUNER 2316 Seventh Ave. South

(Reward if tocated.)

FOR SALE

LONG RANGE SHOOTING GALLERY

Booked on Show. 28 ft. Front, new Curvas and Rifles. Proven spots. Selling on account of health.

PAUL KELLOW, SR.

tie Marris Hannum Shows as per route.

THANK YOU FRANK HEKKER Plush Manufacturer, Trustelle Creations, N. Y. C., for your BUICK ESTATE WAGON

"Save Money With Johnny" JOHNNY CANOLE Alteona, Pa. Phones \$347 or 3-0003

## Gooding Optimistic

season he has hosted large numbers

of underprivileged children or or-Treat Kids

His Zoo Park Thursday (18) was the scene of a party for some 1,000 orphans of the county in which Columbus is located, with the party sponsored by the Dutch Uncles. The moppets added up to 10,000 rides on the various devices in the

To give the youngsters the thrill of buying tickets, the Dutch Uncles passed out pennies to them and they bought ride tickets at cent. Besides free rides, the small fry were treated to food and refreshments.

In June the Dutch Uncles hosted an even larger group at Sunshine Park here, with Gooding providing free rides to about 2,000 younsters.

Gooding is delighted with the success of Zoo Park and plans to invest additional money in it next year. A modern miniature golf course is among the new features planned.

An additional show this week was signed by Gooding to tour with one of his road units. Robert Perry Gustine booked on his Grand Canyon Show, small horse unit, to join in August.

## Weather Hurts RA

· Continued from page 88

the previous week, was a recordbreaker in attendance, pulling 538,375, a gain of about 17,000 over its peak 1956 gate and the Royal, with its stepped-up earning power, scored a new midway record there, with rides and shows returning a total gross of about 20 per cent higher than last year's | WE ARE TEMPORARILY LOCATED record year.

The Royal American Shrine Club gave a party Thursday (18) to patients in the Shrine wing of the Royal Alexander Hospital, using acts drawn from various back-end shows.

WANTED

Agents for Knife Rack (Howard Wilfew Alibi Agents. Need capable Men far Up and Down, (Whity Connolly and Dor Bunch, get in touch.) Want Motordroms and Mechanical Shows. Miscellaneous Ride Help with chauffeur's licenses. People to work on office owned Shows Snake and Munkey Shows. Want Hanky Pank Agents. (George Pency, please get in touch.) LOUIS BELL or BUD DAVIS. c o World of Pleasure Shows, East Gary,

GIRL SHOW

WANTED FOR BALANCE OF SEASON With or without equipment, or Operator-Manager with Personnel to operate office-owned Girl Show built on semi-trailer. Attractive front and fully equipped Good proposition. Two a week Fairs starting Kasson, Minn., Aug. 1. NORTH AMERICAN SHOWS St. Anthony Village (suburb of Minne-

apolici, Minn., July 22-28.

## Canadian General Agent

For Carnival. Must know your business. Top salary.

BOX D-4 c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

## BOB WARE

CALL ME COLLECT, IMMEDIATELY. GArfield 1-6956

MRS. J. K. M.

#### Burkhart Shows #3

Need at noce Concessions of all kinds Can use Wheel and Kittdie Ride Forsmen. For sale or trade: Diper Doodle, a large Airplane Ride or will let responsible person operate it on my show us a fiftyricty basis.

Malta. III., Hamscoming this week; Dy Page County Fair, Wheaten, III., next.

## SIDESHOW ACTS WANTED

Account enlarging Show for 15 Fairs. Tattoo Artist. Builty Girt, Festure Annex Attraction, Pin Cushim-must Jojn St

LOUIS MEYER Del. week July 22: Partimenth, Ve. week July 39.

**5200** 

CASH REWARD

For location of Goleman, wife Margle, Usually operates flats or other. For re-ward call collect.

GEORGE TURNER

Phone: Victor 3-9888 Ohlahoma City, Okla.

## READER WANTED

For American Palmistry. Finest Fairs, including Ottawa, Canada, and 12 other big ones. Contact immediately.

> BILLIE ANTHONY WORLD OF MIRTH SHOWS

Augusta, Ma., this week; thun Bangor (Me.) Fair.

For Roman Target, Cigarette Callery, Pan Came. Fred Miller, have opening for you.

GEORGE CRABLE TAMA, IOWA

## J. PATRICK FRIDAY

Call me collect, Lynn 8-2323.

Frank McTeague

To play Shalbins, Mn., Contennial, August 4-7, Contact

CHARLES OLIVER

\$612 Latayotte Ave., St. Louis, Mo. Phone Prospect 4-5197

At 1014 5. Halsted Street on the second floor.

K. BRODY

1014 S. Habited St., 2nd floor Chicago, Illinois Phone: MOnros 6-9520

CALUMET CITY, ILL. Labor Day Celebration, Aug. 25-Sept. L. OFENINGS FOR CLEAN CONCESSIONS and other altractions of merit.

MILLER AMUSEMENT ENTERPRISES La Grange, III. Ph.: Fleetwood 2-5878-71. Tom L. Baker 2225 Ransdell, Indianapalia. Ph.: State 7-1753

#### Concessions-Shows DIXMOOR'S BIG ANNUAL CELEBRATION

at 147th and Western Ave. Can place legitimate Concessions of all kinds Contact or came on. BEST IN THE WEST AMUSEMENT CO. M. J. Morris 7802 Ridgeland Ave. Chicago 49, III.

#### JOHN T. HUTCHENS MODERN MUSEUM

Wents at Once Ticket Seller who can drive truck. Also Girl for Blade Box. Prefer man and wife. Tattoo Artist (Ted Garrison, answer).

J. T. HUTCHENS Summer Amusement Co. My, Pleasant, Town, this week.

FERRIS WHEEL FOREMAN AND OTHER RIDE HELP. MOUND CITY SHOWS Morrisonville, III., July 24-25; Louisiana, Mo., July 26-27-28.

WANTED AT ONCE

## FOR SALE

Several Concessions-tops, frames, stock; truck and trailer if desired. No more office outfits Sell separately; come see. WANT Grind Shows, Ride Men, Eli Foremen; Shoety Cox, come on

DYER'S GREATER SHOWS De Kelb, III., July 22-27; or per route.

#### FOR SALE ROLL-O-WHIRL

Excellent condition—need mace for another ride. Can be lowed by passenger car. This ride will get plenty of money on Fairs and Spot Lacutions. \$1000.02. WILLIAMS GROVE PARK & SPEEDWAY Machanicaburs, Pa Phone-PG 6-2515

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· Gontinued from page 88

water revue. Dean's Fly-o-Plane and other rides have booked on. Willie Stein has arrived with his new Mechanical Circus, as the back end begins to lengthen with the approach of the fair season.

Business experienced on the front end presided over by Bernard (Bucky) Allen has been good. Allen has been doing preparatory work in Ottawa lately.

## Strates Improves

worked by Bert Pettus and his 10year-old daughter, Sandra. Tie-ins with department stores have also proven to be both good advertising and profitable.

Cavalcade of Oddities, operated by T. W. (Slim) Kelley and Whitey Sutton, has been among the top money winners all season. Feature is Johann K. Pettrusson, the Viking Ciant, who also is a big lift for TV appearances and newspaper pictures and interviews.

Lion Motordrome offers a mixture of drome riding and performing lions. The show is operated by Joe Pelaquin. Riders include the Great Lavonnie, lady trick rider, and the three Pelaquin brothers, Joe, Russell and Frankie.

The Strates show is traveling on 50 railroad cars-34 flatcars, two stock cars and 14 coaches, which include the 10 air-conditioned Pullman cars acquired last fall. Fair season starts at Clearfield, Pa., on Inly 29.

## Reithoffers Launch

· Continued from page 88

was acquired last winter in the arrangement which awarded prime concession space to Bergen & Allen Amusements.

Management is handled by Pat Reithoffer Sr., Pat Reithoffer Jr., and brothers-in-law William Goodman and Claude Spancake.

## FOR SALE—DODGEM

King Mfd. Mobile. Two Trailer Unit. For information confect

P. F. MANLEY Detroit 39, Michigan 9014 Censley Phone: Kinwood 5-6512

## RIDE HELP WANTED

Permanent Park in LARGE SHOPPING CENTER (Long Island). Will go indoors in winter. Call

Pioneer 7-1455, Long Island, N. Y., for appointment.

## WANTED

Capable Pin Store Agents who can follow orders. Only Store on Show. John Argos and James (Mickey) Mickens, contact me at once.

IRVING ZAITSHIK Youngstown Ohio

## Wanted Immediately

Foreman for new Scrambler Ride. CRAFTS 20 BIG SHOWS, Inc.

North Hollywood, Calif. Phone: Poplar 52102 or 50220

## WANT AGENTS

For Ring The Black for eight Wisconsin Fairs.

GENE CAIN

z/o Wallace Bros.' Shows per souts.

Who can grind and drive trucks for Grind Shows. Must be reliable, solver and have chauffour's Hrensen. All replies:

MILO ANTHONY are 310 Arcade Bidg. St. Louis, Ma.

functe, IND.; BAY CITY, MICH. MASON, MICH., AND 3 STATE FAIRS TO FOLLOW

FOR FOLLOWING FAIRS:

Want Agente for Picture Frame and Buckets that know how to throw out stock. Also Agents for P.G., Hanky Panks and Pitches. Can place other useful Help.

AL WILLIAMSON s/e W. G. WADE SHOWS

## RIDE MEN

JOIN LEWISTOWN, ILL., THIS WEEK: KNOXVILLE, ILL., NEXT.

No care, please.) Good salaries, must be sober.

BILL GULLETTE, IMPERIAL SHOWS Lewistown, Ill.

#### NO. 5 ELI WHEEL

All reconditioned, new mater, \$2,800, Smith & Smith Adult Ferris Wheel, & years old, \$2,200, Smith & Smith Kiddle Airplane, a steal at \$800 Mangels Kiddle Boat, very clean, \$1,000 Mangels Kiddle Boat, very clean, \$1,000 Mangels Kiddle Boat, very clean, \$1,000 Mangels Kiddle Roller, heautiful, stainless steel, glass equipped, \$1,000, Schiff road model Roller Coaster, best offer over \$5,000. All rides can be seen in operation, HORACE BRITT, 229 Palmer Hill Road, Riverside, Conn. 2 miles from Stamford. Riverside, Conn. 2 miles from Stamford. Phone: DA 3-0855.

Concessions Wanted

For Tiffin, Ohio, Fair, Aug. 17-22. Write RALPH HUNT, Box 44, Buckeye Lake, O. WANTED-AGENTS for Hanky Panks of all kinds. Come on or will place you at Piketon. Obio, Fair, July 28-Aug. 4; Athens, Obio, Fair, July 28-Aug. 4; Athens, Obio, Fair, Aug. 5-10. PAUL BANGKO (Cherokee Balloon Paul), come un; have Beliftown for you for season, Ralph Hunt.

Foreman for Wheel, Help on other Rides, Couple for Bingo or will book yours, good Cook. Westville, Okla., this week; then Pairs in Kansas. Oklahome, Arkansas and

ROSA M. RAINES

## MO.-ARK. SHOWS

Want Pop Corn Traffer with Floss. Snow and Apple. Privilege \$50.00 per spot. Also Mug. \$37.50 per spot. Starting July 53-27. Haymondville, Missouri, Picnic, followed by Tuschosbia 31st Annual Picnic, August 2-2-2; Iberta and Safe to Sellow All 2 day spots. Call MANAGER or LEWIS GARNER.

FOR SALE Shurl Arm Octopus complete, rebuilt, new Allis power unit, fluorescent lights. Brason for seiling, replacing with new Till. Price \$4,500.00 with trailer, \$3,000, 90 down, balance next season to reliable party. Can be seen in operation as par

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For Dancing and Poving Shows, with or without experience and wardrobe. Young

and attractive. Top salary. Long season with borns. Write or wire Ino collect). MIKE MILLER

# BILLPOSTER & LOT MAN !--

Care 20th Century Shows

Grand Forks, North Dakota, this week.

Wanted Immediately Johnny J. Denton COLD MEDAL SHOWS, Backley, W. Va.

## RIDE MAN

WANTED FOR SCRAMBLER. Must be experienced. Cood wages and borus. (No collect wires accepted.)

CHARLES TEDTMAN e/o James E. Strates Shows Erie, Pa.

Tattop Artist, also other Sideshow Help. Contact

HELEN GOLDEN c/o Siebrand Shows Helens, Mont., or Great Falls, Mont.

## PAUL (FRIDAY) PATRICK Please contact

LOUIE CHILDS IMPORTANT Call collect.

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SLIM JIM	\$5.25 gr. 1
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CRETARY WALLET with alphabet index, pockets, memo pad and cvtract-able ball pen. A fast \$1.00 seller. Gross sets complete, \$60.00. \$1.95 Value. DOZEN SETS, \$5.40 posit or payment FOB New York.

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# MERCHANDISE TOPICS

National Distributing Company, guarantee. Also available for im-215 East Main Street, Ocean Drive | mediate shipment is the new model Beach, S. C., is presenting what it Burgess Vibro-Engraver with 10 claims are the most fantastic values accessories, plus a genuine diaever offered on top-selling name- mond point packed in metal case brand items. Highlighted are 5,000 and postpaid for \$20.90. closeout items designed for jobbers. dealers and salesmen. A price list is available on request. Featured service to medicine men is the among the products are a three- record of Celtonsa Medicine Compiece carving set with \$4.95 tag, pany, 1016 Central Avenue, Cinattractively boxed, at 85 cents cinnati. For real repeaters at lower each; \$11.75 Bulova and Chrysler prices, write today for quotations bands at \$1.75 each; seven-piece on a complete line of tonics, herbs, kitchen sets with a retail value of liniments, salves, com medicines, \$9.95 at \$1.75, and a 24-piece set foot creams and powders, tooth of Wallace tableware, uncondi- powder, vitamins and mineral tabtionally guaranteed, at \$2.50 per lets. The firm specializes in private set. Get the rest of these values label and formula work. by contacting this firm.

Harris Novelty Company, 1102 Arch Street, Philadelphia, has on hand nine hot items which it is offering at special prices. They are a rock 'n' roll gabardine crew hat at \$6 a dozen or \$65 a gross, motorcycle hats at \$6.50 per dozen and \$75 per gross, plastic foam kool lid hats at \$7.20 a dozen or \$84 a gross, plastic foam dice at \$4.75 per dozen, retractable ball point pens at \$14 a gross, Army Air Force-type sun glasses at \$5.50 per dozen, men's full-size black felt derbies at \$5 a dozen and \$54 a gross, be bop hats at \$4 per dozen and \$45 per gross, and a special offer of a pearl set consisting of three-strand necklace, earrings and bracelet to match at \$8 per dozen sets. These, it is claimed, are exceptionally low prices and will be effective in pulling crowds.

DIRECT FROM ridian Street, Indianapolis, is stores are available from Select noted among jewelry engravers for Products, 1808 South Delford, his electric pencil. This is the pro- Duarte, Calif. They are the Acme fessional model with six rolls of tool, the razor plane and the clamp gold foil which can be had post- vice, all specially priced for the paid for \$7.25. The unit has been trade, If you are located closer to used for over 25 years by pitch- the East Coast, write Lehigh Waremen, gift stores, insurance agents, house, 98 Frielinghuysen Aveetc. The firm makes a money-back mue, Newark, N. J.

MERCHANDISE

Communications to 2160 Patterson St., Cincinnati 22, O.

Thirty-four years of continuous

Demonstrators who use unbreakable combs should see the sample line of the original Amberine unbreakable combs. The Amberline firm is located at 2020 F Street, South Belmar, N. J., and will send a complete sample set for \$1. Orders are shipped the same day they are received because a large stock is on hand at all times. These come direct from the manufacturer.

& J Sales Company, 32 Bromfield Street, Boston, has been supplying workers for years. Its new German birdeall has been used by professional and amateurs all over the world. For repeat business you should check the Ederna birdcall, as there is none better, it is claimed. It is offered at \$3.50 per gross with three-color envelopes, the firm claiming it to be an exceptional value.

Three items being sold as first-R. E. Stafford, 3360 North Me- class money-getters for fairs and

## PIPES FOR PITCHMEN

from Joe Joblots, of New York: Rex Lux, pretzel designed, won a BERRESSER BREEF blue ribbon for the best pretzel at a recent Ohio food show. . Pauly, of the House of Shear, has appointed Duke Segal as his foreign representative. . . . Chuck Fester is one of the head Scoutmasters at the Valley Forge Jamboree. . Joe Conway is working fairs in Brazil. . . . Mike Brody, of Chicago, had the ex at the recent Halsted firemen's convention. . . . Lefty (Beak) Shapiro is now general manager of Paul Revere Enterprises. ... Col. Arron Hymes and his band are on tour with a dog show. . Max the hat man is attending night school in a try for a bachelor's degree in English. ... Joe (Blackjack) Marks won a safety driving award in Detroit.

NEWS NOTES . . .

BILL SNOW . . . reports that he recently worked the State American Legion convention at Indianapolis to fair business. Al H. Herman handled the spot. Besides Snow a number of other pitcheroos worked the date, including Cliff Jewell, jewelry; Ma Hicks and Judy Moss, ribbons; Bill and Bert Donley, pins, and Harry Er-win and Bill Spivins, balloous. Snow plans to get under way soon with mechanical toys at Illinois fairs. He would like to read pipes from Paul Cramer, Bill Dowd and Jimmy

WRITING FROM . . . Harrisonburg, Va., Jack (Bottles) ported that he plans an early visit Stover reports that he made the on the Ringling-Barnum show.

recent poultry festival at Laurel, Del., to fair results. "Visited the Virginia Greater Shows which were playing Laurel at the time, and found them to be battling the heat," said Bottles. "The shore is one of the hottest spots in the East, with humidity extremely high. It's good bathing suit country, but a bit rough on a sheetwriter's wardrobe, as most of us travel light. I met my old friend, Peg Hastings, in Salisbury, Md., and found him to be doing okay. A recent letter from my old friends, Mike and Helen Wharton, revealed that they are playing the park in Maple Springs, N. Y., with a mug joint. Mrs. Jimmy Burke is working sheet around Staunton, Va., while George (Fast Dough) Stacey is getting the long green in Marlboro, Md. My old friend, E. C. Pardee, writes from Temple, Tex., that the Veterans' Hospital there is going to give him a 30-day pass soon. Would like to see pipes from Walter and Ethel Stoeffel, of sports sheet note, and all the others of the profession."

THE NOELLS ... Robert and Mae, former med show folks who now have their Noell's Ark Gorilla Show on the Glades Amusement Company, currently playing in Virginia, were recent visitors in Washington to take in the sights and visit with Dr. Mann at his apartment near the National Zoo. Doctor Mann, now 71, re-

# attract Crowds . . . and Dollars!

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Rubberized concrete, porch and floor enamel. Hattleship grey only. Not a reclaimed product. One gullon U. S. measure. Every ounce guarantreed. Packed 4 gallon cams to carton, sold in carton lots only. \$2.40 per gallon.

3-PIECE PAINT BRUSH SET. Pure brisdisplay window front box, consists of 1", 2" and 315" stres. 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 COOK BROS. 916-S. Haisted St. Chicago, Ill.

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## Letter List

Letters and packages addressed to persons in care of The Billhoard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK, Mail is listed according to the office of The Billhoard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNA I OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Smith, James E. 10e Hoss, C. H., 30e

Fawbush, Glen

Pleth, Chet Fisher, Jack Fitzpatrick, J. Floyd & Wanne Fortana, Joe Fort, Eddia Fort, Wm. Forrester, Paul

Grafa, Her. J. & Hackett, E. J. &

Alexander, Mrs. DeCoste, Romaine Allen, Bob Allen, Bob Allen, Julia

Aften, Julia
Andrews, Constance
Dillon, Loretta
Docen, Clarence
Dodd, Kenneth
Donaghy, Wnt. Edw.
Doctin, Rich
Dumond, Maurice
Duniap, Phalis Duray
Edlin, Ted
Emand, Mrs. Robbie
Jean (Dog-Face
Girl)
Barn, Elizabeth & Capi

Barry, Red Barton, Rusty Bam, Ellisbeth & Allen

Etienne, Jean Evans, Ted Fagan, C. W. Fagan, Earl W. Farris, Jack Beebe, Raymond W. Belmonte, Manuel Bender, Jay Benson, Sherry Bernard, Victor Bernatein, Harry

(Bing) Fuits, Mrs. Mildred Ferenzi, Jimmy Ferrow, Jerry & Mrs. Berry, Ace Black, Woodrow W. Blackhall, T. S.

Bianton, Edgar G. Boseley, Lake G. Bostock, Jack Bostock, Jack
Bowen, Chester
Bowen, Chester
Bowen, Virginia May
Bowen, Virginia May
Fox, Wm.
Frank, Tama
Frawley, Dennia
Gailagher, John Jos.
Gailagher, John Jos.
Gailagher, John Jos.
Gailagher, Gailagher, Gailagher, Gail Gattickio, Mike Gaston, Richard Gatt Gates, Ocie Gentry, Rye George, J. T. Goldman, Lou Goodman, Heien & Brennan, Heien Brooks, Nicky Broudy, Paul Brown, W. S. Buckholt, Ednie Burch, Ecnie (Blinko) Burridge, Frank H. Burridge, J. R. Butterfield, Mrs. Goodrich, Mr. Babe Gordon, Geo. II. Gorenson, Walty Gray, Nathaniel Graves, Johnny Greenberg, Meyer Grimsell, Tex &

Campbell, Elsie Carawan, Les & Melba Carner, Bill & Bee Carv, Mrs. L. Carroll, Tommy

Curley Grofa, Helen Carroll, T. J. Cassidy, James Catalons, Alga Catalons, Peter Cassidy, James
Catalons, Alga
Catalons, Alga
Catalons, Peter
Chalkias Jr., Bill & Haines, Margaret M.
Hale, D. D.
Hale, F. J.
Hale, F. J.
Hall, E. H.
Cole, Hobars
Hall, E. H.
Hall, Louis E.

Coleman, Geo. T. or Hamilton, Leo. Collins, Berman Collina, Lorna Cook, Phil Cortex, Pete

(Korter) Hanson, Mickey & Coryell, James D.
Costa, Frank Gahriel
Crenshaw, J. D.
Crowe, Mrs. Chas. H.
Dall, Danny
Dameron, Lacy
Davis, John M.
Davison, Pete
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Hill, Jim
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Hioge, Jack & Mrs.
Hoge, Monroe & Mrs.
Holden, Jack E.
Holterz, Gene
(Animal Oddities)
Howelia, John W.
Hudson, Jack (Bingo)
Hughes, R. P. (Red)
Humble, Mrs.
Humphreys, Bud
Hunt, Chas, T.
Ingersoll, Dwight M.
James, Al
Jeffery, L. L.
Johnson, Mrs. Eddie
Johnson, Mrs. Jean
Ramser, Ted (Radar)
Hanson, T. V.
Johnson, R.
Johnson Johnson, L. W.
Johnson, R.
Jones, T. Curtis
Jones, Wm.
Theodore
Kaiser, Eugens
Keiler (Keilar),
George (Wild Animal Act)
Keiley, Chas. & Mrs.
Kersey, Sam P.
Kersey, Sam P.
King, Faith
Kite, Gene
Kiaffer, John
Kieban, Harry
Knapp, Jim
Kobacker, Bobert
Korman, Carroll
Kutnick
Lallrake, Kenneth & Seifert, Mrs. Helse
Lackey, Haskell
Latt, Ben & Maris
Khare, Galla
Khare, Fred
Shaffer, Jimmis
Settle, Jack
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Stokes, Miller & Mrs.
Stout, W. L. & Mrs.
Stutler, Bob
Sullivan, Jos (Ben

(Shorty) Les Srivester, Wm. A.
Tummany, John F.
Tate, June
Tavinier, Forest
N. Taylor, W. E.
Thompson, Howard
Inita Thompson, Mrs. Timberman, Mrs.

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Dickson, Mr. & Mrs.
Dickson, N. L.
Dion. Ted
Dugan, George F.
Eby, Mr. & Mrs.
Norman
Edson, Brad G.
Enquist, C. L. (Tiny)
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Barbara Edson. Brad G.
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Mrs. W. M.
Foliowell, Leonard
M. Fox Andre J. & Norma Fox. Benny Gilbert. Al Gregory, R. W. Griever, Robert L. Guyan. B. H. Hall, Dunk Herrick, Carl F. Hammond, Ralph K Henson, William Hammonde Ralph K Henson, William Hillenbeck, H. C.

Miller, J. T.
Mitchell, Pat
Mitchell, Ked
Mitchell, Sandra
Moorehead, Buddy
Neill, L. K.
Neisen, Howard
Ostorne, Dick
Owens, Ralph W.
Patrick, Micky
Pierce, Cari Shepard, Donald Shipley, Leonard L. Sickles, Bobby Silcox, Joe Smith, Iola B. Staggs, James H. Stein, Sam Sterner, Mrs. Maxine Stewart, Raymond. Stakes, William & Joan Taylor, Curtis
Dire, Barbara
Trans-World Auto
Daredevills
Trenhoim, J. A.
Trimble, Charley
Vangeness, K. O.
Vinson, Jack
Whalen, Dicky
White, Worth
Whitehood, Earl
Whitehood, Ida
Wilson, E. T.

Confab Notes

Continued form page 78

of specific dates, August 1-5, 1958. As was pointed out at the time, this conflicts with the regular early August dates for the Arena Managers' Association which always is in Atlantic City. Numerous members of IAAM also-belong to AMA and will be faced with the conflict.

Cities inviting the IAAM to meet in their localities in 1959 included St. Louis, Des Moines, Chicago; Daytona Beach, Fla., and Philadelphia, with Albuquerque, N. M., putting in an invitation for some future year. These are in addition to the city selected, Augusta, Ga. Notice was served that New Orleans will campaign for the 1960 convention.

Conventioners took the opportunity to step across the street from their hotel to the New York Coliseum to inspect the new building, with Manager Charles Strong as guide. Wives, too, had a conducted tour. But all sessions of the convention were in the hotel.

Entertainment at the convention got under way with a Western party Tuesday night when Bush-Laube Concession Company and Southwest Decorating Company teamed up as hosts. The "Holiday on Ice" dinner at Toots Shors and theater party at "My Fair Lady" was the next night. Pepsi-Cola Company was host at a Friday afternoon party. There also were other events by invitation.

## Hurok Bidding

scribed as a reason for the split. Several agencies are being considered for the next arrangement, with one, the William Morris office, having been mentioned in print. A decision on this possibility, how-ever, must await the return of Hurok in August. He is currently

One large group, the Black Watch band, will arrive in this country in the fall, and the Royal Ballet opens September 8 at the Metropolitan Opera House.

Oistrach to Return

For this year Hurok has signed the two Gilels, pianists from Russia who appeared in the U.S. two years ago, and violinist Leonid Cogan, first time here. For the 1958 season he will bring in the violinist Oistrach and Aram Khatchaturian, composer, who will conduct.

Possibilities for the 1959 season include the Bolshoi Ballet. For 1958 Hurok may be able to bring in a folk concert group from Moscow, and another from Warsaw.

For the coming indoor season, including a few open dates which must be filled, the booking will continue to be done by NCAC, Michael Sweeley said for the Hurok office.

Aud Mgrs. Elect · Continued form page 78

Municipal Auditorium-Arena, Milwaukee; Harry H. Niebruegge, Atlanta Municipal Auditorium; M. E. Thayer, International Amphitheater, Chicago; Edward Furni, St. Paul Municipal Auditorium, and C. W. Van Lopik, Masonie Temple,

Charles McElravy, Memphis, was re-elected secretary of the IAAM.

Among those members preparing and presenting papers were: Don Jewell, Lincoln, Neb.; Harry Schreiber, Columbus, O.; Charles V. Stenerson, Minot, N. D.; Ed Allen, Pasadena, Calit.; Frank Hays, Washington; Gordon Hewson, Fresno, Calif.; David Blackburn, Lubbock, Tex.; B. W. Richardson, Richmond, Calif.; Ray Scheuering, New Orleans, and Richard F. Tully, Sacramento.

When the Clyde Beatty Circus played Bristol, R. I., and Fall River, Mass., Blue the magician visited with Frankie Soluto and Jimmy Armstrong, of clown alley, and Audrey Smith, of the aerial ballet . . . The Donens, slack wire and clown act, have been playing fairs and making dates with the Circle A Rodeo.



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## COMING EVENTS

#### Arkansas

Booneville-South Logan Co. Livestock Show, Sept. 2-7. Gien M. Catlett. Rope-Third Dist Livestock Show, Sept. 22-16. Bob Daniele, Little Rock-Ark, Livestock Expo. & Rodeo, Sept. 30-Oct. 5. Clyde E. Byrd. Manimoth Springs-Soldiers, Sailors & Marrines Reunion, Aug. 12-17. E. E. Sterling, Pine Bluff-S. Ark, Livestock Show, Sept. 5-14. George Hestand.

#### California

Los Angeles-Southern Calif. Do It Yourred Bentley. Pacific Aud.), July 18-28. Modesto-Walnut Creek Featival, Sept.

san Diego-Piestadel Paolfic, July 24-Aug. 10. Wayne Dallard. San Prancisco-All-Arabian Horse Show (Cow Palace), Aug. 3-4.

San Francisco - San Prancisco Plower Show, Aug. 22-23. Walter G. Brendel, 1227 Hayes St.

#### Colorado

Denver - Pood-O-Rama (Collseum), Aug. 29-31. Continental Enterprises, 416 Mercantile Bidg.

#### Delaware

Wilmington-Delaware Home Show, Sept. 7-15. Paul Waters, 15564 Oulf Blvd. St. Petersburg, Pla.

#### Illinois

Bladmaville-Street Pair, July 30-Aug. 2. Calumet City - Celebration, Aug. 29-Sept. 2. Lou Allen, Room 814, 32 West Randoiph, Chicago.

Chicago - Associated Variety & Novelty Mfrs. Show (Hotel Morrison), Aug. 4-8. Cicero Centennial, June 17-Sept. 22. Davis Centennial, July 24-27.

Lexington-Sirect Celebration, July 23-27 Maywood-Italian Festival of Chicagoland, July 24-Aug. 4. Joseph De Serto, 1615 N.

Mewman-Centennial, Aug. 21-35. Palestine-Celebration, Aug. 31-Sept. 2. Ridge Farm-Tomato Pestival, Aug. 20-21. Glenn E Donaldson Saranna Celebration, Sept. 4-8.

#### Indiana

Columbia City-Old Settlers' Day & Legion Festival, Aug. 7-10. Byron Beaber. Deiphi-Old Settlers' Reunion, Aug. 7-10. Huntington-VFW Street Fair, July 29-Aug. J. W. O. Randel, Markle, Odnn-Old Settlers' Meeting, Aug. 14-17. Lex Seneff.

Paragon-Celebration, Sept. 2. Friersburg-United Mine Workers' Pienic, Aug. 31-Sept 2 Terre Haute-Miners' Picnic. Aug. 2-4

Jack Willon Veedersburg-Old Settlers' Day, Aug. 21.

Enlem-Old Settlers' Reunion, Aug. 30-31. Sibley-Occeola Co. Livestock Show, Aug. 19-21. Gene Alexander.

Wellsville - Pranklin-Wellsville Ficnie, Sept. 5-8. J. H. Cramer. Kentneky

Hartford-Parmers' Pestival, July 19-20 Harry D. Brown Jr.

#### Louisiana

Kenlwood-Tri-Parish Food, Feed & Dairy Show, Sept. 19-22, C. B. Temple. Louisville-Winston Co. Livestock Show, Sept. 3-6. Claude E. Ming. Natchitoches La Broder Pestival Assn., Scot. 26-38. L. J. Pleasant. Slarkville-Oktableha Co. Livestock Show, Sept. 30-Oct. 5. O. F. Pather. Taliulah-Centennial, Aug. 26-30, M. C.

Ville Platte-La. Cotton Festival, Sept. 26-22. Dallas Deville.

## Maryland

Beltimore-National Home Week Expo., Sept. 24-29. Patrick J. O'Toole, 1010 St.

Pair Hill-Cecil Co Breeders' Pair, Sept. 7-14. William Shelton.

#### Michigan

Aug. 23-25. H T. Smith.

Fowler-Centennial, Aug. 21-24.

Harbor Beach-Street Fatr. July 24-27.

Petgie-Baraga Co. Dairy Show, Aug. 7.

Donald Lette. Edwardsburg - Lions' Club Celebration,

#### Mississippi

Calhour City-Calhoun Co. Livestock Show. Sept. 25-27. C. B. Duke Jr. Henston-Chickasaw Co. Livestock Show. Aug 22-31 Mrs. A J Harrington, McComb-McComb State Dairy Show, Sept. 9-15. Dr. D. W. Williams. Newton-Newton State Dairy Show, Sept.

16-21 Paul W. McMullan. Pentolog Pentotog Co Livestock Show. Sept. 17-21. Ernest Weatherly.

#### Missouri

Concordia Concordia Pall Pestival, Sept. 26-28. Dr. P. G. Gotmann. Gallatin - Daviess Co. Jr. Livestock Show,

Aug. 26. Geo. H. Schmitt. Jamesport-Jamesport Jr. Livestock Show, July St-Aug. 1. Prank Nowland.

King City-Tri-County Livestock & Horse Bhow, Aug. 14-15 Herschel L. Yates. Laulaburg-Old Settlers' Raunton, July 23-24. Harry W. Atchiey.

Lucerne-Lucerne, Stock Show, Aug. 29-31. K. R. Blanchard.

Maryville-Nodaway Co. Baby Beef & Pig Club Show, Sept. 16 Kenneth Walkup. Monett - Lawrence-Barry Dairy Show, Sept. 6-7. Helen Sugar.

Mound City-Centennial, Aug. 23-25. Mrs. E. K. Griffith

Managemery City - Centennial, Aug. 30-Sept. 3 M E. Anderson. Queen City-Schuyler Co. 4-H Corn & Biork Show, Sept. 12-14. Res Sloop.

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Sept. 18. Vencil O. Mount

St. Joseph—Buchanan Co. Dairy Show,
July 27. Webb Embrey.

St. Joseph—Buchanan Co. Livestock Show,
Sept. 14. Webb Embrey.

St. Joseph—Interstate Jr. Dairy Show,
Aug. 2. Webb Embrey.

St. Joseph—Interstate Home Economics
Show, Sept. 17-18. Webb Embrey.

St. Joseph—Interstate Baby Beef & Fig.
Club Show, Sept. 17-19. H. M. Garlock.

Nahwaska

Nebraska Bellevue Sarpy Co. Centennial, Aug. 5-10. Harold Pfander. Falls City - Centennial, Aug. 36-31, J. C. Stephenson, P. O. Box 5.

Omaha-Ak-Sar Ben Livestock Show & Bodeo, Sept. 20-29. J. J. Isaacson. New Mexico Gallup - Inter-Tribal Indian Ceremonial Aug. 8-11. Edwards S. Merry. Las Vegas San Miguel Co. Jr. Livestock Show, Sept. 17-18, James Ledger,

Santa Pe-Santa Pe Flesta, Aug. 30-Sept in their field. 7. Mrs. Helene H. Baca. New York Ballston Spa Sesquicentennial & Hudson-Mohawk Firemen's Convention, July

#### Palconer-V. J. Celebration, Aug. 5-10.

Ohio Campbell - Archangel Michael's Greek Orthodox Church Bazaar, July 22-27. Cincinnati-Food and Home Show (Zoo) Aug. 13-26. J. P. Heusser. Gibsonburg-Piremen's & Legion Home-

coming, July 24-28. Al Schles, Vo. Pire Kalida - Ploneer Day Celebration, Sept. 4-7. Hubert H. Dickman, Box 187. Nelsonville-Parade of Hills, Aug. 25-21 North Industry-Firemen's Homecoming. July 23-27. George Marlow, Dil Payne Ct., N.E., Canton.

Vandalia-Homscoming, July 29-Aug 3. Wascon-Street Celebration, Aug 14-15.

#### Oklahoma

Pawhusks-Intl. Round-Up Cavalcade, July 26-08. Clarence Paden, 1205 Brenner. Oregon

#### Show (New Heathman Hotels, Sept 12-

15. Jack Matlack. Pennsylvania Avonmore - Piremen's Gelebration, July

Harriaburg-Pa Jr. Dairy Show (Parm Show Bidg.), Sept. 19, Rox Carter. Olyphant-Northeastern Pa. Vol. Firemen's Pederation, Aug. 26-Sept. 2. J. Chichilla, Palmerton-American Legion Convention, July 15-20

#### South Dakota Aberdeen - Jayree Sportsmen's Show

Colton-Horse Show, Sept. 2. Dradwood-Days of '76, Aug 2-4. Paith-Tri-County Stock Show and Rodeo. Aug. 9-11. Hugh Millard. Flandreno-4-H Achievement Days, Aug.

Gregory-4-H Achievement Days, Aug 19-Kadoga-Celebration & Barberue, Sept 2. Lead-Celebration, Sept. 2.

Mitchell-4-H Achievement Days, Aug. 14-Mitchell-4-H Show & Sale, Sept. 16-11. Mitchell-S. D. Market Hog Show, Sept. 24

Newell-Celebration, Sept. 2 Newell-Western S. D. Stud Ram Show & Sale, Sept. 20-21. Sisseton-Kiwania Horse Show, Sept. 1. Vermillion-Days of '59, Aug. 22-23, Wagner-Celebration, Sept. 2.

#### Texas

Caralcana Coralcana Livestock Show & Rodeo, Sept. 24-28, R. W. Knight. Fredericksburg - Angora Goal Show and Sale, Aug. 1-3, P. E. Gulley.

Kaufman-Haufman Co. Livestock Show,
Sept. 5-7, Wm. D. Percy.

Longelew-East Tex. Quarter Horse Show
& Races, Aug. 19-20. W. C. Holcombe.

#### Utah

Brigham City-Peach Days, Sept. 6-7. Ross. Cedar City-Southern Utah Livestock

Show, Sept. 6-7. Perron-Southeastern Jr. Livestock Show, Aug. 8-10 Nephi-Utah State Suffelk Sheep Show &

Sale, Sept. 6-7. Richfield - Southern Utah 2r. Livestock Show, Aug. 21-24.

Salt Lake City - Food-O-Hama (Fair-grounds) Aug. 1-3. Continental Enter-prises, 501 Newhouse Bidg Salt Lake City - Western Riding Club Show, Aug. 16-17.

Virginia Cuipepper - Tri-County Parm Show, Sept

#### 4-7 Herb Houser Box 104 Culpepper-Tri-County Farm Show, Sept. 4-7. Herb Houser, Box 164.

Washington Perndale-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 Augeles—Centennial, Aug. 25-Sept. 1. Wapato-Harvest Festival, Sept. 2.

West Virginia Kingwood-Preston Co. Buckwheat Festi-val, Sept. 26-28. Alton J. Anderson.

#### Wisconsin Ladysmith-Water Regatta & Fair, July.

25-28 Reedsburg-Dairy Pestival, Sept. 12-14. Earl Skinner. Kewannee-Wis. Historical team Rodeo, Bept. 7-8. Orwin C. Burmelater. Thienaville-Lions Club Water Carnival, July 26-28 A. W. Strehlow, P. O. Box 1. Wankesha,

Wyoming Casper-Rocky Mount Oil Show, Sept 19-31. Riverton-Souare Dance Pestival, Sept. 21, Sheridan-All-American Indian Days, Aug.

#### Pageant, Aug. 10-11. CANADA

Thermopolis Gift of the Waters Indian

#### Ontario

Tom Ringier, Box 100. Owen Sound - International Marathon Swim, Aug. 3. Tom Ringler, Bex 100.

## Aqua Follies

The producer outdid himself by bringing in the most professional talent the Follies ever had. From Broadway he picked Jimmy Carroll, tenor, as emsee and singer, and Charles Dunn, baritone, with night club and musical comedy credits; Mitchell May, tenor, light opera, and Marilyn Delaney who has appeared on television, radio and the movies as well as in musical comedy.

#### Ming and Ling Click

Ming and Ling, comic Chinese duo were true show-stoppers. Ted and Flo Vallette, baton twirlers and jugglers, represent the cream

The 24-girl Aqua Dears water ballet, directed by Helen Starr, was better than the usual best in exhibits of synchronized swimming and water maneuvers. The real surprise was the 18-girl stage line, Aqua Darlings, directed by Betty Cour.

Highlight production number was Aqua Big Top, one of two nods to the visiting Shriners.

The other bow to the Shriners was tabbed Aqua Orientale, with heavy flavor on the Near and Far East, winding up with a waterspouting, lighted model of the Taj Mahal in the pool. The other productions, Aqua Broadway and Aqua Night Club were better than Portland - Portland Hi-Pidelity Music ordinary.

Two Olympics competitors of 1956 who turned pro, Joaquin Capilla of Mexico and Pat Mc-Cormick of Lakewood, Calif., were instant crowd-pleasers in the diving sequences. Bruce Harlan, Hobie Billingsley, Al Coffey, Orwin-Harvey, Charlie Diehl and the British team of Johnny Bower and Jimmy Goodhead, handled their diving chores spectacularly. All but Miss McCormick took part in the clown diving riot finale.

Patty Robinson, returning after

nearly 10 years, handled herself | yourself exceedingly well in her pool solo which turned out to be a surprise duet when her 13-year-old daughter, Dallas-a dead ringer for Mom -joined in the precision work.

Thearle-Duffield fireworks finale was a fitting climax.

Jack Weinberg.

## Recreation Service

Continued from page 77

State agencies in planning recreational services for the country, and would conduct research with respect to such services.

Senator Neuberger told his colleagues when he introduced the bill that "no thoughtful person can be indifferent toward the need for adequate community recreation." He pointed out that the American people have more leisure time today then ever before, due to the droppage in work hours from 60 hours a week in 1900 to only 40 hours at present. Further reduction in work hours is expected as technological advances occur, he pointed out.

The bill, S.2409, was referred to the Senate labor and public welfare committee for study.

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# ATTENTION—SPECIALTY OPERATORS DICE\_ \$3.75 doz. POLYURETHANE FOAM RUBBER **NEAL HAT DISTRIBUTORS**

1318 5 Campbell Road, Royal Oak, Michigan

Your Advertisement The Billboard's

# FAIR SPECIAL

DATED JULY 29

# OUT NEXT WEEK

Will Virtually Tap a "Gold Mine" of Gift, Souvenir, Premium and Novelty Merchandise Buyers Getting Ready to Play the Many Big Fairs to Be Held During August, September and October.

> If you have not already sent us your advertising instructions for this Special,

## RUSH COPY TODAY, AIR MAIL-SPECIAL DELIVERY

Or phone or wire us to repeat a previous ad for you.

AD FORMS WILL CLOSE THURSDAY, JULY 25

CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 1-6450 -

NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800

CHICAGO 1, ILL. 188 W. Randolph St. (Entral 6-9818

ST. LOUIS 1, MO. 812 Olive St. CHestnut 1-0443

HOLLYWOOD 28, CALIF. 1520 North Gower St. 1722

With Every Lady's Watch Set. (Min. Order 6-a Cal-Max Limited Offer.)

MERCHANDISE



## Ladies Rhinestone WATCH SET

- Besutiful Jeweled WATCH with sleek
- s Gliffering Necklace
- e Stunning Bracelet e Smart Earrings Yas . . . a distinctive &-Pc. SET in an exquisite satin-lined gift box! Every

piece an up-to-the-minute fashion favoritel Sell on sight at tramendous profital A sample will sell YOU! Wholesale only-35% with order, balance C.O.D.

\_ Spotlight Value! \_\_\_ Cel-Max Ensemble for Meni 5-Pc. WATCH SET

A stunning S-Pc. SET In-Expansion Band . Cuff \$ 1.89 somely boxed . Min. Sample, order &.

\$4,45.

CEL-MAX, Inc. SEZ SO. MAIN ST. MEMPHIS, TENN.

## \$24.00 A GR.

Heart, Sq., Rd., Hex. and Clover Necks 24 in. Other Engraving Rems & Religious Jewelry. Closeout Jewelry for givenways, Send for estalog.

SAMUEL B. POCKAR CO. 477 Smith St. (Rear), Providence E. R. L.

# CLASSIFIED SECTION

A Market Place for Buyers and Sellers NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25s per insertion additional to cover cost of

RATE: 20c a word-Minimum \$4. CASH WITH COPY

attract more attention and produce quicker and greater Type up to 14 point permitted. No illustrations, reverse plates, loges or other decorative material.

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1-point rule border permitted on ads of 2 inches or mare. RATE: \$1 per agate line-\$14 per inch. Minimum \$10.

> CASH WITH COPY (unless credit has been established)

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### ACTS. SONGS & PARODIES

"COMEDY INDEX" - THE MOST UP-TO-date gagfile of the Showbiz Comedy Libra-ry. From A to Jest in Comedy, \$5. "Show-Bir" (Dept. 5820), 1613 East 29th St., B'kiyn

#### ACENTS & DISTRIBUTORS

ATTENTION, HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; com-plete line Ladies' and Men's, Children's Hosiery Nylons, \$1 down up; sample order one dozen slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money re-funded. S. F. Pollard Mrg. Co. (5:1741), 1238 Market St., Chattanooga, Tenn. 1925

AUTOMATIC LIGHTERS DOZEN \$3.72.

Dollar ballpens dozen \$1.20. Rainhate gross \$7.20. Samples, catalog 1,001 hargains \$1.00. Millimates, \$89 Broadway, New York.

DECALCOMANIA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile initials and Sign Letters. Free samples. "Baco," XL, Boston 10, Massacrousetts.

DOR-SLATE: BRAND NEW! HERE'S YOUR 1967 hankroll! Sells itself in 30-second demonstration at \$1; costs you \$4 duzen; 100, \$30; Dor-Slate Jr., \$3 doren; 100, \$24, hamples both \$1 prepaid. (No stamps, please.) Dor-Slate, 1729 St. Louis Ave., E. St. Louis.

Lailured, 56 per gross plus postage c.s.d.
Gross lots only. New England Jewelry.

Description of the England St., Providence, R. 1.

Control of the England St., Providence, R. 1.

Control of the England St., Providence, R. 1.

Control of the England St., Providence, R. 1.

EASIEST \$65 YOU'LL EVER MAKE! SHOW amazing new "Magicolor" Christmas Cards. 65 house pay \$65. Personalized Cards, 46 for \$1.50. Assortments on ap-proval, free sample album. Sensational \$1.25 Gift free for promptness, Southern, 478 N Hollswood, Dept. 48-C, Memphis 13,

ELLAS EXCELS IN BOTANYI FASKOMELO Herb Sage Tex and Spiret 30e at your local store, Soffoe, 58 Washington, Huboken, New Jersey.

#### JEWELERS & PAWNBROKERSI

New German Scientific Gems. Synthetic, Terrific brilliance, White Hard! Cuts glass. Diamond cut. 50 facuts. Bound and emerald shapes, 1-10 curst sizes. \$2 per kt. You should have sample for own protection.

MEXICO and TEXAS GEM COMPANY 721C N. El Paso St.

Instructions, Books, Cartoons

Photo Supplies and Developing

Musical Instruments, Accessories

Magical Apparatus

Partners Wanted

Printing Salesmen Wanted

Miscellaneous

Personals

El Paso, Texas

20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC. 1828 Westminster St. Providence, R. L.

JOKERS FUN SHOP — FULL CREDET AL-lowed on items returned. Johbers offer same terms to dealers. Eagle Specialty Co., Akrno 14 O. 1920

#### FAMOUS MFR. CLOSEOUTS

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. PITCHMEN, DEMONSTRATORS, GET THE new action toy for hids, 'Ring-A-Rell', sample, \$1.25; retail, \$1. Ball, Ball Toys, 740 Hoover, Los Angeles, Calif.

MEN'S WALLETS—PLASTIC-ALLIGATOR.
Sensational price, \$14.40 per gross plus
postage C.O.D. Gross lots only New Engand Jewelry, 124 Empire St., Providence,
Rhode Island.

Necklaces, dozen, \$1; Pearl Earrings, carded, dozen, assertment, \$1.25; Pearl Rosaries, dozen, \$4.80, Cosmopolitan, Box 175-B, New York 8, N. Y.

PITCHMEN-SIDE LINE SALESMEN - EXcellent demonstration item. Instant acceptance, needed by every woman. Write for details. Mastercraft, 233 Tyler, Trenton. New Jersey.

HUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friends camples of our new 1557 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. S. Ferndale, Mich. ch-self

START A HOME GREETING CARD GIFT Shop. Show friends new idea Christmas, All Occasion, Roxed Assertments, Gift. Wrappings. Profit to \$1 per box. Write for Feature Boxes on approval, \$4 free Personal Christmas Cards, Stationery Samples, free catalog, sensational free offer. New Eng-land Art Publishers, North Ahington M-718C, Massarhusetts.

YOUR OWN BUSINESS - SUITS, \$1.50; Overcuate, 65c; Muckingwa, 25c; Shore, 135c; Ladies' Coats, 30c; Dresses, 13c. Enormous profits; cutalog free. Nothan Portney Associates, 603-AF West 12th Place, Chicago. co-no

150 UNUSED ALUMINUM ARTIST OR Draftsman Drawing Stands with adjustable lights. Sample 89.50 postgaid. Industrial, 61 Bowler, Fall River, Mass. 815

72 PIECES 10, RIBBON, 83 A BOX; CARDED Rainhata, 82 doz.; Hair Nets, 85 gro. post-paid. Constal Supply, Tappan St., Maschester, Mass.

#### ANIMALS, BIRDS, PETS

ADULT RACCOONS, \$5: HORNED OWLS, \$10; tame Skunka, \$20; Wildcat, \$20; Coyolea, \$20; tame Red Fox Squirrels, \$7.30; Honey Bears, \$35; Toucans, \$25; tame Dingo Puppies, \$25; Agoutis, \$20; Wild Turkey, Deer, Bear, Rison, North American Alligators and many others, Our central location gives you faster, cheaper deliveries. Bill Allen, Fredericktown, Missouri.

ALLIGATORS AND SNAKES OF ALL, sizes Boas, Iguanas, Tegu, Crocodiles, Caiman, Flying Squirreis, Giant Rats, Lizards, Snake Farm, Laplace, La. 1922 DONKEYS-IMPORTED MEXICAN MIDGET Burros. Delightful, patient, perfect pets. Peafowls. Cowden, Box 891, Raymondville,

HEALTHY SNAKES, ALL KINDS; HORNED Toads, Alligators, Gils Monsters, Terra-pina Agouti, Fox Cubs, Prairie Docs, Arma-dilios, Peafowl, Monkers, Guinea Piga, Rais, Squirrels, White Doves, Ringneck Doves, Deodorized Skunka, Badgers, Wildeat, Kinkajous, Baby Raccoons, Otto Martin Locke, Phone MA 5-4523, New Braunfels, Texas.

HUNGARIAN SHEEP DOG, DOES EIGHT tricks, \$100; Mangubey Monkey, rides tricycle, other tricks, \$250; will buy Mars Pontes. Box 2351, Fairles, Vt. jy25

MINIATURE CHIMP STUMPTAILS, YNG. \$65; young, hardy African Monkeys; Mynahs; 14 pairs Finches, \$35. Price list. Bronson Birds, 148A Fortgeorge, New York 40, N. Y. Williams 2-1150.

PARAKEETS, Sor UP; MINIMUM ORDER 25 Birds; Cages, \$4.80 doc.; Canuries, Flash Cages, Rats, Mice, Immediate ship-ment, Terms: part cash, balance c.o.d. National Pet Supply, St. Louis J. Mo. au15

SEA ELEPHANTS, CALIFORNIA SEA Bridgeport, Conn.

Liona, Seala, Main suppliers root and circuses entire world. Marine Enterprises, Inc., P. O. Box 232, Hermosa Beach, Calif., Stakes, Cables, Spotlight, \$130. Lewis, aulz

#### BUSINESS OPPORTUNITIES

ELECTRO FREEZE FROZEN CUSTAND MAchine in factory built trailer, fully equipped, heautiful outfit, cheep. Tom Thornton, Gratuity Road, Gruton, Mass.

HOW TO MAKE MONEY OPERATING CONcessions at State, County Fairs and Carnivals. All the short cuts and trade secrets condensed in the Showmen's Guide. Lists principal Fairs and attendance. Worth its weight in gold to troupers. New! Illustrated; pocket size. Postpaid \$2. Globe Concession Co., Macon 8, Ga.

PROMOTER WITH CAPITAL AND MONIE Can double investment in two seasons leasing Mystery Hill near Williamsport, Pa. Write Box 92, Saint Davids, Pa.

#### COSTUMES, UNIFORMS, WARDROBES

PANEL SETS, SEQUINED, \$7.50; G-Strings, \$5; Clown Suits, Wigs, Shine-stones, Plumes, Costumes, White Tux Coats. Free lists. Lerny Curpenter, 4612 Park Ave., Weshawken, N. J. Phone Union 3-5509.

#### CONCESSION SUPPLIES FOOD AND DRINK

PURCHASE YOUR ENOW CONE MAand sizes. P. O. Box 7803, Dallas, Tex. au12

#### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floas Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ili. jy22 COMPLETE MINIATURE STEAM BAIL-

road. 2 cars, 600 foot track, all accessories. Fred DeSantis, 97 West Main St., Wappingers Fall, New York. FOLDING CHAIRS, BLEACHERS, STADIUM

Chairs, Theatre Chairs, Tents, Lockers, complete DeLuxe City Theatre. Lone Star Scating, Rox 1724, Dallas 1, Tex. PORTABLE SKATING RINE FOR SALE-

New Tent, all equipment in good condition. Write C. G. Briggs, Gan. Del., Stoughton,

TWO STANDARD METAL TYPERS, GOOD condition. 10r play, ready for location, SZIS each. F.O.B. T. E. Beck, 7765 Broadway, San Antonio, Tex.

#### FOR SALE—SECONDHAND SHOW PROPERTY

ADULT RIDE, ROCK AND ROLL WITH transportation, \$2,000; Funbouse, \$800; 3 unit Hot Rods, \$850. Brumm, 15816 filver-date, Detroit, KE 3-7362.

concession TRAILER, OPENS THREE sides. Tandem wheels, electric brakes, low, counters, factory built, no Junk, easy to pull, Florida tags and title. Fine for hats or lewelry, cheap if sold at once. Al Hatch, Fair Grounds, Mt. Verson, Ohlo.

FOR SALE-ART LONG RANGE SHOOTING Gallery. Compressed air guns, all new, on Ford truck, \$1,200. William Search, \$12 Wresham Ave., Columbus, Ohio, 5y22

FOR SALE — CONCESSIONS, HOOPS, Darts, Slum, Wrist Watches, Trafler, Bar-gain account of Eliness, Verns Dretzel, 26 E. Elm St., Wilkes-Barre, Pa.

#### FOR SALE

Beautiful Dramatic Show Equipment 40 by 80 Dramatic Tent, perfect 

Per due. 10.00 16 by 30 Folding Stage, never used. 250.00 Small Wuritteer Piano with Portable Case 100.00
Ford Axel Stakes, Each 1.00
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Diamond Dyes, Oleos, Drops,

Exteriors

Two Victor Projectors with Carrying
Cases and Rubberized 7-9 Sermen,
and Portable Booth Projectors like
new, some Prints. Each

One Peerless Papearn Vending Machine. Gas pressure, like new, comnicia

picis ..... 190.00

Contact MRS. AL STRAND, Lake City, towa FOR SALE-5 KIDDIELAND RIDES, MIN. Train, gassiine powered; Ferris Wheel, cage type; Kiddle Cars. Tub Ride, Airplane Ride. All in good condition, now operating in City Park. Jack Walker, Box 672, Altus, Oklahoms.

FOR SALE OR TRADE—KIDDIE FERRIS
Wheel, 2 years old, non-case with six
seats. Best cash offer or will trade for
ride of equal value. Picture on request,
Jack, c'o Brook Farms, 19 Boston Ave.,
Bridgeport, Conn.



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Speout 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



LAVENDER SACHET BASKETS

Tightly woven bleached rattan hashets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender Sowers 10 lhe, \$3.50.

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PENNANTS in over 2,000 years

"NEW LOOK"

Send for our tree literature Ulustrating the largest line of traffic stoppers ever manufactured under oue roof. Make your place stand out like a sore thumb You get attention with Myria graducta

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1231 Main Ave. Cleveland 13, Ohle

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E1—Tallored Earrings, Asst. Gr. \$18.00
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E3—Pierced Hoop Earrings Gr. 8.50
E5—Stone E Rings, Ltc., Asst. Gr. 12.00
T1—Tailored Tie Sets, Brd. Dr. 3.50
T3—Asst. The Sets, Brd. Dr. 5.72
O1—Odd Lot Necks & Braces Gr. 13.00
B1—Bracelets, Asst. Gr. 31.00
W1—Men's 6-Piece Watch Set 5.55
W2—Ladler' 5-Piece Watch Set 5.55
W2—Ladler' 5-Piece Watch Set 5.50
P12—Men's 10-Piece Watch Set 7.50
P13—Men's 10-Piece Watch Set 7.50
E3—Gents' Stone Bings, Asst. Dr. 2.55
R161—Religious Medallions, Brd. Dr. 3.55
R164—Stone Necks & Ears, Srd. Dr. 7.50
2156—3-Piece Pearl Set, Brd. Dr. 8.50
Try samples of any Hems at rep. prices
25% dep., bat. COD. Free catalog.

NEW ENGLAND JEWELRY BUTTERS 13-L Empire St. Dept. R. Pros. R. L.

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SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed, Can also be worn on men's key chain or lodies' charm bracelets.



\$2.75 Plus shipping charges.
Min. 3 dozen. Key
Chains evaltable \$1.55
per pr. extra. No
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STERLING JEWELERS 1975 East Main St. Columbus, Ohio

ideal for Engravers, State Your Susiness.

FOR ENGRAVERS

Necklaces and Bracelets Boy Alone - Girl Alone Or Combination Mace of Aluminum and Gold or Nickel Plated

MILLER CREATIONS

1729 Se. Avelon Ave. Chicago 18, In Phone: WAterfull # \$815 DAY AND NIGHT SERVICE

## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

- I 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 . For Sale—Secondhand Goods
- Scenery, Banners Tattooing Supplies Property Help Wanted Wanted to Buy
  - Indicate below the type of ad you wish: REGULAR-CLASSIFIED AD-204 a word. Minimum \$4.
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(14 agate lines to the inch)

DISPLAY-CLASSIFIED AD-ST per agate line. One Inch \$14.

The Billboard 2160 Patterson St. Cincinnati 22 Ohio

I enclose remittance of \$......

> Address ............................. City ..... State .....

# JOBBERS-PITCHMEN

#### NEW FOR '57

\* TWO TONE, FULLY AUTO-MATIC top action retrocrable ball sen, no clip mechanism. ATTRACTIVELY PACKAGED.

\$15.84 per gross lots -SAMPLE GROSS \$16.56-

\* S-PIECE POCKET SETS 3 different color ball pons with link to match, handy comb and plestic pocket saver.

549.50 per gross lots

-SAMPLE GROSS \$31.66-STANDARD GOLD CAP RE-

TRACTABLES .50 per 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 MEG. CO., INC. 384 Broadway New York 12, N. Y.

## MAKE BIG MONEY SELLING TOWELS

We're sold MILLIONS of LOW AS Towels! Our Agents, Salesmen and Saleswomen are cleaning up! New you can, led! Our try. Look at them:

500 Towels .......... 20.00 

Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon awels from us you can sell TEN for 1.00 and make 330% PROFIT. Order onay! Send money with order. C.O.D.'s remittance accompanies TOWEL SHOP, Dept. 2, 510 St. Charles, St. Louis, Mo.



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In 2 Minutes

## Quick Photo PDQ CAMERA

Makes finished photos in 2 min-Taxes and finishes 30 to 40 everlasting plack and white or sepis photos an hour. No dark room. Guar anleed not to fade Photos taken on "SUPER SPEED"

direct positive paper. Pirture size 21/2334 in Complete, easy to operate portable choic studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTES Camera.

PDQ CAMERA CO.

1564 W. Cortes

Chicago 22, III.

## 100% Mark Up on \$2.25 Item LAWN RAZOR

Trims Grass Like a Razor Shaves

unique, lightweight folding sickle equipped with a tempered steel, razorsharp replaceable blade and guard. or uses 9 double-edged razor blades. A fast mover at Fairs, Home Shows, Exhibitions, etc. Sales Agents wanted Write for literature and details

North Wayne Tool Co.

OAKLAND 1, MAINE



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ENTION CARNIVAL MEN We Carry a Complete Line of

 NOVELTIES CLOSE-OUTS
 PENNANTS

house from, Be Sure to Visit Our

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Griven Airplane, 8650; 84 Chevy Tractor with 28 ft. trailer, \$2,200. All in excellent condition. Dissolving partnership, no deals.

J. Filert. Otsego, Mich. OX 4-2951 or M.

Kately, 815 W. Walnut, Kalamazoo, Mich.

Fl 3-3965.

KING BOAT RIDE, NEW TANK, PAINT & motor, \$1,200 or best offer. Consider saxe, Chicagoland area. Slavin, 1617 Foster. Chicago, DJ. Edgewater 4-1538.

KING KIDDLE SPEEDBOAT RIDE, FIBRE \$1,500. Box 1079, Riviera Beach, Fig. Victor

MERHY-GO-HOUND, OCTOPUS, KIDDIE Rides All like new, Taylor, Rt. 1, Box 199-B, Spanaway, Wash, L.Ennox 7-6410, au5 SET OF FOUR CARNIVAL MIRRORS (2'x6'). good condition. Sell for July replacement cost. Tervelt, 1623 State, Quincy, Ill.

TENT STAKES. "FORD AXLES." 1.500 stock, 31 each, F.O.R. Dallas, G. E. Willard, 1221 2nd Ave., Dallas, Tex. sep. THIRTY-CHAIR MERRY MIX-UP, 20 FT.

tower, rehulli, \$2,500, R. B. Eyerly, 2741 No. River Road, Salem, Ore.

THREE ISXIN CONCESSION TOPS, USED 7 times, side upil frames, \$250 cash; without frames, \$150. One 10x10 practically new Too Panel Ontril, \$100 rash, David Kay, 2756 N. 45th St., Philadelphia 31, Pa. Green-

TRAINS - ALL SIZES, GAUGES, TYPES: new, used, frade interphotographs, details, 51 bill (refundable), Miniature Trains, 33B Winthrop, Rehoboth Mass,

UPHIGHT TRAFFEE RIGGING, 30 FT., complete lights, bar, cables, \$125. Revolving Ladder, rigging complete, 550. Ready to ro. Joe Schad, c o 3902 Chaffee Drive, Ft. Smith. Arkansas.

30 PONIES, CONSISTING OF 22 FEMALES. B males All for \$1,000 cash. This is a real bargain, truck available for delivering. No time for letter writing. Phone now. don't wait. Day or night 5317. P. L. Cobb. Amite.

IS FT. JR. KIDDLE PERRIS WHEEL, 8 seats, 16 passenger, A-1 shape, used one season, \$1,000. Thomas Felasco, 419 E. Lutton St., New Castle, Pa.

I G.12 TRAIN RIDE, 600 FT. TRACK: I TEN cer Auto Ride on portable trailer; I Pinto Pany Cart Ride, I Flenhant Ride, Train. motor just everhauled by company; all for \$3,750.00. Charles DeMartino, 1649 66th St., Brooklyn, N. Y. Tele, Cloverdale 6-7002.

I SUNSHINE CHOO CHOO THAIN RIDE: I Herschell Auto Ride with trailer to haul same, \$1,500 cash. Can now be seen in op-eration, David Kay, 2756 N. 46th St., Phila. 31. Pa. Greenwood 3-8201

I ELI FERRIS WHITE, WITH V BELT drive, 1 Fruehanf 33 foot Van, 1 Dodge Tractor (with 9,000 miles); Can be seen in operation Price \$5.500 cash, David Kay, 2756 N. 46th St., Phils, Greenwood 3-8201.

#### MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL cutalog of latest tricks, 35c. Free! Show husiness book catalog. Ireland, B-109 North Dearboyn, Chicago 2

NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypno tion, Horoscopes, Crystals, Graphology, 50s wholesale Sub-miniature radiophone for mentalist easily concessed. Brochure prices on request, Nelson Enterprises, 336 South High, Columbus, O. 1929

VENTHILOQUIAL FIGURES, 36 INCHES, real hair, nearly dressed, \$17.50 and \$20 Brown, 1711 S. W. 18th St., Miami 45, Fla.

#### MISCELLANEOUS

PET SHOP - DOING GOOD BUSINESS Present owner roing to Africa and will keep contact with new owner. Design in tropical animals and hirds Monday's Pet Snop, 138 E. Market St., Louisville, Ky.

#### PARTNERS WANTED

GIRL WITH AN AMUSEMENT ATTRAC-tion netting hundred daily wants finan-cially responsible partner. It's letit, you hundle the money Box C-309, c/o The Billboard, Cincinnatt 22, O.

#### PERSONALS

ATTENTION - ME JOHN K. BENNETT, 136 Binns Blvd., Columbus 4, O. MR. HOPE, \$75, THINGS FINE, GOING normal. New address 119 No. Spooner. Beautiful weather, swimming, nice tan-

JAM MAN WANTED

Clarence Giraud, get in touch with

Al Houlker 319 Boardwalk

Seaside Heights, New Jersey

REWARD ANYONE KNOWING WHERE abouts or information leading to Bruno Taubert, probably in Florida, Please write Taubert, Ranch Outflitters, Casper,

#### PHOTO SUPPLIES DEVELOPING—PRINTING

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices PDG Camera Co., 1546 W. Cortez, Chicago 22, 111.

#### PRINTING

A-1 TESTED SHORT RANGE TARGETS amples Fine Arts Press, 1916 Donald, surfects, fil.

ALWAYS SPEEDIEST SERVICE ON QUAL sty Window Cards. Three color 14x22 outers, \$8 hundred; 17x26 size, \$12.50. Fasters for all amusements, dances, sports. Colored day-gio Bumper Stickers, 4x15 inches, adhesive back, 513 hundred postpaid Tribune Press, Dept. 337 Earl Park, Ind.

TARGETS FOR SHORT HANGE GALLERY Admiral Printing Co., 420 E. Balto St., Balti-more 2, Maryland.

500 LABELS, \$1, 150 STATIONERY, 100 Mall Alds all for \$2.08; Decals. TopVal, PERSONAL MANAGER, OR PUBLICITY, OR Lyndburst, N. J.

200 Highli LETTERHEADS AND 200 6% Good, aggressive personality. Robert Envelopes \$3.75 black or blue ink, Malio Adams, \$6 W. North, Chicago, Superior Press, 767-B Leith St., Flint 5, Mich. aui2 7-2680.

## SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS
10, 20, 30, 50 and 240 light book matches.
Bigger spot cash commissions; every business a prespect. Low prices for high quality, Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-157, Chicago 22, III.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shows, waitremen, surses, doctors, others. All popular miracle ratrice—nylon, dacron, orion. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. G-109, New York 11, N. Y. np

ADVERTISING REPRESENTATIVES, MIDdie West, New York and South particular-ly, HI Comm. Special editions. Navy Life Magazine, Geo. L. Carlin, USN Retired, Hotel Roosevelt, Phila., Pa.

GOLDMINE OF 500 MONEY MAKERS-Free copy. Specialty Salesman Magazine, Deak 22-B, 307 North Michigan, Chicago 1.

\$300 FIRST WEEK OR MONEY BACK -New Glow Ad Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10.

#### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finesti best designs, votors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Lus Angeles, Calif.

#### WANTED TO BUY

TRAINED ORGAN GRINDER MONKEY, small Grind Organ. If you have either, write Ben Williams, 41271/2 Telephone Rd., Houston, Tex.

WANTED-OLD BAND ORGANS, CALLE opes, etc. Also Organ Rolls. Price and condition first letter. Box 23, Atlantic, Iowa.

WANT PORTABLE RINK. DON'T NEED tent. Will be permanent or would like to buy permanent Rink. Phone: Neale Neabit. PA 2-2584, 717 Gephart Drive, Cumberland,

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Forms Close Wednesday for the Following Week's Issue

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IF YOU WANT TO EARN MONEY FAST I'll send you free sample stocking of new-est Stretch DuPont Nylons to sell at only \$1 a pair. American Mills, Dept. 618, Indianapolis 7, Ind.

MUSICIANS FOR TRAVELING DANCE Orchestra, Steady pay, finest transporta-tion available. Little John Beecher, 1611 City Nat'l Bank Bidg., Omaha, Neb. 1929 TRAVELING DANCE BANDS NEEDED FOR nationwide profitable engagements without layoffs. Established reputable office. Complete information to Box C-208, c/o The Billboard, Cincinnati 22, O. op

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 22, Ohio,

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SAX-CLARINET, TRUMPET OR cordion. Commercial re-operative trio opening July 29. \$100. Read, fake, shows, union. Call, no collects, MA 7-0398, Atlanta, Gentgia.

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ADVANCE AGENT, BOOKER, PUBLICITY Man for Barn Dance or Hillbilly Troupe in Midwest territory by experienced Showman, refined and dignified, Available im-mediately. Art Johnson, Box #315, Stoux Fulls, S. D.

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BEAL ORIENTAL FLAGEOLET FOR belly, Loud, funcful, Flageolet, Gen. Del., Pravidence, R. L.

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ANIMAL ACTS & VARIETY NOVELTY Acts of all description, Phone H-1196, Address 2015 Oliver St., Variety Artists, FL

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Dichl, Route 3,

#### MUSICIANS

ACCORDIONIST-DOUBLING FIANO. ENGlish immigrant. 10 years' professional ex-perience London. 32, read, fake; soher, dependable, work anywhere. Hollington, Apt. D. 2713 3rd St., Santa Monica, Calif.

BASS MAN AVAILABLE IMMEDIATELY. double valve trombone, speaks, combo preferred. All offers considered. Swinger, Pat Patrick, 712 South Washington, Enid.

HAMMOND ORGANIST, HAVE FULL-SIZE Hammond with both Leslie and Hammond Speakers, play all types of music. Now on location for the summer season, will be available after Sept. 1 for smart cocktail lounge or hotel. Southern bookings are-ferred. Photos on request. Write Freddie Shepard, c.o Witherill Hotel, Plattaburgh, New York.

PIANIST—ALL STYLES, ALL ESSENTIALS, cui or no notice. Locations preferred. Confact Box C-206, c/o The Billhoard, Cincinnati 22, O.

PIANIST - JAZZ, LATIN, DINIELAND. Classical, good reader. fluent technique, soloist, combo, band. Willard E. Conner. Hoyalton, Minn.

PIANIST, CORRECT CHORDS, GOOD TWO or four heat, read symbols OK. Commerclal, no progressive, arrange; sober and serious. Wayne Powell, Irvine, Ky. Phone COWBOY STUART AND HIS WESTERN

swing dance band, the Beaver Valley Cowgirls, available for radio. TV and shows coast to coast. Write Box III Mars. Pennsylvania. DRUMS-ENTENSIVE LATINS, BANGOS. Timbules, also shows, vocals, Prefer combo, small hotel group, organ duo; location work only, Photo, references, Lee Middleton, 2520 Jonesbore Ed., S.E. At-

lunta, Ga. GUITAR - MODERN, LEAD, RHYTHM. Ten years top combos. Vocals, Solo, Har-mony; double Bass, Musician, Apr. 114, Harmon Hotel, Minneapolls, Minn.

TRUMPET - JAZZ, DIXIE, COMMERCIAL, Good tone, read, dependable. Will travel, available immediately. Call, write or wire. Hilly Karle, 2026 Jackson, Murphysborn, Ill.

TRUMPET, LEAD OR SECTION, WANTS mostly location, probably take snything. Russ Pinger, 2222 S. 12th, St. Joseph, Mo.

#### PARKS & FAIRS

ATTENTION, FAIRS, PARKS AND CELE-brations Wilms Lee and Stoney Cooper with Clinch Mountain Clan, Hickory Records, stars of Grand Ole Opry; the Okla-homs Kids, Marion and Wallick, Australian Bull Whips, Knife Throwing and Tram-poline; Archle Boyer's Western Revue of Sharp Shoolers, Educated Horses, Ponles, Performing Dogs and Monkeys, Chariot Baces and Comedy Ford, available as com-Contact Frantier Attractions, 422 West High Ave., New Philadelphia, Ohio. 1929

BALLOON ASCENSIONS, PARACHUTE Jumping for purits, fairs, recbrations. Claude I. Shafer, 1641 S. Dennison, Indianapolis 21, Ind. HOB CORBIN AND HIS CALLIOPE, ONE of America's top clown acts. A few weeks still open. Barnesville, Ohio.

CARL BUTLER - COLUMBIA RECORDS. Fairs, Parks, Auditoriums, Jamborees, etc. Personal management, Walter Balles, E04 W. Main Ave., Phone 5-4646, Knoxville. Tennessee. FEARLESS STARS - HIGH CONTORTION

Trapeze Act available for Southern Fairs starting Labor Day week. For open time contact Jerry D. Martin, Billboard Publishing Office, Cincinnati, O. FIVE PERSON VARIETY STAGE SHOW OF

magic, vaudeville and dance. Beautiful costumes, talented, reasonable rates, Wright's Variety Show, Casey, III. 1922 JAMES COGSWELL, STROLLING CLOWN Fairs, celebrations, special events. Write today for details, descriptive literature, etc. 1433 Rose St., Lincoln 2, Neb. 2012

OUTSTANDING PLATFORM, TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address; Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Tele-phone: Eastbrook 3312.

THE DEATH PLUNGE, AS FEATURED BY Fox Movie Tone, is bringing in more customers than some arenas, fairs and carnival celebrations can handle. It's the assignment stuntmen fear most. It really separates the men from the boys. Besides grabbing large chunks of audience attention here in U. S. it has made a hit in South America and drawn bravy patronage on the Islands of Bermuda and Honolulu. This high diving presentation is talked about and discussed long after it has left a town. Contact Capt. Mac. Productions, 456 Lamphier Place, Warren, Ohio N. E. Tel. 45337.

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#### ELGIN, BULOVA, BENRUS, GRUEN

\$6.00 WITH BAND AMERICA'S LOWEST PRICE DEALER OF **Reconditioned Watches** Call us for information (cr write). We deduct price of call from first ocder

SAM AGRAN 108 S. 8th St. Philadelphia 7, Penna.

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NY name and address for ANY name and address for ANY WORDING up to 15 words) 25c. We absolutely GUARANTEE that quality of these labels equals or surpasses those resting 100 for 11.00! No limit... order as many sets as you want! FREE with order... Agents and Fund Raising Flans. Order NOW! Money-back guarantee. WESTERN STATIONERY, Dept. 327 Topeka, Kansus

## 4-PC. PEARL SET

Included

Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S ... Limited time only.





Choice Lot FOR All famous

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SEND FOR FREE C57 CARNIVAL CATALOG 25% Deposit With Order, Balance C.O.D.

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Dozen Milwaukee

\$27.00 Pezen N.C. Complete Assertment of All Plush Toys -Dolls-Concession Merchandise.

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nants sewed on a tough, heavy, tape 100 ft long. ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

Colorful Decorations of All Kinds.

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you Always GET A BETTER DEAL AT

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Communications to 188 W. Randolph St., Chicago 1, III.

# Future Expansion to Theme 1957 NAMA Convention

117 Exhibitors Signed to Date; Expect Attendance to Surpass 6,000

CHICAGO-Plans for the Na-| Tabbed "Operation Automa-| Convention exhibits will be

tors, machine manufacturers, prod- dustry."

Honal Automatic Merchandising tion," the convention business opened on Sunday (13), and will Association's forthcoming conven- program is to be slanted toward run from 12:30 to 5:30 p.m. for tion have been finalized, with the "future in vending." According the full four days, with the exthree full days of business sessions, to convention chairman Frank ception of Wednesday (16) when plus three evening workshops Bradley, the show is intended "to exhibits will close at 4 p.m. point up vending's potential to the More than 6,000 vending opera- public and to members of the in- cially kicked off Monday (14)

net suppliers and guests are ex- To date a total of 117 exhibitors a panel discussion co-ordinated by pected to attend this year's have reserved space, with NAMA Joseph Mitchell, Ypsilanti, Mich., conclave, to be held in the Phila- officials predicting the figure will will deal with the problems of delphia Convention Hall, October surpass last year's mark of 160 by expansion faced by owner-serviced convention time.

machines, one of the fastest grow-

ing industries in Memphis

Business sessions will be offi-Prescription for Sound Growth, moderate-sized and specialized vending operators.

A speaker from U. S. industry, still to be chosen, will also participate in the program.

Training As in previous years, Coca-Cola will present a visual demonstration outlining effective training pro-(Continued on page 102)

Sol Cafe Names Carl A. Sherrod

has been named Southwestern divi-An estimated several million sion manager for the Sol Cafe packs of cigarettes a month are Manufacturing Corporation, manu-Reasons for the 2-cent hike sold in Memphis. About 40 per facturer of soluble coffee for the vending trade.

Sherrod will begin his new job, with headquarters in St. Louis, on August 1. Previously, he was in (Continued on page 103) firm

NVA '58 Conclave In Miami, May 1-4

Eppy to Head Membership Drive; Nationwide Op Survey Planned

CHICAGO-The 1958 conven-scheduled is an extensive ladies tion will be held May 1-4 at the bers plan to combine their business new \$20,000,000 Deauville Hotel visit with a family vacation. in Miami Beach.

rectors in New York last week. Membership Drive

The board also approved the convention rate. launching of a membership drive, which is to start in the near future. Raynor, general counsel; Ralph Sam Eppy has been named chair- Lobell, Leaf Brands; Harry Bell,

coming conclave has not been Herman Eisenberg

year, is the use of skits to operator; Art Bianco, New York illustrate some of the specific operator, and Moe Mandell, Northproblems of the industry. Also western Sales & Service.

tion of National Vendors Associa- program, since many of the mem-

Hotel rates for members attend-Decision was announced by ing the convention are from \$6 to NVA's legal counsel, Milton T. \$11 per day, per person. Members Raymor, following an eight-hour have been given the option to long meeting of the board of di- reserve rooms two days before and up to two days after the convention -a total of eight days-at the low

Attending the meeting were Ted man of the membership committee. Chicago operator: President Leon-While the program for the forth- ard Quinn, Columbus, O., operator; finalized, the board approved the operator; Bill Falk, Plastic Processending of a nationwide mailed ses; Bob Guggenheim, Karl survey to operators to gather infor- Guggenheim, Inc.; Paul Price, mation for the convention business Paul A. Price, Inc.; Sam and George Eppy, Samuel Eppy & A new feature planned for this Company; Roger Folz, Long Island

# Memphis Ops Hike Cigs 2c Per Pack

Vending Sales Comprise 40% of Total Market; Filter Sales Boom

MEMPHIS-Cigarette vending be dispensed before the increase machine operators in Memphis in- takes effect. creased the price of regulars from 28 to 30 cents per pack.

were two-fold: A recent penny m- cent, a big part considering marcrease by cigarette manufacturers, keting outlets, are sold in vending and a general rise in operating expenses for the operating com-

Drew Canale, president of National Tobacco, Inc., and general spokesman for the industry, said all cigarette operators in Memphis and Shelby County (16), participated in the increase, making the move unanimous.

Meanwhile, over-the-counter sales of non-filter regulars went up I cent in stores.

Cigarette vendors have been getting 30 cents a pack in machines for king size and filter eigarettes. The increases makes all cigarettes in machines now 30 cents across the board.

Most of the vending companies still have several thousand packs of cigarettes pre-packed with 2 cent change in them. Those will

# State Cigarette Taxes for April, 1957

	Grass 7	1957	es taxed duri	Per cent		taxed Januar		cent
	amount	1904						
			1956	change	1957	1956		ange
	of taces*	(080 Dbs)	(mdid 90(t)	from 1956	(add 000)	(add 000)	from	1954
(4)	866,348	21,659	19,826	+ 92	83,747	75,508	35	10.8
(2)	205,544	10,277	8,839	+ 163	40,633	36,185	4	12.3
	621,900	10,610	10,490	+ 11	41,590	38,670	3	7.5
	842,378	- 28,245	24,527	+ 15.2	100,629	100,118		0.5
	163,599	5,453	4,940	+ 10.4	17,640	16,995	+	3.8
			8,736	+ 12.0	35,211	34,442	+	2.2
			39,582	+ 13.7	182,891	164,395	+	11.2
				+ 3.2	104,134	99,681	-	5.5
					17,779	17,187	E0025	3.4
							100000	5.3
								3.5
								3.6
								2.1
								11.3
								11.3
							0.50	3.2
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								4.3
								5.9
								2.1
								13
								3.5
								7.9
							2005	5.7
			55,537					1.8
			6.315	- 44				5.4
Diversions			174,307	4 3.8				2.5
5)			3,974	+ 4.5			20	3.1
Decement	2,690,577		86,437	+ 3.8				4.4
9	954,628		17,468	+ 10.4			- 12.0	4.2
(3)	4,806,312	96,126	96,051	+ 0.1	370,745		1.5	4.2
31	286,938	9,565		4 11.1	36,811		*	4:3
	445,847	14,862		0.9	60,677			3.6
	150,475	4,630		+ 11.3	14,791		11-15	4.0
	1,228,742			4 83	94,961	88,215	7	7.6
		77,766		+ 0.8	300,360	291,363	+	3.1
					16,892	15,864	. +	6,3
				24,6	12,910	13,671	-	5.6
					88,907	86,943	+	23
						59,282	+	5,8
							+	5,6
							4	1.9
	- Chickey	- 175	-		The state of the s	THE PERSON NAMED IN		4.0
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21.9 64,472 63,122 (5) 82,6566 27,552 20,327 + 35.5 99,645 89,533 (8) 22,153 44,264 8,833 8,767 97,1 357,199 34,624 (5) 42,644 8,833 8,767 97,1 37,799 21,64,624 (5) 22,056 11,002 29,567 19,615 41,2 29,005 85,315 (5) 42,264 8,833 8,767 97,1 35,719 34,624 (5) 21,29,83 70,9779 70,133 1 2 27,077 282,769 (4) 972,796 23,328 23,002 1 1,2 89,004 94,833 (5) 2,129,83 70,9779 70,133 1 2 27,077 282,769 (4) 972,796 23,328 23,000 1 2,129,83 70,9779 70,133 1 2 27,077 282,769 (4) 972,796 23,328 23,531 1,380 9 48,831 12,29,909 34,833 (5) 53,215 50,112 46,766 + 7.2 186,943, 180,914 (4) 972,796 23,328 23,531 1 14,84 155,136 188,366 (4) 229,729 5,795 5,231 10.8 22,719 23,054 (1) 972,796 23,328 23,531 1 14,84 155,136 188,366 (4) 229,729 5,795 5,231 10.8 22,719 23,054 (1) 237,666 7,669 6,297 18,8 27,48 22,719 23,054 (1) 237,666 7,669 6,297 18,8 27,48 22,719 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,910 24,128 (1) 237,666 7,469 6,297 18,8 27,48 22,910 24,128 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 27,48 22,191 23,054 (1) 237,666 7,469 6,297 18,8 6 6,297	(6)

Number of States showing decrease in volume from: April, 1956 ...... 5 ...... January thru April, 1956 ...... 3

NOTE: Above data compiled from reports received from State tobacco tax administrators. \* Represents the face value of the cigarette stamps and meter impressions sold within the month and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louislana, Maine, Montana, South Carolina and Utah, in which States the dollar figures shown relate to net collections from eigerette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures

t A part of the State imposed eigerette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State unit local shares of the gross value of stamps sold within the month.

I A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigurettes.

# NEW YORK—Carl A. Sherrod is been named Southwestern divi-Climb; Up 4% over 1956

CHICAGO -- Cigarette vending cil showing a 4 per cent increase appears to be headed for another in national consumption for the Cigarette machines have boomed charge of Alabama sales for the banner year, according to figures first four months of 1957 compared released by the Tobacco Tax Coun- to the previous year (see chart this

April alone saw a total of 1,292,001 packs consumed by the

smoking public- x 5.8 per cent hike

over the same month during 1958. The Council figures represent actual packages taxed in 43 states, including the District of Columbia. Figures are not available for the five states that have no tobacco

Fully 38 of the 43 reporting States reported increases in consumption for the year's first four months over a similar period last

Createst jump secured in Arizona, registering a 12.3 per cent rise for the first four months. Four other States-Alabama, Florida, Kentucky and Louisianaregistered increases of over 10 per

Of the five States registering drops-the largest occurred in Vermont, and that only 5.6 per cent.

## New Pa. Law For Cig Tax Enforcement

HARRISBURG, Pa -- A bill providing for the confiscation of vending machines containing untaxed cigarettes was signed into law last week (20) by Covernor George- M. Leader.

The new bill also provides for seizure of the cigarettes, under provisions substantially similar to the liquor code, calling for confiscation of untaxed liquor.

There is no change in the current cigarette tax structure. The 5-cent per pack tax remains in effect. The law was designed merely to strengthen enforcement of current legislation.

Under the new enforcement provision, officers of he Revenue Department may arrest on view, persons selling or possessing untaxed cigarettes.

## Widener New Evco Partner, General Mgr.

SAN FRANCISCO -- Robert Widner has been made a partner in Evco Merchandisers and as-- sumed the post of general manager, Leon (Hi-Ho) Silver, who organized the firm, said here.

Eveo has purchased its premises along with an additional building. And, after improvements are made, the firm will expand its manufacturing, adding pan candies and roasted peanuts.

Widner was associated with Silver for three years, some time ago when the latter had routes as well as a supply house.

The purchase of the properties, Silver added, will give the firm three times as much space as formerly used. The company specializes in bulk vending supplies and among its products includes foursome and threesome stands for bulk merchandisers.

Silver has been in the bulk vending field for more than 25 years, starting in Los Angeles, where he was possibly the largest independent bulk merchandiser at the time he sold his operation.

NEW YORK—The Rowe Man- Kendall to Head ufacturing Company has gone into full production on its 5-cent gum vending machine. The four-column unit has a capacity of 160 packs.

The vender may be attached to a wall or to a major piece of equipment. List price is \$43.50.

Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900

For Victor Vending Corp. PHONE OF WRITE FOR PRICES

# Pepsi International

NEW YORK-Donald M. Kendall was elected president of Pepsi-Cola International, a subsidiary of Merchandisers Associations, Inc., the Pepsi-Cola Company, which has operations in 75 countries over- ing machine operators in the New seas. Kendall was vice-president in York area, has adopted a new set charge of marketing of the parent of by-laws and arbitration policies. company. Prior to that he was vicepresident in charge of national tions in the consent decree which accounts and sirup sales.

1947. He succeeds Henry M. Win- Court. ter, who will serve as consultant

to Pepsi-Cola International.



Victor's New Improved

Faster Action! Bigger Profits!

Packed & Sold 2 to Carton, F.O.B. Chicago,

5701-13 West Grand Ave. Chicago 39, Illinois Mirs. of Famous Line of TOPPER Vendors

OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY



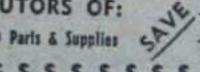
5115 E. 14th St.

Ockland 1, Calif.

Phone: AN 1-9037

MANUFACTURERS & DISTRIBUTORS OF:

Panned Candles . Gum . Vending Machines . Parts & Supplies



CIMMICKS () CHARMS

CHARMS COMMICKS

## FOR CRYING OUT LOUD

Leud and Clear, we proclaim, for all to know . BUY, BUY, BUY

"COMPETITION MIX"

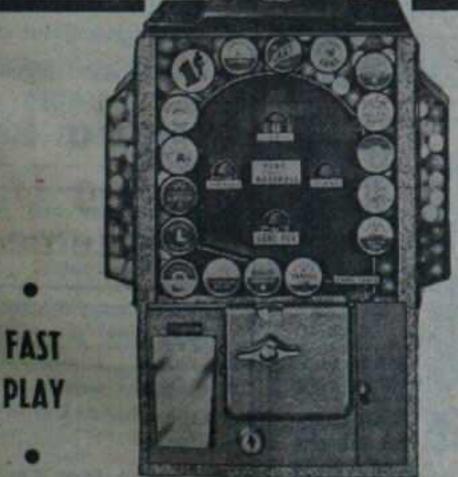
Twenty-one GIM-MICKS, in a MIX, A BARGAIN IRRESISTI-

Minimum order 2,000 and up. Buy DIRECT from EPPY & SAVE.

We're COMPETING, competing hard, on the basic of SUPER QUALITY, SUPER CIMMICKS, SUPER VALUE and BARGAIN PRICE.

SAMUEL EPPY & CO., INC. 91-15 144th Place

COIN SPECIALTIES BASEBALL VENDOR



BIG **PROFITS** 

The small fry as well as grown-ups will stand in line waiting to drop pennies into this exciting and colorful vendor which delivers a ball of gum with every pitch . . and every penny. Attractive front shows emblems of 16 American and National League ball clubs.

Vendor Holds 5 Lbs. of 210 Ball Gum

Takes In.....\$31.50 Cost of Gum . . 4.50

Pay Location 25% .. 7.88

Your Profit is .. 19.12

· Three-view showcase display window attracts

 Proven trouble-free mechanism and flipper
 Size: 14" high, 10½" wide, 9½" deep
 Packed two machines to a shipping carton CALL, WIRE OR WRITE TODAY !

Contact Moe Mandell for New York area Northwestern Sales and Service Co. 446 W. 36th St., New York 18, N. Y.

KING &

7700 W. LAKE STREET

CHICAGO 12, ILL.

EXCLUSIVE DISTRIBUTOR

## CMA Adopts New By-Laws

NEW YORK - The Cigarette an organization of cigarette vend-

The action fulfills CMA's obligawas entered into between the oper-Kendall joined Pepsi-Cola in ation organization and the Federal

The by-laws that CMA's policy prohibits price or commission fixing, allocating locations and hindering competition. It also provides that members list with CMA their locations. Non-members are also permitted to list locations with CMA.

Non-members may also receive, subject to a reasonable charge by CMA, information contained in the listings.

Collective Bargaining

CMA is authorized to bargain collectively with local labor unions, but no member is compelled to be a party to any collective bargaining agreement nor is any member compelled to have a contractual relationship with a labor union.

Arbitration machinery between operators is provided for, but no operator is compelled to participate in such arbitration.

## Berger Heads Aid Group

NEW YORK -- Martin Berger, president of the Cigar-O-Mat Corporation, is chairman of a group of United States citizens who made arrangements to have an Indian postal clerk flown to this country for a heart operation.

Berger was at Idlewild Airport here this week to meet the clerk. Sewa Chand, on his arrival. Accompanying Berger were a representative of the Indian counsel, and Dr. Lamberto Bentivoglio, medical research chief at the Bailey Clinic, Philadelphia.

Dr. Charles Bailey, noted heart specialist, will perform the opera-tion without charge this week.

VENDING MACHINES - Parts, Supplies; Ball Gom, all sizes; le Tab Gum, & Package Gum, Spanish Nuts, Gum, Se Package Gum, Spanish Nuta, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; I Hersheys, 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 Venders. Write for prices and order blank. KING & CO., North-western Distributors, 2700 West Lake St., Chicago 12, III.



BUBBLE . CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 274 lb. Chicle Ball Gum, 130 ct. .... 354 lb. 

F.O.B. Factory. 150 Lb. Lots AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Newark 4, N. J.

Distributor For oak Manufacturing Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE OF WRITE FOR PRICES



CHARMS-Miniature Cigarette Lighter-It Works!

Will wend with 210 ball gum Body designs; Chrome: Plaid & Mesh Packed one dozen to a box. \$2.50 per doz.; \$27.50 per gross Full tash with order. We pay postage immediate delivery guaranteed

EVCO MERCHANDISERS 397 Cortland Ave.

Leon "Hi-Ho" Silver, Gen. Mgr.

# WANTED

Experienced Salesman for new and highly profitable Bulk Vending Innovation. Same excellent territory still available. Presents a high earning potential to the

Write us fully regarding your experience and average income.

Write to BOX 900, The Billboard

188 West Randolph

Chicago 1, Illinois

# POPPERETTE

**Fully Automatic** Popcorn Machine Hi Profit % 10c

TERMS: 1/3 Deposit With Order, Balance C.O.D. WRITE, WIRE OR PHONE

2227 University Ave.

St. Paul 4, Minn.

Midway 6-7901

all summer long!

**GOLD SCOUT KNIFE** 

## Every Kid will want Their Own

Terrific repeat sale item, especially during vacation time! Brilliant Gold Vacuum Plating-\$15.00 per M for 5 M or more.

Multicolor-\$12.50 per M for 5 M or more.

35¢ for SAMPLE CHARMS

SURE-LOCK, the perfect copsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

In CHICAGO, ILL.



## Anthony Tortorici

of T.&T. Vending Sales Co. says:

"I have found the Oak Vendors to be the best on the market and therefore use them 100% in preference to any other."

This 25 year veteran of the vending business has tried them all and found that it pays to use OAK machines exclusively. Like every leading operator, you too can get maximum profit from OAK machines.

oak's famous ACORN

all-purpose vendor

The all-time favorite of the vending business. Vends all 14 and 54 bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening - dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation - today's Acora looks 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.



East & Midwest Factory Sales Office M. J. ABELSON, Phone: At 1-6478 2033 Fifth Ave., Pittsburgh, Pa.

DAK MANUFACTURING CO., INC., 11411 Knightsbridge Ave., Calver City, California

## 4 Charm Firms Hire Kimbriel as Sales Rep

petitors in the charm field have will be Sam Eppy, Bob Guggendecided to pool their resources in heim, Bill Falk and Paul Price. the Southwest in an attempt to Some 250 bulk vending operators spor sales in that area.

Eppy & Company, Karl Guggen- come. helm, Inc., Plastic Processes and Paul A. Price, Inc. The quartet has hired Ish Kimbriel to represent their lines in the Southwest.

Kimbriel will hold a three-day charm show Friday thru Sunday (26-28) at the Desert Valley Motel.

## MANDELL GUARANTEED USED MACHINES

	PRODUCT OF													
	N.W.	DeL	MKS	11/		84	C	ern	h				H	12.00
	N.W.	1129	10	Po	nt.		-	100	90	99	ø	9	и	7.95
	N.W.	#33	10	P	PE.		C.	- 64	000	w	×	22	×	4.50
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	Silver	Kin	mп	ar.	LO.	40	ш	M.d	m	9	99	ø	9	7.45
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11	Asem	10	BC.	m	99	200	9		8	ij,	Ħ	a	9	9.50

#### MERCHANDISE & SUPPLIES

Pistochio Nuts, Jumbo Queen ..... \$ .69

Pistactite Nuts, Large Tulip	.44
Pistachie Nuts, Vander's Mix	.57
Pistochia Nuts, Sheik	,43
Cashew Whole	.44
Cashaw Buffs	.53
Pasnuts, Jumbe	.43
Spanish	-31
Mixed Nuts	-57
Tabby-Lets, \$20 cf.	.30
Halmbow Peanuts	31
Boston Baked Beans	38
Licarica Gems	33
Leaffets, 650 ct.	.40
M & M. 550 ct.	.50
	_
Hershey-ets	-43
Harshey-ets	.43
	-
Rain Blo Gum, 40 ct.	-
Rain Blo Gum, 40 ct	.38
Rain Blo Gum, 40 ct. 170 ct., 170 ct., 210 ct.	.18
Rain Blo Gum, 40 ct. 170 ct., 170 ct., 210 ct., Rain Blo Ball Gum, 100 ct.	.18
Rain Blo Gum, 40 ct. 170 ct., 170 ct., 210 ct. Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct. Rain Blo Ball Gum, 100 ct. 200 lb. minimum, prepaid on all	.18
Rain Blo Gum, 40 ct	.38
Rain Blo Gum, 40 ct	_18 _30 _31
Rain Blo Gum, 40 ct	.18 .20 .22 .45
Rain Blo Gum, 40 ct	.36 .30 .32 .45 .45
Rain Blo Gum, 40 ct	.36 .30 .32 .45 .45 .40
Rain Blo Gum, 40 ct	.33 .45 .45 .40

Complete line of Parts, Supplies, Stands, Brackets, Charms, Everything 1/2 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in

# GUN

Get Your Share With Northwestern

You'll hit the jackpot with this selective tob vender. Ten columns for wide selection and bigger copacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time

in half.



SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St. New York 18, N. Y.

LOngierre 4 6467

NEW YORK-Four major com- Fort Worth. Present at the show have been invited to attend, and directors will conclude the first mazoo, Mich., will also deal with all operators in the area are wel- day of business. The manufacturers are Samuel all operators in the area are wel- day of business.

#### Reduced Outlay

The hiring of Kimbriel was dictated by the expense of all the firms having their own representation. By cutting the expense four ways, each company can have representation with a minimum of out-

Each company, however, will maintain its own sales policies, and competition is not expected to diminish.

Kimbriel is a former operator, distributor and manufacturer of charms.



Foolproof-guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4" tall (5' with plate glass mirror). Doublecost porcelain and baked enamel finlah; stainless steel mouldings; choice of colors, \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.

3206 Grace St., N.W., Washington 7, D. C. Send more details - Send scale -\$20 deposit anclosed

ADDRESS

ZONE STATE

## Month area



are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

NORTHWESTERN

For full information en our complete line of profit-making venders write to-

## SUCCESSFUL VENDING REQUIRES:

The availability of qual-Ity merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a foir margin of profit.

THE NORTHWESTERN CORP. 2774 ARMSTRONG ST.

MORRIS, ILL.

## Expansion to Key NAMA Meet INSIST · Continued from page 100

ple Man," will again have a take industry can benefit from increased for outside presentation.

On Tuesday, the association's public health committee will offer a visual presentation of the U.S.

for Dollars Instead of Dimes," of automation on tomorrow's food aids necessary to streamline acservice.

#### Customer Reaction

Dr. S. L. O. Baldwin, an economist from Chatham College will present "An Analysis of Customer Reaction to Vending," designed to give the vending operator a better understanding of his customers' reactions and attitudes toward the automatic merchandising industry.

On Wednesday, "Manufacturing for Automation," moderated by William S. Fishman, Automatic Merchandising Company, Chicago, will give machine manufacturers' representatives an opportunity to tell the industry their problems and their plans for the future.

#### Public Relations

Public relations will also receive a good share of attention, NAMA's counsel, Selvage and Lee, will

cedures for supervisors and route- present "The U in Public Rela-men. This year's show, "The Multi- tions," designed to show how the home feature consisting of material public acceptance. Rex Paxton, director of public relations for The election of new NAMA Sutherland Paper Company, Kala-"A Useful Look Ahead."

Operators will have an opportunity to air their own feelings,

counting and record-keeping procedures for operating companies. Moderating the discussion will be Vending, Inc., Charleston, S. C.,

Later the same evening the "Coffee Workshop" will be held, with Herschell Price, Al Price Vending Company, St. Louis, and S. Paul Jones III, Saunders P. Jones Company, Louisville, moderating the meet.

On Tuesday, Benjamin Werne, nel Workshop."

The annual banquet-dance, with a full bill of entertainment, will close the convention on Wednes-

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Public Health Service Ordinance and participate in the discussions and Code, and its effect on opera- at the three evening workshops tors, equipment and on the public, slated to cover accounting, coffee Then a panel discussion, "Going and personnel problems. Accounting moderated by Harry Schwartz, The Monday night session, "Acden, N. J., will deal with the effect shop," will emphasize the practical

John J. Mahoney III, Carolina and Frank Chinelli, Capital Vending, Inc., Lansing, Mich.

personnel relations counsel to NAMA, will moderate the "Person-

day evening.



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Silver King, 1c or Sc. . . S Acorn. Sc ..... N. W. Model 49, 1c or 5c Master, 1c and 5c.... 3 Col. Hot Mut. Asco Hot Mut ... 7.50 Victor Model V.... 8.50 Du Grenier 6-Col., 1c Tab. 14.50 Sc Card Machines, 3 for Sc 19.50 Mills 6-Col., 1c Tab. Asst'd 1c Love Meters... 19.50 Factory Reconditioned "Pop-

corn Sez" Machines . \$125.00 Mills Drop Picture ..... 19.50 Victor Baby Grand, 1c, B/C 10.00 Mutoscope Picture Machine 19.50 A. B. T. Total Score .... 22.50

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Candy—Cigarette—"Swami" -1¢ Quiz Napkin Holder-U-Select-it Candy, Mercury & Royal Ciga-retie" Machines, Walling Scales, White's Later & Comb Machines & refills. Texas Associated Enterprises P. O. Box 1048 Amarillo, Texas

SHIPMAN DUPLEX STAMP MACHINES \$10; Triplex, \$29.50 each, like new. Fulders direct tactory prices. USP Co., 100 Grand, Waterbury 5, Conn. 1922

VENDING MACHINES-PARTS, ALL SUPpiles: Ball Gum all sizes: 1s Tab Gum, Le Package Gum Spanish Nota, Virginla's Red Skins, cmall Cashews, small Almonds, Mised Nuts all in vacuum pack or bulk; Panned Candies, I Hersheys, 220 or 520 ct. Candy Coated Gum Lezflets, Coin Wrappers, Stamp Folders Sanitary Napkins, Boule Cards, Charma, Capsules, Cast Iron Etands. Wall Bruckets, Retractable Ball Puint Pens, new and used Venders, Write Point Pens new and used Venders Write for prices and order blans. King & Co., Narthwestern Distributors, 2700 West Lake L, Chicago 12, Ill.

\*\*\*\*\* TAB GUM MA chines, condition and appearance excel-lent, \$14.95 each. Taylor, 606 W. 9th, Mt.

50 ADVANCE SHOCK MACHINES, MANY new and others like new, \$14 each. Mc-Donald Distr. Co., 3107 W. Davis, Dallas, Tex.

### Wanted to Buy

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

ALL TYPES USED VENDING MACHINES. wanted. 49's. Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St. Philadelphia

WALL BOX FOR AMI D-80, PLEASE QUOTE price. Holden Amusement Game Co., 190 Windsor St., Hartford, Conn.

WANTED-COUNTER JUKE BOXES, MU-sic-Mites or S-Ristaucrats give prices and condition in letter. Leon Miller, Box 7, Warsaw, N. C. Jy22

10 COLUMN ROWE ROYAL CIGARETTE Machines. State condition and lowest price. Must be complete, Box 899, The Bill-board, 188 W. Randolph, Chicago, Ill. 1929

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590 Albany Ave. firzoklyn 3, N. Y. PResident 4-5358

Memphis Ops Hike Cigs 2c Per

Continued from page 100

here in the past 10 years, jump- said, and all have come out with ing from a few hundred 10 years ago to more than 2,000 now.

Another important trend developing in Memphis, as well as nationally, Canale said, is the switch to filter eigarettes by many smokers. He said one reason for this was the recent cancer-cigarette reports.

"I think filter eigarettes will lead the field before too long, Canale said.

Cigarette manufacturers have recognized this trend, Canale

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25' & 30' CONVERSIONS TYPES ROWE Machines

30° Mechanisms for 'E,' 'A,' '500' UNEEDA PAKS

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dollars worth of fun and a gum for every penny.

million

Holds 12 1bs. of 210 Ball Gum.

Time payments available. JULY SPECIAL Spanish Peanuts, 30 lb. bulk, 30c lb.

VENDING SERVICE

filter eigarettes.

Canale said a phenomenon is Camel cigarettes, which is still in first place in sales nationally, but he predicted a filter cigarette would replace it soon.

In second place for 1956 was Pall Mall, another non-filter, Winston was third, Lucky Strike fourth and Chesterfield fifth. An indication of the trend to filter was in Winston, Canale said, which sold 1.5 billion packs in 1955 and shot to a phenomenal 3.5 billion in 1956.

In Memphis 98 per cent of all restaurants, service stations and industrial plants have cigarette machines, Canale said. Other locations include theaters, parking garages, sundry stores, department stores and others.

Gilbert Price, secretary and treasurer of V. F. Botto & Company, wholesale tobacco distributors said the across-the-counter price in stores would be 28 cents on regulars and 30 cents on filters and 30 cents on king size brands. Same Commission

Canale said the same rates of commission to the location owners would remain in effect, since the profit margin on the increase, if

any, would be small. He said the scale is on the sale of from one to 100 packs, 1 rent per pack; from 100 to 150 packs, 11/2 cents per pack; from 150 to 200 packs, 2 cents per pack; from 200 to 250 packs, 21/2 cents per pack, and over 300 packs, a

straight 3 cents per pack. The tremendous flourish of cigarette machines in Memphis in recent years is because there is no exorbitant license taxes on them, as compared to other coin machines.

Cigarette machines take a total of only \$10.25 per year. This is broken down to \$3.25 for city, \$3.50 State and \$3.50 for county. There is no federal license stamp because federal taxes are paid on cigarettes per pack.

The cigarette licenses taxes compares as follows to other coin machines: On phonograph machines it is a total of \$41.25 and on pinballs and other amusement games a total of \$51.25, which incidentally, is almost prohibitive on the dying pinballs in this area.

The cigarette vendors taking part in the increase are besides Canale's company, National Tobacco, Inc., the following:

#### CHARM OPERATORS IN HALTIMORE.

WASHINGTON, D. C., WILMINGTON and surrounding territory

SAVE 20%—BUY DIRECT FROM the FACTORY to YOU Largest Line of CHARMS & GIMMICKS TWO New Releases a Month. Write for "SAVINGS" PRICE LIST.

SAMUEL EPPY & CO., Inc. 91 15 144th PL Jamaira 35, N. Y.

## **JOBBERS** WANTED

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sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES

With or without nickel & penny changers. quality; none

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Bluff City Cigarette Service, Tennessee Tobacco Company, Inc., Hornsby Cigarette Service, Meyers Sales Company, Norvarese & Company, Southern Cigarette Service, Tri-State Cigarette Service, Dixie Sales Company, Quality Vending Service.

Shelby Cigarette Company, P. M. Green Cigarette Service, Forsythe Cigarette Company, V. F. Botto Cigarette Service, Griffin Cigarette Company, Memphis Canteen Company and Commod-

ities, Inc.

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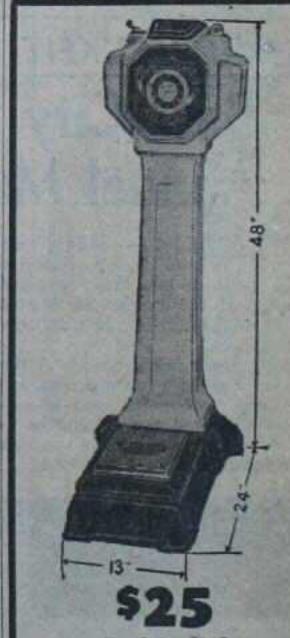
6 & 7 Columns National, DuGrenier, Rowe, U Need A Pak, Wall or Base Type.

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> T. O. THOMAS COMPANY

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DOWN Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON POR-CELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

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#### THE BILLBOARD

# Juke World Boom Still on Upbeat

U. S. Exports, Foreign Manufacturing Continue New Records; See Top Year

· Continued from page 1

Denmark manufacture an Ameriassets were sold.

assembled machine must be put experience. together in that country, a seed from which may grow a manufacturing business.

# Neb. Music **Guild Skeds** July Meet

OMAHA -- Music Guild of at the Hastings Country Club.

legislation, taxes, commissions, boxes. MOA-ASCAP wrangle.

GEMUTLICHKEIT

site for 1957.

There is reason to believe that can juke box line both for domes- manufacturing in foreign countries tie and export sales. A manufac- will continue to grow, even tho turer in Mexico makes a juke box at present foreign-made equipment no longer made in this country, -by the admission of foreign tradehaving bought it when the firm's sters themselves-is no equal to U. S. machines.

In addition, there are rumblings | Because of the advantages-in of manufacturing which will begin price for example, that a domestic -or has already begun in a small manufacturing base can provide way-in some countries where im- operating firms, the latter do all port restrictions either ban out they can to work with their own right or limit juke box imports. manufacturers in helping them im-And in both the Philippines and prove their product. And in both Mexico, because of import restric- France and Germany, manufacturtions, a large part of the fully ers are gradually benefiting from

> Growing Pains But the steady picture of juke box growth via U. S. exports has not been easy for reasons having little to do with the growth of foreign manufacturing. Problems indigenous to the country's develop-(Continued on page 107)

## **HUMOR HELPS** SOLVE LOCATION LOAN PROBLEM

ST. LOUIS-A touch of humor has helped more than one person out of an embarrassing situation. John Cazzolli, heading the Star Novelty Company, one of the city's most successful operations, can readily attest to that. Cazzolli, long bothered by location owners calling on his office to request loans, decided to treat the situation with a light touch.

He had a series of humorous signs made up to post in his office and the results, he claims, have been excellent. Above the door is the caption: "Our Loan Department is on the Fourth Floor-Take Elevator." (This in a one-story building.)

A bit more on the serious side, "Banks Do Not Put Out Juke Boxes-We Do Not Loan Money." Besides providing a laugh, Gazzolli claims the signs seem to take the heart out of location owners who call for "temporary financial assistance."

## MARKET SURVEY

# Dime Conversion Spurred: 53 Cities

By NICK BIRO

CHICAGO-Dime play seems to have made definite inroads in the metropolitan centers of the than 25 per cent of their juke boxes nation.

A recent Billboard survey of 53 major cities shows that all have had at least a token sampling of making their conversions-they now the 10-cent tune. And better than half of these cities have dime play on a majority of their machines. 100 Per Cent Cities

In seven of the cities-Chicago, Memphis, Omaha, Gary, Little Rock, Hot Springs and Pine Bluff, dime play is firmly ensconced in

A breakdown of the figures is revealing. Fully 49 per cent of the cities have dime play in 75 to 100 per cent of their machines. Another 21 per cent report dime play in 50 to 75 per cent of their machines. This totals 70 per cent of reporting cities, well over the half-way mark in dime conversion. Of the remaining cities-19 per

cent are in the 25 to 50 per cent dime converted range, with only 11 per cent of the cities having less geared to the 10-cent tune.

While operators are still facing the age-old stumbling blocks in have some relatively new and more effective weapons to bring bear on their fight to small out the economically unsound nickel.

The 200-selection juke box has (Continued on page 112):

# 100 per cent of the juke boxes. New Financing Sub Started By Wurlitzer

CHICACO-Wurlitzer has announced the formation of the Wurlitzer Acceptance Corporation, a subsidiary which will provide financing for installment sales of all the firm's products.

The new firm, located in Chicago, will be headed by E. L. Hahne, who is also secretary-treasurer of the parent company.

The Wurlitzer Acceptance Cor-Grand Music Company, Detroit; by the parent company, as well as An organizing committee has Richard V. O'Meara, Music Sys- expand on the amount of operator

distributors; Herschel Trees, Wol- would follow the current financing Members of this organizing com- verine Entertainers, Pontiac; Pat policies set up and in use by the Yeo, AMI Distributing Co., Lan- parent firm, and would hold opera-(Continued on page 107) for paper up to 24 months.

# Michigan Operators Set Up Group To Fight Unfair State Legislation

DETROIT-A new permanent intended to be relatively informal liam F. Hewitt Company, Conway; Nebraska is scheduling their next Statewide organization of music and not a regular trade associa- Bill Miller, Miller-Newmark Dismeet July 27 and 28 at Hastings, operators to effectively meet ad- tion. Its name is derived from the tributing Company, Grand Rapids, poration will take over all financwith an election of officers keying verse legislation is being estab- estimated 500 juke box operators in AMI distributors; Lou Nemesh, ing which was formerly handled the agenda. Meeting will be held lished under the aegis of the the State. United Music Operators of Michi-

dime play and a discussion of the To be known as the "Committee of 500," the new organization is

(Continued on page 107)

Host for the event is Ruff Hopp. gan, following the recent success- been set up including leaders of tems, Inc., Detroit, Seeburg dis- paper which the firm will accept. Besides the election, the business ful defeat of the proposed \$50 the UMO and representative oper- tributors; Jerry Snyder, Music Sys- B. C. Bolling, president, said sessions are due to cover local annual State license fee on juke ators and most State distributors as tems Company, Lansing, Seeburg the financing arm of the company

mittee are: Paul Andre, Andre Music Company, Lansing: Carl Angott, Angott Distributing Company, Detroit, Wurlitzer distributors; Joe Brilliant, Brilliant Music Company, Detroit, Rock-Ola distributors; Edward Carlson, Carlson Music Company, Detroit; Frank K. Fabiano, Fabiano Amusement Company, Buchanan; Ray French, Northeastern Music Company, Alpena; Art Hebert, Miller-Newmark Distributing Company, Detroit, AMI distributors; William F. Hewitt, Wil-

**OP'S HELPERS** 

# Picking Hits 'A Snap' For Teen-Age 'Experts'

WHITTIER, Calif.-Larry Col- Collins operates. As the group is lins is one operator who has never interested in rock in roll more than been troubled by picking hit rec- any other type of music, they ords. He has a board of "experts" have made profitable suggestions in his own home holding daily for the use of records on their discussions on which disks are apt music machines. to become hits and which will go

The board consists of Collins four sons and daughter. Joe, 19, is the oldest with Peter, David, He and Mary Beth (13) were MILWAUKEE - Two top Michael and Mary Beth following driving along in the family car

the National Licensed Beverage radio, television and the selections on juke boxes competitive to those

Rock 'n Roll

Collins cites their helpfulness when he added a rock 'n' roll tune about which he had been debating. one afternoon when her favorite All keep their ears glued to the disk jockey played the Del disk jockey pla Me." After a few bars of the tune (Continued on page 106)

## N. Y. Ops Map Sixth Annual Dinner Dance

KINGSTON, N. Y. - Thirty members of the New York State Operators Guild met at the Governor Clinton Hotel here Wednesday (17) to discuss plans for the organization's Sixth Annual Dinner Dance, to be held September 7 at the Greenwood Inn, Ellenville,

Some 180 operators and their families are expected to attend. Jack Wilson, Newburgh operator

## **MOA Execs** To Speak

officials of Music Operators of down the line. America will address members of Association in Milwankee setting forth the position of juke box operators on pending copyright legislation to eliminate the juke box exemption clause.

George A. Miller and Sidney H. Levine, president and legal counsel of MOA respectively, will speak at the NLBA conference July 22-

The purpose of the meeting is to present the music operators side in the copyright dispute. Both men feel that when "some of the organizations involved have heard both sides of the story, it will go a long way toward a better understanding between the various allied groups.

Miller would also like to address other groups including the National Restaurant Owners' Association Association.



LARRY COLLINS

MILWAUKEE - Milwankee's Invitations are open to all those Second Annual Music Industry in the music industry in the Mil-Party began to take shape here last wankee area. That includes juke week, with the date set for August | box operators and distributors, disk 13 at the Taylor Electric Company | jockeys, record retailers and whole-Auditorium. Last year's initial confab at the On the docket will be brief talks Miller High Life Inn was regarded by industry figures, appearances by as highly successful, and attend- artists of various record labels, and ance prompted the committee to presentation of the annual "Millie"

move the party to a more spacious Award given to the local disk

Beer City Sets 2d

Annual Music Party

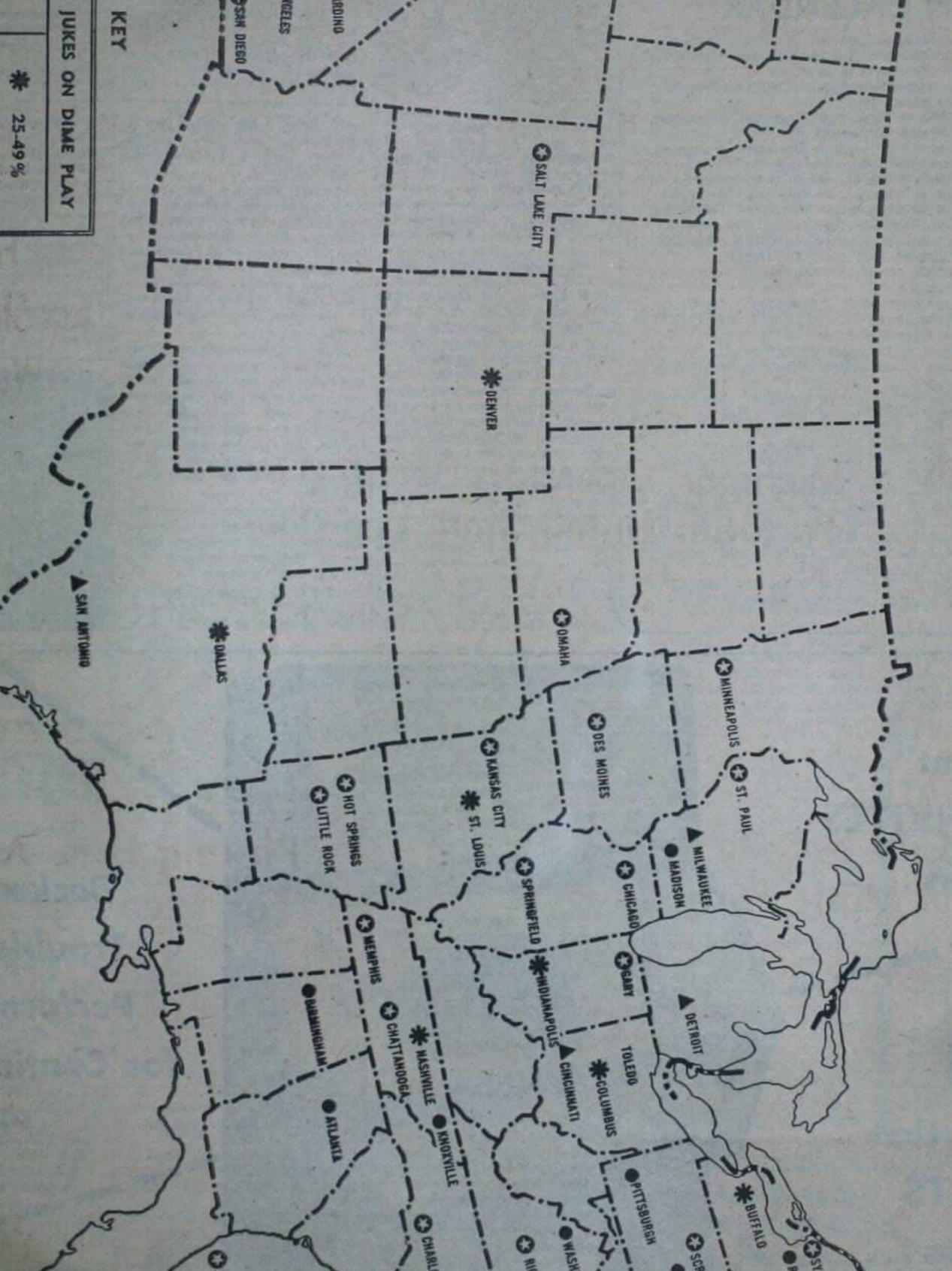


MILWAUKEE MILLIE AWARD for ourstanding public service during the year, was presented to WEMP deejay Bob (Coffeehead) Larsen at the 1956 Milwaukee Music Industry Party, Presenting the award were Benn Ollman, The Billboard (right) and C. S. Pierce, president of the Wisconsin Music Operators' Association (left). This year's event is slated for and the National Hotel Owners' 75-100%

10-24%

유





## Picking Hits 'A Snap' for 'Experts'

Continued from page 104

had been aired, she suggested tune. Because Mary Beth had sug-

one-stop along West Pico in Los lins was glad that he had followed wants is not available on a single Angles, he put in an order for the her hunch.

The matter of using EP's has determinedly, "Daddy, you'd bet- gested it and he wanted to test also been watched by Collins, but her selection ability, Collins he has not been moved to using The following day when Collins watched the returns. Mary Beth them on his machines. He buys was buying his records from the was right. It pulled well and Col- them only when the tune that he record. When the EP is put on the machine, it is played as a single record.

> "I have tried EP's some but I could never see where they were worth the trouble," Collins said. 'First place, out here the patrons do not seem to want them. There are the usual reports that they see no reason to buy two times to get the one they want."

The reasons Collins gives for not using EPs and the dual pricing system is typical of the argu- 16, and Michael, 14, also help operating on his own, with the ments against the two-plays. Most where they can. of his machines are in taverns. The use of singles, however, must be profitable for Collins has the reputation of being a good opera-

While operating music machines is Collins' business, he devotes much time to his family. Since 1954, when his wife died, he has had the job of raising the broad. It is a close-knit family, enjoying work and vacation together.

The current project at the home in the latter field is a swimming pool that was promised last year when the family was on the Canadian border in New York. Collins. sold a summer home at the time and agreed to buy a beach or mountain cabin or build the pool. The panel, also experts on swimming pools, made the decision.

Joe may leave the panel in July when he is to be married. His time the past few months as a member of the group has been limited for he has been employed carry on, however. Peter, who re- music machines in 1950 when he

LARRY COLLINS, Whittier, Calif., music operator, has a board of record experts in his own home. They are his four sons and a daughter. On the panel serving with Collins (left) are (left to right) Joe, 19; Peter; David, 16; Michael, 14, and Mary Beth, 13. The brood listens to the radio and watches television and competitive juke boxes; have often suggested tunes, particularly rock 'n' roll, that proved profitable.

cently finished high school, works joined with another operator. In with his father on the route. David, the past few years, he has been

Michael became a celebrity in boys on the route. the music field last February when the Collins clan attended the route and follows charts and disk California Music Merchants' As- jockey favorites. She is quick on sociation banquet at the Ambassador Hotel. One of the acts that appeared was the Collins Kids, a brother-sister team which records for Columbia. The boy's name is job is getting along with the others Larry.

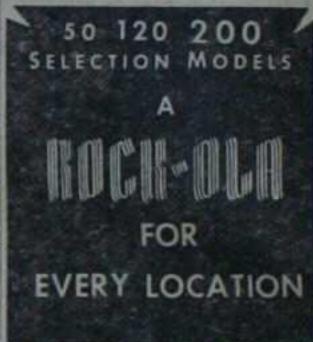
After the show, several people wanted to know if Larry Collins had left. No, he had not, they were told. So the autograph hunters moved in on the Collinses, the operating group. Larry Collins, the operator, was not approached for it was quite evident that he was not the guitar-slinging Collins.

In size and somewhat in appearance, Michael fitted the bill. Now there are several autograph books around Hollywood with genuine Mike Collins signatures.

Larry Collins, who was formerly by a steel company. The others a printer, became interested in

aid of the expert panel and the

Mary Beth is interested in the the answers to music questions. These barriers are hurdled easily. As the only female on the panel, she pertly admits that her hardest of the board. Being a sister to four boys isn't easy, she contends.



## 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 23-Western Massachusetts Music Guild, semi-monthly, Ivy House, West Springfield, Mass.

July 29-Central States Phonograph Operators' Association,

monthly meeting, 805 Main St., Peoria, Ill. August 1-Springfield Phonograph Operators' Association,

monthly meeting, association headquarters, Springfield, Ill. August 1-California Music Merchants' Association, Sacra-

mento Division, monthly meeting, headquarters, Sacramento, August 1-Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland. August 5-United Music Operators of Michigan, monthly

meeting, Fort Wayne Hotel, Ballroom Floor, Detroit. August 6-Washington Music Merchants Association,

monthly, meeting, Seattle. August 6-Anthracite Music Operators' Association,

monthly meeting. Wilkes-Barre, Pa. August 7-Music Operators' Society of St. Joseph Valley,

monthly meeting, offices of Carl Zimmer, Mishawaka.

August 7-Summit County Music Operators' Association, monthly meeting, Akron. August 8-Massachusetts Music Operators' Association,

monthly meeting, Beaconsfield Hotel, Brookline, Mass. August 13-Western Massachusetts Music Guild, semi-

monthly meeting, Ivy House, West Springfield, Mass. August 13-Automatic Phonograph Owners' Association, monthly meeting. Hotel Sheraton-Gibson, Cincinnati, O.

August 13-California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles, August 14-Retail Amusement Association of Canton, O.,

monthly meeting, offices of Elum Müsic Company, Massillon, O. August 19-Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

August 21-Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.



# Juke Boom Still on Upbeat

the one hand, and government restrictions on the other, combine to offer barriers.

The growth of the juke box business in many foreign countries is hinged to a number of factors from the Ambuklao plant has imoutside the business itself but proved the sound of juke box directly related to it. For example, music; before this, Frank Sinatra the minting of coins in Japan has sounded like Doris Day." played a very large role in shaping promising future for the business in that country. In the Philippines, electric power is opening up the hinterlands to the juke box.

A Yen to Expand

In Japan, paper money was virtually the only type in use until cost up to \$3,500 (7,000 pesos). a 10-yen coin worth about 2.8 cents was minted three years ago. Since that time, a 50-yen piece (14 cents) has been brought out. And the government is now planning to mint 100-yen (28 cents) coins by this fall.

Before coins were in common use, machines had to be operated by slugs purchased from the cashiers, and the Japanese people didn't develop the juke box habit. Machines are currently set to work on 10-yen pieces but since-even with lower wages and operating costs-the 2.8 cents for play still doesn't yield a good profit, plans are underway by one of the three operating firms in Tokyo to convert some machines to take two 10-yen pieces as an experiment to test public reaction.

Philippines are expected to account Ambuklao hydro-electric plant, were not getting enough.





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ment or customs of the country on | have a marked effect on the quality of juke box play even in areas such New York as Manila which already had had electricity. As one distributor said, "The additional power coming

> countries is considerably higher than in the U. S. because of shipping charges, import duties and the Knights of Pythias. . . . Ben taxes. In the Philippines, for example, a machine which would tioning in White Lake, N. Y. . . sell in the U.S for \$1,000 would Jack Wilson, Newburgh, N. Y., op-

Government restrictions have played a large part in limiting the growth of the juke box business around the world. There are a number of countries which either ban juke box imports outrightsuch as United Kingdom, Union of South Africa, Colombia-or have tight restrictions on juke box imports which hampers growth. In this latter classification are such countries as Australia, the Philippines and France.

Brazil and Argentina, both of which would in all probability be extremely lucrative juke box markets, have virtually no juke boxes because of government bans.

In most eases, a primary reason for prohibition or tight restrictions is the fact that juke boxes are Hydro-electric projects in the classified luxury items nonessential to the country's economy. for an unprecedented wave of juke Another reason-often tied to the box expansion this year. The giant first-is the country's desire to conserve its dollar exchange. The put into operation early this year, British government, for example, will now supply electricity to maintains strict control over imdozens of communities which here- perts from dollar countries in order tofore either did not have any or to conserve their dollar exchange for what they believe to be the The boost in electric power will most important needs of the British economy.

Conversely, where there have been no restrictions and where duties are comparatively light, growth has been great. For example, the Benelux countries account for a very healthy import of U. S. juke boxes, being the largest importing center for them. Last year, Belgium alone was top importing country; Netherlands was eighth largest. Belgium continues to hold her lead this year, with the Netherlands remaining in a top

been top importers of U. S. juke defense fund to fight "unreasonable a local teenage band headed by boxes since 1953: Belgium, Vene- State proposals." A State conven- Steve Smoral of Hamtramck; Sherzuela, West Germany, Canada, Up tion of the committee is to be ry Rogers and Vince Scrafano, to this year, Mexico and Colombia called in Detroit in the near future, vocalists; and Christine Niebrzyhave also been strong, but govern- with directors to be elected to dowski, tap dancer. The same ment import restrictions in both handle finances and other adminis- show was to be repeated on telethese countries has ended imports trative matters. in the latter, and weakened Mexico's standing as a top importer. These four countries last year accounted for the lion's share of the U. S. juke box export business, taking more than half of all exports.

## **Beer City Sets**

· Continued from page 104

jockey judged to have done the outstanding public service work of the year.

Tickets are now on sale at \$2 per person. Benn Ollman, The Billboard, is the spark behind the party, with Stu Classman, Radio Doctors: Barney Kuehn, Music Mart; John Plimpton, Bay Music; Harry Jacobs Ir., and Woody Johnson, United, Inc.: Ken Wendell, Mercury Records, and Ollman handling ticket sales.

### Correction

Herman Bros., Brooklyn dis- Jack Rahm. tributor, is still the New York Rock-Ola distributor. A recent Gertrude Browne, Beacon; Mike story in The Billboard had implied Mulqueen, Walden; Pie Haley, that the firm was no longer the Middletown, Joe Riech, Cannons-Rock-Ola outlet.

# Coinmen You Know

By AARON STERNFIELD

Mrs. Marie Morano, of the Amusement Machine Operators of New York, and her husband, George Morano, left Idlewild Airport Saturday (20) en route for Rome and a four-week European Prices of juke boxes in foreign vacation. . . Ermie Levine, Keystone Music, has been named district deputy grand chancellor by Chicofsky and his family are vacaerator, was a visitor on 10th Avenue this week.

> Drew Calland and Barney Schland of Local 1690 are delaying their vacations pending

## Mich. Ops Set

Continued from page 104

sing; and Roy Small, public relations counsel, UMO, Detroit.

In a statement being sent to all known operators, the organizing committee points to the "surprise" proposal of he \$50 fee in the just closed legislative session.

The statement noted that "The UMO were successful in bringing to Detroit several Senators for a public hearing on the \$50 State license proposal. This hearing lasted several hours and the Senators minded. They listened patiently the past two seasons. The hops to our claims and problems and are sponsored jointly with the assured us that they had a better Hamtramek Recreation Departunderstanding and opinion of the ment. juke box operators."

500 are summarized as follows: by both recording artists and local into a united group to fight future nies to introduce the recording State proposals that would be artists at the opening hop was detrimental to (the) business, such Dick Weiss, popular up-coming as unreasonable State taxes, licen- jockey from WBRB, Mount Clemses, etc."

committee, well spread across the same function for the balance of State, are to serve as focal points the show. of contact in establishing the new committee.

an associate membership card in lease of "What Am I?"; Vickie the UMO, with annual dues of Adams, scheduled to appear regu-\$10 which entitles them to "help larly during entire series, thru and advice of the officers and rep- courtesy of the UMO; Jack Scott, resentatives of the organization" a new recording artist from neigh-Four countries have consistently and will also serve to establish a boring Hazel Park; The Esquires,

## N. Y. Ops Map

Continued from page 104

who is chairman for the event, said operators will have the entire resort to themselves as Greenwood Inn ends its regular season Labor Day weekend.

The regular floor show is being held over and a cocktail party is scheduled before the banquet. Assisting Wilson with arrangements are Nick Kuprych, Newburgh, and Max Cohen, Woodridge.

Guests at the planning session were Johnny Bilotta, Newark, N. Y., Wurlitzer distributor: Bob Catlin, manager of Bilotta's Albany branch, and Irv Kempner, Runyon Sales, New York AMI distributor.

The Newburgh delegation at the meeting included Jack Wilson, Les S. Smith and Nick Kuprych. From Kingston were Dick Wenzel, Collins Troy, Steve Nekos, Hal NEW YORK--Aaron Herman Pincus, Mrs. Anne Koenig and

Others at the meeting were Mrs. ville and Tom Greco, Glasco.

the outcome of the action their union has taken against a rival organization. As soon as the case is over, the boys go on vacation. . . Noble Zook, Superior Vending, and Arnold Cortell, Ameropa Trading and Shipping Corporation, go to Europe on a four-week business trip.

Lou Boorstein, Leslie Distributors, recently took his family to Atlantic City for a few days. . . . Recent visitors on 10th Avenue were Mike Mulqueen, Walden, N. Y. and Carl Pavesi, White Plains N. Y. Joe La Motta, local juke box operator, was entertaining customer. at Runyon Sales with his fine baritone voice.... Barney Sugerman and Morris Rood of Runyon

## UMO Sets 3d Series Teen Record Hops

DETROIT-The United Music Operators of Michigan started their third annual series of Teen-Age Record Hops at Veteran's Memorial Park in suburban Hamtramek Thursday (18).

This will be the first of a weekly series of six hops, which have were very courteous and open- drawn outstanding crowds during

The shows start at 7:30 p.m., Objectives of the Committee of and feature personal appearances bringing together all operators teenage talent. Master of ceremoens, while Adele Storm, office sec-The members of the organizing retary of the UMO, performed the

Talent on the opening bill included: De John Sisters, Mercury Operators who join will receive Record artists, with their latest revision on the Bob Maxwell Show on Channel 4 on Saturday, with a special salute to the Hamtramck community.

> An added gimmick for the hops is the award of records for prizes in dance contests. Donors of records for the prizes include London, Cadet, RCA, and King record distributors.

Sales received a letter of thanks from the Ulster County Girl Scouts Council for the juke box the firm donated to the Girl Scout camp at Wallkill, N. Y. . . . Marvin Goldstein of Runyon is vacationing in the Catskills.

#### Milwaukee

By BENN OLLMAN

Operators claim the just ended month of July was marked by uncertainties. Locations were changing ownership in larger numbers than usual due to license renewal time which came up July 1. According to Glenn Geadtke, of G. & W. Novelty Company, their outfit was kept busy moving equipment around all over the southern part of the county for the better part of a week at the end of the

Congratulations were forthcoming last week for Glenn Geadtke as his daughter, Donna Mae, was married. To relax from the strain of the wedding festivities, Gendtke is (Continued on page 110)



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Company	Name	 												
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# What Ops Want in Games: New Type With Long Life

## Earning Power Foremost Consideration; Novelty Appeal, Legality Next Important

This is the first of two articles based on a spot survey of operator opinion of the current amusement game market. The next article will appear in the following issue.

By BEN KNAUF

brand-new type of game that will purchasing a new game. Other be that every operator has different have a long life on locations. They factors listed were: Novelty ap- types of locations and different prefer a game that takes in average peal, price, legally secure, servic- needs. Some want variety, others receipts over a long period, in con- ing, size, trade in. There were few stick to the standard types. trast to one that takes high receipts write-ins. in a short period. They believe | Earning potential was among the that manufacturers produce too top three choices on 22 operator many types of new models.

a spot survey of operators throout was close behind, with 13 menthe country. While the survey was tions. Bringing up the rear were MIKE TODD limited (75 questionnaires were servicing, with eight votes; trade sent, with 27 returned), it does re- in, with six, and size, with four OFFERS COINS flect to some extent, nation-wide votes. Earning potential was listed operator sentiments. While it rep- as the top factor nine times, novelresents only a small sampling of ty appeal getting five top factor operators, definite patterns of mentions. thought were in evidence.

this answer. A new type shuffle, enough run on most new models."

Pinball Legal Action

Still Wavers Thru U. S.

three votes. A new type gun drew split decision from operators. Asked two, pool drew one vote, and one the number of different types of operator felt he "didn't need any games that they prefer to operate, new game." Three others wanted 10 said they prefer to operate new pinballs.

Two Buying Factors

ballots. Novelty appeal and legally These are the opinions voiced in secure each drew 14 votes. Price

Another majority opinion was For instance, 26 of the operators that "manufacturers produce too expressed their preference for a many different types of new modgame that makes an average week- els," which drew 15 check-offs. ly gross over a long period, in con- Five operators believed just the trast to only one operator who pre- opposite: That "manufacturers don't ferred a game that makes a high produce enough new types of weekly grass over a short period, models." In the same category, Asked which type of new game four operators checked "Manufacthey would be most apt to buy turers produce too big a run on now, operators came out over- most new models"; and no votes whelmingly in favor of "an entirely were cast for the opinion that new type game," with 14 checking "Manufacturers don't produce a big

and a new type bowler each drew At least one question drew a

"three or four types"; nine voted for "one or two types," and eight Similarly, operators strongly fa- showed preference for "more than vored "earning potential" as one of four types." If a conclusion could CHICAGO -- Operators want a the three most important factors in be drawn from this query it might

(Next week's article will feature individual operator comments on the new game market.)

# BY THE BUCKET

LONDON - Guests at Mike Todd's sensational July party at Battersea Park Festival Gardens and Fun Fair were given the green light to have a fling at the many coinoperated amusement games on the scene.

Todd reportedly provided buckets of newly minted coins for just such a purpose.

The theme of this portion of the fabulous Todd party might well have been "Around the Park With a Bucket of

#### COURT TONIC

## Pinballs Cure for Mental IIIs?

County Judge's prescription for mental illness is a pinball game. He ordered a pinball which had been confiscated to be used to help rehabilitate mental patients at the Colorado State Hospital at

The action began in a roundabout way last April when the game was impounded for alleged use as a gambling device at a doughnut shop location. State law requires gambling devices be destroyed.

After the seizure was left uncontested, the judge conferred with heads of the hospital who had suggested they could use the machine. The hospital assured him Conversions Up it would have a therapeutic value in the treatment of mentally ill patients there.

# Genco Readies Due August

CHICAGO -- New types of coin Al Warren, sales manager, said sions during the summer months, eigarette taxes netted \$3,132,018

down game.

## FREE PLAYS NOT SUBJECT \$250 FED. TAX: IRS

WASHINGTON-Reports appearing in newspapers across the country to the effect that awarding even free plays makes a pinball machine subject to the \$250 tax on gambling devices are "definitely erroneous." That was the opinion expressed by Joseph Kearney, of Internal Revenue's Tax Ruling Division last week (18) when queried by The Billboard for clarification of the Supreme Court decision in the Korpan Case.

Kearney, as well as other IRS spokesmen, said the Court's decision enforces what the Service has contended all alongfree plays are OK, payoffs in cash or merchandise make the machine a gambling device and subject it to the higher tax.

In reiterating statements already reported in The Billboard (June 24, July 15), IRS points out that the smaller tax is placed on machines played purely for amusement, with no prospect of reward except free play.

To be a gambling device, a machine must meet three requirements:

1. It must be operated by insertion of a coin, token or similar device.

2. It must have the element of chance.

3. It must deliver cash, premiums, merchandise or tokens as reward.

Spokesmen say that "since these regulations have not been changed-and since the Supreme Court decision gives more weight to them" operators of pinballs awarding only free plays need not be alarmed that their machines are subject to the

## BIGGER & BETTER

# Mfrs. Build Bowlers For Realistic Play

CHICAGO .- "Boild 'em bigger | matic pin setting device, altho this and better." That seems to be is regarded as far in the future the slogan of coin-operated bowl- according to manufacturers. ing game manufacturers.

introduced on the games since the in direct line, to the shuffleboard, first ball bowler replaced shuffle most popular game of the 1940's.

the standard 11 and 14-foot had players sliding pucks down an models to over 20 feet, with 12, eight-foot board at electrically-14, 16 and 18-footers now popu- tripped pins. The shuffle bowlers lar on the market.

Bowling balls grew from 3-inch ness for eight years. diameter to 312-inch, and 412. The new long bowler is basicalpin size on some of the models. instead of shuffle pucks. The latest new model features the DENVER - The Jefferson fargest pins yet used on a coinoperated game.

Realistic Style

surfaces, making them look more realistic, and realistic ball gutters were notehed along the sides of the alleys.

bowler was introduced which Company, announced the appointfeatured balls actually hitting the ment of a number of Southern pins. Before this, balls made con- distributors for Keeney bowling, tact only with trip switches.

miniature bowling alley with auto-

# Champion Reports

CHICAGO - Mike . Detsek, Champion Distributing Company, pool games parts supplier, said Company, Johnson City, Tenn. last week that demand has been steady over the past several now have the new Keeney prodmonths for pool game conversion uets in stock.

which operators can use to trans- Tax Collections Up form bumper pool tables into sixpocket games.

Detsek said operators have had

at \$69.50.

The big bowler is a product of A bost of changes have been evolution. It can be traced back, bowlers on the production lines From the shuffleboard evolved the shuffle bowler, a combination of The games grew in size from shuffleboard and bowling which have been a mainstay in the busi-

inch; along with the boost in ball by an elongation of the shuffle size came a corresponding jump in bowler, played with bowling balls

## Keeney Names Lines were added to the alley New Distribs

CHICAGO - Harold Perkins, sales manager of the Vending Di-Just one month ago the first vision of the J. H. Keeney & games and 22-column Deluxe The nitimate may yet be a real Electric Cigarette Vender.

> In Georgia: Peach State Distributing Company, Macon, managed by A. J. Hawkins; Peach State in Atlanta, managed by Dick Buford, and Peach State in Columhia, S. C., managed by Joseph E.

> Appointed in Tennessee is South Dixon, of Coin Automatic Music

Perkins said these distributors

# As a result, Champion has in-troduced a new conversion kit Montana Cigarette

HELENA, Mont. - According more time to make such conver- to the State Board of Equalization, when route activity is slower. He in the fiscal year ending July 1, an

The Board also reported that The Champion conversion kit pursuant to a law passed by the the State stamp atsett.

# Revenue agents last year. Charges per machine.

Thirty-three persons were

with which to comply,

## Missouri Ops Mark Trend To Bowlers

Amusement Machine Association decision to the Ohio County Cirreported last week that a sharp cuit Court, or to write a new city trend toward the use of new long ordinance complying with the amusement games are being bowling games by juke box oper- judge's opinion of the powers the readied for production at Genco ators has made itself known in the Legislature has granted the city Manufacturing & Sales Company, last six months.

Operators who have found play At El Centro, Calif., Superior last week. space required to install a bowler, were proven.

CHICACO-Despite the deci- reinstated following the Supreme sion by the U. S. Supreme Court Court decision.

June 17, which put in-line pinballs At Missoula, Mont., a test case in the \$250 federal tax category, on pinballs began July 8 when a State and municipal authorities case was tried without decision still have their own legal codes before District Judge C. E. Comer. Attorney for Western Amusement As a result, while Internal Reve- Company, pinball owners, was nue authorities have begun prose- granted 10 days to file a brief cution against some pin owners and the State was given 20 days who don't own gambling stamps, thereafter to file its brief. Results city and State officials remain con- of the case are expected to affect cerned mainly with their own laws. pinball law in Montana.

Lifts Pin Ban

charged with operating pinbalis as . At Valdosta, Ga., Mayor Emory gambling devices in South Caro- Bass lifted a ban on pinball licenslina, without payment of the fed- ing in the city, after he had earlier eral \$250 tax. They drew fines of banned the licensing of the games up to \$75 in Federal District following the U. S. High Court Court, Columbia. Charges were ruling. The machines had been based on action taken by Internal operating here for years at \$25

had been withdrawn, but were Ohio County Intermediate Court at Wheeling, W. Va., ruled that Wheeling overstepped its power in enacting an ordinance directed against pinball payoffs. Judge David A. McKee's ruling erased four arrests made under city ordinance, all of which were appealed after Municipal Court con- New Games, victions here. Now the alternatives ST. LOUIS - The Missouri seem to be to appeal the McKee in making such a law.

down sharply on phonographs re- Court Judge L. J. Mouser ruled Warren said introduction of the also reported a growing demand increase of \$198.722 over the preport that where a bowler could that it was all right to own a pin- games was expected within three from homes for six-pocket pool vious year. be installed the play has been ball as a game of chance, but if weeks. The games, he said, are de- tables as recreation equipment. heavy enough to compensate for it is actually used for gambling signed for both regular location reduced phonograph volume. As purposes, it can be seized. He and Arcade use. Currently Genco is includes new top, counting boards. Montana Legislature, the Board has been the case in other cities, ordered the return of four ma- winding up an extended run on its Aramith pool balls, Kelly pool would furnish only the insignor one of the top problems has been chines seized when no payoffs Sweet Twenty-One novelty roll- bottles and rail cloth. Kit is listed for cigarette stamping, rather than

#### 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.

(For 10-week period ending with issue of July 15, 1957)

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

1			eriou cinin
	MUSIC MACHI	NES	
	High	Low	Mean Avg.
	Medel A (46) 40 sel.		
è	78 RPM\$ 99.50	\$ 35.00	\$ 75.00
	78 RPM 179.50	***	1-2100
	Model C (50) 40 sel.,	85.00	
	Model D-80 (51) 40 sel.,	100.00	150.00
	Model t-40 (531 40 sal	145.00	295.00
	78 RPM 365.00 Model E-80 (53) 80 sel.,	265.00	295.00
	45 RPM	350.00	375.00
	45 RPM	375.00	395.00
	45 RPM	545.00	575.00
	45 RPM 675.00	395.00	595.00
	1434 (50-51) 50 sel	1 1 1 1 1	
	78 RPM\$300.00 434 Fireball 195.00 436 A 1531 120 sel.	\$149.50 175.00	\$225.00
	45 RPM 295.00	145.00	250.00
þ	45 RPM 395.00	395.00	395.00
	45 RPM 550.00 .	495.00	500.00
	45 RFM 725.00	625.00	695.00
	MINITOD A Hideaway \$275.00	\$189.00	345.00
J	W-100-A (49) 100 sel., 225.00		245.00
	45 RPM '50' 450.00	150.00	195.00
l	4-100-G 52' 100 sel.	345.00	400.00
ı	45 RPM 595.00	445.00	495.00
ķ	45 RPM	545,00 725.00	725,00
	4-100-W '58' 845.00 F-100-G '53' 645.00	625.00 595.00	775.00 625,00
	WURLITZER 625.00	595.00	625.00
	015 (46) 24 41		
1	78 RPM \$ 95.00		\$ 65 00
*****	78 RPM 75.00	50.00	60.00
-	45 or 78 RPM 145.00	75.00	125.00
	45 or 78 RPM 195.00	125.00	165.00
	900 (52) T04 sel., 250.00	175.00	219.00
٦	550-A (53) 104 sel.	195.00	195.00
	45-78 RPM Mix 345.00	245.00	285.00
	45 or 78 RPM 295.00	245.00	295.00
	45 RPM 395.00	285.00	295.00
9	45 PPM	525.00 495.00	560.00 675.00
	PINBALL GAMES		
A	flantic City (5/52) \$100.00	\$ 35.00	55.00
IN CO	each Beauty (1/55) 300.00	225.00	285.00
BB	right Lights (5/51) 95.00	100.00	190.00
B	right Spot (11/51) **** 95,00	40.00	65.00 85.00
6	ude Panel (0/5) 395.00	275.00	335.00
Š	relic (10/52) 135.00	40,00	90.00
6	avtimu 16/501 115.00	45.00 115.00	90.00
ш	ce Froller 11 784: **** 235.00	50.00	130.00
В	lire Club 13 (55)	45.00 135:00	115.00
P	alm Beach 17/501 455.00	295.00	395.00
	pot Lite 11 /65 (22 235 00	55.00 49.50	120.00
	urf Club (3/54) 55.00	60.00	40.00
ш	acht Chib 16 15 135.00	75.00	110.00
	atker Ball Champs	45.00	60.00
	(10/49)	125.00 \$	139.50

			Meun
EVANS	High	Low	Ave.
Saddle & Turf Club Model (10/53)	. \$150.00	\$145.00	\$145.00
COTTLIEB			
Chinatown (10/52) Crossroads (5/52) Daisy Mae (7/54) Derby Day (4/56) Dragonette (6/54) Duette (3/55) Easy Aces (12/55) Flying High (2/53) Gold Star (8/54) Grand Slam (4/53) Guys & Dolls (5/53) Gypsy Queen (2/55) Happy Days (7/52) Harbor Lites (2/56) lockey Club (4/54) Knockout (12/50) Lady Luck (9/54) Lovely Lucy (2/54) Marathon (10/55) Marble Queen (6/53) Niagara (12/51) Poker Face (8/53) Quartette (2/52) Queen of Hearts (12/52) Quinette (3/53) Score-Board (3/56) Shindig (9/53) Skill Pool (8/52) Sluggin' Champ (4/55) Stage Coach (11/54) Sweet Add-A-Line (7/55) Toreador (6/56)	. \$ 75.00 . 75.00 . 155.00 . 240.00 . 225.00 . 265:00 . 215.00 . 99.00 . 10.00 . 95.00 . 10.00 . 65.00 . 155.00 . 190.00 . 175.00 . 185.00 . 135.00 . 135.00 . 125.00 . 125.00	\$ 40.00 45.00 125.00 125.00 185.00 195.00 64.50 150.00 45.00 175.00 100.00 45.00 175.00 245.00 75.00 245.00 75.00 245.00 75.00 25.00 60.00 225.00 65.00 35.00 175.00 165.00 275.00	\$ 75.00 60.00 145.00 240.00 175.00 225.00 195.00 85.00 150.00 110.00 95.00
Tournament (8/55) Twin Bill (1/55) Wild West (8/51) Wishing Well (9/55)	. 225.00	245.00 125.00 250.00	275.00 185.00 265.00
UNITED  ABC (2/52) Caravan (1/56) Havana (2/54) Hawaii (6/54) Leader (10/51) Manhattan (4/55) Mexico (3/54) Neveda (8/54) Pixie (9/55) Singapore (10/54) Stardust (4/56) Starlet (11/55) WILLIAMS Colors (11/54) Deluxe Baseball Disk fockey (11/52) Four Corners (11/52) Fairway (6/53) Gun Club (11/53) Hayburner (6/51) Jolly Joker (10/55) Lazy Q (2/54) Major League (2/54) Major League (2/54) Nine Sisters (1/54) Peter Pan (4/55) Quarterback (10/49) Race the Clock (1/55) Regatta (10/55) Screamo (4/54) Seilver Skates (2/53) Silver Skates (2/53) Silver Skates (2/53) Times Square (4/54) Spitfire (2/55) Times Square (4/54) Spitfire (2/55) Times Square (4/53) Thunderbird (5/54) Wonderland (5/55)	\$ 75.00 \$ 75.00 295.00 70.00 75.00 85.00 195.00 195.00 185.00 100.00 245.00 225.00 \$125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00 125.00	\$ 25.00 165.00 45.00 45.00 75.00 75.00 75.00 75.00 15.00 165.00 145.00 \$125.00 65.00 89.50 40.00 65.00	205.00 \$ 50.00 235.00 60.00 115.00 115.00 135.00 60.00 165.00 225.00 175.00 \$125.00 110.00 125.00 10
SHUFFLE			125.00
Ace Bowler (CC) (9/50).5 Banner (U) (8/54) Bikini (K) (6/54) Bonus Bowler (K) (3/54). Bonus Score Bowler (CC)	135.00	95.00 105.00 75.00 95.00	115 00 75.00 95.00
(4/55) Capitol (U) (6/55) Carnival (K) (5/53) Champion (B) (5/54) Chief (U) (11/53) Clipper (U) (5/55)	225.00 185.00 300.00 95.00	275.00 195.00 145.00 125.00 75.00 175.00	345.00 210.00 175.00 195.00 75.00 175.00
(5/55)	425.00	225.00	325.00
(1/55)	75.00	35.00	35.00

for "as is" or "distressed" equipment.	e price pri	obably
	3 200	
Club (K) (A) The High	Low	Menn Avg.
Club (K) (4/53)\$ 50.00	\$ 45.00	\$ 50.00
(11/54)		3 30.00
Comet Deluxe (U) ***** 95.00	95.00	95.00
111/541		S-LAPE
Criss-Cross (CC) 345.00	125.00	245.00
(11/53)	95.00	DE CO
Criss-Cross Targette	32.00	95.00
Regular (CC) (1/55) 95.00 Crown (CC) (4/53) 150.00	75.00	85.00
WHITTING IX IS	45.00	85.00
DOM: 10 (5/53)	100.00	175.00
into inning Deluxe (11)	50.00	95:00
10/551	225.00	205 60
116061 1661 11/541 225 60	150.00	295.00
r/ain (LC) (9/54)	195.00	225.00 195.00
9010 Wiedal (B) (3/55) 105 00	175.00	195.00
Holiday Match Bowler	7	2200
Hollywood (CC1 (5/55) 225.00	225.00	350.00
IDIDARFOI IIII IDIZES	175.00	185.00
	50.00	55.00
King (CC)	175.00	200.00
scague bowler (11) 11/541 135 00	65.00	120.00
Lightning [[]] [7/55] 305 00	75.00	100.00
Magic (b) (12/54) 165 nn	110.00	275.00
Wars Deluxe (U) 105 no	195.00	145.00
Match Pool (Ge) (2/54) 05 00	85.00	95.00
Mercury (U) (12/54) 165.00	130.00	150.00
Olympic (U) (8/54) 130.00	70.00	75.00
Pacemaker (K) (9/53) 149.50 Rainbow Shuffle Alley (U)	30,00	85.00
Pour (11) 10 (54)	80.00	80.00
Score-A-Line (CC) (9/55) 295.00	75.00	75.00
Shuffle Pool (Ge) (11/53) 00 50	275.00 39.50	295.00
Six Player (CC) 50.00	45.00	85.00 45.00
Six Player 10th Frame (U) 75.00	55.00	* 70.00
Speedy (U) (8/54) 325 00	150.00	165.00
Star, 10th Frame (U)		
(9/52)	29.50	60.00
Starlite (CC) (5/54) 160.00 Super Bonus Deluxe (U) 290.00	95.00	100.00
Super Frame ICC) 15/541 295.00	245.00	290,00
Targette (U)	95.00 85.00	165.00
Team Bowler (U) (1/54), 75.00	75.00	95.00
Team Bowler (K) (10/52) 75.00	49.50	50.00
Tenth Frame (K) 75.00	35.00	60.00
Tenth Frame Bowler (CC) . 75.00	35.00	75.00
Thunderbolt (CC) 225.00	145.00	225.00
Triple Score Bowler (CC)	- Fundament	
(6/53)	50.00	85.00
Victory Bowler (B) (5/54) 95:00	160.00	175.00
Vinus Bowler 385.00	75.00 225.00	75.00
	01.500	325.00
ARCADE EQUIPME	NT	
Code: AP-Auto Photo: B-Bally: CC-Chics	go Colu; E	v-Evans:
Ex-Exhibit; G-Genco; Gb-Gottlieb; Mutoscope; R-Roovers; S-Seeburg;	Ser Serveres	Fire Ch.
Supman; I-lefecoin; U-United: W-	-Williams:	WE-WED
THE RESERVE THE RESERVE TO SERVE THE RESERVE THE RESER	200	TO SECOND
ABT Challenger (5/46) \$ 30.00 \$		\$ 29.50
Air Raider (K) ('48) 150.00	125.00	150.00
All Star Baseball (W) 195.00 Atomic Bombers (M) 125.00	100,00	175.00
143,00	1 4 2 3 3 3 3 3	T (C 10 10 10 10 10 10 10 10 10 10 10 10 10

Code: AP-Auto Photo: B-Ba Ex-Exhibit: G-Genco;	Company Contillier	he K. Name	ter to Emply
Mutoscope: R—Romers; Shipman; T—Telecoin; U	5-Seebur	pr Se-Seine	stiffice Sh.
ABT Challenger (5/46)	\$ 20.00	2 20 50	0 30 -0
Air Raider (K) ('48)	150.00	\$ 29.50	\$ 29.50
All Star Baseball (W)	195.00	00.00	150.00
Atomic Bombers (M)	125.00	125.00	175.00
Auto Photo (AP)	1795 00	1495.00	1795.00
Balloonamat (Capitol P)	. 1 2 3 .00	1.723.00	1793.00
11/551	. 295.00	295.00	295.00
Basketball (G)	225.00	75.00	195.00
Baskerball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48).	145.00	95.00	105.00
Bat-A-Score Sr. (Ev)	1000000		-
(8/48)	65.00	65.00	65.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51)	395:00	395.00	395.00
Big Inning (B) (47)	85.00	50.00	85.00
Big League Baseball (W)			
(3/51)	195.00	175:00	175.00
Big League Baseball (W)	105.00	125.00	
12/54)	195.00	135.00	175 00
Big Top (C) (6/54)		315.00	335.00
Bingo Roll	150.00	125.00	150.00
Bonus Gun (U) (1/55) Card Vendor (Ex)	50.00	245.00 50.00	245.00
Carnival Gun (U) (10/54)	185.00	175.00	175.00
Champion Baseball (G)	275.00	225.00	225.00
Champion Hockey ('46)	125.00	125.00	125.00
Coan 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 (Exhibit)	100.00	95.00	95.00
Derby 4 Player (CC) (3/52)		99.50	
Drivemobile (M) (7/54) .	195.00		195.00
500-Shooting Gallery (Ex)			
13/551	210.00	210.00	210.00
Flash Hockey (Coinex)	225.02	10000	****
(9/46)	225.00		225,00
	(Contain	ued on pa	ge 110)

110

4.50

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(Munves) (6/52) .... 295.00

	mgh	100	Mean	The state of the s		Me
		E OF OO	AFE	D. Contract C	LOW	Av
	Shoe Brush Up \$ 95.00 Shoot the Bear (5) 135.00	\$ 95.00	\$ 95.00	Du Granier Tab Cum (6 Col.) \$ 15.00		
	Shooting Gallery (Ex)	123.00	125,00	(6 Col.) \$ 15.00 Electro (8 Col.) 95.00	\$ 14.50 95.00	9 0
		65.00	175.00	Electro (10 Col.) 125.00	125.00	12
	Sidewalk Engineer (W)			Keeney Cigarettes Vendor . 99.50	50.00	8
	(5/55) 175.00	125.00	150.00	Master 1c & Sc Bulk 8.50	8.50	
8	Silver Bullets (Ex)			Master 5c Bulk 6.50	6.50	
	(11/49) 125.00	125.00	125.00	Mills Candy (5 Col.) 65.00	65.00	6
	Silver Gloves (M) 225,00	165.00	195.00	Mills Tab Gum (6 Col.) 17.50	13.95	1
	Six Shooter (Ex) 125.00	50.00	95.00	National M-9A 19 Col.1 . 95.00	75.00	7
	Sky Fighter (M) (9/53) . 135.00	110.00	135.00	National 930 95.00	95.00	9
	Sky Gunner (G) (9/53) . 135.00 Sky Gunner (CC) 135.00	125.00	125.00	National 950 110.00	110.00	11
	Sky Rocket (G) (5/55) 260.00	215.00	235.00	Northwestern 39, 1c 7.95 Northwestern 33 Ball Cum . 6.95	7.50 6.50	
	Space Gun (Ex) 95.00	55.00	95.00	Northwestern 49, 1c 12.50	8.50	- 1
	Space Ship 350.00	250.00	325.00	Northwestern Deluxe		
	Sportland (Ex) (11/51) , 165.00	95.00	140.00	1c & 5c 12.00	12.00	1
	Sportsman (K) (11/54) , 195.00	125.00	175.00	P X (8 Col.) 85.00	85.00	8
	Standard Metal Typer, F.S., 325,00	199.00	275.00	P X (10 Col.) 110.00	110.00	11
	Submarine (K) (1/42) 125.00	125.00	125.00	PX Electric 95.00	75.00	. 8
	- Super Home Run (CC)	-	222.00	Rowe Candy (8 Col.) 60.00	60.00	. 6
	(3/54)	125.00	225.00	Rowe Candy Merchant	9	
	Super Jet (CC) (4/53) 295.00	224,50	225.00	(7 Col.) 165.00	165.00	16
	Super Slugger (U) (7/55) . 395.00 Teleguiz (1/49) (T) 95.00	295.00	90.00	Rowe Crusader (8 Col.) 97.50	97.50	9
	Telequiz (1/49) (T) 95.00 Treasure Cove (Ex) (6/55) .295.00	215.00	295.00	Rowe Crusader (10 Col.) . 160.00	115.00	14
	Undersea Raider (2/46) 125:00	125.00	125.00	Silver King 1c 8.50	7.45	
	World Series (W) (4/51) . 99.50	85.00	99.50	Silver King 1c Ball Cum . 8.50	7.45	
	77010 30100 1777 177511 2 22120	Sold Street		Silver King 1c Mdse B.50	7.45	
	VENDING MACH	INES		Silver King 5c 9.95	7.45	
	4 5				80.00	* * *
		\$ 8.50	\$ 9.50	Stoner Candy (6 Col.) 125.00		-
	Columbus Ic Bulk 8.50	6.50	6.50	Stoner Candy (8 Col.) . 165.00	110.00	
	Du Grenier (11 Col.) 87.50	87.50	87.50	Uneeda Model E (8 Col.) , 80.00	75.00	

#### KIDDIE RIDES FOR SALE

225.00

275:00

A-1 CONDITION-READY FOR LOCATION

BALLY CHAMPION (3) ... \$450.00 BALLY SPACE SHIP (2) .... \$275.00 BIG BRONCO (2)..... 400.00 MERRY-GO-ROUND (3) .... 350.00 HOBBY HORSES, INC., 6525 Delmar Blvd. St. Louis, Missouri

#### TRIMOUNT'S NOW DELIVERING

Gottlieb CONTINENTAL CAFE Williams ARROWHEAD Williams 1957 BASEBALL Genco SUITE 21 Genco GYPSY GRANDMA Chicago Coin 16-FT. CLASSIC BOWLER

WANTED

GOTTLIES & WILLIAMS PIN GAMES GENCO, WILLIAMS & UNITED GUNS CHICAGO COIN, UNITED, BALLY, KEENEY ALLEYS . SEEBURG MUSIC OF ALL-KINDS

Exclusive Gottlieb. Williams. Seeburg. Chicago Coin, Gence and International Mutoscope Distributors.

IN NEW ENGLAND MICHARD IT'S TRIMOUNT



40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

"BURP GUN"

(Cops and Robbers)

Terrific Acceptance in Taverns,

Arcades and all types locations.

Guaranteed Suspense! Action!

TARGETS Marked badmen appear at

windows one at a time, stay 2 2/5 seconds,

WITH EACH HIT Target Jumps up and

down, a gong rings, a red light flashes,

HIGH SCORE Depends on shoster's marks-

6 Ib. heavy duty solenoid for recoil parrel

240 shots in 30 seconds. Walnut pistol

World Famous Dale Gun Principle,

#### OUTSTANDING LOCATION AND ARCADE HITS! DALE'S

Thrills !

And score steps up.

machine pun action.

manship and reflex action.

FUN WITH WATER

· Best for ANY location

Service Free · Easy-No plumbing connections-water is recirculated by means of a self-contained

Legal everywhere — 100%

Dimensions

Measures Only 21"x381/2"

Floor Space.

 Different—2 players squirt a ping-pang ball around a stainless steel tank on a perforated false bottom or playing field, with streams of water. Scoring - each goal

grips. 10c A.B.T. Bulldog coln chute. Ribbed, rubber-covered step for the kiddles. registers on scoreboard and Set off with chrome trim. Over-all weight-158 fbr. ball returns.

SEND FOR FREE CIRCULAR . SEND FOR FREE 1957 ARCADE CATALOG, COMPLETE Jobbers! Export Agents! Good Territories Available!

			_		
AMERICA'S	FINEST	NEW	&	RECONDITIONED	EQUIPMENT
	NEW			Gence Champion Bas	

Papp	y the	Clow	The M	ario	net			9225	OK
Willia	ims C	FRITE.	2600		***			225.	ĸ
Muto	scope	Tun	10	200				175	200
Trett	ar Ho	rse	2252	200		-		350.	200
Muto	scope	Rock	CTMT	Roti	900	89		75	800
Super	me B	oth's	Eva	2000		994	800	95	.00
Mute	trons	Lore	Car P	FRYS	200	œ		345	Di

cientific Pitch 'Em and Bat 'Em. 123 Howard Metal Typer 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 

577 TENTH AVENUE, NEW YORK 36, N. Y. BRyant 9-6677

when answering ads . . . Say You Saw It in The Billboard

## COINMEN YOU KNOW

Continued from page 107

making a two-week jaunt in mid-July on his 34-foot Chris Craft. He plans to cruise up the western shore of Lake Michigan. . . . According to George Schroeder, music and games takes are at a low ebb.

Operators making their regular visit to Radio Doctors one-stopper for disk needs last week included Chuck Hartman, Watertown; Bob Kammerman, Kenosha; Al Janisch, Beaver Dam, and Al Jaber, Sheboygan.

Ray E. Ruch, MGM Records sales representative. working out of Racine, says a flock of his label's disks are causing excitement among the music operators. . . . The new long bowlers are gaining in popularity, according to Sam Cooper, of Paster Distributing Company.

Stopping at Paster Distributors for music and games last week were Val Andreas, Oshkosh, and Hugh Gardner, Edgerton. . Herman Paster spent several days here last week, down from his St. Paul headquarters. . . . Nick Novasie has taken over the duties as president of the Wisconsin Cigarette Operators' Association. Other officers of the WCOA include Carl Stanley, Kenosha, treasurer. On the board of directors are C. S. Pierce, Brodhead; E. Z. Gregory, Madison, and Herb Geiger, Milwaukee.

Bert Davidson, Wurlitzer district sales manager, spent several days here with Harry Jacobs Jr. and Woody Johnson, of the United, Inc., organization. From here he flew

Wurlitzer Model 2000 ..... \$990 Wurlitzer Model 1900 Wurlitzer 770 Model 1800

#### BRANDT DISTRIBUTING COMPANY, INC.

1809-11 Olive Street St. Louis, Missouri Phone: Garfield 1-3413

to Des Moines. Harry Jacobs Sr. is traveling to New Jersey to attend the wedding of youngest son, Richard.

Roger Czerniak, United, Inc., service chief, is back on the job following a two-week vacation in Minnesota. . . . Carl Staska, head routeman for L. R. Distributing Company, notes that the fishing at his lake cottage on Lake Friess has been terrific this summer. . . . Joe Jarmusz, at the Music Mart one-stopper, reports a steady trek of operators to the sales counter. Stop-ins included Hy Turnmeyer and Mike Young, Soldier's Grove; Frank Chervosky, Chirp Sales, Kewaunee; Les Haese, Regal Musie; Mike Bosanac and Ray Wiskerchen, all of Milwaukee.

#### Denver

By BOB LATIMER

Phillip Kiamy. 34, president of the American Vending & Amusement Company, Phoenix, died June 29 of a heart attack. He was Continued on page 111)

#### FOR SALE

Juke Box and Amusement Cames 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 Cames, price \$7,900. Owner wishes to retire.

CHARLES JACKSON 702 Minnesota Ave.

## BUYING PIN BALL GAMES

 JUKE BOXES ARCADE EQUIPMENT

HIGHEST PRICES PAID Send Us Your List Used-Reconditioned-As Is

#### YOUNG DISTRIBUTING LONG ISLAND CORP.

Sandy Moore Gabe Forman -EXPORT SPECIALISTS-240 E. Merrick Rd. Freeport, L. L. MAyfair 3-2472



## RECONDITIONED

AS NEW

DOUBLE HEADER	.\$300.00
PARADE	. 275.00
BROADWAY	. 250.00
GAY TIME	. 125.00
MIAMI BEACH	. 125.00
PIXIE	. 110.00
GAYETY	. 45.00
ICE FROLICS	. 40.00
ATLANTIC CITY	. 30.00

One-third deposit on all orders

#### PARKWAY MACHINE CORPORATION

715 ENSOR STREET BALTIMORE 2, MARYLAND

#### We ONLY Advertise What We Have in Stock

ALL MACHINES 100% CLEAN AND CHECKED

Refund in 10 Days if Not Satisfied

MUSIC

Special! Special! Special!
Reck-Ola 1448's .... \$595.00
can't tell from new.
Rock-Ola Comets ....\$445.00

SEEBURG

Model V200, fike new . . 745.00 Model B-45 RPM .... 375.00

Model A converted to
45 RPM ... \$ 99.50
Model B converted to
45 RPM ... 179.50 

ACT QUICKLY-ORDER TODAY 1/2 with order, balance C.O.D. Send for Complete Lists

DAVID ROSEN

Exclusive AM | Dist. La. Pa USS H. BROAD STREET PHILADELPHIA, 22, PA PHONE: STEVENSON 2-2903

GIVE TO DAMON RUNYON CANCER FUND

## COINMEN YOU KNOW

. Continued from page 110

en route to Europe on the Queen | with his nephew. His brother,

Wurlitzer Model 2000\$	1,035
Wurlifzer Model 1900	895
Wurtitzer Model 1800	795
Wurlitzer Model 1700	645
Seeburg Model V-200	795
Seeburg Model R	695
Seeburg Model C	450
Seeburg Model BL	340

#### NORTHWEST SALES COMPANY

3150 ELLIOTT AVENUE SEATTLE, WASHINGTON PHONE: MURDOCK 8030

#### INVENTORS

OF COIN-OPERATED DEVICES

Who have working or location-tested models are

#### INVITED

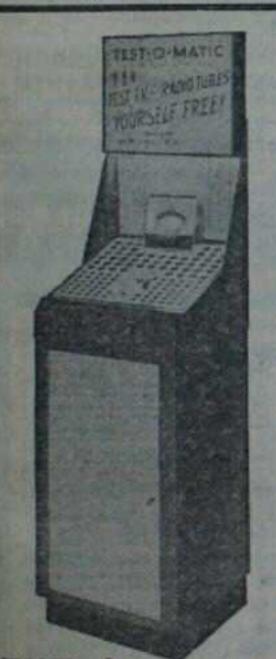
to submit them for manufacture to a well-established quarter-million West Coast corporation.

36 Years' Experience in the Coin Machine Field. All Correspondence Confidential.

Send Details for Consideration to

BOX A-194

The Billboard Publishing Company 1520 North Cower St. Hollywood 25, Calif.



For the lowest price yet, you can now have a precision-built self-service tube tester with 117 separate tube socheial li's truly an automatic money maker. Install it in high-traffic spots . . . and it can sell hundreds of electronic tubes each month, at full list price. We'll be happy to show you the proof of this statement:

Nothing can equal the new TEST-O-MATIC for low initial cost . . . and high-ticket sales!

Right now, while you're thinking about it, write or call

## MANUFACTURING CORP.

1665 Utica Avenue . Brooklyn 34, N. Y. Cloverdole 2-3842

Elizabeth for a six-week vacation Joffre, will continue operations of the vending firm as well as a large shoe store which the Kiamy brothers owned. . . . The Colorado Music Merchants' Association discussed unionization at their late June meeting. Currently the group is taking a neutral stand, watching closely the experience of five large

WANTED TO BUY

THE RESERVE OF THE PARTY.

FOR EXPORT

WILL PAY TOP PRICE

SEND LIST AND PRICES

#### Club Specialty

1801 W. Irving Park Chicago, Illinois Phone: Diversey 8-5900

CONVERT YOUR OLD BUMPER POOLS

**SERBERRERRER** 

(Regular Size-Any Make) into Profitable

TAKES ONLY 1 HOUR with MONARCH'S AMAZING Conversion Kit

Complete Kit includes: New 6-Hole Panel with 4 Carner and 2 Side Pockets-painted 31/2" high cobinet raiser (knocked down-easily assembled) - necessary ball returns (use same main trough and chute)set of Aramith Balls number 1-10-1 Oversize Cue Boll-Set of Peas numbered 1-10 and Plastic Pea 8attle-Set of Rules.

PRICE ONLY \$69.50 Plus 10% F.E.T., F.O.B. Chicago

ORDER TODAY!

2257 N. Lincoln Chicago 14, III.

Lincoln 9-3996-7

\*

SEEBURG V 200 SEEBURG R SEEBURG C's WURLITZER 1800 .....

\*\*\*\*\*\*\*\*\*\*

Write for special price

\*\*\*\*\*\*\*\*\*\*

PURVEYOR

4322-24 North Western Avenue Chicago, Illinois Juniper 8-1814

operating firms in the Denver area Los Angeles who unionized early this year.

THE BILLBOARD

Mike Savio, partner in Draco Sales Company, Wurlitzer distributor for the area, believes in getting out on the road and helping operators service their routes. He recently spent several days riding the routes with Roy Kyser, Durango, whose huge route extends thru all of Southwestern Colorado and Northwestern New Mexico.

LIKE NEW IN APPEARANCE AND CONDITION-NOTE THE VERY LOW PRICES

BOWLERS:	all.
Exhibit Ringer fiell	100.00
ARCADE:	
Genco Champion Batchall \$	195.00
Genco Quarterback	175.00
PIN GAMES:	
Williams Spiffire	75.00
Williams Paratropper	30.00
Williams Mandicap	40.00
2 Williams Screamo	\$5.00
Williams Gun Club	40.00
Williams Jolly Joker	50,00
2 Williams Pennant Baseball,	
Deluxe	100,00
I Williams World Series	50.00
3 Williams Roce The Clock	
(4 Player)	130,00
Gottlieb Gold Star	150,00
	60.00
GUNS:	
Gence Bie Ten	245.00
Genco Rittle Gallery	150.00
KIDDIE RIDES:	
Capitol Midget Parer	95.00
Capitol Junior Carrutal	150.00
BINGOS:	
Bally Atlantic City	35,00
Bally Beach Club	50.00
Bally Coney Island	30.00
3 Bally Frolics	50.00
3 Bally Hi-Fi	65,00
3 Bally Falm Beach	50.00

3 Bally Hi-Fi
3 Bally Falm Beach
9 Bally Spotlite
United Triple Play United Mexico ..... United Rio
United Tropicans

We are distributors for Rock-Ols

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2 1448 ROCK-OLAS, Like New \$650.00

395.00 1 1438 ROCK-OLA

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2 SEEBURG "R" with Royal 50c Units 725.00

ROCK-OLA DISTRIBUTORS FOR **HORTHERN CALIFORNIA** 

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FORBES HAS THE LARGEST SELECTION OF KIDDIE RIDES IN THE U. S. A.!

Deco Rocket Ship ......\$235.00 Bally Space Ship ......... 175.00 Clawn See-Saws, formica base. 145.00 King Ponies ..... 285.00 Miss America Boat ...... 275.00 B. Lone Zoo Ride ..... 165.00 Big Branco Pany ..... 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

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All Prices F.O.B. Pitts. Subject to Prior Sale. We Buy, Sell, Trade

Tele.: EXpress 1-1613

Pittsburgh 19, Pa.

By SAM ABBOTT

The many friends of Gabe Orland of California Music will regret to hear that he was rushed to the hospital here Monday night (15). An early diagnosis said that the trouble is virus pneumonia. . . . Glenn Wolcott of Montrose in town and shopping around at Simon Distributing Company for Arcade pieces. . . . Norty Beckman of Norty's Record Center at

(Continued on page 113) CARRELLE STATE OF THE STATE OF

to 331/4 RPM

\$24.50 • \$69.50 F.O.B. Los Angeles

11167 West Pice Blvd. Los Angeles 64, Calif.

#### POCKET POOL CONVERSION

Change Your Old 32x48" Bumper Paul Table and Increase Your Collections to New Game Status. Simple and Easy to Install. No Special Tools Needed.

Plus 10% F.E.T.

Consists of 6-Hole Nevaply Top, Covered With Finest Rubber-Backed Billiord. Cloth, & Packets, Extensions, All Plywood Ball Runways, Counting Board, Rail Cloth, Glue and Hardware, and Assembly Instructions.

#1-10 Amarith Balls and 21/4 Cue Ball, #1-10 Peas and Shake Battle, Triangle Rock, Rules.

Champion Distributing Co. chicago 51, III. Albany 2-3272

Better Tone at Less Cost!

NEW COMCO HI-FI SPEAKERS Hi Fi Corner Model .....\$23.95

Hi Fi Wall Model ..... 19.95 CoMco Extended Range SPEAKERS Wall \$11.95 . Corner \$15.95 . Ceiling \$11.98

SPECIALS! Seeburg V-200. \$695.00

Seeburg M-100-R ... 675.00 Seeburg M-100-A ... 195.00

Wurlifzer 2000 975.00 Wurlifzer 1700 595.00

#### COVEN MUSIC CORPORATION

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Chicago, III.

Phone: IN 3-2210

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Must be able to repair amplifier and preferably AMI Jukes.

GOOD SALARY, VACATION WITH PAY, INSURANCE.

Miller Newmark Distributing Company

42 FAIRBANKS, N.W., GRAND RAPIDS, MICHIGAN

Glendale 6-6807

## BINGO SALE

READY FOR LOCATION

\$64.50

Gayety

\$84.50

Variety

\$94.50

Triple Play

\$114.50

Pixies

\$124.50

\$34.50 Beach Club

Poim Beach Nevada

\$44.50 Yocht Club Ice Frolies Beauty Dude Ranch

\$54.50 HI-FI Surf Club

Singopore

Falm Springs

Gay Time Big Time Sturlet

\$134.50 Miami Beach

\$194.50 Beach Beauty

> Nite Club Broadway

\$234.50

\$284.50 Parade

\$324.50 Double Header

> \$354.50 Big Show

> \$374.50 Key West

DISTRIBUTING CO.

1663 Central Parkway

Cincinnati 14, Ohio

AMUSEMENT MACHINES

NEED ANY BINGO GAMES? We still offer the BEST values in guaranteed reconditioned Bingo Games, rails scraped and lacquered, cleaned inside and out, new Instruction cards, ready for location. Our satisfied customers are our best testimonial. GET OUR PRICES!

NAME YOUR GAME. WE HAVE IT OR WILL **GET IT FOR YOU!** 

WRITE, WIRE OR PHONE THE PROMPT SHIPMENT



811 E. BROADWAY Phone: JUniper 7:1343 LOUISVILLE 4, KENTUCKY EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

A PROVEN WINNER ON TEST LOCATIONS! Williams 5-Ball Novelty- Replay ARROW HEAD 4 THUMPER BUMPERS 2 CYCLONIC KICKERS 2 FLIPPERS 3 SKILL HOLES good for 1,000,000 when lift LIT SKILL HOLES become "Special" good for I to 5 Replays when Arrow is advenced into "Special" Scaring Section. HI-Style All Williams Games Equipped with Twin Chutes at slight National Slug Rejectors 4242 W. FILLMORE ST., CHICAGO 24, ILL.

Attention, Operators In

YOU GET ACTION WITH GOTTLIEB'S INTRIGUING NEW

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Rotation Life-Up Holes | Bull's-Eye Targets |

TOP DOLLAR, CASH OR TRADE, FOR GOTTLIEB'S

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SUPER JUMBO POKER FACE QUEEN OF HEARTS ARABIAN KNIGHTS **GREEN PASTURES** MYSTIC MARVEL JOCKEY CLUB HAWAIIAN BEAUTY

Now Delivering-VALLEY'S New 6-POCKET POOLS

Exclusive . . . "VALLEY-VUE" | Aluminum Rail Ball Returns!

COIN MACHINE EXCHANGE Phone: Buckingham 1-6400

## Dime Conversion Spurred

· Continued from page 104

been an effective conversion argument used thruout the country. Both location owners and customers are more inclined to accept the higher disk price, with the more elaborate, large capacity phonograph offered in the bargain.

EP's have helped many operators bridge the nickel-to-dime gap.

#### Public Relations

And certainly not to be overlooked, are the public relations efforts put forth by trade associations-and even more effective-the operators' own efforts.

In the final analysis, the operator-location personal call, detailing the economic inadequacies of nickel play, both for the operator and the location, have proved the clincher.

#### Obstacles

But still the obstacles are there. Location arguments voicing fear over customer walk-outs are the most prevalent. And nickel-play competition by other operators in adjoining sectors is the biggest fuel to this fire.

But while opposition continues -it seems to be losing groundslowly tho it might appear to

As recently as 1954, The Billboard's Juke Box Operator Poll showed that only 35 per cent of the nation's operators had any of their machines set for the 10-cent tune. But the very next year, the figure almost doubled, with 69.5 per cent answering they were using dime play.

The year's operator poll was even more encouraging. Operators answering, indicated that over 99 per cent of their 200-selection phonographs were on dime play, with over 69 per cent of the 80 to 120selection machines also converted.

Thus it now seems that the dime principle is not only firmly entrenched among operators, but it is accepted by location owners and customers as well. It is just a matter of time before fully 100 per cent of the nation's operators will be successful in making the

Much will depend on local eco-nomic conditions, location and cuistomer reaction, and competition. But the main factor will be the individual operator's action, and the dictates of his own business survival.

> **KEY WESTS \$365.00** BIG SHOWS \$345.00

ORLEANS HOYELTY COMPANY 115 MAGAZINE STREET NEW ORLEANS, LOUISIANA

Tel.i CAnal 5306

He must lay the groundwork for his conversion with detailed location-operator analysis of the need for 10-cent tunes. He must show why it is needed-and how the location will benefit, with better equipment and better program-ming. And-he must have the courage of his convictions in going ahead and making his dime conversion work.

Miaml Beach Beach Club Beauty Frolics Starlet Atlantic Surf Club City Palm Springs Palm Beach HI-FI

1732 Monroe Ave., N. W. Grand Rapids 5, Michigan





#### NEW EQUIPMENT

Sun Valley Bowling Lanes 6-Pocket Pool Tables Kiddle Rides-Bike, The Champlon,

ROCK-OLA 50-120-200 Selection Phonographs.

CHICAGO 32, ILLINOIS

#### BALLY IN-LINE GAMES

A good supply is on hand, but because of day-to-day ectivity, please call for games available and prices.

#### USED BOWLERS

Keensy	Carni	val			 	 .5	145.00
Keeney	Bonu	100			 **		95.00
United							75.00
United							95.00
Gence !	Skill Bi	ıll .	***	**	 		325.00

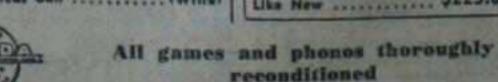
#### USED PHONOGRAPHS Rock-Ola Comet, 120 Selection \$445.00

GUNS Genzo Circus Gun ...... (Write)

### 5-BALLS

Screamo ..... 45.00 Regatts ..... 145,00 Sky Way ..... 65.00 Times Squara .......... 40.00 Spitfire ..... 75.00 Cue Tee ..... 40.00 Fairway ..... 45.00 Colors ..... 125.00 Smaru ..... 140.00 Wonderland ..... 140.00

#### BALLY BULL'S-EYE Like New ..... \$225.00



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NO DRIFTERS

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## GUARANTEED MUSIC!

A.M.I. G-120	695
A.M.I. D-80	295
A.M.I. D-40	165
SEEBURG 100-R	695
WURLITZER 1400	195
ROCK-OLA 1448	595

M-100A 45 RPM CONVERSION KIT . . \$69.50

#### NEW I

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.



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#### EXCLUSIVE FACTORY DISTRIBUTORS AMI - CHICAGO COIN - GENCO-EXHIBIT

BINGO GAMES  Mey West \$495.00  Might Club 345.00  Big Time 190.00  Mismi Beach 180.00  Variety 100.00  Rig Show 450.00  Yacht Club 50.00  Triple Play 110.00  Mexico 45.00  Caravan 215.00  Nevada 50.00  Nevada 50.00  Hawana 50.00  Hawana 45.00  Starlite 160.00  Tahiji 25.00  MISCELLANEOUS  Auto Photo, Model 11 (Like Brand New) 7.95  Keeny Coffee Vendor (Floor Sample) 7.95  Keeny Coffee Vendor (Floor Sample) 795.00	ARCADE  Target Matter Health Glo Foot Ease (Like New) 93,00 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 Bert Lane Zoo Ride 25,000 Round the Warld Trainer 425,00 Round the Warld Trainer 425,00 Kiddle Whips 225,00 Super Jet (Space Ship) 250,00 Horoscope 75,00 KO Champ (New Model) 755,00 Voice O Graph (Post War) 250,00 Bert Lane Merry-Go-Round 295,00 Speedway Bomb Sight 95,00 Speedway Bomb Sight 95,00 Mutascope Photomatic 255,00 Mutascope Photomatic 255,00 United Regulation 255,00 Bally Gold Medal 175,00 United Regulation 255,00 Bally Gold Medal 175,00 Bally Gold Medal 175,00
MON	ROET

# COIN MACHINE EXCHANGE INC 2423 Payne Ave. Cleveland 14, Obro. SUperior 1 4600



#### GOT EQUIPMENT PROBLEMS!

BRING 'EM IN TO WORLD WIDE-

60 OUT WITH THE BUY THAT

SATISFIES!

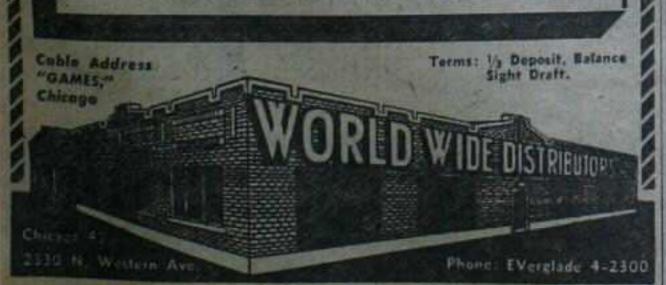


#### BINGO GAMES

KEY WEST\$44	5   BRAZIL\$245
BIG SHOW 39	5 MQNACO 245
DOUBLE HEADER 34	5 SOUTH SEAS 195
PARADE 32	5 STARDUST 175
NITE CLUB	0 STARLET 150
BROADWAY 27	
BEACH BEAUTY 22	5 TRIPLE PLAY 95
MIAMI BEACH 17	5 TROPICANA 75
GAYTIME 14	5 ICE FROLICS 65
BIG TIME 16	5 PALM SPRINGS 55
VARIETY 9	5 FROLICS 55
SURF CLUB 6	S BEACH CLUB 55

Thoroughly Reconditioned-Immediate Delivery

WANT TO BUY ALL TYPE 5-BALL GAMES. WILL PAY HIGHEST DOLLAR!



CIVE TO DAMON RUNYON CANCER FUND

#### COINMEN YOU KNOW

#### Continued from page 111

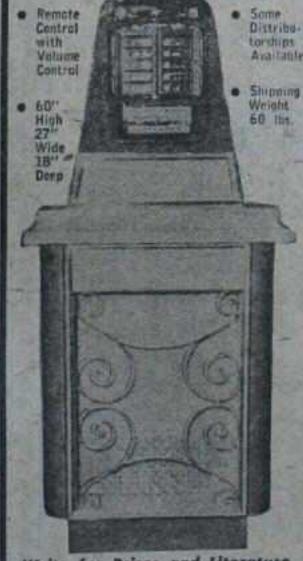
Sierra Distributors is back from a brief vacation spent in Carmel and San Francisco.

Wayne Copeland of Sierra Distributors became ill while attending the Wurlitzer sales meeting in San Francisco. He was rushed to the hospital where the ailment was diagnosed as appendicitis.... Cary Sinclair, Wurlitzer factory representative, came here from his home in Redwood City on business ... Mary. Kay, and Clare Solle and Barbara Chandler of the Leunhagen Record Shop spent the week-end at Lake Arrowhead. They are returning there for a longer stay.

Marian Craver, wife of Noble Craver, San Diego music operator, was one of the winners in the annual Powder Puff Derby. The Cravers flew from San Diego to San Francisco for Mrs. Craver to start her Derby flight from San Carlos. While in San Francisco. they visited the R. F. Jones Company, Seeburg distributors.... Percy Shields, a veteran operator and until recently with Minthorne Music, visited Coin Row last week. He keeps in touch with his friends along West Pico. . . . Sonny Lomberg of Simon Distributing Company is back from an extended business trip that included St. Louis, Oklahoma City and El Paso. A. E. Lafferty of Walter E. Heller & Company ended a business trip here last week.... Charles - Lindberger of the amplifier department at Minthorne Music is on vacation. Jean Minthorne reports that his company has installed background music at the Beverly Hilton in Beverly Hills and at Northrop Air-

Phil Robinson, Chicago Coin Western representative, returned from a business trip to Reno and San Francisco. . . . Paul Vogel of Minthorne Music is setting up a display of used equipment at the main store of the Minthorne

#### "CONSOLETTE" Replaces from 4 to 8 Wallboxes!



Write for Prices and Literature

COMPLETE S STUDIO "Automotic Hostess" 30 UNITS

a & Turntables . 3 Switchboards, sreat Record Racks, 1000's of Records, Will Sell at Any Reasonable Offer

COIN MACHINE DISTRIBUTING CORP. 821 So. Salina St. Syracuse 3. NY

Telephona: Harrison 2-8258

# Shaffer : Mid-Summe Specials

#### BARGAIN BOX

AMI Model "C" (45 RPM)	\$129.50
AMI Model "B" (45 RPM)	109.50
AMI Model "C" (78)	89.50
AMI Model "B" (78)	79.50
WURL. 5205 Wall Box	39.50
THE RESIDENCE OF THE PARTY OF T	

#### IMA

G-120	\$595.00
F-120	. 495.00
E-80	
D-80	. 245.00

#### WURLITZER

Model "2000" (20	0 Sel.)	\$695.00
	4 Sel.)	
Model "1800" (10	4 Sel.)	. 595.00
"1250" (48 Sel.) .		. 129.50



### SEEBURG 3W1

100 Wall Box Special Chrome Covers New Buttons Completely Reconditioned New Instruction Plates

#### SEEBURG

New Plex-Tone Finish

HF 100R	\$725.00	0
HF 100G	625.00	)
M 100C	525.00	)
M 100B	425.00	)

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In the Coin Machine Business Over 25 Years

Cincinnati, Ohio Indianapolis, Ind. 1200 Walnut St. 1327 Capitol Ave. AXminster 4-4514 MAin 1-6310

operation. . . . The hot wea-

We're swamped with used coin-operated Pool Tables!

AMUSEMENT MACHINES



Demand for our new pool tables has been so great, and we have taken in so many used tables in trade that we're way overstocked with used Inblex.

WE MUST MAKE ROOM

Prices start at \$275 and \$300 depending on the size and number of tables you buy. All Tables Completely Rebuilt and Equipped.

THE EASTERN MANUFACTURING CO.

Camplete Line of All Billiard Supplies 436 E. LENOIR STREET PHONE: 5880



Thank You! Gracias! Merci! Danke Schoen! for the wonderful reception you gave our export representative during his visit to Europe. Your response to our Export Plan is very gratifying. We look forward to a long and happy business association with you Cable COMAC, Philadelphia, Panna, for immu-

diate Export Plan information and a personal

visit with you at a later date. Sincerely Yours, JOE ASH

Exclusive Distributors for Warlitzer, O. Gottlies and Eshibit to So. Jersey, Del. and E. Penn.



666 N. Broad St., Phila. 30. Pa. - POster 9-4455 Write or wire for prices.

You can ALWAYS depend ON ACTIVE ALL WAYS ther is keeping Mao Sanders busy. Specializing in Arcade equipment at miniature golf courses, this is their busy season. Mac is adding a room to his house to take care of the numerous trophies his flock of parakeets have won in shows in this area.

#### Boston

By CAMERON DEWAR

days to the country and seashore, the employees certainly appreci-Among them, Dave Baker, of Melo- ated the long weekend. Tone Vending Company, Arlington, has relocated his family in their summer home at New Salem, N. H. Dave is president of the Music Operators' Association of Massachusetts.

Bert Steir, of Automatic Merchandising Corporation, is busy these days as vice-chairman of the program committee for the 1957 NAMA convention in Philadelphia. He has the job of lining up speakers and arranging topics.

#### FOR SALE

1 Seeburg MH 100A......\$285.00 Machine converted to 45 R.P.M. with new Calcoin Conversion. 1/2 cash with order, balance C.O.D., F.O.B. L. A. CALCOIN CORPORATION

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NOW DELIVERING THE **GREATEST BOWLING GAME IN HISTORY!!** Chicago Coin's Triumph . . .

### CLASSIC BOWLING LEAGUE

New Giant 21/2-Pound Balls-ACTUALLY HIT the New Giant Bowling PinsIII BROTHER - THAT'S BOWLING!

## RECONDITIONED



WRITE OR PHONE FOR PRICE! QUANTITY LIMITED!

#### WE'RE STILL LOOKING



FOR COTTLIES and WILLIAMS

5-BALL GAMES Also Late SHUFFLE GAMES Cash or Trade

Write or Phone Today ! for BEST DEALI

GENCO New DAYY CROCKETT ... Write SEY BOCKET ..... 260 SKY GUNNER ..... 125 EXHIBIT JUNGLE HUNT ......5395 JET GUM ..... 110 WILLIAMS

SEEBURG SHOOT THE BEAR ... \$125

JET FIGHTER ...... \$185

Mut. LORD'S PRAYER Write C C TWIN HOCKET ... \$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 TELEGUIZ w/Film Mut. ROCK 'N' ROLL Wms. QUARTERBACK Sc. BATTING PRACTICE. 75

> SPECIAL! Exhibit's

SLATE POOL

Original, authentic Exhibit Slate Bumper Post, with specially designed \$1 tioned Like New!



## **CLOSEOUTS!**

New Chicago Coin STEAM SHOVELS New Genco

DAVY CROCKETTS

WRITE OR PHONE FOR SPECIAL PRICE!

## SPECIALS!

Chicago Coin MIAMI SHUFFLE, Like New .... \$ 65 Exhibit RINGER BALL, Like New ..... 135

#### KAYE SUPER DELUXE SLATE POOL GAMES

Most - luxurious Bumper Pools aver madel Finest muhoguny cobinet! Rich Ferniture Finish! Ganuine Slate Topal Jumbo Plastic Bumpers!

> THESE ARE TRULY MAGNIFICENT!

IMPORTERS!



SEND FOR OUR BIG NEW CATALOG!

COMPLETELY ILLUSTRATED



COIN MACHINE EXCHANGE, INC.

AMC's prexy, William C. Mo-Connell Jr., is flying around as an experienced pilot and is willing to take friends up for a flight.

Harry Kelly, Seeburg's Eastern representative, brought in a rare find to Trimount Automatic Sales Corporation-a 50-year-old Orchestrion-which he has put on display The one-ton, \$2,000 instrument plays all kinds of band pieces with the various instruments and got Many local operators are doing itself into the Boston Traveler in a lot of commuting these summer a picture . . . Marshall Caras says

> Louis Blatt, of Atlas Distributors, an enthusiastic fisherman, is casting about and enjoying himself in Canada at Laurentian Park where he reports it's "cool as a pool." Brother Barney still having a rough time recuperating from a serious illness. . . . George Simard, Derry, N. H., in looking over games and music last week.

All of the Ed Ravreby family, of Associated Amusements, enjoying a couple of weeks at Hyannis on Cape Cod. Ed, keeping in touch, dropped in to find Al Dolins of that town trying to cope with his busy summer trade. Chief mechanic Henry Factarolf is also off getting some sun on his vacation traveling about New England. . . Israel Spector, of Capitol Vending, has bought out the candy and ice cream routes of Louis Gilman, of Beacon Vending Company. Lou has gone into another field.

Silas Redd, of Redd Distributors, and Bob Jones, sales manager, have just returned from a two-day regional meeting of the Wurlitzer organization in New York. While there they treated themselves to a visit to the famed Latin Quarter. . . . Among operators visiting in town last week were Mrs. Eva Thurston, of

#### ≈FOLLOW THE LEADERS!» **BUY from LEW JONES!** THE BEST FOR LESS!

MUSIC

F-120, like new	
(choice of colors)	\$535.00
0-80	255.00
SHERURG	
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1900	975.00
1800	450.00
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ROCK-OLA	
1428	
WALL BOX	15
Saaburg 100 Sel. Chrom	
Sarburg 100 Sel. Hann	
laid Finish	30.00
AMI 40 Sel	1.95

Worlitzer 5205 ...... 47.50 5 BALL

Wurlitzer 3020 .....

William	Roce	the C	lock .	\$1	40.00
Quartet					45.00
Jolley J	oker .				65.00
Lary Q					75.00
	B	ING	05		
Hawaii	*****			5	45.00

Gayety ..... 85.00

Be sure and see the new

Havana ..... 45.00

Tropic ..... 45.00

CHICAGO COIN SUPER BOWLER OXYGEN MACHINE ..... \$75.00

1/4 down bolance C.O.B. OUT- Johns

Distributing Co Exclusive Wurlitzer Distributes 1301 North Capitol Avenue Indianapolis, Indiana Phone: MElrose 5 1593

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-

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.



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SCOTT CROSSE COMPANY 1423 SPRING CANDEN STREET, PHILADELPHIA ID FA Stitzehouse \$ TITZ

Exclusive Dist. for Bally in E. Pa. and Rock-Ole in E. Pa., So. Jersey and Dat.

GIVE TO DAMON RUNYON CANCER FUND



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The Tables of "Cadillac Quality" . . . built to insure years of profitable operating!

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YEAR OF

ALLEY MFG. CO. \$33 Morton Ave., Bay City, Mich. TWinbrook 5-8587

#### PHONOGRAPHS!

AMI Model F-80 ..... \$525.00 SEEBURGS V-200, LIKE NEW 725.00

BALLY GAY TIMES. . \$125.00 each WHILE THEY LAST!

> WE NEED ROOM Out They Go

50 LATE

YOU NAME-WE HAVE

Write or wire for price

FRANK SWARTZ SALES CO.

515-A Fourth Ave., 5. Nashville 10, Tenn.

Fall River; Tony DeLuca, of Cranston, R. I.; Joe Almeida, of Woonsocket; Gus Kunz, of Newport, R. I.; Louis Zideman, of Portsmouth, N. H.; Norman Perry, of Esmond,

#### Memphis

By ELTON WHISENHUNT

A number of operators in the Mid-South territory have diversified to bolster income from their music and game routes. The sideline businesses range anywhere from being mayor of a small town to being a chicken farmer. And one has reversed the situationhe's a school teacher nine months a year and an operator in his spare time.

Jourd White, Jourd White Sales Company at Paris, Tenn., owns a 700-acre farm where he raises cotton, oats and soybeans. He's also putting some cigarette machines on location. . . . Red Vandervander, Red's Music Company, Boonville, Miss., has a new frozen custard stand. He also has a drive-in restaurant.

E. E. Steed, Steed Music Company, Tupelo, Miss., has a chicken farm with 5,000 layers. He has a regular route selling to stores.

Pat Harrington, Harrington Sales Company, Houston, Miss., has a TV and appliance store besides operating his music and game route. . . . Llyod Black, Choctaw Amusement Company, Ackerman, Miss., is the man who is the school teacher. He uses the summer to clean his juke boxes and games, move them around and get everything in good order for the tourist rush.

A. B. Fort, Fairway Amusement Company, Columbus, Miss., has an unusual side business. He manages a big plantation owned by his mother and an uncle. It's the Bergen Plantation. . . . Paul Hurst, Hurst Music Company, Atkins, Ark, is the mayor of Atkins. He also operates the concessions on the newly formed Atkins Lake. The government built a dam there, creating the lake.

Ernest Deeters, Deeters Music Company, Conway, Ark., operates Deeter Motel as a sideline, and reports both his music and game route and the motel are doing a rush business during the summer tourist season. . . . Bob Reidmatten, B & T Amusement Company, Conway, Ark., owns a service station with which to bolster his income when collections fall short in the heat of summer.

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For STANDARD and HARVARD

METAL TYPERS Packed in rolls of 100

· Available with special Imprint

Call our PARTS & SERVICE Dept. for all your Typer needs

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TANDARD ARVARD METAL TYPER, inc.

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- · Machanism Overhauled . Worn Parts Replaced
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SEEBURG

HF100R .....\$700 HF100G ..... 615 100W .....

G200 . . . . . . . . . . . . \$795 E120 .....

WURLITZER

1700 . . . . . . . . . . . . \$500 1400 ..... 175 1250 .....

Davis

Sensational NEW

1/2 DEPOSIT REQUIRED

TERMS:

WALLBOXES

CHROME COVERS 100 SELECTIONS

Special Volume Prices

Reconditioned—Davis Guaranteed

New Selection Buttons-New Instruction Plates

Income can be doubled in many locations by adding 100-selection wallboxes

WORLD EXPORT

WESTERN EXPORT DISTRIBUTING

CABINET

6 ft. LONG - 2 ft. WIDE

FITS ANY LOCATION

... REGULAR

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DISTRIBUTOR

# Heads Hotel Group

NEW HAVEN, Conn .-- John J Fitzgerald, head of the Fitzgerald Vending Machine Company, New Haven, for the past 20 years, heads a group which has pur-chased the President Madison Hotel, Miami Beach, Fla., for \$3,-500,000.

Principals of the group include Patti Page, New York TV-recording headliner; Edward Kelman, New Rochelle, N. Y., hotelman, and two real estate men, Charles Wetherheimer, Boston, and John Christopher, New Rochelle.

The group took over the Biltmore Terrace Hotel, also in Miami Beach, last year for \$5,500,000.

All have been named to the board of directors in both hotels, altho none will participate actively in their management, with exception of Fitzgerald, who has been named head of operations.

Fitzgerald's main interest in the past several years has been operation of Seaside Heights Amusement Park, Seaside Heights, N. J., 17 miles south of Asbury Park, off the Garden State Parkway. Located on an 18-acre tract, the park has a casino, swimming pool and amusement rides.

Fitzgerald has been noted as a Wurlitzer distributor in this territory for many years.

Warner Williams, Columbus Wholesale Tobacco Company at Columbus, was seen putting out 22-column cigarette machines on his route. . . B. D. Sparks, Friendly Amusement Company, Columbus, has just put two new 200 model phonographs with 50cent chutes on his route. He reports they are doing great. . . . Grady Wallace and Roger Landrum, of Wallance Amusement Company, Columbus, were both seen fishing recently at Lake Vil-

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GIVE TO DAMON RUNYON CANCER FUND

# Finance House Signs Up Four Major Distribs

NEW YORK — Sam Bushnell, who heads the newly organized coin machine division of Funds for Business, New York financial house, has recently entered into agreements with four major coin machine distributors.

Funds for Business is currently handling the paper for John Bilotta, New York State Wurlitzer distributor; Sheldon Sales, Buffalo AMI distributor; the Peach State Companies, Macon, Ga., and the Freidman Amusement Company, Atlanta.

Bushnell, a veteran coin machine finance man, said that operator collections are the steadiest ever and that the delinquency rate is negligible.

He attributes the increased stability to the better grade of operators entering the business and to improved and more businesslike operating methods.



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HIGH SCORE
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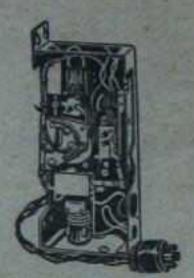
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music system has
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current releases on
singles...standards,
show tunes,
jazz and classics on
EP album records.







#### **DUAL PRICING UNITS**

Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.

# program profitably

Dual pricing is the answer.

With dual pricing the operator is compensated for the additional time required to play EP album records.

America's Finest and Most Complete Music Systems

