



Ordeal

The Annual **SUMMER SPECIAL**

Complete 1957 Fair Listings



The **Billboard**

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35 CENTS

ALL OVER
THE WORLD

JUNE 24, 1957

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Bullish Operators Foresee Top Season

Many Factors Combine for Optimistic Outlook in All Outdoor Enterprises

By HERB DOTTEN

CHICAGO — There are many bulls and few, if any, bears among outdoor amusement owners and operators as the season heads into its all-important, money-winning stretch.

The bulls are convinced that results can only be highly satisfactory or, to cite a consensus, "one of the best seasons we've ever had."

Even the few bears can point only to purely local conditions, and those conditions, some of them concede, may soon be corrected.

The highly optimistic outlook which generally prevails is based on many factors.

Get It in Weather

When given good weather, touring shows and fixed installations thus far this season have experienced good turnouts and equally good spending.

Employment is high, wages are up, crop conditions generally are far superior to those of recent

Big Top Far From Defunct

CHICAGO—Early-season business confirms the fact that circuses are far from dead. This is reflected by that part of the press that sees circuses.

Nearly every newspaperman whose town is host to a circus finds the big top is full of customers. Then he writes what may be this year's most repeated line: "If the circus is dead, that was a mighty lively corpse here yesterday." Many papers also are carrying editorials that correct the earlier obituary.

Meanwhile, other elements of the press and broadcasting fields still repeat misinformation stemming from early closing of the Ringling circus last summer. Most of these cases indicate they don't know Ringling is again in operation along with 35 other circuses that never were in trouble.

The whole mix-up, of course, started when Ringling halted at Pittsburgh and declared "the tent show is dead." Now, as if to punctuate the true situation, a thriving circus will pitch its big top on the same show grounds near Pittsburgh, July 13, just three days short of a year after Ringling's shut-down there.

years, and the drought, which had blighted some areas in the South, Midwest and Southwest for several years, is no more, thanks to extremely heavy rains.

There are many additional factors which argue highly satisfactory business. This year more than ever before the mounting population will show up in greater attendance at outdoor events.

The generally high prosperity of recent years has encouraged many owners-operators to plow back profits into attractions, new rides, superior facilities. This is reflected by the heavy sales of amusement ride manufacturers.

The number of touring shows remains almost the same as last year, with, however, more shows opening later this year than last. Carnivals, as a whole, have reported good business when the weather was with them.

Significantly, the touring circuses have been doing well—extremely well as compared to the last several years. More made money and fewer dropped cash in the early months of the season than during the corresponding periods of prior years.

Fixed installations in many cases have reported hefty receipts. Some even go so far as to term them phenomenal for some weekends or on Decoration Day when they received good weather.

Some of the major installations. (Continued on page 61)

'S' WONDERFUL' MARATHON SPIN AIMS AT RECORD

STARK, Fla.—In an effort to top previous records set by station for successive plays of the same platter, local indie station WRGR kicked off a stunt last Friday (21) whereby a man and wife jockey team proposed to keep playing one record for 120 consecutive hours.

The disk is Kirby Stone's new waxing of the Gershwin standard "S Wonderful" on Cadence label. The jocks—Betty Gray and Chuck Denton—are broadcasting their five-day marathon from the roof top of a local hamburger stand, where they will be visible but presumably safe from irate listeners. Stone himself plans to visit Stark on the fifth day, at which time the disk will have been played approximately 2,000 times in succession.

The station is staging the stunt in a bid to grab some of the national publicity which resulted when a New Orleans station last year set the previous record of 72-hours for continuous spinning of a platter tagged, "Stiggy Boom."

Cadence Records was involved in a similar stunt a few years ago; when Al (Jazbo) Collins—then at WNEW, New York—played the Chordette's recording of "Mr. Sandman" over and over for several hours. It was a spur-of-the-moment programming gesture, however, and the next day station management blew its collective top.

'Fight the Slump!' Summer Battle Cry Of Record Industry

Deals in Hopper at All Levels Aim at '56 Peak Duplication

By BILL SIMON

NEW YORK — "Fight the slump!" Last summer's battle cry has been taken up once again by the phonograph record industry in the hope of at least duplicating last year's unprecedented peak business.

The deals are coming from all sides, on manufacturer, distributor and dealer levels. Successful traffic-building gimmicks are being repeated, and special dealer discount plans are more liberal than ever. Fortunate indeed is the dealer who has free cash on hand to take advantage of the one-time-only bargain buys!

One of the leaders in the July campaign is RCA Victor, with several different gimmicks going at the same time. July, of course, is Free Bonus Month for Save-On-Records Coupon Book holders. Each of several hundred thousand S-O-R customers is entitled to pick up, from his dealer, one of two free disks—one pop, the other classical. The latter will be Rachmaninoff Symphony No. 2 played by the London Symphony conducted by Sir Adrian Boult. The pop bonus will be "29 Strings and Then Some" by the Armengol Ork. In addition, Victor will have its three new S-O-R specials which will sell

in shops for \$2.98 each to coupon holders.

Also coming up from Victor, in a string of what appear to be one-per-month promotions, is a bargain campaign pegged on the album repertoire of Arthur Fiedler and the Boston Pops Orchestra. In this summery-type deal, the customer will be entitled to one free Pops LP disk for every two that he buys at regular price. The dealer's deal here is that he buys two at the suggested wholesale of \$2.47 from his distrib, and one additional disk at 50 cents.

Columbia Records is saving its ammunition for the last week in July, at which time the diskery holds its annual sales convention. Hal Cook, veepee of the Columbia Recor. Sales Corporation, stated that the label's new product and strong merchandising campaigns will rapidly dissipate any feeling of uncertainty that some dealers might have. The convention is scheduled to be held in Miami the last week in July. Immediately following this, Columbia execs will embark on a series of 70-odd sales meetings. Meanwhile, the label's Buy-of-the-Month traffic builders are doing very well, Cook stated. (Continued on page 18)

NEWS OF THE WEEK

Giant Advertisers Compete For Alternate Week of Sullivan Show . . .
The hottest property in TV is currently on the block at CBS-TV as giant advertisers bid for alternate weeks of Ed Sullivan. . . . Page 2

ARB Testing New Methods for 'Sneak' Video Local Ratings . . .
Reports show that "loading" top feature film into a rating week can boost feature show's rating as much as 100%, compared to balance of the month. ARB plans new "secret week" and one week-four week reports. . . . Page 8

Decca '58 Phono Line Debuted; 14 Models to \$199.95 Offered . . .
Decca Records released details last week of its 14-model new phonograph line, titled "Preview '58." Price range is from \$19.95 to \$199.95 and the line includes a number of special accessory items. Numbered among the sets are three console "hi-fonic hi-fi units, one of which employs a choice of three special speaker enclosures. . . . Page 18

Strong Line-Up of Exhibits For Oklahoma City Expo . . .
Oklahoma City's Semi-Centennial Exposition opens with a particularly strong display of industrial and commercial exhibits. One section is called Teen Town and it features dancing and personal appearances by area disk jockeys. Several concession stands there offer recordings for sale. . . . Page 61

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Everyone's Got Dog-Day Deal

NEW YORK — News of new dog-days disk deals is continuing to pour in as this issue goes to press.

Vik Records, the RCA Victor subsidiary label, informs us that it will break a large new LP line, along with a special plan, at the NAMM show. ABC-Paramount also has a special plan to be presented at the conclave, and tells us that the new product will be in the hands of distributors and ready for dealer shipments on August 1.

Elektra Records, indie specializing in folk music and more recently in jazz, has readied a "Folk, Pops 'n' Jazz" sampler. It's the third such item from the label, which advises that Volume Two, a folk sampler, is still available at a \$2 list.

TELEVISION PROGRAMMING

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THE BILLBOARD

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

JUNE 24, 1957

CBS FACES DIFFICULT CHOICE

Giant Advertisers Compete For Alternate Sullivan Slot

NEW YORK—CBS-TV is now in the process of answering its own \$64,000 question. Who is to get the biggest time and talent plum of the current selling season—alternate weeks of Ed Sullivan, Sunday evenings 8-9 p.m. next fall? The question was far from being satisfactorily answered at press time, with a number of giant advertisers waving \$5,000,000 contracts in front of the network topers as if they were dollar bills.

It is known that among the advertisers who have put in bids are Texaco, Lever Bros., and perhaps Kaiser and Shell Oil, with a large number of other undisclosed sponsors also trying to get the valuable franchise and property.

The decision is a vital one for CBS, for it can result in the alienation of some of its sponsors and leave them with a sour taste in their mouths if they are damaged by the decision.

Lincoln Bombshell

It would seem obvious that the network will try for a prestige advertiser whose budget would not only take care of the show's present needs, but would also make provision for whatever step-up in costs occur in the future. Texaco suits all the requirements and also has a very compatible product. The decision of Lincoln to drop its alternate week sponsorship of Sullivan after nearly nine years of sponsorship came as a bombshell to the trade last week.

There had been rumors over the years that Lincoln could not afford the high cost of the property. The increase in costs this year, however, were probably at least partially responsible for the decision to cancel. The property is expected to cost about \$10,000,000 for full

sponsorship during the season of 1957-'58, probably the single most expensive 52-week hour buy in network TV.

Lincoln Paid Third

Lincoln did not pay for full alternate week sponsorship because of its deal with Mercury, the co-sponsoring division of the Ford Motor Company. It paid instead a little less than one-third of costs. But Lincoln is now being handled by a fairly new agency, Young & Rubicam, and it is likely that its advertising strategy is also being shifted.

A logical question being asked in advertising circles is why Ford hasn't turned the alternate hour over to Edsel, its new car, which is looking for a network show. The answer seems to be that Edsel will be competitive with Mercury, and executives of that car division do not relish turning over such a program vehicle to a competing auto. On CBS since mid-1948, Ed Sullivan has begun to feel the competition from Steve Allen on NBC. Sullivan still outrates Allen but he no longer dominates the time period as he once did.

WEEK-NIGHTS AT 10:30

ABC, Clients Eye Late Clearances

NEW YORK — ABC-TV and several important clients are exploring the possibility of clearing 10:30-11 Mondays, Tuesdays, Thursdays and Fridays on its network for programming next season. The web currently only has Wednesdays at 10:30 cleared where the International Boxing Club bouts are seen beginning at 10 p.m.

No programming has been set for the late night slots because the clients are said to be interested in learning what clearances the network can give them. It is expected that the programming will take

one of three forms to keep costs low. They are: a live strip which can be run across the four evenings, quiz shows, or rerun film programming.

Sponsor interest is said to stem from the fact that the network's programming requirements are being dovetailed with their budgets to get the cost-per-thousand up, and yet afford them time slots where set-usage is fairly substantial.

Hill Bros. Shares Jaffe

NEW YORK—Hill Bros. has gotten into the Henry Jaffe fairy tale program act along with Sealtest and Breck. Hill Brothers, Coffee packers, will share the Sealtest-sponsored shows taking all the West Coast, and Florida markets. The shows will be presented from January 1958 to January 1959 on NBC-TV early Sunday nights. Screen Gems will co-produce along with Jaffe.

Prestone Takes One Martin Hour

NEW YORK — Prestone has bought one Dean Martin hour variety show for slotting on NBC-TV this fall. The sponsor was considering the purchase of half of two hour shows, but settled for the purchase of one. William Esty is the agency.

Max Factor in Agency Shift

NEW YORK—A large portion of the important Max Factor account is said to be shifting from Doyle, Dane & Bernbach to Guild, Bascom & Bonfigli of San Francisco. Exactly what products are involved is not known, but it is expected that they would include several of its top-selling items.

Max Factor has already purchased alternate weeks of the 9-9:30 time period on NBC-TV for next season, with no program selected. It also is using "December Bride" for a summer run on CBS-TV.

CBS GIMMICK MAKES SPLASH

NEW YORK — The first exploitation gimmick used by CBS-TV to get viewers daytime-minded is paying off with a raft of publicity in the papers in Cleveland and nearby cities.

Web's Garry Moore selected Cleveland's Mrs. Pauline McCarthy to lead the life of a "TV personality for a week." She will appear on his show this week, and in addition on "Edge of Night" and "Love of Life," where she will act. It is expected that the stunt will result in national magazine coverage.

'Wire Service' Still Dangling

NEW YORK — The fate of "Wire Service" on ABC-TV is still greatly in doubt with indications of cancellation growing. R. J. Reynolds, which sponsored it last season, has asked ABC for a more acceptable time period than the Monday at 9 slot in which it was tentatively scheduled, and the web has not yet come up with a suitable alternative.

Reynolds may also be forced to sponsor "Harbourmaster" every week Wednesdays 8-8:30, unless an alternate-week advertiser appears who wants the show. Should this occur, Reynolds would not have the budget to renew "Wire Service."

ABC Offers Sponsors 'Triple Play' System

NEW YORK — ABC-TV has come up with a sales plan reminiscent of the Pyramid and Tandem plans first popularized in radio network selling. Never before offered to video network sponsors, the plan would afford three advertisers one minute each of commercial time in three different half hour properties, with position revolved so as to make for maximum exposure.

The three properties haven't been selected, but being considered is "Sugarfoot," alternate half hours of which are available, Tuesdays 7:30-8. American Chicle has an alternate half hour of this show.

Also being considered is the Guy Mitchell show alternately sponsored by Revlon on Saturdays at 10 p.m., and another, perhaps a situation-comedy, mystery or quiz. They would give advertisers circulation in three different vehicles designed to hit different audiences. Last week the NTA Film net-

work came up with a similar plan called "Triple Exposure." For a reported \$65,000 per week three advertisers will receive a one-minute commercial and opening and closing billboards on "How to Marry a Millionaire," "This Is Alice," and "The Last Marshal," new NTA program vehicles. NTA is guaranteeing coverage of 85 per cent of the country. Both the ABC and NTA plans are in line with the "spread the risk" philosophy now current in advertiser thinking.

World Congress Set On Commercial TV

NEW YORK—With 15 of the 46 nations with TV working on a commercial basis, the first World Congress on commercial television has been scheduled for London on September 18. The sessions will enable representatives of the TV industries of the various nations to exchange ideas and to view films and kines of each others' programs and commercials.

One phase of the congress will be held under the auspices of President Eisenhower's People-to-People Foundation, and will discuss "TV As a Medium of World Communication." There will also be morning and afternoon seminars on commercial TV. A luncheon session will be addressed by Charles E. Wilson, former General Electric president, who heads the Foundation. U. S. Ambassador to

NIGHT SLOTS

Shows With Piece Open Are Listed

NEW YORK—The following is a list of nighttime shows of which alternate pieces are available and their alternate week advertisers:

MONDAY:

"Price Is Right," 7:30-8, NBC-TV, Speidel.
"Restless Gun," 8-8:30, NBC, Warner-Lambert.
"Crisis!" 10-10:30, NBC, Ford

TUESDAY:

"Sugarfoot," 7:30-8:30 ABC-TV, American Chicle.

WEDNESDAY:

"Tombstone," 8:30-9, ABC, Bristol-Myers.

THURSDAY:

"Tic Tac Dough," 7:30-8, NBC, Warner-Lambert.
"Harbourmaster," 8-8:30, CBS-TV, R. J. Reynolds.
"Navy Log," 10-10:30, ABC, U. S. Rubber (17 weeks available).

FRIDAY:

"Wally and the Beaver," 7:30-8, CBS, Remington-Rand.
"Jim Bowie," 8-8:30, ABC, American Chicle.
"Life of Riley," 8:30-9, NBC, Lever Bros.
"Manhunt," 9-9:30, NBC, American Tobacco.
"Mr. Adams and Eve," 9-9:30, CBS, R. J. Reynolds.
"Colt 45," 10-10:30, ABC, Campbell Soups.

SATURDAY:

"Perry Mason," 7:30-8:30, CBS, Purex.
"Guy Mitchell Show," 10-10:30, Revlon.

Weigh Shows At Las Vegas

NEW YORK—Exquisite Fern Brassiere is considering the sponsorship of three 60-minute musical variety shows to be telecast from hotels in Las Vegas, Nev., over the NBC-TV network. The variety programs would be emceed by a top name as yet unselected and would consist mainly of acts being presented at the hotels. One of the shows would be presented in the fall, and two in the spring. Account is handled by the Grey advertising agency.

England John Hay Whitney will be guest of honor.

Some 70 top U. S. TV columnists will be flown over for the conference as well as for a session in Paris, where a session will be held on why France does not permit commercial TV. A special press flight will leave New York on September 13, returning September 21, chartered by Young & Rubicam. The agency, in the fall of 1955, also chartered a similar press flight to London for the onset of commercial TV there and to watch the shooting of the "Robin Hood" film series, which is co-sponsored by Johnson & Johnson, a Y&R client. Another visit to the set will be in order on the forthcoming trip.

Co-ordinator for the program for the Congress is Harry Rauch, Y&R vice-president and manager of Radio-TV publicity.

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

869

Name _____

Occupation or Title _____

Company _____

Address _____

City _____

Zone _____

State _____

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

Brando, Grant May Do Spec

CHICAGO — Marlon Brando and Cary Grant will probably emcee the Ford Motor Company fall spectacular to unveil its new Edsel car. The show will replace the Ed Sullivan Show for one night on CBS-TV.

Foots, Cone and Belding, agency for the Edsel, is known to be mulling a purchase of simultaneous time for the spec on one and possibly two other networks.

OVERNIGHT RATINGS

Instant Niensens If Tab Can Be Met

CHICAGO — A. C. Nielsen is willing to expand his Nielsen Television Index into "instantaneous" TV audience measurement at the national level if advertisers, agencies and broadcasters are willing to pick up the sizable tab for such an additional, de luxe service.

An "increasing commercial need" for an overnight addition to Nielsen's well-known TV measurement was stated by Nielsen v.p. George Blechta last week in a special address to station operators from the Washington, D. C., area gathered in Ocean City, Md., for a broadcasters' regional meeting.

When queried later by The Billboard, Blechta said that Nielsen's 15-man engineering lab staff in Chicago has been quietly exploring methods for TV data-gathering on an overnight basis "for at least 10 years." He recalled the Nielsen-Sindlinger hassle over the "Radox" methods of Sindlinger nearly a decade ago, in which Art Nielsen and Sindlinger reached an out-of-court settlement on Nielsen charges that the Radox instantaneous measurements infringed on basic Nielsen patents.

On the theory that the TV industry, sooner or later, will be willing to pay for a rapid Nielsen service, the Nielsen lab has evolved a

number of experimental models of instantaneous reporting devices. Principally, they would report TV tuning to local central points by means of low-power radio signals, or via signals sent along leased phone wires.

Problem has been that Nielsen national viewing figures—alho generally accepted as having the greatest weight with agency and client research men—involve a time lag of four or five weeks after a telecast. Sponsors meanwhile are forced to ride a show without knowing, apart from their relative competitive standings in Trendex or reports from other services, whether their Nielsen indicate a hit or flop. Consequently, there's a lot of heat put on the slide-rule executives to come up with off-hand "estimates" of national audience size while waiting for the Nielsen ratings to roll out of the IBM tabulators.

Sources of Pressure

Greatest pressure for a fast service, according to Blechta, comes from two directions simultaneously: Major advertisers, who are betting huge sums on the program sweepstakes, and broadcasters, who want quick reports to use in promotion and selling. Agencies, oddly enough, indicate they'd like a fast Nielsen report, but aren't turning on the same kind of heat as management levels of big corporations.

There's "nothing definite" about a possible starting date for an overnight adjunct to the Nielsen Television Index, Blechta says. Present operations by Nielsen consist mainly of development work and sounding out possible customers on a personal level.

Nothing has been firmed on the subject of costs, either. It's a safe bet, however, that the costs of organizing a sample, installing new reporting devices, and processing the data quickly would not be cheap.

NBC Nears Wrap-Up on Sunday Hour

NEW YORK—NBC-TV is close to wrapping up the sale of an hour of early Sunday evening time to Hazel Bishop. Sponsor is said to be purchasing Sundays 6:30-7:30 p.m. for the season of 1957-58. First half hour would be programmed by reruns of the General Electric Theater to be bought from MCA-TV. Into the second half hour would go "Amateur Hour," the long-running TV vehicle.

It is expected that "Amateur Hour" would be placed in the Monday 10-10:30 p.m. slot during the summer. Bishop last week bought for summer exposure Jimmy Dean, Saturdays 10:30-11 p.m., and will ride alternate weeks of "Beat the Clock," Fridays 7:30-8 p.m. Both of these shows are on CBS-TV.

Tums Shifting to McCann-Erickson

NEW YORK—The Lewis Howe Company for its Tums line is said to be shifting its account to McCann-Erickson, Chicago. The account was formerly with Dancer-Fitzgerald-Sample.

The advertiser is said to have \$1,000,000-plus earmarked for network TV during the season of 1957-58, and has made no commitments as yet.

THE BILLBOARD'S CHARTS TO COVER TOP 100 SHOWS

The Billboard's weekly charts breaking down information on the cost-per-thousand efficiency of network TV shows are being expanded and made much more complete. In the past, these charts listed the top 20 network shows of all types, and the top 10 shows within each of six program types and each of seven sponsor groups.

Beginning next week, this information will be given for the top 100 network shows in Class A time, and for all shows within each program type and sponsor group.

As in the past, the charts will note the cost for reaching each 1,000 TV homes, men viewers, women viewers and children viewers per commercial minute, for all web shows and for each program

type and sponsor group. As in the past, the information will be derived from the latest audience measurement statistics of American Research Bureau, and confidential information on the net commissionable total costs of each network show.

These new and expanded services were intended to begin in this issue, but fell prey to the problems of this age of automation. All computations for these charts are made via Remington-Rand's Univac. However, New York's heat wave, with the resulting record use of electrical current, rendered Univac powerless. It is expected that no similar difficulties will obtain in the future.

Celler to Check Up On Web Policing

WASHINGTON — The House Antitrust Subcommittee will ask for "detailed progress reports" from the Federal Communications Commission and Justice Department's Antitrust Division on steps taken to carry out "each of the committee's recommendations pertaining to television broadcasting." Antitrust Chairman Emanuel Celler (D., N. Y.) gave the warning in the course of a talk before the FCC Bar Association here last week (20).

At the same time, Celler noted he had just introduced bills to extend the Robinson-Patman and Clayton acts to cover not only the sale of commodities, but also the sale of various types of services such as "network broadcasting services." The bills would put counts to large advertisers under Robinson-Patman statute. They would put tie-in arrangements in services under the Clayton Act, which presently applies only to commodities.

This would be the only additional legislative action needed to

correct all networking practices that were criticized in the Celler Subcommittee report, the chairman said. All of the allegedly anti-competitive practices can now be handled by the FCC and Justice Department under existing laws. "Only if the agencies fail to carry out their responsibilities" will additional legislation have to be considered.

Starting with the premise that monopoly in television would enable a handful of individuals "to force-feed the American public hand-picked opinions and programs," Celler made a rapid summary of all corrective proposals contained in the recently released Antitrust TV hearing report. (The Billboard, May 6-June 10.)

First and hardest whack went to the FCC for being "unduly in-

(Continued on page 22)

Spike Jones Gets Summer Reprieve

NEW YORK — Reprieves are getting to be a habit with Spike Jones. After canceling the music show for the second time, Liggett & Myers last week decided to program him in his Tuesday 10:30-11 p.m. slot thru the summer. It is not known whether the reprieve will hold good since many of the stations carrying him have already sold the time, but the chances are that he'll be saved from the ax.

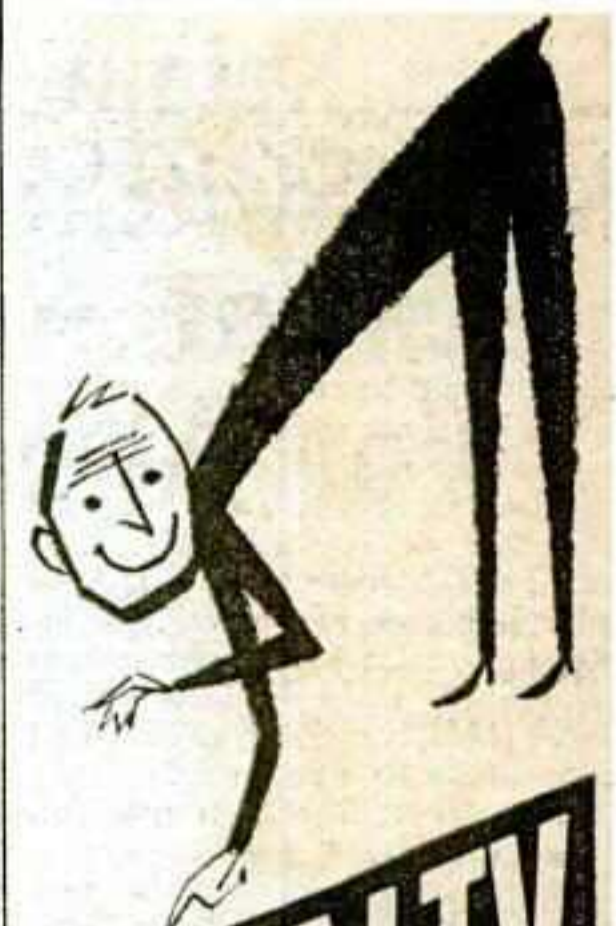
Bernstein Opus Lampoons TV

NEW YORK — Television, a favorite target for satirists, is due for yet another going-over. This time it's "Improper Channels," a three-act revue opening at the Chez Carlo night club tonight (24) on Manhattan's East 40th Street.

Revue stars Brenda Lewis, Edith Fellows, Jim Kirkwood, Ronnie Cunningham, Tom Ayre and John Heawood, who also directed. Sketches and lyrics for "Improper Channels" were penned by Robert Alan Bernstein, TV star for The Billboard, with a word material by Marge Green. Music is by Warren B. Meyers and Linda Rodgers Melnick, with Robert Ellis Miller producing.

Quaker Oats Mulls Wyman

NEW YORK — NBC-TV is hopeful of persuading Quaker Oats to sponsor Jane Wyman alternate weeks in the Thursday 10:30-11 p.m. slot next fall. Time period has opened up because of the imminent cancellation of the Lux Video Theater, 10-11 p.m. that evening on the web. Quaker already is on CBS-TV Thursday 7:30-8 with "Sergeant Preston" which will be followed



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

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

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

STEINMAN STATION
Clair McCollough, Pres.
Representative **MEEKER**

316,000 WATTS

advertisers with rapidly changing market-by-market problems are



as a basic advertising medium

Alan C. Garratt, Advertising Manager of the ACC Division ("PALL MALL" and "HIT PARADE" cigarettes) of the American Tobacco Company, puts it this way: "Introducing HIT PARADE cigarettes to a mass audience in a highly competitive field is a major advertising problem. Thanks especially to BBD&O and Spot Radio and Television, we have cracked the country, market by market. The stations represented by NBC Spot Sales played a big part in the promotion of our new brand."



Stars Retain Popularity Despite Mass Switchover to New Roles

HOLLYWOOD — There was a time when a TV star would worry about what he was going to do when his show came—as all shows must—to an end. After being identified week in and week out with one role or one property, how could a star hope to gain acceptance in a new role? How, for instance, could a Jack Webb, whom all the TV audience identifies as Sgt. Friday, transfer gracefully and successfully to a new role?

The answer has been provided by experience. A number of performers have moved into new shows. A couple of them have done it successfully, their new vehicles proving more potent than their former ones.

Now conditions seem to demand that a star, after finishing off one series, get busy with a new one. There doesn't seem to be enough untapped big names to provide all the star material needed.

Next season's network schedule will carry an unprecedented number of rerun stars.

Eve Arden Changes

Eve Arden, long-time heroine of "Our Miss Brooks," will be back in a new vehicle titled "It Gives Me Great Pleasure." Walter Winchell, who had a brief and unhappy run with his own variety show this season, will be back in a new format with "The Walter Winchell File." Barry Sullivan, who had a fair run in the syndicated "Man Called X," will be on network in "Scott Island." Joan Caulfield, the original wife in TV's "My Favorite Husband," will be back in a new filmed situation comedy, "Sally." Dick Boone, who shot to TV fame in "Medic," will be back in a Western, "Have Gun, Will Travel."

George Gobel and Eddie Fisher, who each did well in their own

long-running shows, will share top billing in a new NBC hour-long show.

A couple of other rerun stars already on the air will be continuing into next season. Gale Storm, long identified with "My Little Margie," is now doing okay thanks to "Oh! Susannah." Betty White, who made her first TV impression in the syndicated "Life With Elizabeth," is back in "Date With the Angels." Bob Cummings, who once had a too brief network run in "My Hero," has been doing much better and running much longer in the Bob Cummings show produced with McCadden Productions. Dick Powell, once one of the stars of "Four Star Playhouse," is now as strong as ever with the "Zane Grey Theater."

Syndication Stars

Not all rerun stars have rerun well, of course. Wally Cox, who had succeeded with "Mr. Peepers," had a disaster with "Hiram Holliday."

Syndication too has had its share of rerun stars. Rod Cameron had a good show in "City Detective" but seems to have an even stronger one

in "State Trooper." Thomas Mitchell's "Mayor of the Town" did pretty well in first run, but his "O. Henry Theater" may be doing even better.

There are still others that have played the rerun game without harm. Reed Hadley went from "Racket Squad" to "Public Defender." Warner Anderson, who had the title role in Marion Parsonnet's "The Doctor" many years ago, is now co-lead in "The Lineup."

Remember Phil Silvers had an early fling in TV with a comedy-variety show for Cluett Peabody. And Ray Bolger once had a disappointing spin with a show titled "Where's Raymond?" and John Howard, star of the successfully syndicated "Dr. Hudson's Secret Journal," was in one of the earliest experiments in TV film, "Public Prosecutor."

George Sanders, who will make his bow as a TV star this summer in the "George Sanders Mystery Theater," seems likely to get an immediate re-appearance in a show to bow next fall for Singer Sewing Machine.

TV ON LOCATION

Live Shows to Use Tape, Go Outdoor

NEW YORK—Within a year and a half, major live TV drama shows from the Coast will be competing with filmed product by going on location trips with the aid of video tape. And future TV studio construction on the Coast will include a location "back lot" in production plant designs for outdoor tape production.

That's the prediction of Buzz Kulik, "Climax!" director whose "Island in the City" episode copped a Robert E. Sherwood Award in New York last week.

Kulik, a former J. Walter Thompson staffer and a live-show director almost exclusively for nearly a decade feels the get-away-from-interiors move is inevitable if live drama is to hold its own or make new gains.

"We may do as many as three 'Climax!' shows on live locations this fall—even without tape," Kulik revealed.

"We've explored location sites as far south as Mexico, and others like Catalina Island, Las Vegas and the Los Angeles Farmer's Market, Hollywood Bowl and Coliseum. We are even thinking of a live location Western on one of the 'movie ranches' near Hollywood."

Selling Factor

Pressure for "location scope" in live production is coming about, Kulik feels, as the result of the success of feature movies and TV shows which have counted location value as one of the prime selling factors in getting top playdates or air slots. He cited the success of location photography in improving the b.o. potential of "Three Coins," "Summertime," "Boy On a Dolphin," "Fire Down Below" and a number of half-hour filmed shows.

The role of TV tape will be of key importance, he believes, in hurdling the problems of the standard location hazards in California for a show like "Climax!"

"Sunshine is no problem, since we go on the air at 5:30 p.m. But, live locations on the Coast pose a problem of airplane noises, Diesel trucks, traffic sounds and other outdoor distractions. Stop-and-go TV tape will bridge this final hurdle for us. Tests we've seen show tape reproduction quality

day rapidly approaching regular live production," Kulik said. "And actors work in so many media today that the better performers can turn in relatively the same performance in a stop-and-go taped show as in a continuous live show."

Double Force

"Climax!" this fall will have a twin task force to put the \$50,000-weekly show on the air with two producers, Edgar Peterson and Ralph Nelson, not in an alternate-week arrangement. Each producer will do six or eight shows in a row, then step out to do pre-production work. Three directors, including Kulik, will work with the two producers.

Feature film majors will be getting stiff competition, tape or no tape from "Climax!" according to Kulik. One script in the works deals with the historic "war crimes

GAINS IN TRENDX

Choice Time, Promotion Rocket NTA's Ratings

NEW YORK—Choice time slotting by stations of the NTA film web and socko audience promotions at the local level have bounced "Premiere Performance" up to double its share of audience in Trendx measurements since the series debut in April.

Latest 15-city checkup by Trendx telephone yardstick shows an audience share in June of 40.3, compared with a 22.1 in April.

Program ratings did not jump comparably, having upped from a starting level of just over 10 in April to 11.3 in June. This is due, according to NTA research chief Jay Schiller, to a general summertime drop-off in Trendx sets-in-use figures, which eased from an over-all April level of 45.9 to a June figure of 22.1.

In New York, NTA's network films boosted WPIX into No. 1 slot on late Saturday nights according to June Trendx ratings.

Antell, Venze In Big Barter

BALTIMORE—A major barter deal is being organized between Paul Venze Associates, the Charles Antell ad agency, and some 50 stations on a time-for-program swap involving two Screenkraft properties, "Judge Roy Bean" and "The Mickey Rooney" show. Deal is said to involve \$340,000 from Antell for the films on a multi-run basis.

Latest in a growing list of such package plans out of the Antell orbit, Venze is now spotting approximately 40 film properties, including features, half-hours, cartoons, Westerns and other items in Charles Antell ad plans. The library is a composite of old product from ABC, Bagnall, Interstate, NBC and Official. Screenkraft additions are much newer, will be first-run in a number of markets and second-run in others.

Total gross dollar volume of the time spots traded by over 140 stations for the library is rapidly pushing Antell up the ladder of spot users. Currently, Antell is ranked as the 24th largest user, although this figure is somewhat misleading since the bartered spot time is rarely handled in terms of full card-rate prices.

Rastatter New P. R. Head at TvB

NEW YORK — Television Bureau of Advertising has a new p.r. head to replace Sid Mesibov, who has ankle the video promotion organization to join ABC-TV. He's Joseph Rastatter, whose appointment as chief flack for TvB becomes effective today (24). Rastatter's varied background includes p.r. work, newspapering, news commentary and TV production.

trial" of Herman Wirtz, commandant of the infamous Andersonville prison camp, after the Civil War. The trial is not covered (it happened later) in McKinlay Kantor's "Andersonville" book, but Columbia Pictures, which is due to film it, is already making nervous noises, fearing a repeat of the "Playhouse 90"-Warner Bros. bit on "Helen Morgan."

"Climax!" incidentally, is operating under a recently-renewed three-year contract — one of the longest on a drama show this season.

'Log' to Add Adult Angles In Late Spot

NEW YORK—"Navy Log," now that it is being switched to a later time period this fall, Thursdays 10-10:30 p.m., will add some new elements to attract adult viewers. First is a number of hosts, each ex-Navy men, who will introduce different programs. First host will be Senator John Kennedy introducing a story about his Navy experiences.

Others will be Ernest Borgnine, Governor Joe Foss of South Dakota, Lord Louis Mountbatten, and Douglas Fairbanks Jr. Being considered are the Duke of Edinburgh and Vice-President Nixon, if available. And to broaden the scope of the show six stories will be filmed abroad, four in England, and two on the Riviera.

Hank Coleman has been named story editor and he will specifically search for adult material.

NBC Juggles Cole, Lancelot, Gibbs, Farrell

NEW YORK — NBC-TV has once again juggled several shows in its nighttime summer line-up. Nat (King) Cole's new half-hour musical has been shifted into Tuesdays at 10 and Georgia Gibbs goes into Mondays 7:30-7:45 to replace him.

Charles Farrell, who was expected to move into Tuesdays at 10 p.m. has been switched to Mondays 8-8:30. "Lancelot," which had been expected to stay there, will be moved into the "Comedy Time" strip 5-5:30 if a deal can be arranged.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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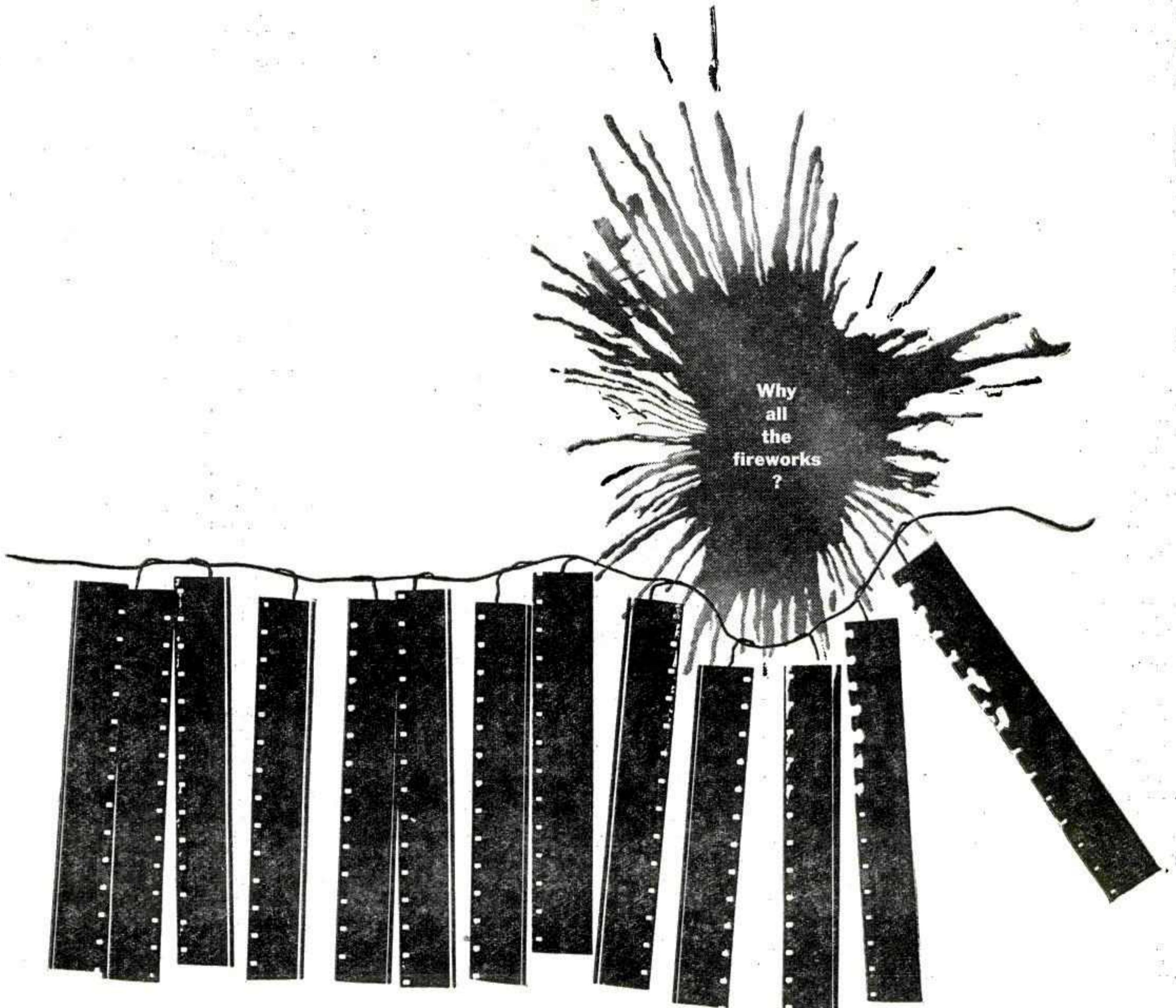
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Source: Nielsen Interim Report for April 1957,
 Sunday through Saturday average



Maybe you heard them too—the sound and fury of claims about the new programs that were supposed to blow New York viewing habits sky-high. Well, the smoke is settling now. Let's see what actually has happened: *WCBS-TV's share of total viewing is greater than at any time in the past two years! ... WCBS-TV leads the second-place station by 52%—the third station by 183%! ... WCBS-TV shows a larger audience gain than any other station in the past year! ... WCBS-TV leads in every hour of the day but one, from 8 am straight through to sign-off!*

It takes day-in, day-out showmanship to attract and hold attention in television's biggest market. To its top-flight schedule of CBS Television Network programs, WCBS-TV adds a dazzling array of local entertainment and public affairs programs, including all five of the top-rated local participating programs, and four of the top five daily news programs in New York television, no less.

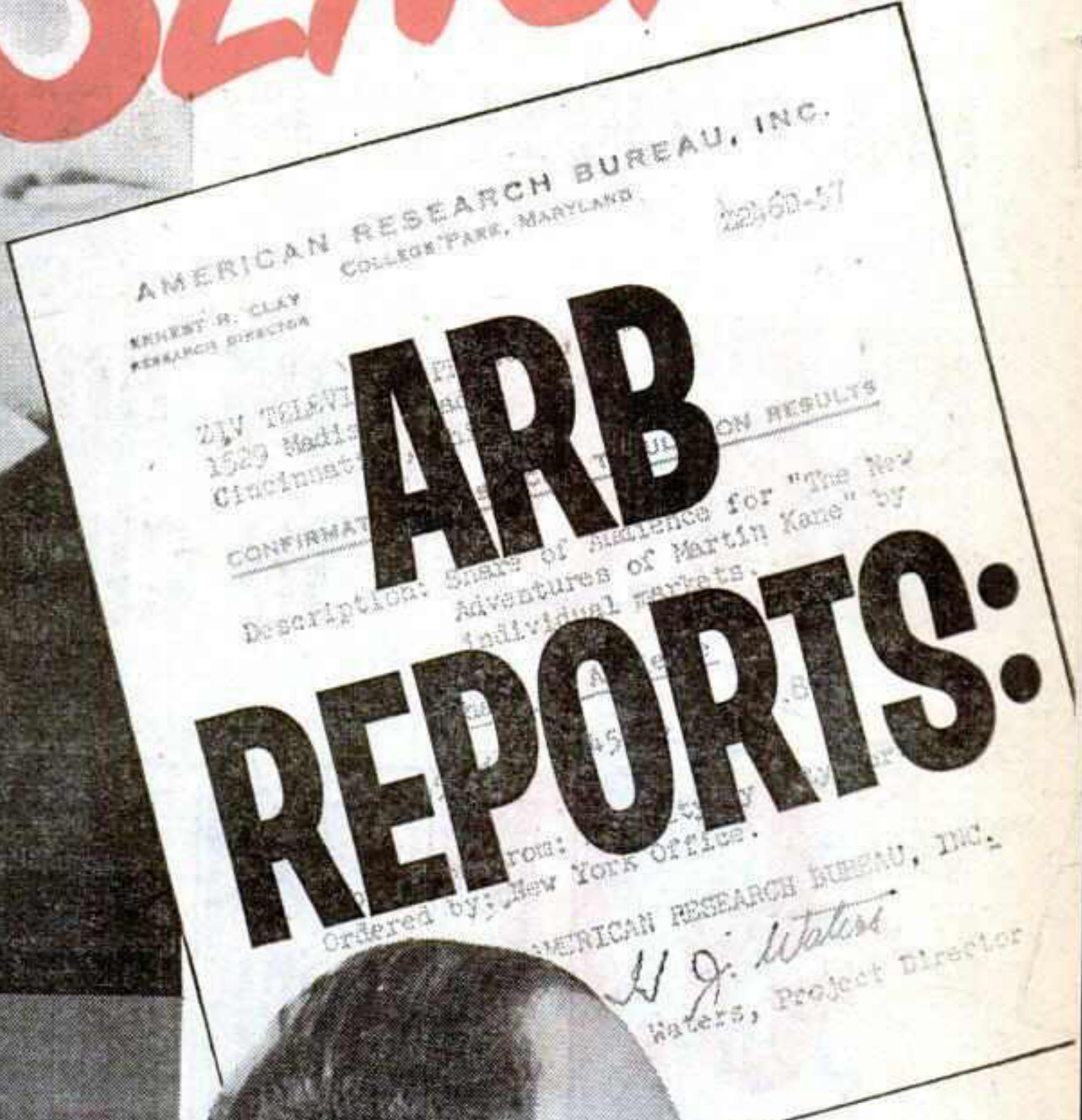
Naturally, more national advertisers buy the station that attracts the biggest audience most of the time.

CBS Owned, New York **WCBS-TV** Channel 2—represented by CBS Television Spot Sales



MARTIN

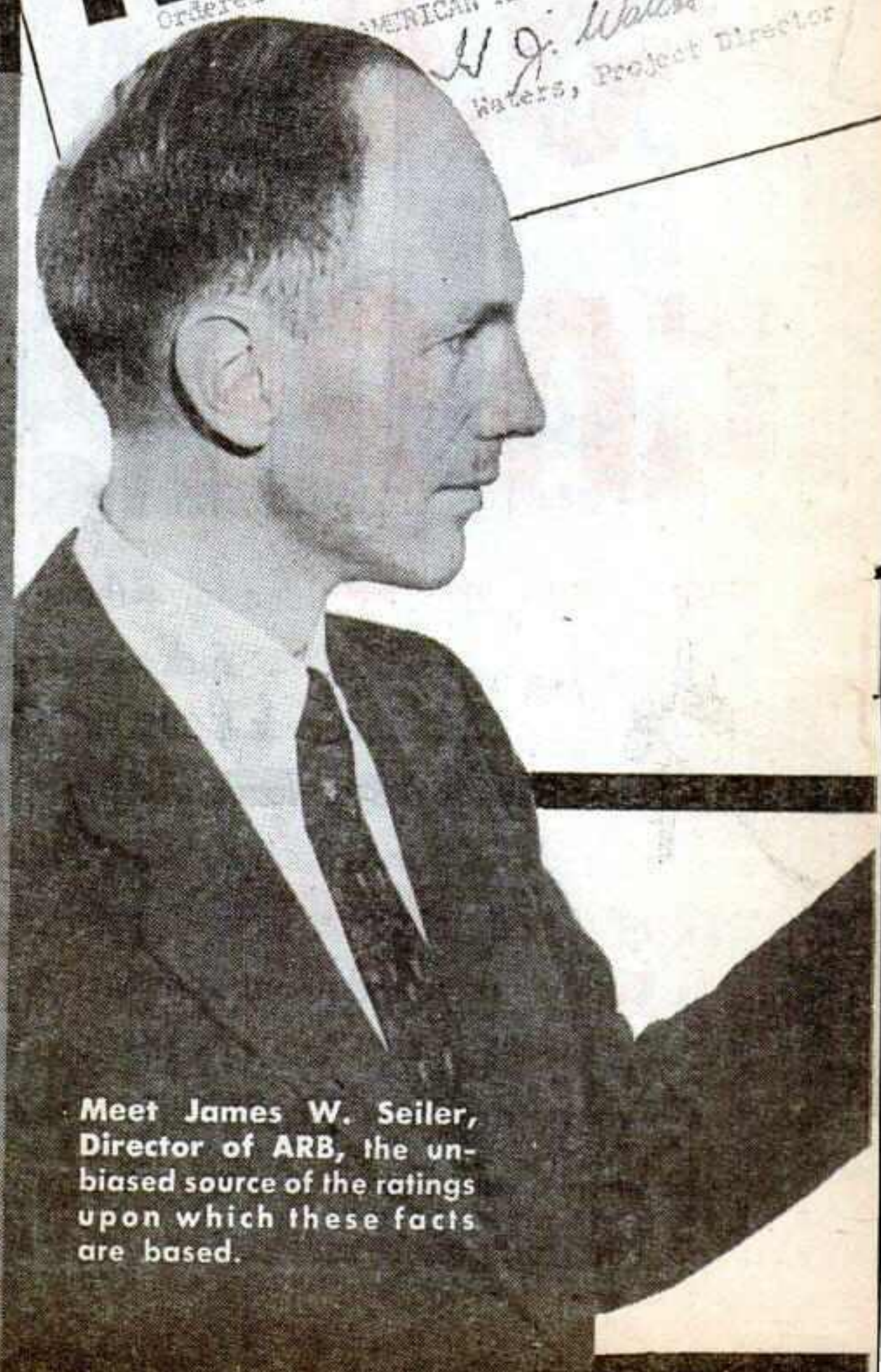
SENSATI



THE NEW ADVENTURES OF

MARTIN KANE

Starring **WILLIAM GARGAN**



Meet James W. Seiler, Director of ARB, the unbiased source of the ratings upon which these facts are based.

KANE WINS

FINAL Share of Audience

IN FIRST RATING SURVEY!

55.6% OF AUDIENCE IN CINCINNATI, O.

Friday — 10:00-10:30 pm	
MARTIN KANE	— 55.6% share
Station B	— 20.9% share
Station C	— 20.0% share
Other	— 3.5% share

45.8% OF AUDIENCE IN COLUMBUS, O.

Wednesday — 10:15-10:45 pm	
MARTIN KANE	— 45.8% share
Station B	— 43.0% share
Station C	— 11.2% share

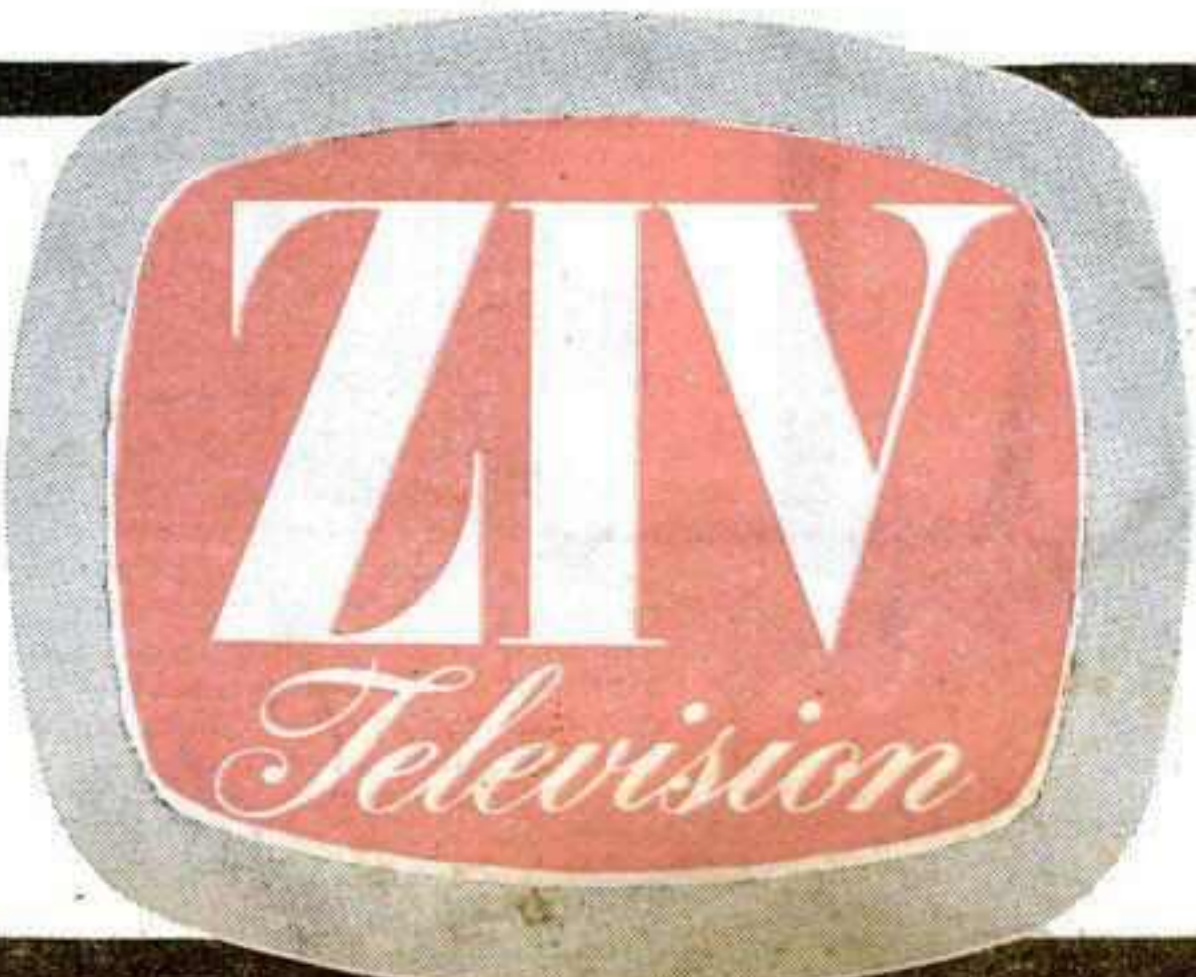
50.8% OF AUDIENCE IN ATLANTA, GA.

Monday — 10:30-11:00 pm	
MARTIN KANE	— 50.8% share
Station B	— 41.4% share
Station C	— 7.8% share

ARB MAY, 1957



FROM THE TOP NAME
IN SYNDICATION . . .
COME THE TOP SHOWS
IN CONTINUING
AUDIENCE SURVEYS!



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



Secret ARB's to Offset 'Loading' of Rating Weeks

NEW YORK—Practice of slotting choicest feature film "blockbusters" during rating week achieves a temporary boost in ratings of 18 per cent to 110 per cent more than the feature shows ordinarily get on a "secret" rating during the rest of the month, new ARB figures released last week demonstrate.

At the same time, ARB comparison of "announced" rating-vs.-"sneak" rating shows "no significant difference" between rating levels of network film half-hours and syndicated telefilms during the entire month. However, there was variance in the case of some live network variety shows, such as Ed Sullivan, who "load" the show with top guests during a rating-week period.

Above facts came to light in the official announcement by ARB-men Jim Seiler and Jack Gross that the research firm was launching two new methods of conducting video audience measurements. The new procedures, ARB says, are designed "to improve the representativeness of current ARB surveys." (See exclusive report in The Billboard, June 3.)

Secret Sampling

Figures were gathered in a "secret week" ARB measurement in Salt Lake City early this year—a measurement made with the consent of all stations in the market. Diary samples were established for each week in the month, but nobody outside ARB knew which seven-day period would be the "secret" one. Another "secret" rat-

ing is being sneaked this month in Salt Lake City, with the same technique due for test runs in Des Moines and Miami.

The second method, due for its first data release in about three weeks, is what ARB calls a one week-four week survey report. Done to station order, these reports will include ratings for the announced, regular rating week, but will also draw from a revolving partial sample to cover the remaining three weeks. Final report will therefore show two figures for each time period.

If the ARB reporting method catches on at the agency level—and many syndicators devoutly hope it will—it will eventually cut down on the "riches-and-poverty" type of feature schedulings often done by stations who save up their best titles in a big package for rating-week exposure.

Leveling Process

At the same time, it will clip the wings of network and local promotion men who triple or quadruple

their print space for tune-in ads or their budgets for other promotions during rating week in an attempt to fight back.

Actually, the "secret week" or one week-four week ratings are not designed as an expose of feature tactics. The new ratings are already proving that they level out sets-in-use drop-offs that occur during rating week because of unusual weather conditions; a sudden warm spell can murder show ratings as people scatter to the beaches and hills.

ARB is currently preparing one week-four week reports for stations in New York, Houston and Kansas City, and will distribute them to agency clients for those markets. Regular "secret week" ratings will be made, after November, in Salt Lake City and Denver. Both forms of the new reports can be ordered as "extra editions" by any one station in an ARB market so long as all other stations are notified a month in advance and given equal chance to participate.

KATZ PRESENTATION

Claim Spots Are Cheaper, Better

NEW YORK — As the latest step in its continuing campaign to push the merits of telefilm spot buying, as against network purchasing, Katz station rep firm has built a new spot presentation for exposure to agency toppers and corporation management which will be made available to the Madison Avenue circuit this week.

Comprehensive report, from a variety of research sources, sets out to prove that spot-placed programs offer "the utmost in advertising economy, flexibility, and, most important, effectiveness."

One highlight of the Katz pitch is a survey conducted for the rep firm by Trendex researchers which reveals that in the competitive drug and grocery field one of the key links in the distribution chain — the wholesalers — favors spot shows over web campaigns. Some 55.3 per cent of the wholesalers interviewed said they would rather have a manufacturer put "a proportionate share" of his video ad dollars into local-level telecasting.

Trendex also checked for Katz the factor of "network prestige" as it applied to specific programs viewed by some 400 sets owners in 15 Trendex cities. Result: some 84.8 per cent of the respondents said they couldn't tell the difference between network and non-network shows, or could not identify them when tested with a mixed program list.

As a test example of program costs in network-vs.-spot placement, the Katz presentation, titled "How to Make a TV Half-Hour Work Overtime," cited the pricing structure of Hal Roach-ABC Film "Code Three" teleseries.

Network program average for similar shows runs around \$34,500 gross per episode, Katz figures. "Code Three," in a 60-market spot buy which has 600,000 "more

viewing opportunities" because of overlaps than a 100-market network buy, would price out at \$23,900—a saving of \$10,600 per episode.

Network time charges, too, are higher for a comparative buy, says Katz. One-time shot on a 100-market NBC line-up is \$57,200; the 60-market spot buy would be \$45,200 using the most expensive station in each market.

Greater "viewing opportunity" for spot shows, Katz figures, comes in the overlap periods between TV markets, where viewers can dial different episodes of the same series on different channels, unlike a straight network deal.

BREAD & BUTTER SHOWS

They're Part of TV's Maturity, Says Roach

HOLLYWOOD—The failure of advertisers and agencies to recognize that television has reached maturity, and that part of this maturity, is the "bread and butter" show, is the principal cause of the current upheaval in programming. This is the hypothesis of producer Hal Roach Jr.

Every advertiser, Roach believes, when he goes out to buy a program for the new season thinks consciously or unconsciously that his show will be the big one of the year, another "I Love Lucy," "Dragnet" or Ed Sullivan. With this concept in mind he is also willing to spend big money, \$40,000 to \$45,000 for a half hour. He then expects commensurate ratings.

But, Roach points out, big ratings are principally a thing of the past. When "Lucy" scored a 70.0 she had little opposite her to offer competition, and in many principal cities had no competition because there was only one station. The 70.0 rating still exists today, but it comes out split three ways as 23.0 or 24.0.

The advertiser who buys a \$45,000 show is thus betting against himself with loaded dice. In order to come out with a decent cost per

IT'S OFFICIAL

Cameras to Start Work On 'Sword'

NEW YORK—Official Films is definitely going ahead with summer syndication of "Sword of Freedom," plushy half-hour adventure series starring Edmund Purdom and filmed in Europe.

Production by Hannah Weinstein begins today (24) on a 39-episode series which Official hopes to deliver for fall starts. Decision to roll on the location series was due to strong advance interest plus several definite sales commitments.

A "sales sampling" by OF in key markets last week produced deals with five major outlets covering a cross-section of geographical areas and accounting for at least 25 per cent of all U. S. TV homes. Fast acceptance by these outlets was matched by a deal with Britain's ITP program contractors for commercial video there, and a deal pending for a Canadian network sale.

"Sword" vidfilm increase Official's franchise on TV costume action dramas; they will have a total of five on the networks or in syndication. Series deals with Marco del Monte, a dashing Renaissance hero, played by Purdom, who lives, loves and wields a mean blade in such cities as Florence and Venice.

Ziv Strengthens Sales Staff, Adds Russell, Bettiker

NEW YORK—With two Ziv-produced properties due for network exposure this fall, Ziv-TV is expanding its national-level sales staff. Latest additions: Carl A. Russell, former Vitapix and WBKB exec, and I. C. Bettiker, a Chicago ad agencyman, who are joining the National Sales Division this week.

Ziv networkers this fall are "Harbourmaster," produced in a deal with William Esty's Sam Northercross, and "Tombstone," being hatched for Bristol-Myers (after a previous pilot was junked) in a deal with ABC.

SG Sews Up W. Coast for 'Casey Jones'

HOLLYWOOD—Screen Gems last week sewed up practically the entire West Coast for its "Casey Jones" series, the first station-financed syndicated program in TV history (The Billboard, June 10).

Total of 20 channels, mostly Coast outlets, have now agreed to clear Class A time for the show, with clearance on another half-dozen expected in the next few days. Screen Gems retains national-level sales rights until August 15, at which time stations will get the show for local deals if no purchases have been wrapped by the distributor.

Stations agreeing to take series are: KTNT, Seattle; KGW, Portland, Ore.; KVIP, Redding, Calif.; KCRA, Sacramento, Calif.; KJEO, Fresno, Calif.; KERO, Bakersfield, Calif.; Las Vegas, Nev.; KPHL, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KBOI, Boise, Idaho; and KOAT, Albuquerque, N. M. Additionally, on the West Coast, KPIX, San Francisco, and KTTV, Los Angeles, are in the station group financing the series.

Talks with the Time, Inc., group (Salt Lake City, Denver, Indianapolis, Minneapolis, Grand Rapids, Mich.) for clearance are expected to reach fruition within a few days.

Markets sold in the East so far are New York (WPIX), the Westinghouse group (Cleveland, Boston, Pittsburgh, Baltimore), Detroit and Washington (WTOP).

There appears to be considerable significance in the willingness of stations to clear time, even before a sponsor has been signed, in contrast with which the reluctance of past efforts, such as those of Vitapix, were met.

78 EPISODES

MCA Sets 2 Deals for 'Soldiers'

NEW YORK — MCA-TV is closing a deal with stations of both the Westinghouse and Storer groups for sale or reruns of "Soldiers of Fortune," syndicated series which has been airing on a multi-market basis for 7-Up. There are 78 episodes involved in the package, which may be used in part as a component for adventure strips.

Same series last week in Omaha demonstrated its ability to lift both the program rating and product acceptance for 7-Up. Annual consumer brand preference study among readers of The Omaha World-Herald showed that 7-Up was in first place in soft drink field with score of 82.2%, up 3.7 points—a 5% gain—over last year.

During the same period, "Soldiers" series scored a rating gain of 10% to level at an ARB average of 24.0. Officials of the local bottler attribute the preference jump to the increased audience for the show.

Finland Buys CNP Package

NEW YORK — California National Productions finished its sales week with a Finnish sale last Friday. Telefilm firm set a deal with the new video outlet in Helsinki, Finland, for a 26-episode subtitled package of "Victory at Sea."

CNP now has 18 different telefilm series operating in overseas syndication, with dubbed voice tracks or subtitling in everything from Turkish to Japanese. Long-run "Victory" series was also recently sold to a video outlet in the Mediterranean island of Cyprus.

Urges Ike Set Probe of TV

WASHINGTON — In view of the "terrific pressure" building up for TV channels, and accusations that government may be needlessly "hogging" some that could be released, Senator Potter (R., Mich.) wants a thoro investigation of broadcast frequencies. He would have the President appoint a three-man, high-level commission on non-government communication experts for the job.

The commission would have access to security information. It would include this in its report to the President, due six months after start of the study, but would omit security data from its report to Congress.

Potter, ranking Republican member of the Senate Communications Subcommittee, introduced a resolution last week (18), calling for the experts to determine whether the government services are using their frequencies efficiently, and to a maximum degree.

Syndication of 'Blondie' Skein

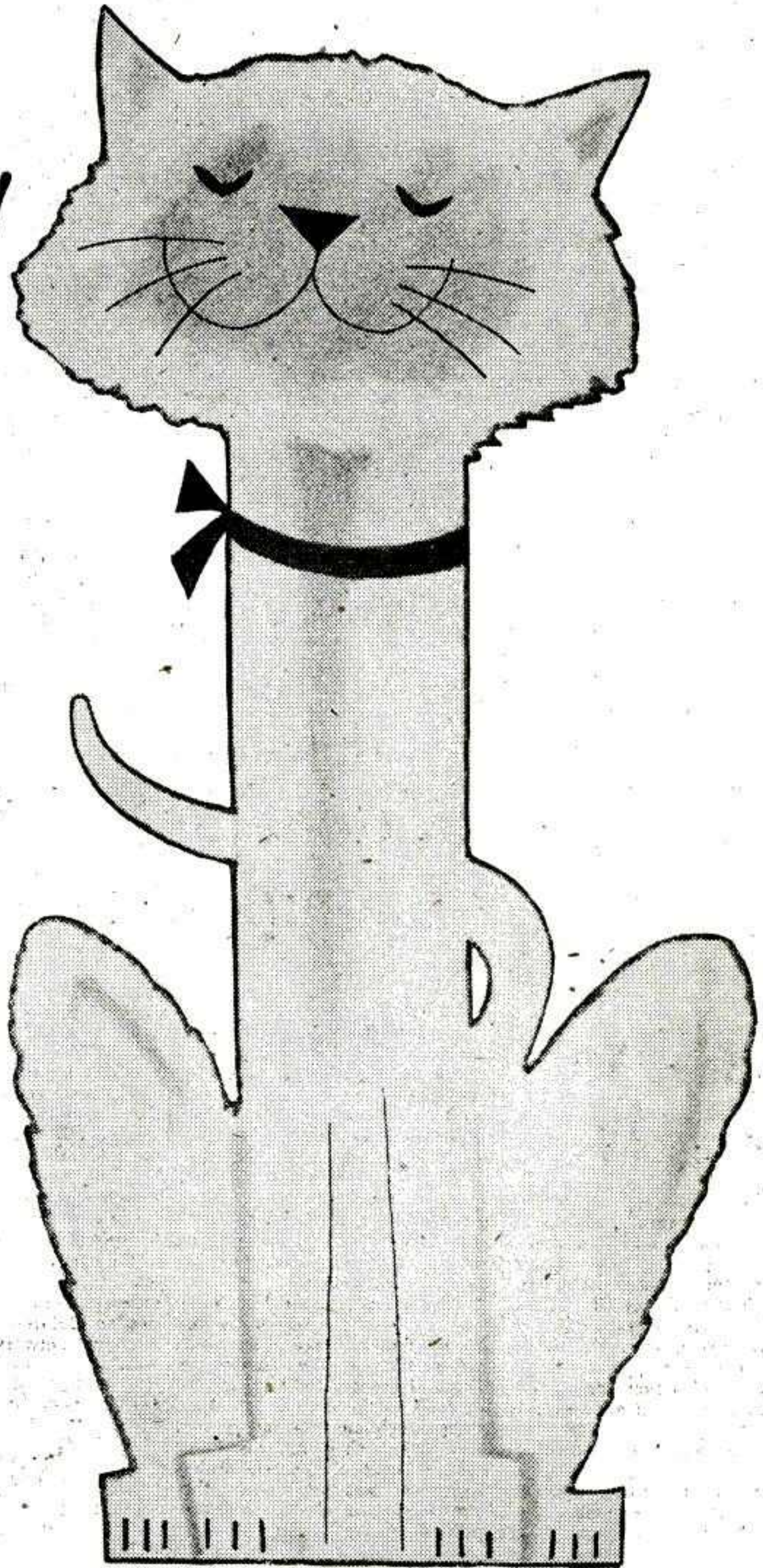
HOLLYWOOD — "Blondie" will probably be placed in syndication next season, Hal Roach Jr., producer of the series, said last week.

Roach would thus continue production on the show, altho probably placing some of the 20-odd half-hours run on the net this past season into the series in spots in order to hold cost down.

As Roach sees it, "Blondie" would have no competition from similar type programs in the syndication market, and, as family programming, would fit ideally into the 7-7:30 p.m. time slot.

NEW YORK—Screen Gems has acquired a large package of animal films from Armand Denis. The property has not as yet been made available to stations, but is being cut and edited so it can be used as a half hour documentary, probably with a big name host. Denis and his wife are recognized figures in the world of African exploration.

...to be continued!



Billboard
Award
 Television's
No. 1
 PROMOTION
 1957

Billboard
Award
 Television's
No. 1
 SALES STAFF
 1957

Billboard
Award
 Television's
No. 1
 LIBRARY
 PLAN
 1957

mca
tv

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS



SOME
PEOPLE
NEVER
LEARN!

"Once bitten, twice shy," goes the old saw. But every year, Summer's bright promise puts a silencer on the maxims. And all over again, forgetful baseball fans are firmly convinced their seventh-place stalwarts are a shoo-in for the pennant.

In television, it's a sure sign of Summer when the trade talk is all about Fall. A favorite theme, of course, is always the unprecedented variety of programs in the offing. Programs skillfully designed to satisfy every taste and every age. Westerns! Mysteries! Comedies! Adventures! They're all *coming*—just wait till Fall.

However, more and more local and regional advertisers are learning they don't have to deal in futures. Variety and balance of programs? That's exactly what they've had to choose from, and *can* choose from *right now*, in the CNP catalogue of prime syndicated TV film products. Variety and balance like this:

The crunchy goodness of charter-boat adventure in Caribbean waters.
The toothsome hilarity of a landlocked Water Commissioner's antics.
Intriguing undercover espionage with a real bird of a secret agent.
Blazing six-gun action by a fighting Marshal with a lightning draw.
Spine-tingling tales with chilling plots that hinge on narrow squeaks.
Stirring sagas of pioneer deeds that set Conestoga tongues to waggin'.
Smashing dramas of police versus underworld that prove those prison cells are busting up that old gang of crime.

This, as they say, is only a partial listing. To give you a clearer idea: In New York City alone, 14 different CNP shows are currently being programmed every week.

Want a real run for your money? Or a profitable *re-run* for your money? We probably have exactly the program type you're looking for. Not "coming next Fall," but now. Don't phone, wire or write. Our sales rep will call on you in the near future. If he doesn't, let us know.

NBC TELEVISION FILMS, a division of
CALIFORNIA NATIONAL PRODUCTIONS, INC.

PRE-PRODUCTION

RKO's 'El Coyote' Rides Nielsen Trail

NEW YORK — When RKO Teleradio rolls production on its upcoming "El Coyote Rides" series, the series will be the first film half-hour whose pre-production blueprints were hatched with the guidance of A. C. Nielsen.

In the first deal of its kind by a program package producer, RKO Teleradio Pictures signed up last week for a Nielsen research package that would do credit to the research department of a major agency—minute-by-minute analysis, audience characteristic, socio-economic breakdowns, cumulative audience figures, and, of course, the NTI and NSI ratings.

(Only other outfit in the program field with a Nielsen line-up anywhere similar has been the Ford Foundation for the original "Omni-bus" operation, altho this is not strictly speaking a package.)

RKO-Nielsen deal was set by

RKO-TV Vice-President Robert Manby. As Manby outlines the application of the Nielsen findings to program production, the data will be used "in preparing program formats, choosing program characters and casting actors and actresses."

RKO's biggest selling point in the researcher-producer tie-up is likely to be the acceptance afforded any Nielsen data at the agency level, thus affording slide-rule-minded admen who like to buy on a formula basis a certain sense of security.

"El Coyote Rides" package is a co-production deal evolved with Ken Murray, who will provide above-the-line components, with RKO Teleradio delivering facilities and most of the financing.

Series is mapped as a general-audience Western, dealing with a lawman's daughter who doffs her crinolines each night to go rarin' around the countryside as the masked "El Coyote" righting the wrongs done to the local citizens.

AAP Summer Sales Brisk

NEW YORK — With AAP's entire sales force on the road from Tallahassee to Topeka last week, sales chief Bob Rich reported by week's end some brisk summer film business, centering on Warner Bros. product, Popeye cartoons, the new "Gold Mine" package and other features.

Five West Coast outlets, including San Francisco's KPIX and L. A.'s KCOP-TV, signed for AAP feature deals, with Seattle's KOMO-TV pacting for Westerns.

In Salt Lake City, KUTV signed for a "Sherlock Holmes" feature package, with WHO-TV, Des Moines, making its second major purchase with a bloc of Warner features. Chicago's WNBQ signed for Gabby Hayes films, with Crosley-owned WLW-D signing for the 15-minute "Candid Camera" shows for Dayton. WNAC-TV, Boston, signed for Warner Cartoons.

Other feature and cartoon sales were made to outlets in Baltimore, Memphis and Charleston.

NTA Block to Storer Group

NEW YORK — First simultaneous film purchase for the five stations in the Storer group was wrapped last Friday with National Telefilm Associates, involving the "Rocket 86" and "Big 50" feature packages and five rerun half-hour series.

Estimated value of the deal: \$1,000,000 gross.

Storer's WAGA-TV, Atlanta, and WPFH, Wilmington-Philadelphia, are taking the whole works, with the other outlets—WJW-TV, Cleveland; WJBK-TV, Detroit; WSPD-TV, Toledo — Taking most but not all of the package. Air starts will be in the late summer and fall.

Rerun vidfilm shows are the two cycles of "China Smith," "Police Call," "Orient Express" and "Combat Sergeant." Deal was firm between George B. Storer Jr., vice-president of station group, and NTA sales vice-president Harold Goldman.

On NTA's executive front, news was made last week with the appointment of Ted Cott (see separate story) to an executive post, and the naming of Spyros P. Skouras, 20th-Fox topper, and three other Fox execs to positions as directors of the NTA Film network. The feature film web is owned equally by NTA and Fox, but Skouras has hitherto not been active in its operation.

BBC Calls Off Agreement to Limit Movies

LONDON — The BCC announced this week that it had ended an agreement with the British Film Producers' Association whereby it would limit its presentation of feature films on TV to a maximum of 12 a year.

Initially the agreement was put up by the BFPA in order to safeguard the interests of the whole motion picture industry by preventing the showing of the tremendous backlog of old films available. But curiously, altho they made the low figure of 12 the top, not one film was offered to the BBC-TV during the months in which the agreement was in force.

It seems that in not ensuring that the BCC would be supplied with a reasonable number of pictures, the industry here pulled a blunder. However, the technically the BBC could now dip as deep as it liked into the film vaults, it is not thought likely, in view of their semi-governmental standing, that they will take this course, which might cripple the cinema trade here. More probably, the termination of the agreement was taken deliberately to show the film industry that in the end the BCC has the whip hand that altho it would rather not do without the co-operation of the British industry, if it has to it can.

SALESMANSHIP

Promo Chiefs Throng Into NTA Contest

NEW YORK—Half of the promotion managers of the 134 stations carrying the NTA Network "Premiere Performance" features have entered the film web's Showmanship Contest in advance of the June 30 deadline.

NTA Promotion Director Martin Roberts considers the return "excellent" and expects at least 15 more under the wire before the contest closes.

Lush prizes of a round-trip junket to Paris for the winning station promotion man (and wife) and cruise to Bermuda for the station manager will go to the best entry covering promotion of the first 13 telecasts of the 20th Century-Fox features.

High contest entry figure was mailings from NTA headquarters, with such gentle reminders as French coins, Pan American Airways travel bags and a mathematical treatise on the chances of winning at roulette in Monte Carlo.

Bonfils Manages Du Mont's WTTG

NEW YORK—James R. Bonfils, former sales exec of TPA and previously with Ziv, KTVI and Kacy, has been named station manager of Du Mont's Washington indie, WTTG, replacing James Anderson, who has been shifted to Du Mont headquarters in New York.

G-K Closes 6-Mart Deal for 'O. Henry'

HOLLYWOOD — Six-market regional for "O. Henry Playhouse" was closed by Cross-Krasne with Gill Coffee Company of Richmond last week. Markets are Norfolk, Richmond, Harrisburg, Roanoke, Greenville and Raleigh in Virginia and North Carolina. Separate sale was made to WXIX in Milwaukee.

Report, in the meantime, that G-K would go ahead with another 39 episodes in series could not be confirmed.



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Markets in Major Cities Join ABC Cleared List

NEW YORK—ABC-TV is selling its healthy clearance situation hard for next season. The web reports that by the fall its shows will be able to be seen live in 85 per cent of the homes of the country.

ABC shows will shortly be telecast in such markets as St. Louis, San Antonio and Dallas. By the fall such markets as Norfolk, Miami, Omaha and Fort Wayne, Ind., and Indianapolis will be available. Also to come into ABC range is Dayton, O., where WLW-D, the Crosley station, will carry ABC shows along with those provided by NBC-TV, which formerly had an exclusive arrangement.

Later during the season, Boston

and Pittsburgh fall into line, and shortly thereafter, it is hoped, New Orleans. The network will start the season with 18 VHF stations in the top 20 markets, as contrasted to NBC and CBS-TV, both of which have 19. Early in 1958 it expects to go to 20 VHF outlets as contrasted to its rival 19. NBC and CBS each has a UHF in one of the 20 top markets.

NEW YORK — General Cigar thru Young & Rubicam is looking for a syndicated series for the 30 top markets in the country. The advertiser is considering "Sheriff of Cochise," on which it would relieve Socony-Mobil Oil. John Bronfield stars in the National Telefilm Associated series.

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RCA Near Bow of LP Stereophonic Disk

Claims Playback Principle Will Produce Record Capable of Hi-Fi Reproduction

By **BERNIE ASBELL**
CHICAGO—Before the end of the year RCA Victor will demonstrate a stereophonic long-playing record which it has developed after many months of research in conjunction with the Westrex Corporation of Hollywood.

It will be a compatible record. That is, standard phonograph equipment will be able to play the same disk monaurally, so that record sales will not be log-jammed because of a lack of widespread stereo equipment.

The record will employ a playback principle different from that

on experimental stereo records developed by various British and American companies over the past 18 years. Until now, these companies have been trying to perfect a "lateral and Hill-and-Dale" method of playback. The needle is made to vibrate sideways to feed sounds into one speaker, and up-and-down to feed sounds into the other. RCA and Westrex have concluded that this method will not produce a record capable of hi-fi

(Continued on page 39)

Camarata to Cap Subsid

HOLLYWOOD—Kelly Camarata, for the past two years the New York representative of Ardmore and Beechwood Music, has been named general professional manager of the Capitol subsidiaries. Appointment was disclosed by Joe Zerga, general manager of the firms here.

Camarata succeeds to the post recently vacated by Mike Gould. He previously was associated with the Sam Fox Music firm, and before that with London Records.

AFM APPEAL TO GET A HEARING

SAN FRANCISCO—The Supreme Court of California has agreed to hear the appeal of the American Federation of Musicians regarding the jurisdictional status of Music Performance Fund Trustee Samuel R. Rosenbaum. AFM counsel Henry Kaiser will appeal the decision of the District Court of Appeals which held that the California courts do have jurisdiction over Rosenbaum. Issue is the key to the four lawsuits brought by Coast musicians against the AFM and the fund. Should the AFM lose its appeal, case is expected to go to the U. S. Supreme Court.

Siegal Sets Italian Deal

NEW YORK—Langlois Film Music, Inc., has acquired the American rights to the complete Italian soundtrack music library of Organizzazione Musicale Nazionale. Deal was set by Paul Siegal, Stateside rep of the Italian firm. Included in the material are tapes by the Rome Philharmonic Ork. Siegal has also signed for the Italian syndicate, Otto Cesano, artist, conductor and composer here. The firm gets all rights to Cesano's music for Europe and the British Commonwealth.

Decca Unveils New '58 Phono Models

NEW YORK—Decca Records has unveiled its new phonograph and accessory line for the coming year. The selection of new models, known as "Preview '58," includes 14 phonos ranging in price from \$19.95 to \$199.95 as well as three different speaker enclosures.

As in last year's line-up, the company offers a wide variety of units, highlighted by three de luxe hi fidelity consoles, known as the hi-fonic group. At the top end of the line is the Suffolk, a hi fi amplifier and changer, which is used with a choice of three speaker enclosures, the Dawson, the Knox and the Hancock.

Others in the hi-fonic console series include the Douglas and the Riverside. The latter has a 15-watt amplifier with four speakers. The Douglas, on the other hand, has four watts of output with three speakers.

Hi fi consolettes, with detachable legs, include the Ambassador and the Livingston, while the Delaware is a straight table model hi fi, with two matched speakers. Automatic portables in the line include the Monterey (with detachable legs) and the Hartford. The Middlesex is an attractive 45 r.p.m.-only automatic unit, while the Worcester and the Sutter

De Carlo on Remington

HOLLYWOOD—Film star Yvonne De Carlo will make her debut as a recording artist via an album of blues songs for Remington Records. Actress recently finished her role in Warner Bros. "Band of Angels," with Clark Gable, with Remington planning to release her album to coincide with the release of the film.

SHOTS-IN-THE-ARM

All Level Deals to Hype Summer Vol.

• Continued from page 1

with the Les Elgart "For Dancers Only" and the Leonard Bernstein "Firebird Suite" in the pop and classical categories.

Angel Promotion

Angel, with its vastly enlarged LP catalog, is one of the leaders with a special discount-billing plan (The Billboard, June 17), offering dealers up to 13 per cent additional discount on purchases of \$400 and over at wholesale. This will run until August 2, and applies to a catalog of about 450 numbers.

Details on several of the other upcoming plans and deals were not ready as this issue went to press, but have been promised for early July, or for introduction at the NAIMM show in Chicago July 15-18. Westminster definitely will have a plan, and Bethlehem expects to come up with some sort of EP special in July.

Meanwhile, there are a number of June deals which dealers still have a week to get in on. Among

Vik Snares New Talent for LP's & Singles

NEW YORK—Vik Records, which recently divided its singles and albums operations, has signed a flock of new artists to both branches.

In the album end, artists and repertoire chief Herman Diaz has inked nitery star Julie Wilson, pianist Neil Wolfe, the Winged Victory Chorus, and tenor saxman Bobby Dukoff—most recently with the parent RCA Victor label. Jazz guitarist Chuck Wayne also has been signed.

The album names follow closely on the pacting of Eddie Cantor and Helen O'Connell.

In the singles branch, a.&r. chief Bob Rolontz has pacted the Rover Boys—last of ABC-Paramount, Brook Benton—formerly Epic, the Gallahads vocal group, rockabilly unit Gene Morris and the Country Singers.

Victor Cues Test From Pocket Books

NEW YORK—The pocket books principal, the reprinting of waning best-sellers in "popular-priced" editions, is about to be tested for the first time in the record business.

RCA Victor is doing the testing, and the disk is Perry Como's "Round and Round," which will appear on the racks next week in a 49-cent 45 r.p.m. pressing, packaged in a four-color jacket. Backing will be another, older Como smash, "Tina Marie."

While other, much older hits have been revived and repackaged for Victor's bargain Camden LP and EP line, this is the first time a still-active pop has been accorded what might turn out to be a potent shot in the arm and set a new pattern for the industry.

Philosophy here, as with books, is that there is a large, less "hip" audience, including children, who

don't get around to the hits when they're in peak demand. "Round and Round," reportedly, has been getting good supermarket play from the moppets. New price and packaging now brings it within reach of "impulse" buyers.

Elsewhere on the 49-cent front, Victor has been aiming at the moppet market particularly with tunes from Western flicks which have been building big TV audiences. One of these, "Cheyenne," by the Sons of the Pioneers, reportedly has sold around 50,000 in the first two weeks it has been on the market. Shorty Long's "Legend of Wyatt Earp" is shipping concurrently with the Como disk. This past week, the company shipped a coupling of "Johnny Tremain" and "Liberty Tree" from the new Disney flick, sung by the Happy Fellows.

All of the above are in four-color sleeves and list at 49 cents.

these is Mercury's "World in Hi-Fi" push, with 30 LP's available to sell at \$2.98 retail. At MGM, dealers can still get one Joni James set free for every 10 purchased, in the company's "June Is Joni Month" deal.

Bethlehem has a few days to go on its "Chop Suey" program, which is open to its distributors on an optional basis, and which most distributors have been passing on to their dealers. In this push, the label has set up an "A" list of 10 top LP's from the line, and from this list dealers may buy a quantity of 10 LP's, then match the number with any 10 other LP's from the balance of the catalog. Purchase of this combination entitles distributors to an exhibition (Continued on page 44)

Riverside LP Release Cues Broad Scope

NEW YORK—Riverside Records will release 11 new LP's in July, divided in six different categories.

Heading the diversified line, in quantity, is the Sports Car Series, which will get four new packages. Each of these will be the story of a famous driver in his own words. Included are the late Marquis de Portago, Stirling Moss, Phil Hill and Carroll Shelby.

In its Jazz Archives Series, the label has one set featuring New Orleans veterans Kid Ory, Bunk Johnson and Kid Rena; and another of vintage Louis Armstrong (1923). In the Contemporary Jazz Series, there is a set by Coleman Hawkins with several modern stars, and one by Carl Halen's Gin Bottle Seven.

Riverside also has a folklore release, by Dean Gitter, and a society type dance disk, of Latin tunes, by the Lenny Herman ork.

The distinguished American writer, Henry Miller, "recalls and reflects" in a two-record package in the Modern Voices Series.

Unique Loses 3 Key Execs To National

NEW YORK—Three key operators in the RKO Unique Records organization have resigned their posts to join the new National label in similar capacities. National was formed by Joe Leahy, former a.&r. chief and president of Unique, upon his resignation from the firm. National is using Unique's former Broadway studio space.

Ray Meinberg, who handled disk jockey and sales promotion in Ohio for Unique, has joined the new firm as national sales manager. Phil Macy, formerly chief engineer at Unique, takes over the same spot for National, while Paul Leahy, formerly in charge of traffic and production at Unique, and a brother of Joe Leahy, assumes the same post at National. Meanwhile, Sid Ascher takes over as director of advertising, publicity, public relations and administration.

Meinberg has just left on a 35-city tour of jockeys and distributors, while Joe Leahy will leave shortly for Italy, where he will cut a series of LP's.

Westingh'se Debuts 'Lateral' DJ Shows

NEW YORK — The Westinghouse Broadcast Company's new "lateral programming" plan for nighttime radio, which starts this week over five of the chain's six radio outlets, aims to demonstrate the "flexibility" of record programming, according to Westinghouse's national program director, Bill Kaland.

The new plan will feature a variety of "different" disk shows—emphasizing both singles and LPs—including "Music From City Hall," featuring local mayors as deejays, "Music Beat," spotlighting

What Price Shady Deal Health?

NEW YORK—Altho the practice of jocks peddling LP's (sent to them gratis) at cut-rate prices to dealers for sale to the public is generally frowned upon both by the labels and station management, one New York City retailer is openly soliciting such merchandise from spinners across the country.

In a form letter recently received by one key Midwestern jockey, the dealer stated, "We pay 33½ per cent of list price for all 12-inch LP's without reviewer's identification and \$1 per copy for those identified as reviewer's samples." The letter also requested that the jock send the LP's "Railway Express" or call collect for further information, assuring him: A business between the reviewer and us is kept on a strictly confidential arrangement."

An indication of the growing importance of this kind of deal to some retailers' business was given by the letter's final paragraph, which read: "If you have found other outlets, please consider our offer, as this type of source of supply is very vital to our business health."

Dot to Step Up Operations In New York

HOLLYWOOD — Henry Onorati, vice-president of Dot Records, will shortly step up the operation of the firm's New York offices in a greater drive for new material, masters, talent and original cast scores.

Randy Wood, president of the diskery, disclosed that Onorati will continue to function in the planning phases of the firm's album operation, with a new man to be added in New York to handle the details of art, production and printing there. Onorati will also move into other areas of the Dot operation — merchandising, sales and promotion—and will contact Eastern distributors, assisting Wood and Christine Hamilton.

Onorati arrives here this week to direct the activities of the company during Wood's upcoming five-week vacation.

Label last week continued adding to its talent roster, inking "Bib" Danny Wolfe, Ed Townsend and Bill Frawley, latter a vet performer on the "I Love Lucy" teleshow.

Wood meanwhile increased his responsibilities in the Paramount family, being named president of Chromatic Laboratories, a subsidiary of the company. Latter firm has been chiefly working on the development of a new color television tube.

interviews with platter stars by Jerry Marshall, local WMGM jock; and a "behind the hit" segment emceed by Decca's artist and repertoire director, Milt Gabler.

Also in the planning stage is "The Billboard Bull Session," a taped report on The Billboard's music staff's Thursday night "listening session," at which time new record releases are heard and discussed as possible "Spotlight" candidates. The entire session will be taped, and edited down to a 30 minute program. Marshall's show will not conflict with his regular WMGM schedule, since Westinghouse doesn't have a station in this area.

Among other new Westinghouse programs with a record slant will be "The Other Side," a program of the flip sides of current pop hits; "Biography in Music," bios of top record names, via the spinning of their hits; "Just Kiddin'" youngsters discuss music, etc.; "Downtown Playbill," reviews of music from shows currently or recently seen locally. The Marshall, Gabler, and The Billboard shows will be handled from here, but most of the new programs (including many news and special events airers) will be emceed by local station personalities.

In addition to spinning singles, Kaland expects to give "added dimension" to LP programming. He hopes to build separate programs

(Continued on page 58)

House Passes 10% Levy on Tape Rec'ders

WASHINGTON—The House last week (20) passed a bill to levy a 10 per cent tax on tape and wire recorders, players and recorder-players.

New levy was incorporated in the Forand (D.R.I.) Excise Tax Bill, introduced in May. (The Billboard, May 6.) A House Ways and Means Committee report issued on the bill pointed out that since tape and wire recorders, players and recorder-players "are in direct competition with phonographs, they should be subject to the same 10 per cent manufacturers' tax."

Bill now faces action in the Senate Finance Committee. Indications are that there may not be Senate floor action on the bill before the current session ends.

Victor Price Hike Body Blow to 78's

NEW YORK—A crushing blow will be struck against 78 r.p.m. pressings on July 1, when RCA Victor raises its price on the old-speed disks from 98 cents to \$1.15.

According to Jack Burgess, Manager of Victor's single records department, 78's have continued to decline rapidly in the past year. Consequently, costs have risen above the point where the company can show a profit on them.

Burgess also stated that, at the same time, the company will begin to press its 78's on semi-flex records instead of shellac. Smaller shipments have been increasing the percentage of breakage on the old type disks.

In reviewing the decline of 78's, in the past year alone, Burgess pointed out that Elvis Presley's "Heartbreak Hotel," his biggest hit in 1956, sold about two mil-

PERSONAL MGRS. ELECT SHEILS

HOLLYWOOD — Tom Sheils, manager of the Modernaires, has been elected chairman of the membership committee of the Conference of Personal Managers, Sheils, along with Sam Lutz and Pierre Cosette, will establish membership qualifications and screen applicants. Col. Tom Parker, representing Elvis Presley, recently joined the organization, with a total of 23 personal managers now members of the group.

V.I.P. Sets Distrib Deals

NEW YORK—V.I.P. Records, new indie label, has set up its first deals for foreign distribution.

Last week, prexy Joseph Lupia signed W.&G. Record Distributors for Australia and New Zealand; Polynesian Distributors in Honolulu, for the Pacific area; Anver-Radio for Belgium and Luxembourg; Seeco Distributors for all South America, and Quality Records for Canada.

Domestically, Dick Winters was retained for promotion in the East, and Sam Laine for special promotion on the Coast in connection with distrib Sun Land Music and Universal Distributors.

Indie Radio Chain Copyrights Formula

NEW YORK—The Plough, Inc., radio chain, which bases much of its disk programming on a "Top 40" survey technique, last week served notice on the trade that it has copyrighted its over-all programming formula, thereby marking what is believed to be the first attempt by an indie station group to copyright a music-news radio format.

At the same time, the Plough chain (WCAO, Baltimore; WCOP, Boston; WJJD, Chicago, and WMPS, Memphis) offered to sell other stations "exclusive rights" to use its "copyrighted production and program formula." No prices were quoted for this service, but it will probably be worked out on a different basis for each station-customer, depending upon size of outlet, etc.

The Plough chain, under the direction of Prexy Harold Kres-

Local 47 Fracas Flares Again As Meet Is Called

HOLLYWOOD—The dove of peace that circled the AFM convention floor in Denver last week was sorely absent from the local scene, with the Musicians' Defense Fund, lead by Cecil Read, calling Coast musicians to a mass meeting at the Hollywood Palladium, Sunday (23), and three Local 47 officers openly splitting with president Eliot Daniel over policy.

Read, much discussed at the recent convention, was to have addressed the meeting on the latest developments in the four trust fund lawsuits, and was to have reported on the action and proceedings of the recent convention. Daniel and the administration of Local 47 were invited to attend the meeting and discuss the issues, tho the local prexy declared late last week that he nor any official will attend.

Notice of the mass meeting was mailed to more than 4,500 members of Local 47, with Read predicting a sizable turnout. Daniel meanwhile, emphatically declared the mass meeting was not an official membership meeting of Local 47 and that a report on the convention would be made at such a meeting on Monday (24). Daniel obviously has been caught between two storms; in not attending the mass meeting he runs the calculated risk of losing membership

support, and in the event he decides to attend at the last moment, he would certainly incur the wrath of Federation President Petrillo.

Local 47 officers, Warren Barker, Virgil Evans and Vince De Rosa, meanwhile, openly declared their opposition to Daniel's "negotiation with the Federation on a compromise basis policy," in favor of the Cecil Read policy, "a strong stand against the Federation policies, which are detrimental to the best interests of this local, with pressure applied from all possible sources."

Trio declared, "The basic evil in the music business today has been the Federation policy of negotiating for protection in Employment opportunities and residual rights for musicians."

Summer TV Goes R. & R. Conscious

NEW YORK—It's going to be a rock and roll and rockabilly season on TV, this summer, with Alan Freed kicking off a 13-week r.&r. series over ABC TV, starting July 12; Ferlin Husky playing his first dramatic role on "Kraft TV Theater" August 7, and a farce about r.&r., tagged "The Hit," scheduled on NBC-TV's "Studio One Summer Theater" July 15.

The Freed show will be aired on Friday nights from 10 to 10:30 p.m. First show in the series will feature Husky, Everly Brothers, Frankie Lymon, Johnny and Joe, Billy Williams, Nancy Whiskey, Buddy Knox, Alan Dale and Connie Francis.

Husky's dramatic debut will be made on the same show, which launched Tommy Sands. The play, tagged "Six of a Kind," will spotlight a couple of tunes which will be waxed by Husky for Capitol. Meanwhile, Husky is in town to film a sequence for Freed's new movie "Mr. Rock and Roll." He will warble two tunes in the film—both of which will be released by Capitol when the movie reaches theaters here.

"The Hit," an original farce by Romeo Muller, will feature a tune penned by Muller for the title role. The song will be cut by a Columbia artist and backed by the usual tie-up promotion in conjunction with the dramatic show.

Davis Pilots PM C&W Unit; Run Extended

NASHVILLE — Oscar Davis, veteran c.&w. promoter and manager, last week succeeded Dub Allbritten as advance promotion man for the Philip Morris Country Music Show, which has just renewed with the Jim Denny Artist Bureau here for the third 13-week series of free shows thru the South. Recently Davis has been working for Col. Tom Parker in handling promotion on Elvis Presley Personal. Allbritten resigned the Philip Morris post recently to return to the personal management field.

On July 5, the PM unit begins

(Continued on page 58)

Capitol's Intl. Merchandising Forum Mapped

HOLLYWOOD—Capitol Records will hold its first International Merchandising Forum here July 22-24, with EMI representatives thruout the world scheduled to attend the three-day session.

Label will outline all aspects of its merchandising and sales policies, in a "mutual exchange of merchandising theories and ideas. Foreign reps will be exposed to Capitol's method of selling, with Cap executives discussing their particular responsibilities and the manner in which they operate. Meeting will be helmed by Alex W. Purges, director of the firm's International department, in addition to Cap Prexy Glenn Wallichs. Vice-President Lloyd Dunn, Fordon Fraser, Jim Bayless, Geoffrey Racine, Dan Ronbright and Pete Duchow.

EMI representatives are expected to learn Capitol's fall pro-

gram and future plans for the label's "Capitol of the World" series at the meetings. Countries to be represented include Brazil, Canada, Cuba, England, Mexico, Australia, Argentine, France, Germany, Italy, Japan and South Africa.

MILLER ROCK-ROLLER GROSSES A NEAT 16G

CHICAGO—Deejay Howard Miller missed selling out a double-decker rock-and-roll concert at the Opera House, as he had done last winter, but he didn't miss by much. An estimated 5,000 teen-agers paid about \$16,000 for the privilege of stomping and screeching at the pair of shows.

Piece de resistance was the first public singing appearance anywhere of Tab Hunter, who was so nervous he had to sit down to sing "Young Love," his record smash which he used, surprisingly, as his opener. He followed with a group of standards (standing up), including "Red Sails in the Sunset" and "Don't Get Around Much Anymore." His inner tensions notwithstanding, Hunter gets across an amiable shyness and frankness which somehow lend a pleasant glow to the fact that he is less than a vocal phenom. Interesting, too, was the charged response to the aforementioned standards. Most of the kids present probably never heard the tunes before, hinting that record men who bewail the unsalability of ballads today might do worse than to dig back a

Victor Sets 3-Way July Album Push

NEW YORK—RCA Victor has a three-way album push going for it in July. The outfit in addition to its special bargain Boston Pops promotion, has set several prime promotion packages in its regular monthly release.

Here are the details on the Boston Pops promotion: Dealers will offer their customers one Pops LP free with every two Pops LP's purchased at regular \$3.98 price. Included in the offer will be 27 Pops LP's from the back catalog, plus four new Pops releases. Dealers themselves will buy two albums at regular wholesale and be allowed to buy every third set at 50 cents.

Uniquely, the push is for LP's only—EP's are not included. According to the diskery, EP's henceforth are being handled by a separate department, which will come up with its own promotions.

The four new Pops platters are "Hi-Fi Fiedler," with popular symphonic repertoire; Tchaikovsky's "Nutcracker Suite," which was the S-O-R free bonus disk last summer; "In the Latin Flavor" and "Curtain Going Up." Dealers will be given a full-color three-dimensional Fiedler display with their orders.

The regular album release is headed by a set of excerpts from the Metopera production of Offenbach's "Perichole," a big success last season. This will be issued in the original cast series, at \$4.98 list. Also at the top of the list will be a Boston Symphony version of Tchaikovsky's "Serenade for Strings," with Munch conducting.

In the pop series, the line-up includes 16 assorted pop, country, jazz, sacred, Latin and international sets.

On the \$1.98 Camden series, the list is headed by a Jolin Charles Thomas regrouping, "I Hear America Singing." Also represented, for the first time on the bargain label, is thrush Bidu Sayao. The monthly Budget Special, with full-treatment packaging, is "Stringin' the Standards," by guitarist Gene Biano and his group.

In the tape line, there will be one monaural and six stereo reels marketed. The monaural is a Shorty Rogers set, and the stereos will include the "Hi-Fi Fiedler," plus some of the more popular classical performances recently issued on disks.

couple of decades for some bur-nished old number and polish them up via the glitter of new performing styles, such as Tab Hunter's.

Charlie Gracie proved, by a commanding stage presence, that he's exempted from the frequent notion that rock-and-rollers are artistic accidents. He behaves like a pro. Ditto Chuck Berry, who, of course, routinized his bagful of visual gimmicks over years of successful performance when most of his audiences were restricted to Negro theater stages.

The interpenetration of Southern Negro and whitefolk idioms within the framework of today's pop market was particularly evident in contrasting the hillbilly harmonies flying out of Berry's guitar against the leadbelly-type harmonic runs that young Eddie Cochran employed so liberally. White Eddie succeeded in enticing a rush of teen-agers towards the stage. His "Sittin' in the Balcony" without benefit of electronic echo just doesn't come off like his record does.

Darlings of the show were the Everly Brothers, who strolled out to the mike so casually, like they had their shoes off. Even Dan Belloc's fancy band couldn't adulterate the raw simplicity of these altogether genuine kids and their (unamplified!) guitars.

Bernie Asbell.

Atlantic Inks Imposing New Talent Roster

NEW YORK—Atlantic Records and its subsidiary Atco, have wrapped up an impressive line-up of new talent pacts, headed by Lloyd Price, whose most recent hit, "Just Because," was on the ABC-Paramount label. In a special arrangement, the Price disks will be released on his own KRC label. Atlantic, however, will be sole selling agent and will perform all normal sales, merchandising and exploitation functions. The label will be handled exclusively by Atlantic distributors.

Other new talent on the Atlantic register include: Charles Brown, formerly on Aladdin, a former Washington spiritual singer, Pretty Boy, who has sung lead with the Willows and the Rainbows, and is reportedly very close to Little Richard who gave him his name; the Bobettes, a group of teen-aged New York chicks; Jerry Diamond, a Bostonian, whose first disk is "Sunburned Lips," and Tony Castle, a Phoenix, Ariz., lad.

The new Atco line-up includes the returning Joe Morris, who some years ago was one of the first artists on Atlantic; Buddy Thompson, a Shreveport rockabilly; thrush Linda Hopkins; Jack (Jive) Schaefer, a Philadelphia rock and roller, and Bobby Darin, r.&b. cleffer and chanter who had several disks on Decca last year.

Monarch Adds 15 Presses In Expansion

HOLLYWOOD—Monarch Record Manufacturing Company will expand its operation here shortly with the addition of 15 new hydraulic presses, making the firm one of the largest independent plants in the country.

Additional equipment will facilitate better service according to partners Nate Rothstein and Nate Duroff, with the plant expected to go on a 24-hour work schedule

REUNION

Henderson Alumni for Jazz Fest

NEW YORK—One of the first-line attractions has been set for the Great South Bay Jazz Festival, to take place at Great River, Long Island July 19, 20 and 21.

This will be a reunion of the old Fletcher Henderson band, generally considered the first important big band playing jazz in the 1920's. The all-star aggregation will play its concert Saturday evening (20) under the direction of Don Redman, Henderson's first musical director. Outfit will play Henderson arrangements that were used by his own band as well as those of the Dorseys, Benny Goodman and Isham Jones.

Old grads will include Rex Stewart, Cootie Williams, Emmett Berry, Dickie Wells, J. C. Higgenbotham, Benny Morton, Claude Jones, Buster Bailey, Coleman Hawkins, Edgar Sampson and others.

Fair Players Protest SPA Council Ethics

NEW YORK—The Songwriters Protective Association Committee for Fair Play, a group of Broadcast Music, Inc.-affiliated members of the SPA, has registered a strong protest with the SPA Council against the press conference held here by the SPA a couple of weeks ago.

Fair Play Committee chairman Bernie Wayne is conferring with the group's lawyer Samuel Becker here this week, as to possible legal action. The Fair Play Committee objects to the use of SPA funds in connection with the Songwriters of America's (a group of American Society of Authors, Composers and Publishers) suit against BMI. However, a few weeks ago, the SPA Council and Wayne agreed not to discuss the matter with the press until their differences had been resolved, at which time they would issue a joint-statement.

The Fair Play Committee, claims Wayne has "honored this agreement," but he considered the SPA Council's recent press conference, which featured another blast against BMI and the networks, as a definite violation of the pact.

In a letter of protest to the SPA Council, Wayne concluded, "We are genuinely shocked that men of your stature would break an agreement so callously. There is no excuse, gentlemen, we are running out of cheeks to turn."

SPA Picks New Officers; Lane Is New Prexy

NEW YORK—The Songwriters Protective Association elected a new slate of officers last week, with appointments effective immediately. New president is Burton "Finian's Rainbow" Lane, while veteran tunesmith Edgar Leslie is new council chairman.

Also on the new officer roster are Milton Drake, veepee; Walter Bishop, second veepee; Jack Lawrence, secretary; Leonard Whitcup, treasurer. Re-elected SPA council members were Stanley Adams, Richard Rodgers, Ira Gershwin, Jack Jacob Loeb, Pinky Herman, Lane, and Whitcup.

shortly. Firm handles Coast pressing for Dot, Cadence and other indies here.

Slower-Speed Tapes Can Hypo Buyer Speed-Up

NEW YORK—Rumors continue to fly concerning the possible 1957 debut of a slow speed recorded tape plus an inexpensive playback machine to reproduce it. The most recent story names RCA Victor as the probable producer of a tape cartridge about the size of a typewriter ribbon which will produce a half hour's music.

So persistent are the rumors that confirmation is frequently asked of Jim Toney, vice-president in charge of RCA Victor Radio—"Victrola" Division. He has a stock answer.

"We're working on these things the same as every other manufacturer is," says he.

Actually, there is no trick to putting music out at the 1 1/2 inches per second speed on tape. That's the slow travel time necessary to get 30 minutes of music on a miniature reel. There are also many playback machines on the market geared for that speed.

The trick is to produce a tape at the slow speed that will still maintain high fidelity reproduction. The faster the tape travels, the higher is the fidelity. Under present record and playback conditions, 15 inches per second (ips) is considered high fidelity. Nearly all recorded tapes on the market today are half that speed (7 1/2 ips) and are sufficiently high fidelity to please even the more discriminating listener.

Most commercial playback-recorder equipment operates at two speeds—3 3/4 ips and 7 1/2 ips. Most well-informed users reserve the 3 3/4 ips speed for speech

Attorney Tabs Mechanical Rate Sound

NEW YORK — "The Compulsory license provision, calling for a 2-cent royalty payment by record companies to publishers and writers, has "demonstrated its soundness and workability," and "is not to be scrapped because it was adopted in 1909," according to attorney Ernest S. Meyers.

Meyers' opinion was solicited by Arthur Fisher, Register of Copyrights, for the Library of Congress, as part of his department's investigation to determine if the provision is still equitable today. In a letter to Fisher last week, Meyers opined that the provision has benefited "handsomely" the public, the record companies and publishers and songwriters.

He also maintained that "the compulsory license has effectively prevented any monopoly," adding, "it cannot be doubted that the public interest has been protected from the evils of monopoly and price control by the maintenance of the type of competition which the statutory license has promoted."

Cap Promosh On 'Passion'

HOLLYWOOD—Capitol Records will kick off a full-scale promotion with the release of its soundtrack package from the motion picture, "The Pride and the Passion," next week.

Firm has earmarked special selling aids for dealers, i.e., a giant window display, divider display cards, advertising mats, movie stills, and will ship complete LP's to disk jockeys throught the nation. Special tie-ins have been made with theater showings of the picture, opening in New York, Chicago and Los Angeles on June 28.

Music for the film was penned by George Antheil; picture stars Gary Grant, Frank Sinatra and Sophia Loren.

while music is recorded and played back at the faster 7 1/2 ips.

The 1 1/2 ips speed is half the 3 3/4 ips speed. If a manufacturer could produce a quality recording at the slower speed it would give the entire recorded tape industry a lift. It would mean, first of all, a tremendous saving in the cost of tape. A 1 1/2 ips recording would use only one-fourth the amount of tape needed for a 7 1/2 ips recording of the same length. Secondly, it would make a small cartridge feasible—a saving in size of reel. Thirdly, it would cut down on the size of the instrument on which it would be played.

The company which comes up with an answer to the problem of how to maintain high fidelity at 1 1/2 ips speed would put the recorded tape in a competitive price position with disk recordings.

Roulette Sues Bowen, Alldred Over Contract

NEW YORK — Roulette Records has filed suit in Supreme Court here against Jim Bowen, David Alldred, George Goldner, Gaetant (Tommy) Vastola, Vera Hodes Zukerman, Cone Records and Darl Records.

Suit seeks to restrain Bowen and Alldred from making records or authorizing or permitting distribution of records on any other than the plaintiff's label. Roulette claims that in January of this year, it signed to a contract a group known as the Rhythm Orchids, which included, in addition to Bowen and Alldred, Donnie Lanier and Buddy Knox.

Complaint alleges that Bowen and Alldred sought to end the contract by giving notice last month. The Orchids made the hits, "I'm Stickin' With You," and "Party Doll," on Roulette. Suit also seeks not only to enjoin the defendants from recording for anyone else but also to prevent defendants from interfering with the contract.

Antonini Sets Big PA Sked

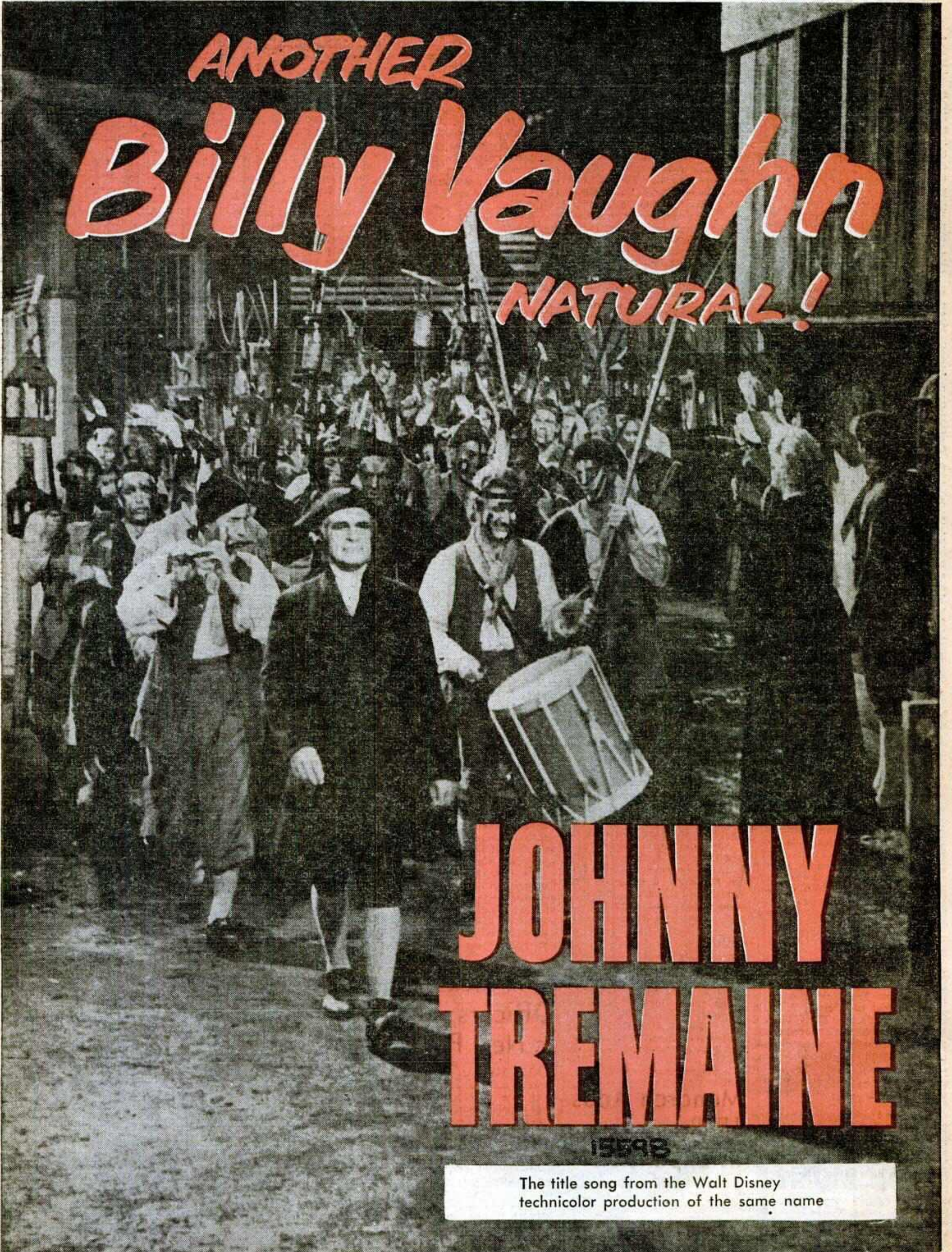
NEW YORK — Alfredo Antonini, CBS music conductor, has been signed for a summer series of personal appearance engagements around the country. He is set for two guest shots with the New York Philharmonic at Lewisohn Stadium; three with the Grant Park Symphony, Chicago; Music Under the Stars concerts in Milwaukee and Memphis and a week at the Greek Theater in Hollywood.

'OZARK JUBILEE' GETS NEW TAG

SPRINGFIELD, Mo. — "Ozark Jubilee" producers, John Mahaffey and Si Siman, announce that beginning July 6 the network TV'er will be rechristened "Country Music Jubilee." The switch in title was based on a suggestion made by ABC-TV execs last January.

Productionwise, the "Jubilee" will also have the services of a special advisor for the next six weeks. Dan Lounsbury, producer of NBC-TV's "Your Hit Parade," who is spending the summer in an executive production capacity for ABC-TV, is now in Springfield, assigned by ABC to Crossroads TV Productions, producer of the "Jubilee" show.

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Collins Lands Emsee

Berth on 'Tonight' Video . . . Al Collins has landed the emsee spot on NBC-TV's "Tonight" show. Collins, heretofore known as "Jazzbo," will shed the nickname for the video show, since the web fears that otherwise viewers might think the program strictly a jazz airer. Collins will emsee "Tonight," until Jack Paar takes over the time slot in August. He'll also continue his regular radio chores over WRCA here and NBC, thereby putting him on radio and TV more than 24 hours a week.

New Copyrights Have Redd Evans on the Go . . .

Redd Evans has acquired and is working on a bevy of new copyrights. Tunes include "Laughing Sailor," by Frank Weldon, Larry Stock and Evans; "No Fool Like An Old Fool," Joe McCarthy and Joe Meyer; "The Raven," Sherman Edwards and Earl Shuman; "Side-walk Sweethearts," Paul Parnes and Evans, and "Looking for Someone to Love," Shulman and French. Evans' most recent promising side is "Who Will Kiss Your Ruby Lips," with Mitch Miller on Columbia.

Carlson Preps Jimmy Dorsey Album . . .

Harry Carlson, Fraternity Records topper, is putting out a Jimmy Dorsey album titled "The Fabulous Jimmy Dorsey." The package will, of course, contain Dorsey's smash hit, "So Rare," which is now at the one million sales mark, plus several more sides Carlson had cut with Dorsey some months ago. The package will also contain sides recorded at Webster, with Lee Castle at the baton. For these latter sides, Carlson augmented the

group with several top instrumentalists, including alto saxist Dick Stabile.

Everly Brothers Booked For TV Guest Shots . . .

Wesley Rose in New York last week to set a flock of TV appearances for the Everly Brothers, now riding with their hit disk, "Bye Bye Love." Act is set for three appearances on the Ed Sullivan show, starting June 30; and shots on the Julius LaRosa, Vic Damone and Alan Freed programs. The brothers will also play one week at the Paramount Theater with the Alan Freed show.

Jack Mills Sole Founder Of Mills Music . . .

A story which appeared in The Billboard last week, erroneously stated that Mills Music, Inc., was started by Jack and Irving Mills. The firm was formed by Jack Mills alone.

Taylor Back From Coast Recording Spree . . .

Creed Taylor, jazz recording chief at ABC-Paramount Records, returned last week from a recording expedition on the Coast. While there, he cut the team of Jackie & Roy with arranger-conductor Bill Holman. Back home, he cut trumpeter Art Farmer with a big unit of strings. Latter is aimed at pop sales, with arrangements by Quincy Jones.

Additions to Victor Artist Roster . . .

RCA Victor signed several new artists last week. These included Pat O'Day, vocalist formerly with Golden Crest; pianist Ray Hartley, rockabilly Nick Venet, and the Twintones—also a rockabilly act. An earlier Victor pactee, thrush Dorothy Olsen, landed a 52-week deal on the NBC Bandstand Show.

Bethlehem Disk Set For Reorganization . . .

Bethlehem Records will undergo extensive reorganization within the next two weeks, according to president Gus Wildi. Red Clyde, who had headed both sales and artists and repertoire, and Joe Quinn, promotion chief, have exited. Clyde, reportedly, is setting up his own label on the Coast. Quinn also moved to the Coast.

Liberty Signs Teen-Age Dixieland Band . . .

Small Fry in Hi-Fi, a five-piece Dixieland band consisting of 12-year-olds, has been signed by Liberty Records. The California kids flew East last week to prepare for their debut Thursday (20) on the Ray Bolger TV show. Liberty will begin cutting their first LP June 25.

Vanguard Sets Sunday Jazz Matinees . . .

Max Gordon's Village Vanguard, which recently converted to a jazz policy, now has augmented its schedule with regular Sunday afternoon jazz concerts. First one took place yesterday (23), with Jean Shepherd, "Pied Piper of the Night People" as emcee. Starring act was the Stan Getz Quartet, which is the regular attraction during next week as well. Concert admission charge is 99 cents.

Eckstine Breaks With Manager After 10 Years . . .

Billy Eckstine has split with Milt Ebbins, his manager for the past 10 years. On July 2, the warbler will open at Miami's Fontainebleau for his first engagement at the spot. Immediately following, he will

come to New York to record an album with Sarah Vaughan. Eckstine's first Mercury single will be released this week.

Long-Term Era Pact for Don Deal . . .

Herb Newman and Lou Budell, Era Records operators, have inked a long-term pact with Don Deal, now rockabilly singer. Deal's first sides are being rushed into release prior to a string of TV shots set by the William Morris Agency. Wax pairs "Unfaithful Diane" and "Devil of Deceit."

New York

Sylvia Syms, currently headlining at the Bon Soir here has been held over for an additional four weeks at the nitery. . . . Carol Distributing Corporation of Charlotte, N. C., has won the Decca "Designed for '57" contest for May.

Prestige Records has changed its Southern California distribution set-up from California Record Distributors to Central Record Sales. . . . Kai Winding and his trombone septet have been booked for the Modern Jazz Room, Cleveland, for a week starting Monday (24). . . . Gene Krupa Trio returns to work at the Stee Pier, Atlantic City, July 5, following a vacation for the crew. . . . Lester Sims, general professional manager of Bourne Music, is currently on the West Coast on a two-week o.o. of the firm's Los Angeles operation.

The George Shearing has not been on the M-G-M label for two years, the diskery continues to push out Shearing merchandise. Seven new EP's will be released in July. Previously the label had issued eight singles, five LP's and 10 EP's. . . . Connie Francis will appear on the Alan Freed ABC-TV show July 12. Three days later, the chick whose current disk is "Eighteen," will start a one-week stand at the Glen Park Casino, Buffalo. . . . Joni James does a one-weeker at the Manor Hotel Wildwood, starting June 28.

Chappell & Company, Inc., has acquired Ziggy Lane's "A Man Has Gotta Sing," which Lane had recorded on the Carousel label.

Ann Reisman, assistant to Decca promotion chief, Marty Salkin, will wed Marty Hoffman, Eastern promotion manager for Coral Records next September. . . . Frederick Fennell, conductor of the Eastman Symphonic Wind Ensemble and the Eastman-Rochester "Pops" Ork, both featured on Mercury, has received an honorary Doctor of Music degree from Oklahoma City University. . . . David Steinberg, observer of the music industry scene and former drama editor of the Newark Evening News, has opened public relations offices in Newark. . . . The "ASCAP Musical Almanac," first of a quarterly series containing lists of pop and classical disks appropriate to weather, items of special interest and travelog, has been published for program directors by the American Society of Composers, Authors and Publishers.

Gibbs Set for Summer TV Seg

NEW YORK — Victor thrush Georgia Gibbs has been set for a summer replacement NBC-TV program starting Monday, July 1, 7:30-7:45 p.m. Titled "The Million Dollar Record," the show each week will feature two songs which have hit the million-record sales bracket. These will be sung by Miss Gibbs. She will also do standards and pop hits of past years.

Format calls for guests each week. On the opener, the Lane brothers, Victor artists, will appear.

AND THEN IT DAWNED ON HIM

NEW YORK — News travels slower than one might think in the record business. At least that's the impression of Chuck Darwin, manager of Sidney Siegel's Dawn jazz album line.

One day last week, Darwin called one of his distributors, who had handled Dawn for the past year and a half. On the phone, he was introduced to the outfit's new sales manager who, he was told, was pretty hip on the business.

"Are you familiar with the Dawn line?" Darwin asked. "Of course, D-A-W-N," the answer was spelled out.

"Then you must know that we have one of the top jazz lines in the country," said Darwin.

"Sure, I know," the mahoff countered, "But I have to tell you, we can't take on any new lines until next fall."

Celler to Ask Web Check-Up

• Continued from page 3

dusty-minded" and sanctioning "excessive economic concentration." Celler accused the agency of promoting the natural monopoly of two dominant networks by "fumbling the vital problem of station outlets," and leaving the ultrahigh service in such bad shape. FCC was also accused of singular nearsightedness in overlooking antitrust backgrounds in such cases as the NBC-Westinghouse station swap, and a recent award of a channel to The Boston Herald-Traveler.

Boston Probe

Celler wants the newly formed House Commerce Subcommittee on legislative oversight to investigate the Boston award, among other things. He hopes for some self-correction at the FCC via a code of ethics and some new blood. Finally, he thumped the agency for "leaving program-starved rural stations at the mercy of A. T. & T. transmission rates for live programming, with investigation of the rates left to drag on for an "unconscionable time."

Moving on to the networks, Celler gave them due praise for doing "much that is in the public interest." However, he said the natural monopoly fostered by limited outlets did not excuse further "concentration of control" by network practices. Again on target were option-time, must-buy, first-call arrangements, possible tie-ins of net sales of time and owned programs; advise advertiser discounts; talent contracts, and "broadcaster activities in the field of music."

Tallying the subcommittee's record of having demonstrated "that its reports are not issued merely to be filed," Celler warned of the watchful eye that would be kept on steps taken by FCC and Justice, to carry out committee recommendations. One of these was recommendation that Justice undertake an investigation of the whole field of broadcast music.

Hughes Joins Long

NASHVILLE — Randy Hughes, for the last 12 years guitarist-entertainer with such c.&w. names as Hank Williams, Cowboy Copas, George Morgan, Tennessee Ernie Ford and Lefty Frizzell, has joined Hubert Long Talent, Inc., here to handle publicity and managerial duties and to serve as office manager. Hubert Long has had Faron Young under his managerial wing the last six years and recently signed Ferlin Husky to an exclusive management pact.

Victor Maps Job Shifts

NEW YORK — RCA Victor has a number of personnel shifts in the works, several of which are effective immediately, and others scheduled for August 1.

On the latter date, Charlie Hall, pop singles promotion chief, will be shifted to the field to spark a new push in the West-Central territory. Hall will headquarter in Kansas City, and cover districts in that city, in Omaha, St. Louis, Denver, Salt Lake City and Billings, Mont. This would be the second such shift of main office personnel in several months with John Davidson, former international disks sales chief, recently transferred to take over West Coast singles sales.

Hall will be replaced here by Jack Dunn, who has been handling local area promotion. Bill Baker, former K. C. man, will move to the Philadelphia area, where he will replace Lee Shapiro.

Shapiro will come in to New York to work under Ed Welker as an artists and repertoire man in the package department.

Meanwhile, Joe Ramirez, formerly with the RCA International Division, has entered the Victor picture to take over Davidson's old job as Victor International disk sales manager.

Elsewhere in the Victor field set-up, Ed Dodelin, general manager for RCA Distributing Corporation in Buffalo, has moved to take over as general manager of the branch in Chicago. His successor is Art Sayers, who had been with the Detroit office. Former Chicago manager Clarence Malin has been transferred to the Los Angeles branch. He succeeds Hadley Chapman, Victor veteran who is retiring.

Reports have been received that Ann Fulchino, Victor singles publicity mahoffe, has virtually recovered from her long illness and will be back at her job in New York come August.

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THE KING SISTERS—IMAGINATION (CAPITOL)

TINA ROBIN—LADY FAIR (CORAL)

TONY TRAVIS—RED SHUTTERS (VERVE)

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

BIG MAYBELLE—ALL OF ME (SAVOY)

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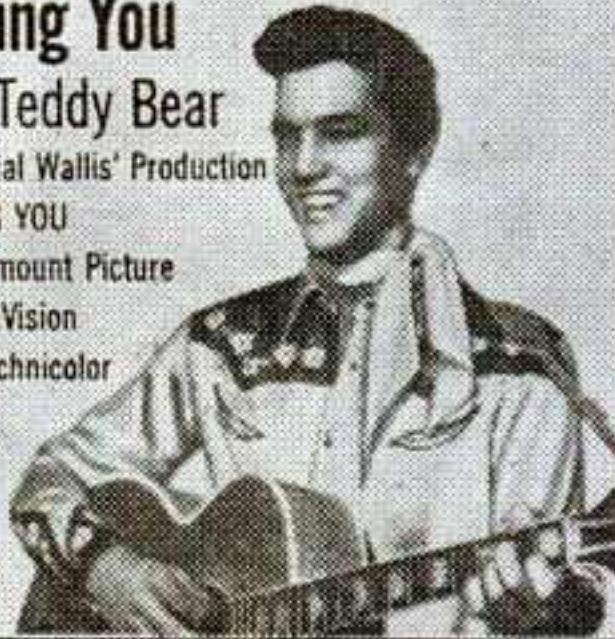

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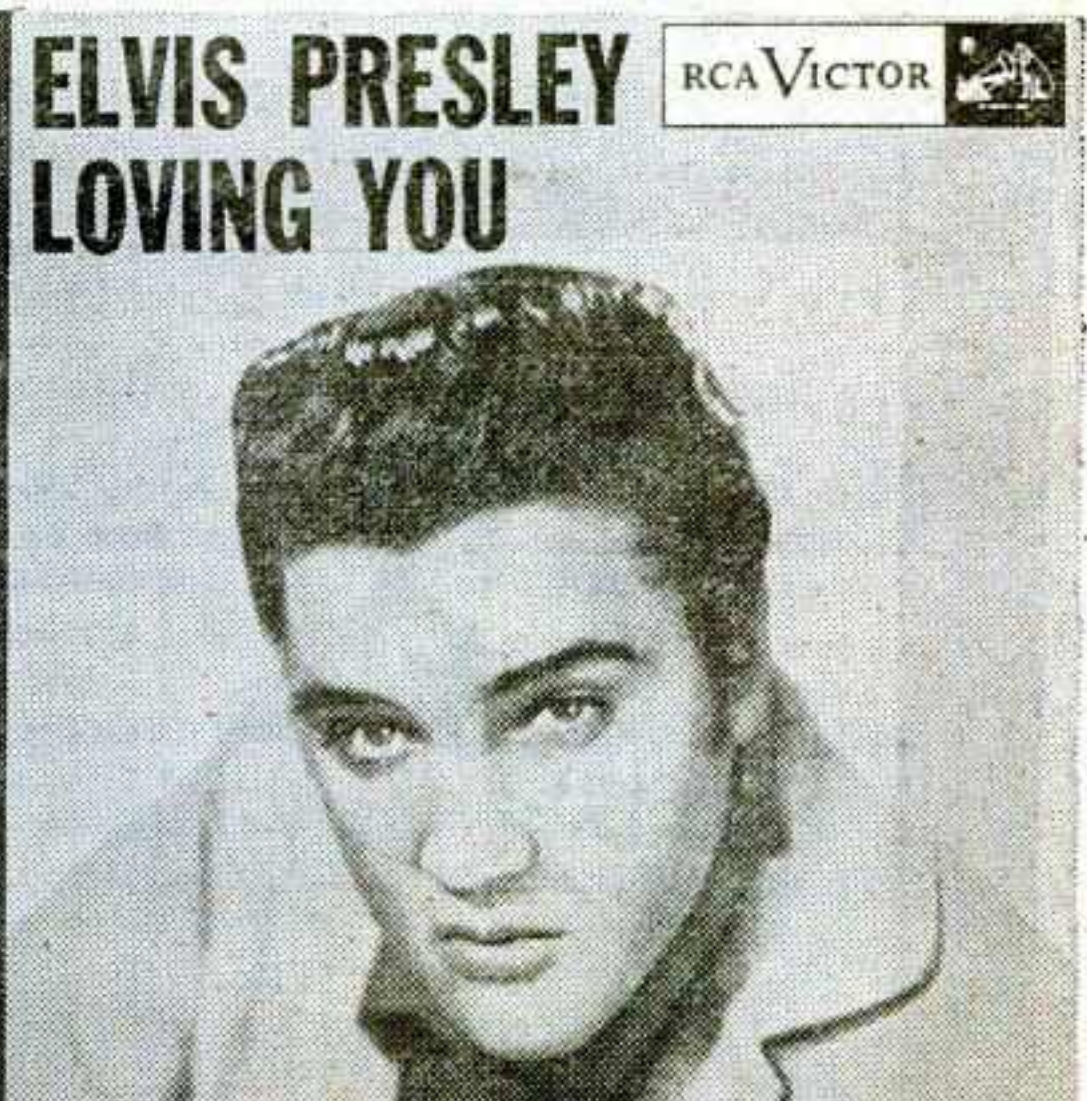
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DATED JULY 15

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RCA Appoints Dick Pierce To A.&R. Post

HOLLYWOOD—Dick Pierce, for the past two years associated with the record department of Music Corporation of America, has been named to the Coast singles a.&r. post at RCA Victor. Pierce assumes the position vacated by Henri Rene some months ago. Announcement of his appointment was made last week by Joe Carleton, repertoire topper for the label.

"Pierce," according to Carleton, "will have complete autonomy in his new job." Carleton declared that he would "have a free hand to scout and sign new talent and material as he sees fit."

Label also disclosed the appointment of Clarence A. Malin, vice-president RCA Victor Distributing Corporation, to be general manager of the Los Angeles branch. Malin succeeds Hadley C. Chapman, who has retired after 30 years with RCA. Malin recently helmed a similar post in Chicago and Detroit for the firm.

Clyde Ankles Bethlehem; To Head Indie

HOLLYWOOD—Red Clyde, vet a.&r. man associated with Bethlehem Records for the past few years, has resigned his post with the company to helm a new indie diskery, Mode Records. Firm is expected to officially get under way by July 1 with approximately 30 distributors already lined up.

As a partner in the new indie label, Clyde will direct its a.&r. activities in addition to functioning as national sales manager and production controller. Joe Quinn has joined the staff from New York to handle publicity, advertising and promotion. Other principals are Maurice Janov, motion picture economist, and Charlie Weintraub, mentor of Quality Films.

Packages in the firm's July release include works by Joy Bryan, Mel Lewis, Marty Rich, Stan Levey, Richie Kamuca, Clara Bryant, Frank Rosolino and Conte Candoli.

Pinelawn Buys Carter Songs

NEW YORK—"Louie's Love Songs," a collection of 12 comic-satiric songs written by Lou Carter and recorded by the clemmer for Golden Crest Records, have been purchased by Danny Kessler's Pinelawn Music firm here. The Broadcast Music, Inc.-licensed firm took them over from Milt Yakus' Adams Music of Boston.

Carter, one-time pianist-member of the Soft Winds Trio, has been appearing with his own trio for the past three years at Boston's Darberry Room. Since his album was issued last month, Carter has been virtually commuting between Boston and New York for TV and radio appearances. He appeared on the Perry Como show several weeks ago, and last week was booked to appear six additional times during the summer replacement seg (with Julius LaRosa) and in the fall.

CHICAGO—Vanguard Records will move into pop singles in October, releasing a group of sides by the Weavers, Manny Solomon, label topper, said during a distrib visit here.

New Vanguard album, "Weavers at Carnegie Hall," is the biggest seller the label has ever had. The singles will be newly recorded material, not a breakup of the album.

EYDIE'S 'KISSES' STIRS 'EM UP

CHICAGO—It scared the willies out of Eydie Gorme Tuesday night (18) when, no matter how enthusiastically she belted out her numbers at the Empire Room, all she got back was long faces and deadly calm from her audience. She broke into her current disk hit, "Your Kisses Kill Me" and suddenly the room was alive with wild applause.

It seems the Empire Room was packed with delegates to the Illinois Funeral Directors' Association.

Well, anyway, that's what a press agent said.

S. F. Execs to N. Y. to Kick Off Tape Pkg.

SAN FRANCISCO—Al Levitt and Dick Kepner, operators of San Francisco Records, left here for a series of meetings in New York where they will kick off the firm's first stereophonic tape package. Label also recently signed conductor Bernie Green, with whom they will meet in Gotham.

Firm recently completed its national distribution set-up, inking four distributors. Latter include Ferns: Gimbel, Baltimore; Record Distributors, Miami; Sandel Company, Minneapolis, and the Glenn Allen Company, Memphis. Mario Friedberg, of Mexico City, was also named to handle their line exclusively.

Levitt recently announced plans to own and operate a commercial FM station, FSFR-FM, with construction expected to begin within 60 days.

Esoteric Bill Splits With Stereo Jerry

NEW YORK—Bill Fox and Jerry Newman, partners in Esoteric Records and recording studios, have split up their operations. Fox has become sole owner and operator of Esoteric label, and Newman has taken over the recording business.

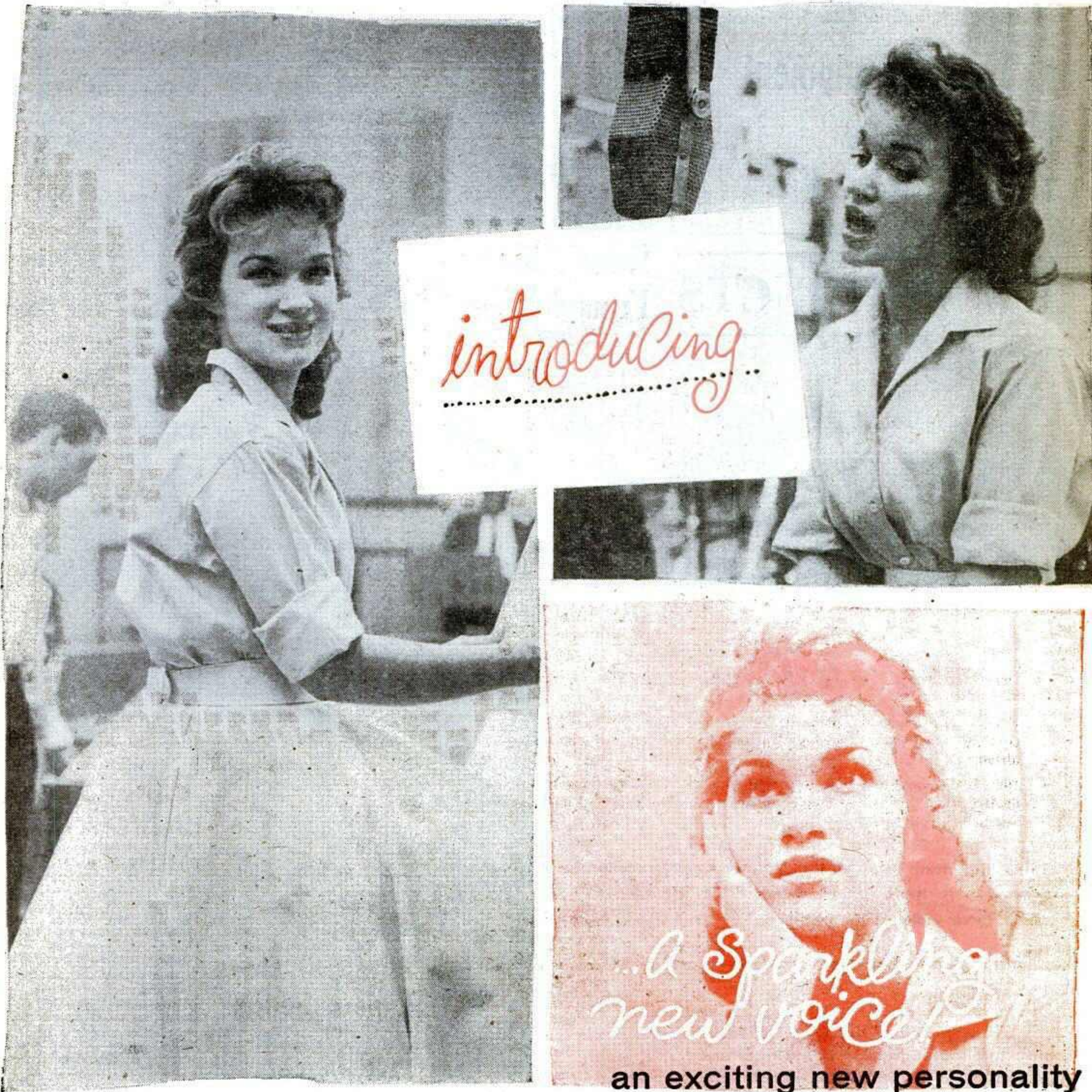
Newman's enterprise, dubbed Stereo Sound Studios, will remain in the same location, and has installed stereo equipment. In addition, Newman has started a school of tape editing, wherein he teaches complicated splicing, general microphone use, basic electronics and a brief outline of sound recording.

Esoteric's first project under the new regime will be the re-issuing on 12-inch LP's of several historic jazz sets, formerly on 10-inch. These include material by Dizzy Gillespie and the late Charlie Christian.

Jewtuschenko Gets Capri Label Post

HOLLYWOOD—Capri Records, Coast indie specializing in the gift and premium disk business, named Eugene Jewtuschenko to the post of art director last week. Jewtuschenko will produce display and point-of-sale material for Capri, reporting to G. J. Barry, executive vice-president of the label.

Firm produces a line of musical greeting cards, a Talking Komiks series for children and custom recordings for premium use by manufacturers.



SUE RANEY

*with
Bob Bain's
music*

sings for the teens

"WHAT'S THE GOOD WORD, MR. BLUEBIRD"

"THE CARELESS YEARS"

from the U.A.-Bryna Production "The Careless Years"



RECORD NO. 3745

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

HIGH STYLE, HI-FI FROM DYNAVOX . . .

Dynavox has just unveiled a new four-speed automatic portable (Model 878) which they expect to make news at the coming NAMM show in Chicago. The



firm rates the unit as capable of producing a frequency response of from 80 to 12,000 cps. (plus or minus 2 db.).

The 878 has a four-tube, push-pull, high-gain amplifier, two heavy-duty speakers (one six-inch and one four-inch, with crossover network) in a special sound chamber. There is a jack for an additional external speaker. The unit has separate bass, treble and volume controls.

The changer is a de luxe V-M intermix with Switch-O-Matic control that shuts off amplifier and changer after the last record is played. The cartridge is equipped with dual sapphire styli.

The case is plywood con-

structed with du Pont fabricoid covering in two colors. The unit weighs 23 pounds and lists for \$99.50.

RADIO-PHONO POWERED BY FOUR BATTERIES . . .

Four flashlight batteries are all that's needed to power an all-transistor portable radio-phonograph introduced by the Rockland Precision Manufacturing Company, Orangeburg, N. Y. Called the Rockland Rambler, the six-pound unit is housed in a wooden ostrich carrying case which measures 8½ inches by 11 inches.

The set is designed to play



6,000 records or provide 750 hours of radio play without a battery change. Equipped with an electrical governor, the unit is able to maintain constant turntable speed even when battery power diminishes.

The playing arm uses a sapphire stylus. Designed for use anywhere, on boats, planes and trains, the set is moisture-proof thruout. It retails at \$79.95.



Sales Aids From Philco

PHILADELPHIA — Philco is backing up its 1957-'58 radio line with a full complement of sales aids and display racks for dealer use. Included are a compact floor display, a counter display, full-color wall chart and two-color folder.

The floor display is actually a complete radio department. It holds 12 different models, is sturdily constructed of wrought iron. The unit is topped by a header unit which is keyed to Philco's Festival-of-Sound promotion and which is designed with 16 different colors. A special feature of the display is a pegboard panel which holds four transistor portables. Its open design shows off all the radios to best advantage. It measures 72 inches high, 30 inches wide and 12 inches deep.

The counter display for the all-transistor radios (illustrated above) is designed to hold five units and is pilfer-proof. The fasteners that hold the models in place are adjusted so that they lock the models to the display. Still the radios can be fully demonstrated. The header board copy points out the "five-year guarantee" feature, exclusive with Philco. The right-hand side of the panel ties in the Philco transistor line with Vanguard satellite or man-made moon which scientists will be launching in the near future. Philco transistors, the copy reads, are used in the satellite and are the same as those used in their portable radio line.

The full-color wall chart shows the entire Philco radio line at a glance. Models are grouped by classification for easy reference.

The two-color folder is small enough to be used as a stuffer for the wrapping counter or as a small mailer to be included with bills.

Tape Prices Are Protected

WINNETKA, Ill. — Concertapes, Inc., producer of stereophonic and monaural recorded tapes, has announced a new price-protection policy which includes a provision for 100 per cent exchange privileges for distributors.

As announced to sales reps at a Chicago meeting recently, the new policy states flatly that Concertapes products are not available at price discounts at "any mail-order house." A company spokesman claimed that "all other tapes are available at a 20 per cent discount."

Distributors are guaranteed at least 60 days' advance notice of any price changes under the terms of the new distribution policy. The exchange feature permits distributors to return any tapes held less than six months, provided the tapes returned are accompanied by a replacement order of equal value.

PROMOTION KNOW-HOW

Build Sales With A Cover Contest

- Dealer gets publicity far beyond expectations.
- Does something for community in the bargain.

By M. C. AHEARN

APPLETON, Wis.—A million dollars' worth of publicity and good will for the bargain price of \$46.97. That's the record registered early this year by Thornton's, radio-phonograph outlet here. It was accomplished thru the simple device of a "record-album-cover contest," which, after its initial success, is set to become an annual event in this Midwestern town.

The idea developed out of conversations between store personnel and a local high-school art teacher. The teacher, Francis Conrad, told how he planned a project of designing a record album cover for his students. The store decided to extend the idea to all school children in town and to reward some deserving and talented youngster with a prize.

Setting Up the Contest

The mechanics of the promotion are so simple that any dealer can put them to use in his own store. Thornton's first consideration was deciding upon a prize that would stimulate interest yet would not be prohibitively expensive. They selected a Swiss wrist watch.

Next, a panel of judges was needed. For chairman of the panel, they felt they needed someone who could judge the artistic merit of the entries. They approached Thomas Dietrich, artist-in-residence at a local college, and he agreed to serve. The second judge was Thornton's own Alice in Recordland, Alice Prybell, record department manager. To balance off the panel, the store chose a local business man, insurance man James Bank.

Getting Schools Co-Operation

There are 13 junior and senior high schools in Appleton. In order to get the news of the contest to all of them, Thornton's first contacted the superintendent of schools, and explained the contest to him. Permission was granted to contact the principals of each school. The principals were given an announcement of the rules of the contest for posting on the bulletin boards.

Most of the schools promoted the idea with enthusiasm. Rules were posted, teachers urged their classes to enter and even ordered contest entry blanks from the store. Two art teachers came to the store to check the entries from other schools. One junior high school had more than 40 covers entered.

In addition to the schools, Thornton's placed a large display ad devoted entirely to the contest in the local newspaper. Tear sheets of the ads were sent to the schools for posting. To create additional interest, they ordered a supply of two-inch-diameter yellow pins printed with the following legend in red: "I May Win Thornton's Record-Album-Cover Contest." These were given to every entrant and they were worn proudly. The local newspaper co-operated with several news stories about the contest and ran pictures of the judges and the Thornton staff. Disk jockies, too, were notified and mentioned the contest on the air.

Thornton's also stimulated a lot of interest by displaying the entries in the store. The display was changed frequently as the new cover designs came in. Traffic picked up as these entered came in to see how tough the competition was. Their friends and relatives also came in. Arrangements were made with the largest local bank, the First National, to display the entries, and they gave the display space in their window for 10 days. This was considered a real coup by Thornton's because the bank stands on the busiest corner in town.

The Results

There were 126 entries. They were done in every medium—water color, poster paints, silk screen, india ink, crayon, pencil, chalk and even thread. Because of the interest in the contest, prizes were extended to include 45 r.p.m. storage cases which were to be given to the first 10 honorable mentions. The cases were decorated with a gold seal on the outside which identified the owner as winner of "Honorable Mention—Thornton's Record-Album-Cover Contest—1957."

The winners were notified by telephone on Saturday morning. At the same time, their names were flashed to various deejays in town. The deejays gave them a big play on the three local AM outlets. Awards were made at the store that afternoon.

In direct sales, says Thornton's, it is almost impossible to measure the success of the program. But Mr. Thornton was so pleased with the public relations value that he immediately announced the contest will be held every year from now on.



ABOVE: Mr. Thornton looks on as the judges make their decision. They are (left to right) Tom Diedrich, Alice Prybell and James Banks. The quality of the artistic entries made the job a difficult one.

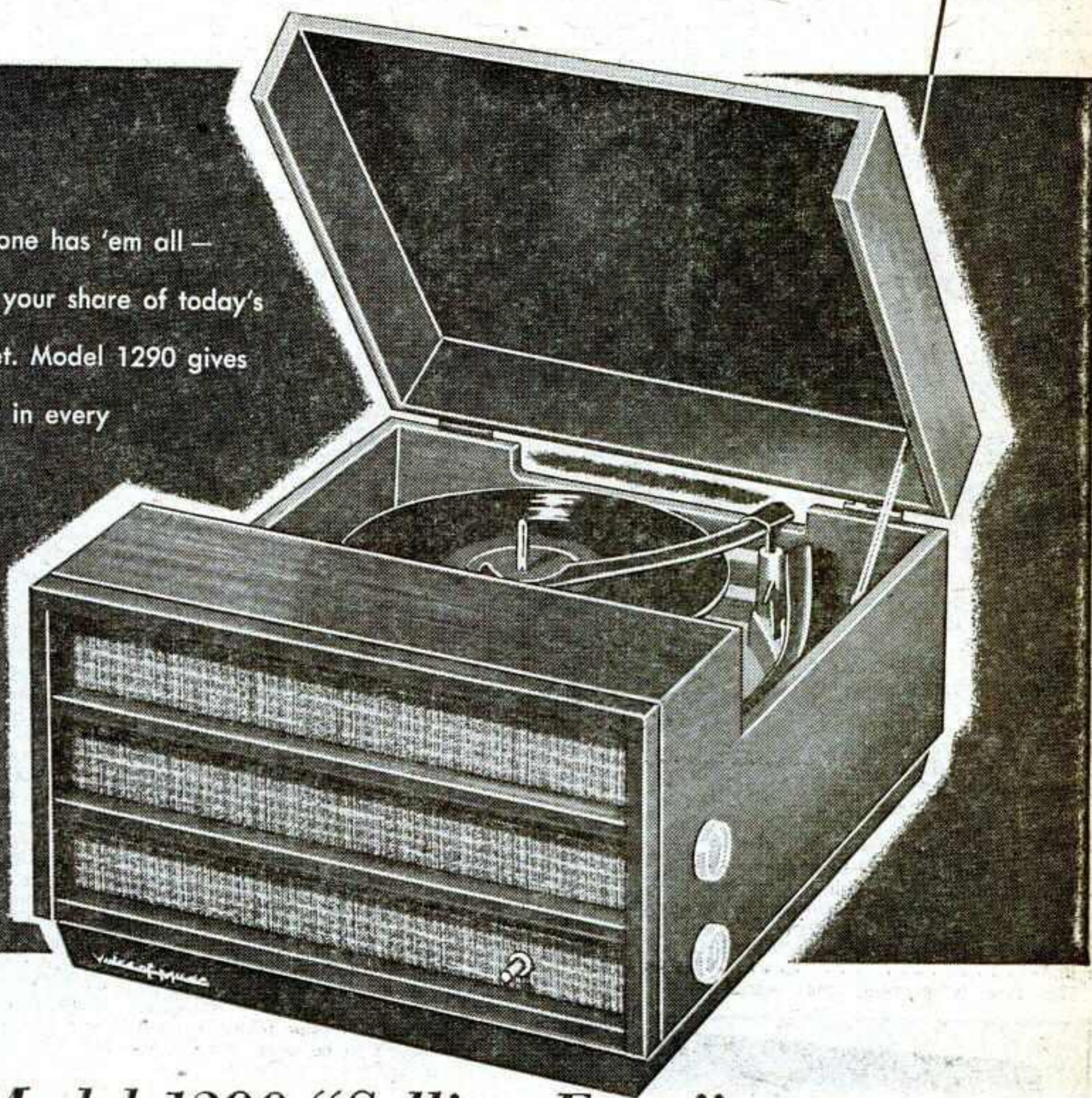


Sylvania introduces a new console combination that indicates a trend toward higher priced playing equipment. This model 4801 carries a suggested list of \$499.95. It contains AM-FM radio, tape recorder-player, hi-fi phono with 20-watt amplifier and a speaker system consisting of one 15-inch woofer and two five-inch tweeters. An extra speaker jack and record well are added features.

EXPAND your market!

Sell the NEW V-M Model 1290 Hi-Fi Table Model

Style! Quality! Popular price! This one has 'em all — everything you need to e-x-p-a-n-d your share of today's amazingly ready-to-buy mass market. Model 1290 gives you a big, big edge on competition in every way. Sell one, sell all, sell up and profit with V-M.



Checklist of Model 1290 "Selling Facts"

- Amazing full-range high fidelity reproduction.
- Beautiful, modern fine-furniture cabinetry in luxurious-looking Blonde or Mahogany.
- Sensational, new 6" x 9" speaker with 3" concentric tweeter cone.
- Powerful push-pull amplifier.
- Jacks for monaural/stereo-playback tape recorder, tuner and external speaker.
- The automatic convenience and protection of V-M Siesta-Matic.
- 'Super-Fidelis' 4-speed record changer—world's best-seller.
- L-I-S-T, only \$99.95.*

*Slightly higher in the West.

**Move the mass market to your store!
Stock and Sell V-M!
Call Your V-M Distributor N-O-W!**

Sell the top-profit line . . . Pleasure's New Sound



V-M CORPORATION, BENTON HARBOR, MICHIGAN • WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

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 outlets during the week ending on the date shown above.

- 1. LOVE IS THE THING-Nat (King) Cole...Capitol W 824
2. HYMNS-Tennessee Ernie Ford...Capitol T 756
3. PEACE IN THE VALLEY-Elvis Presley...RCA Victor EPA 4054
4. STEADY DATE WITH TOMMY SANDS...Capitol T 848
5. MY FAIR LADY-Original Cast...Columbia OL 5090
6. A SWINGIN' AFFAIR-Frank Sinatra...Capitol W 803
7. OKLAHOMA!-Sound Track...Capitol SAO 595
8. THE KING AND I-Sound Track...Capitol 740
9. CALYPSO-Harry Belafonte...RCA Victor LPM 1248
9. MANTOVANI FILM ENCORES...London LL 1700
11. AROUND THE WORLD IN 80 DAYS-Sound Track...Decca DL 9046
11. SPIRITUALS-Tennessee Ernie Ford...Capitol T 818
13. JUST A CLOSER WALK WITH THEE-Pat Boone...Dot DEP 1056
14. ELLINGTON AT NEWPORT-Duke Ellington...Columbia CL 934
15. SONGS OF THE FABULOUS FIFTIES-Roger Williams...Kapp KXL 5000
15. DANCE TO THE MUSIC OF LESTER LANNIN-Lester Lannin...Epic LN 3340

*Not available as a Pop Album. Available on RCA Victor EPA 4054.
**Not available as a Pop Album. Available on Dot DEP 1056.



Pop Albums Coming up Strong

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.

- About the Blues...Julie London Liberty LRP 3043
Dance to the Music of Lester Lanin...Lester Lanin Epic LN 3340
Fair and Warmer...June Christy Capitol T 833
Here's Little Richard...Little Richard Specialty SP 100
Pat...Pat Boone Dot DLP 350

Most Played by Jockeys

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

- 1. SWINGIN' AFFAIR-Frank Sinatra...Capitol W 803
2. LOVE IS THE THING-Nat (King) Cole...Capitol W 824
3. STEADY DATE WITH TOMMY SANDS-Tommy Sands...Capitol T-848
4. S WONDERFUL-Ray Conniff...Columbia CL 925
5. EYDIE GORME-Eydie Gorme...ABC-Paramount 150
6. ROCKIN'-Frankie Laine...Columbia CL 975
7. GREAT SONGS FROM HIT SHOWS-Sarah Vaughan...Mercury MGP-2-100
8. AN EVENING WITH HARRY BELAFONTE-Harry Belafonte...Victor LPM 1402
9. SUDDENLY IT'S THE HI-LO'S-Hi-Lo's...Columbia CL 052
10. AROUND THE WORLD IN EIGHTY DAYS-Sound Track...Decca DL 9046

Spotlight on Sound

DRUM SUITE (1-12")-Art Blakey Percussion Ensemble, The Jazz Messengers. Columbia CL-1002. A hi-fi novelty packed with percussive power. Aside from the pure sound value, the disk demonstrates the wide range of emotional expression inherent in the drum and simple percussion instruments.

(Continued on page 54)

Review Spotlight on...

Popular Albums

THE FLYING PLATTERS (1-12")-Mercury MG 20298

Group has shown good consistency with both singles and albums, and this should go just as well as others. There's much more of a big band sound behind the group than usual here, with considerably less emphasis than normal on the triplet, rock and roll rhythm sound.

SARAH VAUGHAN SINGS GEORGE GERSHWIN (2-12")-Mercury MGP-2-101

A top-notch successor to Miss Vaughan's previous album, "Great Songs From Hit Shows." Included among better known Gershwin melodies are some of his less heard songs such as "Lorelei," "Isn't It a Pity?" and "I Won't Say I Will."

A FACE IN THE CROWD (1-12")-Sound Track Capitol W 872

This sound-track album, featuring Tom Glazer's score, could be a sales-sleeper. The film is an important one, and the music is styled in a swifty, rockabilly groove with a folksy flavor.

JIMMY BOWEN (1-12")-Roulette R-25004

The strong new singles artist (e.g. "I'm Stickin' With You") should be equally powerful in the LP field. Bowen warbles in his appealing rockabilly style on a group of infectious ditties, including some of his click singles, plus new sides-"Money Honey," etc.

BUDDY KNOX (1-12")-Roulette R-25003

Buddy Knox has a sock package in his first LP. It's loaded with teen-appeal on the sales and jockey level. Personable cover photo makes album standout display asset.

Jazz Albums

TROMBONE PANORAMA (1-12")-Kai Winding Septet. Columbia CL 999

LP illustrates how much can be done with a group featuring four trombones and rhythm. Thru good writing and soloing, group runs a variety of moods, getting both a big and small band sound, and swinging with great strength.

Reviews and Ratings of New Albums

Popular

ROCK ALL NIGHT...Sound Track (Various Artists) (1-12") Mercury MG 20293. The artists who appear in the forthcoming title picture are the Platters, Nora Hayes, the Blockbusters, and Eddie Beal Combo.

THE STUDENT PRINCE...Dorothy Kirsten and Robert Rounseville (1-12") Columbia CL 826

It should be enough to say that Goddard Lieberson has produced this recorded version with appropriate style and that it benefits from a strong group of artists.

(Continued on page 33)

Classical

BACH: ORCHESTRAL MASTERWORKS OF (1-12")-Chamber Orch. of the Vienna State Opera, Felix Prahaska, Cond. Vanguard SRV-105. Fine value at \$1.98 in demonstration disk that emphasizes complete works rather than teasers.

OFTEN HEARD OFFENBACH (1-12")-L'Orchestre de la Radio-Television Nationale Francaise, Jean Allain, Cond. Concord 3006

A thoroughly enjoyable and charming collection of favorite themes by the composers are interpreted with spirited grace.

(Continued on page 37)

Jazz

DRUM SUITE...Art Blakey and the Jazz Messengers (1-12") Columbia CL 1002

An intriguing package to jazz fans and hi-fi followers alike. Suite features ensemble of drums and bongos, with minor piano and bass spots.

ONE O'CLOCK JUMP...Count Basie Orch. (1-12") Columbia CL 997

Top drawer Basie of 1942-1950 vintage culled from the Columbia files. As a package, sides serve to remind any doubters in the jazz crowd of the consistent stature of this orchestra over the years.

(Continued on page 35)

ration and musical examples-novelty, and has sufficient jazz and pop values to keep clientele in both areas interested.

Special Merit Jazz Album

JAZZ LAB (1-12")-Don Byrd-Gigi Gryce, Jazz Lab Quintet and Orch. Columbia CL 998

Unusually well-conceived program of modern jazz writing and blowing by some of the soundest of the "young moderns." Gryce impresses profoundly with his arrangements and also with his brilliant, immaculate alto playing.

New Jazz Talent

ROCKY MOUNTAIN JAZZ (1-12")-Jomar Dagon Quartet. Golden Crest CR 3018

The foreign-sounding and entirely unfamiliar name might frighten away even the curious. But adventurous souls are in for a treat here. Name actually is contraction of members' four first names, and the man to watch here is tenorist Ron Washington, who sounds like a Sonny Rollins with a better tone.

Album Cover of the Week



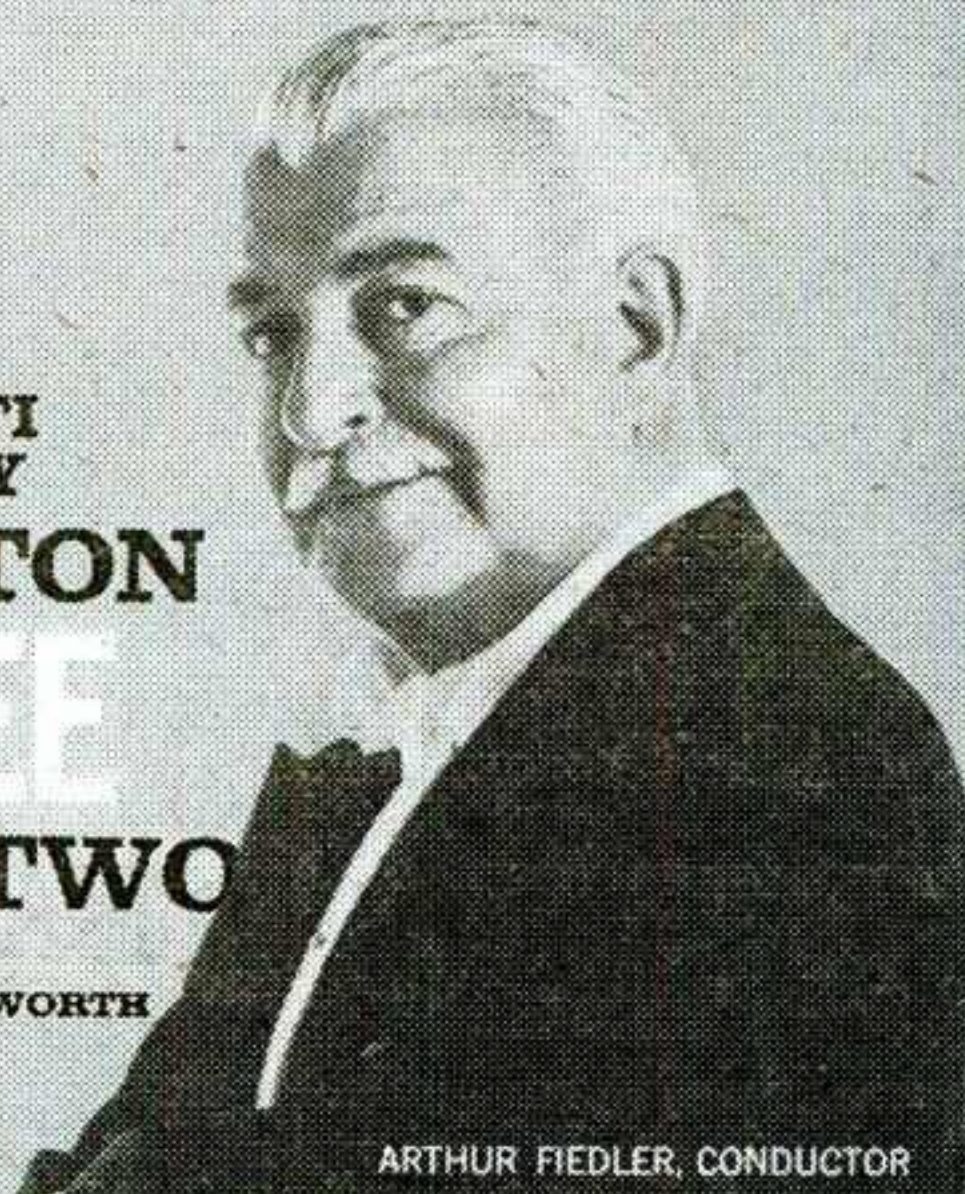
DRUM SUITE, Columbia CL 1002. Excellent color photograph by Arnold Newman effectively highlights the eerie, grotesque African masks and figurine. The cover design, related to the contents, is a fine example of African art and will spark interest and sales.

JULY ONLY...SELL 3 BOSTON POPS ALBUMS FOR THE PRICE

OF 2...

RCA VICTOR'S BIGGEST SUMMER SELLING EVENT EVER!

RCA VICTOR'S HI-FI SPECIAL FOR JULY
GET A BOSTON POPS ALBUM FREE WITH ANY TWO YOU BUY \$11.94 WORTH OF L.P.'s FOR ONLY \$7.96



ARTHUR FIEDLER, CONDUCTOR

JUST RELEASED! Arthur Fiedler conducts the Boston Pops Orchestra in these exciting New Orthophonic High Fidelity recordings! And you can get all 3 for the price of 2!



OR-TAKE YOUR CHOICE OF ANY FIEDLER ALBUMS LIKE THESE. THEY'RE ALL NEW ORTHOPHONIC HIGH FIDELITY. AND YOU GET 3 FOR THE PRICE OF 2!



RCA VICTOR & CANON CAMERA ALBUM COVER PHOTO CONTEST! Win valuable prizes! Get the details at RCA Victor record dealers or Canon Camera stores.

THE WORLD'S GREATEST ARTISTS ARE ON
RCA VICTOR
BASED ON MANUFACTURER'S NATIONALLY ADVERTISED PRICES

full page consumer ad

WHAT'S THE DEAL? Your customers get a FREE Boston Pops album with any two they buy. And there are *three* just-released New Orthophonic High Fidelity Fiedler albums to help whip up your customers' interest, and sharpen their buying appetite!

WHAT'S RCA VICTOR DOING TO PROMOTE THIS JULY SPECIAL? JUST LOOK!

- The full-page consumer ad shown above will run in *The New Yorker* (July 13), *July High Fidelity*, *July Hi-Fi Music At Home*, June 29 *Saturday Review*, and the July-August issue of *Schwann's* and *The Long Player*. YOU'LL ALSO HAVE . . .
- National radio commercials on NBC Monitor.
- Local radio spot announcements for your use.
- Advertising mats in three sizes—all ready to run.

colorful window display



- Giant 4-color window display featuring Fiedler.
- Additional in-store display material: including mounted album covers, colorful streamers.
- Special "Music You Want" broadcasts featuring Boston Pops performances, conducted by Fiedler.
- NBC network radio broadcasts of Boston Pops recordings every Monday evening during June and July from 8:15 to 9:00 (EDT).

WITH ALL THIS, YOU CAN'T MISS! So get set for your biggest Boston Pops season ever! Get in touch with your RCA Victor records distributor!

RCA VICTOR
THE RCA RADIO CORPORATION OF AMERICA



. NEARING THE 1,000,000 MARK IN SALES ..

..... RICKY NELSON'S

..... "I'M WALKIN'"

..... B/W "A TEENAGER'S ROMANCE"

..... ORCHESTRA CONDUCTED BY BARNEY KESSEL

MOST OUTSTANDING TWO-SIDED HIT OF 1957!

... V-10047 V-10047x45 .

VERVE RECORDS

451 N. CANON DRIVE, BEVERLY HILLS, CALIF.

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

• *Continued from page 30*

PEARL BAILEY A BROAD78
(1-12")
Roulette R-25012

The thrush's first Roulette LP is a sock collection of "travel" songs—"South America Take It Away," "You Come a Long Way From St. Louis," etc.—showcasing the gal's versatile way with ballad, novelty or rhythm tune. Solid programming material for jocks and a provocative title for display.

PIPES, PEDALS AND FIDELITY.....77
Buddy Cole, Organ (1-12")
Columbia CL 1003

One of the better recent organ records. Program is pop-variety with each item chosen to display a particular quality of the instrument. This factor could attract organ aficionados. Other collectors will buy for the pleasant mood or background music factor. Buddy Cole registers strong as a virtuoso instrumentalist—not showy but solid musicianship.

SHOW PLACE OF THE NATION.....76
Radio City Music Hall Symp. Orch., Raymond Paige, Cond. (1-12")
Roulette R-25008

Typical stageshow material and rendition covers Lecuona "Fantasy," "Slaughter on Tenth Avenue" and groups of calypso tunes and Viennese standards. Could have strong appeal as memento of visits to Radio City Music Hall; less attraction for general market or hi-fi fans.

WEDDING MUSIC75
Robert Owen, Organist; Robert Locksmith, Instrumentalist
Westminster WP 6043

Good stock items for dealers. Organist Owen plays 12 "wedding" selections ranging from the traditional Mendelssohn "Wedding March," to Jerome Kern's "Dearly Beloved." The package, designed for actual use during the ceremony, may also be used as keepsake, or gift, since it has a certificate with space for couples' names, clergyman, etc., on back of album.

ADVENTURE IN THE SUN74
Percy Faith Orch. (1-12")
Columbia CL 1010

Mild general appeal. Program has international flavor, skipping all over the globe to present bright melodies from South America, Scotland, Sweden, Italy, etc. The collection is characterized by general gaiety with Faith arrangements and cover photo to match.

MEMORIES OF HAL KEMP73
Henry Jerome Orch. (1-12")
Roulette R-25007

Whether there are enough Hal Kemp fans around to make this break out with any speed is a question. The imitations of the Kemp style, admittedly, are very close. Most of the best tunes associated with Kemp are here, including "Got a Date With an Angel," "Lamplight," etc., but to have reassembled such Kemp trademarks as Skinnay Ennis, Bob Allen, etc., for their famous vocals would have made the package far more salable. Dealers should try putting out a copy but should wait for reactions before plunging.

I LOVE JEROME KERN72
Kenny Drew, piano (1-12")
Riverside RLP 12-811

A quietly melodic, if unpretentious, piano album that is equally serviceable for dancing, romancing or just listening. Richly romantic, enduring Kern melodies are sensitively interpreted by jazz pianist Drew in a "straight" manner underlining the basic melodic beauty of the material. Should sell well, if shown. . . . Attractive cover will help.

BARRELHOUSE72
Moe Wechsler (1-12")
Roulette R-25002

There's no dearth of this type of wax; on the other hand, these performances by Wechsler are notable examples of this keyboard style, and it cannot but appeal to lovers and students of the beer-drenched era. The tunes will give an idea: "Toot Toot Tootsie," "Heart of My Heart,"

"Twelfth Street Rag." Colorful cover makes a good display piece. Order moderately.

GRECO71
Juliette Greco (1-12")
Columbia CL 992

The unique quality of Juliette Greco might be termed a "velvet huskiness." But whatever one calls it, the Greco quality is most attractive and well presented on this Columbia disk. It can be recommended without hesitation to buyers of previous French waxings. With demonstration, however, a wider audience could be attracted.

CHARLESTON70
Bonnie Alden (1-12")
Roulette R-25006

Bonnie Alden, a dynamic new artist, comes on like a junior combination of Beatrice Kay and Roberta Sherwood as she musically recalls the hectic '20's. The set is a collection of old favorites in the Charleston style. Numbers include "Mississippi Mud," "Varsity Drag" and "Oh by Jingo." Set can appeal to those with nostalgic memories of the period and to the college set who revive the dance for parties and proms.

HARMONICA HI-LITES70
Alan Black (1-12")
ABC-Paramount ABC-173

Black is one of the increasing number of harmonica stylists who are bringing new importance to the instrument. He does a selection of standards here—"Sleepy Time Gal," "Lazy Bones," plus several originals. That he is a virtuoso is evident. Album is made all the more listenable by Black's arrangements—swinging, blue or dreamy, as required. Order moderately unless prepared to push it.

SPECTRUM70
Lalo Schifrin Orch. (1-12")
Epic LN 3337

Album title provides keynote for collection of mood-music, elaborately arranged and well recorded. "Red Sails in the Sunset," "The Moon Was Yellow," "Azure," are among the selections justifying the theme. Artist has little name value as yet, but dealers and jocks alike will find the package rewarding.

SUZANNE69
(American Songs Sung in French)
(1-12")
ABC-Paramount ABC 185

Youthful Parisian, Suzanne Bernard, has pleasant voice, intimate French style. She sings French lyrics to American pops and show-tunes for offbeat effect that creates interesting package. Buyers' frequent preference for foreign artists performing native material may limit sales somewhat. Pastel cover portrait of pretty thrush will attract attention.

ITALY68
Di Mara Sisters (1-12")
Roulette R-25005

A well-recorded package capturing the mood of the sunny peninsula. The sisters are three, and the songs they sing include both traditional Italian airs and tunes which have had a good run in the more recent American market. ("Arriyerderci Roma," "Santa Lucia," "Sorrento.") Airs are done in both Italian and English, with traditional pieces using arrangements making use of mandolins, etc. There's considerable competition in this area of the pop field; so dealers are advised to stock moderately. Cover is attractive.

OLD WINE65
Dana Lawrence Orch. (1-12")
Concord 3005

"Old Wine" has an attractively neglected female on the cover and copious notes about the evolution of the "Broadway musical show" by John S. Wilson. Otherwise, there is little to distinguish this new package from the countless mood music sets extant. Practically all are show tunes ("Begin the Beguine," "Dancing in the Dark," etc.) and they are given nice string and woodwind readings. There's much strong competition.

Folk

JEWISH FOLK SONGS76
Martha Schlamme (1-12")
Vanguard VRS-9011

Delightful program of mostly familiar Yiddish songs with special appeal obviously for Yiddish speaking clientele, but with some appeal also to folk music collectors. The many and varied moods expressed in this unusual repertoire are beautifully interpreted by the soprano, in properly informal style. Lovely cover.

SONGS AND DANCES OF THE UKRAINE73
Various Artists (1-12")
Monitor MF 301

Fine addition to any collection of folk material. The sides are authentic.

(Continued on page 35)

from BILLY WILDER'S forthcoming motion picture

Love In The Afternoon

An ALLIED ARTISTS Presentation

FIRST SINGLE RECORD RELEASE!

on two exciting new tunes by **MATTY MALNECK and JOHNNY MERCER**



WOODY HERMAN

sings



V-10063 • V-10063X45

Orchestra Conducted by Barney Kessel

The romantic hit of the year... set to infectious music... against a background of ——— Paris, where else?

Contact Your Verve Distributor for **IMMEDIATE DELIVERY!**



MERCURY RECORDS

35 East Wacker Drive
Chicago, Illinois

A New Smash for...

Ken (PLEDGE OF LOVE) **Copeland**

TEENAGE

and

BED OF LIES

IMPERIAL #5453



IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.
IN CANADA • LONDON RECORDS, Ltd.

• Reviews and Ratings of New Popular Albums

• Continued from page 33

examples of Ukranian folk music. Various conductors and soloists, a capella groups, bandura players, balalaika and domra ensembles, lend variety. The voices are superb. Obviously a package which should sell best in specialized language areas, but of sufficient quality to merit pushing in more general shops.

CALYPSO DANCE PARTY72
Candido, Calypso & Girl (1-12")
ABC-Paramount ABC 178
Main distinction here is percussion work by Candido who also sings in "Talking Drums" and "Pack Up Your Eye With Sand." Balance of package emphasizes competence and smoothness rather than animal spirits. Recording is live; cover guaranteed to win attention.

CALYPSO63
The Playmates (1-12")
Roulette R-25001
Vocal group presents more close harmony than real calypso feeling in program that tends toward monotony. Sound does not contribute any additional excitement. Cover does, however.

Country & Western

FIRE ON THE STRINGS77
Joe Maphis (1-12")
Columbia CL 1005
Mighty fine pickin' here. The sides are all instrumentals, and while Joe Maphis' guitar dominates, the group really swings, and there is some outstanding country fiddling in the selections. Dealers with customers looking for c.&w. instrumentals for dancing parties should demonstrate this disk. Tunes are mostly Maphis originals. This is Maphis' first package.

Children's

BURL IVES SINGS88
(1-12")
Columbia CL 980
Ives song collection gathered from 10-inch LP's and several singles of a few years back. Included are songs from the old "Animal Fair" and "Nursery Songs" sets, plus "Little White Duck," "Little Engine That Could," "Doughnut Song," etc. Main appeal, obviously, is to children, but grownups won't mind this delightful stuff one bit. Should sell strongly and steadily.

Polka

POLKA82
Ted Tyle (1-12")
Roulette R-25011
Here is something a little more than just a polka dance party package. Tyle and his ork have put together some 16 selections in the tempo and given them treatments of real international flavor. The sound is consecutively top-drawer and the variations in beat and accents add up to highly agreeable listening. Package could spark a smart trade for stores catering to the field. It should also

be recommended to teachers of the rhythm.

POLKA77
Walt Gazda and Adam Nowicki Orchestras (1-12")
Piknik PLP 504
Here is a fourth album issued by the label featuring the rhythm. Style of both orks is predominantly Polish, with some rollicking vocals included. Sound is solid and treatment good if not over-imaginative. Can generate considerable appeal for the nimble of foot and sound of wind.

Band

HIMNOS NACIONALES (NATIONAL ANTHEMS)72
Banda De Aviacion Espanola, Manuel Gomez De Arriba, Cond. (1-12")
Montilla FM 95
Every dealer should have at least one package of national anthems on his shelves. This album concentrates on patriotic hymns of Latin countries, Spain, Italy, Mexico, South America, Haiti, Cuba, etc. Impressive big band instrumental performances highlight each selection. A "must" for TV and radio libraries. Also good nostalgic wax for ex-patriots of Latin countries.

Semi-Classical

GOLD AND SILVER (GREAT OLD WORLD WALTZES)75
Vienna State Opera Orch., Anton Paulik, Cond. (1-12")
Vanguard VRS 1002
Authentic, stylish performances of familiar waltzes by conductor and ork steeped in tradition of Viennese operetta. Excellent recorded sound leads high finish to selections by Lehar, Waldteufel, Ivanovici and others, including "Gold and Silver Waltz," "Skater's Waltz" and "Waves of the Danube."

Specialty

SAINT JOAN77
Sound Track (1-12")
Capitol W 865
Unusually creative score by Mischa Spoliansky avoids cinematic cliches, evokes period atmosphere and drama while maintaining identity as valid composition. Unusual scoring employs pipes of Pan tasteful blending of harpsichord, celeste, harp, vibraphone and strings. Could do well in stores even after forthcoming film has run its course.

WARM WINDS70
Hollywood Saxophone Quartet (1-12")
Liberty LRP 3047
Package contains two suites for sax choir. "Warm Winds" is an unusual, romantic description of four seasonal winds. "Gold Rush" is a musical narrative of the '49ers' search for gold, based on themes of the period. The quartet is agile, versatile and colorful. Set can appeal to those who like the "pure," classical saxophone sound. The inventive, unique idea will have to be exposed to gather the sales it deserves.

• Reviews and Ratings of New Jazz Albums

• Continued from page 30

others, by the 1950 Basie Octet that spotted modernists B. DeFranco, S. Chaloff and W. Gray. A valuable package for collectors that should also be appealing to the average jazz buyer.

JIMMY RANEY A80
(1-12")
Prestige LP 7089
Freshness and inventiveness of performances on these recordings justify their re-release from 10-inchers. Guitarist Raney, framed in quintet context—trumpet and rhythm—on one side, just rhythm on the other, en-

meshes well with his colleagues. A musically valuable modern jazz collection that could do well with the cognoscenti.

AT THE EMBERS77
Tyree Glenn (1-12")
Roulette R-25009
Extremely pleasant, tasteful program of "blue lights" jazz scaled to a fairly intimate boite atmosphere but also most danceable. Glenn is featured mostly on his expressive, talky trombone; some on vibes. Also contributing are Hank Jones, Jo Jones, Mary Osborne, Harold Baker, etc. It's not "modern" but it's not dated, either. Good market for this if it's pushed.

THE NATURE OF THINGS77
Lenny Hambro Quintet (1-12")
Epic LN 3361
A buoyant modern session that will have fingers snapping and toes tapping. Hambro, tho influenced by the late Charlie Parker, is a smoother edition with a happy, refreshing sparkle to his playing. Sparkle extends to all quintet members, most particularly to upcoming pianist E. Costa. Primarily concerned with light-hearted swing, set has its more probing moments also, i.e., ballad interpretation

(Continued on page 37)

News from RCA Camden— July's Monthly Budget Special!



Harp, guitar, bass and drum combo in unique New Orthophonic High Fidelity jazz treatment of Dancing in The Dark, Ebb Tide, My Funny Valentine, 8 others. Four-color album-cover plus liner notes by jazz critic John S. Wilson. Long Play CAL 366. Also available in 45 EP Version, CAE 411.

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

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



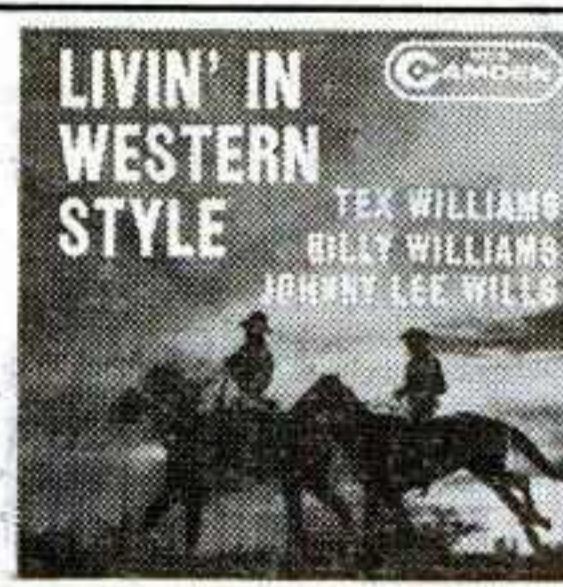
Caro Nome, Estrellita, others, including four first-time releases for this country. Long Play CAL 373.



A patriotic cantata and six great songs, featuring the voice of John Charles Thomas. Long Play CAL 367.



The 12 biggest tunes so far this year. Rock 'n' Roll, Calypso, Romantic Ballads. A New Orthophonic High Fidelity recording. Long Play CAL 362.



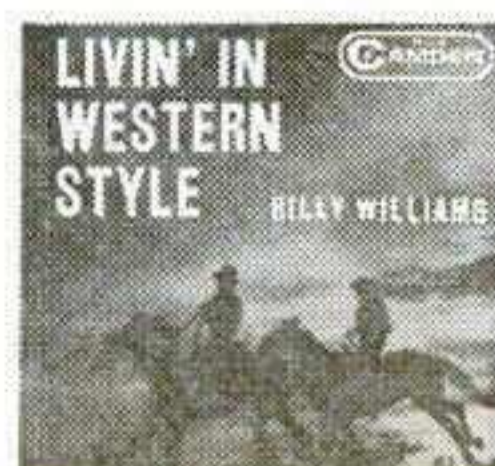
12 High Fidelity Western "greats" like The Urn On The Mantel, She Took, My Adobe Hacienda, Yippee Ki-aye. L. P. CAL 363. Also available on 3 45 EP's.



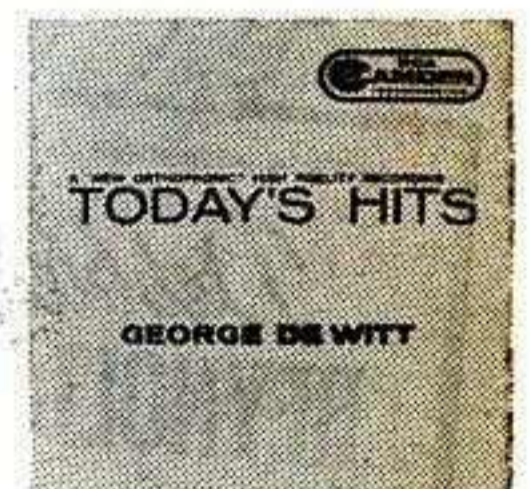
The songs of Tex Williams and his Orchestra. 45 EP CAE 414.



Features Johnnie Lee Wills and his Boys. 45 EP CAE 413.



With Billy Williams and the Pecos River Rogues. 45 EP CAE 412.



George De Witt, the Earl Sheldon Singers and Orch. Bye Bye, Love; Young Blood; White Sport Coat; Love Letters in the Sand. 45 EP CAE 403.

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• Reviews and Ratings of New Classical Albums

• Continued from page 30

GERALDINE FARRAR IN CARMEN (1-12")—RCA Camden CAL-35975
 Another delving into Victor archives to bring back voices of operatic titans of the past. Herein a great diva of the Met's golden age sings all her major arias from one of her most famous roles, with occasional assists from Martinelli, Amato and the Metopera chorus. Vocally the Farrar quality is there and a pop priced (\$1.98) package such as this should lure opera lovers, tho the background sound falls woefully short by current standards.

HI-FI FOR ORCHESTRA (1-12")—Phil. Symp. Orch. of London, Argeo Quadri, Cond. Westminster XWN 1845175
 A group of eight shorter symphonic works, chosen for their sonic display qualities. Some items might not attract because of their too frequent appearance on disks ("Danse Macabre," "Sorcerer's Apprentice") but Westminster wisely included some less well-known sonic marvels as Mosolov's "The Iron Foundry" and two works by the Mexican composer, Revueltas. Be sure to demonstrate to

hi-fi buffs. This one has one of Westminster's new series of full-color covers.

RACHMANINOFF: SYMPHONY NO 2 (1-12") — State Radio Orch. of the U.S.S.R., Alexander Gauk, Cond. Westminster XWN 1842474
 Excellent interpretation by Russian forces of one of Rachmaninoff's most popular compositions. Altho one of the better recordings of Russian origin, sound does not equal the best of Westminster's releases. Competition is not too imposing to harm healthy sales potential.

WAGNER: SIEGFRIED'S RHINE JOURNEY (1-12")—Phil. Symp. Orch. of London, Artur Rodzinski, Cond. Westminster XWN 1845374
 A splendidly engineered packaging of material previously issued on the label's LAB series (7013 and 7035). Wagnerian excerpts ("Prelude and Love Death," "Ride of the Valkeries," "Siegfried's Rhine Journey," "Siegfried's Funeral Music" and "Magic Fire Music") are deliv-

(Continued on page 39)

• Reviews and Ratings of New Jazz Albums

• Continued from page 35

of "I Love You Much Too Much." If shown, musical merit should grab off its share of sales.

OLIO76
 Various Artists (1-12")
 Prestige LP 7084
 An "All Star" package—T. Jones, M. Waldron, T. Charles, F. Wess, etc.—where the writing of Charles and Waldron and the obvious compatibility of the musicians, serve as catalysts for some meaningful, heated blowing. The writing gives just enough form to take this set out of the saturated "jam session" category. In essence, a "mainstream" collection that attains a good balance between writing and blowing, and should appeal to jazz buyers on strength of musical and "name" value.

STAR EYES75
 Ted Nash Orch. (1-12")
 Columbia CL 989

Nash, a very versatile reed man, displays his talent on flute, alto and tenor. Neat, varied arrangements have been supplied by Paul Weston, Billy May, Frank Comstock, Spencer Hagen and H. Beau. The settings are lush, relaxed and listenable. Selections include "Flamingo," "Speak Low" and the title song. The fine mood album should enjoy fair sales among pop-jazz buyers.

VIBE-RANT74
 Teddy Charles, vibes. (1-12")
 Elektra 136

In his first loosely arranged "blowing session" on records, vibist Charles gives pointed evidence of his ability to "wail" with the best of them. Solo contributions from M. Waldron and trumpeter I. Sullivan add distinction. Sales potential is better than previous Charles sets which have tended to be a little "far out," and as a result, less appealing to the average jazz buyer.

AT THE EMBERS72
 Dorothy Donegan (1-12")
 Roulette R-25010

This is the second in the label's projected series spotlighting jazz artists at the New York night club. Miss Donegan's styling has more than a touch of Errol Garner's "behind the beat" technique; Gal, with bass and drums provides quality listening in a reasonably commereial vein. Jocks may like this. Canny cover shot.

FRENCH HORNS PLUS RHYTHM71
 Conceived by Mat Mathews (1-12")
 Elektra 134

Unusual instrumentation makes this worth a sales pitch to jazz buffs looking for something new. Side 2 is by far the more interesting for demonstration. Sonority of four horns and accordion is beautiful as Mathews has conceived it. However, this ace jazz accordionist should feature himself more, and also leave less static spots in his ensemble writing. Julius Watkins and David Amram are the amazing horn soloists. Try "Moods in Motion."


RED GARLAND'S PIANO70
 (1-12")
 Prestige LP 7086

A thoroly pleasant piano LP of standards rendered in a direct, rhythmic manner somewhat reminiscent of Nat Cole. Tight-knit, understanding rhythmic support all the way, plus Garland's clean-cut technique and well developed sense of shading give this set an edge. Nature of material and the fact that Garland's style is accessible lend sales potential beyond the jazz coterie. Help from dealer is indicated for Garland is still not too well known.

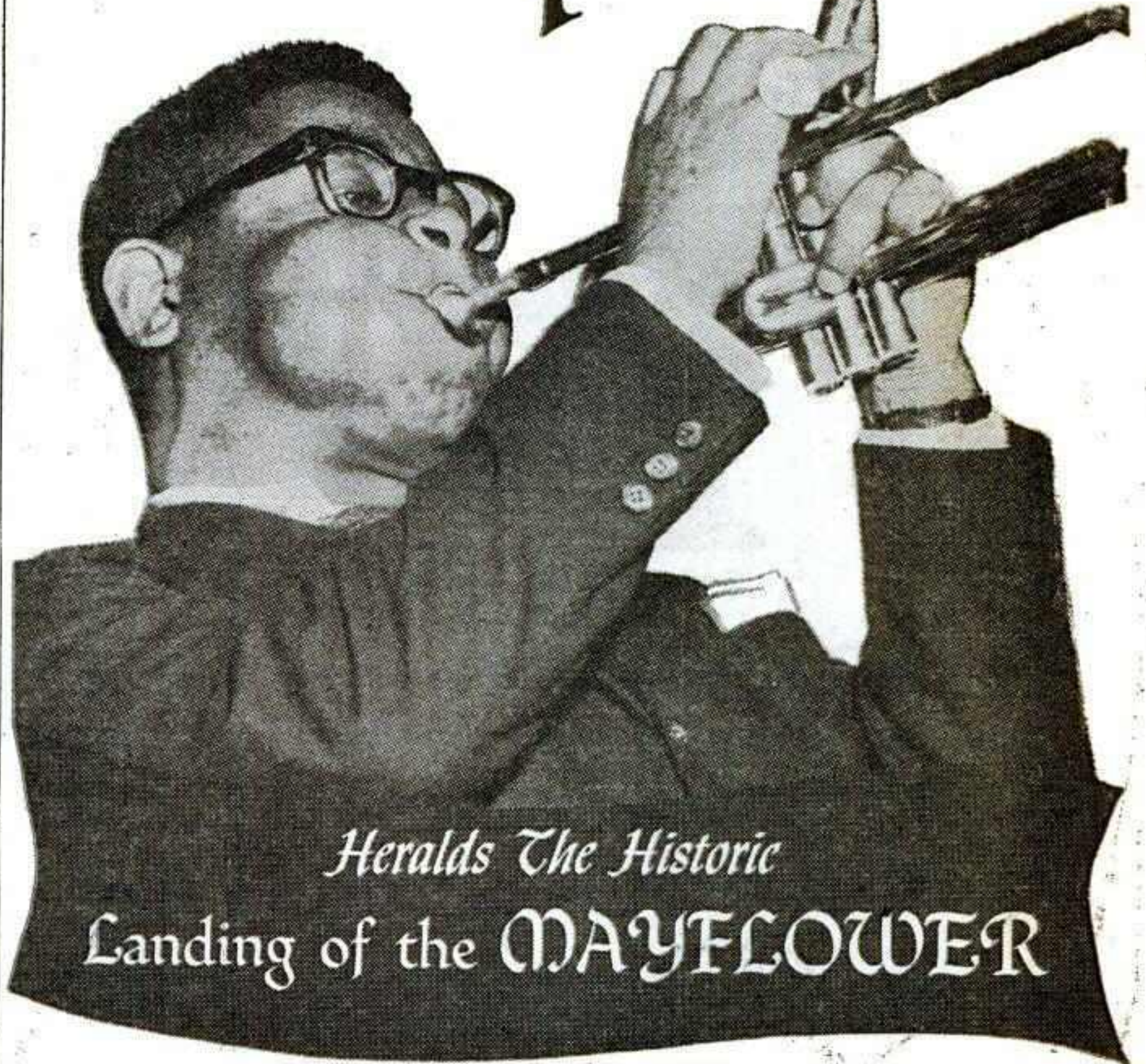
EAR OUT, NEAR IN67
 Johnny Eaton and His Princetonnians (1-12")
 Columbia CL 996

Veering to the soft, well-mannered sound and techniques associated with MJQ, Chico Hamilton, etc., group has its fluid moments but, for the most part, tends to be overly concerned with the creation of effects for its own sake. Good soloing by flutist H. Mann and vibist Bob Prince lend an earthiness this set could have used in much larger quantities. For the desperately "far-out" crowd.

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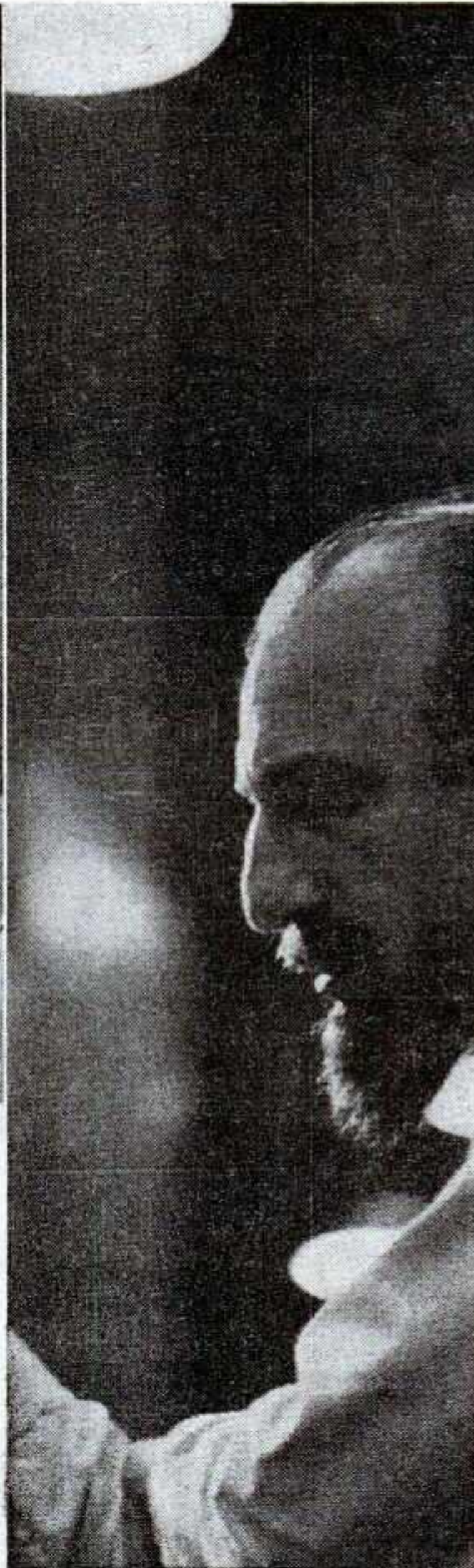
PERCY FAITH

Till b/w
The Last Dance
4-40826



RAY PRICE

Don't Do This to Me b/w
My Shoes Keep Walking
Back to You
4-40951-c



MITCH MILLER

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• Reviews and Ratings of New Classical Albums

• Continued from page 37

ered with power and sensitive insight. A collection to be cherished by any "Ring Cycle" disciple, and a handsome Rhine panorama cover motif will be a sure attention draw.

BAROQUE ORGAN MUSIC (1-12)—Robert Noehren, organist. Concord 4002

The notable feature here is sound. The Baroque organ has a softer, milder tone than contemporary instruments. Selections by Schlick, Pachelbel and Scheidt give the artist opportunity to display the ability and interesting voicing of the instrument. The set should attract lovers of Baroque music, and it should also go well with hi-fi fans looking for new ranges in sound.

RACHMANINOFF: PIANO CONCERTO NO. 2; TCHAIKOVSKY: PIANO CONCERTO NO. 1 (1-12)—Edith Farnadi, Piano, Vienna State Opera Orch., Hermann Scherchen, Cond. Westminster XWN 18578

Second re-issue of material available in other combinations. Present coupling offers two of the most commercially acceptable of piano concertos, but competition is tremendous with regard to name values, recorded sound and actual performances.

ALBERT DA COSTA OPERA CONCERT (1-12)—Concord Philharmonia, Hans-Jurgen Walther, Cond. Concord 3004

An American-born Metopera baritone-turned-tenor, Da Costa offers a program of the better known tenor arias. Satisfactory commercial readings range from the lyrical to the dramatic in mood, and include works from Wagner, Verdi, Richard Strauss, Leoncavallo, Bizet, Bellini and seldom performed Meyerbeer. A fine cross section of tenor arias, ably

rendered, which may still be a relatively slow mover because of the lack of big name power.

SCHUMANN: CONCERTO FOR VIOLONCELLO; HAYDN: DIVERTIMENTO; FALLA: SUITE POPULAIRE ESPAGNOLE; RITUAL DANCE OF FIRE (1-12)—D. Shafran, cellist, State Orch. of the U.S.S.R., K. Kondrashin, Cond. Vanguard VRS 6028

Daniel Shafran, young Russian cellist, displays fine talent—suave, dextrous and intelligent. Romantic Schumann piece and Haydn and DeFalla transcriptions afford wide range for interpretations. Commercially, interest in new performer is offset by strong opposition from existing versions by veterans.

BARTOK: SONATA FOR TWO PIANOS AND PERCUSSION (1-12)—W. Parry, piano; I. Loveridge, piano; G. Webster, percussion; J. Lees, percussion, Richard Aurtia, Dir. Westminster XWN 18425

Complex, dissonant works by modern master are traversed with skill, but somewhat less than final authority. Both "Sonata" and "Contrasts" for piano, violin and clarinet could benefit from recording which would do justice to unorthodox scoring.

A BACH RECITAL FOR THE GUITAR (1-12)—Julian Bream, guitar. Westminster XWN 18428

Fine program and performances of Bach transcriptions by youthful British guitarist. Musicianly approach and good technique are evident in major work, the famous "Chaconne" originally for solo violin, as well as in other selections, mostly written for keyboard instruments. All works emerge as convincing guitar repertory.

RCA LP Stereophonic Disk

• Continued from page 18

reproduction and they claim success via a "slightly different approach."

These facts were dropped by Bill Miltenburg, RCA Victor records chief engineer, during a demonstration of a new RCA line of stereo tape equipment.

Marketing Date Indefinite

He said he has no idea when the stereo record will be marketed, altho he expects it to be ready for demonstration to the industry by the end of the year. He is the only individual outside of Westrex Corporation engineers, Miltenburg said, who knows the principle involved in the new record.

Such a stereo record development should not upset the merchandising of stereo tape equipment. A

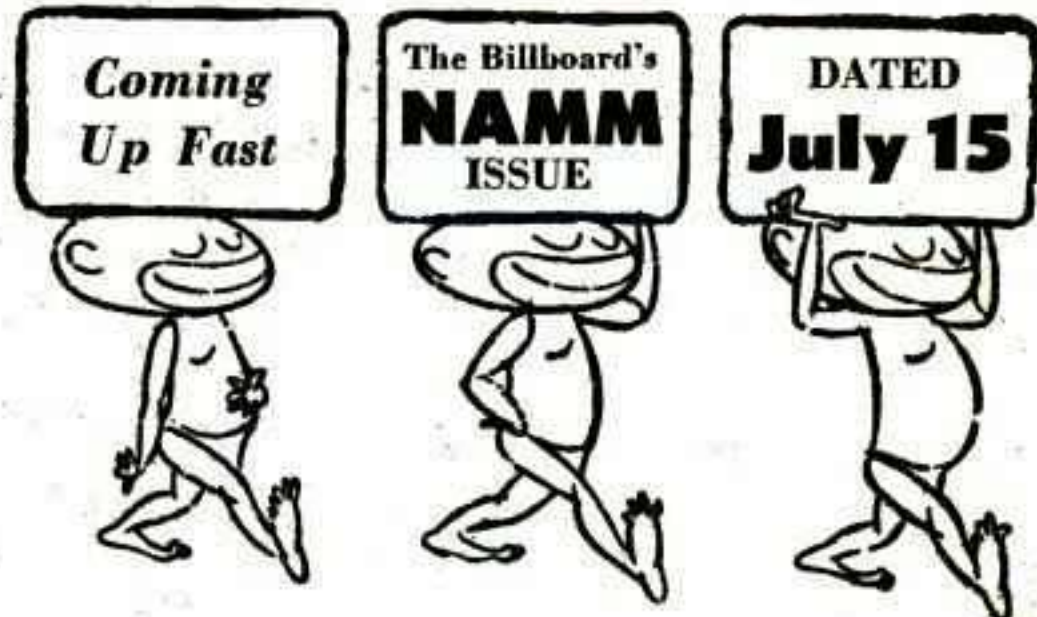
consumer who is set up for stereo tape would employ his twin sound setups to play back the stereo record, too. All he would have to add is the special pickup arm required by the record, if the record turns out to require one.

Miltenburg expressed the opinion, however, that the real future of stereo is tape, not in the record, because of the tape's peerless fidelity and the fact that it does not wear out. A record, he feels, may help baptize a stereo fan but as he

becomes more discriminating, he will move over to tape, Miltenburg said.

Stereo tape is already beginning to catch on impressively, according to figures announced at the demonstration. In 1956, an RCA sales exec said, 40 per cent of all pre-recorded tape sales were in stereo. So far in 1957, stereo has grown to 60 per cent of the demand and monaural tape has been reduced to 40 per cent.

In the course of the past year, RCA has expanded its catalogue of stereo tapes from 16 to 39 items. Industry-wide, the availabilities number several hundred.



Every manufacturer interested in selling more records and equipment to The Billboard's paid readership of 8,141 record and equipment dealers will want to be represented in this issue

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record no. 3751



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending June 19

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Love Letters in the Sand		1 7	6. White Sport Coat		3 10
By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP)			By Marty Robbins—Published by Acuff-Rose (BMI)		
BEST SELLING RECORD: Pat Boone, Dot 15570.			BEST SELLING RECORD: Marty Robbins, Col 40864.		
RECORD AVAILABLE: Charlie Carl, Songbird 207; Vi Vienne, V.I.P. 1003; Mac Wiseman, Dot 15578.			RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don James, Esta 287.		
2. Valley of Tears		22 3	7. All Shook Up		4 13
By A. Domino & D. Bartholomew—Published by Travis (BMI)			By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI)		
BEST SELLING RECORD: Fats Domino, Imperial 5442.			BEST SELLING RECORD: Elvis Presley, Vic 20-6870.		
3. Dark Moon		2 10	RECORD AVAILABLE: David Hill, Aladdin 3359.		
By Ned Miller—Published by Dandelion (BMI)			8. Little Darlin'		6 15
BEST SELLING RECORDS: Gale Storm, Dot 15558; Bonnie Guitar, Dot 15550.			By M. Williams—Published by Excellorec Music (BMI)		
RECORDS AVAILABLE: Hawkshaw Hawkins, Vic 20-6910.			BEST SELLING RECORD: Diamonds, Mercury 71060.		
4. So Rare		5 11	RECORD AVAILABLE: Gladiolas, Excello 2101.		
By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP)			9. Four Walls		8 7
BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.			By Marvin Moore & George Campbell—Published by Sheldon (BMI)		
5. Bye Bye Love		7 4	BEST SELLING RECORDS: Jim Reeves, Vic 20-6874; Jim Lowe, Dot 15569.		
By B. Bryant & F. Bryant—Published by Acuff-Rose (BMI)			RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Bill Monroe, Dec 30327.		
BEST SELLING RECORD: Everly Brothers, Cadence 1315.			10. Teenager's Romance		11 5
RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.			By Gillam—Published by Aztec (ASCAP)		
			BEST SELLING RECORD: Ricky Nelson, Verve 10047.		
Second Ten					
11. Old Cape Cod		17 3	16. I Like Your Kind of Love		19 3
By Rogh Rock-Wakus—Published by George Pincus & Sons (ASCAP)			By Melvin Endsley—Published by Acuff-Rose (BMI)		
BEST SELLING RECORD: Patti Page, Mercury 71101.			BEST SELLING RECORD: Andy Williams, Cadence 1323.		
12. Searchin'		13 4	RECORD AVAILABLE: Melvin Endsley, Vic 20-6891.		
By Leiber-Stoller—Published by Tiger (BMI)			17. Come Go With Me		12 16
BEST SELLING RECORD: Coasters, Atco 6087.			By C. E. Quick—Published by Gil-Fee Bee (BMI)		
13. Freight Train		21 5	BEST SELLING RECORD: Del Vikings, Dot 15538.		
By James & Williams—Published by Peter Maurice (ASCAP)			RECORDS AVAILABLE: Federals, Deluxe 6112; Sunny Gale, Dec 30321.		
RECORDS AVAILABLE: Charles McDevitt-Nancy Whiskey, Chic 1008; Margie Rarburn, Liberty 55072; Liz Winters-Cort Skiffle, London 1742.			18. It's Not for Me to Say		16 5
BEST SELLING RECORD: Rusty Draper, Mercury 71102.			By A. Stillman & R. Allen—Published by Korwin Music (ASCAP)		
14. Start Movin'		14 5	BEST SELLING RECORD: Johnny Mathis, Col 40851.		
By D. Hill & B. Stevenson—Published by Sheldon (BMI)			RECORD AVAILABLE: Jane Morgan, Kapp 185.		
BEST SELLING RECORD: Sal Mineo, Epic 9216.			19. I'm Walkin'		20 16
14. School Day		9 10	By Al Domino-D. Bartholomew—Published by Reeve (BMI)		
By Chuck Berry—Published by Arc Music (BMI)			BEST SELLING RECORDS: Ricky Nelson, Verve 10047; Fats Domino, Imperial 5428.		
BEST SELLING RECORD: Chuck Berry, Chess 1653.			20. Goin' Steady		- 2
RECORD AVAILABLE: Big Tiny Little, Brunswick 55007; Don James, Esta 287.			By F. Young—Published by Central Songs (BMI)		
			BEST SELLING RECORD: Tommy Sands, Cap 3723.		
Third Ten					
21. Girl With the Golden Braids		- 1	25. Fabulous		- 2
By Stanley Kahan-Eddy Snyder—Published by Roncom (ASCAP)			By Land Sheldon—Published by Mayland, Shalimar & Presley (BMI)		
RECORD AVAILABLE: Perry Como, Vic 20-6904.			RECORDS AVAILABLE: Charlie Gracie, Cameo 107; Steve Lawrence, Coral 61834.		
21. Round and Round		10 17	25. C. C. Rider		- 1
By Lou Stallman-Joe Shapiro—Published by Rush (BMI)			By Chuck Willis—Published by Rush Progressive (BMI)		
RECORDS AVAILABLE: Perry Como, Vic 20-6815; Walter Solek, Dana 2121.			RECORD AVAILABLE: Chuck Willis, Atlantic 1130.		
23. Young Blood		17 5	25. Gonna Find Me a Bluebird		29 4
By Leiber Stoller & Pomus—Published by Tiger (BMI)			By Marvin Rainwater—Published by Acuff-Rose (BMI)		
RECORD AVAILABLE: Coasters, Atco 6087.			RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12412.		
24. Empty Arms		22 9	29. Over the Mountain Across the Sea		25 2
By I. J. Hunter—Published by Ivory Music (BMI)			By Rex Garvin—Published by Arc (BMI)		
RECORDS AVAILABLE: Teresa Brewer, Coral 61805; Ivory Joe Hunter, Atlantic 1128.			RECORD AVAILABLE: Johnnie & Joe, Chess 1654.		
25. Around the World		22 2	30. Gone		15 16
By Victor Young—Published by Victor Young Publications (ASCAP)			By S. Rogers—Published by Hill & Range (BMI)		
RECORDS AVAILABLE: Charlie Cal, Songbird 309; Don Costa, ABC-Paramount 9770; Bing Crosby, Dec 30120; Eddie Fisher, Vic 20-6677; Manny Lopez, Vic 20-6853; Mantovani, London 1746; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741; Victor Young, Dec 30262.			RECORDS AVAILABLE: Ferlin Husky, Cap 3628; Red Sovine, Dec 29755; Bobby Wayne, Mercury 71070; Joan Weber, Col 40852.		

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in Nat's great career**

NAT (KING) COLE

"SEND FOR ME!"

Soft

Sweet

Swing

Straight to the Top of the Charts

**Emmis
311,000
1st 10 Days
Factory
Back Ordered**

CAPITOL #3737





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
JUNE 19, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND BERNARDINE (ASCAP)—Dot 15570 (ASCAP)—Pat Boone.....	1	7	12. VALLEY OF TEARS (BMI)— Fats Domino.....	12	4	23. TEDDY BEAR (ASCAP)—Elvis Presley	23	1
2. BYE BYE LOVE (BMI)— Everly Brothers.....	2	5	IT'S YOU I LOVE (BMI)—Imperial 5442			LOVING YOU (BMI)—Vic 20-7000		
3. SO RARE (ASCAP)—Jimmy Dorsey... Sophisticated Swing (ASCAP)—Fraternity 755	3	11	13. OLD CAPE COD (ASCAP)— Patti Page.....	13	3	24. GONE (BMI)—Ferlin Husky.....	24	15
4. TENNAGER'S ROMANCE (ASCAP)— Ricky Nelson.....	4	8	WONDERING (BMI)—Mercury 71101			Missing Persons (BMI)—Cap 3628		
5. ALL SHOOK UP (BMI)—Elvis Presley That's When Your Heartaches Begin (ASCAP)— Vic 20-6870	5	6	13. C. C. RIDER (BMI)—Chuck Willis....	13	3	24. GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater.....	24	2
6. SEARCHIN' (BMI)—Coasters.....	6	6	Ease the Pain (BMI)—Atlantic 1130			So You Think You Got Troubles (BMI)— M-G-M 12412		
7. DARK MOON (BMI)—Gale Storm....	7	8	15. FOUR WALLS (BMI)—Jim Reeves....	15	4	26. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis.....	26	5
8. WHITE SPORT COAT (BMI)— Marty Robbins.....	8	9	I Know and You Know (BMI)—Vic 20-6874			Warm and Tender (ASCAP)—Col 40851		
9. START MOVIN' (BMI)—Sal Mineo... LOVE AFFAIR (BMI)—Epic 9216	9	6	16. FABULOUS (BMI)—Charlie Gracie... Just Lookin' (ASCAP)—Cameo 107	16	6	26. HE'S MINE (BMI)—Platters.....	26	8
10. LITTLE DARLIN' (BMI)—Diamonds... Faithful and True (BMI)—Mercury 71060	10	16	17. COME GO WITH ME (BMI)— Del Vikings.....	17	18	I'm Sorry (BMI)—Mercury 71032		
11. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams.....	11	3	How Can I Find True Love? (BMI)—Dot 15538			26. GIRL WITH GOLDEN BRAIDS (ASCAP)—Perry Como.....	26	1
			18. SCHOOL DAY (BMI)—Chuck Berry... Deep Feeling (BMI)—Chess 1653	18	11	MY LITTLE BABY (BMI)— RCA Vic 20-6904		
			19. OVER THE MOUNTAIN (BMI)— Johnnie & Joe.....	19	5	29. MY DREAM (ASCAP)—Platters.....	29	1
			My Baby's Gone On, On (BMI)—Chess 1664			I Wanna (BMI)—Mercury 71093		
			20. JENNY, JENNY (BMI)—Little Richard. MISS ANN (BMI)—Specialty 606	20	1	29. I'M WALKIN' (BMI)—Fats Domino... I'm in the Mood for Love (ASCAP)— Imperial 5428	29	13
			21. FREIGHT TRAIN (ASCAP)— Rusty Draper.....	21	4			
			Seven Come Eleven (BMI)—Mercury 71102					
			21. GOIN' STEADY (BMI)—Tommy Sands RING MY PHONE (BMI)—Cap 3723	21	3			

IMPORTANT: A few wide fluctuations between positions this week and last week will be noted. These are due in part to faster sales information being secured direct from record dealers thru the research methods supervised by NYU's School of Retailing.

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
JUNE 19, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....	1	7	8. DARK MOON (BMI)—Gale Storm.... Little Too Late (BMI)—Dot 15558	6	7	16. GOIN' STEADY (BMI)— Tommy Sands.....	—	1
Bernardine (ASCAP)—Dot 15570			9. FREIGHT TRAIN (ASCAP)— Rusty Draper.....	16	4	Ring My Phone (BMI)—Cap 3723		
2. SO RARE (ASCAP)—Jimmy Dorsey... Sophisticated Swing (ASCAP)—Fraternity 755	2	8	Seven Come Eleven (BMI)—Mercury 71102			18. SCHOOL DAY (BMI)—Chuck Berry... Deep Feeling (BMI)—Chess 1653	11	10
3. BYE BYE LOVE (BMI)— Everly Brothers.....	8	4	10. SEARCHIN' (BMI)—Coasters..... Young Blood (BMI)—Atco 6987	13	4	19. VALLEY OF TEARS (BMI)— Fats Domino.....	21	3
I Wonder If I Care as Much (BMI)— Cadence 1315			11. TEENAGER'S ROMANCE (ASCAP)— Ricky Nelson.....	12	4	It's You I Love (BMI)—Imperial 5442		
4. WHITE SPORT COAT (BMI)— Marty Robbins.....	4	9	I'm Walkin' (BMI)—Verve 10047			20. DARK MOON (BMI)—Bonnie Guitar... Big Mike (BMI)—Dot 15550	14	8
Grown Up Tears (BMI)—Col 40864			12. LITTLE DARLIN' (BMI)—Diamonds... Faithful and True (BMI)—Mercury 71060	9	14	21. SHISH KEBAB (BMI)— Ralph Marterie.....	—	1
5. ALL SHOOK UP (BMI)— Elvis Presley.....	3	12	13. GIRL WITH THE GOLDEN BRAIDS (BMI)—Perry Como.....	18	5	Bop A Doo-Bop A Doo (ASCAP)— Mercury 71092		
That's When Your Heartaches Begin (ASCAP)— Vic 20-6870			My Little Baby (BMI)—Vic 20-6904			22. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams.....	20	2
6. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis.....	5	5	14. FOUR WALLS (BMI)—Jimmy Reeves... I Know and You Know (BMI)—Vic 20-6874	19	6	Stop Teasin' Me (ASCAP)—Cadence 1323		
Warm and Tender (ASCAP)—Col 40851			15. WITH ALL MY HEART (ASCAP)— Jodie Sands.....	23	2	23. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams.....	—	1
7. OLD CAPE COD (ASCAP)— Patti Page.....	7	4	More Than Only Friends (ASCAP)— Chancellor 1003			Date With the Blues (ASCAP)—Coral 61830		
Wondering (BMI)—Mercury 71101			16. START MOVIN' (BMI)—Sal Mineo... Love Affair (BMI)—Epic 9216	17	3	24. WONDERING (BMI)—Patti Page.... Old Cape Cod (ASCAP)—Mercury 71101	—	2
						25. LITTLE WHITE LIES (BMI)— Betty Johnson.....	—	1
						I Dreamed (ASCAP)—Bally 1033		



THIS LABEL...

... displayed by the chart on the opposite page and in other charts in this issue, indicates that the information contained in these charts is gathered under the direct supervision of the New York University School of Retailing—a leader in the field of modern marketing survey methods.

These charts are based on actual cash-register sales, not opinion, and represent almost 10,000 individual sales by a rotating dealer sample scientifically selected to be representative of all dealers in the nation. The master survey list of almost 9,000 dealers was made available through the cooperation of record manufacturers and their distributors.

These charts will enable everyone in the music-record industry to learn faster and more accurately than ever before exactly what records are moving up and what records are moving down the ladder of public popularity.

The Billboard and the New York University School of Retailing have scored a "first" in retailing history survey methods, for never before have dealers across the nation been supervised by a leading university in producing for themselves a weekly survey of merchandise that is moving across their counters into the hands of consumers.

The Purpose:

So that record dealers can make more profits because of easier-to-follow and faster record-buying guides that will enable them to buy more intelligently and inventory more carefully than ever before.

In Addition:

Juke box operators will be able to program their machines to more rapidly meet the changing tastes of the American public.

Disk jockeys will be able to program from charts that reflect the fast-changing preferences of their listeners.

Now, more than ever, these charts will provide the entire music industry with the fastest, most accurate measure of best selling records—for all speeds, sizes and categories.

EDITORIAL EXCELLENCE — 1957 STYLE

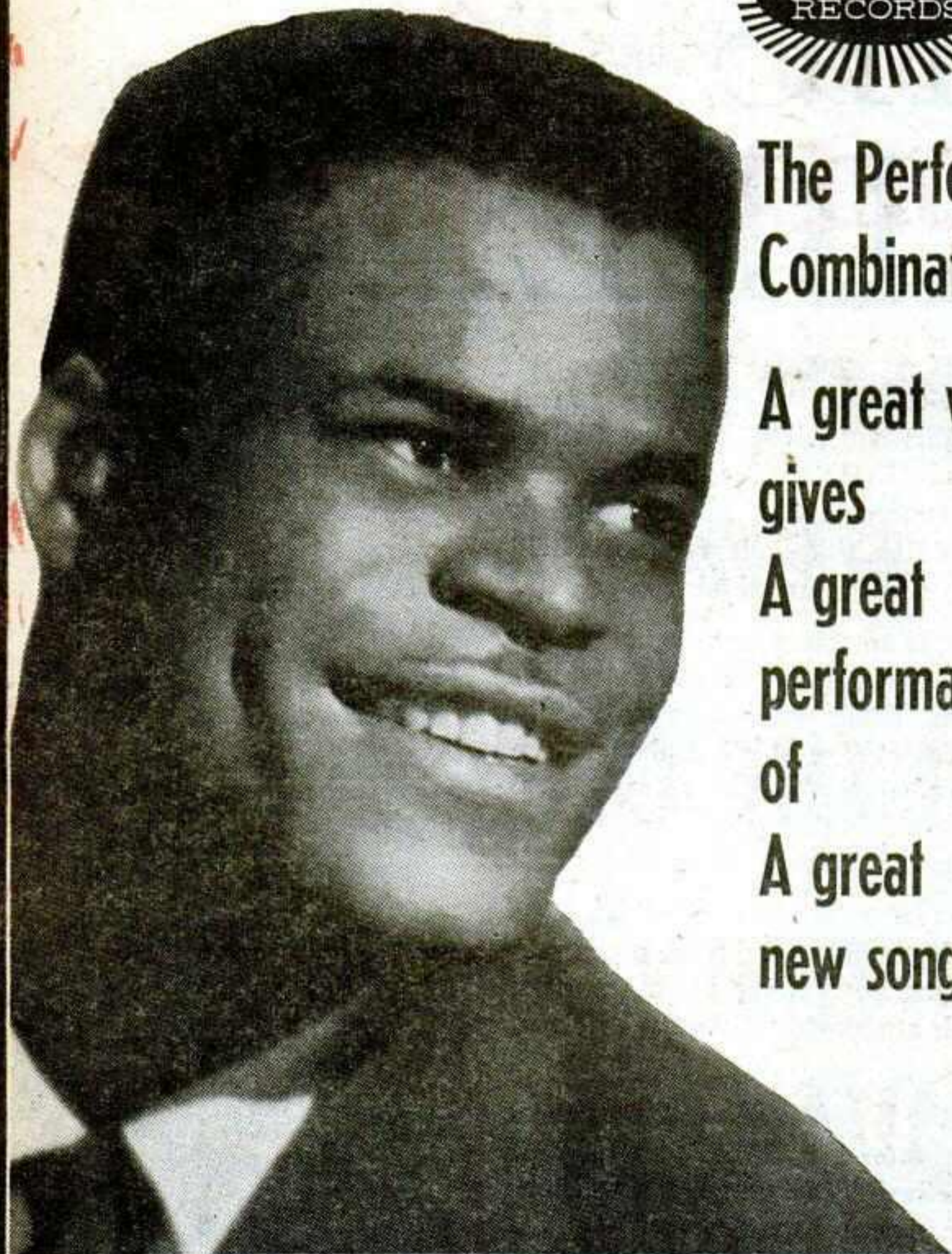
The Billboard invests more money to provide the ever-changing Music Industry with more record buying services and news coverage than all other music-record business magazines combined.



The Billboard THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

another **BEST SELLER**

from



The Perfect
Combination:

A great voice
gives
A great
performance
of
A great
new song!

**ROY
HAMILTON**

sings

THE AISLE

b/w

THAT OLD FEELING

Epic 5-9224



A product of CBS



**Territorial
Best Sellers**

FOR SURVEY WEEK ENDING JUNE 19

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.

Boston

1. Bye Bye Love, Everly Brothers, Cdc.
2. Love Letters in the Sand Pat Boone, Dot
3. White Sport Coat, Marty Robbins, Col.
4. Old Cape Cod, Patti Page, Mer.
5. Teenager's Romance, Ricky Nelson, Vrv.
6. Dark Moon, Bonnie Guitar, Dot
7. Queens of the Senior Prom Mills Brothers, Dec.
8. My Dream, Platters, Mer.
9. Shangri-La, Four Coins, Epic
10. So Rare, Jimmy Dorsey, Fty.

Chicago

1. So Rare, Jimmy Dorsey, Fty.
2. Love Letters in the Sand Pat Boone, Dot
3. Bye Bye Love, Everly Brothers, Cdc.
4. I Like Your Kind of Love Andy Williams, Cdc.
5. With All My Heart, Jodie Sands, Clr.
6. Fabulous, Charlie Gracie, Cam.
7. Rock-a-Billy, Guy Mitchell, Col.
8. Start Movin', Sal Mineo, Epic
9. He's Mine, Platters, Mer.
10. Goin' Steady, Tommy Sands, Cap.

Detroit

1. Bye Bye Love, Everly Brothers, Cdc.
2. Love Letters in the Sand Pat Boone, Dot
3. I'm Walkin', Ricky Nelson, Vrv.
4. Teenager's Romance
5. So Rare, Jimmy Dorsey, Fty.
6. Fabulous, Charlie Gracie, Cam.
7. Young Blood, Coasters, Atco.
8. Searchin'
9. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
10. Teddy Bear, Elvis Presley, Vic.
11. Dark Moon, Gale Storm, Dot

East Texas

1. Searchin', Coasters, Atco
2. Teenager's Romance, Ricky Nelson, Vrv.
3. Dark Moon, Gale Storm, Dot
4. Teddy Bear, Elvis Presley, Vic.
5. Jenny, Jenny, Little Richard, Spe.
6. Goin' Steady, Tommy Sands, Cap.
7. Rock Your Little Baby to Sleep Buddy Knox, Rit.
8. Valley of Tears, Fats Domino, Imp.
9. Come Go With Me, Del Vikings, Dot
10. Love Letters in the Sand Pat Boone, Dot

Florida

1. Tammy, Ames Brothers, Vic.
2. Young Blood, Coasters, Atco.
3. I Like Your Kind of Love Andy Williams, Cdc.
4. So Rare, Jimmy Dorsey, Fty.
5. White Sport Coat, Marty Robbins, Col.

Los Angeles

1. So Rare, Jimmy Dorsey, Fty.
2. Love Letters in the Sand Pat Boone, Dot
3. Little Darlin', Diamonds, Mer.
4. Teenager's Romance, Ricky Nelson, Vrv.
5. I'm Walkin'
6. White Sport Coat, Marty Robbins, Col.
7. All Shook Up, Elvis Presley, Vic.
8. He's Mine, Platters, Mer.

New York & Newark

1. All Shook Up, Elvis Presley, Vic.
2. Love Letters in the Sand Pat Boone, Dot
3. Start Movin', Sal Mineo, Epic
4. Little Darlin', Diamonds, Mer.
5. Dark Moon, Gale Storm, Dot
6. Come Go With Me, Del Vikings, Dot
7. So Rare, Jimmy Dorsey, Fty.
8. Wonderful Wonderful Johnny Mathis, Col.
9. With All My Heart, Jodie Sands, Clr.
10. Bye Bye Love, Everly Brothers, Cdc.
11. Fabulous, Charlie Gracie, Cam.
12. White Sport Coat, Marty Robbins, Col.
13. It's Not for Me to Say Johnny Mathis, Col.

Northern New York

1. So Rare, Jimmy Dorsey, Fty.
2. Old Cape Cod, Patti Page, Mer.
3. Love Letters in the Sand Pat Boone, Dot
4. Around the World, Victor Young, Dec.

Northern Ohio

1. Love Letters in the Sand Pat Boone, Dot
2. Dark Moon, Gale Storm, Dot
3. Teenager's Romance, Ricky Nelson, Vrv.
4. White Sport Coat, Marty Robbins, Col.
5. Little Darlin', Diamonds, Mer.
6. So Rare, Jimmy Dorsey, Fty.
7. Bye Bye Love, Everly Brothers, Cdc.
8. Empty Arms, Teresa Brewer, Cor.
9. Shangri-La, Four Coins, Epic
10. Start Movin', Sal Mineo, Epic

Philadelphia

1. Love Letters in the Sand Bernardine Pat Boone, Dot
2. Bye Bye Love, Everly Brothers, Cdc.
3. Over the Mountain, Johnnie & Joe, Chs.
4. All Shook Up, Elvis Presley, Vic.
5. I'm Gonna Sit Right Down Billy Williams, Cor.
6. Old Cape Cod, Patti Page, Mer.
7. So Rare, Jimmy Dorsey, Fty.

San Francisco-Oakland

1. Bernardine
2. Love Letters in the Sand Pat Boone, Dot
3. White Sport Coat, Marty Robbins, Col.
4. All Shook Up, Elvis Presley, Vic.
5. Bye Bye Love, Everly Brothers, Cdc.
6. Fabulous, Charlie Gracie, Cam.
7. Gone, Ferlin Husky, Cap.
8. Little Darlin', Diamonds, Mer.
9. Round and Round, Perry Como, Vic.
10. Start Movin', Sal Mineo, Epic
11. Teenager's Romance, Ricky Nelson, Vrv.

Southern Ohio

1. Teenager's Romance, Ricky Nelson, Vrv.
2. White Sport Coat, Marty Robbins, Col.
3. Bye Bye Love, Everly Brothers, Cdc.
4. I'm Gonna Sit Right Down Billy Williams, Cor.
5. My Dream, Platters, Mer.

Washington-Baltimore

1. All Shook Up, Elvis Presley, Vic.
2. C. C. Rider, Chuck Willis, Atl.
3. Searchin', Coasters, Atco.
4. Bye Bye Love, Everly Brothers, Cdc.
5. Valley of Tears, Fats Domino, Imp.
6. Four Walls, Jim Reeves, Vic.
7. Just to Hold My Hand Little Jr. Parker, Duke
8. Ring My Phone, Tommy Sands, Cap.
9. Over the Mountain, Johnnie & Joe, Chs.
10. Short Fat Fannie, Larry Williams, Spe.
11. White Sport Coat, Marty Robbins, Col.

Shot-In-Arm

Continued from page 18

tra 20 per cent. Only June releases are excluded from the offer.

The season also has its supply of "samplers," tho these apparently are not coming at a rate comparable to last years'. Vox is just starting to ship two "Voxamples"—one with pianist George Feyer, and a classical set with Guiomar Novaes, both at \$1.98. Vanguard has another of its \$1.98 hi-fi "Demonstration" disks. Seeco, Period, Transition and Riverside continue to offer \$1.98 specials, as do several other indies.

London continues its offer, mainly appealing to specialty shops, of 10-inch and 12-inch catalog closeouts at sharply reduced prices.

Among the other big package producers, Capitol, for the nonce, is concentrating on product rather than deal. Its recently-floated "Vacation in Hi-Fi" push carries with it an unusually large and attractive array of merchandising matter. Decca is putting its muscles behind its regular monthly release of 15 packages. On the other hand, Coral, Decca's subsidiary label, is cutting way down on its product in July.

Other Deals

Among the other special deals available to dealers now are the new Atlantic Summer Plan, which offers dealers one LP free with every eight purchased. Liberty and Pacific Jazz are offering special 10 per cent discount plans, etc. Tico's album deal offers two disks free for 10 purchased, and this offer is good until August 15. This deal, like several of the others, carries a 100 per cent return privilege after 90 days.

Some special deals have been cooked up for certain territories only by local distributors.

As one dealer remarked happily last week, "It doesn't pay to goof off anymore in the summer."

and another **BEST SELLER** from



RED MEANS **HOT** - AND
THE REDHEADS ARE **RED HOT!**

SOMETHIN' SMITH
and the
REDHEADS

YOU ALWAYS HURT THE ONE YOU LOVE

b/w

MY MELANCHOLY BABY

Epic 5-9221



A PRODUCT OF CBS

and "EPIC" means "BEST SELLERS"

**SAL
MINEO**

START MOVIN'

b/w
Love Affair
Epic 5-9216

**THE FOUR
COINS**

SHANGRI-LA

b/w
First in Line
Epic 5-9213

**CLARE
NELSON**

AT OUR HOUSE

b/w
Johnny Come Kiss Me
Epic 5-9220

**TOMMY
PRISCO**

TEARDROPS IN MY HEART

b/w
Maybe Someday
Epic 5-9219

**JOHN
LESLIE**

MOUNTAIN OF LOVE

b/w
A Peach With a Heart of Stone
Epic 5-9217

DANCE TO THE MUSIC OF LESTER LANIN

Epic Long Play LN-3340

LESTER LANIN

Epic Long Play LN-3242

HERE COMES THE SHOWBOAT

Epic Long Play LN-3329

BANJO AND 'BONES IN HI-FI

Epic Long Play LN-3360

and a real Epic sleeper

HELENE DIXON
**WINDOW
SHOPPING**

b/w

Just a Beginner at Love
Epic 5-9215





THEY JUST KEEP COMIN' FROM **COLONIAL**

TEENAGE QUEEN

c/w It's Gotta Be You
JOHNNY DEE
CR-433

PAGE ONE

c/w Mighty Low
THE BLUENOTES
CR-434

3

**New Ones—
Climbing
Like Crazy**

!

MY BIG BROTHER'S FRIEND

c/w Before
CECELIA BATTEN
CR-431

A Standard on Colonial!
HOSPITALITY BLUES—CR-501
An extended play record
narrated by **DOUG HARRELL**

Distributed by AM-PAR Record Corp.

CHANCELLOR'S FIRST RUNAWAY SMASH!

**WITH
ALL MY HEART**

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



JODIE SANDS
C-1003

AND FOLLOWING FAST!

CUPID

c/w
Jivin' With The Saints

FRANKIE AVALON

C-1004



CHANCELLOR



Distributed by AM-PAR Record Corp.

HITS TODAY...

on the lists...NOW!

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



DIANA c/w Don't Gamble With Love 9831 **PAUL ANKA**

I'LL TAKE ROMANCE c/w First Impression 9780
AND EYDIE GORME

YOUR KISSES KILL ME c/w The Kiss In Your Eyes 9817

JUNE IS BUSTIN' OUT ALL OVER c/w What A Difference A Day Made 9819 **THE AXIDENTALS**

CRY, CRY, CRY c/w Heartless Heart 9828 **ALAN DALE**

...AND TOMORROW!

headed for the lists...NEW!

(I've Got) THE TEXAS BLUES c/w **SUCH A FOOL** 9813 **STEVE SCHULTE**

BEACH PARTY c/w Der Becki 9833 **RUSS CARLYLE**

THE FOUNTAIN OF YOUTH c/w Oh, Boy 9832 **DICK ROMAN**

DEEP WITHIN ME c/w Outside Of My Dream World 9827 **DON CASANAVE**

MY BEAUTIFUL GIRL c/w **RED WINE POLKA** 9825 **STAN WOLOWIC & THE POLKA CHIPS**

I'M FOREVER BLOWING BUBBLES c/w Whisper Not 9821 **JACKIE & ROY**

IF I COULD (I Surely Would)
c/w **CLAUDE ("The Mighty") MAXWELL**

A HANDFUL OF TEARS, A HEARTFUL OF RAIN 9834

PUTTIN' ON THE STYLE c/w **WONDROUS LOVE** 9747 **THE NEIGHBORS**

HOLD MY HAND c/w **BABY, I NEED YOUR LOVE** 9830 **FRANK DEAN**



TWO FOR THE MONEY!

A hit single—

"SOUTH OF THE BORDER"

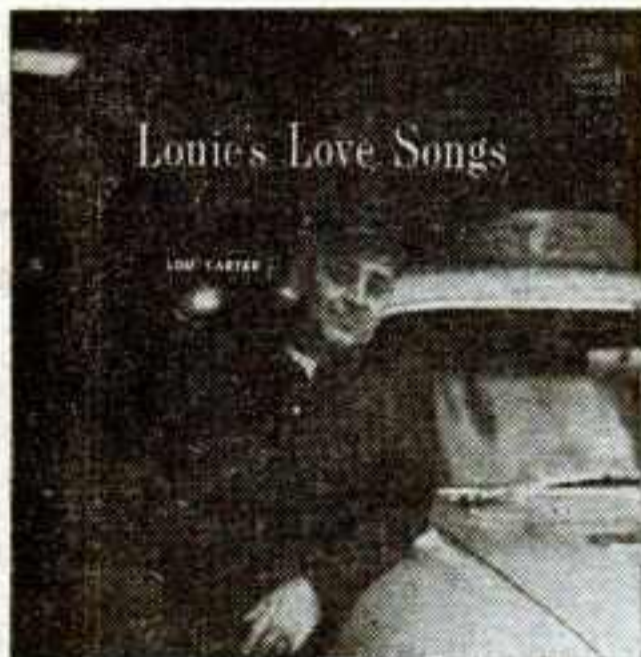
b/w "DON'T SAY GOODNIGHT"



THE CHILI PEPPERS

CR #105

And a hit album—



LOUIE'S LOVE SONGS

by
LOU CARTER
CR 3010

Golden Crest Records

220 Broadway, Huntington Station, N. Y.

Natl. Sales:
Harold Friedman
16 W. 40th, N. Y.
LO 3-7251

Public Relations:
Richard B. Gersh
200 W. 57th, N. Y. 19



EVIL ANGEL



CAMEO 109

Ray Vernon

CAMEO RECORDS

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (Bourne).....	1	5
2. DARK MOON (Dandelion)	2	8
3. WHITE SPORT COAT (Acuff-Rose)	3	8
4. ALL SHOOK UP (Shalimar-Presley).....	4	11
5. FOUR WALLS (Springfield)	6	7
6. LITTLE DARLIN' (Excellorec)	7	8
7. ROUND AND ROUND (Rush)	5	16
8. SO RARE (Robbins)	8	4
9. COME GO WITH ME (Gil-Feebee)	9	9
10. SCHOOL DAY (Arc)	14	3
11. EMPTY ARMS (Ivory)	10	6
12. WHY BABY WHY (Winneton)	12	12
13. BYE BYE LOVE (Acuff-Rose)	—	1
14. AROUND THE WORLD (Young)	—	1
15. ROCK-A-BILLY (Oxford)	13	5

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Face in the Crowd (R) (F)—Remick—ASCAP	An Affair to Remember (R) (F)—Feist—ASCAP
A White Sport Coat (R)—Acuff-Rose—BMI	Anything You Say Is True — Ivanhoe — ASCAP
An Affair to Remember (R) (F)—Feist—ASCAP	Around the World (R) (F) — Young — ASCAP
Around the World (R) (F)—Young—ASCAP	Belonging to Someone (R) — Lear — BMI
Can't Wait for Summer (R)—Southern—ASCAP	Cryin' My Heart Out for You (R)—Joy —ASCAP
Dark Moon (R) — Dandelion — BMI	Ding Dong Donglin' (R)—Meridian—BMI
Every Little Movement (R) — Witmark — ASCAP	Do I Love You (Because You're Beautiful) (R)—Williamson—ASCAP
Fire Down Below (R) (F)—Columbia Pictures—ASCAP	First Thing I Do Every Morning (R) — Bulls-Eye—ASCAP
Four Walls (R) — Sheldon — BMI	Freight Train (R) — Maurice — ASCAP
Girl With the Golden Braids (R)—Roncom —ASCAP	Holiday for Trombones (R) — Bregman, Vocco & Conn—ASCAP
Gunfight at the O. K. Corral (R) (F)—Paramount—ASCAP	House Built on a Strong Foundation (R) —Kahn—ASCAP
I Could Have Danced All Night (R) (M) —Chappell—ASCAP	I'm Walkin' (R) — Reeves — BMI
I'm Gonna Sit Right Down and Write Myself a Letter (R)—Desylva, Brown & Henderson—ASCAP	I'm Walking the Floor Over You (R)—American—BMI
Italiano (R) — Harms — ASCAP	Just in Time (R) (M)—Stratford—ASCAP
It's Not for Me to Say (R) — Korwin — ASCAP	Let the Light Shine Down on Me (R)—Acuff-Rose—BMI
Kill Me With Kisses (R)—Broadcast—BMI	Little Darlin' (R) — Excellorec — BMI
Little White Lies (R)—Bregman, Vocco & Conn—ASCAP	Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
Look at 'Er (R) (M) — Valyr — ASCAP	Look at 'Er (R) (M) — Valyr — ASCAP
Love Letters in the Sand (R) (F)—Bourne —ASCAP	Love Letters in the Sand (R) (M)—Bourne —ASCAP
Mama Guitar (R) (F)—Remick—ASCAP	Old Cape Cod (R) — Pincus — ASCAP
Man on Fire (R) (F)—Robbins—ASCAP	The Ride Back (R) (F)—Meridian—BMI
Rock Bottom—Vernon—ASCAP	Round and Round (R) — Rush — BMI
Shenandoah Rose (R)—Planetary—ASCAP	Shangri-La (R) — Robbins — ASCAP
So Rare (R)—Robbins—ASCAP	So Rare (R) — Robbins — ASCAP
Sunshine Gal (R) (M)—Valyr—ASCAP	Talking to the Blues (R)—Trinity—BMI
Three Sheets to the Wind (R)—Sequence—Halsey—BMI	Walk With Me (R)—Champagne—ASCAP
Waltz That Broke My Heart—Famous—ASCAP	Waltz That Broke My Heart (R)—Famous —ASCAP
Who Got Mon, Mom? (R) — Remick — ASCAP	White Silver Sands (R)—Fellows-Peer International—BMI
Wonderful, Wonderful (R)—Marks—BMI	You, You Romeo (R)—Planetary—ASCAP

• Best Selling Sheet Music in Britain

(For week ending June 15)

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

Around the World—Sterling (Young)	Forgotten Dreams—Mills Music (Mills Music)
Mr. Wonderful—Chappell (Laurel)	True Love—Chappel (Buxton Hill)
When I Fall in Love—New World (Young)	I'd Give You the World—MacMelodies (Shapiro-Bernstein)
Butterfly—Aberbach (Mayland-Presley)	Heart—Frank (Frank)
Ninety-Nine Ways—Good Music (Mayland)	I'll Find You—Robbins (Robbins)
Chapel of the Roses—Victoria (Triangle)	We Will Make Love—Melcher-Toff (Artists Music)
White Sport Coat—Frank (Acuff-Rose)	Round and Round—Kassner (Rush)
Rock-A-Billy—Joy Music (Joy Music)	Young Love—Cromwell (Lowery)
Yes, Tonight Josephine—Berry (Astor)	The Banana Boat Song—Morris (E. B. Marks-Bryden)
Good Companions—Maurice (Maurice)	
Freight Train—Pan-Musik (Maurice)	

• Best Selling Pop Records in Britain

(For week ending June 15)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips)	1
2. GAMBLIN' MAN/PUTTIN' ON THE STYLE—Lonnie Donegan (Pye-Nixa).....	2
3. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	7
4. BUTTERFLY—Andy Williams (London)	3
5. AROUND THE WORLD—Ronnie Hilton (HMV)	5
6. LITTLE DARLIN', Diamonds (Mercury)	8
7. AROUND THE WORLD—Bing Crosby (Brunswick)	6
8. FREIGHT TRAIN—Chas. McDevitt Group (Oriole)	9
9. AROUND THE WORLD—Gracie Fields (Columbia)	10
10. ROCK-A-BILLY—Guy Mitchell (Philips)	4
11. MR. WONDERFUL—Peggy Lee (Brunswick)	10
12. WHITE SPORT COAT—King Brothers (Parlophone)	16
13. WE WILL MAKE LOVE—Russ Hamilton (Oriole)	15
14. TOO MUCH—Elvis Presley (HMV)	12
15. I'LL TAKE YOU HOME AGAIN KATHLEEN—Slim Whitman (London).....	14
16. BUTTERFINGERS—Tommy Steele (Decca)	14
17. CHAPEL OF THE ROSES—Malcolm Vaughan (HMV)	13
18. ISLAND IN THE SUN—Harry Belafonte (RCA)	—
19. FABULOUS—Charlie Gracie (Parlophone)	—
20. WHITE SPORT COAT—Terry Dene (Decca)	—



BILL DOGGETT
DING DONG
King 5058
RAM-BUNK-SHUS
King 5020

ANNIE LAURIE
IT HURTS TO BE IN LOVE
Deluxe 6107
IT MUST BE YOU
Deluxe 6135

OTIS WILLIAMS AND HIS CHARMS
UNITED
b/w
"DON'T DENY ME"
Deluxe 6138

DONNIE ELBERT
WHAT CAN I DO
Deluxe 6125

THE MIDNIGHTERS
OH, SO HAPPY
b/w
IS YOUR LOVE FOR REAL
Federal 12299

IN THE DOORWAY
CRYING
Federal 12293

LITTLE WILLIE JOHN
I'VE GOT TO GO CRY
b/w
LOOK WHAT YOU'VE DONE TO ME
King 5045

EARL BOSTIC
SHE'S FUNNY THAT WAY
King 5056

THE "5" ROYALES
THINK
King 5053
THIRTY-SECOND LOVER
King 5032

NEW RELEASE
BONNIE LOU
TEEN AGE WEDDING
b/w
RUNNIN' AWAY
King 5063

MAC CURTIS
I'LL BE GENTLE
b/w **SAY SO**
King 5059



THE TOP 100

FOR SURVEY WEEK ENDING JUNE 19

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

Pos.	Song, Artist, Label	Pos. Last Wk.
1.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	1
2.	SO RARE, Jimmy Dorsey, Fraternity	3
3.	BYE BYE LOVE, Everly Brothers, Cadence	6
4.	ALL SHOOK UP, Elvis Presley, Victor	2
5.	WHITE SPORT COAT, Marty Robbins, Columbia	3
6.	DARK MOON, Gale Storm, Dot	5
7.	OLD CAPE COD, Patti Page, Mercury	16
8.	TEENAGER'S ROMANCE, Ricky Nelson, Verve	10
9.	SEARCHIN', Coasters, Atco	10
10.	LITTLE DARLIN', Diamonds, Mercury	7
11.	FREIGHT TRAIN, Rusty Draper, Mercury	24
12.	START MOVIN', Sal Mineo, Epic	13
13.	FOUR WALLS, Jim Reeves, Victor	20
14.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	17
15.	GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	34
16.	VALLEY OF TEARS, Fats Domino, Imperial	22
17.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	14
18.	SCHOOL DAY, Chuck Berry, Chess	9
19.	GOIN' STEADY, Tommy Sands, Capitol	30
20.	WITH ALL MY HEART, Jodie Sands, Chancellor	25
21.	DARK MOON, Bonnie Guitar, Dot	12
22.	YOUNG BLOOD, Coasters, Atco	8
23.	COME GO WITH ME, Del Vikings, Dot	20
24.	GONE, Ferlin Husky, Capitol	15
25.	ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	23
26.	I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) Billy Williams, Coral	30
27.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	25
27.	ROUND AND ROUND, Perry Como, Victor	19
29.	C. C. RIDER, Chuck Willis, Atlantic	62
29.	MY DREAM, Platters, Mercury	30
31.	FABULOUS, Charlie Gracie, Cameo	37
32.	SHISH KEBAB, Ralph Marterie, Mercury	41
33.	WONDERFUL, WONDERFUL, Johnny Mathis, Columbia	30
34.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	48
35.	WONDERING, Patti Page, Mercury	52
36.	JENNY, JENNY, Little Richard, Specialty	54
37.	BERNARDINE, Pat Boone, Dot	45
37.	I'M WALKIN', Ricky Nelson, Verve	27
39.	FOUR WALLS, Jim Lowe, Dot	20
40.	LITTLE WHITE LIES, Betty Johnson, Bally	65
41.	ALMOST PARADISE, Roger Williams, Kapp	100
42.	FALLEN STAR, Jimmy Newman, Dot	70
42.	SUSIE Q, Dale Hawkins, Checker	42
44.	AROUND THE WORLD, Victor Young, Decca	34
45.	ROCK-A-BILLY, Guy Mitchell, Columbia	34
46.	CAN'T WAIT FOR SUMMER, Steve Lawrence, Coral	47
47.	TEDDY BEAR, Elvis Presley, Victor	64
48.	HE'S MINE, Platters, Mercury	64
48.	I JUST DON'T KNOW, Four Lads, Columbia	28
48.	I'M WALKIN', Fats Domino, Imperial	50
48.	QUEEN OF THE SENIOR PROM, Mills Brothers, Decca	49
52.	WHO NEEDS YOU, Four Lads, Columbia	97
53.	SHANGRI-LA, Four Coins, Epic	40
53.	YOUR KISSES KILL ME, Eydie Gorme, ABC-Paramount	89
55.	EMPTY ARMS, Teresa Brewer, Coral	34
55.	TALKIN' TO THE BLUES, Jim Lowe, Dot	29
57.	JUST TO HOLD MY HAND, Clyde McPhatter, Atlantic	88
57.	MY LITTLE BABY, Perry Como, Victor	55
59.	AROUND THE WORLD, Mantovani, London	58
59.	PLEDGE OF LOVE, Ken Copland, Imperial	74
61.	AROUND THE WORLD, Bing Crosby, Decca	72
61.	COCOANUT WOMAN, Harry Belafonte, Victor	59
63.	FREIGHT TRAIN, Charles McDewitt & Nancy Whiskey, Chic	44
63.	ONE FOR MY BABY, Tony Bennett, Columbia	66
65.	EMPTY ARMS, Ivory Joe Hunter, Atlantic	—
66.	PARTY DOLL, Buddy Knox, Roulette	56
67.	LUCILLE, Little Richard, Specialty	—
67.	SEND FOR ME, Nat (King) Cole, Capitol	49
69.	WIND IN THE WILLOW, Jo Stafford, Columbia	—
70.	PARTY DOLL, Steve Lawrence, Coral	—
70.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	—
72.	MANGOS, Rosemary Clooney, Columbia	43
72.	GONNA FIND ME A BLUEBIRD, Eddy Arnold, Victor	51
72.	WHY, BABY, WHY? Pat Boone, Dot	53
72.	MY PERSONAL POSSESSION, Nat (King) Cole, Capitol	70
76.	LOVE IS A GOLDEN RING, Frankie Laine, Columbia	—
76.	WARM UP TO ME BABY, Johnny Bowman, Roulette	57
76.	WORDS OF LOVE, Diamonds, Mercury	—
79.	ISLAND IN THE SUN, Harry Belafonte, Victor	60
80.	MAMA LOOK-A BOOBOO, Harry Belafonte, Victor	—
81.	BILLY GOAT, Bill Haley, Decca	75
81.	FABULOUS, Steve Lawrence, Coral	98
81.	JUST BECAUSE, Loyde Price, ABC-Paramount	—
81.	LET IT BE ME, Jill Corey, Columbia	94
81.	YES, TONIGHT, JOSEPHINE, Johnnie Ray, Columbia	38
81.	LOVING YOU, Elvis Presley, Victor	—
87.	CHANTEZ, CHANTEZ, Dinah Shore, Victor	80
87.	DON'T CRY MY LOVE, Vera Lynn, London	80
87.	DON'T CALL ME SWEETIE, Eileen Rodgers, Columbia	—
87.	SHORT FAT FANNIE, Larry Williams, Specialty	—
91.	BYE BYE LOVE, Webb Pierce, Decca	82
91.	GONNA FIND ME A BLUEBIRD, Joyce Hahn, Cadence	—
91.	IT'S YOU I LOVE, Fats Domino, Imperial	67
91.	I'LL TAKE ROMANCE, Eydie Gorme, ABC-Paramount	78
91.	ROSIE-LEE, Mello Tones, Gee	62
91.	*STARDUST, Nat (King) Cole, Capitol	90
97.	CRAZY LOVE, Frank Sinatra, Capitol	—
97.	FIRST DATE, FIRST KISS, FIRST LOVE, Sonny James, Capitol	—
97.	TILL, Percy Faith, Columbia	95
100.	BLUE MONDAY, Fats Domino, Imperial	—

* (Not available as a Pop Single. Available on Capitol EAP-2-824.)

M-G-M Records HITS!



JONI JAMES

SUMMER LOVE

and

I'M SORRY FOR YOU, MY FRIEND

K12480 • MCM 12480

CONNIE FRANCIS

Picked by
BILLBOARD
CASH BOX
VARIETY



EIGHTEEN

and

FADED ORCHID

K12490 • MCM 12490

MARVIN
RAINWATER

POP
HIT



GONNA FIND ME A BLUEBIRD

K12412 • MCM 12412

Special Release

RAY CHARLES
SINGERS

AROUND THE WORLD

K12507 • MCM 12507

DAVID ROSE & His Orch.

Follow-up
HIT to
"CALYPSO
MELODY"



UMA CASA PORTUGUESA

and ARIANE

K12492 • MCM 12492

A Million Seller!

HANK WILLIAMS LOVESICK BLUES

K10352

CHUCK ALAIMO QUARTET

LOCAL 66 HOW I
LOVE YOU

K12508

NEW SOUND TRACK ALBUM SELLATION

Featuring Fred Astaire, Cyd
Charisse, Janis Paige

E3542 ST



MCM STUDIO ORCHESTRA AND
CHORUS CONDUCTED BY ANDRE PREVIN

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

NOTE: Records temporarily arranged alphabetically. Subsequent changes will distort alphabetical arrangement, because newer best selling records are inserted in place of those records fading in popularity.

The Billboard Weekly Juke Box Programming Guide

How New Operator Buying Guide Works

This new method of publishing the juke box record buying guide has been designed to give operators a realistic national pattern of records falling in popularity as well as ones that are gaining.

The simulated juke box selector panel has purposely been held to 50 records, because no attempt is being made at this time to include territorial favorites. Operators with 200 selector machines may therefore ignore the records eliminated thru The Billboard's national tabulations and substitute local selections based on their machine counts.

However, because of the national strength of the 50 records listed, operators will find that the average take from these 50 records will warrant that they be placed on every 100-record machine.

WARNING:

To keep posted on what records will most likely be in this Buying Guide next week, operators are advised to refer to Territorial Favorites, Best Buys, Coming Up Strong and Spotlight Reviews published weekly in these Music Popularity Charts.

COUNTRY AND WESTERN

1. **All Shook Up**
ELVIS PRESLEY
That's When Your Heart-
aches Begin
RCA Victor 6870
2. **Bye Bye Love**
EVERLY BROTHERS
I Wonder If I Care as Much
Cadence 1315
3. **Bye Bye Love**
WEBB PIERCE
Missing You
Decca 30321
4. **Fallen Star**
JIMMY NEWMAN
I Can't Go On This Way
DOT 15574
5. **Four Walls**
JIM REEVES
I Know and You Know
RCA VICTOR 6874
6. **Fraulein**
BOBBY HELMS
Heartsick Feeling
Decca 30194
7. **Gene**
FERLIN HUSKY
Missing Persons
Capitol 3628
8. **Gonna Find Me a Blue Bird**
MARVIN RAINWATER
So You Think You've Got
Troubles
M-G-M 12412
9. **Honky Tonk Song**
WEBB PIERCE
Some Day
Decca 30255
10. **A White Sport Coat**
MARTY ROBBINS
Grown Up Tears
Columbia 40864

RHYTHM AND BLUES

1. **All Shook Up**
ELVIS PRESLEY
That's When Your Heart-
aches Begin
RCA Victor 6870
2. **C. C. Rider**
CHUCK WILLIS
Ease the Pain
Atlantic 1130
3. **Come Go With Me**
DEL VIKINGS
How Can I Find True Love
Dot 15538
4. **Jenny, Jenny**
LITTLE RICHARD
Miss Ann
Specialty 606
5. **Over the Mountain**
JOHNNIE & JOE
My Baby's Gone On, On
Chess 1664
6. **School Day**
CHUCK BERRY
Deep Feeling
Chess 1653
7. **Searchin'**
THE COASTERS
Young Blood
Atco 6087
8. **So Rare**
JIMMY DORSEY
Sophisticated Swing
Fraternity 755
9. **United**
OTIS WILLIAMS
Don't Deny Me
Deluxe 6138
10. **Valley of Tears**
FATS DOMINO
It's You I Love
Imperial 5442

POPULAR

1. **All Shook Up**
ELVIS PRESLEY
That's When Your Heart-
aches Begin
RCA Victor 6870
2. **Bye Bye Love**
EVERLY BROTHERS
I Wonder If I Care as Much
Cadence 1315
3. **C. C. Rider**
CHUCK WILLIS
Ease the Pain
Atlantic 1130
4. **Come Go With Me**
DEL VIKINGS
How Can I Find True Love?
Dot 15538
5. **Dark Moon**
GALE STORM
Little Too Late
Dot 15558
6. **Fabulous**
CHARLIE GRACIE
Just Lookin'
Cameo 107
7. **Four Walls**
JIM REEVES
I Know and You Know
RCA Victor 6874
8. **Freight Train**
RUSTY DRAPER
Seven Come Eleven
Mercury 71102
9. **Girl With the Golden Braids**
PERRY COMO
My Little Baby
RCA Victor 6094
10. **Goin' Steady**
TOMMY SANDS
Ring My Phone
Capitol 3723
11. **Gene**
FERLIN HUSKY
Missing Persons
Capitol 3628
12. **Gonna Find Me a Bluebird**
MARVIN RAINWATER
So You Think You've Got
Troubles
M-G-M 12412
13. **He's Mine**
THE PLATTERS
I'm Sorry
Mercury 71032
14. **I Like Your Kind of Love**
ANDY WILLIAMS
Stop Teasin' Me
Cadence 1323
15. **I'm Walkin'**
FATS DOMINO
I'm in the Mood for Love
Imperial 5428
16. **It's Not for Me to Say**
JOHNNY MATHIS
Warm and Tender
Columbia 40851
17. **Jenny Jenny**
LITTLE RICHARD
Miss Ann
Specialty 606
18. **Little Darlin'**
THE DIAMONDS
Faithful and True
Mercury 71050
19. **Love Letters in the Sand**
PAT BOONE
Bernardine
Dot 15570
20. **My Dream**
THE PLATTERS
I Wanna
Mercury 71101
21. **Old Cape Cod**
Patti Page
Wondering
Mercury 71101
22. **Over the Mountain**
JOHNNIE & JOE
My Baby's Gone On, On
Chess 1664
23. **School Day**
CHUCK BERRY
Deep Feeling
Chess 1653
24. **Searchin'**
THE COASTERS
Young Blood
Atco 6087
25. **So Rare**
JIMMY DORSEY
Sophisticated Swing
Fraternity 755
26. **Start Movin'**
SAL MINEO
Love Affair
Epic 9216
27. **Teddy Bear**
ELVIS PRESLEY
Loving You
RCA Victor 7000
28. **Teenager's Romance**
RICKY NELSON
I'm Walkin'
Verve 10047
29. **Valley of Tears**
FATS DOMINO
It's You I Love
Imperial 5442
30. **A White Sport Coat**
MARTY ROBBINS
Grown Up Tears
Columbia 40864

Dot's PARADE of BEST SELLERS

- 15570 **LOVE LETTERS ^{IN THE} SAND—BERNARDINE** — PAT BOONE
- 15558 **DARK MOON** — GALE STORM
- 15574 **A FALLEN STAR** — JIMMY NEWMAN
- 15592 **WHISPERING BELLS** — THE DEL VIKINGS
- 15594 **A FALLEN STAR—FOOTSTEPS** — THE HILLTOPPERS
- 15587 **IF YOU SEE MY LOVE DANCING—HALF YOUR HEART**
— BONNIE GUITAR
- 15550 **DARK MOON** — BONNIE GUITAR
- 15573 **ON MY MIND AGAIN** — BOB DENTON
- 15588 **SAWING ^{ON THE} STRINGS—SWEETHEARTS ^{IN} HEAVEN**
— DON RENO-RED SMILEY
- 15545 **WHY BABY WHY—**
I'M WAITING JUST FOR YOU — PAT BOONE
- 15581 **FOOL AROUND—WHICH WAY TO YOUR HEART**
— THE FONTANE SISTERS
- 15578 **BECAUSE WE ARE YOUNG**
—LOVE LETTERS IN THE SAND — MAC WISEMAN

NEW RELEASES

- 15590 **I'M IN LOVE, I'M IN LOVE—I SURE NEED YOU** — CONNIE CONWAY
- 15595 **HOT ROD QUEEN—ACAPULCO** — ROY TANN
- 15596 **TALL GROWS THE SYCAMORE—MY NEED FOR YOU** — ED TOWNSEND
- 15597 **LOVESICK BLUES—INSHA ALLAH** — SONNY KNIGHT
- 15599 **SHENANDOAH ROSE—LIBERTY TREE** — THE JACK HALLORAN SINGERS

ALBUMS

Music from the Sound Track of Cecil B. De Mille's

- 3054 **"THE TEN COMMANDMENTS"** conducted by — ELMER BERNSTEIN
- 1056 **"A CLOSER WALK WITH THEE"** — PAT BOONE
- 3050 **"PAT"** — PAT BOONE

Dot

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

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

This Week's Best Buys

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

BUILD YOUR LOVE (ON A STRONG FOUNDATION) (Winneton, (BMI)—Johnnie Ray—Columbia 40942—Early reports give strong indications that the new Ray platter is going to be a big one. Sales are jumping in all the key markets. Flip is "Street of Memories," (Marks, BMI). A previous Billboard "Spotlight" pick.



RECENT POP RELEASES

Coming Up Strong

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

Around the World Victor Young, Bing Crosby
(ASCAP) Decca 30262

Cocoanut Woman Harry Belafonte
(ASCAP) RCA Victor 6885

I Just Don't Know Four Lads
(ASCAP) Columbia 40914

I'm Gonna Sit Right Down and Write Myself a Letter Billy Williams
(ASCAP) Coral 61839

Just to Hold My Hand Clyde MacPhatter
(BMI) Atlantic 1133

Rock Your Little Baby to Sleep Buddy Knox
(BMI) Roulette 4009

Send for Me
My Personal Possession Nat (King) Cole
(BMI); (BMI) Capitol 3737

Shangri-La Four Coins
(ASCAP) Epic 9213

Susie-Q Dale Hawkins
(BMI) Checker 863

With All My Heart Jodie Sands
(ASCAP) Chancellor 1003

Review Spotlight on . . .

POP RECORDS

MICKEY AND SYLVIA Vik 0280 LOVE WILL MAKE YOU FAIL IN SCHOOL
(Bess and Ben Ghazi, BMI)

TWO SHADOWS ON YOUR WINDOW (Ben Ghazi BMI)
The pair have winning wax here, either side of which can score. Topside, it's an easy, moderate-paced song, from their album, with a catchy melody and an intriguing message. Expected spoken dialogue is there to spark more interest. Flip is a slow, emotional waltz, with a strong country flavor, delivered solo by Sylvia. Lots of power here, too.

PAT O'DAY RCA Victor 6965 THREE ROADS
(Rush, BMI)

The attractive thrush makes an unusually strong debut on the label. Tune is a slow ballad with a potent, philosophical message. Arrangement and tune are reminiscent of the Clyde MacPhatter disk, "Without Love," and this one builds and builds in the same effective way. Big sound and solid thrushing can hit the chips. Flip is "Turnabout" (Rush, BMI).

POP TALENT

DOTTIE FERGERSON Mercury 71129 SLOW BURN
(Pure, BMI)

YOU AND ME AND LOVE (Pure, BMI)
Two fine debut sides. Artist shows an appealing and knowing way on the top, a nicely arranged medium-beat blues and on the attractive ballad on the flip. Talent has the pay-off sound and either of these sides can make noise. Thrush is one to watch.

POP DISK JOCKEY PROGRAMMING

LOLA ALBRIGHT Kem 2744 A MAN, A MAN, A MAN
(Dean, ASCAP)

THINK OF ME Kem 2744 (Dean, ASCAP)
The movie actress frau of Jack Carson turns up with the sexiest disk pipes since the advent of Julie London. Material on the top is smart stuff and jocks will certainly have fun spinning it. Likewise the equally breathy thrushing on the flip. This could be construed as a strong piece of talent.

In selecting The Billboard Spotlight picks each week, the reviewing staff customarily reconsiders the top-rated non-picks received the previous week. If any of these is voted "in," the regular review is canceled via teletype message to our Cincinnati plant.

Last week, due to garbled transmission, we regret that a number of the Spotlights appeared also with the regular reviews.

Reviews and Ratings

RAY STEVENS
Silver Bracelet 85

PREP 108—Medium tempo tune, a similar idea to "Love Charms," gets an expressive rendition, with chorus and rhythm backing. Side should find favor with the teens. (Lowery, BMI)

Rang Tang Ding Dong 79

A late cover of the tune which is currently big for the Cellos. Artist, however, presents a strong, attractive vocal that could still come in for a fair share of coin. Screwy opening will get attention. (Bess, BMI)

BUDDY HOLLY
Words of Love 84

CORAL 61852 — Soft, low-toned dual-track vocal with bright, sharp guitar backing on a Latin-type theme. Good clear sound. Side can do business. (Nor Va Jack, BMI)

Mailman, Bring Me No More Blues 80

Sock selling effort on a well-phrased, medium beat rockabilly blues. Tune has also been done by Herb Jeffries, but attractive reading here could prove stronger version. (Southern, ASCAP)

GEORGE PECK
You're the One 82

LIBERTY BELL 9018—A good rockabilly slice. Material, performance and recording are all top grade. If pushed, can do well nationally, pop and country. (Desert Palms-Renda, BMI)

I Ask of Heaven 80

Another impressive warble on a smartly conceived side for current market. Styling is similar to George Hamilton IV. (Desert Palms-Renda, BMI)

DION AND THE TIMBERLANES
The Chosen Few 80

MOHAWK 105—Moving performance by Dion and the group on an unusual ballad, which combines a rock and roll beat with a churchy feeling. Watch this one. If label gets exposure, it could move out. (Balare, BMI)

Out in Colorado 74

Lively rendition of a happy tune with a vigorous tempo and an attractive Western flavor. However, flip is stronger side. (Schwartz, ASCAP)

MITCH MILLER
Java 79

COLUMBIA 40947—French waltz theme with a heavy accent is masterfully styled by Miller. Contagious, rhythm instrumental could catch on. Deejays should find it interesting fare. (E. B. Marks, BMI)

Who Will Kiss Your Ruby Lips 72

March-tempo tune with chorus on the vocal could go well. Side features a bright, clear harpsichord during the instrumental interludes. Flip appears to be the stronger side. (Jefferson, ASCAP)

THE SCHOLARS
I Didn't Want to Do It 77

IMPERIAL 5449—A strong side, this one with a rocking beat, and a catchy refrain on title. (Commodore, BMI)

Beloved 76

Appealing lead carries the load on a pleasing ballad-with-a-beat. Well-made side has a good chance in today's market. Worth consideration. (Longhorn, BMI)

(Continued on page 55)

DECCA



FROM THE SOUNDTRACK
The Original Instrumental

AROUND THE WORLD

Victor Young
and his orchestra
DECCA 30262

H

QUEEN OF THE SENIOR PROM

The Mills Brothers

DECCA 30299



I



LOVE YOU TILL I DIE

DYNAMITE

Brenda Lee

DECCA 30333

T

WHY ASK FOR THE MOON

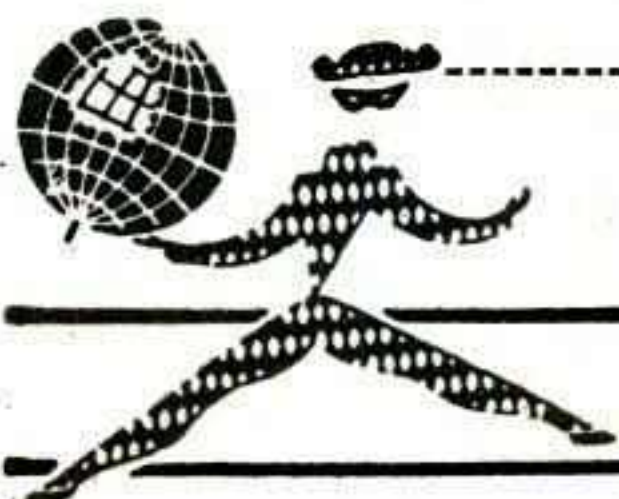
SWEET INNOCENCE

Red Foley

DECCA 30334



S



A NEW WORLD OF SOUND



BUSTING OUT ALL OVER

As Listed In Billboard R & B Best Buys

"UNITED"
Otis Williams
AND HIS CHARMS
DE LUXE RECORD
#6138

"TONIGHT"
The Love Notes
HOLIDAY RECORD
#2605

HOLIDAY RECORDS, INC.
2294 8th Ave., N. Y. Phone RI 9-6344

POLLARD MUSIC, INC.

Your NEXT HITS from SAVOY!

NAPPY BROWN

Savoy #1514

"Bye-Bye Baby"
"Goody, Goody Gumdrop"

THE JIVE BOMBERS

Savoy #1515

"You Took My Love"
"Cherry"

SAVOY RECORD CO., Inc.
NEWARK, N. J.

Coming Up Fast

THE BILLBOARD'S **NAMM** ISSUE

DATED **July 15**



It will wrap up the whole business of music merchandising . . . and will give 8,141 record dealers vital information on how to develop more sales of phonograph records and equipment

COBRA STRIKES AGAIN—3 BIG HITS

Cobra #5012
"MESSED UP"

HARROLD BURRAGE

Cobra #5013
"ALL YOUR LOVE"

MAGIC SAM

Cobra #5015
"LOVE THAT WOMAN"

OTIS RUSH

COBRA RECORD CORPORATION

3346 W. Roosevelt Road
Chicago, Ill.

ALL PHONES: NEVada 8-2325



ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

VOX JOX

By JUNE BUNDY

DEANE'S DRIVE-IN P.A.: Buddy Deane, WITH, Baltimore, is making plans to present another stagershow at two local drive-in theaters, following his successful appearance at the Edmondson and Bengies Drive-In Theaters last month. Deane drew an estimated number of 14,000 people during his Friday and Saturday play-dates. Only one show a night, plus a movie, was presented at each theater, on a rotating basis.

Admission was \$5 per automobile, with a maximum of six persons allowed for each car. The show was staged on a specially constructed platform located so that the audience could watch from their cars, or gather around the stage. Deane reports that the audience was extremely "well behaved," and attributes some of this to the fact that they were outdoors. Altho the bill featured several top rockabilly stars, Deane plugged the show exclusively as a "rock and roll show," on the theory that "rockabilly" is a word that the kids don't dig.

The bill, which was plugged only via Deane's radio show, included Jimmy Bowen, Alf Weatherbee, Addie Lee, Carl Perkins, Warren Smith, Johnny Cardell, Rock La Rue and the Three Pals, Johnny Burnette, the Tyrones, Johnny Deel, the Jolly Jax and Al (Mad Man) Baitch.

SPINNERS SHIP SHOWS: Jockeys are taking it easy this summer, via cruise broadcasts. Gene

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.

Elmira, N. Y.

"Old Cape Cod," Fatti Page, Mercury.

Phoenix, Ariz.

"So Rare," Jimmy Dorsey, Fraternity.

San Francisco

"Teenager's Romance," Ricky Nelson, Verve.

Detroit

"Mind Reader," Rhythmettes, RCA Victor.

Providence

"It's Not for Me to Say," Johnny Mathis, Columbia.

Baltimore

"Love Letters in the Sand," Pat Boone, Dot.

Salt Lake City

"When I Fall in Love," Nat (King) Cole, Capitol.

Boston

"Empty Arms," Teresa Brewer, Coral.

Spokane

"School Day," Chuck Berry, Chess.

Little Rock

"Four Walls," Jim Lowe, Dot.

YESTERYEAR'S TOPS—

as reported in The Billboard

The nation's top tunes on records

JUNE 28, 1947

1. Peg O' My Heart
2. Mam'selle
3. I Wonder
4. Chi-Baba, Chi-Baba
5. That's My Desire
6. Linda
7. Across the Alley From the Alamo
8. My Adobe Hacienda
9. Heartaches
10. Midnight Masquerade

JUNE 28, 1952

1. Kiss of Fire
2. Here in My Heart
3. I'm Yours
4. Blue Tango
5. Delicado
6. I'll Walk Alone
7. A Guy Is a Guy
8. Be Anything (But Be Mine)
9. Auf Widerseh'n Sweetheart
10. Blacksmith Blues

Winters, WPGC, Washington, recently acted as emcee on the fourth annual moonlight cruise down the Potomac River sponsored by the Price George County Recreation Department. Prior to the cruise Winters held record hops for the department's 21 teen clubs and plugged the affair on his show. . . . Tom Edwards, WERE, Cleveland, will air his program from the cruise ship Aquarama, which offers daily service between Cleveland and Detroit, on June 24. Listeners will be invited to make the trip with him.

GIMMIX: Don Bell, KIOA,

Des Moines, is staging his first two promotions for his new station. One involves a jingle contest, whereby listeners are asked to write a jingle using the station's position on the dial—940—and the call letters KIOA. All jingles used on the air earn \$9.40 for the writers. The second promotion, suggested to Bell by one of his listeners, is a "guess the temperature" contest, whereby dialers guess when the local weather bureau will first officially record a 94 degree temperature. . . . Scott Avery, WLFH, Little Falls, N. Y. reports that the station raised \$1,000 during its recent 16-hour marathon broadcast in behalf of a young cancer victim.

THIS 'N' THAT: Gordon McLendon, owner of K TSA, San Antonio, KLIF, Dallas, and KILT, Houston, plans to build a television and radio station in Dublin, Ireland. He said that he had offered a "deal" to the Irish government and he understood that his proposal was receiving "serious consideration." The television and radio stations, with a total cost of \$2.5 million, would cost the Irish government nothing, according to McLendon.

Spotlight on Sound

Continued from page 30

is captured here—has a mighty full resonance and a wide variety of clearly defined voices. Sound is admirable thruout.

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

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

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• **Reviews of New Pop Records**

• *Continued from page 52*

EDDIE HEYWOOD
Love Is All76
VICTOR 6956 — Instrumental, with beautiful keyboard work and a haunting melody. Very tastefully arranged. Classy wax for pop jocks seeking a change of pace. (Meridian, BMI)
Virgin Isle Vamp76
Another solid instrumental. This one has a calypso beat; but it's so tastefully done that it's welcome despite the surfeit of such material. Piano again is solid. (Meridian, BMI)

LEROY HOLMES ORK
Tell My Love76
M-G-M 12502—Lush backing and rich-voiced choral work on an exotic theme from the forthcoming film "Omar Khayyam." Effective mood music material for jocks. (Famous, Never Again75
Quietly impressive reading by chorus on serenely paced ballad. Same comment on deejay use. (Coliseum, BMI)

LENNON SISTERS
White Silver Sands75
BRUNSWICK 955013 — A bright reading of the pretty song. The sisters' fresh-sounding cover vocal is backed by a Dixieland-flavored instrumental arrangement that's likely to attract listeners. (Fellows-Peer Intl., BMI)
One Day a Little Girl75
A tuneful waltz. Lyric is sensitive and yet in the teen-age groove. It's chanted very well. Jocks looking for teen bait of a classy nature have it here. Also makes a good talking point. (Vernon, ASCAP)

NINO ANTHONY
Comfort Me With Apples75
MERCURY 71126—Sock vocal on an Armenian-Turkish folk melody with interesting lyrics is the strongest for the singer to date. Side should gather a good share of loot. (Spler, ASCAP)
Home Again72
Pretty, slow ballad with lush chorus and orking gets a very attractive warble, but strong effort on flip will make it top side. (Paxton, ASCAP)

LOU CARTER
I Got a Rose Between My Toes74
GOLDEN CREST 108—One of the most played bands in the "Louie's Love Songs" album, this single can get a bigger audience for the tune among the hipper jocks. Some sales indicated, too. (Pinelawn, BMI)
If I Had a Nose Full of Nickels74
Another bit of happy innocence from the "Louie's Love Songs" package that has equal charm. A fortunate coupling, both sides full of chuckles. (Pinelawn, BMI)

JIMMY DALEY
Red Lips and Green Eyes74
DECCA 30358—Vocalist Kip Tyler joins the Daley r.&r. band in the vocal. Band swings in the style of Haley's Comets. Solid juke box record that could get jock attention as well. (Northern, ASCAP)
How's About a Little Kisses73
Band swings in a driving tempo with an arrangement that gathers plenty of steam. Melody has a touch of "Blue Danube." Lindy terpers could use this. (Northern, ASCAP)

RAY ANTHONY ORK.
Cello-Phane74
CAPITOL 3739 — Medium-tempo dance tune, clefted by Anthony, gets a very listenable styling. Jocks will probably go for it, and it should go over with the kids. (Moonlight, BMI)
The Lonely Trumpet70
Dance instrumental more in the rocker vein shows Anthony on trumpet against chorus and organ backing. Same appeal as flip. (Moonlight, BMI)

FIVE KEYS
This I Promise You73
CAPITOL 3738—Slow ballad gets a light, expressive reading by the lead with excellent support from the group. Chorus and lush ork compliment nicely. (Raleigh, BMI)
The Blues Don't Care68
Medium-tempo blues also shows the lead to advantage. Backing here features a bright guitar in addition to the chorus. Flip is stronger side. (Kahl, BMI)

ART MOONEY ORK.
The Parade Is Passing Me By73
MGM 12503—Smartly produced side starts with a building drum roll and develops into full, lush orking on a bright, march-like theme. A male chorus handles the vocal. Side could go well. Idea reminiscent of "Sweetheart on Parade." (Sunrise, BMI)
Honest Love65
Cheerful waltz gets a "Cruising Down the River" approach. Flip is the stronger side. (Daniels, ASCAP)

KEN COPELAND
Bed of Lies72
IMPERIAL 5453—A slow-tempo rock and roller with a country flavor. Copeland's relaxed vocal, backed by a chorus and good instrumentation—

(Continued on page 56)

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Store Name _____
Address _____
City _____ Zone _____ State _____

870

Reviews of New Pop Records

Continued from page 55

with guitar and honky tonk piano—merits play. (Travis, BMI)
Teenage71
A relaxed vocal by Copeland marks this tasteful ballad with a rock and

2 HITS!
SO YOUNG
CLYDE STACY #1015
EASY MY LOVE
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roll arrangement. Lyric in the current vogue. (Marquis, BMI)

DEBBIE REYNOLDS
French Heels72
CORAL 61851—Okay vocal stint on a slow rhythm tune with bobby sox appeal. Lyric revolves around teenager "growing up" by donning high heels. Jocks with young audience might spin for chatter angle. (Northern, ASCAP)
Tammy70

Attractive reading by movie thrush on folksy theme with pastoral flavor. Tune is featured in her new film "Tammy and the Bachelor," which may help platter catch some play. Other versions, out earlier, have already made the decay rounds, tho. (Northern, ASCAP)

MORRISON SISTERS
To Whom It May Concern72
DECCA 30322—Slow-paced r.&r. ballad, nicely rendered by the sister group. One chick offers a catch-voiced recitation in the middle. Jocks may give this a look. (Daywin, BMI)
Ding Dang Dangle68

Here's a swinger that's awfully close to "Muskrat Ramble," as done by the McGuire Sisters. Nice bright harmonies but hard to see where it can go. (Meridian, BMI)

KEELEY SMITH
You'll Never Know72
CAPITOL 3740—The old standard is given a bright, rocking interpretation with solid support from Nelson Riddle's ork and chorus. Strong vocal should cop several spins. (Bregman, Vocco & Conn, ASCAP)
Good Behavior66
Attractive vocal on a bouncy, medium-beat tune with more effective orking from Riddle. (Moonlight, BMI)

JACKIE KANNON
Tell All Your Troubles71
RCA VICTOR 6959—Kannon's vocal has a gospel flavor, and it's accentuated by handclapping. Lyric has a novelty appeal. Bop jocks may find it a change from run-of-the-mill material. (Stratton, BMI)
The Dolphin Bird70
A weirdie. This bird has no wings, which makes him real sad. Kannon's vocal is punctuated by agonizing screams—the best since Screaming Jay Hawkins' last disk. Novelty appeal. (Sheldon, BMI)

NANCY LEE
You Asked Me Do I Love You71
ACME 106—Multi-tracked slicing by Nancy Lee of a really tender ballad.

It's a change from the rock and roll type of flip, and quite well done. Lyrics has a country quality. (Beam, BMI)
Daddy-O-Mommy-O69
A rock and roller with good vocal by Nancy Lee and a fair lyric. Okay wax, with plenty of beat. (Beam, BMI)

ROCKATEERS
Rock Bottom (Part I & II)70
STARS 544—Blues instrumental with country or rockabilly orking. Not same tune cut recently by McGuire Sisters. Tempo is good for juke dancers, tho there's nothing outstanding on either side of the two sides, thematically. It's all in the beat. (Lowery, BMI)

ROBERTA SHERWOOD
Where's My Sweetie Hiding?70
DECCA 30315—One of the real old-type songs, that gives the chantress a chance to pound it out with those lusty, husky pipes. Band moves in on a real Dixie kick between vocal segs. Chick's fans and some jocks will like. (Mills, ASCAP)
Who's Gonna Be My Sunshine68
Another of the old-fashioned school. Tune is well-suited to Miss Sherwood's vocal dramatics. Tempo picks up to double-time half way thru. A great floor number. (Famous, ASCAP)

JUDY TOLBERT
Come Back and Love Me70
STARS 543—A squeaky-voiced new entrant in the kiddie artist sweepstakes. Miss Tolbert is 11 and she manages to keep pretty well up in this field with a rockin' treatment akin to Brenda Lee's style. Jockeys who like this type should give her a whirl. (Lowery, BMI)
I'm Wise to You Now68
This is the slower of the two sides, with ballad thoughts voiced thru the echo chamber. Okay debut for young chick. (Stars, BMI)

JOY LAYNE
Sixteen70
MERCURY 71136—A rock and roller. Joy Layne belts this one, with a male chorus doing the refrain. Obviously in the teen groove, and a bright sound. (Starrite, BMI)
My Suspicious Heart68
A melodic three-beat item, with a decided country feeling in the lyric. The thrush chants it with feeling. (Meridian, BMI)

GEORGE BRUNS ORK.
Liberty Tree68
DISNEYLAND 54—From the album "Johnny Tremain," this tune has a lusty "Yankee Doodle" flavor with lyrics calculated to pull out all the patriotic stops. Lacks sales punch as a single, however. (Wonderland, BMI)
Johnny Tremain66
An ode to a red-coat fighter. Tune is set in snappy, military tempo with chorus and ork, which might have more force in the album from which it's taken, rather than as a single. (Wonderland, BMI)

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

RUSS ARNO—Baby Come Home/Got a Feeling—Liberty 55082
CHARLIE CAL—Love Letters in the Sand/Yes, Tonight, Josephine Songbird 207
ANGELA DRAKE—An Affair to Remember

JUST RELEASED AND HOTTER THAN THE WEATHER!
SHAYE COGAN
Get Acquainted Waltz
B/W
Pathway to Sin
ROULETTE 4013
ROULETTE RECORDS
659 Tenth Ave. New York, N. Y.

ber (Our Love Affair)/Rock Bobbin' Boats—M-G-M 12499
LUCIEN FARRAR—'Help!/Didn't You Know?—Jupiter 1
WILHELMINA GRAY—Don't Wake Me Up/When the One You Love Loves You—M-G-M 12500
FOUR HAVEN KNIGHTS—In My Lonely Room/I'm Just a Dreamer—Atlas 1006
ISH KABILE—It's Raining Again/Calypso Rock—Rev 3501
GENE KELLY—The Happy Road (Ca, C'est La)/My Baby Just Cares for Me—M-G-M 12501
JOHNNY McFARLAND—Please, Evalina/Talhi—
THE SERENADES—A Sinner in Love/The Pajama Song—Chief 7002
JACK ZIMMERMAN ORK—A Summer Holiday, Danny's Guitar—Golden Crest 107

Spiritual

THE GOSPELAIRES
Just Faith85
PEACOCK 1777—Against a persistent bolero beat on drums, and humming choir, lead-clefier Robert Washington preaches a beautiful, moving song-sermon. Rich in content and effectively rendered. (Lion, BMI)
Sit Down Children83
The up-tempo revival side again finds Washington as notable lead voice. Choir contributes great rhythm line and electric cushion for the exciting soloist. Two fine sides. (Lion, BMI)

Polka

FRANZ SCHERMANN AND THE ALPINEANS
Lily72
BOWERY 217—Sprightly polka instrumental with a danceable beat. Should pull spins on West Coast where label is located. (Marks, BMI)
Oberek:
Polish National Dance No. 270
Good dance side for Polish neighborhoods.

Sacred

STANLEY BROTHERS
The Cry From the Cross83
MERCURY 71135—Strong back-country sacred coupling, sung with rare

competence and flavor and supported by equally savory orking. Story of The Crucifixion is basis here. (Peer Int'l, BMI)
Let Me Walk, Lord, By Your Side82
This slower side, like flip, could see lively action among country sacred buyers. Excellent twangy harmony group. (Acuff-Rose, BMI)

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Red Foley and wife, Sally, last week made a hurried plane trip to California, where Sally's mother is seriously ill. . . . Jimmy Wakely guestars on "Ozark Jubilee" Saturday (29). . . . July 12 will find Ferlin Husky guesting on Alan Freed's initial "The Big Beat" ABC-TV show originating from New York. On August 6, Ferlin will co-star in "Six of a Kind" on the Kraft TV Theater.

Little Eller Long, who recently made her third guest appearance on "Ozark Jubilee," Springfield, Mo., recently returned to her Louisville headquarters from Iowa, where she toured with Andy Doll and his band. On Saturday night (15) she guested on "Old Dominion Barn Dance," Richmond, Va. . . . Lulu Belle and Scotty, of WLS' "National Barn Dance," were guests of Dennis James on his "Club 60" television show over WNBQ, Chicago, 12:30-1 p.m., June 20. . . . WLS comedian Red Blanchard's latest composition, "The Watching Machine," will be given the Homer and Jethro treatment in that pair's next session for RCA Victor. . . . Bob Atcher, "National Barn Dance" emcee, will be a feature of the Chicagoland Fair June 29-July 14.

Orville Couch, regular on "Big D Jamboree," Dallas, has just had his initial release for Starday Records. One side was written by Couch in collaboration with Eddie McDuff, with the flip written by Jim Shell. . . . Deejays may obtain a copy of Johnnie Bailes' new Decca release, "You Make Me Live Again," b.w. "I Owe It to My Heart," by writing to him at Station WJAT, Swainsboro, Ga. In addition to his entertaining and deejaying Johnnie is handling bookings for Swainsboro's Nancy Auditorium, recently acquired by Webb Pierce and Jim Denny. . . . Nan Castle (RCA Victor), of Cooper, Tex., shows her wares on Arthur Godfrey's "Talent Scouts" over the CBS-TV network June 24.

On a recent jaunt thru Alabama to plug her new M-G-M platter, "Ordinary" b.w. "Just What You Want Me To," on which she duets with Skeets Yaney, Ruth Tally visited deejays Truman Duckett and Uncle Bob Helton, WOOB, Dothan; Fred Wamble, WBAM, Montgomery; Joe Rumore, Dan Brennan and Ira Leslie, WVOK, Birmingham, and Eddie Burns, WILD, Birmingham. . . . Nan Castle, 16-year-old canary now on the RCA Victor label, has a new release in "Starlight, Starbright" b.w. "I'm Not Ashamed," with vocal backing by the Escorts. Nan, who hails from Cooper, Tex., heads up her own "Nan Castle Show" on KSST, Sulphur Springs, Tex., and appears regular on "Red River Jamboree," Paris, Tex.

The Louvin Brothers, who recently ankleed "Grand Ole Opry," have joined the forces of "World's Original Jamboree," WWVA, Wheeling, W. Va. . . . Jimmy Dickens was Saturday (15) guestar on "Circle Theater Jamboree," Cleveland. . . . G Bar B Ranch, new country music park on Route 14, two miles south of Collamer, Ind., made its debut Sunday (16) with a "Grand Ole Opry" unit featuring Lester Flatt and Earl Scruggs, Georgie Riddle, the G Bar B Ranch Boys and several other local favorites were also on deck. Among c.&w. names slated to appear there during the summer are Lulu Belle and Scotty, Smiley

Burnette, Jimmie Skinner, Hank Snow, Ernest Tubb and Roy Acuff. Georgie Riddle and Lee Bishop handle the bookings for the spot.

The songwriting team of Jim Coleman and Marijohn Wilkins has phfft, with the latter now going it on her own. Red Foley has just cut one of her tunes, "This Could Very Well Be It," for Decca, and 12-year-old Libby Horne, of "Ozark Jubilee," has just waxed "My First Orchid," which Miss Wilkin wrote with Suzi Arden. . . . Melvin Mazy, of the Singing Valley Boys, of Station KRBC, Abilene, Tex., has launched a new c.&w. known as Merlene Records. Firm's initial releases are "Goodbye, Got to Go" b.w. "Since My Girl Has Turned Me Down," with Mazy handling the vocals, and "Echo" b.w. "Down On the Bayou," cut by Jimmie Crane. Deejays may obtain copies by writing to Mazy at 1033 Willow, Abilene, Tex.

Arle Duff occupies the guest slot on "Big D Jamboree," Dallas, June 29. . . . "Big D" bossman, Ed McLemore, recently gave his daughter Jeanne in marriage. We haven't been able to learn the name of the lucky guy. . . . Johnny Dolan, "Big D" praise agent, spent a recent weekend in New Orleans. . . . Carl Butler, whose newest on Columbia is "I Know What It Means to Be Lonesome" b.w. "Your Cold Heart Told Me No," is being featured each Saturday night on "East Tennessee Jamboree," Sevierville, Tenn. Other regulars on the show are Walter and Frankie Bailes, Little Robert, and 10-year old Dolly Parton. Walter Bailes is handling the bookings for the unit, which is heard daily on Channels 10 and 6 in Knoxville, as well as on WIVK radio, sponsored by Cas Walker, grocery chain operator.

Joe Allison, deejay at KRKD, Los Angeles, is currently with "Town Hall Party" TV show seen on Saturday nights on Channel 11, Los Angeles. "Town Hall" is a three-hour show, with three 10-minute intermissions during which Joe conducts "Party Line," "Startime," and "Information Booth" backstage for the benefit of the television audience. "Party Line" is said to be TV's first and only newscast dedicated entirely to the c.&w. field. "Startime" features the guestar of the week at "Town Hall" in an informal interview, and "Information Booth" permits the viewing audience to call Joe while he is on the air to ask questions pertaining to their favorite c.&w. entertainers. Joe and his wife, Audrey, have several hit tunes to their credit. Among their most recent efforts are "Teen-Age Crush," which Tommy Sands has cut for Capitol; "Hello, Old Broken Heart," etched on the Capitol label by Sonny James, and "Because We Are Young," done by Mac Wiseman on Dot.

"Ozark Jubilee" originated as June 22 ABC-TV network show from the Oklahoma State Fairgrounds, Oklahoma City, as a feature of the 24-day Oklahoma Semi-Centennial Exposition. In addition to Red Foley, the "Jubilee" headlined Brenda Lee and special guest Patsy Cline. On the same date, Dow Chemical's "Red Foley Show" over the ABC radio net, was emceed by Rex Allen, who had Sonny James as guest. . . . Brenda Lee makes her next appearance on the Steve Allen TVer July 14. . . . Red Foley's newest on the Decca
 (Continued on page 60)

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This Week's C&W Best Buys

NO SELECTIONS THIS WEEK

Review Spotlight on . . .

C&W RECORDS

PORTER WAGONER

I Thought I Heard You Call My Name (Golden West, BMI) Pay Day (Acuff-Rose, BMI)-RCA Victor 6964-This new Wagoner coupling has the look of a two-sider. The "name" side is a soft, lilting weeper. Melody and lyric both have a powerful haunting quality that can go over heavily. The contrasting flip is a bright, swiny hand-clapper than can have a strong appeal for juke ops as well as dealers. Watch both.

RAY PRICE

My Shoes Keep Walking Back to You (Copar, BMI) Don't Do This to Me (Starrite, BMI)-Columbia 40951-Price set something of a record with a one-year plus chart entry in "Crazy Arms," and this pairing can be another winning combination. Topside is a strong weeper ballad packed with the payoff heart-break sound while the flip, a bright three-beater, has almost equal appeal in the contrasting mood. Dangerous coupling.

REX ALLEN

Money, Marbles and Chalk (Lois, BMI)-Decca 30364-A strong performance on the great oldie, styled for today's market with mildly rockabilly backing by the Anita Kerr Singers. Side has solid pop appeal, too, and could move out in both markets. Flip is "Flower of San Antonio" (Riverside, ASCAP).

C&W TALENT

BARBARA ALLEN

Between Now and Then (Trails End, BMI) Make Up Your Mind (Copar, BMI)-Decca 30341-The gal sings with plenty of heart and feeling on a touching weeper, "Between Now and Then." In a contrasting mood, she exudes vitality and showmanship on the catchy up-tempo flip. A sock new voice for the c.&w. market, with marked appeal for the pop field as well.

Reviews of New C&W Records

BILL CLIFTON

Little White Washed Chimney . . . 80 MERCURY 71130-Bright, colorful, extremely appealing country song, neatly sung. Wanderer is heading home, and the feeling is strongly nostalgic. Can see some hefty spinning. (Starrite, BMI) Pal of Yesterday . . . 75 Like flip, the feeling is old-timey and nostalgic. Strong, crisp three-quarter time beat, and group harmony. Good juke coupling for flip. (Starrite, BMI)

piano, and a chorus. For a country disk, it's strongly styled as pop rock and roll. (Starrite, BMI)

SKETS McDONALD

Welcome Home . . . 73 CAPITOL 3741-A weeper. McDonald sings it in the traditional style. Will appeal to jocks looking for the real sound. (Vidor-Red River, BMI) Your Sweet Love Is Gone . . . 71 This side has a touch of Tex-Mex flavor rather than straight c.&w. It's an appealing melody. (Central Songs, BMI)

DANNY WOLFE

Once With You . . . 72 DOI 15591-Wolfe has a low-pressure style that shows well in this interesting, Latin-gaited, rockabilly flavored arrangement. It's basically a blues and the singer has an appealing way of handling it. Jocks might try this for reactions. (Golden West, BMI) Pretty Blue Jean Baby . . . 67 This is keyed to the teen-buying market but there's little that's new in idea or arrangement. Flip has more potential. (Golden West, BMI)

THE MARKSMEN

Don't Gamble With My Heart . . . 70 MERCURY 71139 - A slow-paced rock and roller with a country-type lyric. Group has a good sound and recording is bright. (Rancho, BMI) You Hurt Me So . . . 70 As he pours out his protestations of love, a voice chants "Yes, Yes." Like the flip, a slow-paced rock and roller with a country idea in the lyric, but quite pop in performance and arrangement. (Starrite, BMI)

LEON McAULIFFE

Little Girl, Go Ask Your Mama . . . 70 CIMARRON 4283 - Dance instrumental is given a smooth, polished play. Commercial possibilities may be limited, but side should score well with country jocks in Southwest especially. (Hill & Range, BMI) Carroll County . . . 70 This band can wail. Side features more of the same attractive dance music that could also hit the spot with c.&w. deejays. Flip has more popish overtones. (Cimarron, BMI)

PETE PETERSON

Won't Cha . . . 69 EVENT 4265-Country blues is belted neatly by the upstate New York country warbler-cleffer. Well-made stuff, and it should get some action in the Northeast where label and artist locate. (Peer Intl., BMI) Don't Try . . . 60 Weeper, in traditional style, is less appealing than flip in current market. (Peer Intl., BMI)

JIMMIE WILLIAMS

You Can't Make Me Cry . . . 68 M-G-M 12498-Medium-paced country blues with sincere chanting by Williams. High yodel-type voices come thru in the backup. Artist has a nice

C&W Territorial Best Sellers

For survey week ending June 19

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. White Sport Coat, Marty Robbins Col.
2. Four Walls, Jim Reeves, Vic.
3. Bye Bye Love, Everly Brothers, Cdc.
3. Fallen Star, Jimmy Newman, Dot
5. Dynamite, Brenda Lee, Dec.

Dallas-Fort Worth

- 1. White Sport Coat, Marty Robbins, Col.
2. Four Walls, Jim Reeves, Vic.
3. Gone, Ferlin Husky, Cap.
4. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
5. By Bye Love, Webb Pierce, Dec.
6. Fraulein, Bobby Helms, Dec.
7. Too Much Water, George Jones, Dec.
8. Bye Bye Love, Everly Brothers, Cdc.
9. Honky Tonk Song, Webb Pierce, Dec.
10. I'll Be There, Ray Price, Col.

Houston

- 1. White Sport Coat, Marty Robbins, Col.
2. Four Walls, Jim Reeves, Vic.
3. Bye Bye Love, Everly Brothers, Cdc.
4. Bye Bye Love, Webb Pierce, Dec.
5. Too Much Water, George Jones, Mer.

Memphis

- 1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. Fraulein, Bobby Helms, Dec.
4. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
5. Gone, Ferlin Husky, Cap.

Nashville

- 1. Fallen Star, Jimmy Newman, Dot
2. Four Walls, Jim Reeves, Vic.
3. Bye Bye Love, Everly Brothers, Cdc.
4. White Sport Coat, Marty Robbins, Col.
5. Mister Love Ernest Tubb & Wilburn Brothers, Dec.
6. Fraulein, Bobby Helms, Dec.

New Orleans

- 1. Four Walls, Jim Reeves, Vic.
2. Is It Wrong? Warner Mack, Dec.
3. White Sport Coat, Marty Robbins, Col.
4. All Shook Up, Elvis Presley, Vic.
5. Gone, Ferlin Husky, Cap.

Richmond, Va.

- 1. Four Walls, Jim Reeves, Vic.
2. Bye Bye Love, Everly Brothers, Cdc.
3. White Sport Coat, Marty Robbins, Col.
4. Fraulein, Bobby Helms, Dec.
5. Gone, Ferlin Husky, Cap.

St. Louis

- 1. White Sport Coat, Marty Robbins, Col.
2. Don't Make Me Go, Johnny Cash, Sun
3. Fallen Star, Jimmy Newman, Dot
4. Four Walls, Jim Reeves, Vic.
5. Honky Tonk Song, Webb Pierce, Dec.

quality, tho song potential is limited. (White Oak, BMI)

Again . . . 66 Tune has a slow, weeper quality with more deeply dedicated chanting by Williams. (White Oak, BMI)

JIMMIE CRANE

Down on the Bayou . . . 68 MERLENE 102 - Enthusiastic group warbling on a brightly extroverted country ditty with a bouncy beat. Moderate spin potential. (Peer, BMI) Echo . . . 65 Crane does an okay vocal, but too many echo gimmicks spoil this ballad. Flip is better showase. (TNT, BMI)

RICK JOHNSON

My Pretty Cherie . . . 68 SARG 156-Three-beater tune has a strong western flavor in lyric and in the instrumental sound of twanging electric guitar. Violins creep in later to harmonize with the singer. Territorial boxes might use this coupling. (CHS, BMI) Let's Live for the Future . . . 65 A dedicated reading of a ballad that shuts the door on the tragic past. Has an old-fashioned feel about it, but the reading is nice. Singer is worth spins. (Nash, BMI)

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

THELMA BLACKMON-I'll Never Believe It/Living Doll-M-G-M 12497
MARVIN COBB & FRANK WAKEFIELD-Tell Me Why, My Daddy/New Camp-town Races-Wayside 105

C&W Best Sellers in Stores

For survey week ending June 19

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 throuout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Chart, Record Title, Artist, Points. Lists top 15 best sellers in stores.

Most Played C&W by Jockeys

For survey week ending June 19

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

Table with columns: This Week, Last Week, Chart, Record Title, Artist, Points. Lists most played records by jockeys.

Lateral DJ Show

Continued from page 19

around special albums. For instance, if Columbia's "Confederacy" package were new, he might have each local station build a seg, featuring local D. A. R. members, historians, etc. "Program PM," the over-all title of Westinghouse's new plan, is described by Kaland as "a programming concept structurally built Sunday thru Saturday with the same theme in all shows, yet a different aspect of that theme in each program."

"Lateral Programming," is designed to give Westinghouse's nighttime schedule new strength for TV-minded sponsors and agencies, will be carried by KDKA, Pittsburgh; KYW, Cleveland; WBZ-WBZA, Boston; WOWO, Fort Wayne, Ind., and KEX, Portland, Ore.

Philip Morris

Continued from page 19

a regular weekly stint on the CBS coast-to-coast radio network, with the pick-up being made from the Friday town along the route. The show plays three weeks in Florida, beginning July 1 in Tallahassee, and then follows the tobacco markets up the East Coast.

Carl Smith and Goldie Hill will take a summer vacation from the show beginning July 1 and will be replaced by Little Jimmy Dickens, George Morgan and Shirley Caddell. With Carl and Goldie's return, two units will be formed to alternate on the show, which will play a five-week series of dates followed by a week's layoff. One unit will consist of Carl Smith, Red Sovine, Goldie Hill, Mimi Roman, Ronnie Self, the Tuna Smiths, and Bun Wilson. The second unit will be headed by Little Jimmy Dickens and will include Red Sovine, George Morgan, Shirley Caddell, Mimi Roman, Ronnie Self, Bun Wilson, and the Country Boys.

To date the Philip Morris country unit has played more than 150 dates in 12 States.

THE ONE YOU CAN'T HEAR TOO MANY TIMES! Wiley Barkdull's TOO MANY HICKORY 1065

R&B Best Sellers in Stores

For survey week ending June 19

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

Table with 4 columns: Rank, Record Title, Artist, Weeks on Chart. Lists top R&B best sellers like SEARCHIN' by Coasters, JENNY, JENNY by Little Richard, etc.

Most Played R&B by Jockeys

For survey week ending June 19

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

Table with 4 columns: Rank, Record Title, Artist, Weeks on Chart. Lists most played R&B by jockeys like SEARCHIN' by Coasters, YOUNG BLOOD by Coasters, etc.

R&B Territorial Best Sellers

For survey week ending June 19

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Table with 4 columns: City, Rank, Record Title, Artist. Lists territorial best sellers for Atlanta, Los Angeles, New Orleans, New York, Philadelphia, Chicago, Cincinnati, Detroit.

This Week's R&B Best Buys

PLEASE SEND ME SOMEONE TO LOVE (Arc, BMI)—The Moon-glows—Chess 1661—Strongest areas for the platter are New York, Pittsburgh, Chicago, Buffalo and the Southern markets. Other top cities report that sales are building. Flip is "Mr. Engineer," (Venice, BMI). A previous Billboard "Spotlight" pick. WHISPERING BELLS (Gil, BMI)—Del Vikings — Dot 15592 — The group's new one looks certain to be a strong loot maker. All the major markets report that platter is going well. Flip is "Don't Be a Fool," (Gil, BMI).

Review Spotlight on . . . R&B RECORDS

MICKEY & SYLVIA Love Will Make You Fail in School (Bess & Benn Ghazi, BMI) Two Shadows on Your Window (Ben Ghazi, BMI)—Vik 0280—See review in Pop Spotlight section. B. B. KING Be Careful With a Fool (Modern, BMI) Quit My Baby (Modern, BMI)—RPM 494—King belts a pair of bright, bouncy blues in his inimitable style. Feeling and expression poured into lyrics on both tunes add up to hit potential. Solid backing all the way. CHRIS KENNER Nothing Will Keep Me Away From You (Travis, BMI) Sick and Tired (Travis, BMI)—Imperial 5448—"Nothing" gets a slow, moving vocal set against fine backing with a prominent beat. "Sick and Tired" is a faster blues with a really tricky drum beat that fits just right with the artist's shoutin' approach. Tenor is new to disks, and if this effort is a promise of things to come, a bright future looms.

THE CHARTS Desirie (Everlast, BMI)—Everlast 5001—Off-beat ballad gets a virtuoso performance by the lead with involved but attractive vocal support. Interesting side is a strong one. The group is also highly appealing on a rhythm tune, "Zoop," delivered with style and exuberance, also showing the lead in top form. (Everlast, BMI)

SPiritUAL CLARA WARD Time Is Winding Up (Ward, BMI) Whosoever Will (Ward, BMI)—Miss Ward and her signers are most acceptable on two flavorsome, religious songs that should appeal to a broad audience. Organ, bass and drum backing accompany. The Ward following, especially, will go for these, most of all in locales where her currently touring package hits.

Reviews of New R&B Records

Table with 2 columns: Record Title, Artist, Review. Lists new R&B records like CLARENCE "BAD BOY" PALMER, DOC SMITH, JACK GORHAM, T. WILLS, NAPPY BROWN, EARL KING, THE VELOURS, St. Louis, Washington, D. C., and PAUL CLIFTON.

ebb HITTING CHARTS! CHICKEN BABY CHICKEN AND I'LL FOREVER LOVE YOU TONY HARRIS #104 FLOYD'S BEST BLUES EVER! WHAT IS LIFE WITHOUT A HOME FLOYD DIXON #105 A SOUTHERN SMASH! LOOK WHAT YOU'RE DOIN' TO ME AND MISERY PROFESSOR LONGHAIR #106 ebbrecords 4523 south western avenue los angeles 62, california AXminster 5-3124

A HIT AGAIN! EARTH ANGEL THE PENGUINS #348 COMING UP! EVERYBODY HAS A FOOL WILLIE HEADEN #417 FOR BETTER OR WORSE VERNON GREEN'S MEDALLIONS #419 DOOTO RECORDS A CHART BUSTER LITTLE JUNIOR PARKER "NEXT TIME YOU SEE ME" Duke #164 DUKE RECORDS 2809 Erastus St. Houston 26, Texas

FOLK TALENT AND TUNES

Continued from page 57

label is "Why Ask for the Moon?" b.w. "Sweet Innocence."

Cecil Uto, of Shelter Music Company, Kansas City, Mo., typewrites that his firm is currently plugging a new Choice label release by Tennessee Jim, which is reportedly showing up well in the Midwest area. The tunes are "Hold Me Tight" and "My Baby, She's Rockin'." Deejays may obtain a copy by writing to Uto at 3140 Paseo, Kansas City, Mo. during the recent Country Music Disk Jockey Association's meeting in Kansas City. Shelter Music maintained a hospitality room in the Muehlebach Towers Hotel, equipped with the necessary refreshments and a complete recording set-up to permit deejays to bat out tape interviews.

The Everly Brothers, new "Grand Ole Opry" regulars, are slated for appearances on the Ed Sullivan TV show July 21, August 4 and October 6. They'll do the Vic Damone show August 21, and the Julius LaRosa show, Perry Como's summer replacement, August 22. . . . Ron Scott, formerly side man for Hank Snow, has just had his first Canadian release on the Spartan label. The two sides, Ron says, are done up in rank hill-billy fashion, using, besides Spanish and bass, a fiddle, mandolin and five-string ban-

jo. Titles are "When the Bees Are in Their Hive" and "The White Rose."

Bill Clifton has slipped quietly back into the c.&w. circuit after serving a hitch as first lieutenant with the Marine Corps. His new release on the Mercury label, "Little Whitewashed Chimney" b/w "Pal of Yesterday," was released June 10. Clifton's old sidekick, Johnny Clark, does some fancy five-string banjo picking on the two tunes and also handles the tenor warbling. Clifton is currently on a 10-day deejay tour thru Maryland, Virginia, West Virginia, Kentucky and North Carolina to promote the new waxing. Any deejays not yet covered with the new Mercury slicing may obtain a sample copy by writing to Clifton at Box 104, Lutherville, Md.

The U. S. Army has turned its "Country Style, U. S. A.," into a television series comprising 13 15-minute programs produced at Owen Bradley's Film & Recording Studio, Nashville. The radio version has been heard over nearly 1,800 radio stations in all parts of the country. Featured in the series are such "Grand Ole Opry" names as Marty Robbins, Roy Acuff, Ray Price, Ferlin Husky, Jimmy Dickens, Faron Young, Ernest Tubbs, Jim Reeves, Jean Shepard, Rod Brasfield, Anita Carter, Minnie Pearl, the LaDell Sisters, the Wilburn Brothers and Hawkshaw Hawkins.

Number of Releases This Week

Label	Pop	R&B	C&W
ACE	1	2	—
ACME	1	—	—
ATLAS	1	—	—
BRUNSWICK	1	—	—
CAPITOL	3	—	1
CHIEF	1	1	—
CIMARRON	—	—	1
CLASS	—	2	—
COBRA	—	1	—
COLUMBIA	1	—	—
CORAL	2	—	—
DECCA	3	—	3
DELUXE	—	1	—
DISNEYLAND	1	—	—
DOT	—	—	2
DUKE	—	2	—
ESTA	—	1	—
EVENT	—	—	1
EVERLAST	—	1	—
GOLDEN CREST	2	—	—
HERALD	—	2	—
IMPERIAL	2	—	—
JUPITER	2	—	—
KEM	1	—	—
LIBERTY	1	—	—
LIBERTY BELL	1	—	—
MERCURY	3	—	3
MERLENE	—	—	1
M-G-M	5	—	2
MOHAWK	1	—	—
ONYX	—	1	—
PREP	1	—	—
RCA VICTOR	2	—	2
REV	1	—	—
SARG	—	—	1
SAVOY	—	2	—
SONGBIRD	1	—	—
STARS	2	—	—
WAYSIDE	—	—	1
TOTAL	39	16	18

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HEY! HEY! It's A BIG ONE

Review Spotlight on . . .

HIMMY REED

Baby, What's on Your Mind? (Conrad, BMI)

The Sun Is Shining (Conrad, BMI)—Vee Jay 248—"Baby" is a low-down blues, rendered with an appealing moaning vocal. Backing includes a funky guitar, a gutbucket drum and a "smoky" harmonica that really set the mood. "The Sun Is Shining" is a slightly faster blues with more of the same mood backing. Both sides should attract sales, especially among devotees of Southern blues.

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BFA degree in radio-TV at Texas Christian University here. Recently, I landed my first job as an announcer on Fort Worth's 10,000-watter, KCUL. I am not playing rock 'n' roll on my show, which is aired three hours daily, except Saturday, and surprisingly, I have found that my listeners like it that way. I am currently appearing on Fort Worth's 'Cowtown Hoedown,' which originates from the Majestic Theater each Saturday night. The show is carried over KCUL. I would like artists and record firms to send me copies of new releases, as I am working mostly from my own collection. Platters should be sent to my home at 1009 East Broadus, Fort Worth 15."

Al Turner, who has been spinning the country platters for 13 years, is back helming the "Western Express" over KJIM, Fort Worth. The show, according to Turner, is the oldest of its kind in the Southwest, having been on the air 10 years. Turner reports that after a couple of lean years, country music is coming back strong in Fort Worth. His three hours a day are sold out. . . . Hugh West, former emcee and co-director of "Peach State Jamboree," Swainsboro, Ga., and c.&w. disk jockey at WJAT, Swainsboro, is now twirling 'em six hours a day over WKLE, Washington, Ga. West recently completed a two-year hitch for Uncle Sam.

Lonnie Bell, a veteran of 17 years in the Navy, writes: "Everywhere the Navy stations me I get a job on the side as a country deejay (no choice, a wife and eight children). I am currently broadcasting over KAGT, Anacortes, Wash., every evening from 7-8. I formerly worked two years at KAHU, Honolulu, and since leaving there in 1954 have been in Kansas and Texas. Incidentally, I am badly in need of records." . . . Al Turner, formerly with KLIF, Dallas, has taken over all country music programming at KJIM, Fort Worth. . . . Don Pierce, Mercury-Starday, Madison, Tenn., reports that KSKY, Dallas, recently made a program change and is now spinning c.&w. material 80 per cent of the time. Andy Bell heads up the disk jockey staff there. Pierce also advises that Neal Merritt (Starday) was recently made program director of KCIJ, Shreveport, La. Merritt also airs over KWKH, Shreveport, every Saturday night from the Skyway Club there.

Reviews of New R&B Records

Continued from page 59

EARL NELSON

Oh Gee, Oh Golly . . . 71

CLASS 209—Listenable, vigorous attack on an up-beat rocker with plenty of activity from the chorus and ork in the background. Fair chances. (Recordo, BMI)

I Bow to You . . . 66

Medium-tempo rhythm ballad is nicely styled with O.K. ork and chorus support. Flip is stronger. (Recordo, BMI)

THE EL TOROS

Dance With Me . . . 70

DUKE 175—A Latin beat marks this one too. It's quite pop in arrangement and performance, and the chanter sounds like a Tex-Mex version of Tony Martin. (Lion, BMI)

Yellow Hand . . . 67

A rumba beat and a folk-flavored lyric marks this side. It's a tale of an heroic Indian. Performance is adequate. (Lion, BMI)

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

FRANK BUTLER—Girl in My Dreams/ I Can't Believe It—Chief 7003
ROSCOE GORDON—I've Loved and Lost/ Turnmer Tee—Duke 173

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Two big weeks are in store for the holiday trade at Harlem's Apollo Theater with a big rock and roll show, playing thru the Fourth of July to be followed immediately by an equally big portion of gospel singing. Going in on Friday (28) will be Dr. Jive's new review, featuring not only a brace of familiar acts but some of the most impressive new talent as well. Among the newer stars will be Donnie Elbert, Ann Cole and the Velours. Others on the bill include the Sensations, the Heartbeats, Charlie and Ray, the Charts, Joan and Jay, the Jesters and Roy Brown and his band. For several days, the package will be competing with Alan Freed's all-star "Rock and Roll Show" at the New York Paramount Theater. At the show, a brand new gospel package will move in, set by Thurman Ruth. Featured will be the Nightingales, the Jewel Gospel Singers, the Spiritualaires, the Skylights, the Gospel All-Stars and Professor Herman Stevens playing the organ. On another gospel front, Clara Ward's "Big Gospel Show," which will carry a number of top name acts, opens an eight-week tour around the middle of August in Cleveland.

Tradesters in Chicago are still talking about Ruth Brown's "kidnapping" there. Seems that Ruth was appearing at Robert's Lounge on the far south side of the city. At the same time WGES disk jockey Sam Evans was putting on a big in-person show at the Central Park Theater, on the city's far northwest side. With only an hour between her shows at the Roberts' spot, Ruth figured she couldn't possibly make the 15 mile trip to the Theater and get back in time for her next show. On this basis she turned down the invite. But Evans was not to be outdone. He arranged with an undertaker friend to provide an ambulance for the special job. The ambulance pulled up at Roberts' Club, Ruth was hustled in and away she went—across the 15 miles in little more than 15 minutes. The hooker was that the gal didn't know what was happening to her till she got to Evans' shindig. Everything finally turned out cool, the appearance was made and she made the next show, back on the south side, with time to spare.

Cleffer-artist Otis Blackwell has been signed as musical director for a new rock and roll motion picture, "The Hit Record," to be filmed by Vanguard Productions, producers of "Rock Rock Rock." Designation is a well deserved honor for the cat who has had a singular influence on the rockabilly field and who clefted two of Elvis' biggest hits, "All Shook Up," and "Don't Be Cruel." Reported signings for the pic which goes into production July 22 include Fats Domino, Little Richard, Count Basie and his ork, Carl Perkins, the Four Coins, Charlie Gracie, Buddy Knox, Jim Bowen, Jodie Sands, Louis Lymon and the Teen Chords, Martha Lou Harp, Ron Coby, Jackie Dee, Ivy Ellen and

Slim Whitman. The latter figures to help push the pic in England where he is a great popular favorite.

New outdoor bookings have been slated for Carr's Bay at Annapolis, Md. Among the performers set for the spot this summer are Al Hibbler, Little Richard and Red Prysock. . . . Archer Associates have signed a three-boy-and-a-girl group known as the Love Notes. The group's new disk of "United" 's on the Holiday label. The agency also has Lowell Fulson touring with the Jimmy McCracklin band thru the Southwest, and Etta James in the Midwest following which the chick will do dates in Texas and Louisiana over the holidays. . . . Onyx Records reports fast action in just three days on the Velours' disk of "Can I Come Over Tonight." . . . Savoy Records has appointed Trutone Distributors of Miami Beach to handle the line for all of Florida, replacing Pan American Distributors. While on the fast trip South, Savoy topper Herman Lubinsky received a deep gash—down to the bone—on one of his fingers. He got an anti-tetanus shot and a sewing up job at a local hospital there.

Latest word has it that chanter Clyde McPhatter has started a record store in New Rochelle, N. Y. . . . News from Peacock is that some classy visitors pulled into the Houston headquarters of the label last week. According to the word: "In a sleek black Cadillac came the Sons of Ahmed, the Mighty Sultans. Turban'd, ready, willing and able, the suabe chiefs of Rockdom and manager drove in from Omaha to cut sides for a.&c.r. man Joe Scott." The label also reports that there'll soon be two great new sides from Big Walter.

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Herb Dotten

Kid-Keeper to Thousands

HARRY JULIUS is a man of many titles. He is treasurer of the Greater Tampa Showmen's Association, keeper of the exchequer for the Royal American Shrine Club, and public and civic ambassador for the Egypt Shrine Temple, Tampa, to name just a few of them.

But in business Harry figures the title "kid-keeper," an advanced version of baby-sitter, fits him best.

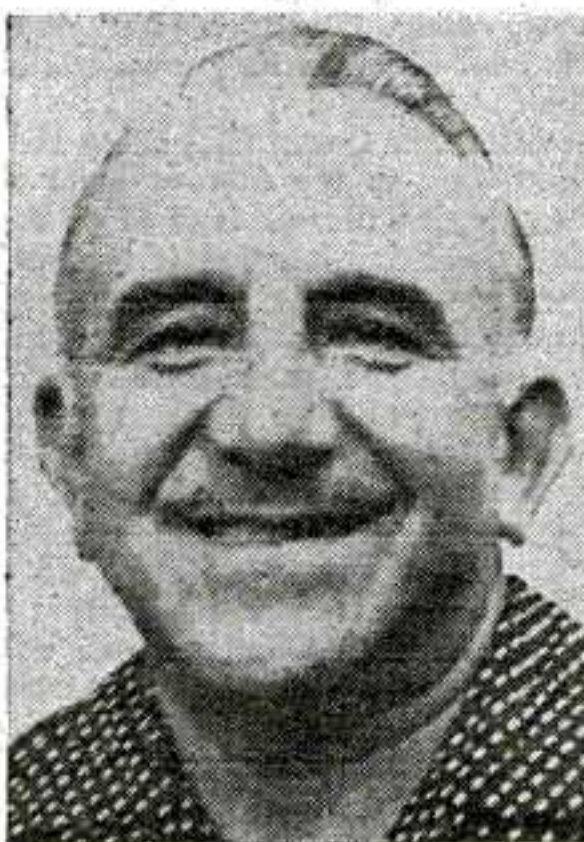
Each year, Harry points out, his Arcade with the Royal American Shows is used as the depository for thousands of children while other members of the family busy themselves elsewhere on the midway or on the fairgrounds.

It's gratifying to know how Sportland (his name for his Arcade) over the years has gained widespread recognition on the Royal's route as a safe and convenient place for leaving youngsters, Harry observes. "Parents just turn 'em loose inside Sportland for an hour or two and pick them up at a predetermined time."

The fact that these youngsters usually are turned loose with a sizable amount of change (of a dollar bill) clutched in their hands makes Harry extremely happy.

Harry drinks pleasure, as well as money, from this practice.

"It points up just what parents have come to think of Sportland—of the kind of inexpensive diversion we offer and the high standards we maintain, and we know the youngsters keep happy; otherwise they wouldn't be content to stay as long as they do."



JULIUS

Hit of Year: Nudist Colony

Chief reason why the small fry keep happy in Sportland is the vast number and variety of coin-operated devices Harry assembles and tours each season. There are 125 machines in his line-up. Of them, 40 operate for 1 cent, 20 for 2 cents, 50 for 5 cents, 13 for 10 cents and 2 for 25 cents.

There are always new selected pieces to supplement the old, sure-fire carryovers.

"Only by introducing new machines each year can Arcade patronage be built up," Harry maintains.

New this year—and a big hit—is the Nudist Colony, manufactured by Exhibit Supply Company, Chicago. The front of this device never fails to excite patronage. Actually, what is shown inside is a small colony of live acts. The surprise at seeing such a "nudist colony" invariably sets off a chain reaction, with one knowing customer pressing an unknowing friend to view "the nudists."

Pepi, the Clown, a puppet show, turned out by Mike Munves Corporation, New York, is another hit of the year. Others include "Barrels of Fun"—Exhibit Supply Company products—which provide peeks at comic cards at two cents a peek.

A new machine, made by International Mutoscope Company, New York, which stamps out the Lord's Prayer, has been getting a heavy play since the Sportland's season opened.

Card-vending machines stand out as being the most popular of the old standbys. Currently, jet planes, sports cars, baseball players and prize fighters rate at the head of the most sought after cards. Harry, who vends cards at 2 cents per, dispenses about a half million cards in a season over the Royal's route.

Puts Pennies Out in 25-Cent Rolls

Television's impact shows up sharply in the group cards. For several years until this season, Harry says he did not vend cards of prize fighters, but TV broadcasts of fights heightened interest to such a point that he put them back in, and they have, he reports, been strong sellers.

Girl cards always place high in sales. Actually, the girls are well covered and pass censors with ease.

Among the small fry, the old picture cards on reels that feature slap-stick comedy, such as pie-throwing, and Charlie Chaplin sequences, runs high in popularity.

Consistently good are comic licenses—whether to get married, get kissed or be a back-seat driver. These, like the group cards, vend for 2 cents in Harry's Arcade.

Many buyers of group cards, such as sports cars, prize fighters, ball players, etc., which are sold in a series of 32, go away with an incomplete series because they run out of money, and not a few of these write the Royal after the show leaves town, enclosing coins to complete the schedule, and Harry is always quick to oblige.

Pistols, rifles and machine guns pack tremendous appeal to those of all ages. Of special appeal to teen-agers is "The Around the World Trainer," manufactured by the Chicago Coin Machine Company.

Harry's pet way of building Arcade grosses is to put pennies up in rolls of 25 cents, rather than in the usual 50-cent rolls.

"We put the 25-cent rolls out when we make change and it is my personal belief that practically everyone who gets a 25-cent roll in his change spends all 25 pennies before he leaves the Arcade."

Speaking of what the Arcade business needs most, Harry's response is quick and to the point: "Small new pieces—pieces that will sell from \$100 to \$150 and are easy to set up and move."

We hope the manufacturers are listening. The kid-keeper should know. He has had the Arcade on the Royal since 1945, owns another Arcade which Jack Young manages for him on the Olson Shows, and before going out with the Royal had operated Arcades on other shows in Tampa.

Ringling Light In Portsmouth; Raleigh Opens

RALEIGH, N. C.—Ringling-Barnum Circus opened its stand at the Coliseum here Monday (17) with upwards of 6,000 people in the 11,000 seats for the night show. Weather ranged from 85 to 95 degrees.

Earlier, the show played Portsmouth, Va., seven days during the International Naval Review. Pre-sale deal reportedly was for \$65,000 and 12 performances, so the circus is believed to have come out ahead. However, attendance was light several performances. First one drew 2,700. Some of the night shows had 3,500 persons. The first afternoon show, (13) had a bigger crowd. Scale was \$1.50 to \$3.

Many sailors from U. S. and foreign navies were included in the crowds. Also in town for the event were "Ice Capades," "Grand Ole Opry," Jose Greco and several other simultaneous attractions.

Show moved from Portsmouth to Raleigh aboard three baggage cars, three coaches, several trucks and many private trailers. On this move the rail cars went as a special train, but sometimes they move as part of regular passenger trains.

Changes in the performance are continuing. The Hanel closed to make fairs. Bob Top and Lauren will close soon for fairs. There are strong reports that Trevor Bale, animal trainer, will leave to join a foreign circus. This probably would entail the show's bringing the Albert Rix bear act up from quarters. Among other acts, a number signed new ten-week contracts at Raleigh.

Okla. Semi-Cent. Expo Opens With Potent Exhibits

First 7 of 24 Days Get Light Gate, Weak Grandstand, Midway Business

By HERB DOTTEN

OKLAHOMA CITY — The large-scaled 24-day Oklahoma Semi-Centennial Exposition thru its first week exceeded expectations from an exhibit standpoint. But attendance at the event and spending for grandstand and midway attractions fell below expectations.

The expo, staged at the State fairgrounds, is outstanding because of its exhibits. International House which embraces many displays by foreign nations, including a much-publicized one by Russia, is rated the finest show of its kind ever presented in the in-land States.

Huge Auto Shows

The automobile exhibits are huge and impressive. General Motors has a king-sized show that represents an outlay of a huge sum. Ford has a large showing, smaller in size than GM's but highly interesting and well-flashed.

Railroad equipment is on exhibit on five specially built spurs. In addition there are working demonstrations of the old and new in oil well drilling operations and other phases of the oil industry.

Boom Town, a replica of a turn-of-the-century community, with blacksmith shop, post office, newspaper shop, hardware store, etc., points up the 50th anniversary theme and is extremely popular.

An innovation is a Teen Town,

built and operated with an eye only to teen-agers. The center of it is devoted to a dance floor, and dancing is held periodically, with disk jockeys from a broad area making personal appearances. Concessions, including several at which records are sold, face into the dance floor on three sides.

Of special appeal to the carriage trade is a style show, staged in a restaurant, from which pick-ups of the show are presented in color on TV sets spotted thruout the building.

Together, these features—and other exhibits, such as a Science Fair, a Hobby Show, women's exhibits, and commercial exhibits, comprise a powerful lure and they hold the customers. Many of the exhibits have either some live talent, eye-filling models, or demonstrations and this adds to their ability to hold people.

Bunched at Front

Clustered principally at the front end of the fairgrounds, they have exerted such force that only a small portion of the attendance has spent much time at the other end of the fairgrounds where the Midway and Grandstand are located.

The grandstand attractions in the first seven days showed so little strength, that program revisions were made. Daytime grandstand attendance has been woefully weak. Originally, the first 17 matinees were to be given over to motor speed events—auto racing, thrill shows, etc., but Ray Lavelly, local race promoter, revamped the program after three days of poor turnouts.

A show comprising acts working on the grounds for the Centennial hurriedly was put together to substitute in part for the motor speed events. Another show, consisting of Hornbeck-Atterbury aerial thrill acts, was arranged to fill out the second week. Al Hibbler's Rock N' Roll show will be in for the closing matinees.

Drop \$40,000

The centennial originally had sought to book its own attractions, then a few months before the fair contracted with a group headed by Nick Matsoukas, an Oklahoman, whereby Matsoukas and his associates bought the grandstand show and concession rights.

A few weeks before the fair Matsoukas signed Lou Walters of New York's Latin Quarter note to present the grandstand revue. Matsoukas then inked Mickey Rooney

(Continued on page 81)

Owners, Ops Bullish On Business Outlook

• Continued from page 1.

and not a few of the lesser ones, have invested large sums in new attractions. Some major Roller Coasters are being erected, which in the field is regarded as a reflection of optimism not only for the months ahead but for the long-term.

The shifting pattern of population, together with the mushrooming of population, particularly of moppet-age youngsters, is showing up forcefully. New or expanded suburban communities are now the sites of an increasing number of kiddielands.

Theme parks, the Storybook Lands, Santa Claus Lands, Jungle Lands and the like, have been built or are being built around the periphery of many of the major cities and, in a few cases, within city limits.

Build Along Coasts

Along the Atlantic Coast and the Pacific Coast, particularly in resort areas, new installations have gone up. Older ones have installed new features, the latest rides and updated facilities.

The development of the one-stop amusement centers has continued at an accelerated pace. A single unit in many instances has been augmented by a kiddieland, miniature golf course, golf driving range, or any of the other elements that go into such centers.

These centers by and large are concentrated in or near major cities and have had little or no affect up-

on the touring shows, most of which, except for the locally based 40-milers, shun the big cities.

See Big Ride Crosses

Carnivals figure to do a whopping ride business, a continuation of the trend of recent years. Midway shows are expected to keep to past levels and games concessions are looked to hold to about the same business as last year, when a drop-off in receipts which had been widely felt for several years, leveled off.

The nation's fairs face one of the best years in history. Attendance at them should be up. So, too, should spending. Besides the generally high national economic level, fairs have several factors working for them.

Not the least of these is the mounting youth participation. Another is the revitalized attraction programs instituted by many fairs. Still another is a continuation of plant improvements, the installation of additional modern facilities calculated to make a visit to the fair more comfortable and appealing.

Name attractions will have their biggest year at fairs. And, on the basis of results of the last few years, the appearance of such names should do much to raise fair attendance and with it provide midway operators, games, novelty, food and drink concessions with greater potential.

New Talent Spot Set for York Beach

YORK BEACH, Me. — A new attraction will open at this northern New England beach resort when Louis Cohen, operator of the Hotel Bostonian, Boston, will open the York Beach Frolics at the Hotel Breakers.

The debut of the new spot will be Friday (28) and shows will be run Friday thru Sunday nights. Cohen will use four to five acts and a line of five girls with RCA Victor recording artist Stewart Rose booked in as a starter.

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SPIRAL CONTINUES

Gate, Grandstand Fees Sustain Upward Trend

CHICAGO — Fairs in the United States and Canada—faced with steady rising costs of operation—are, in many cases passing on this increase to its patrons in the form of higher admission, seat or parking charges.

A survey of major North American events indicates that while the movement is not widespread in any one given year, enough fairs are participating in 1957 to indicate the upward trend, started several years ago, continues.

Major annual that has boosted its rates, and one of the first to announce any hike, is the huge Canadian National Exhibition in Toronto, which this year upped its adult gate tab to 75 cents, a quarter hike. The dime for kids holds unchanged. The big Toronto event has since 1941 increased its admission from 25 to 35 cents, then to 40 cents and in 1950 to the half dollar. During that period attendance has grown from 1,839,000 to 2,723,000.

Wisconsin State Fair, Milwaukee, which went to an "everybody

pays" gate in 1956, has followed the lead of the CNE and is hiking its adult gate tab to 75 cents, also a quarter increase over a year ago. A third major annual to reach the 75-cent level is Michigan State Fair, Detroit, which last year charged 60 cents for grown-ups at the outside gate.

Alto Du Quoin (Ill.) State Fair is holding to the 60-cent level at its gate, it will up this to \$1 on the day the Hambletonian is run and grandstand duets will be priced from \$3.50 to \$6.50 on that one big day. The grandstand ranges \$1.50 to \$4.50 for the rest of the week.

Kansas Free Fair, Topeka, is hiking its general admission at the grandstand a full quarter, while Chattanooga-Hamilton County Interstate Fair, Chattanooga, will charge 75 cents at its outside gate, a 15-cent increase. While the outside admission fee is unchanged at Colorado State Fair, Pueblo, Manager W. H. (Bill) Kittle has upped his grandstand from last year's \$2 to \$2.50, and parking has been doubled to its present 50 cents.

Tupelo Up

Increased cost of grandstand attractions at Mississippi-Alabama Fair & Dairy Show, Tupelo, Miss., has pushed grandstand admissions up a quarter to a flat \$1. North Dakota State Fair, Minot, has upped its gate to 50 cents for adults, a dime higher than in 1956, and tilted its grandstand admission to \$1.50, a quarter higher than last year. Lethbridge (Alta.) & District Exhibition, has rescaled its grandstand. New prices are \$1 up to \$2. This compares with \$1 to \$1.50 last year.

While leaving its admission unchanged, All-Iowa Fair, Cedar Rapids, Ia., has increased its grandstand tab to 75 cents to \$2, a half dollar more on the outside figure.

Another fair to hit the 75-cent level is Orange County Fair, Middletown, N. Y., moving to that rate from 60 cents.

North Iowa Fair, Mason City, which last year moved onto a new grounds, is juggling its admission rates. It has dropped its outside gate charge to 50 cents, a quarter less than was in effect last year, but the \$1 that prevailed at the grandstand last year is now \$1.50 to \$2. Grandstand tab at Kent & Sussex County Fair, Harrington, Del., has been upped to \$1 from last year's 75 cents, and Greater Jacksonville (Fla.) Agricultural and Industrial Fair, a new one in recent years, will charge 90 cents for its grandstand show this year, free in other years. General admission to the grounds will remain at the half-dollar level.

Alto gate and grandstand charges at Georgia State Fair, Ma-
(Continued on page 68)

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PARLAYS FISH POND INTO NINE-RIDE SHOW

A CARNIVAL operation parlayed patiently from a fish pond, is paying off for Mike and Arlene Dembrosky, operators of the M. D. Amusements. It is another case where family precedence is being followed, resulting in the expansion from a single concession in 1945 to nine rides and 30 to 35 concessions today.

Dembrosky's exposure to the outdoor show field was as a kid helper around the rides and bingo of his uncle, Eddie Cole, on the Bernardi Greater Shows. He took out his fish pond in 1945, on the Ken-Penn Amusements.

The second year found Dembrosky with all concessions on the unit, and in 1948 the first ride, a Train, was bought, for the first use of the M. D. title. Following acquisitions included the leasing of a No. 12 Ferris Wheel from George Clyde Smith and the purchase of an Allan Herschell Merry-Go-Round. Several concessions were also added.

The small aggregation played the Pennsylvania coal region for a couple of years, and in 1950 was able to buy a Sky Fighter and Kiddie Auto Ride, plus a Ferris Wheel, originally owned by John Jocomo, of the Allegheny Exposition Shows. A Tilt-A-Whirl was next, and last year's purchase was an Octopus.

Winter quarters is in Hazleton. A brother, Walter (Ted) Cole, is a concessionaire on the Howard Bros. Shows, playing around Pittsburgh.

Most of the M. D. dates are in Eastern Pennsylvania, altho a couple of important ones are set in New Jersey, including the fair in Bridgeton, a repeat date. Also booked are the Sussex County Farm and Horse Show, Branchville, N. J.; the Lehigh Valley Merchants' Fair, Bethlehem, Pa., and the Great Kimberton (Pa.) Fair, as well as several celebrations.

Present ride distribution is five major and four kiddie. Arlene handles the office, and Mike most of the other staff duties. Following the Northern fair season, the show may book onto one of the larger carnivals for Southern dates.

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FLYING SAUCER

42 Foot Wheel | CHAIR SWING
 36 Foot Wheel | SWING

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Invention, Gadget Show Pulls 60,000

DETROIT—A new idea in commercial shows, the first New Inventions and Gadgets Exposition, drew about 60,000 people in 10 days to the Michigan State Fair Grounds here. The show was devoted primarily to inventors, to give them a chance to present their ideas, in whatever form they may be in, to the public. The results showed a widespread public interest in the field of new mechanical ideas, as evidenced by the attendance, at 90 cents admission and 50 cents for children.

The show used about 95,000 square feet of floor space in the Coliseum and adjoining Dairy

Building. Important financial support was received from about 95 commercial exhibitors, while space was given free of charge to about 250 individual inventors who presented their own brain children. The show was worked by a few professional pitchmen.

The idea of the New Inventions and Expositions show may prove a fertile source for new items in the merchandise field, as many displayed were ultimately adaptable to specialty merchandising. Some 14 of the inventors at the exposition have already found manufacturers or distributors interested in placing their devices upon the market, with others expected to develop similarly.

Local reception of the exposition was favorable, with a number of publicity and human interest stories in the press, and appearances on television. One significant appearance was on WWJ-TV's featured children's show, "Romper Room."

The New Inventions Exposition was conceived by Bernard J. Smith, Detroit, at one time a music arranger and composer. Associated with Smith in the promotion of the show were Harold Boigan and Max Mills.

Plans are to make the expo an annual event, with the organization of a permanent company. The next show is expected to be held in the fall of 1958.

Death Claims Bert Siebert

GREEN BAY, Wis.—Bert E. Siebert, former co-owner of Wallace Bros. Circus and an honorary member of the Circus Fans Association, died June 18 in the local hospital after a long illness.

Operator of an automobile agency here since 1922, Siebert was a lifelong circus enthusiast, and until a few years ago spent a few weeks each year traveling with the Ringling show. He was born in Peru, Ind., growing up in the shadow of the big tops.

Services June 21 and burial in Woodlawn Cemetery, Green Bay. He is survived by his widow.

L. C. Langhart, old-time lithographer who formerly trouped with the Ringling and other shows, was struck by an automobile June 12 and is recuperating at his home, 502 East Breckenridge Street, Louisville 3. He would like to hear from friends.

"THE TWISTER IS HERE TO STAY" THAT'S WHAT TWISTER OWNERS SAY

Richmond, Virginia, March 27, 1957.

Allan Herschell Company, North Tonawanda, N. Y. Gentlemen:

Each year prior to going into our Fair season we are continually looking for some outstanding ride that we can offer to the public in the way of new thrills.

We had been getting good reports on a new ride called the Twister. In turn we contacted several big shows that had seen the Twister in operation and they informed us that it was getting top money on their midway.

Our order was placed with you so that we would get delivery in time to open for our Ottawa, Canada, engagement. Delivery was received in time for the opening.

Gentlemen, the Twister ride was everything that we had heard about it. The ride was top money at every fair played by the World of Mirth Shows during the season of 1956. It had ride appeal to both the children and grown-ups. The construction was good, solid and well balanced. It proved to be a good capacity ride and was fast loading and unloading. Your lighting was planned well and the Twister was a bright spot on the Midway.

In closing, may I say that the Twister ride is here to stay and will continue to be one of the top major rides on any midway.

Very truly yours,

George P. Sollenberger
 WORLD OF MIRTH SHOWS

St. Clair Shores, Mich., March 25, 1957.

Mr. Lyndon Wilson, President
 Allan Herschell Company, Inc.
 104 Oliver Street, North Tonawanda, N. Y.

Dear Mr. Wilson:

As you know, one of your Twister rides was here at Jefferson Beach Park for the 1956 season. As I told your Mr. McFadden when he was here at the park, our experience with the Twister ride was a most happy one. It certainly deserves the award it won for being the most meritorious new device on the market. It is the kind of ride that you are proud to have in your park because it brings so much enjoyment to your customers who ride and ride again. It appeals to oldsters and youngsters alike and has the capacity to ride them all. It is not only the appeal, however, that makes the Twister such a pleasing ride in our park; it is also its rugged, dependable construction which makes it trouble-free and profitable to operate.

You may use this letter and its contents in your advertising, as I will be happy to have other operators benefit from my experience with this wonderful ride. It is tops! With kindest regards,

Very truly yours,

LAKESHORE AMUSEMENT COMPANY
 Harry Stahl, President

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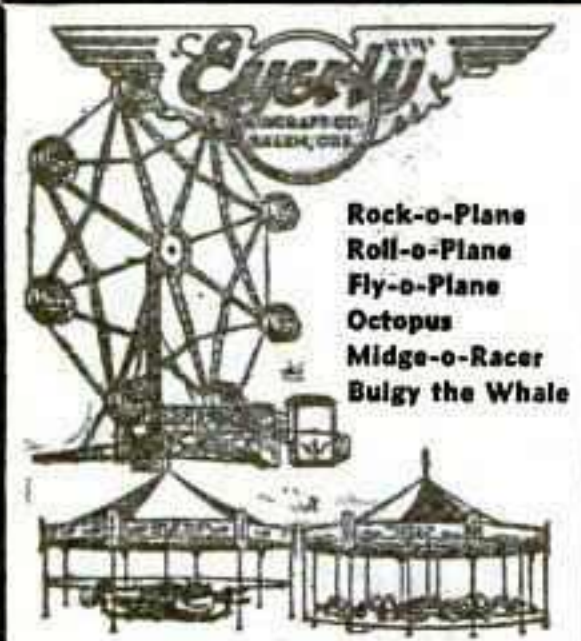
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Arena Recap

IAAM Convention Sets Regional Meets

NEW YORK—Convention of the International Association of Auditorium Managers, which opens at the Henry Hudson Hotel here July 10, will be preceded by sessions on July 9 of district meetings within the IAAM. Regional vice-presidents will preside over the district meetings.

New Mexico Fair Okays New Coliseum

ALBUQUERQUE, N. M.—The new 16,000-seat State Fair Coliseum here has been inspected and approved by the governor, fair chairman; Leon Harms, fair manager, and Caylord Lewis, design consultant. The fair's new building

here is separate from the new city arena.

Jerry Lewis Emsees Miss Houston Event

HOUSTON — Sam Houston Coliseum will be the scene July 14 of the ceremonies of crowning Miss Houston. It is expected to draw up to 12,000 persons. This is the most ambitious Miss Houston schedule undertaken in the 23 years the Jaycees have backed it, they report. Comedian Jerry Lewis will be emcee.

Plan New Arena At Salt Lake City

SALT LAKE CITY—Plans for a multi-million-dollar sports arena to be built here were revealed when C. Melville and William D. Callister purchased a 40-acre site for \$120,000.

Chicago Navy Pier Houses 16-Day Fair

CHICAGO — Navy Pier here will house the Association of Commerce and Industry's new Chicago-land Fair for a 16-day stand starting June 28. Gate charge of 90 and 50 cents is planned. Several radio and TV shows will originate from the Pier. Commercial booths are being sold and numerous types of entertainment features are booked.

Naval Academy Opens New Field House

ANNAPOLIS, Md. — U. S. Naval Academy here has completed a new \$4,000,000 field house. It was dedicated June 5 with graduation exercises of the academy. Building has 158,000 square feet of space.

ARENAS & AUDITORIUMS

2d Columbia Artists Plan Envisions 100 Legit Cities

By TOM PARKINSON

FOR ABOUT 30 years, Columbia Artists Management has been organizing and operating concert series in cities throught the nation. Now it has between 850 and 900 cities organized for concert presentation. The company now plans to make use of the same system in a new program to make legit-Broadway attractions—available to the road.

Road means not only theaters, but particularly, auditoriums and arenas. In this case it means that a whole new field of possible bookings may be opening to auditorium-arena managers.

This additional phase of the Columbia Artists plan is entirely separate from the 40-week tour of "No Time for Sergeants," which will open this fall and which was discussed here last week.

THIS SECOND PHASE is a long-term operation not scheduled to get under way until 1958-1959 season.

At that time, a new Columbia Artists subsidiary, Broadway Theater Alliance, is to operate an introductory tour of 30 cities. For the more distant future, the company sees a possible route of 100 participating cities. Many of those will involve auditoriums and arenas.

Details of the proposal are now being studied and Columbia executives are enthused. They see it as a "plan to create cities for the theater, a new circuit for Broadway productions." They also tell that they have "startled" Broadway producers with the part of the plan which calls for Broadway Theater Alliance to make cash payment to the producers for the entire route even before the tour starts.

THE PLAN CALLS for Columbia Artists to send one of its professional staff men into a city to organize a Theater Association. This is made up of local volunteer participants, but the group is organized on a permanent or continuing basis. The local group sells subscriptions for the series of productions to be offered each season. Subscribers pay for their season tickets ahead of time. There would be no door sale at such subscriber performances. In some cities the subscription plan would apply to one night, in others it would apply to both nights of the typical two-night stand that is planned.

It is anticipated now that each season would offer four productions.

Numerous auditorium-arena managers are optimistic about this plan. There is a feeling that it can succeed, that experience of successful concert operation will aid this project, that the idea is feasible from the standpoint of building management. There is hope among building executives that this plan, combined with others which also are in the works, will be successful in bringing more legit to the road.



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EXHIBITORS, for booth details contact DON MYERS, Director of Exhibits,
ALLEN COUNTY MEMORIAL COLISEUM, Fort Wayne, Indiana.

Indianapolis Awaits Report Of IAAM Board

INDIANAPOLIS — What Indianapolis needs in the way of a civic auditorium will be revealed in about 60 days by the New Building Consulting Board of the International Association of Auditorium Managers. The Board drew its conclusions from two on-the-spot investigations in the city, the last of which was completed a few days ago. A report is to be prepared.

Informally, board members indicated that the needs of Indianapolis could be met with a convention hall-arena with a fixed capacity of 7,000, and accommodations for 10,000 thru addition of temporary seating. The board also contemplates a separate music hall for audiences ranging from 2,500 to 3,000, and a 15,000-foot area to be used for exhibition purposes.

Members of the board are Nathan Podoloff, manager of the New Haven Arena; Charles W. Bauer, manager of Cincinnati Music Hall, and Phillip E. Thompson, manager of the Atlantic City Convention Hall.

Construction of an Indianapolis civic auditorium is authorized by Stat law. Financing and building will proceed under joint Indianapolis-Marion County auspices. A public agency, the Indianapolis-Marion County Building Authority, of which Henry W. Manz is general manager, is in charge of the project. Revenue bonds will be used to pay for the structure.

Rabbit Foot Battles Rain; Business Good

NATCHEZ, Miss.—The Rabbit Foot Minstrel Show is making its 45th annual tour of the South and is getting good crowds in favorable weather. The show battled heavy rains, tornadoes and floods in East Texas and Southwest Louisiana.

Long-time owner of the show, F. S. Wolcott, now is retired and lives at Port Gibson, Miss. The show now is owned by Eddie Moran, who is also interested in the Southern Valley Shows. Rabbit Foot is directed this season by S. H. Dudley, who previously was with the "Silas Green From New Orleans" show.

Rabbit Foot carries 40 people, moves on 15 trucks, uses a 10-piece band and appears under canvas. This year the show is billed as the "Rock and Roll Follies of 1957."

RIDES FOR SALE

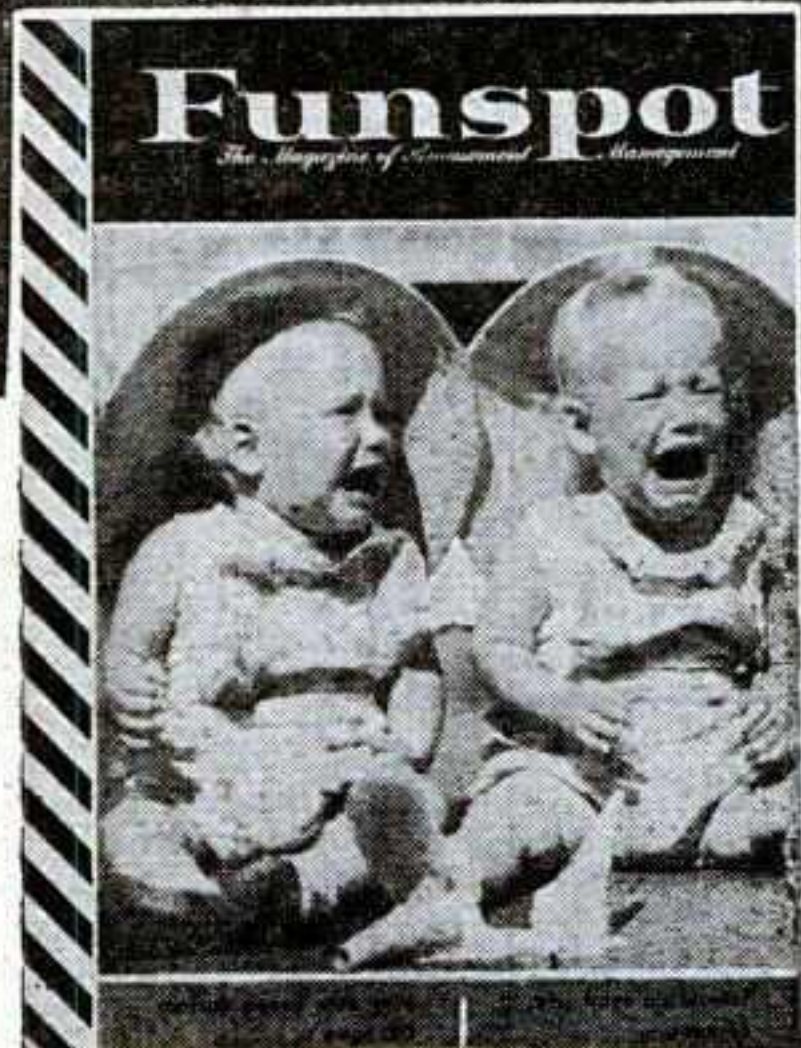
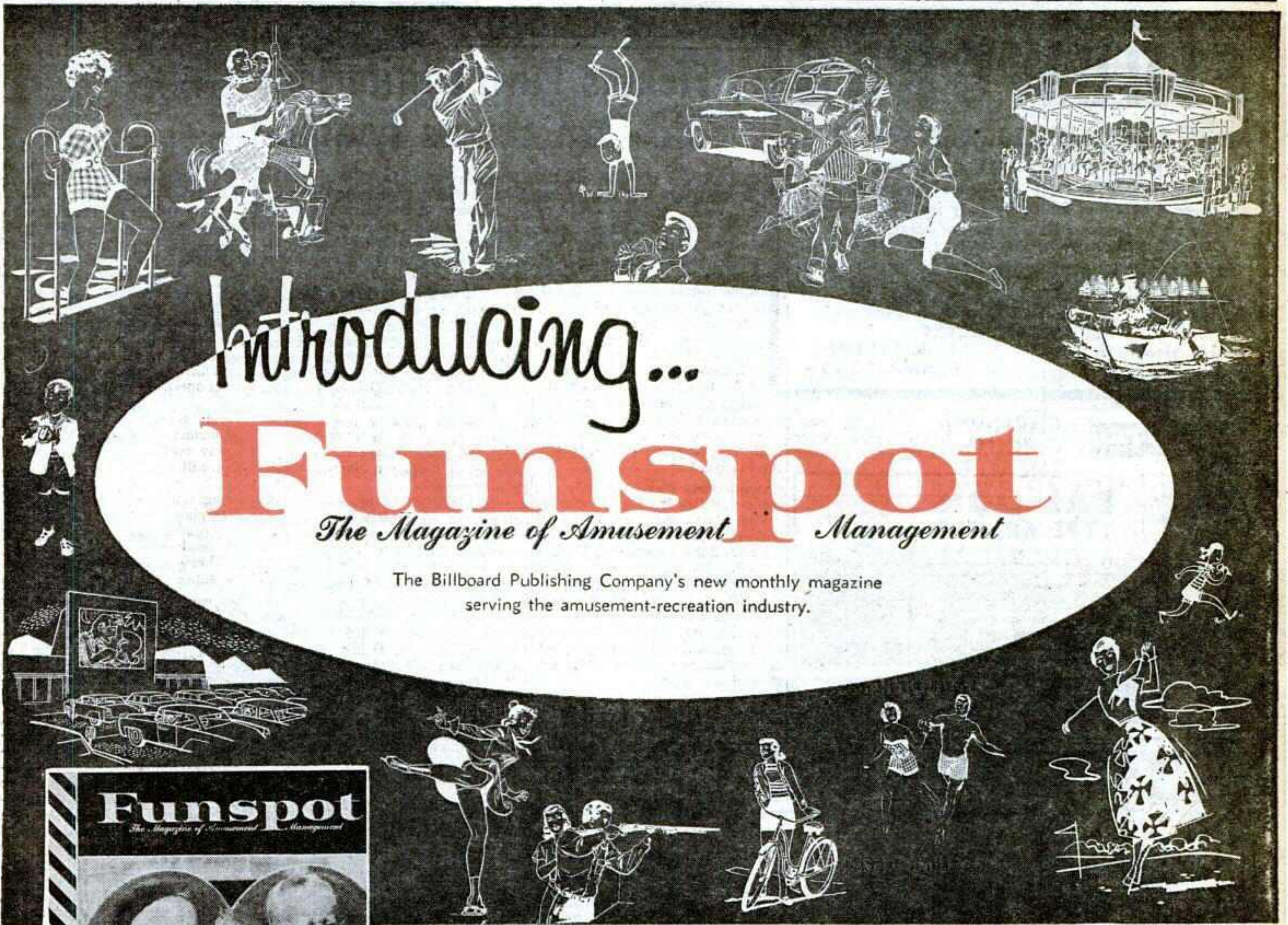
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Portable Dark Ride, new 1956, 6 Pretzel Cars and full set of Tricks, built on 2 trailers.

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MT. CLEMENS, MICH.



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Each issue will be filled with ideas that you can put to use right now. You will find them in dramatically illustrated feature articles as well as in regular departments devoted to Food and Drink Service,

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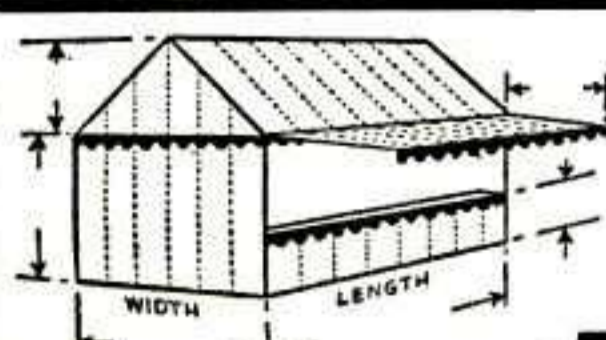
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P. O. Box 3 Phone Oliver 4-9841 New Castle, Pa.

NO MORE MEMENTOS

Tickets Turn Utilitarian, Old Ornateness Fading

TIME was when ornate tickets were valuable souvenirs of a visit to an amusement park, fair, circus or carnival. Into their design went the intent to create a memento. Once a source of fabulous scrollwork and drawings, tickets of these establishments today have little of their old flamboyance.

Gone now are the artistic reproductions of riding devices and jungleland scenes. Gone now is the practice of showmen to have their likenesses imprinted on an admission ticket. While there are notable exceptions, chiefly among a minority of the circuses, most of today's tickets are unspectacular.

A good ticket artist decades ago could command a high price; today he is a free-lance artist who sometimes is approached to submit a design for a specific user. Usually, he is not on the ticket firm's payroll. Most of the companies now shy away from staff artists.

This is not to say that all amusements have eliminated fancy and ornate tickets today. A movie premiere, night club opening, artist's recital, an inauguration, championship fight, a World Series—such a special event often is marked by issuance of special tickets. But for most circuses? A fair? A midway ride? Rarely do they make use of elaborate artwork.

It no longer is the thing, ticket

people muse, to view the ticket as anything important. The ducat is bought at one place and turned in at another, often a few steps away, with hardly a glance by the purchaser. So why put an effort or money into the ticket production?

Up to the late 1800's the show tickets were commonly unnumbered individual cardboards. The general admission roll-ticket age was ushered in late in the century by Walter Hering, founder of the Globe Ticket Company. Legend—and there is nobody around to disprove the tale—has it that Hering, as a youth, found a \$5 bill in a Philadelphia street and acquired a small flatbed press. He turned out greeting cards, beginning in 1873, and eventually got into the reserved seat ticket business. The New York Opera House was an early outlet of his.

In 1892 Hering incorporated Globe, which has become a giant of the industry, with plants in New York, Boston, Philadelphia (coincidentally, on the site of Hering's birth), Atlanta, Dallas, St. Louis, Tacoma and Los Angeles, and with offices in several other cities. Other firms which followed Globe and thrive today include Weldon, Williams and Lick, of Fort Smith, Ark., and National, of Shamokin, Pa.

National's A. E. (Fons) Conway,

who got into the ticket field in 1902, recalls his entry with a chuckle, for all he could buy at the time was stock of green or white. It was the day of the Edison nickelodeons, which gave stimulus to early ticket manufacturers thru their immense capacity for nickel and dime admissions. Today's tickets come in a variety of colors, with one company offering a choice of 14, another claims 29.

Where Hering got his start with a found five-spot, Conway got his thru an ad in the predecessor of The Billboard, the old New York Clipper. His ad offered outdoor showmen a 5,000-ticket roll for \$1.25, first produced on a crude marriage of a Chandler-Price press and Miller feed, and later on a rotary built to Conway's specification by the New Era firm of Vaughn, Mass. When clauses had to be printed on the backs of tickets, the flatbed press just couldn't handle the job anymore.

Conway supervised the machine's construction, and for more reasons than one. "When testing it," he notes, "we ran off tickets in denominations of 7 cents and 11 cents, rather than nickel and dime."

Kids Want Proofs

"The mechanics had kids, and they were just waiting for the first tickets to come off so they could sneak some away. I had to disappoint them." At one time roll tickets were as low as eight cents per 1,000—or, as Conway neatly puts it, cheaper than toilet paper.

A sort of association was formed, including Globe, National, Weldon-William-Lick, Ansell, Argus, Gosnell and Manchell, with the purpose of achieving fair prices. These were \$8 per 100,000 when a meeting was held in Buffalo, and a steady increase set in, to \$12, \$18 and \$24. Now, a price of \$9 or \$10 per 5,000 is not uncommon, but the price is affected by many factors, such as number of colors, weight of paper and others.

National's early successes were with the general admission ticket. Globe by then had pioneered in reserved seat printing and transit company tickets, expanding thru business won by rotary presses which is created in 1890-'92, and getting prices down to \$5.50 for 10,000. It got a contract with the Boston Elevated Railroad, and in a five-year period, Frank Rugg notes, turned out millions of transit tickets in two widths.

New Markets Appear

Early trolley tickets showed pictures of the "right" and "wrong" ways to debark a trolley. The
(Continued on page 80)



Even back in Buffalo Bill's day, the tendency toward plain theater-type tickets was discernable. But even today some shows continue the use of ornate tickets.

1957 Rodeo Dates

- Alabama**
Montgomery—Montgomery Rodeo, Sept. 3-7.
- Arizona**
Cottonwood—Cottonwood Rodeo, June 30.
Verde Valley Rangers.
Dewey—Dewey Rodeo, June 30.
Kingman—Mohave Co. Fair & Elks Rodeo, Aug. 31-Sept. 2.
Payson—Payson Rodeo, July 4-5. Chamber of Commerce.
Payson—Jackpot Ropings, July 6-7.
Payson—Payson Rodeo, Aug. 13-15.
Prescott—Frontier Days, July 4-7.
Show Low—LDS Rodeo, July 4-6.
- Arkansas**
Springdale—Springdale Rodeo, July 1-4.
Mace D. Howell.
- California**
Blythe—Blythe Rodeo, Oct. 11-13. R. Seeley.
Boonville—Boonville Rodeo, Sept. 28-29. Shirley Jones.
Eureka—Eureka Rodeo, June 29-30. Ralph H. Barnes.
Hemet—Hemet Rodeo, June 29-30. Ervin Quick.
Lancaster—Lancaster Rodeo, Sept. 8. Clarence Shelter.
Plymouth—Plymouth Rodeo, Aug. 25.
Goula Wait.
Salinas—Salinas Rodeo, July 11-14. W. T. Bramers.
San Fernando—San Fernando Rodeo, Sept. 1-2. Max Schonfeld.
San Juan Bautista—San Juan Bautista Rodeo, July 7. G. Hackney.
San Luis Obispo—San Luis Obispo Rodeo, July 20-21. M. Avila.
Stockton—Stockton Rodeo, Aug. 16-20. R. E. Walker.
Torrance—Torrance Rodeo, July 27-28. Clifford Coover.
Twenty-Nine Palms—Twenty-Nine Palms Rodeo, Oct. 19-20. R. L. Kley.
Visalia—Visalia Rodeo, Oct. 19-20.
Yuba City—Yuba City Rodeo, July 26-27. Leon Saylor.
- Colorado**
Boulder—Boulder Rodeo, July 28-29. Rollie Leonard.
Boulder—Boulder Rodeo, July 28-29. Rollie Leonard.
Brighton—Brighton Rodeo, Aug. 10-11. Clyde Peterson.
Castle Rock—Castle Rock Rodeo, Sept. 14-15. Charles Kirk.
- Cheyenne Wells—Cheyenne Wells Rodeo, Sept. 6-7. Byron Hudson.**
- Colorado Springs—Colorado Springs Rodeo, Aug. 6-10.**
- Durango—Durango Rodeo, Aug. 9-11. R. Franklin McKelvey.**
- Estes Park—Estes Park Rodeo, Aug. 1-3. C. A. Krenenak.**
- Greeley—Greeley Rodeo, July 3-4. Bob Davis.**
- Gunnison—Gunnison Rodeo, July 19-21. M. J. Verzuh.**
- Holyoke—Holyoke Rodeo, Aug. 16-17. R. E. Ensminger.**
- Lamar—Lamar Rodeo, Aug. 30-31. Allan Pett.**
- Longmont—Longmont Rodeo, Aug. 15-17. Cal Maier.**
- Loveland—Loveland Rodeo, Aug. 11-13. Robt. Palmer.**
- Monte Vista—Monte Vista Rodeo, July 30. Aug. 1. John H. Beatty.**
- Norwood—Norwood Rodeo, Aug. 17-18. Gordon Palmer.**
- Pagosa Springs—Pagosa Springs Rodeo, July 4-5. Glen Edmonds.**
- Pueblo—Pueblo Rodeo, Aug. 23-25. W. H. Kittle.**
- Rocky Ford—Rocky Ford Rodeo, Sept. 4-5. Ted Ryan.**
- Trinidad—Trinidad Round-Up, Aug. 31-Sept. 2. Thomas Murphy.**
- Woodland Park—Woodland Park Rodeo, July 19-21. Bill Rogers.**
- Yuma—Yuma Rodeo, Aug. 13-14. Frank Herman.**
- Idaho**
Boise—Ada Co. Sheriff's Cow Cutting Contest, June 29.
Caldwell—Caldwell Night Rodeo, Aug. 6-10.
Fairfield—Legion Rodeo, July 26-27.
Filer—Filer Rodeo, Sept. 4-7. Thom Parks.
(Continued on page 69)

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OLDEST FOODS

Popcorn Dates Back Many Years

POPCORN, ordinarily associated with amusements, is also one of the world's oldest and most distinctive foods. This statement came out of a history of popcorn compiled by Thomas J. Sullivan, executive vice-president of the National Association of Concessionaires (formerly the International Popcorn Association).

Signs of popcorn were found in New Mexican Indian villages that date from about A.D. 300 to A.D. 1,000 and were inhabited by the Mogollon Indians. It was discovered that the No. 1 food item was corn, particularly a type of corn called popcorn, which may date about 400 B.C. or earlier.

According to Sullivan's history, the Indians in Mexico were using popcorn when Cortez began his invasion. Besides eating it they were known to have made ceremonial headdresses and necklaces and used it to decorate statues of deities. In earliest times, popcorn was popped on top of heated stones or by placing the kernels or cobs with kernels into the hot embers of a fire.

From still another historical source it is learned that an old Chinese book in the Library of Congress, written in 1590, describes a type of maize, the kernels of which burst open when heated; however, this could have referred to sorghum, some types of which pop open when heated.

Almost as old as the American Indian, popcorn munching got its big start about 300 years ago. It was the custom then for an Indian brave to present the early settlers with appetizer portions during negotiations. Perhaps the most authentic report of popcorn's introduction into the American diet is supplied by Joseph N. Kane, whose "Famous First Facts," contains the following paragraph:

"Popcorn was introduced to the English colonists at their first Thanksgiving dinner, February 22, 1630, by Quadequina, brother of Massasoit. As his contribution to the dinner, he offered a deerskin bag containing several bushels of 'popped' corn."

Sullivan's history went on to say: It has been a part of the food intake of most Americans ever since. But only in recent years has its nutritive values been brought to light, supporting what movie matineers have known all along.

High Food Value

The Department of Agriculture says popcorn has (1) more food energy units than all cooked fish and meats (except very fat meats); (2) more food energy units than all vegetables and fruits; (3) more food energy units than all breads and cakes; (4) more food energy units than all varieties of cheese (except Swiss), and (5) more food energy units than all table beverages, including milk.

The perennial bromides portend another hard winter, but you can take its offering in easy stride fortified with regular helpings of popcorn, which contain 1,825 heat energy units per pound, or about twice as many units as a pound of round steak, two and a half times as many as a pound of eggs, and six times as many units as a pound of milk.

Indeed, in every nutrient category, including protein, popcorn is either at or near the top in content and value. Popcorn, says the Agriculture Department, contains more energy units than 96 per cent of all foods listed as edible by the department.

The pop in popcorn long has been a subject of curiosity among both laymen and scientists. For many years it was believed that

steam generated within the sealed popcorn hull causing the hull to explode, creating popped corn. But this theory has been abandoned in favor of one which indicates that a rearrangement of the protein pattern within the corn itself is responsible for the finished product.

There are hundreds of different brands of popcorn on the market, all vying for consumer allegiance. These brands market such varying kinds of popcorn as giant-sized kernels and tiny ones, yellow corn and white, kernels with little hull and others with considerable hull. Corn that requires less popping time than others, and corn that's espe-

cially different in taste and flavor than others.

Universities on Job

Popcorn today concerns not only the movie-attending television-viewing American, but the scientific fraternity as well; with the rise of the popcorn to its present eminence, research projects connected with popcorn are being conducted in four State universities.

Our early settlers may have known and used popcorn, but a careful study of old farm papers, seed catalogs and premium lists reveals that they make no mention of popcorn until about 1880. Only in the last 50 or 60 years has popcorn developed as an important article of commerce in the U. S. In the last decade there has been a still greater commercial expansion, due to the extensive use of popcorn in motion picture theaters, places of amusement and sport, retail food outlets and the development of the small electric popper for use in the home. This greatly

(Continued on page 68)

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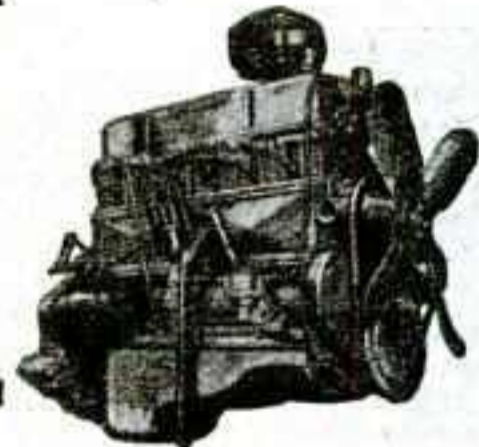


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Chevrolet trucks offer the world's most popular truck engines—big 6's, designed soundly yet simply to provide plenty of power at lowest cost and the ability to keep going in rugged service. Like all Chevrolet truck components, these engines put the accent on economy and dependability!

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ROTARY BASEBALL PITCHING MACHINE

"We Challenge Them All"

- Don't be fooled by catch-words or slogans! Check the record and see why ROTARY is acclaimed by thousands as the PERFECT baseball-pitching machine.
- Here's the PROOF: An established range operator replaced his entire battery with 7 ROTARY Pitching Machines and . . . ordered 6 more the SAME month! Other operators are also changing over to the ROTARY. See for yourself . . . the results will tell!
- It's the most sensational design in coin-operated baseball pitching machines! Using a FULL rotary motion, it winds up and pitches! Every pitch a strike . . . wet or dry. Sturdy, long-lasting for bigger profits. Complete with automatic coin box and automatic feeder, \$895. F.O.B. Garfield.

Attention, Buyers:
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- Money-makers for:
- Carnivals
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Cicero Centennial Runs Thru Summer

CICERO, Ill. — Centennial activities here started in April and will continue thru September 22, promotional director Ray Booth stressed last week.

Hagen Bros.' Circus was in for June 14-16. McDermott's Rides will be in for August dates, but the full Centennial celebration runs thruout the summer, Booth pointed out.

Popcorn an Old-Time Treat

Continued from page 67

increased demand for popcorn and has made a profitable outlet for those who wish to grow the crop on a commercial scale.

The commercial crop is produced mainly in 12 States: Iowa, Nebraska, Kansas, Illinois, Indiana, Missouri, Ohio, Texas, Kentucky, Michigan, California and Oklahoma. Iowa used to be the leading State, with production concentrated in the Western section; however, in recent years Indiana and Illinois have taken the leadership from Iowa. The relative importance of other States has changed from time to time.

Popular Everywhere

There is probably no food-confection used by the people of the U. S. which is as universally liked and used as popcorn. It is known in all parts of the country and is popular everywhere. A survey conducted over a 10-year period involving thousands of persons showed that practically everyone from every walk of life likes popcorn. Yet, in spite of its tremendous popularity, few people are aware of popcorn's great food value. In addition to high energy value and good protein content, popcorn also provides roughage so frequently inadequate in the average American diet.

The industry's international association has not conducted nation-wide surveys. However, from sales figures and computations, it seems certain that popcorn holds an important place in the social life of today. In 1949 the retail sales volume was estimated at approximately \$250 million. In 1952 it topped \$375 million.

In the early 1900's popcorn was principally popped in wire baskets held over open fires or gas flames or in metal pots and pans. Popular at parties were popcorn balls and at Christmas time it was strung on threads, interspersed with cranberries or other small colorful items, as a Christmas tree decoration.

As far as can be determined, popcorn has popularity in all sections of the United States. However, consumption is greater in the Midwest. It is known, eaten and enjoyed in Europe and South America, not in the same degree of popularity as in America. There is knowledge of popcorn being produced and sold in Copenhagen, London, Johannesburg, Union of South Africa; Beyrouth, Lebanon; Havana; Rome and Paris. It is

interesting to note that the Paris popcorn operation is headed by a young American who is studying art.

In most small towns folks grow popcorn in their family garden plots. However, the large metropolitan area population is eating more and more popcorn. A large theater today could serve as many as 4,000 boxes per day. Holidays are ideal times for serving popcorn, and in 1950 National Popcorn Week was inaugurated (October 25-31) as an annual affair. Halloween gave rise to still another popular use as a tricks or treat item, some commercial manufacturers packing small bags of popcorn, one dozen in a cellophane sleeve, to make it easy for the housewife to serve.

There is always a discussion concerning sales in summer versus winter. The consensus is that wintertime sales are higher, particularly since the widespread purchase of television sets in the homes has caused more people to stay at home for entertainment.

TWO-IN-ONE

Ky. State Fair To Open With Lafayette Day

LOUISVILLE — September 6, opening day of Kentucky State Fair here, also will be the 200th anniversary of the birth of General Lafayette, and the fair plans to do plenty about it.

It will advertise the day not only as the opener but also as Lafayette Day. Governor Chandler will proclaim it Lafayette Day thruout Kentucky.

The Lafayette High School football team of Lexington, Ky., will play St. Xavier of Louisville at night. There will be appropriate ceremonies, much pageantry, visiting French dignitaries and a mass concert by the State's high school bands.

As a build-up, the fair plans to re-enact a 200-mile stage coach trip the Frenchman once made in Kentucky, with stops along the six-day route and with the trip terminating at the fairgrounds.

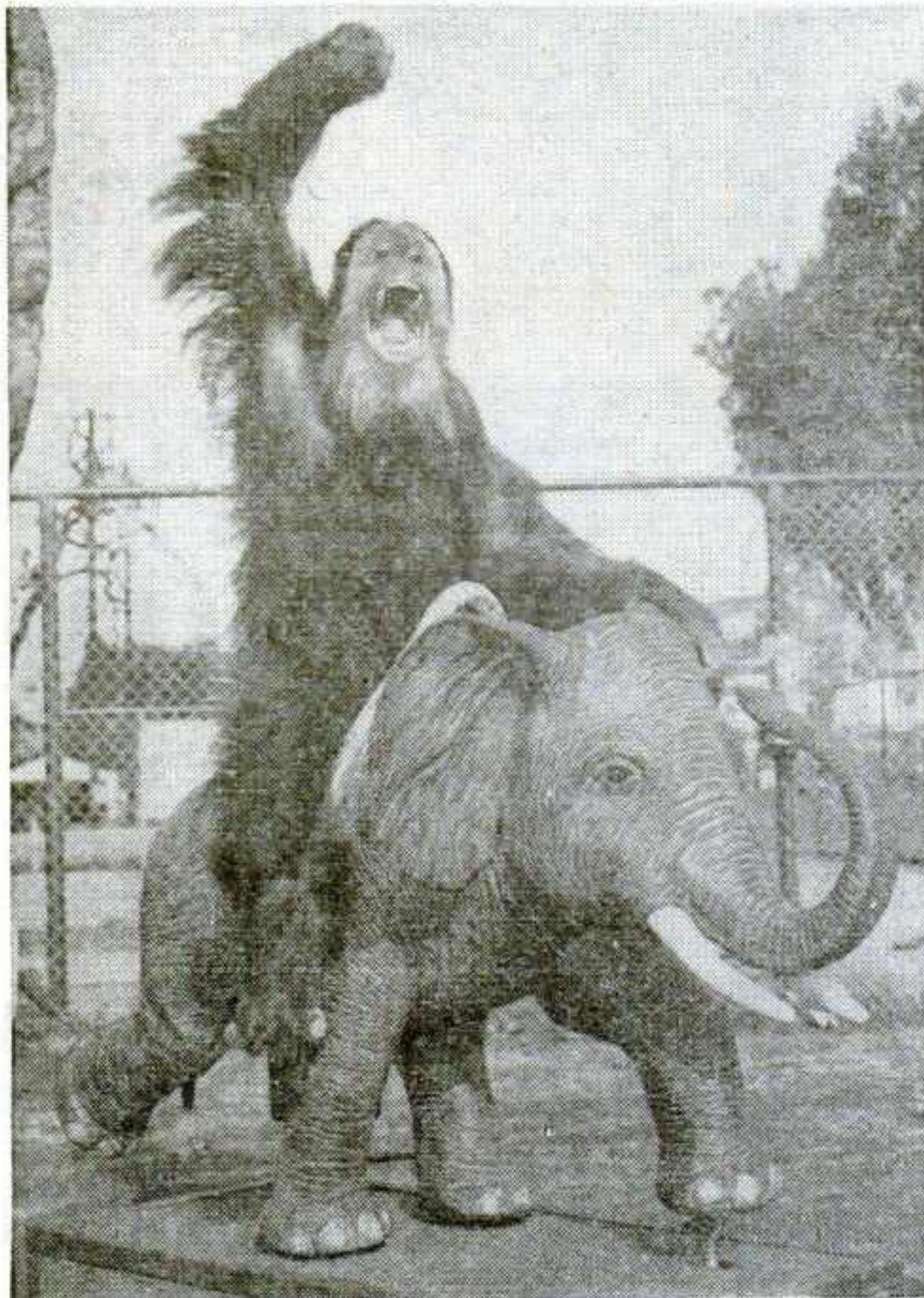
Danish Promoters May Drop Festival

COPENHAGEN — There has been considerable ballyhooing of a "circus festival" set for December 26-January 24, in the Forum exhibition hall, but there is now a strong possibility that the promoters of the show may not be granted a permit to bring in foreign animal groups and performers.

The promoters of the annual six-day bike race and other bike events in the Forum planned to present the circus performances in the oval formed by the temporary grandstands erected in the hall for the bike events.

The circus was skedded to have horses and animal groups from the Krone and the Hagenbeck circuses, of Germany, and Circus Knie of Switzerland.

Clown Al Maddox writes that he is with the Western unit of the Tom Packs Circus this season.



Wide World Photos, Los Angeles

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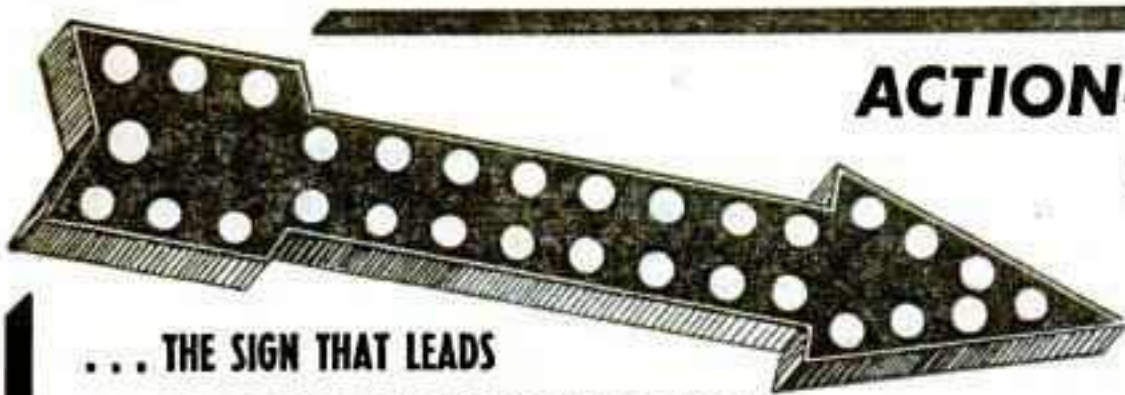
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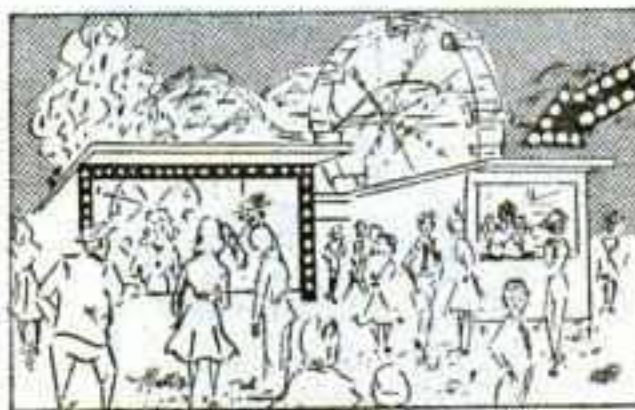
1 YEAR GUARANTEE AGAINST DEFECTS OF WORKMANSHIP AND MATERIAL (BULBS EXCLUDED) ACTION ARROW clamps onto your existing signs or attaches with ease to posts, poles, fences, buildings, etc. . . . at ANY angle. Use several units and make your own spectacular attraction!

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FLASHING 'STRIP STICK' EXTENSIONS
Attach to basic unit. 62" LONG.

- 1 to 3 Extensions \$60.00 ea.—deposit \$12.00 ea.
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- Over 7 Extensions \$50.00 ea.—deposit 8.00 ea.

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Spiral Continues

Continued from page 62

con, are unchanged, automobile parking it being hiked to 50 cents, R. M. Wade, general manager, reported. Auto parking at Ozark Empire Fair, Springfield, Mo., will go up 15 cents to the 50-cent level, and the grandstand will be resealed to \$1 to \$2 as compared with \$1 to \$1.50 last year. Children's outside gate charge will be 25 cents this year, a 15-cent hike over 1956.

The Catawba Fair, Hickory, N. C., is another that will charge 75 cents at its outside gate this year, a quarter increase. West Tennessee District Fair, Jackson, is kicking its grandstand prices up to 75 cents from 50 cents and is charging 50 cents for cars parked inside the grounds. The Spokane (Wash.) Interstate Fair, has posted a \$1 admission fee, double that of last year, while Sioux Empire Fair, Sioux Falls, S. D., is scaling its grandstand at \$2.25 to \$2.75. Last year it was \$2 to \$3.

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100,000
\$37.50

10,000 \$11.85
20,000 14.70
50,000 23.25

1957 Rodeo Dates

Continued from page 66

Grangeville—Grangeville Rodeo, Aug. 2-4. Dwyer Best.
 Hailey—Wood River Round-Up, July 3-4.
 Idaho Falls—War Bonnett Round-Up, July 31-Aug. 3.
 Jerome—Jerome Rodeo, Aug. 22-24. Eleanor Wiswall.
 Lewiston—Lewiston Rodeo, Sept. 6-8. Joseph Skok.
 Malad—Oneida Co. Night Rodeo, July 5-6.
 Nampa—Snake River Stampede, July 16-20.
 Pocatello—Pocatello Rodeo, July 16-18. Muriel Ruggles.
 Preston—Preston Rodeo, Aug. 1-3.
 Rupert—Rupert Rodeo, July 4-6.
 Sidney—Sidney Rodeo, Aug. 20-24. Ralph Travis.
 Terretion—Terretion Rodeo, Aug. 23-24. Della Cope.
 Weiser—Weiser Rodeo, July 11-13. James Skow.

Illinois
 Chicago—Chicago Rodeo, Oct. 9-20. M. E. Thayer.
 Kankakee—Kankakee Rodeo, Sept. 6-8. P. F. Loistelle.

Iowa
 Albia—Albia Rodeo, Aug. 6-7.
 Cedar Rapids—Cedar Rapids Rodeo, Aug. 16-17. Andrew Hanson.
 Clear Lake—Clear Lake Rodeo, Aug. 7-9. Harold Currier.
 Fort Madison—Fort Madison Rodeo, Sept. 7-8. J. C. Patterson.
 Sidney—Championship Rodeo, Aug. 20-24. Ralph Travis.

Kansas
 Great Bend—Great Bend Rodeo, July 19-21. Kent Collier.
 Mound City—Mound City Rodeo, Aug. 22-23. John Morse.
 Phillipsburg—Phillipsburg Rodeo, Aug. 1-4. W. C. Sullivan.
 Pretty Prairie—Pretty Prairie Rodeo, July 16-18. L. C. McCubbin.
 Wichita—Frontier Days Rodeo, Sept. 19-22. Harry Shepler.

Kentucky
 Louisville—Louisville Rodeo, Sept. 6-9.

Louisiana
 Alexandria—Alexandria Rodeo, Aug. 27-31. James Thompson.
 West Monroe—West Monroe Rodeo, Sept. 2-6. Herbert Land Jr.

Missouri
 Camdenton—Camdenton Rodeo, July 9-14. Harry Nelson.
 Chillicothe—Chillicothe Rodeo, Sept. 13-15. Frosty Rose.
 Joplin—Western Fiesta Rodeo, June 26-29. J. D. Baughman.
 Sikeston—Sikeston Rodeo, Sept. 12-15. Bruce Hampton.
 West Plains—Lions Club Rodeo, July 4-6. J. R. Smoot.

Montana
 Baker—Baker Rodeo, Aug. 24-25. E. R. Hoff.
 Billings—Billings Rodeo, Aug. 13-17. Harry L. Fitton.
 Bozeman—Bozeman Rodeo, Aug. 9-11. J. Jensen.
 Butte—Butte Rodeo, June 27-29. L. A. Guay.
 Dodson—Dodson Rodeo, Aug. 10-11. William Black.
 Forsythe—Forsythe Rodeo, Aug. 20-22. Lucille Borer.
 Great Falls—Great Falls Rodeo, Aug. 6-10. Leo C. Dailey.
 Lewiston—Central Wyoming Rodeo, Aug. 1-3. James Schultz.
 Missoula—Missoula Rodeo, July 19-21. Gary Gallagher.
 Plains—Plains Rodeo, Aug. 24-25. Garth Howser.
 Shelby—Shelby Rodeo, July 25-28. Clifford Coover.
 Wolf Point—Wolf Point Rodeo, July 12-14. W. C. Reichert.

Nebraska
 Bertrand—Bertrand Rodeo, July 30-31. Bernard Hoen.
 Burwell—Burwell Rodeo, July 31-Aug. 3. H. D. DeLashmutt.
 Crawford—Crawford Rodeo, July 2-4. Thomas Moody.
 Gordon—Gordon Rodeo, Sept. 6-8. George Comer.
 Lewellen—Lewellen Round-Up, Sept. 1-2. A. Klein.
 Omaha—Omaha Rodeo, Sept. 20-29. J. J. Isaacson.
 Sewart—Sewart Rodeo, Aug. 5-6. Paul Colburn.
 Sidney—Sidney Rodeo, Aug. 16-17. L. W. Lindell.
 Wahoo—Wahoo Rodeo, Aug. 22-24. Dorothy Lindley.

Nevada
 Elko—Elko Rodeo, June 29-30. Oren Probert.
 Fallon—Fallon Rodeo, Aug. 31-Sept. 2. Chris Madsen.
 Las Vegas—Las Vegas Rodeo, Aug. 2-4. W. R. Scheihagen.
 Reno—Reno Rodeo, July 4-6. Ray Peterson.

New Mexico
 Albuquerque—State Fair Rodeo, Sept. 28 Oct. 6. Leon H. Harms.
 Cimarron—Cimarron Rodeo, July 4. W. D. Littrell.
 Las Vegas—Las Vegas Rodeo, Aug. 2-4. W. R. Scheihagen.
 Santa Fe—Santa Fe Rodeo, July 11-14. A. C. Green.
 Socorro—Socorro Rodeo, Sept. 7-8. Glenn Chadwick.

North Dakota
 Dickinson—Dickinson Rodeo, July 4-5. Willard Schnell.

Mandan—Mandan Rodeo, July 2-4. Art Olson.
 Walthalla—Walthalla Rodeo, July 2-4. L. A. Jackson.

Oklahoma
 Ada—Ada Rodeo, Aug. 13-17. Douglas Smith.
 Chickasha—Chickasha Rodeo, July 16-19. J. H. Winder.
 Claremore—Claremore Rodeo, July 2-6. Cecil P. Ray.
 Duncan—Duncan Rodeo, July 3-Aug. 2. James Taylor.
 Elk City—Elk City Rodeo, Sept. 2-4. Geo. Peeler.
 Hinton—Hinton Rodeo, July 8-10. Dean Rader.
 Lawton—Lawton Rodeo, Aug. 2-6. James Dawes.
 McAlester—McAlester Rodeo, Sept. 5-8. Lawrence Clements.
 Vinita—Vinita Rodeo, Aug. 28-Sept. 1. F. C. Goodpastier.
 Yukon—Yukon Rodeo, June 27-29. Mrs. V. M. Compton.

Oregon
 Cottage Grove—Cottage Grove Rodeo, July 13-14. John Wells.
 Elgin—Elgin Rodeo, July 20-21. Ted Keeter.
 Eugene—Eugene Rodeo, Aug. 2-4. Dick Langton.
 Halfway—Halfway Rodeo, Sept. 1-2. D. D. Peterson.
 Joseph—Joseph Rodeo, July 26-28. Bonnie Tucker.
 Lebanon—Lebanon Rodeo, July 26-29. J. A. Cain.
 Molalla—Molalla Rodeo, July 3-7. Ernest W. Clark.
 Moro—Moro Rodeo, Sept. 14-15. M. O. Coons.

Myrtle Point—Myrtle Point Rodeo, Aug. 16-17. J. H. Clarno.
 Pendleton—Pendleton Round-Up, Sept. 11-14. Dick Purchase.
 Prineville—Prineville Rodeo, Aug. 9-11. Clyde Gumpert.
 Redmond—Redmond Rodeo, Aug. 24-25. Norman Swanson.
 St. Paul—St. Paul Rodeo, July 2-4. Gene Smith.

South Dakota
 Faith—Faith Rodeo, Aug. 10-11.
 Belle Fourche—Belle Fourche Rodeo, July 3-5. Joe Koller.
 Deadwood—Deadwood Rodeo, Aug. 2-4. Nell Perrigouse.
 Mobridge—Mobridge Rodeo, July 2-4. Jim Rothstein.
 Nemo—Nemo Rodeo, July 28. Fred Roth.
 Rapid City—Rapid City Rodeo, Aug. 15-18. Kenneth Roberts.
 Sioux Falls—Sioux Falls Rodeo, Aug. 16-18.
 Sturgis—Sturgis Rodeo, July 13-14. Malcolm Cooper.

Tennessee
 Memphis—Memphis Rodeo, Sept. 20-28. Boyd Arthur.

Texas
 Belton—Belton Rodeo, July 4-6. W. F. Hamner.
 Carthage—Carthage Rodeo, Aug. 1-3. W. H. Clabaugh.
 Coleman—Coleman Rodeo, July 10-14. Robt. O'Hair.
 Dalhart—Dalhart Rodeo, Aug. 2-3. Nick P. Craig.
 Dublin—Dublin Rodeo, Aug. 28-31. C. E. Leatherwood.
 Orange—Orange Rodeo, Aug. 29-31. Tommy Sorrels.
 Rusk—Rusk Rodeo, Aug. 7-10. L. N. Pledger.
 San Saba—San Saba Rodeo, June 27-29. L. P. Cobern.
 Texarkana—Texarkana Rodeo, Sept. 16-21. Leon Arnold.
 Weatherford—Weatherford Rodeo, July 24-27. Herman Carr.

Utah
 Lehi—Lehi Rodeo, June 27-29. Ferrin Gurney.
 Logan—Logan Rodeo, Aug. 15-17. M. R. Hovey.

Nephi—Nephi Rodeo, July 11-13. Lorin Christensen.
 Ogden—Ogden Pioneer Days, July 19-24.
 Price—Price Rodeo, Aug. 8-10. Elvin Chapman.
 St. George—St. George Rodeo, Sept. 12-14. Clayton Atkin.
 Salt Lake City—Days of '47 Rodeo, July 18-24. Lee Neilson.
 Vernal—Vernal Rodeo, July 18-20. Jack Boren.

Washington
 Auburn—Auburn Rodeo, July 20-21. Glenn Dallas.
 Ellensburg—Ellensburg Rodeo, Aug. 31-Sept. 2. Art Driver.
 Kennewick—Kennewick Rodeo, Aug. 23-25. H. C. DeHaven.
 Monroe—Monroe Rodeo, Aug. 31-Sept. 2. Robert Follis.
 Moses Lake—Moses Lake Rodeo, Sept. 7-8. Ivan Cole.
 Newport—Per Oreille Co Rodeo, July 27-28. Joseph Berendt.
 Omah—Omah Rodeo, Aug. 10-11. Gordon Lacey.
 Sedro Woolley—Sedro Woolley Rodeo, July 4-5. Betty Antone.
 Spokane—Spokane Rodeo, Aug. 14-17. Bob Miller.
 Toppenish—Toppenish Rodeo, June 28-30. Dwight Jordan.
 Walla Walla—Walla Walla Rodeo, Aug. 30-Sept. 1. Milton Loney.

Wisconsin
 Hammond—Hammond Rodeo, Aug. 3-4.
 Spooner—Heart of the North Rodeo, July 13-14. Harold Haynes.

Wyoming
 Casper—Casper Rodeo, July 31-Aug. 3. Robt. L. Honey.
 Cody—Cody Stampede, July 4-5.
 Cheyenne—Frontier Days, July 23-27. Jack Mabey.
 Evanston—Cowboy Days Rodeo, Aug. 31-Sept. 1.
 Guernsey—Old-Timers Rodeo, July 3-4.
 Guernsey—Labor Day Rodeo, Sept. 2.
 Lander—Lander Rodeo, July 3-4. James Farthing.
 Pinedale—World Championship Steer Roping Contest, Aug. 3.
 Sheridan—Sheridan Rodeo, July 12-14.
 Tensleep—Tensleep Rodeo, July 4-5.
 Thermopolis—Thermopolis Rodeo, Sept. 1-2.

CANADA
Alberta
 Benalto—Benalto Rodeo, July 25.
 Cardston—Cardston Rodeo, July 15-16. Bert Gibb.
 Grande Prairie—Grande Prairie Rodeo, Aug. 12-14. Keith Adams.
 Lethbridge—Lethbridge Rodeo, July 25-27. C. E. Barry.
 Medicine Hat—Medicine Hat Rodeo, July 18-20. E. V. Elford.

British Columbia
Saskatchewan
 Swift Current—Swift Current Rodeo, July 1-3. I. Hansen.

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Dennison-Crawford Co. Fair Assn. Aug. 12-15. Bryan Haberg. Des Moines-Iowa State Fair. Aug. 23-Sept. 1. L. B. Cunningham.

Abilene-Central Kan. Free Fair Assn. Aug. 19-23. Don C. Steffes. Alma-Wabaunsee Co. Fair Assn. Aug. 21-24.

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5-11. Hans Henriksen, 205 First Nat'l Bank Bldg. Missouri Valley-Harrison Co. Fair Assn. Aug. 1-3.

Kansas Abilene-Central Kan. Free Fair Assn. Aug. 19-23. Don C. Steffes. Alma-Wabaunsee Co. Fair Assn. Aug. 21-24.

Hardtner-Barber Co. Fair Assn. Aug. 12-14. Kenneth Wolgamott. Harper-Harper Co. Agrl. Fair Assn. Aug. 22-24.

Independence-Montgomery Co. 4-H Club Fair. Aug. 20-22. Merle Garr. Iowa-Allen Co. Agrl. Soc. Aug. 26-30.

Kentucky Alexandria-Alexandria Fair Assn. Aug. 31-Sept. 2. Thomas J. Carnes. Barbourville-Knox Co. Fair Assn. Aug. 19-24.

Greenup-Greenup Co. Fair Assn. Sept. 23-28 Mrs. Russell Lowe. Hardinsburg-Breckenridge Co. Fair Assn. Sept. 26-28.

Louisiana-Kentucky State Fair Assn. Sept. 8-15. H. Clyde Reeves. Munfordville-Hart Co. Fair Assn. Sept. 5-7.

Louisiana Abbeville-La. Dairy Festival & Fair Assn. Oct. 25-26. Roy R. Theriot. Alexandria-Central La. State Fair Assn. Oct. 23-25.

DON'T FORGET! The next publication of the 1957 Fair Dates will appear in the July 29 FAIR SPECIAL.

Tallahassee-La. Delta Fair Assn. Oct. 14-18. J. M. Gilfoil.

Maine

Acton-York Co. Agrl. Assn. Aug. 23-24. Leon E. Credford.

Maryland

Annapolis-Anne Arundel Co. Fair Assn. Sept. 11-14. William E. Kirk.

Massachusetts

Barrington-Great Barrington Fair Assn. Sept. 8-14. Edward J. Carroll.

Michigan

Adrian-Lenawee Co. Fair Assn. Sept. 18-21. M. R. Mohr.

Allenville-Mackinac Co. Fair Assn. Aug. 30-Sept. 2. Harry Schollard.

Marion-Marion Farm Exhibit Assn. Sept. 2. Paul S. Timkovich.

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Advertisement for 'SPEE-DEE' Sugar Dispenser for Candy Floss, highlighting its features like being sanitary, saving time, and having a one-year guarantee.

Columbia—South Carolina State Fair, Oct. 21-28. Paul V. Moore.

South Dakota

Aberdeen—Brown Co. Fair Assn, Aug. 25-29. Ullric M. Gwynn Jr.

Tennessee

Alamo—Crockett Co. Fair & Livestock Show, Sept. 6. T. M. Moore.

Utah

Coalville—Summit Co. Fair Assn, Aug. 30-31. J. Reed Moore.

Vermont

Barton—Orleans Co. Fair Assn, Aug. 14-18. Mrs. Donald Blodgett.

Onedia—Scott Co. Fair Assn, Aug. 29-31. E. C. Terry.

Texas

Abilene—West Texas Fair, Sept. 9-14. Joe Cooley.

Washington

Bremerton—Kitsap Co. Fair Assn, Aug. 22-25. Mrs. Ruth B. Siegfried.

West Virginia

Berkeley Springs—Morgan Co. Fair Assn, Aug. 14-17. Mrs. Foster L. Sirbaugh.

Chatham Hill—Rich Valley Agri. & Fair Assn, Aug. 26-31. J. T. Gardner.

Virginia

Bland—Bland Co. Fair Assn, Sept. 5-7. T. E. Mallory.

Washington

Bremerton—Kitsap Co. Fair Assn, Aug. 22-25. Mrs. Ruth B. Siegfried.

West Virginia

Berkeley Springs—Morgan Co. Fair Assn, Aug. 14-17. Mrs. Foster L. Sirbaugh.

New Hope—Beaver Pond Dist. Fair, Sept. 5-7. C. P. Hylton.

Wisconsin

Antigo—Langlade Co. 4-H Club Leaders' Assn, Aug. 2-4. Marvin C. Hanson.

Washington

Bremerton—Kitsap Co. Fair Assn, Aug. 22-25. Mrs. Ruth B. Siegfried.

West Virginia

Berkeley Springs—Morgan Co. Fair Assn, Aug. 14-17. Mrs. Foster L. Sirbaugh.

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MAKE A NOTE! The next publication of the 1957 Fair Dates will appear in the July 29 FAIR SPECIAL.

29; Blue Earth, Minn., July 2-4; Big Lake 5-7.
 Stephens, Otto: Eddyville, Ia., 24-26; Lineville 28-July 1; Belle Plaine 2-5.
 Stipe's: Durand, Wis., 28-30; Forest Lake, Minn., July 2-7.
 Strates, James E.: Utica, N. Y.
 Strong's Am. Co.: Ericson, Neb., 25-26; Valparaiso 29-30.
 Sunny, A. J., Am. Co.: Cleveland, O.
 Sunset Am. Co.: Montevideo, Minn., 24-30; Clear Lake, Ia., July 1-4.
 Tatham Bros. Combined: Bement, Ill.; Sullivan July 1-6.
 Tennessee Valley Am.: West Baden Springs, Ind., July 1-6.
 Thomas, Art B., No. 1: Washburn, N. D., 24-25; (Fair) Ada, Minn., 27-30; (Fair) Thief River Falls July 1-4; (Fair) Fallock 5-7.
 Thomas, Art B., No. 2: St. Paul, Minn., 24-27; Minneapolis 28-30; Delano July 3-4; Mound 5-7.
 Thomas Joyland: Oak Hill, W. Va.; Spencer July 1-6.
 Tidwell, T. J.: Clarendon, Tex.; Canadian July 3-7.
 Tinsley, Johnny T.: Whitnel, N. C.; Black Mountain July 1-6.
 Tip Top: Milwaukee, Wis., 27-30; Oshkosh July 1-4.
 Tivoli Expo.: Canton, Ill.; Griggsville (Fair) July 1-6.
 20th Century: Oklahoma City, Okla., 24-July 7.
 United States: Amigo, W. Va.
 United Expo.: Pontiac, Ill.
 Virginia Greater: Capitol Heights, Md.; West Hyattsville July 1-6.
 Wade Greater: Livonia, Mich. 25-30.
 Wade, W. G.: Grand Rapids, Mich.
 Wall, Alfred Am.: Philo, Ill., 29-30; Iroquois July 2-4; Onarga 5-7.
 Wallace Bros.: Appleton, Wis.; Madison July 1-7.
 W. B. J.: Chesterfield, Ind., 25-29; Olivet, Mich., July 3-6.
 West Coast, No. 1: Crescent City, Calif. 24-July 4; Medford, Ore. 6-14.
 West Coast, No. 2: (Fair) Sacramento, Calif., 24-30; Stockton July 1-7.
 Wilcox, Dick: Patton, Me.
 Wilson Famous: Rock Falls, Ill.; Henry July 1-4.
 Wolfe Am. Co.: Waverly, Va.
 World's Finest: Regina, Sask.; Weyburn July 1-3; Estevan 4-6.
 World of Pleasure: Jackson, Mich.
 World of Mirth: New Britain, Conn.
 Young, Monty: Lehi, Utah, 25-29.

Carson & Barnes: Fairfield, Mont., 24; Choteau 25; Conrad 26; Cutbank 27; Browning 28; Columbia Falls 29; Eureka 30.
 Clyde Bros.: Henderson, Ky., 24; Madisonville 26-27; Hopkinsville 28-29; Austin, Minn., July 3-4; Rochester 5-7; Albert Lee 8; Fargo, N. D., 10-11.
 Cristiani Bros.: Keene, N. H., 24; Greenfield, Mass., 25; North Adams 26; Albany, N. Y., 27; Schenectady 28; Gloversville 29.
 Hagen Bros.: Clinton, Ia., 24; Muscatine 25; Burlington 26; Fairfield 27; Ottumwa 28; Chariton 29; Des Moines July 1; Nevada 2; Fort Dodge 3; Boone 4; Webster City 5; Iowa Falls 6.
 Hunt Bros.: Cheshire, Conn., 24; Middletown 25.
 Kelly-Miller: Aurora, Colo., 24; Boulder 25; Brighton 26; Longmont 27; Loveland 28; Greeley 29; Fort Morgan 30; Sterling July 1; Fort Collins 2.
 Mills Bros.: Zanesville, O., 24; Coshocton 25; Utica 26; Mount Gilead 27; Crestline 28; Willard 29; Elyria July 1; Parma 2; Wickliffe 3; Cleveland 4; Massillon 6; New Castle, Pa., 8.
 Packs, Tom, Eastern: St. Louis, Mo., 29-July 4; Belleville, Ill., 6; Wichita, Kan., 11-14; Warren, O., 17.
 Packs, Tom, Western: Cheyenne, Wyo., 24; Laramie 25; Rock Springs 27; Portland, Ore., July 2-6.
 Polack Bros. Eastern: Odgen, Utah, 24-25; Salt Lake City 27-29; Helena, Mont., July 2-3; Kalispell 5-6.
 Polack Bros. Western: Bakersfield, Calif., 27-29; Pasadena July 4; Del Mar 5-7; Eureka 11-13.
 Ring Bros.: Altona, Man., 24; St. Jean Baptist 25; St. Ann 26; Beaurejour 27; Selkirk 28.
 Ringling Bros. and Barnum & Bailey: Winston-Salem, N. C., 24-27; Richmond, Va., 28-30.
 Strong, John: (Fair) Pleasanton, Calif., 24-29; (Fair) Vallejo July 5-14.

TENTED BROADWAY GROWS

'Pajama Game' Tent Scene King; Music Spots Eye 2.5 Mil Patrons

By IRWIN KIRBY

NEW YORK — The "Pajama Game" stage musical is undisputed champion of this year's summer tent theater season, with more than \$125,000 in royalties expected to be produced by its appearances. Virtually every one of the outdoor show spots has scheduled the musical for periods of two to four weeks. It is this year's "South Pacific" without a doubt.

The present theaters operating under canvas are a far cry from the modest effort of St. John Terrell, whose Music Circus in Lambertville, N. J., was started in 1949 on what would now be called a financial shoestring. Terrell got rolling then for some \$25,000. To do it now—buy canvas, arrange a location, lease titles, hire and rehearse talent, promote the show—would cost a would-be operator \$125,000 before opening night.

Who fixes the canvas? Traveling shows have boss canvasmen, and in several cases circus men have switched over to handle music theater tents. But sometimes it is the theater promoter who is lacing up the canvas rip. It is also the promoter who works at every phase of the production, often casting, selling tickets, calling on potential theater party groups, etc. For that matter, everyone gets into the selling act, for the summer livelihood of all depend on hefty attendance.

Theater parties are the life blood of this type of stage offering, where there is a house capacity ranging from 1,400 to 2,200, and a requirement of 70 per cent attendance as the break-even point. Glum is the outlook for the promoter-producer who can not contract for at least 200 party groups prior to the season, for he has a weekly nut of \$15,000 to clear, and pre-sold attendance is the closest thing he has to a guarantee. Total sellout dates, where an organization—fraternal,

As much as \$5,000,000 is figured to change hands yearly in the business, the association estimates, and despite the heavy cost of entering the field, there is plenty of fresh money in view and lots of territory. The suburb of every city is tabbed a good possibility. Sales points are, first, the outdoor location; second, the musical, and third, the featured performer. Often there is no star involved. It is outdoor entertainment presenting a Broadway musical every week. And the concessions end, restricted to sedate soft drinks and programs in Broadway houses, is much more varied at the tent shows, where family tastes are met with hot dogs, popcorn and other midway-type refreshments.

In addition to "Pajama Game," which will get roughly 60 weeks' royalties this year, averaging close to \$2,000 per, there has been heavy booking for "Plain and Fancy" and "Can-Can," with such oldies as "Merry Widow," "Student Prince" and "Fledermaus" also due for heavy action. The producers, constantly at odds with unpredictable elements and confined quarters, are, in a body, the users of tried and true show properties. The tent show is no place for experimentation.

Spots Listed

MATA members are: Music Circus, Lambertville, N. J. (opened 1949); Cape Cod Melody Tent, Hyannis, Mass. (1950); Highland Park Music Theater, Highland Park, Ill. (1950); Sacramento, Calif., Music Circus (1951); South Shore Music Circus, Cohasset, Mass. (1951); Finger Lakes Lyric Circus, Skaneateles, N. Y. (1952); Neptune Music Circus, Neptune, N. J. (1952); Musicarnival, Cleveland (1954); Oakdale Musical Theater, Wallingford, Conn. (1954); Warwick Music Theater, Warwick, R. I. (1955); Melody Circus, Detroit (1955).

Also, North Shore Music Theater, Beverly, Mass. (1955); Musical Tent, Clio (Flint), Mich. (1955); Niagara Melody Fair, North Tonawanda, N. Y. (1956); Camden County Music Circus, Haddonfield, N. J. (1956); Brandywine Music Box, Concordville, Pa. (1956), and Westchester Musical Theater, Rye, N. Y., which Phil Moloney Jr. is establishing this season at Playland Amusement Park, the only tented musical arena at an established fun location. Also operating, but not associated with MATA, are the Valley Forge, Pa., Music Fair (1955), and Westbury, N. Y., Music Fair (1956).

The spots named are exclusively for music shows. Other smaller tents throught the nation are used for strict legit offerings or a combination of legit, concert hall, recital, and music.



This tent musical theater at Lambertville, N. J., was founded in 1949 and was the forerunner of the 19 in operation today. Other tent theaters are not restricted to presentation of musicals.

Ice Shows

Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., June 24-Sept. 1.

Miscellaneous

Damon, Dwight, Magician: Knoxville, Ill., 24; Preston, Ia., 26; Calamus 27; Geneseo and Joy, Ill., 29.
 Jungland Circus: Hanford, Calif., Watsonville July 3-7.
 Rabbitt Foot Minstrel Show: Florence, Ala., 24; Sheffield 25; Tusculumbia 26; Decatur 27; Huntsville 28; Scottsboro 29; Chattanooga, Tenn., July 1.

Circus Routes

Beatty, Clyde: New Haven, Conn., 24; New London 25; Willimantic 26; Warwick, R. I., 27; Bristol 28; Worcester, Mass., 29.
 Benson Bros.: Tipton, Ind., 24; Kokomo 25; Logansport 26; Rensselaer 27; Kankakee, Ill., 29.

There are 19 of the locations in use now, all but two of which have banded together to form the Musical Arena Theaters Association. Terrell is president. Other officers, all prominent in the field, are David Marshall Holtzman, of Hyannis and Cohasset, Mass., vice-president; Robert H. Bishop III, Cleveland, secretary, and Walter Davis, Skaneateles, Mass., treasurer. The group has made some beneficial steps forward since organizing, among them a three-year agreement with Actors' Equity.

Many Supplies

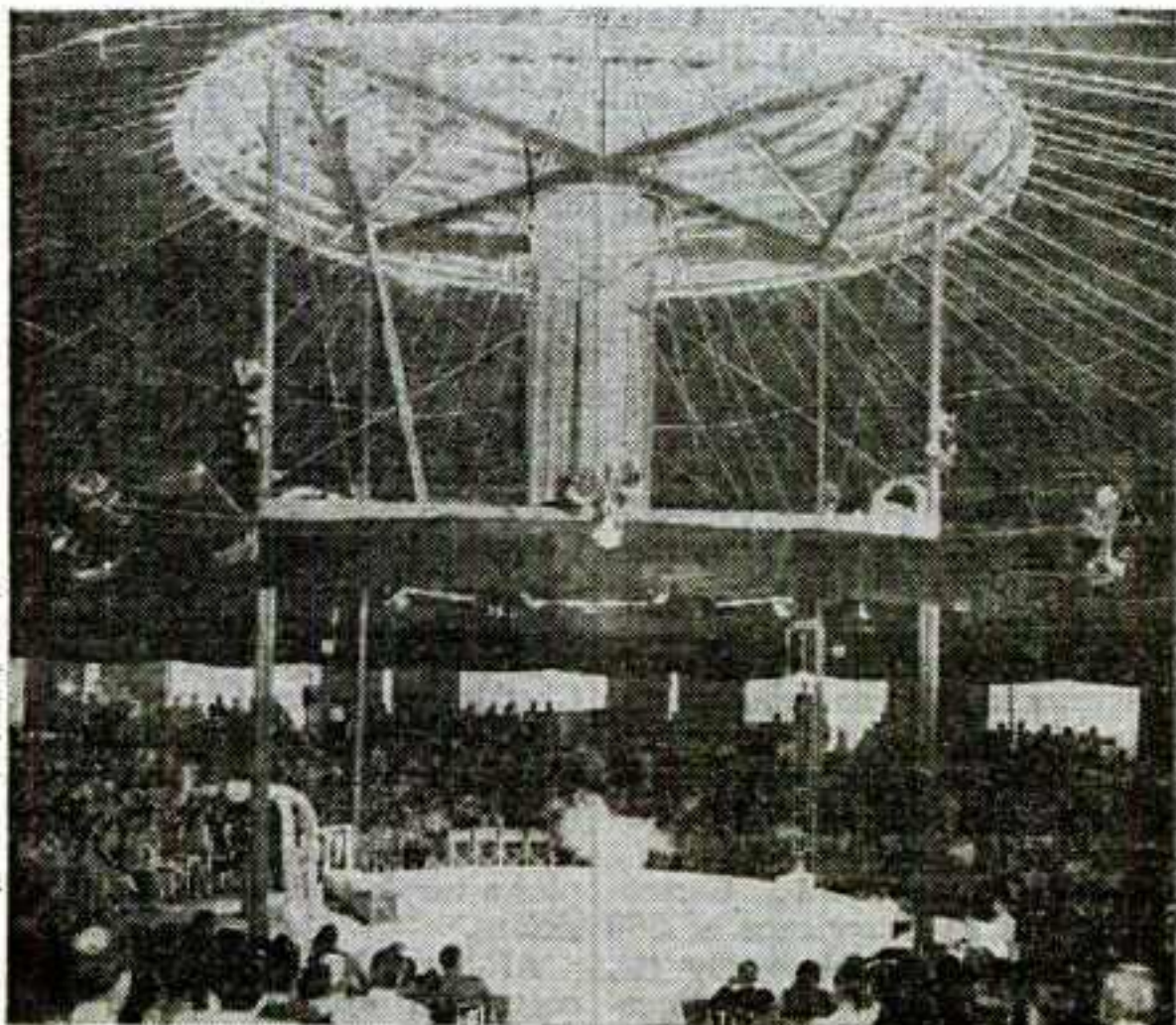
The 19 tents obviously represent a great amount of canvas and, as in the carnival and circus field, the experienced observer can rattle off the names of two or three tent firms and probably be including the outfit that made whatever music tent he is viewing at the time. Seven of the 19 were built by O. Henry Tent & Awning Company. Six were built by Hoosier. The late Arthur Campfield made four, but his business has been dissolved. American Tent & Awning Company built the remaining two, tho it is doing less of this type of manufacture now. The old-timers that are geared to large tent jobs have been doing an increasing share of the music theater business.

Two years is a long life for a carnival tent. Not so for the musical arena tent, which stays in the air for an entire season, thereby giving up to three and even five years' life.

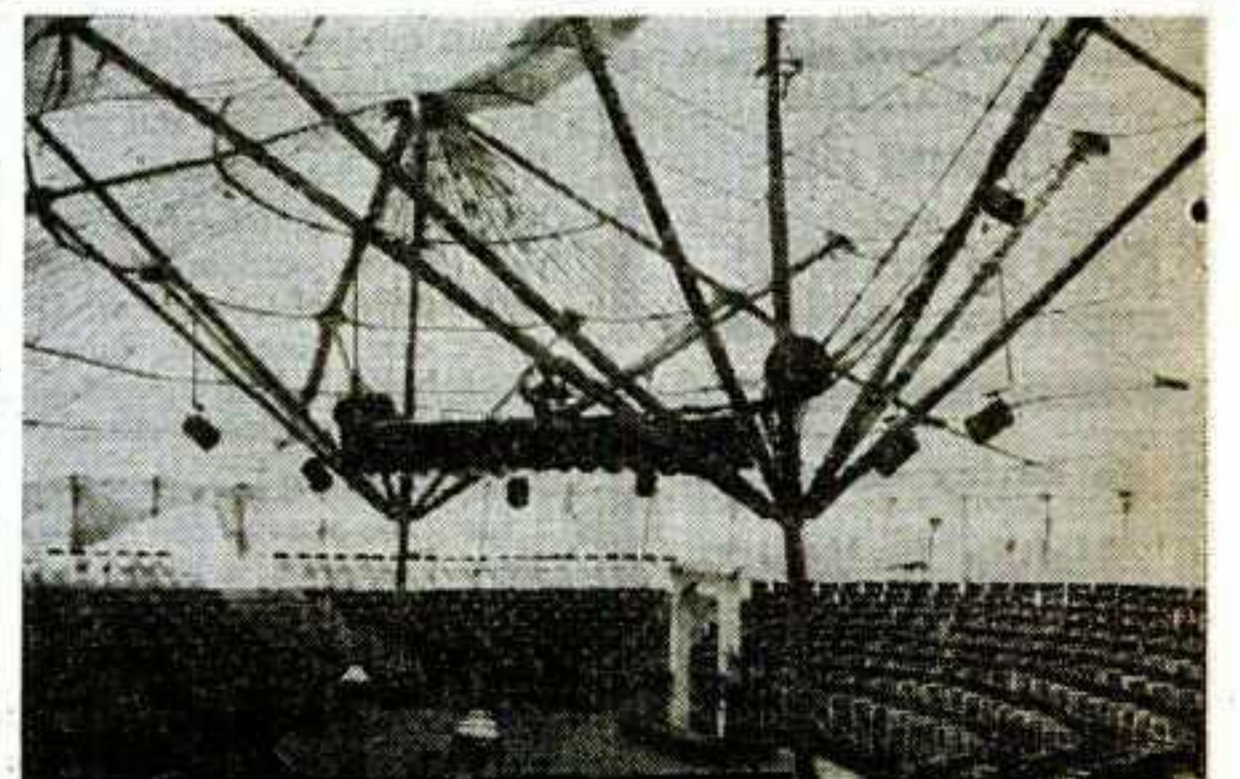
industrial or otherwise—buys out the house for a specified night, are Valhalla. These will occur at the bigger spots from five to 20 times yearly, and there can't be too many of them.

Rough Grind for All

Before springtime ends it is expected that the promoter will have gotten all his title okays, cast his show, and become prepared to operate for a summer season ending around Labor Day, with the cast performing one show by night and rehearsing another by day. It's a rough grind for all hands, on the performing end and in the office, where advance selling is a continuous process.



Music theater tents have departed from traditional use of poles in some cases. Niagara Melody Fair (above), has four center poles in the style of European circuses, but they support a steel cap. Canvas leads off the steel dome at top center.



Umbrella style supports, shown in the Music Circus of St. John Terrell, are another style developed for tent theaters. The beams angled outward from the center poles replace traditional quarter poles and eliminate obstructions in the seating area.

THE FINAL CURTAIN

BURICH—Jesse, 81, father of Mrs. Roy G. Marr, June 4 in Frankfort, Kan. Burial in Vermillion, Kan.

FEIN—Philip, well-known stage director for musical presentations, June 9 in Chicago. He entered show business at the age of 18 in the chorus of the Aborn Opera Company and soon afterwards became a stage director. Over a period of years Fein occupied similar posts with the Century Opera Company, Chicago Opera Company, St. Paul Civic Opera Association, Lyric Theater Opera Company at the Chicago Civic Opera House, and the Florentine Opera Company, Milwaukee. At one time he played vaudeville with his wife, Florence Tenyson, under the billing of Fein and Tennyson. For two years Fein was equestrienne director of "Spangles" in Madison Square Garden and with the Ringling Bros and Barnum & Bailey Circus, and at various times managed and sang in fair grandstand shows produced by Barnes & Carruthers Theatrical Enterprises, Chicago. He also put in two years with Michael Todd as production co-ordinator of "A Night in Venice" at Jones Beach, New York. Surviving is his widow.

FISHER—James M., 70, manager of the Detroit Flower Show for 16 years, June 11 in Detroit. Survived by two daughters, Margaret, and Mrs. William Gilfillan Jr. Interment in White Chapel Memorial Cemetery, Detroit.

GENERALLO—Mrs. Mary, 84, mother of Samuel Generallo, of the Thomas Joyland Shows, in Glenridge, N. J. Services June 17 with burial in Mount Olive Cemetery, Bloomfield, N. J. Survived by two sons, Samuel and Charles, and two daughters, Mrs. Tony Bianco, Mount Clair, N. J., and Mrs. James Falcone, Newark, N. J.

HOUSER—Betty (Torchy), 47, who with her husband, Paul, played Ohio and Indiana fairs for the past 15 years, May 12 at Bellevue, O.

LANZ—Colen, 71, former superintendent of concessions and one-time board member at the Wisconsin Valley Fair, Wausau, at a hospital there May 23. Burial at Newton, Ia. Survivors include his widow, Alice; a brother, Herman, and a sister, Mrs. Ella Sissel.

LUDLOW—E. F. (Fax), 66, former circus and theater man, June 14 in Safety Harbor, Fla. Over a span of years he had been connected with the 101 Ranch Wild West, John Robinson and Anderson's Great Cosmopolitan shows, and from 1911 to 1917 with the Barnum & Bailey Circus. He put in one season with the Goldstein theaters in Springfield, Mass., and spent 10 years with the Poli houses of Bridgeport, Conn., before joining L. M. Berry & Company, Dayton, O., telephone directory advertising representatives. Born in Cincinnati January 8, 1891, and a resident of Urbana, O., for many years, he was a veteran of World War I and a member of the Eagles, Elks and Moose lodges; the American Legion, Disabled American Veterans, Veterans of Foreign Wars and Telephone Pioneers. Survived by three sons, Lee and David, Urbana, and John, Safety Harbor, Fla. Services June 19 in Urbana and burial in Oakdale Cemetery there.

MELLOR—Robert F. (Bud), 37, bingo and concession operator for 21 years, June 14 of a heart attack while working on the Jimmie Chanos Shows in Portland, Ind. He was born in Monongahela, Pa., but had resided in Bradenton, Fla., for the past 10 years. He was a member of Braidentown Lodge 99, F&AM, and Egypt Shrine Temple, Tampa. Survived by his widow, Lillian; his mother and sister. Services June 18 with burial in Manasota Park, Bradenton.

MITCHELL—Dr. Ira, husband of Pearl Mitchell, concessionaire, June 12 in Veterans' Hospital, Topeka, Kan.

RAYBOURNE—Jack Sr., 73, a director of Washington County Fair Association, Springfield, Ky., June 15 in Mary Immaculate Hospital, Lebanon, Ky., after a year's illness. Surviving are a son and three daughters. Burial in Pleasant Grove Cemetery, Washington, County.

SCHLEENTZ—Charles R., 62, sign writer who was well known to circus people, May 23 in Long Branch, N. J. Surviving are his widow, son and granddaughter.

COTT—Vane S. (Great), 61, veteran outdoor showman and founder of Great Scott Displays, decorating firm, June 12 at his home in Newcomerstown, O. (Details in Fairs section.)

SIEBERT—Ber' E., form co-owner of Wallace Bros.' Circus and a life-long circus enthusiast, June 18 in a Green Bay, Wis., hospital. (Details in General Outdoor section.)

THOMAS—Mary C., 87, mother of L. I. Thomas, owner of the Thomas Joyland Shows, June 14 in Miami. Services June 19 and burial in West

Lafayette, O. Besides the son, two daughters, Mrs. F. R. McGuire and Rose Thomas, survive.

TOFFEL—John A., 65, of 808 North Dearborn Street, Chicago, retired carnival owner, June 10 in a Chicago hospital of a heart condition. At one time he owned the Toffel Bros.' Shows and the Royal United Shows. He had been in retirement since 1940. For many years he was a member of the Showmen's League of America. Surviving besides his widow, Olga, are two daughters, two sons and six grandchildren.

YOUNG—Mrs. Helen May, 90, who organized and led what is believed to have been the world's first all-woman brass band in the early '90's, June 16 in the Gladys Bishop Convalescent Home, Covington, Ky. As Helen May Butler, she directed the Ladies Military Band. Highlights of her career included a special concert for President Theodore Roosevelt at the White House in 1902 and her performance at the Republican National Convention in 1904. She retired from show business in 1914. Survived by a daughter, Helen May Young, Covington; a son, Leslie E., of Florida; three grandchildren. Services June 20.

MARRIAGES

AYERS—GREEN— Maurice C. Ayers, son of C. W. and Lena Ayers, Chicago concessionaires, and Evelyn Green, non-pro of Mobile, Ala., June 10 in Lucedale, Miss.

BIRTHS

PARKER— A son, Benjamin, to Mr. and Mrs. Tom Parker in Chicago May 16. Father has been general agent of Clyde Bros.' Circus.

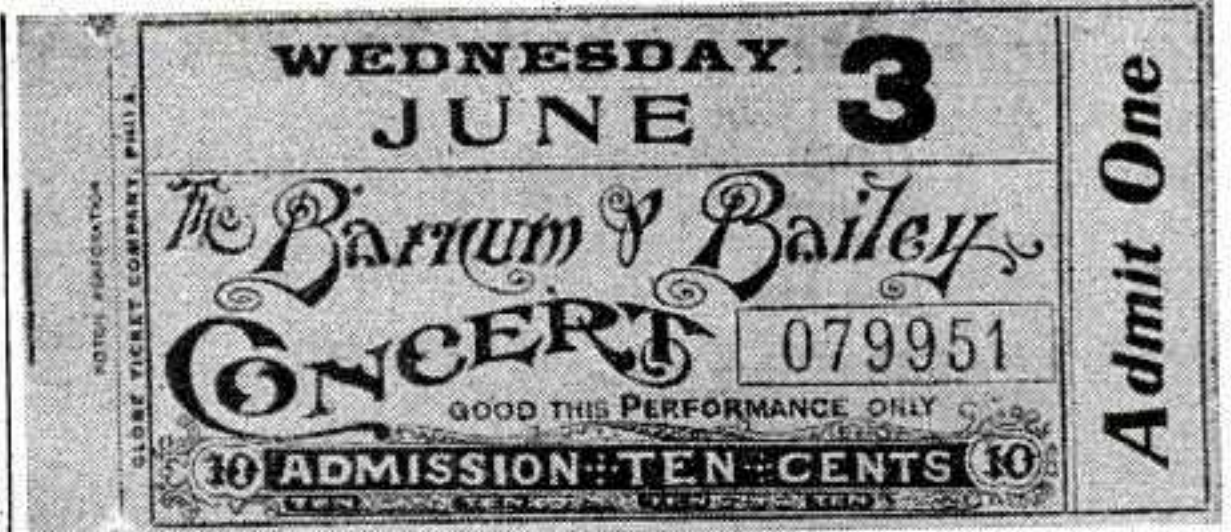
Hazleton, Pa. Park Unveiled; Scores Big Biz

HAZLETON, Pa. — Barletta Brothers' new Angela Park, located in a picturesque setting on Route 309 between this city and Wilkes-Barre, has opened to thumping business. Receipts are reported to be topping expectations by more than 25%. An Allan Herschell Miniature Train has accounted for more than half of total ride receipts.

The ride line-up includes, beside the Miniature Train, Alan Herschell's 36-foot Merry-Go-Round, Kiddie Boat, Sky Fighter and Tank Ride, plus a major Roller Coaster built by Philadelphia Toboggan and Philadelphia Toboggan's Sports Cars.

The park also has an outdoor skating rink, a spacious dance pavilion, a large 60-unit Arcade with new machines, and beautiful picnic groves, complete with tables, benches and fire places, with special hi-fi music broadcast thruout the funspot.

Special efforts have proved successful in attracting school, church and company groups. There is no admission charge, and large free parking areas are provided. Tickets for kiddie rides are priced at 10 cents. The long scenic train ride tickets sell at 15 cents and Roller Coaster tickets are priced at 20 cents.



Special-type art went into the design of this ticket, altho holders would see it only a short time before turning it back. Outdoor shows usually have preferred large-sized ducats, like this old-timer from Globe Ticket's files.

Tickets Turning Utilitarian

Continued from page 66

wrong way had a woman alighting facing toward the rear and being thrown on her bustle, while the conductor looked on impassively. "Face toward the front when alighting," the legend cautioned.

While the colorful and artistic style of amusement tickets have become less popular, the business of producing tickets remains a huge one. It has taken on new customers with the development of Kiddielands, drive-in movies, parking fields and other operations. Some observers feel the growth has paralleled the growth of the automotive industry, and it is worth noting that much of the new outlets for tickets is at locations available mainly by automobile.

The ticket itself, however, has no souvenir value as it once did, manufacturers feel. Gone are the days when a girl would press a garish pasteboard into a diary to mark an important date, or when a parent would put aside a reminder of his child's first circus or amusement ride. Billions of ducats are put to use yearly. Carnivals consume a million apiece

during their season, and a Pennsylvania park used 16,000,000 last year. Add to this the numbers sold at fairs, rodeos, circuses and theaters of various kinds, and the total becomes a staggering figure. There are general admission tickets, reserves, tickets for exchanges, advance sale, press, employees, horse and car shows, parking, restaurant checks, railway and bus tickets, coupon books, tax exchanges, diecuts, discount tickets, courtesy passes and tags beyond description.

But no more picture of Barnum and Bailey on the ticket, and no modern-day counterpart of Buffalo Bill peers at the buyer. Tickets are one industry which accepts the reference: "They don't make them like that any more."

McGaw Thriller Pulls Lightly In California

SAN FRANCISCO — Business for the McGaw Motor Circus was generally light in California. Show opened to good attendance in the Rose Bowl, Pasadena, for three performances in two days. Concensus was that while several thousand used the free tickets for general admission, few of them followed thru by purchasing reserved seats.

Moving to Fresno, Calif., for June 1, the show lost its first performance, but presented the second one. Attendance in San Jose was light.

McGaw played the Cow Palace, San Francisco, behind its heavy promotion, and attendance was termed light in view of this effort.

Performance opens with an entry parade. Col. Harry Thomas is equestrian director. The show uses the thrill show device of working each act in more than one location. Thus, Thomas blows a whistle during each display, the acts trade places and do a second routine.

Auto stunts are worked by a staff of thrill show drivers used on the McGaw show in other seasons and from other thrill shows. These auto crashes, ramp jumps and precision driving routines are alternated with circus acts.

Included among circus turns are Frank Wager, slide for life; Dorothy McGaw and Jose Delatori, dressage horses; Ivanows, Linda Girls, Arturo, all working on flat-bed trucks; Miss Linda's aerial ladder girls; Pete Van Brecht; Carr's Chimps; Frank's Elephant; Schumann's Dogs; Valitna-Aldino; Four Jacks, Jacimo and Arlene; Cosmo's high wire motorcycling; Adamsons; Chet Juszyk Lions; Glennhills, teeterboard; Smiley and Jeff Murphy, clowns; Phil Doto, band-leader, with Edson White, drums, and Tommy Comstock, calliope, plus a varying number of local musicians.

Al Moss is in charge of auto company's exhibit on the front door. Nick Carter has the concessions and is carrying four trucks with the show. Vernon McReavy is special agent.

New Kiddieland Opens at Buffalo Shopping Center

BUFFALO — The Twin Fair Kiddieland, designed and equipped by Allan Herschell Company, Inc., has opened here at the Twin Fair Shopping Center at Waldon and Dick roads. The moppet funspot is operated on a lease basis with ample room for future expansion. It is equipped with Herschell's G-16 adult size Miniature Train, 36-foot Merry-Go-Round, Kiddie Boat, Kiddie Auto, Sky Fighter and Roller Coaster.

Owners Cosmo and William Battaglia, along with Raymond Cresco, all of Buffalo, plan extensive promotions with gasoline chains, birthday parties, special days for orphans and blind children and close affiliation with service clubs. Extensive advertising will be used in newspapers, radio and movies.

Carson-Barnes In Montana; Dailey Follows

PLENTYWOOD, Mont. — Carson & Barnes Circus played here Friday (14) to a pair of three-quarter houses in rainy and cool weather.

Dailey Bros.' Merchants' Free Circus played here two days earlier.

At Wilboux, Mont., Carson-Barnes had an attendance of 380 for the Sunday matinee-only (8). Buffalo, S. D., gave two three-quarter houses on June 6. Edgemont, S. D., had three-quarter and half houses. Custer, S. D., had a half house matinee-only stand.

Outlook Is Excellent: Jack Reynolds

THE OUTLOOK for fairs this year is excellent. There are abundant reasons for this. And, there is nothing to mar the prospects. Industry has sustained no let-up. Agriculture is regaining its losses of prior years. And, in contrast with recent years, the nation is relatively drought-free. Employment, moreover, is high. Wages have been increased. People have more leisure time and more disposable money to attend fairs. Too, there are more people of fair-going age

than ever before, thanks to the population bulge that followed World War II.

Jack Reynolds is president of the International Association of Fairs and Expositions and general manager of the Eastern States Exposition, West Springfield, Mass.

Similarly, a record-breaking number of youths will be active participants at fairs. Of prime importance is that fairs themselves will hold out vastly greater appeal than ever before.

They are spending more for attractions—for better shows for their grandstands and coliseums.

They are or already have spent considerable money to install new facilities—much-needed buildings, modern toilet facilities, etc.

And, they are spending more for their exhibit program.

Too, national manufacturers, distributors and retailers are putting more into their exhibits—a reflection of the mounting value they place upon fairs as a place to show and sell their wares.

Combined, these factors produce an outlook unsurpassed in bright promise by any recent year.

FAIRS-EXPOSITIONS

JUNE 24, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

81

Louisville Program Strong on Names

Stadium Night Bill Split; Pat Boone, Johnnie Ray Head Three-Night Segments

LOUISVILLE—The 1957 Kentucky State Fair will put heavy emphasis on names.

Johnnie Ray, Dorothy Lamour, the Mills Brothers and Superman will be on the Stadium bill three nights, beginning September 9.

Pat Boone, the Fontaine Sisters and Lassie will appear in the Stadium the following three nights.

Working with them thru the six nights will be a 16-gal line.

Buffalo Bill Jr. will be the name presented with the Cremer rodeo in the Coliseum, afternoon and night, for three days beginning with the fair's opening day, Friday, September 6.

Pinky Lee and his show will be on hand two days, September 9 and 10, and will appear in various places on the grounds.

A flock of hillbilly stars will be presented opening Sunday, both afternoon and night, in the Stadium

in what the fair will bill as "a big country music festival."

On the second Sunday a pro football game (Chicago Cardinals vs. Baltimore Colts) will be offered.

One other football game, pitting Lafayette High School, Lexington, Ky., against St. Xavier, Louisville, will be held. This game will be staged the night of opening day, which also will be named Lafayette Day in honor of the 200th anniversary of the birth of the French general.

The horse show, traditionally a big feature of the fair here, will be in for six nights, following the rodeo in.

There are only two gaps in the fair's attraction program at this time. The Stadium attraction for the first Saturday and the Coliseum attraction for closing night have not been set.



SIX FORMER OHIO STATE FAIR MANAGERS heeded the call of D. Robert (Bob) Jones, 1957 manager, to meet and discuss ways and means of improving the Columbus event. Pictured above, from left to right, W. W. Ellenwood, Ed J. Bath, Win H. Kinnan, Bryan P. Sandles, G. R. Lewis, Jones and Sam C. Cashman.

PUTS EXPERIENCE TO USE

Six Ohio State Ex-Managers Heed Call; Discuss Fair With '57 Mgr.

COLUMBUS, O.—Experience should be put to good use. At least, that's what D. Robert Jones, Ohio State Fair manager, had in mind when he invited six living former Ohio State Fair managers to a one-day informal conference here.

Checking the list of his predecessors, Bob found that there were six still around—and in Ohio, within hollerin' distance of the State capital. So he asked them to meet to discuss future Ohio State fairs.

The idea was received enthusiastically. All ex-managers agreed to attend a 10 a.m. session and to stay thru a noon luncheon meeting, Saturday (15), which was also at-

tended by Dr. James R. Hay, State Director of agriculture.

Six Top Topics

Win H. Kinnan, DeGraff, who had been the fair manager back in 1916 and again from 1939 to 1942, was the oldest member present. Others were G. R. Lewis, Findlay (1923-25); W. W. Ellenwood, Carpenter (1935-38); Bryan P. Sandles, Springfield (1945-46); Edwin J. Bath, Worthington (1947-48), and Sam C. Cashman, Columbus (1954-56).

The six former managers sat around the conference table with Jones and discussed:

- (1) Transportation problems.
- (2) The changing complexion of the Ohio fair.
- (3) Physical improvements necessary.
- (4) Objectives of the exposition.
- (5) The merits of big-name entertainers.
- (6) Special promotions.

The experienced heads were almost unanimous in selecting the problems of transportation—getting to the fairgrounds—as No. 1 on the list. They suggested that more emphasis be placed on telling fairgoers how to get to the grounds once they arrive in Columbus.

Thoughts On Traffic

Traffic should be routed over main streets direct to the grounds, they agreed. Route markers should be plentiful and maps available at newspapers and filing stations to help motorists get to the parking lots north of the fairgrounds.

Sandles said a deal might be worked out with the Columbus Transit Company to include round-trip bus fare to the grounds as part of the admission ticket. He, as manager of Clark County Fair, is doing that with the local transit company, and successfully.

Opinions were expressed on the new concept in the Ohio fair—that it no longer is a predominantly

agricultural fair, but one that should stress industry, too. Ohio, as one of the nation's top industrial giants, will do well to display more and more of its industrial progress alongside its agricultural growth, they said.

They stressed the need for emphasizing the element of making money as the principal objective of the fair. The show is an educational exposition and should be

(Continued on page 83)

Oklahoma Exposition Strong on Displays

• Continued from page 81

and Dorothy Lamour as names to go with the revue the first seven days.

The Rooney-Lamour show closed Thursday night after playing to weak crowds. Receipts for the first seven nights were placed at less than \$20,000, while the net for the same period was estimated at about \$60,000.

The unexpected loss jolted Matsoukas and the expo alike. By the end of the first seven days, the expo management reportedly had returned to Matsoukas all of the money it had received from his group for the grandstand privilege.

There was a strong belief that night grandstand business would jump starting Friday (21) when Patti Page moves in for two-a-night appearances for three days. A good advance sales was reported for Patti Page; there had been practically no advance sale for the Rooney-Lamour show.

Patti Page will be followed by Johnnie Ray, and the McGuire Sisters will be the headliners for the home stretch in front of the grandstand.

Lou Walters produces the night show. During the first week, it was billed as Ziegfeld Follies. The costuming, dancing and singing all were good, tho presented more as a night club presentation than as a traditional grandstand revue.

On the midway, the 20th Century Shows, with an array of 35 rides and eight shows, have an abundance of earning power. The show also has concessions, and Chuck Magid has the concessions on the dependent midway.

E. D. McCrary, 20th Century owner, was heartened by midway patronage Thursday (20), Kids' Day, a special day announced only previously by the centennial management. Children under 12 were admitted free. Two other Kids' Days, the remaining Thursdays, have been set. Regular admission price is 60 cents for children, 90 cents for adults.

Sees Million Gate

Jimmy Burge, centennial exposition executive, looks for a strong upsurge in attendance, both on the grounds and for grandstand attractions and on the midway.

Burge pointed out that of the 512,000 advance tickets sold (at a 60-cent adults' price, 25-cent kids' price), fewer than 75,000 such tickets had shown up during the first seven days.

He also pointed out that the centennial started in the wake of heavy rains and in the face of tornado warnings on opening week-end.

Burge looks for the event to pull about 1,000,000 persons for the full run, with heavy attendance the last week, in which the long July 4th week-end falls.

Brockton Sets Firm Exhibits

BROCKTON, Mass.—In line with the new policy of using the fair as a showcase for local industrial products, the directors of the Brockton Fair have lined up more than 90 manufacturing firms who will put their products on display in the Greater Brockton Industrial Exposition section.

George L. Carney, president, said it was the feeling of the directors that "the Brockton Fair should be utilized as a showcase for the Greater Brockton area and everything possible should be done to promote our city and surrounding towns."

Carney said the entire home show building will be utilized to display the products and workings of the more than 90 firms in the area. Chamber of Commerce President Harold A. Bayes, Jr., has pledged the 100 per cent support of his organization and predicted the exposition will be a "tremendous force in building the morale of the area."

Vane S. Scott Succumbs After Year's Illness

NEW COMERSTOWN, O.—Vane S. (Great) Scott, 61, widely known outdoor showman and founder 15 years ago of Great Scott Displays, a firm specializing in decorations fairs and celebrations, died June 12 at his home here of cancer. He had been ill one year.

Scott, who was born in Chicago but resided here since he was two years old, worked for nine years as advance agent for Ringling Bros. and Barnum & Bailey Circus before going with the Cooding Amusement Company and later with the Powellton Amusement Company in advance agent capacities. In 1944 he started a traveling zoo and kiddie ride attraction. He was a member of the Circus Fairs Association, Showmen's League of America and the Elks lodge.

Surviving, in addition to his widow, are two sons, Vane Jr., and K. Edward, and a sister, Lucille, all of Newcomerstown. Services are held June 15 at the Ourant Funeral Home with burial taking place in West Lawn Cemetery.

1957 Fair Dates

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Continued from page 78

Calgary-Calgary Exhn. & Stampede. July 8-13. Maurice E. Hartnett.
Camrose-Camrose Agri. Soc. Aug. 5-7. J. E. Stuart.
Cardston-Cardston Agri. Soc. Aug. 23-24. Bert Gibb.
Darwell-Darwell Agri. Soc. Aug. 24. Dolly Klapper.

Langley-Langley Agri. Assn. Sept. 6-7.
Lasqueti-Lasqueti Island Agri. Assn. Sept. 14.
Lillooet-Lillooet Fall Fair Assn. Sept. 18-19.
Louis Creek-N. Thompson Fall Fair Assn. Sept. 2.

British Columbia
Abbotsford-Central Fraser Valley Fair Assn. Sept. 4-6.
Agassiz-Agassiz Agri. & Hort. Assn. Sept. 13.
Aldergrove-Aldergrove Agri. Assn. Sept. 20.

Manitoba
Altona-Altona Exhn. Assn. Sept. 12.
Arborg-Arborg Exhn. Assn. Aug. 14.
Beausejour-Beausejour Exhn. Assn. Aug. 15.

St. Claude-St. Claude Agri. Soc. July 5-6.
F. Tremorin.
St. Jean-St. Jean Exhn. Assn. June 22.
St. Pierre-St. Pierre Exhn. Assn. July 27.

New Brunswick
Albert-Albert Co. Fair. Sept. 18-19.
Bathurst-Gloucester Co. Agri. Fair. Sept. 9-6.

Nova Scotia
Amherst-Maritime Winter Fair. Nov. 2-9.
Alex Thomson, Truro.
Bear River-Digby Co. Exh. Sept. 11-12.

Ontario
Aberfoyle-Aberfoyle Exhn. Sept. 14-15.
Acton-Acton Exhn. Sept. 14-15.
Almonte-Almonte Exhn. Sept. 6-8.

Brussels-Brussels Exhn. Sept. 27-28.
Burford-Burford Exhn. Oct. 6 and 8.
Burks Falls-Burks Falls Exhn. Sept. 12-13.

Denbigh-Denbigh Exhn. Sept. 7.
Deseronto (Mohawk) - Deseronto Exhn. Sept. 15.
Desboro-Desboro Exhn. Sept. 20-21.

Emsdale-Emsdale Exhn. Sept. 17-18.
Englehart-Englehart Exhn. Sept. 7-8.
Erin-Erin Exhn. Oct. 5-6 and 8.

Hants-Hants Exhn. Sept. 27-28.
Hantsville-Hantsville Exhn. Sept. 27-28.
Hantsville-Hantsville Exhn. Sept. 27-28.

Markham-Markham Exhn. Oct. 4-8.
Matheson-Matheson Exhn. Sept. 11-12.
Maxville-Maxville Exhn. June 21-23.

New Hamburg-New Hamburg Exhn. Sept. 14-15.
Newington-Stormont Agri. Soc. Sept. 3-4.
New Liskeard-New Liskeard Agri. Soc. Sept. 12-14. G. C. Krick.

Palmerston-Palmerston Exhn. Oct. 1-2.
Parham-Parham Exhn. Sept. 15.
Paris-Paris Exhn. Sept. 28-29.

Shedden-Shedden Exhn. Sept. 21-22.
Shedden-Shedden Exhn. Sept. 21-22.
Shedden-Shedden Exhn. Sept. 21-22.

Shelburne-Dufferen Central Fair. Sept. 20-21. John Rose.
Simcoe-Norfolk Co. Agri. Soc. Sept. 30-31. Harold I. Pond.

Warkworth-Warkworth Exhn. Sept. 20-21.
Warren-Warren Agri. Soc. Sept. 17-18.
Mrs. R. Dale.

Quebec
Ayer's Cliff-Stansted Exhn. Assn. Aug. 21-23. Mrs. Eloise Corey.
Aymer-Gatineau Agri. Soc. Sept. 12-14. R. E. Edey.

Montmagny-Montmagny Agri. Soc. Aug. 15-18. La J. St-Yves.
New Richmond-Bonaventure Exhn. Assn. Aug. 29. W. H. Willett.

Rimouski-Rimouski Agri. Soc. Aug. 21-26. Alf Michaud.
Roberval-Roberval Agri. Soc. Aug. 14-18. Bernard Lesvesque.

St. Hyacinthe-Bagot Agri. Soc. July 30-Aug. 3. J. H. Tessier.
St. Hyacinthe-Expo Regionale de Trois-Rivieres. July 30-Aug. 3. A. Deschenes.

(Continued on page 83)

THIS IS IMPORTANT! The next publication of the 1957 Fair Dates will appear in the July 29 FAIR SPECIAL. This will be the final listing, with all last-minute changes, additions, etc. EVERY OUTDOOR SHOWMAN WILL BE WATCHING FOR IT!

PITCHMEN... Here's a sincere prediction! There will be many fairs this year that will sell more than \$10,000.00 worth of CHOP-O-MATICS This is YOUR chance to cash in. POPEIL BROTHERS, INC. 14 N. SANGAMON ST., CHICAGO 7 PHONE Stealey 8-1214



What They're Doing

New feature at the 1957 Wisconsin State Fair, Milwaukee, will be a Feed-O-Rama. Show will demonstrate advances made in feed.

Minnesota State Fair, St. Paul, at the invitation of 14 TV stations in its area, will supply them with film shots of two to three minutes duration to be run in advance of the fair.

New cattle pavillion, one of four planned, and a new pedestrian entrance will be completed for the Quebec Provincial Exposition, Quebec City.

Art Briese, of Thearle-Duffield Fireworks Company, Chicago, and his fireworks show last year at the Los Angeles Coliseum were the subject of a two-page color feature in the July issue of True magazine.

Arkansas Livestock Exposition, Little Rock, this year will have parking space for 2,800 additional cars, the result of building a new parking lot of 228,000 square feet.

A new youth exhibit building and a new livestock barn will go up at Wyoming State Fair, Douglas, under a legislative appropriation for the 1957-1958 biennial.

Neil Bolton, manager of the Dixie Classic Fair, Winston-Salem, N. C., infoes that a new 48 by 144-foot exhibit hall will be ready for the 1957 fair.

Tex Ritter, Smiley Burnette and Kenne Duncan have been signed to appear in the auditorium show at East Texas Fair, Tyler.

Tennessee A. & I. Fair, Knoxville, this year will go in for queen contests, with both a Knox County community queen contest and an East Tennessee community queen contest.

Jack Kochman's thrill show has been signed to perform at Eastern Idaho State Fair, Blackfoot.

Franklin County Fair, Malone, N. Y., this year will have three different grandstand programs during its run, rather than the standard revue of the past.

Leo Carrillo has been signed to appear at the Greater Jacksonville (Fla.) Fair, which this year is coming up with a number of new features, including a king and queen contest in grammar schools, to be based on the sale of advance tickets.

Early Eight-Day Program Clicks At Minn. Fair

OWATONNA, Minn.—To head off other organizations from staging entertainment late in the summer and close to its own fair dates, Steel County Fair staged an eight-day program of its own, starting Sunday, June 9.

Its success was such that the fair has decided to repeat next year.

The eight-day program opened with a quarter horse show, holding judging in the forenoon and a horse show in front of the grandstand in the afternoon. Biggest day was closing Sunday, when Auto Racing, Inc. (Frank Winkley) staged a program of late model stock cars.

During the week beginning June 10 the Sunset Amusement Company played still for the first time in Owatonna and what also marked the first still date on the Owatonna fairgrounds in years. Crowds during the early days were light but increased as the week advanced.

Ga. Fairmen Set Confab For Jan. 13

ATLANTA — The 1958 State convention of the Georgia Association of Agricultural Fairs will be held here January 13 at the Dinkler-Plaza Hotel.

Georgia fairmen will meet to work out schedules and contract for carnivals and concessions.

Three fair dates have been changed for this year. The corrected dates are: Albany, October 28-November 2, McDonough, September 30-October 5, and Waycross, November 4-9.

The Exchange Club Fair of Augusta recently joined the Association, bringing the membership to 29, more than twice what it was a year ago. Some 47 Georgia fairs are not members.

Fair Dates

Continued from page 82

- St. Jean—St. Jean Agrl. Soc. Aug. 31-Sept. 2. J. R. St. Arnaud.
 - St. Jerome—St. Jerome Fair. June 21-24. Madeleine Michaud.
 - St. Lazare—Vaudreuil Exhn. Assn. Aug. 10-11 Henry Reid
 - St. Leonard d'Aston—Nicolet Agrl. Soc. Aug. 6-7 Lorenzo St. Arnaud.
 - St. Pascal—Mamouraska Agrl. Soc. Aug. 14-19. Alp. Raymond
 - St. Remi—Napierville Agrl. Soc. Sept. 7-8. Yvan Menard.
 - St. Romuald—Levis Agrl. Soc. Aug. 27-31 L. Begin.
 - St. Stanislas—Champlain Agrl. Soc. Aug. 10-11. Raoul Mongrain.
 - St. Titte—Lavoieville Agrl. Soc. Aug. 13 Benoit Dupuis.
 - Ste. Henedine—Dorchester Agrl. Soc. Aug. 22. Oscar DeBlois.
 - Ste. Julienne—Montcalm Exhn. Assn. Sept. 17. Jean Durand.
 - Ste. Scholastique—Deux-Montagnes Agrl. Soc. Aug. 28-31. Paul Morin.
 - Shawville—Pontiac Agrl. Soc. Sept. 4-7 Mrs. Lawrence D. Young.
 - Sherbrooke—Canada's Great Eastern Exhn. Aug. 24-29. A. C. Ross.
 - Sherbrooke—Sherbrooke Winter Fair. Oct. 7-10. A. C. Ross.
 - Shigawake—Bonaventure Exhn. Assn. Aug. 28. E. C. Hayes.
 - Sorel—Richelleu Agrl. Soc. Aug. 22-24 Rene St. Martin.
 - Trois-Rivieres—Expo Regionale de Trois-Rivieres Aug. 16-23. Jean Alarie.
 - Victoriaville—Victoriaville Agrl. Soc. Aug. 7-11. V. Lanouellet.
 - Waterloo—Shefford Agrl. Soc. Aug. 9-11 Allan Grainger.
- Saskatchewan**
- Abernethy—Abernethy Exhn. Assn. July 26.
 - Arcola—Arcola Exhn. Assn. July 24.
 - Bengough—Bengough Exhn. Assn. July 24.
 - Canora—Canora Exhn. July 9-10. William Tokaruk.
 - Carnduff—Carnduff Exhn. July 25. W. A. Frith.
 - Churchbridge—Churchbridge Agrl. Soc. Oct. 18. Mrs. Phil C. Daum.
 - Colgate—Colgate Exhn. June 15. Mrs. P. J. Ward.
 - Connaught—Connaught Exhn. Assn. July 31.
 - Coronach—Coronach Exhn. July 26. Mrs. Allace E. Black.
 - Craik—Craik Exhn. Assn. July 24.
 - Cut Knife—Cut Knife Exhn. July 31. L. J. Forest.
 - Davidson—Davidson Exhn. July 17. Margaret Heinrich.
 - Estevan—Estevan Exhn. Assn. July 4-6 E. R. Rae.
 - Fairmeade—Fairmeade Exhn. June 6. Mrs. Annie Griffith.
 - Fertile Valley—Fertile Valley Exhn. July 17. R. A. Stewart.
 - Foam Lake—Foam Lake Exhn. July 18. Alex. J. Reid.

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Now booking legitimate Concessions for Independent Midway.
J. EDGAR THOMAS, Mgr.
Accomac, Virginia

Six Ohio State Ex-Managers

Continued from page 81

promoted as such, they said. It should mirror the agricultural, industrial and family life of the State's inhabitants and not be staged solely to make a profit.

Physical improvements necessary to house exhibits and displays with more crowd appeal were discussed, too. It was stressed that the day of the static, motionless display booth or exhibit is passe.

Exhibitors must put up moving displays, which tell a story and which will attract the fair visitor, or else they will be passed by. Exhibitors should be encouraged to put up displays that tell a story of how meat is processed, from pasture to supermarket; how a tree is turned into a two-by-two used in building homes; how coal is mined and used to do so many jobs, etc.

Enthuse Over Names
All were enthusiastic about the signing of Tennessee Ernie Ford, Matt Dillon, Rin Tin Tin, Rusty, Lt. Rip Masters, Ricky Nelson and Volly Bae to provide the entertainment. Roy Rogers' success last year indicated, they said, that the public wants to see the stars of television and radio.

Several ideas were tossed out on possible promotions and future developments, including new buildings, expressway tie-ins and the use of current facilities.

Jones sparked the meeting's opening with a review of what was being done for 1957 and then tossed the meeting to the sextet of experts for general discussion.

Prior to the luncheon, Jones presented each with a certificate of charter membership in the Loyal Order of Former Ohio State Fair Managers. Each was also given a cardinal pin to remind them that Jones' latest idea is to make the official bird of Ohio also the symbol of the Ohio State Fair. A 20-foot cardinal, which will talk, is being constructed by prisoners at Ohio State Penitentiary and will be located centrally on the fairgrounds when the big show opens for eight days, August 23-30.

In closing the unprecedented session, Jones invited the LOFOS-FM members to be his guests and observers at the 1957 Fair, and to put their experience to work helping him give Ohio the best fair anywhere.

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All Types of Parks Thrive

ONCE the hurdle of spring weather is past, amusement parks of all descriptions will be riding high. That's a consensus of the business as skies show more sunshine and parkmen settle to the July 4 to Labor Day stretch. Many parks already are anticipating their best season, assuming that they get a weather break and other factors react accordingly.

More newcomers are joining the park business. Where once there were only the long-established and often large parks and piers, now there is a new class of budding parks, thriving kiddielands

and pioneering theme parks. Almost all are doing well.

Established parks are getting throngs of people who spend, and they spend for the new rides that the parks have found. The industrial phase of picnic booking continues to grow also. Not a few big spots are undertaking major revampings or additions. Parks and piers are winning this season.

Kiddielanders are doing business with new rides developed for their trade. Action rides and do-it-yourself rides are in vogue, with many a

kid spot finding lines waiting for places on its newest ride. Pitch to teens is still in the experimental stage, in most cases. But kiddielands are entering that field as well as the classification of major rides themselves. Meanwhile, theme parks are popping up everywhere in great variety and with considerable ingenuity. Their new approach is bringing fresh spenders to parks, to the advantage of all.

Sum total of the outlook and look-back for amusement parks business is one of optimism and high promise.

PARKS-KIDDIELANDS-RINKS

84

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 24, 1957

\$3.5 Million Park Planned in Denver

Wood, Ex-Disney Chief, on Staff Of Projected Magic Mountain Park

DENVER—A \$3,500,000 children's amusement park is under construction on a 400-acre site a few miles west of the city.

Plans for the kiddieland—named Magic Mountain—call for 40-foot giants and other fairyland characters, and authentic old-time Western town, an Indian village, Camelot Castle from the days of King Arthur, a futuristic City of Mars, a community amphitheater, old-style trains, a zoo, rides, swimming pools and picnic areas.

A wooded area on the site is being redesigned as a Magic Forest which will contain dinosaurs, gigantic mushrooms and elves.

C. V. Wood Jr., original general manager of California's Disneyland, is in Denver to act as consultant in the project's planning.

"Future amusement parks must provide entertainment for the entire family," Wood said, and pointed out that Disneyland attractions appeal to people of all ages. Wood recently left his Disney post as vice-president and general manager to enter business for himself as a consultant. "Amusement park planning is a science," Wood asserted.

"Move a ticket booth 10 feet and you may greatly increase the use of a ride." He pointed out that Magic Mountain will have no thrill rides but will offer interesting, edu-

cational rides that will be based on local historical events, places and the lore of the Old West.

Permit Issued

Building permits already have been issued for the construction of a \$25,000 building, and 3,250,000 shares of common stock at \$1 per share are being offered for sale by the Hathaway Investment Corporation. President Claude M. Hathaway is also on the board of directors for the new park.

The survey work for the project has been underway for the past six months and work is now started. The builders, Magic Mountain Corporation, expect to have a force of 500 men working on the project this summer. No date has been set for the opening as yet.

Long-range plans for the project call for pavilions, gift and curio shops, children's theater, museum, facilities for a Christmas pageant, wax museum, chapel, antiques, restaurant facilities, an experimental section of a Monorail car and a Fort Denver pioneer stockade.

Officers of the Magic Mountain Corporation are Walter F. Cobb, president; John C. Sutton, vice-president; Francis S. Mancini, secretary, and Calvin Pond, treasurer. Directors include: Claude M. Hathaway, J. Norman Winder, Dr. Gordon Tanner, Dr. William A. Nies, Frank Ford, Thomas J. Knuckles, Charles L. Wendt, Glendon L. Allred, Byron A. Anderson and T. W. Whittingham.

City Funspot Doubles Gross At New London

NEW LONDON, Conn.—Amusement unit grosses at city-owned Ocean Beach are nearly double those of last year.

Richard Coleman, a partner in the concession company operating the amusement rides, said the good weather prevailing thru the early weeks was chiefly responsible.

Not a single day has been lost to the weather. Until last weekend when temperatures soared to heat wave proportions the weather has been mostly cool and, as a result, the amusements proved a greater attraction than the water.

This is in distinct contrast to a year ago when many of the early operating days were lost to rain.

Whalom Wins When Weather Gives Break

FITCHBURG, Mass.—Four straight Sundays of at least partial rainfall have beset Whalom Park since its excellent season opener. Perfect weather on several spring weekends enabled over-all business done up to Memorial Day to be ahead of last year's.

Sunday (9) was mild and profitable, and President Henry Bowen reported experiencing fine business on any day this season which has been graced with good weather.

Picnic bookings have been good, showing growth which has resulted from considerable effort along that line.

REFURBISHED

Parrot Spot Debuts at Fla. Beach

ORMOND BEACH, Fla.—John B. Powell, of Sanford, has taken over the Florida Tropical Gardens from former operator Mrs. Grace Hefner. Renamed Parrot's Paradise, the attraction was opened for the season Saturday (8) with free admission for all cars bearing Volusia County license tags.

Powell has given his 20-acre garden a face-lifting, including enlarged parking areas, rebuilt entrance building and improved trails thru the jungle-like setting. New cages are on order for the 280 specimens of parrots and cockatoos. Also on exhibition are pens of deer and cages of monks, with swans, flamingos and other domesticated birds roaming the park at will.

New owner Powell is an authority on bird life and has appeared on local TV shows with some of his specimens to promote interest in the venture.

Arcade Opens At Va. Beach's Seaside Park

VIRGINIA BEACH, Va.—Playland, a new 80-piece Penny Arcade, was opened at Seaside Park here with the beginning of the 1957 season.

The amusement machines, of the newest types, are housed in a building fronting on Atlantic Avenue in a 5,000-square-foot, air-conditioned space. The Arcade opens at 9 a.m. every day.

The Park is practically brand new, with most of the rides less than one season old.

MANY RIDES, EXHIBITS

Game Ruling Gives Wildw'd New Face

WILDWOOD, N. J.—Improvements are greeting visitors to this Jersey Cape resort, now only three hours from New York, thanks to the Garden State Parkway. Major changes are evident from one end of the five-mile Boardwalk to the other. There are two entirely new ocean amusement piers and two other extended and expanded pier centers.

Hunt's Enterprises has unveiled the new Hunt's Ocean Pier, which stretches a full block on the ocean side of the Boardwalk. Constructed of concrete, the new pier was built by Harry Witte. William D. Hunt is operator. Vincent Kostek has been appointed manager of the pier. Philadelphia Toboggan Company constructed a new Roller Coaster to be known as the "Flyer," out over the ocean. Other rides on the pier include Panther Sports Cars and Hot Rod Cars. Allan Herschell Company furnished several rides, including the new Helicopter. Other pier rides include a Merry-Go-Round, Boat Ride, Scrambler and Jolly Caterpillar.

The pier features many unusual mobile, illuminated signs displaying clown faces and big electric signs in running lights.

A few squares up the Boardwalk, the Ramagosa interests of Casino Arcade Park have completed a new Sportland Pier which has space for several new rides.

Nashville Spot Adds 2 Rides

NASHVILLE—Robert Alvarez, owner of a park built around a miniature golf course south of Nashville, has added Hot Rods and Thunderbird Jr. units.

Shore Spots Crowded As East Areas Sizzle

NEW YORK—New York, New Jersey and Southern New England have been sizzling since Friday (14) and shore spots were jammed over the weekend. Attendance on succeeding days ran well ahead of that normally experienced during this pre-season period with most area schools still in session.

While attendance marks were set, concessionaires were not generally happy with the per capita earnings of their attractions. Those selling cooling food and drink hit a bonanza.

Official estimates of attendance

at Coney Island topped 1,500,000. Rockaway Beach had a 1,000,000 or more. Jones Beach and other swim spots hit the saturation point early on Sunday.

Inland attractions suffered as the multiple beaches in the wide area pulled away many of their prospective patrons.

Cowboy City, Farmingdale, N. J., which had been showing sizable gate increases each weekend, fell off sharply last Saturday and Sunday because of the extreme heat.

The first to be installed is a Roto-Jet placed by Eric Wedemeyer. President George Coombs also announced a considerable expansion of the Playland Pier in the heart of the Boardwalk. This pier's extension includes a Wild Mouse and Spinaroo.

At Casino Arcade Park, a Boardwalk strip enclosed with a roof and block-long building, one of the new adjoining rides is the Roundup.

With all new rides in position, the Boardwalk area will have more than 60 major and kiddie rides, making the Wildwood Boardwalk as large as any midway in the New Jersey and Philadelphia area. Dare Bros. Realty Company has also enlarged its Convention Hall Pier at the Boardwalk, adding several rides.

Negotiations are underway to bring a "Dancing Waters" exhibit to the Boardwalk. Game locations are being replaced with many new shops, exhibits and shows. Exhibits are being sought and placed along the wooden way. A number of new auctions are appearing.

Many New Tenants

The famous beach sand artists are being augmented by art displays in Boardwalk shops, including the eye appeal of artists at work painting wearing apparel such as ties. The new set-up has enabled business people who sought Boardwalk locations for 15 years to obtain them.

The Boardwalk is brightened by new mercury vapor lamps installed by the city, and several new big electric signs. A suntan lotion has erected a \$10,000 electric sign on the facade of Hunt's Starlight Ballroom. The location has been leased for 10 years for the neon-and-running-light spectacular which features a huge clock visible to beach and Boardwalk throngs for miles.

Unemploy'm't, Rain Hit Flint

FLINT, Mich.—Heavy rains and a bad unemployment situation are responsible for business that is termed "lousy" at Flint Park here by Dr. Louis H. Firestone, president. Dr. Firestone said that Flint is on the verge of being declared an unemployment emergency area.

Dr. Firestone said that at his request Gov. G. Mennen Williams regretfully agreed not to consider him for another term as a member of the Michigan State Fair Board of Managers, a post he has held for two terms (eight years).

ROLLER RUMBLINGS

Remodeled Riverside Hosts URO, USARSA

DETROIT—Riverside Arena at Livonia, west of Detroit, reopened June 20 after an extensive program of remodeling and redecorating, inside and out. The rink closed for this purpose June 3, and will have a two-week break-in period before playing host to the semi-annual meeting of the United Rink Operators and the national championships of the United States Skaters' Association, July 7-13.

Full air conditioning of the rink, a rarity in this part of the country, is the major item in the remodeling. A Hastings conditioner with 120-ton cooling capacity has been installed. The rink has had a well driven on the property, assuring an ample supply of water and making the installation relatively economical in operation.

Lionel LaMay, owner, believes that air conditioning is essential to a modern rink. He points out that people are accustomed to it today in, for instance, a supermarket where they spend only a short time, and that the need is all the greater as an inducement to spend a few pleasant hours in a rink where they are constantly active.

80G Outlay

This construction marks completion of a program of remodeling, performed in three biennial segments, for Riverside, at a total cost of about \$80,000. Two earlier additions were made to the building, adding 10,000 square feet and providing a skate floor now 85 by 190 feet. Two large basement areas for maintenance workshops and a three-room apartment for the janitor were added in these earlier

stages, which both lengthened and widened the building.

The present structure is 12 years old in the main section, and was built to replace an older rink opened 18 years ago by LaMay. It has continued under his personal management, assisted by his brother, Clayton, who is chairman and secretary of the International Society of Skating Professionals.

LaMay has followed a policy of continuous business building, rather than special promotions aimed at immediate increases.

"We believe in keeping ahead of the skater with our improvements, in providing a continually more attractive place for the skater," he summarizes his basic operating policy. The specific policies and facilities of Riverside are accordingly built around this technique.

There are nine regular skating sessions weekly, with matinees on Saturday and Sunday and a special Old-Timers' Club as a late Saturday matinee. On Monday night the rink is reserved for chartered parties. During its recent closed session, it was used on June 15 for the Livonia firemen's ball. Close relations with the community have been continually maintained thru civic, church and other groups. Riverside, incidentally, formerly had the address of Plymouth, Mich., but became a part of the newly formed city of Livonia a few years ago.

Spectators Welcomed

Regular skating fees are 75 cents evenings and 50 cents at matinees. Spectator fees have been 25 cents, but are to be increased to 50 cents for the weekends. LaMay believes in encouraging spectator attendance, recognizing that these people are interested and do spend money in the concession lunchroom, even if not on the sport itself.

There are numerous physical features of Riverside which make it especially attractive for skaters and spectators.

The first to greet the visitor is adequate reception facilities. There is a paved parking lot, both front and rear of the building, of two and a half acres. This assures patrons of being able to get to and from their cars without getting into mud and puddles. Since the rink was located along a major highway miles out in the country in a section only now being built up, patronage arrives almost entirely by private car. Adequate checking facilities are provided for 900 skaters.

A Hammond organ and Solovox are used, a fact announced in brilliant green neon lights over the main entrance of the rink. The organ stand is at the far end of the rink, effectively screened by clear glass. The organist is 20-year-old Emory Robbins, a proficient skater himself. He has passed several official tests, skates frequently at the Old-Timers' sessions and regular matinees, and is skating in competition this year.

Place for Video

The TV Theater is a unique specialty of Riverside. Located at one side of the rink, this is dominated by a large screen television receiver upon an elevated position at the far end. Comfortable theater-type chairs are provided for 28 spectators. This proves especially popular with skaters who have a favorite program on that night. They can come to the rink, enjoy skating for part of the evening, and catch the selected program in the theater as well. The theater also interests parents who come with young skaters and do not want to spend all evening watching skaters. The TV Theater is also used for meetings of the rink professionals, staff gatherings and similar purposes.

It is the Old-Timers' Club which is especially distinctive at Riverside Arena. There are relatively few such groups in the country, and this one may serve as a pattern. It has been functioning for several years to the extreme satisfaction of the old-timers themselves as well as the management.

Sessions are held on Saturday afternoons, from 5:30 to 8 p.m., a convenient hour for many families. They are designed primarily for the parent of young skaters, but are not restricted to them. The requirement is that the old-timers must be at least 20 years old. They range from this young adult group up to middle age and a few elderly ones.

Special Events

The Old-Timers' Club is given a special identity and sense of belonging thru occasional special events. Once or twice a year they are taken on a special visit to other rinks, including dinner. On May 5, for instance, three busses were used, with a fourth standing by, to take 156 old-timers to Frankenmuth, Mich., a distance of about 80 miles. Here they had dinner, Dutch treat style, at the famous Frankenmuth country-style cafe. They then went on to Flint to skate at a rink there. All expenses except cost of the dinner were borne by the Riverside management.

This annual or semi-annual trek started with a single busload, and has built up to a sizable venture. A group picture is usually taken, the latest in color, and hung in the rink accessory shop as a permanent memento. One of the travelers, the wife of a regular skater, comes in a wheel chair.

The majority of these old-timers are not casual skaters, but actively interested in skate dancing, LaMay says. They will typically be wearing quality skates in the \$75 to \$100 class. They become regular rink visitors and attend an average of one class a week at the rink, in addition to the Saturday matinee.

Promotion of the interest of the older skaters has a very important indirect effect dollar-wise at the rink, in addition to the immediate cash returns, LaMay says. Attendance at the rink, making it their own place of amusement, gives to parents of children a confidence and satisfaction in the caliber of operation at the rink that would be possible in no other way.

Shop Center, Drive-In Alter Willow Grove Face

WILLOW GROVE, Pa. — A vastly changed front may be a reality for Willow Grove Park next season, altho the amusement operation will not be affected. Large tracts of land are earmarked for a major shopping center and a drive-in movie.

The park operation makes use of 75 per cent of the 125-acre spread, one of the largest ride spots in the country. A prime corner, diagonally across from a shopping center, is to be developed into the Willow Grove Park Center, fronting on Moreland Road.

The big spread of stores and parking for 4,000 cars may deprive the park of its lagoon, but nothing else.

Dicker for Theater

Another undeveloped corner of the property is under negotiation for use as a drive-in movie of 1,200-car capacity.

Still remaining will be the Willow Grove ride operation, free-stage and seating area, and its vast parking lot, which has direct bus service. This will be the park as acquired from the Philadelphia Tran it Company. Remaining also are several venerable units such as the Alps ride, a mountain scenic which is one of the last such in the nation, as well as the Roller Coaster, which is called the Scenic.

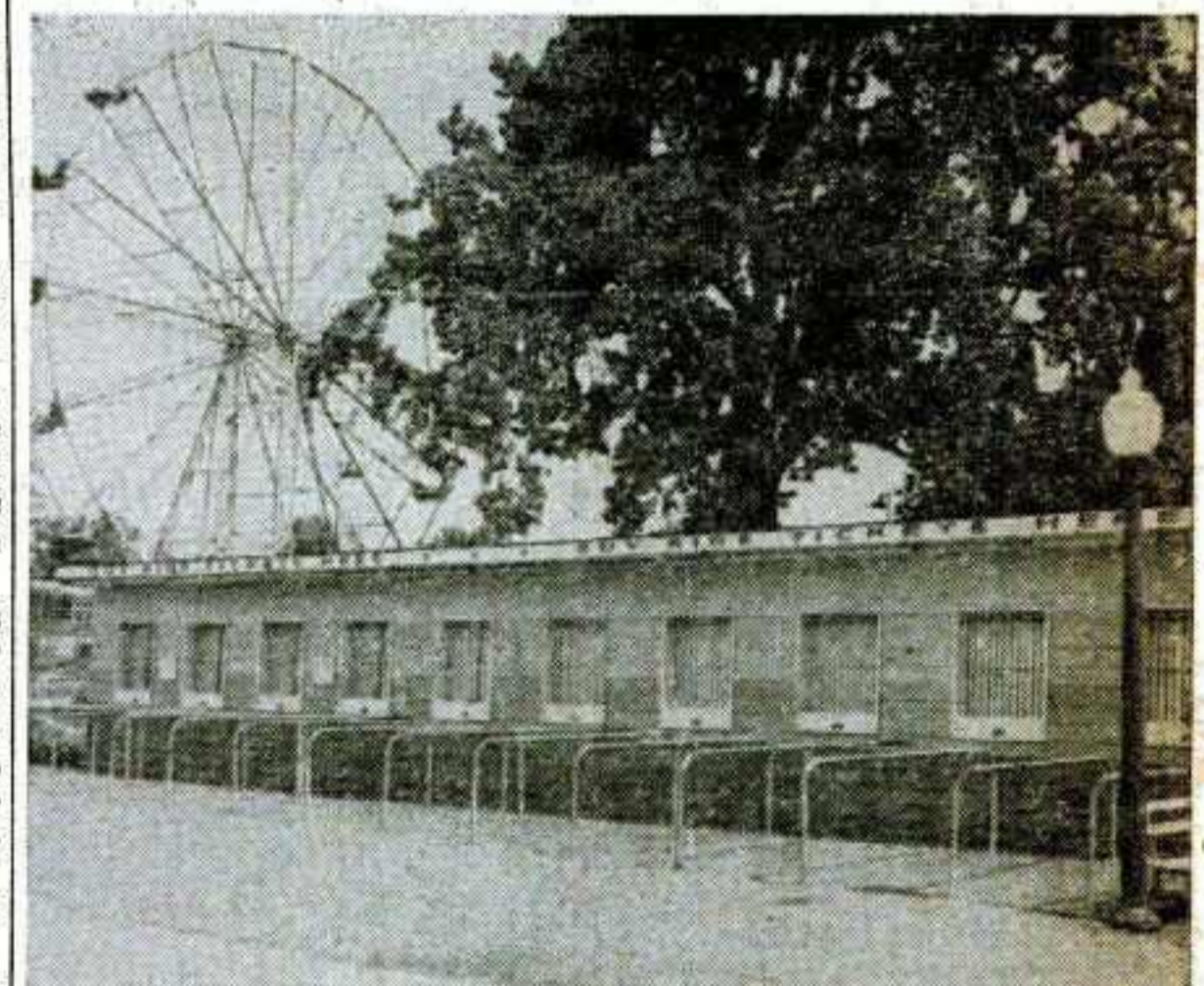
Major improvements facing the management include the repainting of the two Coaster structures mentioned, plus a junior Roller Coaster, refurbishing of benches and picnic tables and landscaping. Work for this season includes construction of many interesting ride entrances and a colorful rebuilding of the Merry-Go-Round which has a heavy border of tinsel to reflect light.

Circus acts perform at 5 and 10 p.m. daily, and are used in promotional stunts. Betty and Benny Fox, high act, drew picture coverage recently when they performed on the 21st floor ledge of the Adelphi Hotel in nearby Philadelphia.

Picnic booking to date is far ahead of last year, leading Manager Joseph Helprin to anticipate several repeats of the peak crowds of 35,000 to 40,000 which were attracted in 1956. Some 10,000 patrons can be secluded in the large, shaded picnic groves.

Dorney Uses Acts

ALLENTOWN, Pa. — Dorney Park had a free entertainment program June 23, with the Harmonica Rogues, Rene's Comedy Chimps, Jolly Jazzbo and His Jazzmobile and The Renowns, booked by the Abe I. Feinberg Agency.



Central ticket set-up at Willow Grove Park resembles the pari-mutuel windows at race tracks. Management, which also has track interests, reports this improves controls.

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Season Going Great for Circusdom

Small towns and large, outdoors or in, rainy days or bright, the story has been the same. Circuses are enjoying one of the best years of recent times.

Virtually every tented circus on the road is scoring exceptionally good business. In addition, most indoor-and-ballpark shows are finding their business is equally strong.

As the shows near their Fourth of July mid-season milestone, they are proving once again that there is nothing the matter with circuses that a little good weather can't cure. They even win against bad weather.

Spring storms have battered the shows relentlessly. Most shows have worked against the competition of tornado warnings, and some have been in territory where tornados actually developed in number. Show grounds have been muddy, but people have turned out by the thousands to see circuses.

This good business is being achieved not only despite weather, but also against another deterrent. That is the idea in the minds of too many newspaper people and too many others that this business institution is ailing. The misconception, of course, stems from handling of the public relations when the Ringling show changed its way of living. Last year other shows were sometimes able to turn this situation to their own advantage. Now they feel that the big joke is over and it is time to get the public's attitude straightened out again.

Contributing toward the business are such factors as the generally good economic level throughout the country. Suburbs are continuing as particularly ripe territory for circuses, and suburbs are growing and thriving everywhere. Drought in the Southwest ended and in several cases circuses were in various towns when the first rains came. Business there was good immedi-

ately and gives promise of continuing so in that area again.

Few slow spots have turned up in the circus picture so far. The Polack show is finding the new conditions in California have an effect, as expected. The Beatty show didn't do as well as it had hoped in Philadelphia, a matter of degree in winning and not a question of losing. The Ringling circus has not been spectacular in its first new indoor dates. But these factors only serve to point up that circusdom in general is going great. Each of these shows has partaken of the big business in other places.

It's a safe bet—a sure one in most cases—that this mid-season finds money in the wagons. It's a good guess that, given an equally good second half, the circus business will be ready for a new period of building and expanding by season's end.

CIRCUSES

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THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 24, 1957

Kelly-Miller Tops 1956 Money Pace

Blowdown Causes Loss of One Show; Seat Wagons Working Satisfactorily

TRINIDAD, Colo. — Al G. Kelly-Miller Bros.' Circus sustained a blowdown at Syracuse, Kan. (13), but picked up its normal routine the next day. There were no injuries.

Meanwhile, despite this and other bad breaks from the weather, the show's financial position is ahead of last year's good gross thru this date.

Manager D. R. Miller said the new seat wagons are working out well and that four more are to be built, giving the show a full set of numbered reserves on special trailers. The units cut down on time required and combine the equivalent of two loads on each truck for moves.

Col. Tim McCoy, the show's name attraction, is scheduled to make a pilgrimage to the grave of Buffalo Bill Cody when the show plays Golden, Colo., Denver suburb, on Sunday (23).

Banner Day
The circus played Liberal, Kan., on Monday (10) racked up the banner day of the season to that point. A near-full afternoon and turnaway night accomplished that. Town was five years fresh. Dick Scatterday's street units hit the business district simultaneously and resembled a parade flash.

At Liberal, Donna Pile was injured in an auto accident, Johnny Jones, prop man, was injured by a horse, and the trucks of Frank Ellis and Roy Smalley sideswiped each other.

Dodge City, Tuesday (11) gave half and three-quarter houses in heat, with an tornado warnings. Both concerts drew well. Personnel visited historic sites of the Old West there, and Tim McCoy spent time in the museum and library researching Dodge City history for his TV show.

Bigger Banner
On Wednesday (12) the show topped the Liberal gross with a bigger one in Garden City. Near-full and turnaway houses were registered. About 1,000 persons were turned away, with Manager Miller deciding against a third show because the personnel has been tired out by fighting mud and weather as well as extra shows since the season began. Extra big business there was traceable to end of a drought.

In Syracuse on Thursday (13), the show got in a half-house afternoon. A small twister hit the lot between shows while the big top was empty. Center poles and can-

vas went down. A seat wagon was damaged. A canvas spool truck was lifted and rammed against the calliope. The night show was canceled, altho traffic gave assurance of a big house.

Repair Equipment
Move to Lamar, Colo., was made early and all personnel turned out to sew on the big top early. By 11 a.m. the top was back in the air and the seat wagon was repaired. Lamar gave three-quarter and near-full houses.

Las Animas, Saturday (15), had half and two-thirds houses in the third consecutive day with rain. Mrs. Tim McCoy joined with their two sons, Ronny and Terry, and the boys are riding in concert. Mrs. Oodie Doodie and daughter also came on for a visit.

The Sunday stand was Rocky Ford, with a three-quarter house. Reserves sold out early. The concert drew well, and the pit shows did big business all day. The Trinidad stand followed a 90-mile jump and had a good afternoon and near-full night.

Benson in Illinois

DU QUOIN, Ill. — Benson Bros.' Circus had three-quarter and near-full houses here recently. The sponsor made \$149.05.

MILLS TO PLAY LOT WHERE R-B GAVE UP TENTS

CARNEGIE, Pa. — Mills Bros.' Circus will play here July 13, appearing on the same lot, the Heidelberg Race Track, where the Ringling-Barnum show closed last year. Ringling at that time declared the tent show is dead. Mills Bros.' big top will be on the lot just three days short of a year after the Ringling fiasco.

Cristiani Wins Good Business, Good Reactions

BROCKTON, Mass. — Two full houses turned out for the Cristiani Bros.' Circus here Tuesday (11). Auspices was a ward organization. The schools were dismissed for the afternoon.

Monday (10) at Newport, R. I., the show got a half house in the afternoon and a near-full house at night.

This circus continues to get unconditionally good after-notices. In one case, a newspaper reporter remembered the Cristiani show from last year, altho it was not making his spot this year, and noted that another circus lacked its pleasant feeling between public and show people.

BEATTY BUSINESS HOLDS UP IN EAST

Olga Regan Hurt in Fall During Act; Show Sets Sights on Canadian Route

WATERBURY, Conn. — Clyde Beatty Circus has been getting hot weather and good business in New York and Pennsylvania as well as here.

At Poughkeepsie, Sunday (16) Olga Bento Regan fell 20 feet while doing her aerial slide while suspended by her hair. At the hospital it was reported she had multiple fractures of the spine and a dislocated hip. Her condition was said to be serious but not critical. The circus is heading northward and will enter Canada on July 15 for a tour of the maritimes.

Meanwhile, at Pottstown, Pa., the Clyde Beatty cats got into a melee during the act and residents went away declaring this was the "best circus in a generation." Half and near-full houses caught it.

In Sunbury, Pa., six days behind Cristiani Bros., the show drew two half houses with fire department auspices, according to one report. Binghamton, N. Y., Thursday (13), had a one-third afternoon and a near-full night. High wind at night didn't disturb much of the crowd. Schools were still in session. Auspices was the local Marine League.

Oneonta, N. Y., Friday (14), with Jaycees as sponsors, drew a half house in the afternoon and a three-quarter house in showers at night.

Amsterdam, N. Y., followed on Saturday (15) with a pair of half

houses in unusually humid and hot weather.

Poughkeepsie's Exchange Club sponsored the Sunday (16) stand, and attendance was reported by Frank Orman to be a pair of three-quarter houses. Rain in the afternoon turned weather cool for the night. The Strates Shows had been in the city earlier.

Thermometers registered 100 degrees in Waterbury while a light crowd caught the afternoon show. A near-full house was on hand at night. This stand was strong on the advance sale, with 9,600 tickets reportedly moved.

Packs Eastern Launches Tour

TERRE HAUTE, Ind. — Tom Packs Circus officially opened the season for its Eastern unit here Friday (14) to an afternoon crowd of 4,500 and night turnout of 6,000 in Memorial Stadium. Shrine auspices was repeated.

The show played a test stand at Mount Vernon, Ill., for the Shrine Club on June 12 and had an overflow crowd, it was reported by Jack Leontini, of the Pack's staff.

In Terre Haute the show had some rain during the evening. Two days earlier, Benson Bros. played a lot in Prairieton, about seven miles from the Packs site.

Polack Eastern Clicks in West

MISSOULA, Mont. — Eastern unit of Polack Bros.' Circus played to good business here June 14-15 for the Shrine. Show had audiences of 6,500 and 4,000 on the first day and two crowds of 4,500 each on the second day. Location was the university Field House.

At Provo, Utah, the first day (3) had crowds of 2,940 and 2,840, while the second day brought 3,481 and 3,386 at Brigham Young University Stadium. Earlier, Grand Junction, Colo., gave the Polack show the best attendance the Shrine show ever had. Included were houses of 3,741, 3,178, 4,391 and 3,485.

CIRCUS REVIEW

Easterners Jam Hunt Bros.' Top For Circus on Wild West Theme

By IRWIN KIRBY

PRINCETON, N. J. — Pleasing entertainment at low consumer cost continues to be the chief product of the Hunt Bros.' Circus, which pulled two turnaway houses here recently on a shopping center lot. Only the discomfort of putting patrons on the blacktopped lot deprived the Hunts of a pair of straws.

The much-desired straw houses are not holding as many people as in recent years, since this 65th edition of the Hunt show is heavy in the cowboy department, with frequent use of the track. A program running an hour and 45 minutes is offered, and horses are more in evidence than ever before, with nearly 50 head of stock being carried.

Much of this stock, plus the eight Hunt elephants, help make the opening entry a long one. The show's midway contains the comfort stations, truck-mounted Kiddie Whip, grab stand, Side Show, stick ice cream wagon and ticket office. An innovation this year is the stationing of the ticket wagon right alongside the front gate, instead of at the front of the midway, where the gate can be viewed at all times.

The Side Show, managed by Col. Hoot Black, includes acts and menagerie animals. Contained are seven cages of animals, including lions, monkeys, badgers, pona, cotamondis, llama, zebra, camel and elephants, plus Punch, Magic and a calypso group, which also works bally.

Following the grand entry is an eight-person square dance on horseback by Dick and Betty Lunsford, Bob and Hope McLennon, the Bixlers, and the Dibsons. David Hoover then works his five lions. His cage, just inside the back door and edging the No. 2 ring away from the center, has been left up thruout the shows to date, but new help was becoming adept enough for management plan on striking the cage during each show.

Hoover fights one lion onto a pedestal, has all five stand at positions around the cage, uses a leap thru fire hoop, crouch by four cats, walk the plank by another, and a leap by one cat over a fence

(Continued on page 87)

FOLLOW CURTIS LEAD

Circuses Construct, Improve Retractable Seating Equipment

BIGGEST development for improvement of circus equipment in the past few years has been in retractable seat wagons. Their use parallels that of similarly perfected canvas spool wagons. Today more circuses are investing and experimenting with new seating units than with any other phase of the business.

Of the current motorized shows, four principal ones have seat wagons. For two of them, the equipment is entirely new this year. In addition, the Ringling show has the most elaborate units, but they are not in use.

Principal reason for the big trend toward retractable seat wagons has been the difficulty in getting circus-scale working men. Putting up blues and grandstands requires a large crew and much time. Each plank, stringer, jack, bible, starback and chair must be unloaded, carried, placed, carried and loaded daily. That has added up to more time and more men than many of the shows of today could readily afford. The alternative was seat wagons. And with the wagons came the benefits not only of ease and speed in erection, but also greater satisfaction on the part of the customers.

From Boards, Boxes

Circus seating, which consisted of boards and boxes at some of the earliest shows, was highly improved in 1850 when Spaulding & Rogers introduced the jacks-and-stringers idea that made possible a bleacher set-up and consequently raised capacity enough to make bigger shows possible. Twenty years later the Great Eastern Circus added reserved seats with backs and foot rests.

From time to time other shows, such as Barnum & Bailey in 1905 and Sells-Floto reintroduced foot-rests for all seats. The bible, or book-like floor boards, with chairs came to be the rule for reserves. The late Bill Curtis got into the act by invention of a cable system which added much safety to grandstands and bleachers.

And it was Curtis who built the first retractable seat wagons. All modern seat wagons owe their origin to Curtis, just as the canvas spool wagons were also his invention. Later builders have modified or improved upon the original plans, but the conception was Curtis.

Curtis Patent Seat Wagons first were used on Hagenbeck-Wallace in 1921. They were built in two lengths and the system required the better part of five flat cars. When they were discontinued in 1926, the show cut from 30 back to 25 cars.

Key to the design of Curtis

wagons is that the seating platform was angled over the side of the wagon. On it, one section folded out and down to form the low forward part of the seating section. The opposite section folded out and upward to form the high rear part of the section.

When Art Concello came to control of Ringling Bros. and Barnum & Bailey Circus late in 1947 he ordered construction of a new type of seat wagon, built under a patent issued to him. One of the notable differences between Concello wagons and Curtis wagons was that Concello models were angled over the end of the wagon rather than the side. The angled platform was located on the wagon longways. To give it adequate width, the sides unfolded and were supported by jacks at the outer edges.

Concello's wagons were built in Memphis and put into use in 1948 under a lease arrangement with Ringling-Barnum. In the first year they supplied the reserved sections only. From 1949 they also were available for the blues.

Ringling Uses 28

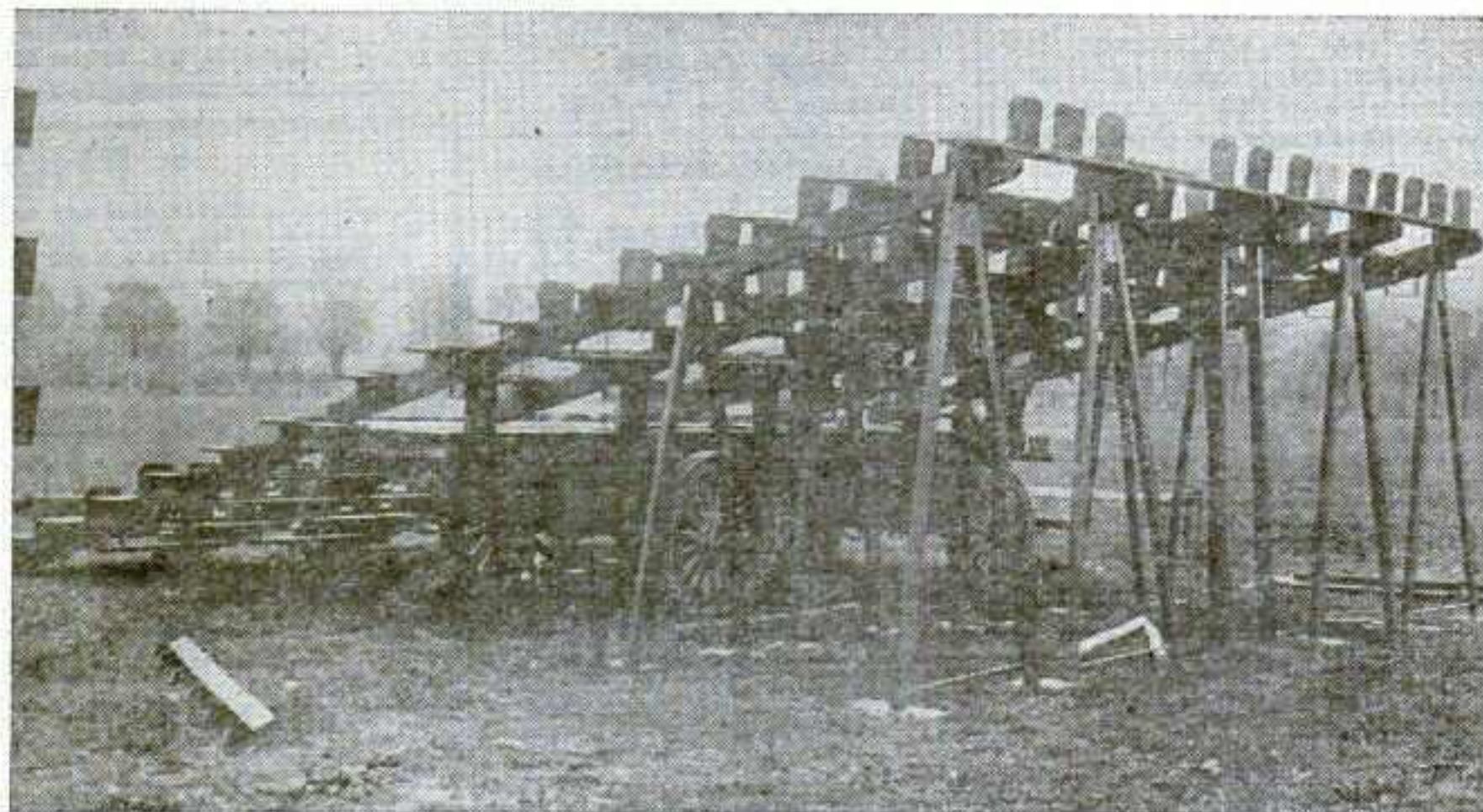
Ringling used 20 wagons with

came on in June. For the next season and subsequently the Hunt show has used a number of seat wagons for the reserved seat sections. These are all on truck trailers, and the platform angles over the side of the trailer, a reversion to Curtis' original idea. His patents, however, had expired and in any event may not have been applicable to this and other designs that followed.

It was also in the winter prior to the 1955 season that the Clyde Beatty Circus converted to mechanical seat wagons. Concello controlled the show for a brief time and in that period had a Memphis firm convert several of the Beatty show wagons into seat wagons. Five wagons were equipped as blues. Here, Concello, too, used an over-the-edge design.

A plan to add more seat wagons to the Beatty show has not yet been carried out. However, the original units were remodeled last winter. The show, now motorized, has the five wagons, each with 14 rows of seats.

These are still used as blues and the show is equipped with a standard grandstand reserves.



Pioneer among seat wagons was this unit built by Bill Curtis for the Hagenbeck & Wallace Circus. Their use was discontinued in 1926 and next on the seating scene was the Concello model built for Ringling-Barnum to use from 1948 thru 1956.

324 chairs each, plus eight wagons with blues for 350 each, giving a total of 9,280 seats. Two wagons of reserves were cut out during the time the show had the menagerie displayed in the big top. Each wagon is 35 feet long, allowing two per circus flat car and requiring 14 flats for transporting.

Next development was in 1954, when Hunt Bros.' Circus began testing a seat wagon built on a motorized semi-trailer rig. This

During this period of development, D. R. Miller, of the Al G. Kelly & Miller Bros.' Circus, had been experimenting with seat wagons also. It is understood that a pilot model was started several years ago, but actual construction was to wait until this season.

In 1956, Miller built a scale model of his own design, and last winter the Wayne Sanquin shops in Hugo, Okla., built four units for Kelly-Miller.

during the winter, to provide enough for all reserved seating.

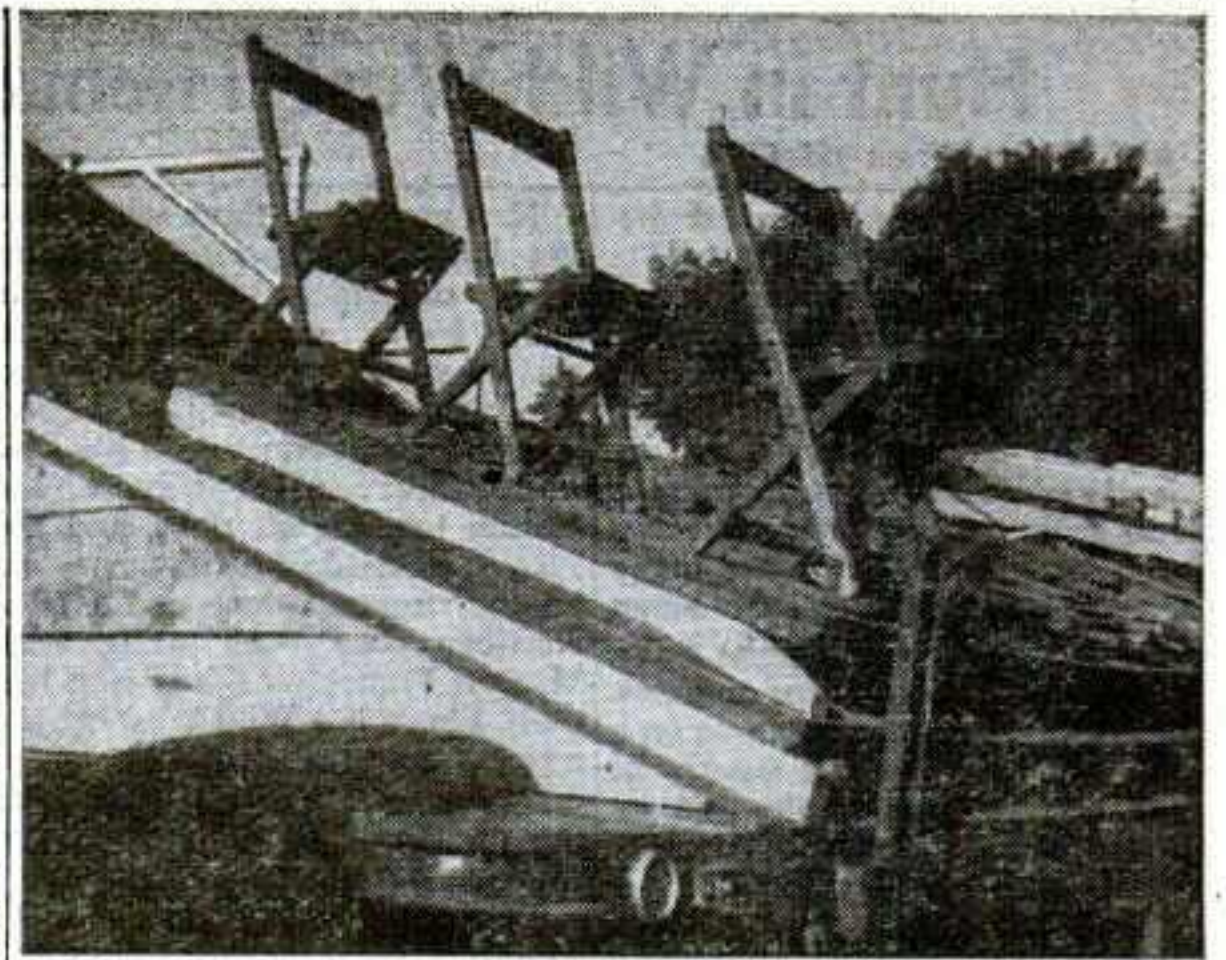
Mills Adds Three

The other show which has seat wagons is Mills Bros., which also is in its first season with this type of equipment. They have three wagons now. Like Kelly-Miller and Beatty, they have plans for adding more later. And like the others, they expect to make changes in design and details to eliminate "bugs" from the present design.

Mills seats were inspired originally by Hunt Bros.' version. However, Jake Mills, who supervised the job, tells that he has made several changes and has more alterations in mind for the winter work. They were built in Ohio.

Semi-trailers are used for Mills seats and a permanent angle is built on. Chairs are affixed to that permanent section. Then on top of that section are stacked two more panels. These panels also have chairs attached but the panels themselves are not attached to anything.

To place these seats, steel stringers are located from the trailer side to the ground. Then a retaining bar is removed and first one and then the other unattached panel is half carried and half skidded down into position. Each panel has three rows of chairs, making the unit nine rows high. Jake Mills has adapted the show's



End view of a loaded Mills seat wagon shows three chairs in place on one of the panels. Dark portions are floor panels and two light portions are board which act as runners upon which the panels are pushed. Chairs fold flat against the panels.

Design of the Miller seats is distinctive. They are on semi-trailers. In use, the tractor is detached and the front of the trailer falls to the ground. That provides the slanted platform for the seats.

Sides of Miller wagons fold outward to give the seat sections maximum width. The four units in use on the show now are utilized as reserved seats. The present plans call for building more wagons

regular grandstand chairs to the new wagons.

As they stand now, each Mills seat truck has two sections of three panels each. Of the six, two are permanently located and four are pulled downward into place.

For next season, Mills plans to make use of a principal similar to that involved in overhead garage doors. The seating surface will be pulled out from the trailer just as a garage door is pulled down.

R-B Seats Idle

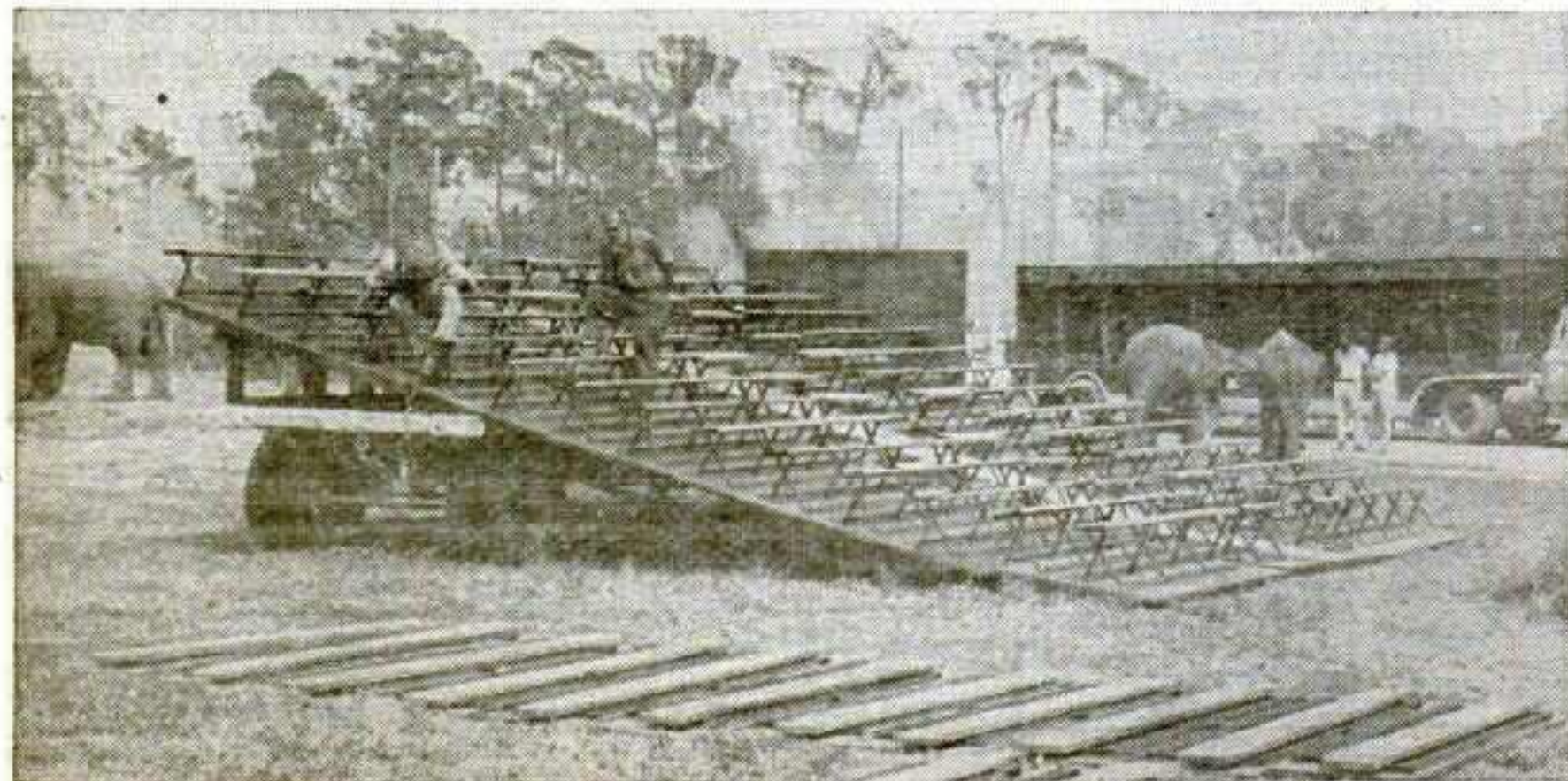
In addition to the seat wagons on these circuses are the several units built for St. John Terrell's tent theater and used only at one stand in Dallas. They have been stored since. And finally, it is known that some thought and effort now is going into still more designs for seat wagons, with inventors hoping to hit upon the plan that is economical and practical enough for shows to adopt.

While truck shows experiment with their designs, the de luxe Ringling equipment sits idle in Sarasota quarters. Ownership now has passed to the show, it is understood, and management is seeking permission of stockholders to sell these as well as other wagons and cars of the show.

In the case of Ringling and also other shows, the possibility of renting out the seat wagons for off-season uses would appear to be good.

The Ringling wagons were used on one such special assignment, the Truman inaugural parade in Washington. An effort by the Sonja Henie ice show to rent the wagons for a special date were not successful because the ice show dates overlapped the time the circus needed the seats. There has been some talk among certain fair executives regarding possible use of Ringling-type seats for special events. Other inquiries also have reached The Billboard, indicating further possible uses for such equipment.

Meanwhile, circuses are finding their equipment—perfected or experimental—to be highly advantageous, saving time, space and manpower.



This example of a Clyde Beatty Circus seat wagon was built originally as a wagon for the 1955 railroad show and is shown in a 1957 Fred Pfening photo after it had been converted to motor-show use and altered to include improvements.

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CRISTIANI BROS.' CIRCUS

Whopping Ride Grosses Expected

POISED at the start of the carnival season, carnivals face prospects of whopping ride grosses and good business in other segments of their operations.

Receipts from riding devices will surpass even the thumping takes of 1956, a consensus of show owners and operators indicates.

Fairs themselves will exert stronger attraction, pulling more people than last year, and these people will spend more per capita on rides, in the opinion of carnival owners-operators.

The mounting popularity of rides is expected to continue. A factor will be the introduction of new devices by some shows and the expansion

of the ride line-up by many of the touring midway aggregations.

Patronage will be heightened by the continued coming-of-ride-age of many postwar and war babies, not alone for kiddie rides but for many adult rides as well.

Economic factors that argue whopping ride grosses are numerous. Everybody, it seems, is working. Not only do the men of the house have jobs but in countless cases wives and many children are working, too. What's more, wages are up from last year, and families have ample money to put out for outdoor entertainment.

Nowhere thruout the country is there a serious blight on the economic scene. Canada,

meanwhile, continues to boom. Further, broad sections of the U. S. previously hard hit by drought no longer are; heavy spring rains corrected their situation. These heavy rains did hurt early season business for carnivals, but almost to a man reporting carnival owners say that when they were given weather their grosses were up over last year.

Midway shows this season are expected to hold at least to last year's level in receipts, and many owners-operators believe their show grosses will edge upward. Games concessions, which suffered some decline up to last year, firmed up then and are looked to be every bit as good and probably better than last year.

CARNIVALS

JUNE 24, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

89

Gold Medal Inks Maryland, West Va., Fairs

ATLANTA—Gold Medal Shows has been signed to provide the midway attractions at Great Hagerstown (Md.) Fair and West Virginia State Fair, Ronceverte, A. C. (Apie) Hill, co-owner, announced. Co-Owner Johnny Denton, and Dave Fineman, business manager, represented the show in negotiations. The show will play Gerry, W. Va., July 4.

Hill is serving as general manager of the show while Denton is spending much time with his amusement enterprises in Charleston, W. Va.; Cherokee, N. C., and Pigeon Forge, Tenn.

The show has been playing around Atlanta to satisfactory business, Hill said. When it heads for its major still dates it will carry a Merry-Go-Round, two Ferris Wheels, Tilt-A-Whirl, Rolloplane, Octopus and four kid devices. Plans are to add more rides in July and the total will be increased to 20 for fairs.

Daniels, Sonn Get Brussels' Hat Contract

NEW YORK — An exclusive arrangement for monogrammed hats at the Brussels World's Fair has been awarded to concessionaires Max Sonn, proprietor of Maxie's on Times Square, and Sydney Daniels.

The partners will operate five stands in three government parks during the fair, which runs from April 17 to November 1 of next year. Daniels leaves for Europe March 1, following the Mardi Gras in New Orleans, and Sonn will follow two weeks later.

Rohr Suffers Storm Damage

ST. ANNE, Ill.—A 90-mile-an-hour windstorm struck Rohr's Modern Midway June 14 during the homecoming here, demolishing a Ferris Wheel and damaging the Merry-Go-Round, Tilt-a-Whirl, bingo stand and other concessions.

American Legionnaires and city officials went to work in clearing the park of debris so that repair work, under the direction of D. J. Rohr, could be completed on various attractions in time for a 6:30 p.m., opening the following night, according to Arthur Braley.

RAY OAKES SR. RETIRES; SON ASSUMES REINS

TAMPA—Ray Oakes Saturday (15) made his retirement official when he turned the managerial reins over to his son, Ray Jr.

The Oakes firm, manufacturers here of games, concessions and concession equipment, will continue to operate under the name of Ray Oakes & Son. A veteran of 50 years in the carnival supply business, the senior Oakes said he plans to "take things easy."

Prell Plans Return to Long Island

GLOVERSVILLE, N. Y. — Prell's Broadway Shows will shorten its planned Upstate New York routing and return to Long Island where a single previous date proved lucrative.

In this area the entrenched O. C. Buck Shows and native James E. Strates organization make for a somewhat crowded territory. Next week, for instance, Prell and Buck will be only five miles apart.

Business in the area has not been up to expectation for Prell. Longer moves have added to the cost and gross income has not gained sufficiently to justify the added movement costs.

Heat Sizzles Hub Date But WOM Does Okay

BOSTON—A record heat wave sizzled and melted some of the potential attendance and grosses of the World of Mirth Shows at the celebration date this week in Charleston. The temperatures, which ran into the 90's for five successive days, cut down on daytime activity. Other losses resulted Wednesday night (19) when torrential rains broke the heat wave but kept visitors away until after 9 p.m.

Jeff Harris, who promoted the date on the site of the former State prison, said that the outcome for himself and Frank Bergen's World of Mirth Shows would be quite successful, altho somewhat under the potential of the spot.

The shows opened on Friday (14). Activity was scheduled for day as well as night hours. Complete operation was set and maintained for all day Sunday but the high temperatures pulled most

ABUNDANCE OF POWER

20th Century Operates 35 Rides, 8 Shows at Oklahoma Exposition

OKLAHOMA CITY—A line-up of 35 rides—24 of them majors, 11 of them kiddie devices—and 8 shows comprise the power-packed array working under the banner of the 20th Century Shows at the Oklahoma Semi-Centennial Exposition which Thursday night (20) wound up the first seven days of its 24-day run at the State fairgrounds here.

Business to that point failed to give the units much of a workout. Attendance at the expo itself was down from expectations and the powerful exhibits at the expo commanded most of the attention of the customers.

'Nothing But Rain' Is Given Groscurth

KOKOMO, Ind.—Now in its seventh week, Groscurth's Combined Circus and Carnival has been getting "nothing but rain," according to Owner C. C. Groscurth.

"When we got weather, the people were there," Groscurth added.

At one stand, Bloomington, it was necessary to hire Caterpillars to get the show on and off the lot. All of the tear-downs, except one, have been made in the rain.

As yet, the circus—a new fea-

ture of the Groscurth operation—has not had a real test. Newspapers and radio stations, however, have given much publicity to the circus, but a real opportunity to cash in on this publicity has not been provided by the weather.

Groscurth's elephant, Nancy, has been making appearances at downtown locations and has registered big. In addition, the elephant has made a number of TV appearances. The show has also been using film shots of midway scenes on TV and is using such paper in all spots.

Located in the back end, the circus has a 30-foot stage, which is well flashed and attractively lighted. In the circus performance, Rosalie and Billie Segrist with their high trap act have scored well. The circus, besides the trap act and elephant number, carries dogs and ponies and clowns.

Recently, Groscurth took delivery on five new Chevrolet tractors. ... additional five such units are to be delivered at an early date.

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Rains Bucked By Key City

WILMINGTON, Ill.—Despite steady rains, except for two days, Key City Shows have been able to do some business each day since leaving Kankakee, Ill., quarters five weeks ago. Owner S. C. Peck said here last week, and ventured the opinion that if the weather clears the season could be a banner one for the show.

Key City now carries 10 rides, a Rolloplane having been added recently. In addition three shows and about 25 concessions are in the line-up. William Bailey joined as ride superintendent last week.

However, E. D. McCrary, owner-manager, allowed "the show would do all right." He said that he expected that the expo's gate would jump during the remaining 17 days and that patrons would spend more time on the midway than they did in the early part of the run.

McCrary moved his show in here about a week ahead of the expo's opening and all equipment was newly painted for the opening. Lighting is extremely good, with the show's usual lighting augmented by a battery of towers purchased from Don Dowis.

The 20th Century owns 12 major rides and six kiddie rides and normally carries about six shows. All of the other units, working here were booked on for this date only.

Among the booked-on rides are the Velares' Rotor, managed by Charlie Goss; a Sky Wheel and large Roller Coaster, both owned by Don Dowis; W. C. Wyrick's Scrambler, and Lowell Stapf's Hurricane and Caterpillar.

Other rides booked on and their owners are: Airplane Ride and Kiddie Ferris Wheel, Herb Erod; Looper and Dark Ride, Bill Bontell; Flying Saucer, Funhouse, and Ferris Wheel, E. Barackman; pony sweep and pony ring, W. F. Cook; Rodeo Ride and Helicopter, M. Duberges; Train, Boat Ride, and Cage Baby Ferris Wheel, L. L. Morgan; Fly o-Plane, Fred Hollingsworth; and Tractor Ride, Jack Lockhart.

Among the show-owned rides is a new Twister.

(Continued on page 98)

Vermont Stand Only Fair for Continental

ST. ALBANS, Vt.—Continental Shows garnered only fair business last week at Morrisville, Vt. The management blamed the early showing for the lack of business. The date is normally scheduled after the Fourth of July but the structure of this year's route wedged the showing into mid-June.

The show opened on a new lot, on Lower Newton Street, here Monday (17). Early business indicated a good run. Advantages include more parking and easy visibility from a well-traveled highway.

Thomas Joyland Okay in Fulton

WAYNESBORO, Pa. — A good season continues to build for the Thomas Joyland Shows, which scored a good week in Fulton, W. Va., highlighted by an excellent kiddie matinee.

Sydney Thomas continues to work for the Miami club, selling boards. Morris Lipsky is business agent. Also on the lot are Col. Saylor and wife, Sam Generalo, Dolph Illairo, Teets and Brownie.

Lackland Air Force Base, San Antonio.

Optimism over prospects for the season has induced the Stephenson family, Vandalia, O., and the Houze family, Cincinnati, hot waffle concessionaires...

J. Raymond Morris, former billposter for the World of Mirth Sl vs, visited the show's lot Saturday (15) in Charlestown, Mass., for chats with Frank Bergen, Bucky Allen and Gerald Snellens.

Clifford W. Mullins, owner-manager of Mullins' Royal Pine Shows, was honored June 10 at a surprise birthday party given by employees and concessionaires.

A birthday party for Mrs. Dixie Dixon and Mrs. Toots Epple was given June 9 on the Standard

Shows at Big Piney, Wyo., by Mrs. Jerry Dixon and Mrs. Yvonne Coleman. Among those attending were Vince Johns, show owner; Whitey Dixon, manager; Bobby Cumberland, ride superintendent...

Margareta Allen has joined the Minstrel Show on the Wade Shows after closing at the Cotton Club, Harlem, New York. Copper Rex Allen has joined the Side Show with his snake exhibit.

On Dick Hilburn's Side Show with the Amusements of America are Doc Richmond, magic and emcee, with his Korean war dog, Thor; Andy Brisky, fire eater and boss canvasman; Pete Wilson, Alligator-Skin Man...

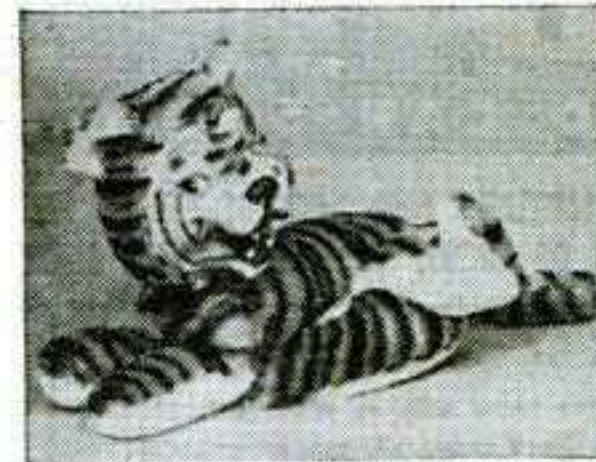
Ethel Weinberg, executive secretary of the National Showmen's Association, is vacationing at Asbury Park, N.J., with her sister.

Visiting Mr. and Mrs. Paul La Cross of the Continental Shows at Morrisville, Vt., were Andrew Rocheleau and his fiancee and George Hilliker and Jerry Winner.

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CONCESSIONERS AND RIDE MEN, NOTICE Need for big week long Soldiers' & Sailors' Reunion and Fourth Celebration, Mt. Vernon, Ill., July 1-6, and two Centennials to follow—Greenview, Ill., July 8-13, and Ashland, Ill., July 15-20; then solid route of Fairs and Celebrations. Hanky Panks of all kinds—Jewelry, Dish Pitch, Long or Short Range, Penny Pitch and Arcade, Useful Ride Men on all Rides and Agents for office-owned Concessions. JACK LINDLE, Mgr., LINDLE SHOWS West Terra Haute, Ind., this week.

5,000 PARAKEETS 50¢ UP Live arrival guaranteed. Wire, write, or phone us your requirements. WAUGH-FERGUSON AVIARIES 115 E. Sixth Joplin, Mo. Phone: Mayfair 3-9218

SEARCHLIGHTS Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generators, still crated, 16.5 kw., \$700. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment. J. PILE 825 Becker Road Glenview, Ill. Glenview 4-1240 or Mulberry 5-3516

WANTED Concessions for Iroquois, Ill., July 2-3-4. Ride Help—Wheel Foreman. All replies to ALFRED WALL Watseka, Ill.

AGENTS WANTED For Swinger, Break The Record, Balloon Dart, Parakeet Pitch and Long Range for July Fourth Week and rest of season. GENE CAIN c/o Wallace Bros.' Shows, Appleton, Wis.

LUCIUS D. PEASE Contact immediately—urgent BOB WAITE 308 West Alfred Tampa, Fla.

MOUND CITY SHOWS —UNIT #2— WANT Concessions of all kinds. Also Ride Help. Address: CLARENCE SLATEN, Mgr. Dupu, Ill., June 28-29; Gillespie, Ill., July 3-7.

WANT LEGAL ADJUSTER WITH CONCESSIONS. (Johnny Graves, contact.) Also Count and Peek Store Agents. Address Bob Capell, Mgr. CAPELL BROS.' SHOWS Duchesne, Utah, June 24-26; Heber, 27-29.

ROHR'S MODERN MIDWAY Biggest Firecracker Festival in Illinois. Rantoul (Chanute Field) City Park, next to Air Base, July 1st to 6th. Opening day—payday at the field. Fireworks and gigantic parade 4th of July—with a tight and full schedule of fairs and celebrations to follow. Concessions: Dish Pitch, Basketball, Long Range, Novelties, Hats, Parakeets, etc. Hanky Panks only. No one booked until deposit received. Shows: Fun House, Mechanical, or what have you? Want experienced Ride Help who drive for new Wheel, Tilt and Kiddie Rides. No cars. Want man who can up and down Bingo. No flats or gypsies. Have equipment. Good deal to Couple to operate Photos. Want Man to operate Snake Show. Wire or send deposit to Monee, Illinois—June 24-30 FRANK MYERS Concessions Manager D. J. ROHR

GEORGE CLYDE SMITH SHOWS WANTED—Age & Scales, Hoop-La, Pitch-Til-U-Win, Slum Spindle, Hi-Striker, Basketball and Custard. WANTED—Side Show, Monkey Show, Snake Show, Wildlife, Girl Show. WANTED—Agents for Office Hankies, Chairplane Foreman, Truck and Tractor Drivers, General Ride Help. All replies to GEORGE CLYDE SMITH SHOWS Central City, Pa., this week; Six Mile Run, Pa., next week. P.S.: WANTED—Count, Pin and Bucket Agents.

PAGE BROS.' SHOWS NO. 1 UNIT Want for now and 4th of July, Eminence, Ky.; Owentown, Ky., Fair to follow. Jewelry, Lead Gallery, Ball Game, Scales, Arcade, Custard, Hanky Panks of all kinds. Grind Shows of all kinds. Ride Help, must drive (no Girls or \$20.00 cars). All replies—Phone Dillon Pontiac Garage, Liberty, Ky., this week. P.S.: Want to buy No. 5 Wheel and small Chairplane.

WANTED... Attractions for Shopping Centers in Ohio, Kentucky and Indiana. Exhibits with own transportation, must be clean and attractive. Need strong Christmas Attractions. Direct Positive Operators. Would like to hear from Redwood Tree Exhibit, Penguin, Lord's Last Supper, Flagpole Sitter, Buried Alive, Big Whale, Sketch Artists, Crime Car, Hitler Car, Match Stick Exhibit. Anything that will attract people and lend itself to good advertising. Write: STANLEY ATTRACTIONS, 7240 BEECHMONT AVE., CINCINNATI 30, OHIO

GRAND AMERICAN SHOWS Want for July Celebrations and Centennials, Fairs thru August and September. Want Grind Shows, Arcade, Photo, Novelties, Scales, Age, Ball Games, Pitches, Spindles, Hanky Panks. Want Ride Help, Foreman and Second Men that have chauffeur's license. Waterloo, Iowa, now; Oelwein, Iowa, July 2-4.

STOCK TICKETS 1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.50 25 Rolls 18.75 50 Rolls 24.00 100 Rolls 44.00 Rolls 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Ykt., 1x2 TICKETS of every description. Wheel tickets carried in stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio SPECIAL PRINTED Cash With Order Price Double Coupon Double Price 2,000 \$ 4.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 15,000 15.30 100,000 33.00 500,000 133.00 1,000,000 250.00

GOLD MEDAL shows

55 RAILROAD CAR SHOW ON TRUCKS

NOW BOOKING FOR GREAT HAGERSTOWN, MARYLAND, FAIR, WEEK OF AUGUST 12, FOLLOWED BY WEST VIRGINIA STATE FAIR, RONCEVERTE, WEEK OF AUGUST 19, AND THIRTEEN MORE FAIRS TO FOLLOW.

CONCESSIONS	SHOWS	RIDES
Photos, Long Range, Chocolate Dip, Custard, Jewelry, all types of Pitches, 6-Cat, Bucket, Swingers and all other types of Hanky Panks. AGENTS: Can use 2 Grind Store Agents, Hanky Pank Agents and Bucket Agents. Will book one Wheel and Grind Store.	Side Show with or without front, Lou Walters, answer; Motordrome, Girl Show, Wildlife, Mechanical, Monkey and all kinds of good Grind Shows. Want Minstrel Show with or without front. Also Funhouse and Glasshouse.	Can use any Ride not conflicting such as Spinaroo, Roundup, Scrambler, etc. Can use some Kiddie Rides.
Answer David E. Fineman, Bus. Mgr. Cater Hotel, Welch, West Va.	Johnny J. Denton, Gen. Mgr. Welch, West Va.	A. C. Hill, Asst. Mgr. Welch, West Va.

GARY, WEST VIRGINIA'S, LARGEST 4TH OF JULY CELEBRATION NEXT WEEK

C.S. PECK presents KEY CITY SHOWS

WANT—FOR THE BIG 4TH OF JULY WEEK AT LA PORTE, INDIANA, AND FAIRS AND CELEBRATIONS IN INDIANA, MISSISSIPPI, ALABAMA TO FOLLOW.

CONCESSIONS — High Striker, Photo, Age & Scale, Novelties, Lemon Shake, Bird Pitch, Lamp Pitch, Basketball, Custard, Grab or what have you. No Alibi Outfits, Flats or Gypsies.
RIDE HELP — Foreman for Tilt, Ferris Wheel, Octopus, Foreman for three Kid Rides, Second Man on Wheel. All must drive, good salary, no cars.
AGENTS — For office owned Hanky Panks. Good route of Fairs. You can make it on this Show.
WANTED — Man to manage the office owned Hanky Panks. Reference required.

THIS SHOW WILL BE OUT TILL NOVEMBER.
Wire or Call—C. S. Peck or Robert Peck
Pontiac, Ill., this week; La Porte, Ind., July 1-6.

BEAM'S ATTRACTIONS

SLIGO, PA., 4th OF JULY CELEBRATION AND OLD HOME WEEK, JULY 1-6

The biggest event of its kind in Western Pennsylvania.
4 Parades—Fireworks.

Can book all kinds of legitimate Concessions and Shows. This Show plays only community sponsored Celebrations with plenty of promotion. Free gate, Giant Searchlights. All communications to Show.
STEVE DECKER
c/o SHOW—FRANKLIN, PA., THIS WEEK

ITALIAN FESTIVAL OF CHICAGOLAND

NOW BOOKING CARNIVAL CONCESSIONS, SHOWS, EXHIBITS

DATES: Wed., July 24 thru Sun., Aug. 4, 1957 including TWO BIG WEEKENDS
PLACE: West Parking Area—Maywood Park Trotting Track North Ave. (1600 North) River Road (8600 West) MAYWOOD, ILL.

Featuring Two Different Shows
ROCKY MARCIANO—THE VAGABONDS—CARL RAVAZZA—BILLY FALBO
TANIA and BIAGGI—MICKEY and NOEL—SUTTON DANCERS
HENRY BRANDON and His Chez Paree Orchestra

Write or Phone **JOSEPH De SERTO** 1615 N. 18th Ave. Phone: HARRISON 7-4675 MELROSE PARK, ILL.

MOTOR STATES SHOWS #2

WANT FOR GREEN SPRINGS, OHIO, STREET FAIR—5 BIG DAYS, JUNE 25 THRU 29

All Fairs and Celebrations from now on. Need Hanky Panks, Photos, Bear Pitch, etc. Want Foremen for Wheel and Merry-Go-Round. Can use good Ride Help who drive. No drunks or chasers tolerated. Sol Rosenfield needs Hanky Pank Agents.

F. DICKSON, Mgr.

WANTED TO BUY

200 feet, more or less, of Wild West Canopy. Must be in good shape and shipped, also subject to inspection. (Jack Morganthal, from Frisco, write.)
ERNIE CLINE MACKAY
Box 58, Midway, Ga.

JIMMIE CHANOS SHOWS

Want for big Fourth of July Celebration, Fairborn, Ohio, American Legion and Jr. Chamber of Commerce

Legitimate Concessions of all kinds. Also can use Shows with own outfits. Want Pitch-Till-You-Win, Hoopla, Ball Games of all kinds. Want Ride Help who can drive semis. Also now booking for Frankfort, Ind., Fair, legitimate Concessions of all kinds.

All replies to
JIMMIE CHANOS
CAMBRIDGE CITY, IND.

STONE CREEK LIONS CLUB FAIR

Stone Creek Park—Huntingdon, Pa., July 15-20

This is an independent Celebration that will book all kinds of legitimate Game Concessions at a liberal price. Want Shows of all kinds including Girl Revues. French Fries only eats stand open. Can use several Major Rides not conflicting with Wheels and Merry. Write for full information to

HOWARD W. SERVICE
c/o Swartz Jewelry Store
Washington St., Huntingdon, Pa. No telephone calls, please.
20,000 ATTENDANCE LAST YEAR

WANTED WANTED

For the only bona fide Celebration in Streator, Illinois. The Annual American Legion Celebration held in the City Park, July 3-4-5-6. Big parade and plenty of attractions to draw them all.

Concessions that work for stock only. Ball Games, Basketball, Photos, Novelties, Dish-Coke Pitch, High Striker or what have you? NO ONE BOOKED UNTIL DEPOSIT RECEIVED.

Will book Funhouse, Mechanical or ?
Can also use one more Major Ride that does not conflict. Have Wheel, Tilt, Scrambler, Merry, Looper already booked. Can use one more Kiddie Ride.

ROHR'S MODERN MIDWAY
D. J. ROHR
Monee, Ill., June 24-30; Plum Hotel, Streator, Ill., June 30.

NORTON'S RIDES & SHOWS

WANT FOR DEVILS LAKE, NORTH DAKOTA, DIAMOND JUBILEE AND JULY 4 CELEBRATION—8 BIG DAYS, BEGINNING JUNE 29; WITH FAIRS AND CELEBRATIONS TO FOLLOW THRU SEPTEMBER.

Want Girl Show, Athletic Show, Ten-in-One, or any Show of merit with own equipment and transportation. Will book Novelties, Age & Scales, Photos, Cork Gallery, Bumper or any Hanky Panks not conflicting. Want Agents for Hi-Striker and Long Range. Want Help on all Rides who can drive semis. All replies to

NORTON'S RIDES & SHOWS
Devils Lake, North Dakota

WANTED

Saber, capable Ticket Sellers and Workmen who drive semis. Also young Ladies with neat appearance to work in Husions. Top salary every week. Positively no drinking tolerated. Two large Shows—
PALACE OF WONDERS, Sandy Beach Park, Russells Point, Ohio, until August HELL'S BELLES, opening with Olson Shows, July 1, Anderson, Indiana

FEATURING A POPULAR LINE OF ABOUT 50 ASSORTED WELL CONSTRUCTED STUFFED TOYS

Made in Tampa. Highest grade plush used. Shipment made on receipt of order. Try a sample order and be convinced. Terms: 25% deposit with all orders, balance C.O.D. Free catalogues mailed on request.

FEATURE STUFFED TOY CO.
28"—\$22.50 per doz. 3208 5th Ave. Tel. 72-4001 Tampa 3, Fla. 23x18"—\$24.00 per doz.

MAJESTIC GREATER SHOWS

ELWOOD, INDIANA, JULY 2-6, CALLOWAY CITY PARK
Big 4th of July Celebration With Gigantic Fireworks Display.

Want Glass Pitch, Basketball, Fish Pond, Balloon Dart, 6 Cat, Buckets and other Hankies. Want Girl Show, Snake Show and Grind Shows. Want Merry-Go-Round, Octopus and other Rides that do not conflict, also set of Kid Rides. Address SAM GOLDSTEIN, Western Union, Indianapolis, Indiana, this week.

SUNSET AMUSEMENT COMPANY

CLEAR LAKE, IOWA, JULY 2-3-4

On the Square, Lake Front, First Carnival Ever to Play This Location.

Will give exclusive on Age and Weight, Pitches (except Bear), Custard and Photos. Can place Balloon Dart, Cork Gallery, Coke Pitch, Punk Rack, Dip, Record, Hats, Ball Games and Hanky Panks. Want Ride Men who drive and have licenses. Address: Montevideo, Minn. (Fiesta), this week.

MO-ARK SHOWS

Want Hanky Panks only for now and rest of season, Hoopla, Bear and Bird Pitch, Short Range, Jewelry, Tip-Over Coke, Glass Pitch, Penny Pitch, Add-Em-Up Darts, Bumper, Novelties, High-Striker or any non-conflicting Hanky Panks. One of a kind here. Low privilege. Want small, clean Grab. Best proposition on the road. Will book Merry-Go-Round, 4 or more Kiddie Rides. Summersville, Mo., June 24-29; then Norwood, Mo., July 3-8. Call or come on.
LEWIS GARNER, Mgr.

RIDE HELP WANTED

Merry-Go-Round Foreman, Ferris Wheel Foreman, pay \$50.00 still, \$60.00 Fair; Diesel Man for G. M. Diesel, who can lay wire for 8 Concessions, 5 Rides and keep trucks running, \$50.00 still, \$60.00 Fair. We use money each week, no meal tickets, no hold backs. Need some good Concession Help. You make money here, have only Hanky Panks. Have Short Range Lead Gallery with 2 perfect guns, \$200 cash. Contact
CHAS. BALDWIN, Bell Amusement Co.
Georgiana, Ala., June 24 to 29; Samson, P. S.: W. C. Cole, answer.

THOMAS Land

WANT RELIABLE CALLER AND COUNTER MEN FOR BINGO. PLACE GEEK OR IMPERSONATOR TO LECTURE ON SNAKES

Want Agents for Count Store and Hanky Panks, prefer married couples. Can place Ride, Help who drive semis, Wives on Tickets. Will book Penny Arcade and Shows of merit. Will book Photo Gallery, Long Range Gallery, legitimate Concessions of all kinds. Fairs start in three weeks. Contact

L. I. THOMAS, Manager

Oak Hill, W. Va., now; Spencer, W. Va., next week.

PAN AMERICAN SHOWS

Want for Big 4th of July Celebration, Galax, Va., and Fairs all winter in Florida

CONCESSIONS of all kinds, Bingo, Cookhouse, Lead Gallery, Six Cats, Ice Cream, Custard, Hats, Bird Pitch, Ball Games and Novelties. Want Razzle, Pin Store and Bucket Agents.

Enlarging Side Show for Fairs. Need at once, Magician, Inside Lecturer, Mentalist, Tattoo Artist, Girls to work Blade Box and other Acts, Half and Half, Larry Wald, Ethel and Chief Vanteen, answer to Henry Valentine. Want Side Show Manager, Talker for Colored Revue and Musicians, Chorus Girls and Dancing Comics. Want Operators for Funhouse, Animal Show and Monkey Speedway who drive trucks. Want Ride Superintendent and Foremen for Octopus and Tilt. Second Men on all Rides. First class Mechanic with own tools.

Leo Bistany, Bus. Mgr.; Johnny Ward, Gen. Mgr.
Abingdon, Va., this week.



FUNFAIR SHOWS

Weidman, Mich., June 29-30; then the biggest 4th of July in Michigan, School Section Lake, Mecosta, Mich., July 2-4; followed by Clifford, Mich., Homecoming, July 5-6-7. Waseon, Ohio, Street Celebration, Aug. 14-15.

Want Hanky Panks, \$26.50 privilege. Want Shows. MICHIGAN COMMITTEES: Have a few open dates. All contact.

CHARLES STAPLETON or CHUCK DUMA, Weidman, Mich.

SMILEY AMUSEMENTS

Want for South Pymatuning, Pa., Firemen's Celebration and Fourth of July Celebration combined, week July 1-6; week July 8-13 Arnold, Pa., Firemen's Celebration.

Want Hanky Panks of all kinds that work for stock. No flats or gypsies. Can use family-type Shows. Help wanted: Want Merry-Go-Round Foreman who can drive semis, also General Ride Help who can drive semis and have licenses.

All wires or mail to Ambridge, Pa., this week.

IDEAL RIDES

Shelbyville, Illinois, Annual Civic Sponsored Event, July 3-7; Indianapolis, Indiana, Downtown Celebration, July 9-14; Clifton, Illinois, Centennial, July 17-21, with 12 fairs and celebrations in Indiana and Illinois to follow.

Concessions—Booking one of a kind: Age and Weight, Pitches (except Bear), Custard, Photos, Coke Bottles, Milk Bottles, Lemonade Shake and other non-conflicting Hanky Panks. Also want Merry-Go-Round Foreman and Second Men on all Rides. No cars.

Contact

HUB LUEHRS, Mgr.

Masonic Home, 3701 W. Frankfort Ave., Louisville, Ky., this week.

J. A. GENTSCH SHOWS

Want for now and 14 of the best Fairs and Celebrations in the South starting week of July 4, Martin, Tenn.

Want Diggers, Custard, Bingo, Hanky Panks all kinds, also Cookhouse. Brownie Roberts, call me. This is a good Cookhouse Show. Will book Octopus and Coaster. Can use a few good Ride Men who drive semi, also Mechanic who can produce. Good proposition for 10-in-1 and Illusion. Lelsa Delmar, wire me. George Stapleton wants Agents for Count and Pin Store who will positively work according to instructions. White Boatright, have Pin Store for you.

All answers to J. A. GENTSCH, Dyersburg, Tenn., this week.

P.S.: Sammy Craden and Brownie Cole, call me.

WANTED TO BUY OR BOOK USED MERRY-GO-ROUND

Will consider one needing repairs. Liberal reward for whereabouts of Mark or Leona Kane. Mark, contact immediately. All replies to **JOE L. KING, Manager.**

KING BROS.' SHOWS

Del Norte, Colo., June 24-29; Pagosa Springs, Colo., July 1-4.

COLORED GIRLS and ENTERTAINERS

Wanted for Rock 'N' Roll Revue. Show open June 25. All answers:

JOE SCIORTINO

Happyland Shows

Ypsilanti, Mich.

B & B COMBINED SHOWS

Want for Ada, Okla., June 24-29, and Prague, Okla., Annual 4th of July Celebration and Centennial. All Celebrations to follow.

Can place two or three Baby Rides. Want Shows of all kinds. Want all kinds of Concessions, privilege, \$18.50. Can also place Hanky Panks. Boots Cutler can place Agents. Address: Ada, Okla., this week.

Monarch

EXPOSITION SHOWS

BIG JULY 4TH CELEBRATION NEXT WEEK (6 DAYS) MADISON, ILL.

Followed by Jersey County Fair, Jerseyville, Ill.; Greene County Fair, Carrollton, Ill.; Wabash County Fair, Belmont, Ill. (7 Days), and then THE BIG ST. CLAIR COUNTY FREE FAIR, BELLEVILLE, ILL., 7 BIG DAYS AND NIGHTS, PLUS 9 MORE FAIRS

CONCESSIONS Can place a few more Hanky Panks. Lamp and China Pitches, etc., etc. Want first class Cook-house.

HELP Want Rock-a-Plane and Merry-Go-Round Foremen and Second Men.

All Address: E. L. WINROD, Mgr., HILLSBORO, ILL., this week; MADISON, next

JAMES H. DREW SHOWS

Cleanest
Finest
Most
Dependable

WANT FOR THE PAINTSVILLE, KY., ANNUAL 4TH OF JULY CELEBRATION AND THE FOLLOWING BONA FIDE CIRCUIT OF FAIRS NORTH AND SOUTH

AMVETS SUMMER FESTIVAL, Muncie, Ind. COVINGTON FREE FAIR, Covington, Ind. EDGAR COUNTY FAIR, Paris, Ill. CHAMBER OF COMMERCE FAIR, Nappanee, Ind. PORTER COUNTY FREE FAIR, Valparaiso, Ind. GREAT WABASH VALLEY FAIR, Terre Haute, Ind.	HARLAN COUNTY FAIR, Harlan, Ky. FARMERS' FAIR, Clintwood, Va. TENNESSEE-CAROLINA FAIR, Newport, Tenn. WINDER AGRICULTURAL FAIR, Winder, Ga. FRANKLIN COUNTY FAIR, Lavonia, Ga. WALTON COUNTY FAIR, Monroe, Ga. TOOMBS COUNTY FAIR, Vidalia, Ga.	NEWTON COUNTY FAIR, Covington, Ga. EMANUEL COUNTY FAIR, Swainsboro, Ga. BROOKS COUNTY FAIR, Quitman, Ga. EARLY COUNTY FAIR, Blakely, Ga. OCOREE FAIR, Dublin, Ga. BAY COUNTY FAIR, Panama City, Fla.
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SHOWS—Will place Snake, Fat, Monkey, Animal, Drome, Wild-life, Illusion or any worthwhile family-type Show.
 RIDES—Will place non-conflicting major Ride for Terre Haute, Newport and other large Fairs on our route.
 CONCESSIONS—Have opening for Custard, Arcade, Novelties, BILLPOSTER WANTED. Prefer man with circus experience and transportation.

All address this week, JAMES H. DREW SHOWS, c/o Western Union, Olive Hill, Ky.

GEM CITY SHOWS

WANT FOR FARMER CITY, ILL., FAIR, OPENING SUNDAY, JUNE 30 (Cadillac automobile given away this opening day), THRU JULY 6, AND FOR 15 BONA FIDE FAIRS AND CELEBRATIONS TO FOLLOW; THEN IN PERMANENT FLORIDA PARK FOR ALL WINTER'S WORK.

CONCESSIONS	SHOWS	RIDES
Hanky Panks, Long and Short Range Galleries, Pitches of all types, Frozen Custard. Have good proposition for Diggers. AGENTS for office-owned Concessions including Scale Agents. Duke and Joe Byers, let us hear from you!	Have good proposition for capable Side Show Operator. Have nicely framed Side Show. Want Talker and Candy Pitchman for our feature Show. "FUZZY Q. JONES, WESTERN MOVIE STAR." Can place: Wild Life, Monkey, Illusion, Fat, Snake, Unborn, or any Grind Shows of merit. HEDY JO STAR wants Girls for 2 Girl Shows.	Will place Scrambler and Spitfire, also \$5 Ferris Wheel for season. Also any other Rides not conflicting. RIDE HELP Capable Ride Men on all Rides. (Must drive and have licenses.) All winter's work. Can place Billposter.

COOK HOUSE HELP: Bobby McBride wants Help for Cookhouse and Grab. If you drink don't waste your time! Doody Vostal, contact me, as none of my mail has been answered.

DON GRECO Bus. Mgr.	THOMAS D. HICKEY Gen. Mgr.	SAM GRECO Con. Mgr.
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Address DANVILLE, ILL., THIS WEEK; THEN FARMER CITY, ILL.

Big July 4th Celebration, Brazil, Indiana

In beautiful Forrest Park. Band Concerts — Contests — Car Give-Away and Gigantic Fireworks Display.

CONCESSIONS—Will sell exclusive on Custard, Photos, Hats, Long Range. Want Glass Pitch (Taylor, contact), Six Cats, Buckets. Work Stock only, must have Hanky Panks booked, only two on Show. Cotton Candy, Chocolate Dip or Ice Cream Sandwich, Grab and African Dip.

SHOWS—Can place Monkey, Mechanical, Snake or Geek, Motordrome, Fat Show, Dog or Pony. All replies to John Portemont,

JOHNNY'S UNITED SHOWS

Martinsville, Ind.

EDDIE YOUNG WANTS

Bucket Agent. Don Owens, if you aren't placed, contact. Count Store Agents who can take orders. Lady Watch-La Clerk, Man and Wife to take Bear Pitch. Positively no drunks or debutantes, we roughie our own outfits. Show will book any Hanky Panks not conflicting.

Replies EDDIE YOUNG
c/o GEORGE W. NELSON SHOWS
Lehrville, Iowa, June 25-26; Pomeroy, Iowa, 28-29; Exira, Iowa, Centennial, July 2-3-4.

WILLIAM T. COLLINS SHOWS

CONCESSIONS—Want Novelties, Short Range and Hanky Panks of all kinds.

SHOWS—Can use one or more Grind Shows of merit.

RIDE HELP—Foremen for Octopus and Rolloplane. Also Second Men on all Rides. Must drive semis and have chauffeur's license. All replies to

WM. T. COLLINS, Mgr.

Fargo, North Dakota, this week, then as per route.

BUFF HOTTLE SHOWS—UNIT #1

WANT FOR AMERICAN LEGION HOMECOMING CELEBRATION, CENTRALIA, ILL., JULY 1-6, and 18 FAIRS TO FOLLOW
CONCESSIONS: Any Hanky Panks that work for Stock.
SHOWS: Any Grind Shows, not conflicting, for Committee Money.
HELP: Need a few more good Ride Men, who have Licenses to drive. Especially want Merry-Go-Round Foreman in Cahokia, Ill., now.
All replies to BUFF HOTTLE
 c/o WESTERN UNION "WILL CALL," EAST ST. LOUIS, ILL.

LAWRENCE GREATER SHOWS

WANT FOR 4TH OF JULY CELEBRATION, HARTFORD, KY.; PADUCAH, KY., McCRACKEN COUNTY FAIR TO FOLLOW; THEN BENTON (FAIR), KY.
CONCESSIONS—Cookhouse, Grab, Bingo, Hanky Panks of all kinds, Age & Scales, Novelties, Studio, Cats, Buckets, Swinger, Bear Pitches, Pan Game, Cigarette Block, Long & Short Range Galleries.
RIDES—Live Pony or any not conflicting with what we have.
SHOWS—Snake Show or any Grind Show with own outfit, liberal percentage. Grinder for Funhouse. Lisa Delmar wants Dancing Girls. Rita, Stella and Joan, come on. Also useful Side Show People.
HELP—Ferris Wheel, Rolloplane, Caterpillar and Fly-o-Plane Foremen or any flat ride Foremen, salary and percentage. Second Men who drive semis. Man and wife to take care of Kiddieland. Truck Mechanic and Lot Man. Ride Superintendent who can handle help. Grind Man to handle Kid Matinee and publicity. John Reed wants Crew for Blower, also Agents for all Grind Stores. Will book Wheel with Hanky Panks. Also Help to up and down Concessions.
 Show now playing Madison, Tenn. All replies to SHIRLEY LEVY, Phone ALpine 5-2112, Nashville, Tenn.

WANTED

Ride Foremen and Second Men for Roundup, Coaster, Kid Rides, Second Men for Merry-Go-Round, Tilt and Octopus. Must drive. Drunks the cause of this ad. Playing shopping centers only, year-round work. Here until June 29, Eastown Shopping Center, Dayton, Ohio; July 1-13, Northwest Plaza Center, Muncie, Ind. If you are worth a damn, you're worth \$50.00 plus \$10.00 bonus.

BILL GEREN RIDES

Smith's FUN AND SHOWS

NOW BOOKING FOR ONE OF WEST VIRGINIA'S BIGGEST FOURTH OF JULY CELEBRATIONS AT RIPLEY, W. VA., AND OTHER W. VA., CELEBRATIONS.
 Popcorn to join at once, Hanky Pank Concessions of all kinds, Six Cats, Pan Game, Age and Scales, Cigarettes and Corn Gallery, Ball Games, Novelties, etc. Contact
ORVILLE LEE SMITH
 Oceana, W. Va., this week.

GOLD BOND SHOWS

WANT ANTIGO, WISCONSIN, JULY 2 THRU 6; THEN CELEBRATION AT MADISON, WIS., JULY 8 THRU 14.
CONCESSIONS—Hanky Panks only. Want Photos, Roman Targets, Basketball, Age & Weight, Ice Cream, Add-Em-Up-Darts, Bird Pitch, Glass Pitch.
SHOWS—Want Monkey, Illusion, Drome, Mechanical, Side Show.
RISE HELP—Want Second Men on all Rides.
 All reply by wire to MICKEY STARK, Manager, 162nd & Blue Mound Rd., Milwaukee, Wisconsin, June 24 thru 30.

PAGE COMBINED SHOWS

Want for Wellsville, N. Y., July 1 thru 6, Big Centennial and Fourth of July Celebration combined. Bands, Parades, Contests and Fireworks. This will be the biggest event in Western New York this year. Promoted since January 1. Our fairs begin in 3 weeks. Want Stock Concessions of all kinds, also Snow Cone, Waffles, Taffy and Lemonade. Book shows that don't conflict. Especially want Mechanical, Big Snake, Wildlife, Monkey Show and Life Show. Book any Rides not conflicting. Especially want Coaster, Rock-o-Plane, Dark Ride, Scooter and Live Pony. Want Workingmen in all departments, especially Show Painter and Carpenter
All replies to BILL PAGE, PAGE COMBINED SHOWS, Allegany, New York.

MULLINS ROYAL PINE SHOWS

WANT FOR 4TH OF JULY CELEBRATION, WOODLAND, MAINE
CONCESSIONS: Popcorn, Candy Apples and Floss. Also Hanky Panks of all kinds, Novelties, Cork Gallery, Basket Ball, etc. **HELP:** Want Ride Help on all Rides, semi drivers preferred. **SHOWS:** Have beautiful Girl Show with sound equipment. Want Operator with Girls. Shaurn Crawford needs Side Show People.
All replies to C. MULLINS, East Millinocket, Maine

FIDLER'S UNITED SHOWS

WANT FOR WILMINGTON, ILL., ANNUAL LIONS' CELEBRATION. FIREWORKS AND DRAWINGS. JULY 4 THRU 7.
 Can place Foremen for Wheel, Tilt and Merry-Go-Round, must drive. Will book Hanky Panks of all kinds.
 Want Agents for office-owned Concessions.
 All address Wilmington, Ill., until July 7.

Wanted COMPLETE CARNIVAL Wanted

Rides • Concessions • Shows • Bingos
FOR BIG 4TH OF JULY HOMECOMING CELEBRATION, LOUISA, LAWRENCE COUNTY, KY., JULY 1-6
 Fireworks — Give-Aways — 25,000 Attendance
 Contact DR. E. J. TISKO, Louisa, Ky. Phone Medford 8-4731
 P. S.: Also want Carnival for Lawrence County Fair, Louisa, Ky., Aug. 24-31.

M.D. AMUSEMENT SHOWS Cleanest Midway on Earth! **M.D. AMUSEMENT SHOWS**

WANT CONCESSIONS FOR ★ THE GREAT CENTENNIAL ★ AT HAZLETON, PA., JULY 3-13 ★ MIDWAY WILL BE ON BROAD ST. ★ MAIN ARTERY OF TOWN ★ MAMMOTH PARADES ★ FIREWORKS ★ MAIN ATTRACTIONS ALL CENTRALIZED ★
 ★ CAN PLACE RIDES ★ Ferris Wheel, Scrambler, Round-Up, Kiddie Rides or any others not conflicting ★ Can also place Ferris Wheel Foreman ★ This date followed by the Firemen's Fair at Kimberton, Pa. ★ then Bethlehem, Pa. ★ and Sussex County Farm and Horse Show, Branchville, N. J. ★
All correspondence to Michael Dembrosky, M. D. SHOWS
 Fountain Hill, Pa., this week

BOB HAMMOND SHOWS
 "The Southwest's Most Modern Midway"

17—Rides—17 8—Shows—8 6—Towers—6
 WANT FOR OUR PROVEN ROUTE OF TOP FAIRS, STARTING WITH OUR HUGE JULY 4TH CELEBRATION (Texas' Biggest) at BELTON, TEX., JULY 1-6; FOLLOWED BY:
 Port Lavaca, Tex. Rush Springs, Okla. Cleburne, Tex. Hempstead, Tex. Bryan, Tex.
 Hico, Tex. Anadarko, Okla. Seguin, Tex. New Braunfels, Tex. Pasadena, Tex.
 Granbury, Tex. Perryton, Tex. Crockett, Tex. Center, Tex. Houston Shrine Circus
SHOWS: Will book Motordrome, Penny Arcade (Virgin Route for both these attractions) Jeff Griffin wants Manager, Freaks and Working Acts for new Side Show, also Annex Attractions. Grinders for Geek and other Grind Shows. (Prof. Landrus and Tennessee Bob Martin, contact.)
CONCESSIONS: Exclusives open on Long and Short Range Galleries, Custard and Novelties. Can place Fish Pond, Duck Pond, String Game, Bumper and High Striker. Exclusive on Cookhouse open.
HELP: Ride Men on 17 office-owned Rides. Foremen for Tilt-a-Whirl, Spitfire and Kiddieland. Man for Towers and Front Gate. General Help of all types.
Address BOB HAMMOND, Mgr., 6115 GOLD STREET (Phone: OXford 4-8647), HOUSTON, TEXAS, or E. J. McDANIEL, Con. Mgr., NATIONAL MOTEL, 5311 JENSEN DRIVE, HOUSTON, this week; then per route.

PRELL'S BROADWAY SHOWS INC.
 50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Riverhead, L. I., July 1-6; Huntington, L. I., to follow, then HARRINGTON, DEL., FAIR, July 22-27.
WANT 2 HIGH CLASS FREE ACTS FOR JULY 29-AUGUST 4
CONCESSIONS: Age & Scales, Photo, Long & Short Range Gallery, Glass Pitch, Bear Pitch, Lamp Pitch, Derby Racer, Hanky Panks of all kinds, Eating & Drinking.
SHOWS: Want high-class Girl Show, Peep Show or any new Show with merit.
RISES: Live Pony Ride, Scooter, Octopus, Scrambler, Round-Up, 2 or 3 Kiddie Rides not conflicting.
HELP: Ride Help, semi drivers preferred. Useful Help in all departments. First-class Billposter.
ALL ANSWER: PRELL'S BROADWAY SHOWS
 SO. GLEN FALLS, NEW YORK

CONSOLIDATED ENTERPRISES
 NATION'S CLEANEST DEALS

16 years operating on STRONG, IDENTIFIED Labor Deals for POWERFUL SPONSORS, mostly repeat deals; now expanding and need reliable PHONEMEN who prefer steady, continuous work at TOP EARNINGS. This is a licensed company, pay taxes, book solid for '57. Have increased commission arrangements and vacations on longevity. Also group insurance plan. Earn \$500 and transportation repaid.
DENVER, COLO.—Just starting for 150 Locals the 7th ANNUAL LABOR DAY OBSERVANCE. Sell tickets and banner ads, \$40,000 gross, earn \$150 to \$300 per week and bonus. Contact GEO. EVERETT, Race 2-4368, Labor Temple Annex, 43 W. 4th Ave., Denver, Colo.
NO. CALIF.—Working year book, \$30,000. Booked solid with ad deals. Then DIRECTORY SIGN DEALS into major cities. Our men easily average \$125 to \$300 per week. All labor. Contact MURRAY ROSS, Rm. 4, Labor Temple, 1541 Mattox Road, Lucerne 2-7434, Hayward, Calif.
UTAH—Working on STATE FEDERATION OF LABOR YEAR BOOK & BUYERS GUIDE. 4th Year, \$35,000 gross. Top earnings, no P.O.P. Contact ABE ROTH, Rm. 213, Labor Temple, 151 So. 2nd East, Elgin 5-9320, Salt Lake City, Utah.
SO. CALIF.—Working ads on 14 yr. VETERAN PAPER. Fast repeat, top earnings. Rm. 1, 302 E. Anaheim, Contact BILL MCCOY, Hemlock 7-7161, Long Beach, Calif.
ORANGE COUNTY, CALIF.—LABOR PAPER, 10 yrs., repeats, special issues. Clean, fast, tops. Contact JOE GATTY, Labor Temple, 1058 E. First St., Kimberly 3-8491, Santa Ana, Calif.
OPENING DEALS INTO MISSOURI, HONOLULU, WYOMING LATER. PERMANENT STATIONARY OR TRAVEL WORK. BUILD FOR YOURSELF SECURITY. IF NOW WORKING, CONTACT LATER. COME IN OR PHONE PREPAID ON ABOVE OR WRITE FOR INFO.
J. BANKENDORF, Sales Director **MAX STOTLAND, President**
 PHONE DENVER, RACE 2-2977 PHONE LONG BEACH, HEMLOCK 4-3437

WANT AGENTS
 Six Cat, Buckets, Roll Down, Lamp Pitch, Pan Game, Coke Bottle, Break-the-Balloon, Balloon Dart.
Contact LOUIS J. HALL
 REITHOFFER SHOWS
 Phoenixville, Pa.

BETTIS ACADEMY THIRD AND FOURTH OF JULY CELEBRATION
 Want Hanky Panks, Allbi Stores and some PC open. Can use any Major Ride not conflicting, Live Pony, Celebrations and Fairs to follow. John Palmer wants Agents for Glass and Pan, also PC Agents. All replies to EARL MILLER, CRYSTAL AMUSEMENTS CO., Ridge Spring, S. C.

WANTED FOR MICHIGAN'S FIRST TWO FAIRS
 Lake Odessa, Mich. Tecumseh, Mich.
 July 3-6, 1957 July 8-13, 1957
 Snake Show, Fat Girl Show, Monkey Show, Glass House and Penny Arcade (With Front).
RIDE HELP: Wheel and Tilt Foremen, must be Semi Drivers.
 Write or Wire
C. D. Murray, Mgr.
WADE GREATER SHOWS
 18931 Prest, Detroit 35, Mich. Phone Vermont 8-0708

Morris Hannum Shows

One of the Great Eastern Shows

Booking now for our Route of Fairs starting Spring Mill Fair, Conshohocken, Pa., July 24-Aug. 3; Fairless Hills Fair, Aug. 5-10; Dallastown Fair, Aug. 12-17; Kuzlown Fair, Aug. 19-24; Meyersdale Fair, Aug. 26-31; Ebensburg Fair, Sept. 2-7; Hughesville Fair, Sept. 9-14; Elizabethtown Fair, Sept. 16-21; Ephrata Fair, Sept. 23-28; New Holland Fair, Oct. 1-5.

SHOWS	Mechanical, Wildlife, Monkey Speedway or any family-type Show.	CONCESSIONS	Stock Games of all kinds. No exclusives. Can place Plates, Hats, Jewelry and all other Straight Sales.
RIDES	Will book any Ride not conflicting. Especially want Scrambler, Round-Up and Rolloplanes.	HELP	Competent Men who drive for Octopus and Comet. One more Trick Rider for Art Spencer's Drome.

Show now playing Levittown, Pa., for two weeks ending July 6.

All replies to MORRIS HANNUM, 934 Murdoch Rd., Philadelphia, Pa.
Phone: Chestnut Hill 7-8176.

CHARGES CONSPIRACY

Babcock Sues Calif. Fair, Three Shows

SACRAMENTO — Frank W. Babcock has filed a damage suit against three carnival firms and California State Fair and Exposition after his bid to operate the State Fair Gayway in September was rejected by the fair board. Babcock (Babcock United Shows) asked the California Superior Court to award him \$100,000 in double damages and to nullify the contract awarded by the fair directors to the combined three shows.

The companies named by Babcock are Crafts 20 Big Shows, Inc., Los Angeles; West Coast Shows, Inc., San Francisco, and Foley & Burk. The action also listed the

State Fair, its board of directors and other State officials as defendants.

Babcock charged the three shows with conspiracy to restrict competition in the State and to drive him out of business by fixing prices too high. The three shows' best bid was to pay the fair \$132,500 for operating the gayway while Babcock's rejected bid was for \$117,500. However, Babcock claims he has information that the shows named were prepared to pay only \$106,500 for the gayway concession in the event he had not entered a bid.

PENN PREMIER SHOWS

worlds • cleanest • midway

Largest 4th of July Celebration in the East, Charleroi, Pa., July 1-6; followed by Follansbee, West Virginia.

CONCESSIONS	Can place Age, Scales, Novelties, Short Range, Fish Pond, Derby Racer, Glass Pitch or any other legitimate Concessions.	RIDES	Can place Rock-a-Plane, Scrambler or Fly-o-Plane.
SHOWS	CAN PLACE MANAGER IMMEDIATELY FOR MOTORDROME. Also Managers for Monkey Drome and Girl Show. Can place independent Shows that do not conflict. Especially want Wildlife or Monkey Circus. Jimmy Simpson can use Candy Butchers in Rock 'N' Roll Revue.	HELP	CAN PLACE FREE ACT IMMEDIATELY. ALSO GOOD SCENIC ARTIST. Charlie Allen and Red Mack can use Agents on Concessions. Arthur McIntyre wants Help for Cookhouse.
		RIDE HELP	Can place good Second Men who drive on all Rides. Come on, we will place you.

Address all mail and wires to LLOYD D. SERFASS, Owner
All Phone Calls to HARRY (BUSTER) WESTBROOK, Bus. Mgr., White Swan Hotel, Uniontown, Pa.
PENN PREMIER SHOWS, Uniontown, Pa., this week.

Art B. Thomas No. 2 Jumps From Iowa to Twin Cities

MINNEAPOLIS—The Art B. Thomas Shows No. 2 unit, now in the Minneapolis-St. Paul area where they will play several weeks before starting their fair season July 26, made a 204-mile jump in here from Webster City, Ia.

The show, thus far this season, has shown mainly on city streets. At Webster City, Ia., it played on pavement for the five-day centennial celebration. Previously, it played a street celebration at Garretson, S. D., and the streets at Bristol, S. D., for that community's 75th anniversary celebration.

targets; Mr. and Mrs. L. E. Atterbury and Mr. and Mrs. Orville Couteau, short-range gallery and break the records ball game; Ed and Irma Gaross, cookhouse.

Also Lloyd Verley, long-range gallery; Ed Corbett, country store wheel; Henry Hansen, cork gallery and ball game; Mr. and Mrs. Lloyd (Corky) Shrewsbury two, with Daisy Landon, agent; Vic Johnson, over and under; Joe Spears, six cats and buckets, with Bill McDonald and Al and Evalyn Hood, agents; George Stevens, cork gallery; T. R. Sidener, nickel roll; Ella Sidener, slum spindle, and Mr. and Mrs. Don Johnson, basketball and ball game.

Up, Down Fast
Fast time has been made in putting up and tearing down the show, with credit going to mechanical improvements and key staffers. The Ferris Wheel, mounted on a low-boy trailer, is hydraulically upped and downed. Foreman of this unit is Karl Dunsing, who is assisted by Francis Nelson.

Regular cashiers are Bonnie Cooper, Ruby Helton, Paulette Mitchell, Mamie Mitchell, Elizabeth Lovell, Agnes Bluedog and Charlene Skinlo.

The Roll-o-Plane is built on a special lowboy truck and the Merry-Go-Round has a truck of special design which makes handling easier. Chuck (Blackie) Hamilton is foreman of the Roll-o-Plane. Hans Nelson is foreman of the Merry-Go-Round, with George Lovell his assistant.

Virgin Detroit Lot Is Winner For Down River

Other ride foremen are W. B. Mitchell, Octopus, with George Willis Sr., and Richard Stubbs, assistants; Steven (Chief) Bluedog, Tilt-A-Whirl, assisted by Darrell Cobeen, Kenny Mullet and Douglas Cooper; Edwin Willis, Roller Coaster, assisted by Jerry Brockman and John Burens; Willis Flack, Round-Up, with John C. Burnett; Kenneth Ashcraft, C-Cruise, with Rudy Crowe; Harrold Sparrow, kiddie rides; Harry Spidle, Auto Ride, with Madrid Roberts, Arnold Fodness and George Keeble; Robert Goeman, Rocket, and Ray Evans, second Merry-Go-Round.

DETROIT — A five-day stand on a virgin lot under American Legion auspices, June 11-15, proved the season's first good break for the Down River Shows. The location was the Daisy Air Rifle Athletic Field, in the heart of town, only two blocks from the City Hall, said never to have been played by a carnival before.

Harold Anderson is on with his kiddie wheel and train. Edna Anderson has the Crazy Ball. Otis French is on with his 10-horse pony ring and small horse show. Tom Hughes, of Hollywood, has two shows, the Dillingier Car and a Siamese Twins show.

Business was about double that of last year on a lot at the edge of town. The show closed down at 8:30 p.m. Thursday during a tornado scare, opening about 45 minutes later to take in considerable money before closing for the night.

The staff includes Art B. Thomas, owner-manager; Mrs. Art B. Thomas, secretary-treasurer; Mrs. Irene Goeman, assistant secretary; Red Dunsing, chief electrician; Ralph Pierce, assistant electrician; Nels Minet, lot superintendent, and Tony Westerman, master mechanic.

Concessionaires include Cheryl Skinlo, candy floss; Paul Zirbes, bingo; Pea Ball Dearing, bear pitch; F. C. Flint, novelties; Dick Goeman, ball games, assisted by Donald and Ronald Goeman; Mr. and Mrs. C. A. Woodin, Roman

may 2-13 on the Jefferson Avenue lot in suburban River Rouge, virtually across the street from winter quarters, under American Legion sponsorship. Hampered by considerable rain, business was only fair.

New Gimmicks
The second stand at Roseville for the local fire department provided four days of real operation out of two weeks, because of mud and water. A two-week stand at Monroe under CIO auspices followed, opening just before Decoration Day, and ran far below last year's figure because of heavy unemployment in the local paper mills and auto supply plants. One factory with 2,000 employees had

(Continued on page 97)

LAND OF LINCOLN CAPITENNEAL & 4TH OF JULY CELEBRATION

SPRINGFIELD, ILLINOIS, JULY 1 THRU 6

Midway located around Courthouse Square, parades every day and night, street dancing, children and youth days, free Acts in Courthouse Yard, city decorated, county wide participation.

CONCESSIONS: Have limited amount of space for Hanky Panks, Prize Every Time Games, Age & Scales, 6-Cat that works for 25c and stock. Must have Hanky Panks to go with same. Only two allowed on show. Name on Hat, Bird and Bear Pitches, Chocolate Dip, Ice Cream on Stick, Break The Record, Popcorn, Caramel Corn and all kinds of catering Concessions, Pitchmen and Demonstrators, etc. **HELP:** Foreman for 3-abreast Allan Herschell Merry-Go-Round. Loads in 34 Ft. semi Lo-Boy. Second Men for all Major Rides. Must be licensed drivers.

C. C. GROSCURTH, BLUE GRASS SHOWS
Marion, Indiana, all this week; no phone calls, please

T. J. TIDWELL SHOW

Wants for Clarendon, Texas, then the Big 4th of July in Canadian, Texas and balance of season.

Hanky Panks, Pitches of all kinds, Bear, Bird, Glass, etc., Photos, Jewelry. Good proposition for Bingo.

Ride Help in all departments who drive semis.

Shows with or without own outfit—Monkey, Animal or what have you.

All answer T. J. TIDWELL
Clarendon, Texas, June 24-29; Canadian, July 3-7.

FUNLAND SHOWS

Salem, Missouri, Big 4th, July 3-6.

Will book Concessions and Shows. Agents for Office Concessions. Wanted. Ruffles for Concessions, Ride Men. Drivers preferred. Contact.

Eldon, Mo., this week.

AGENTS WANTED

For Colored Darts, Peek, Count Store, Nail Store and Swinger, also Hanky Pank Agents for best 4th of July spot in Nebraska, and all Fairs to follow until October.

LEE HAYWOOD
Care Central States Show, Fremont, Neb., June 24-29; Neeley, Neb., July 1-5

WANTED

Help for Cookhouse, capable and willing Ride Help. Can book Age, Scales, Hi Striker, Hoopla, Clothes Pin Pitch or other non-conflicting Concessions.

RAINES AMUSEMENTS
Muldrow, Okla., this week; Pawnee, Okla., week of the Fourth.

PEPPERS ALL STATES SHOWS

WANT FOR THE BIGGEST JULY 4 CELEBRATION IN THE SOUTH—BOOKER T. WASHINGTON CENTENNIAL-FESTIVAL, TUSKEGEE, ALA.

2,000 Students at Tuskegee College. 20,000 Negroes in Count.

CONCESSIONS: Want Balloon Darts, High Striker, Hoop-La, Slum Blower, Basketball, Photos (Jim McKenzie, join on wire). Can place Agents for Glass Pitch, Bear Pitch, Age and Scales, Slum Spindle and Pan Game, join on wire. (CENE ROHRER, wire me collect, c/o Western Union, Birmingham, Ala.)

RIDE HELP: Want Second Men on all rides, must drive semis.

Address: **FRANK W. PEPPERS, MGR.**
Mail Address: Graysville, Ala. Telegrams: Birmingham, Ala.

AMERICAN BEAUTY SHOWS

CAN PLACE FOR FIVE-DAY FAIR AND JULY 4 CELEBRATION AT RUSHVILLE, ILLINOIS. WAVERLY, ILLINOIS, FAIR TO FOLLOW

Want Pony Ride, Stock Concessions and Mitt Camp. (Joe Stanley, answer). Can use First and Second Men on Rides. Want Agents for Hanky Panks, especially Glass Pitch, Jewelry and Hi-Striker. Address H. W. BARTHOLOMEW or JOE H. SHARP, Keokuk, Iowa, this week.

P.S.: For Sale—Super Rolloplane with good transportation.

FORREST C. SWISHER

Wants Agents for Rollaball, Hanky Panks and Six Cats that work for stock only. Also Side Show Ticket Seller and Side Show Help (no Acts).

c/o Parada Shows, Webb City, Mo., this week; Pineville, Mo., Celebration, July 3-4.



SUMMER'S HOTTEST FROM CHICAGO'S LARGEST

54,000,000 AUTO OWNERS ARE YOUR PROSPECTS FOR SAUCY STRIPS—For AUTO BUMPERS



They Shine At Night
Adhesive-Backed Weatherproof
Will Stick To Any Smooth Surface

36 COLORFUL DESIGNS

- SOME WITTY
 - SOME SHARP
 - SOME EVEN HELPFUL
- ALL LOADS OF FUN!**

Complete Set of 36 Saucy Strips in Handsome Display Case.
Takes in \$10.44 @ 29c each.
Dealers cost only \$6.26.
Prepaid Postage If You Send Full Cash With Order.

Jobbers Wanted

OR—SEND FOR A SAMPLE DISPLAY CONTAINING 6 SAUCY STRIPS. RETAIL VALUE, \$1.74. YOUR COST ONLY \$1 POSTPAID.

Manufactured Only By

JERRY SCANLAN, INC. 1907 N. Clybourn Ave. Chicago 14, Illinois



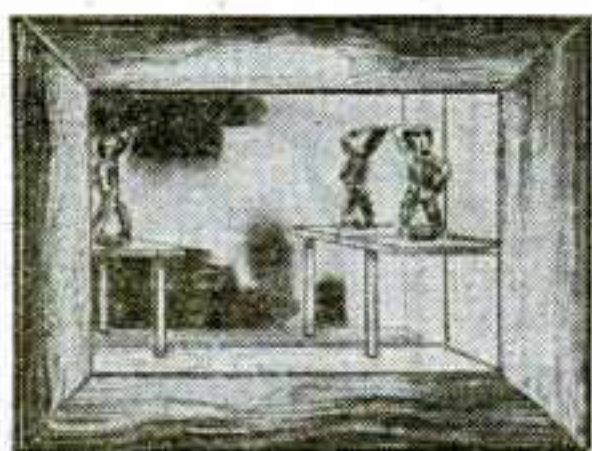
TRY BEFORE YOU BUY

Send for Our Sample Kit #102
10 of the Nation's Outstanding Values for Only \$7.50
Money Back Guarantee.
EACH A SURE-FIRE WINNER.
ACT NOW!

CHICAGO'S NORTHSIDE LARGEST DISTRIBUTOR OF WHOLESALE GENERAL MERCHANDISE

Be Sure to Visit Our New Large Showrooms.

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BEAUTIFUL FULL SIZE SHADOW BOX

Decorative Colors of White—Pink—Turquoise and Black with Black and Gold Veiling. Complete with full size mirror, heavy reinforced backing and two shelves for figurines, planters, knick-knacks. Size: 23" high by 31" wide. Shipping weight 14 lbs. \$49.95 retail value.

\$7.95 ea. in lots of 12 \$8.95 ea. in lots of 6

Sample \$10.00 ea.

Write for prices and catalog sheets on figurines

Terms: Open account to rated firms. Otherwise 25% dep., bal. C.O.D., F.O.B. Chicago Jobbers and Salesmen Inquiries Invited.

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SPECIAL MEN'S JEWELLED GOLD-TONE WRIST WATCH

With Matching Expansion Band
\$3.50 ea. in lots of 6 or more

Men's Jeweled Gold-Tone Watch with Leather Band
\$3.25 ea. in lots of 6 or more

Sample \$3.50

We Carry a Complete Line of Merchandise

Contact Us For All Your Needs

25% dep., bal. C.O.D., F.O.B. Chicago

CENES TRADING CO., INC. Open Sundays

1344 S. Halsted St., Chicago 7, Ill. Phone TAylor 9-1556

EARRINGS—EARRINGS—EARRINGS

Regular Quality—While They Last
In 12 Dozen Lots Only
\$1.00 per doz.

All Summer Shades, also Tailored
Sample Dozen \$2.00

DURA FOAM SPORTS CAP

For Beach—Sports—Travel. For a cooling summer. In Medium 6½ to 7; Large 7 to 7½. In 3 dozen lots. . . . \$7.20 doz.
Sample Dozen \$8.00

SHOWER OF PROFITS TO YOU

SELL THE WORLD'S LARGEST AND FINEST RAIN HOOD

Ribbons Will Not Pull Out Under Ordinary Use
PUT UP ON AN ATTRACTIVE SELF-SELLING DISPLAY CARD HOLDING 24 RAIN HOODS
Display Card Uses Only 6 Square Inches of Counter Space.

RETAIL VALUE FROM \$12.00 to \$24.00

YOUR COST
1 to 6 CARDS of 24. \$4.80 each
6 to 12 CARDS of 24. 4.00 each
12 to 36 CARDS of 24. 3.75 each

YOUR PROFIT 150% TO 400%

Larger Quantity Prices on Request

Central States Specialties, Inc. We Pay Shipping Charges If Check or Money Order Is Enclosed With Order. 549 W. Washington St., Dept. B-6 Chicago 6, Illinois

NOW AVAILABLE \$8.80 SAMPLE KIT #102

ANOTHER NEW KIT IS NOW AVAILABLE DUE TO YOUR TREMENDOUS RESPONSE TO OUR PAST OFFERS

SAMPLE KIT #100 \$7.50
SAMPLE KIT #101 6.90

ORDER ANY OR ALL OF THESE VALUE-PACKED KITS. REORDER ONLY THOSE ITEMS BEST-SUITED FOR YOUR INDIVIDUAL OPERATION.

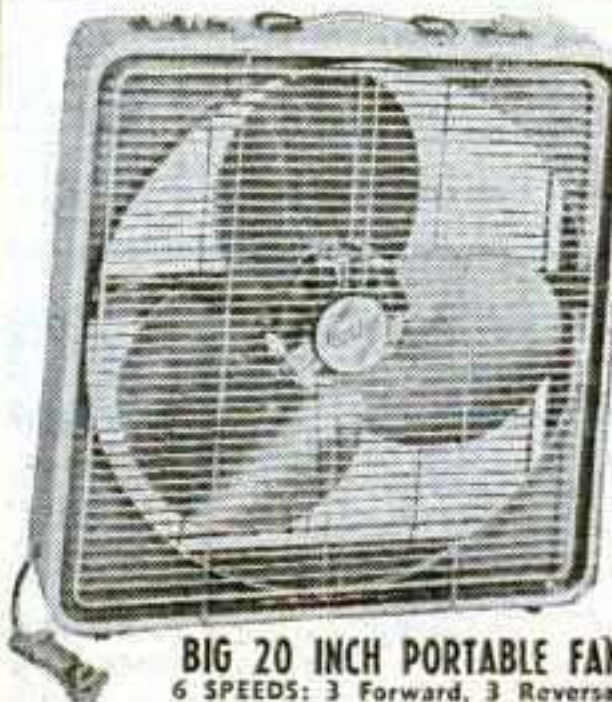
YOU MUST BE COMPLETELY SATISFIED WITH OUR SELECTION OR YOUR MONEY IMMEDIATELY REFUNDED.

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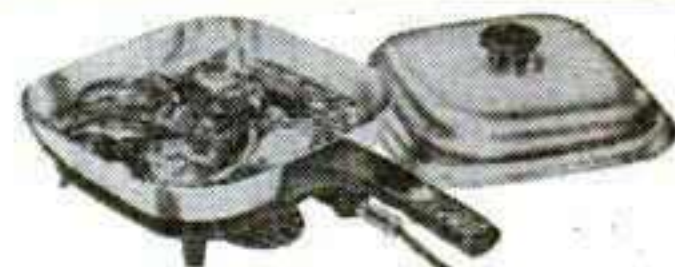
BIG 20 INCH PORTABLE FAN

- 6 SPEEDS: 3 Forward, 3 Reverse, Exhausts—Circulates.
- C.E. Thermostat turns fan on and off automatically
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- Finger-proof guard on both sides
- 3800 CFM—1000 RPM
- Size 23½x23½x6 • Wt. 30 lbs. Retail value \$89.95

\$32.50 ea. in lots of 3, Sample \$35.00

Standard Model 20 Inch Fan Same quality construction as deluxe fan except with manual rotary-type switch. Retail value \$69.95

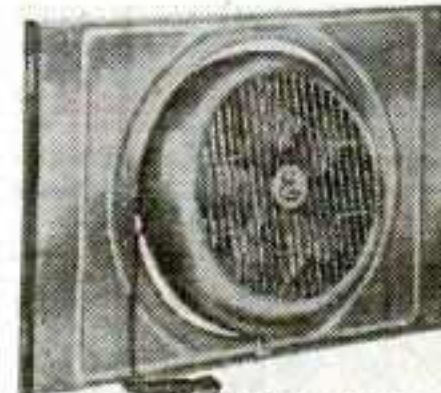
\$27.00 ea. in lots of 6, Sample \$30.00



AUTOMATIC ELECTRIC SKILLET

Complete with cover. Westinghouse Thermostat. Automatic controlled heat. Big capacity. Pilot light signal. Retail value \$39.95.

\$6.25 ea. in lots of 6, Sample \$7.50



EMPIRE MULTI-USE REVERSIBLE WINDOW FAN

- Adjustable • Exhausts stale air • Fresh air drawn in from outdoors • No drafts, directs air up-down-straight • Quiet four 8" blades for maximum volume • 110-120 V. A.C. only • Packed 1 to carton • Carries price tag of \$39.95.

\$8.50 ea. in lots of 6, Sample \$9.50 ea. EXCLUSIVE-EXTRA FREE Portable Steel Fan Stand included, nothing to assemble.

Write for FREE Wholesale Price List

Terms: 25% dep., bal. C.O.D., F.O.B. Chicago

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WHEN YOU BUY FROM THESE HOUSES . . . YOU

Today's Biggest Value in TOWELS
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Biggest plastic towel bargain on market. Striking colorful package with special FREE gimmick sales clincher. Write today for special price, sample package. Immediate delivery. No matter what towel you're selling or have sold, get our special offer.

Send **\$1.00** for Sample Package. Deducted from 1st order. Write Now.

ROSEMARY CORP.
 412 S. Green St. Chicago 7, Ill.

found that small, staggered half-hour lunch period, allowing him little time to make a pitch, produced little or no biz. After a while I was so pooped from trying to stop them (and having sold only two sharpeners), I moved on to a smaller shop in town where I got out a few tools," Sproat reports. "Money seems to be tight wherever I go. It doesn't seem to make any difference whether I work the old reliable tools or the razor planes. They just don't seem to have the money." In Cleveland, where Sproat worked the Fisher Body and White Motors plants, he found conditions just as bad. The result was that his grosses there were more than 50 per cent below what they were a year ago. At the White plant, Sproat reports, he saw only 20 men go into the plant for the afternoon shift. "Last year," he said, "I had a steady tip until the blowoff. Recently I compared pitches with Speedy Hascal and he reported the same troubles with car polish." Sproat comments on the fact that many of the boys and gals haven't been piping in lately. "How about a few pipes from such well-knowns as Sam Coe, Art Novatoney and Blackie Bard, who was working gaps the last time I bumped into him? Is Ed Houtz still working coils? Met Doc Seullen last fall at the Centerville (Mich.) Fair, but forgot to ask him if the derby he was wearing was the same one he had when we worked the Waterloo (Ia.) Dairy Cattle Congress and Des Moines and St. Paul fair back in the early '20's. Heary Striker is another old-timer with whom I worked fairs. Pitches at the markets, sales and shops this year are lowering my morale, so will head for Michigan for a couple of weeks of relaxation and preparation for the six or seven fairs I plan to make before heading South for the Lord's country. Hope all the boys find red ones. I haven't so far this season. Maybe it's like fishing. A lot of times you go where the fish ain't. Maybe I'm where the money ain't."

GERMAN BIRDCALLS!



Everyone a Worker.
 Handmounted, Adjustable.

Used by professionals and amateurs all over the world. For repeat business try Ederna. There's none better. Per gross \$3.50 with 3 color envelopes. Samples 25¢ for 3. 25% deposit, balance C.O.D. Cash with order, we pay postage. Sole Importer & Distributor

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Professional Model with 6 rolls Gold Foil, postpaid, M. O. \$7.25, will help you sell more of almost anything at fairs, in stores, etc. Used for over 25 years by pitchmen, gift stores, insurance agents, etc. Money-back guarantee. Also for immediate shipment the new model Burgess Vibro-Engraver, with 10 accessories, plus Genuine Diamond Point, packed in metal case, postpaid for M. O. \$20.90. Use on glass, wood, china, hardest steel and

Jewelry Engraving.
R. E. STAFFORD, Electric Pencil
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 Have you heard about the new "Beauty-Rite" Plastic Plant-maker?

- This is the most legitimate and exciting demonstration product in years.
- You don't have to be a super demonstrator to make money. We've seen girls with one day training do \$200 to \$300 per day in a Woolworth store.
- Repeat business is terrific. All repeat mail orders come directly to you.
- If you ever demonstrated anything before and are interested in making real money for a change, "Beauty-Rite" Plastic Plant-maker is the answer.
- Imagine! All you need is \$100 to \$200 in cash to go into business for yourself. We will assist you in negotiating store and fair bookings.

Copyrighted proven demonstration pitch is available to you for the asking. Samples of Plant-makers to demonstrators only at \$1.00 each.

Won't you write today for special demonstrator prices — please mention what you've demonstrated and where.



This new amazing "do-it-yourself" kit makes a variety of beautiful "life-like" plastic plants at the usual cost.

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 THE AIR CONDITIONED WONDER CAP

IT'S COOL — COOL — COOL

WE HAVE THE BEST QUALITY, BEST FINISHED, BEST PRICED POLYESTER FOAM IVY LEAGUE CAPS, All Colors

For beach resorts, Fairs, Shows, etc. It's the sensation of the season. Buy direct from the manufacturer!

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 now offers to Gadget Demonstrators, Jobbers, etc., the new and revolutionary

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I Do Not Give My Customers Competition and Take Spots Away From Them. Compare the difference in coils and save with this all-new coil which will increase your volume of sales immediately. All my customers increased their business with my new improved flashy coil. Use the best looking coil. Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand at all times. You don't have to wait. You will not be let down. This coil is not plastic or porcelain but made of genuine bakelite and will not burn thru or streak. Longer feril to fit deep distributors. Have carbon resistor in all coils. New color box. \$5.50 price on box. Your cost of shipping is cheaper.

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 ESTABLISHED WORKERS ONLY

You can now order THUNDERBOLTS from St. Louis, Missouri, or Monrovia, California, at the same price—and we will never be undersold. Our coil has proven to be the best and we stand back of it. Write Monrovia office before ordering. Film is available.

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FANTASTIC VALUES! TOP SELLING NAME BRAND ITEMS!

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5,000 CLOSEOUT ITEMS

Never before offered at these prices • Free price list

\$110 Beautiful Brand New Benrus 25j Self-winding, water proof, unbreakable main spring, yellow gold, life time guarantee, special low-low price. Ea. \$31.50

Brand New \$100 yellow gold Gruen men or ladies' watches, low-low price. Ea. 24.50

Brand new \$62.50, 17j Beautiful Benrus, boxed and tagged. Special low price 21.50

Brand new \$69.95 Elgin 17j, ladies' or gent's, white or yellow gold. Low-low price. Ea. 28.75

Brand new ladies' and gent's Benrus wrist-watches. Tagged \$59.50. Low-low price. Ea. 19.50

Brand new Benrus Ladies' Rhinestone watches beautifully boxed and tagged by factory. Ea. ... 15.50

1957 Model 17 jewel waterproof, shockproof Encablock automagnetic wrist watch beautifully boxed, tagged \$49.50. Ea. 10.00

17 jewel waterproof yellow gold automagnetic nurses' watches. Retail \$59.50. Ea. 14.00

Special Gruen, Bulova selfwinding, waterproof watches, \$71.50 retail. Ea. 16.75

Nice Factory rebuilt 17 jewel ladies' and gent's Benrus and Bulova watches with gold expansion bands. Ea. 14.00

Nice 21 jewel Man's and Ladies' Bulova, Benrus wrist watches with gold expansion bands, boxed. Ea. 16.50

Pocket watches, Elgin, Waltham. Retail \$59.50. Ea. 11.00

\$11.75 Bulova and Chrysler bands, A-1 ladies' and men's low-low price. Ea. 1.75

Slightly used name brand watches, 17 jewels. Low-low price. Ea. 8.50

8-pc. Swiss ladies' or gent's watch sets tagged \$71.50. Ea. 8.50

6-pc. steak knife set, tagged \$8.95, beautifully boxed, stainless steel. Ea. 1.15

3-pc. Carving set, tagged \$4.95, nicely boxed. Ea. .85

\$79.95 Beautiful 9-pc. English Sheffield 24c gold Lifetime Carving & Steak knife set, chest, factory tagged. Special offer, ea. 7.50

9-pc. Steak and carving set, English Sheffield, tagged \$49.95. Chest. Ea. 4.90

12-pc. Kitchen set, stainless steel, mounting rack. Lifetime cutlery. Ea. 6.75

\$9.95 Steak sets, English Sheffield, boné handle. Low price. Ea. 2.00

5-pc. cleaver set. Lifetime. Special price, ea. 1.75

7-pc. Kitchen set, retail \$9.95. Special, ea. \$ 1.75

\$39.95 Bar set, 24 karat gold, 7-pc. Beautiful chest. Ea. 6.75

Beautiful 4-pc. Rhinestone set No. 107, tagged \$39.95. Ea. 3.90

No. 1000 Rhinestone sets, beautifully boxed. Ea. 3.50

Beautiful No. 500 Rhinestone sets, tagged \$29.95. Ea. 3.00

No. 800 Rhinestone sets, beautifully boxed. Ea. 2.75

No. 715X 4-pc. Rhinestone sets tagged \$29.95. Ea. 2.50

Beautiful 2X Pearl sets tagged \$29.95. Low-low price, ea. 1.50

No. 3p Rhinestone sets, beautifully assorted styles, priced \$29.95. Low price, ea. 2.25

10,000 4-pc. Pearl sets. Close-outs beautifully boxed and tagged \$29.50. Low price, doz. ... 12.00

Beautiful Suzy Walker Dolls, She sleeps, she sits, she moves her head. Boxed. Doz. 8.50

\$5 Windsor Pen, Pencil and Lighter sets. Advertised in Life and Look. Doz. 15.00

\$1 retail ball point pens, asst. colors. Doz. 1.75

Per Cross 18.75

3-pc. pen and pencil sets, beautifully boxed. Finest quality. Per doz. 6.90

\$16.95 Alcamatic Deluxe Model Electric Iron. Large size. Ea. 6.75

\$24.95 Steam Iron, Alcamatic. Large size. Ea. 9.75

Amco Electric Skillets. Factory tagged \$29.95. Low-low price, ea. 10.00

\$39.95 Deluxe model large size Alcamatic deep fryers. Ea. 7.50

White Christmas Perfume, retail \$12.50. Doz. ... 6.50

Gardenia Perfume, \$1 retail. Per doz. 2.50

24-pc. set tableware (Wallace). Unconditionally guaranteed. Special price, set 2.50

Beautiful 5 in one snap on earrings. Finest made, dozen cards 3.50

Close-out in Earrings. Per doz. 1.00

Beautiful \$1.98 Earrings, carded. Per doz. 3.50

Men's Genuine Leather Wallets, beautifully boxed. Priced, ea. 7.50

Low price, doz. 9.00

Beautiful Scatter Pins, 2 to box. 98c retailer. Doz. \$ 3.75

Ladies' Beautiful Gold Finished Gilt Wallets. Special low price, doz. 8.00

Ronson Type Lighters, best grade, boxed. Low price, doz. 6.00

Men's Cuff Links, boxed. Retail \$1.98. Doz. ... 6.50

Electric shaver with leather case selling at unheard-of price. Ea. 2.50

Beautiful 3-pc. Comb, Brush and Mirror set. Wonderful buy. Doz. 7.00

Beautiful 2-cell Flashlights. Gives 3-color light. Low price, doz. 6.00

2-cell Royal Flashlights. \$1 retail. Low price, doz. 3.90

40-hour Gilbert Alarm Clock, unconditionally guaranteed, \$5 retailer. Ea. 2.25

Beautiful Electric Kitchen Clocks (Gilbert). Retail \$6.75. Low price, ea. 2.90

Beautiful All Bronze Large Size Electric Horse Clock. Value \$19.95. Low price, ea. 8.75

Beautiful Bronze Horse, large size, boxed. Only, ea. 2.00

4-Unit Gold Finished Compact and Cigarette Case. Ea. 2.25

Field Glasses, adjustable, large size. Doz. 11.80

Beautiful Salt and Pepper Shaker, \$1.98 retailer. Doz. 7.50

Beautiful Roped Beads, assorted colors, make necklace, bracelet, etc. Doz. 2.90

Beautiful Large Type Necklace, assorted styles. Doz. 2.75

\$2.00 Genuine Leather Men's Belts, boxed. Doz. 6.50

Brand New 57 Model Portable Sewing Machines. Finest made, factory tagged \$179.50. Low-low price, ea. 46.75

Radios, any style. Ea. 15.00

\$39.95 Window or Floor Fans. Ea. 15.00

\$59.95 Beautiful Luggage, 3-pc. set only. 17.50

\$75.00 Field Glasses, 7 x 50 large size. Ea. 22.50

Ladies' Assorted Style Beautiful Handbags. Doz. 7.50

Beautiful Compacts. Doz. 7.50

Ladies' Beautiful Assorted Rings, Doz. 6.75

10-way Auto Clip-on Vision Pack, fits any auto. Retail \$4.95. Ea. 1.50

\$12.95 Jeweled Traveling Clocks. Low price, ea. 3.90

24-pc. Set Stainless Steel Silverware, complete with chest. Set only 5.75

Small Vacuum Cleaner (Hand Type). Close-out. Ea. 2.00

Each order large or small given prompt, personal attention.

25% CASH WITH ORDER, BALANCE C. O. D.

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Want to Be a
WHOLESALE • JOBBER • FRANCHISED DISTRIBUTOR**

THE **WINSTON** LIVE-WIRE
BIG PROFIT **LINE** Is for Y-o-u!

HUNDREDS OF PRE-TESTED
PRIME ITEMS... **ALL**
REPEAT SELL-OUTS!

HUNDREDS OF SENSATIONAL
STAPLES IN PRODUCTION!

You Name It! We Have It!

THE **BIGGEST**, MOST VARIED, BEST-SELLER
BALL POINT PEN LINE
IN THE COUNTRY!

FOR A SEASON-FULL OF ASTOUNDING
SALES... **FEATURE THE FOREMOST**

WINSTON FAMOUS
SATISFACTION **DRI-LINE**
GUARANTEED
BALL POINT PENS • SETS

Twin & Perfumed • REFILLS • VENDORS

Clip Action! Push-Push! Retractable!
Regulars! Slims! Silver Tip! American Beauty!
Plastic, Metal Combs! Duo-Tones! Sophisticates!
Jeweled—Glamour Numbers! MANY, MANY,
MANY MORE!

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ONLY \$2.50 for a SURPRISE SAMPLE ASSORTMENT

JUST WHAT YOU NEED

WINSTON PENORAMA

PRICES ARE THE lowest...

Original **WINSTON** Jeweled Boutique
Creations

NEWEST... LATEST... BEST IN DEMAND
BEAUTIFUL BEYOND BELIEF!

Popular Items for Purse, Pocket, Vanity, Desk
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Completely pearlized in iridescent white & pastels
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WINSTON "CAROLEW" BOUTIQUES

Jewelers' grade, fine finish brass base GIFT ITEMS.
Exquisite details such as high polish, decorative engine-
turned designs, Austrian Rhinestones, hammered ef-
fects, unique pedestals, hand-set metal trims.

WINSTON "FILIGREE" BOUTIQUES!

SPLENDID... SPECTACULAR!

24 Karat Plated, Rhinestone Set.
All Winston "BOUTIQUES"—Units or Sets—JEWELER
GIFT BOXED. MUST BE SEEN TO BE APPRECIATED.

WINSTON RELIGIOUS and
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An assortment that's the pick of the pack
s-s-h-h—The Brand Must Be Kept SECRET! We have
the exclusive "IN" on a load of TOP-QUALITY, TOP-
BRAND NATIONALLY ADVERTISED BELTS, MEN'S
JEWELRY ACCESSORIES, WOMEN'S POPULAR JEWEL-
RY, AUTO INSIGNIA JEWELRY, AUTO SAFETY
BELTS, etc.
PRICES ARE STARTLINGLY I-o-w—SUPPLY IS GOING
F-A-S-T! HURRY! GET ON THE BAND WAGON—
GET YOUR SHARE OF THESE PROFIT-MAKERS!

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and EQUIPMENT**

SPRING STOP TAPE MEASURES (48")
These you surely want! The Staple
that's always a Stopper for the
Shopper. Just one of many very
popular Sewing Kits.

SENSATIONAL "WHISTLE-MIX" STIRRERS
Impulse-impact carded sellers for kids, teens, pop's
rum on the rocks, mom's bridge parties, bars.

LUMINARE THE ONLY ALUMINUM CLEANER
THAT POLISHES, TOO! BE SURE TO
ASK ABOUT THIS NUMBER.

ADDRESS YOUR INQUIRIES
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**CONSISTENTLY SUCCESSFUL
FAST TURN-OVER • VOLUME REPEAT**

Smartest Sales Idea Since Salesmen!

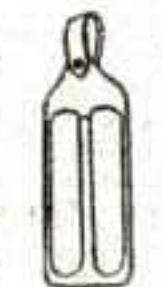
NEW **WINSTON**

"SELL-O-MAT"

COIN OPERATED VENDORS FOR FAMOUS WINSTON
DRI-LINE BALL POINT PENS AND DRI-LINE INK REFILLS

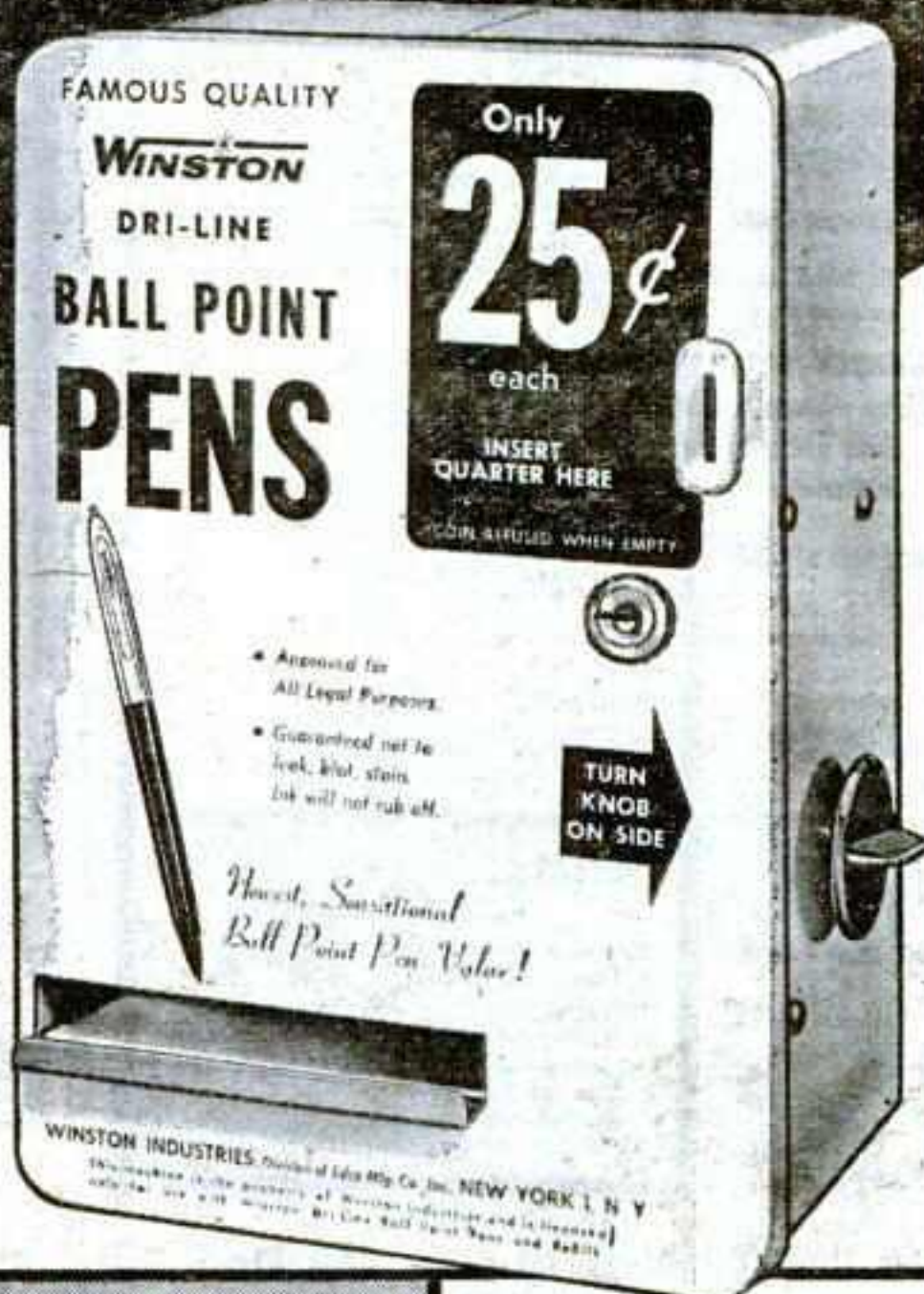
... FREE

to Contract Purchasers
of Winston Dri-Line
Pens & Refills!



These new Winston "Sell-O-Mat" dispensers
are the ultimate for building pen and refill
sales everywhere and anywhere. "Sell-O-
Mat" dispensers deliver famous Winston
Dri-Line pens in popular colors for only 25¢
in coin. Other "Sell-O-Mat" dispensers de-
liver two Winston quality ink refills for only
25¢ in coin. Terrific for thousands of extra
"impulse" sales everywhere!

COMPLETELY AUTOMATIC... Self-serving
"Sell-O-Mat" can be installed wherever
traffic is heaviest — in stores, at cigar
counters, in bookshops, railroad, bus and
plane terminals, in subways... everywhere.
"Sell-O-Mat" stands conveniently on counter
top, hangs on a wall, or mounts on a special
free-standing floor pedestal.



★ PEN VENDOR—Holds 200 pens.
Dealer Cost for Pens: **13¢** Each.
Size: 8 1/4" x 13" x 5 1/4"

★ REFILL VENDOR—Holds 200 refill sets.
Dealer Cost for Refills: **13¢** per set.
2 refills to a set, cellophane wrapped.
Size: 8 1/4" x 13" x 5 1/4"

- ★ Pilfer-Proof
- ★ Loads Easily
- ★ Coin Slot Closes When Machine is Empty
- ★ Mounts on Counter Top, Wall or on Floor Pedestal
- ★ Suction Cup Feet Eliminates Tipping
- ★ Pick-Proof Lock
- ★ Each Pen Dispenser Includes Pilfer-Proof Display Mount
Showing Actual Pen Sample



The Winston Dri-Line Ball Point Pen with Disappearing Point

"Sell-O-Mat" is packed one to a carton. Shipping Wt. 14 lbs.

Point O' Purchase
Promotional Signs Available

FOR GREATER PROFITS

ORDER YOUR "SELL-O-MAT"
Self-Service Ball Pen and Refill Department
TODAY!

SPOT DELIVERIES

PERFECT MERCHANDISE.

SATISFACTION GUARANTEED

CONCESSIONAIRES, SALESMEN, PITCHMEN

WE FINANCE YOU!

HERE YOUR CHANCE OF A LIFETIME! BE AN IMPORTANT, RICH-REWARD-
ING, EXCLUSIVE FRANCHISE, WINSTON DISTRIBUTOR. WE'LL FINANCE
YOU. WE'LL TEACH YOU. WE'LL GIVE YOU LEADS. WE'LL HELP YOU
RIGHT DOWN THE LINE! NO BETTER DEAL ANYWHERE IN THE WORLD.
SIT RIGHT DOWN AND WRITE US ABOUT YOURSELF.

IMPORTANT: WHOLESALERS, JOBBERS, DISTRIBUTORS
ARE PROTECTED ON QUOTA OR FRANCHISE

WINSTON INDUSTRIES

Division of EDCO MFG. CO. INC.

20 WEST 30th STREET, NEW YORK 1, N. Y.
Murray Hill 6-3720

Coinmen You Know

New York

By AARON STERNFIELD

European tours seem popular among the 10th Avenue crowd this year. Sybil Weinstein, secretary of Dave Simon, returned recently from a six-week visit to the Continent. . . . Claire Morano, of the Associated Amusement Machine Operators of New York, leaves next month with her husband, George Morano, for a four-week European trip. The Moranos will fly directly to Rome. . . . Some 900 persons attended the wedding of Patricia Bilotta to Robert Button at Newark, N. Y., with the reception at the Dolphin Club, Sodus Point, where the Bilottas make their summer home. Father of the bride is John Bilotta, Wurlitzer distributor. In addition to the local operators, Tom Greco came in from Glaso, N. Y., and Bob Bear headed a Wurlitzer factory delegation.

Murray Kaye is taking three-day weekends this summer, visiting his family at their summer place in Highland Mills, N. Y. . . . The trade was saddened by the recent death of George Thayer, Binghamton, N. Y., a 40-year veteran of the coin machine business. In the 1920's, Thayer was distributor for the old Packard juke box. He later was an operator.

Mrs. Sara Gleicher, mother of Hedda Gleicher, secretary at the Music Operators of New York, died recently. . . . Harold Horner, of Leslie Distributors, is on a two-week motor trip thru Canada. . . . Bernie Boorstein, 10th Avenue's gift to golfing, won a sweater as

a prize for his fairway prowess at the recent music industry outing at Fred Waring's Shawnee-On-Delaware resort in the Poconos. . . . Uncle Lou Boorstein got up to take the prize when Waring announced that the winner was Boorstein, but his nephew prevented the attempted miscarriage of justice.

Detroit

By HAL REVES

Harold William Lundy is establishing the B.&G. Vending Company in suburban Redford, Mich., to operate a route of target bowlers. He was formerly a partner in the firm of Lundy Bros., operating shuffleboards, with his brother Frank J. Lundy, who now operates a bar. The latter, incidentally, was originally a juke box operator before forming the partnership and switching to shuffleboards. Harold W. Lundy reports plans for steady expansion, but no immediate move into any diversification.

James Morisi, Jay Amusement Company in Northwestern Detroit, has moved to suburban Redford Township. Besides bowling games, Joy is adding other types of amusement games and juke boxes. In addition, Frank Bladergroen Jr., who was formerly proprietor of the Sunshine Music Company, which has ceased operation, is joining as a partner with Morisi.

Louis Fisher, senior partner in the Fisher Music Company, is buying new equipment for replacements, but not making or contemplating any major expansion of operations at this time. . . . The

United Music Operators' of Michigan devoted their scheduled June meeting to routine organizational affairs and postponed the annual election, scheduled for this month, to September 9. . . . Lou Nemes, former executive with Music Systems, Seeburg distributors, has returned from three weeks in Florida, with no immediate plans for business activity disclosed.

Arthur Middlebrooks and James Dunbar have teamed up to form C.&J. Vending Company, establishing a route of coin-operated radios for hotel locations exclusively, one of the few firms to specialize in this field here. Dunbar was formerly connected with a municipal office here, while Middlebrooks was formerly a tavern manager.

The Great Lakes Amusements, formerly operating an amusement game route in the Northend, has been closed. Owners were Floyd L. Huenergarde and Betty Marshon. . . . Richard B. Flinn, a newcomer to the business, is forming the Rich-O Music Company, with headquarters in the mid-city area, to operate a route of juke boxes. . . . Edward L. Carlson, veteran operator who heads Carlson Music Company and is also retiring president of the United Music Operators' of Michigan, is leaving for a vacation in Florida.

Herbert Hicks has established the A.&H. Vending, operating a route of pocket comb vendors. . . . The Pointe Concession Company, managed by Thomas J. Kilbride, has moved to new headquarters on Mack Avenue on the

east side. The firm operates a number of theater concessions in addition to its vending activities.

Fran Murray, a newcomer to the coin machine field, is the new office secretary at United Vendors' Association of Michigan. She succeeds Sue Spain, who held the post over two years. The office remains under the direction of C. J. (Chuck) Morgan, conciliator, who is spending much of his time out in the field. Fred R. Lewis, building contractor, has bought a route of juke boxes and amusement games, and is establishing his new venture as the Water Wonderland Amusement Company (named after the new State slogan), with headquarters in the west side suburb of Dearborn. His wife, Mrs. LaReeve H. Lewis, who is also a partner in the business, does the record buying and keeps the books, while he handles the route operation and servicing personally.

Earl L. Crabb, veteran Penny Arcade operator and manufacturer of the Astrascope, coin-operated fortune-telling machine which he sold some time ago to Birthdays, Inc., now of Malibu, Calif., has built a new home overlooking the Shiawassee River, outside of Howell, Mich. He is busily engaged in his new hobby of ceramics production.

Twin Cities

By JACK WEINBERG

Harold Lieberman, of Lieberman Music Company, and his wife went to Cambridge, Mass., to attend the graduation from Harvard college of their son, Stephen. In July they go to Chicago for the marriage of their eldest son, David, who is associated with his father in the coin machine business here. . . . Irving Sandler, of Sandler Dis-

(Continued on page 118)



Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

AMI Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan originator of the automatic selective juke box in 1909.

Oldest ONE-STOP record service

ALL LABELS • ALL SPEEDS

45RPM	78RPM
55¢	60¢
EP'S	
80¢	
LP'S \$2.47	\$3.09 \$3.69

- Free title strip service
- No extra charges
- C.O.D. or check & postage with order

THE MUSICAL SALES COMPANY
140 W. MT. ROYAL AVE.
BALTIMORE, MD

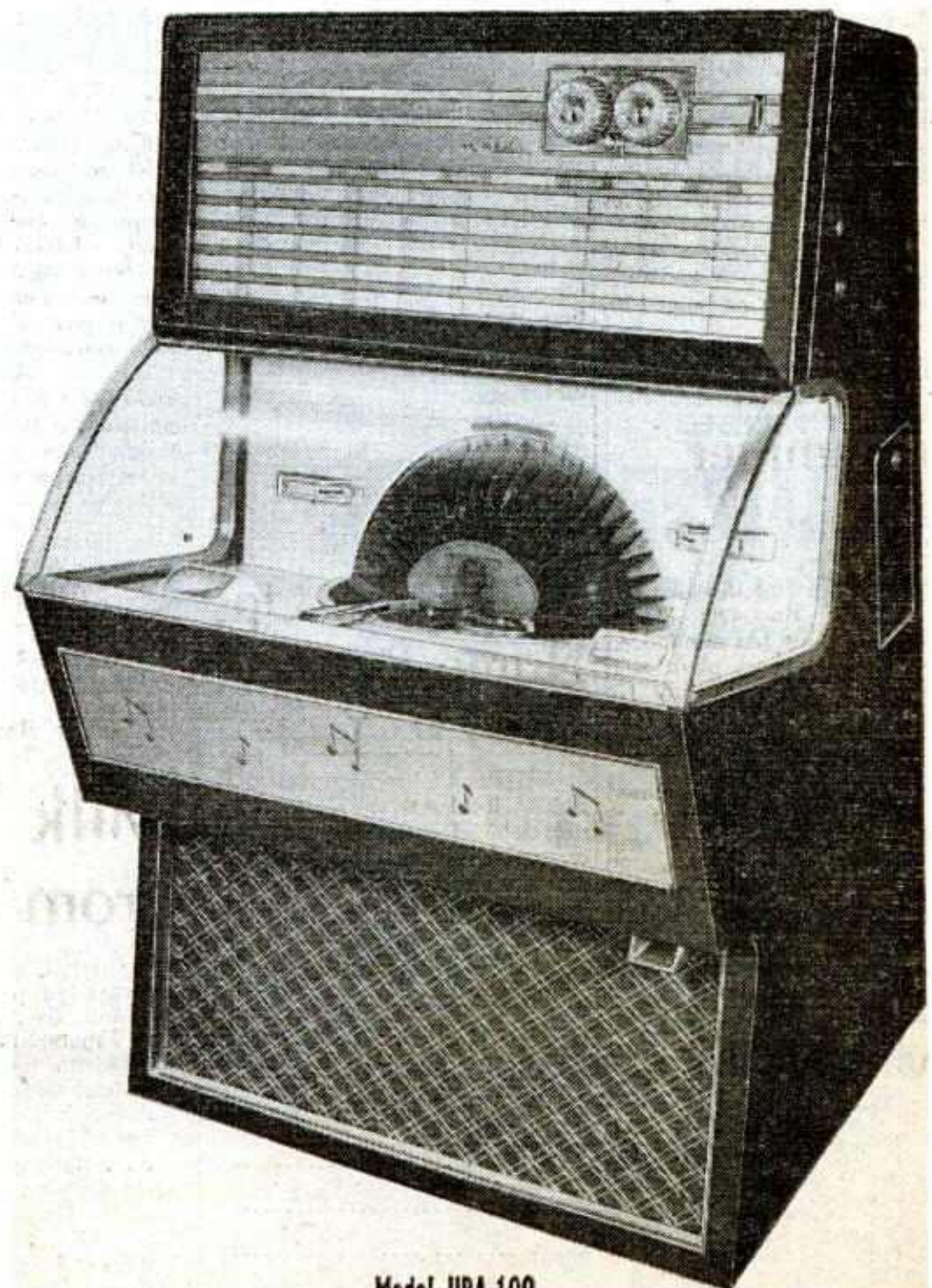
ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

Plays More . . . Pays More . . .

Yes, United's New Hi-Fidelity Phonograph plays more because it appeals to more. Its outstanding rich tone . . . its attractive appearance . . . its convenient dual-dial selector and many other features attract more plays. And, with its amazing fast-action between selections, the new United Phonograph PAYS MORE TO THE OPERATOR!

Write for complete details today!

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



Model UPA-100

Continued from page 119

ARCADE EQUIPMENT

Table listing various arcade equipment models such as ABT Challenger, Air Raider, All Star Baseball, etc., with columns for High, Low, and Mean Avg. prices.

Table listing various arcade equipment models such as Coalee (CC), Harvard Metal Typer, Heavy Hitter, etc., with columns for High, Low, and Mean Avg. prices.

Table listing various arcade equipment models such as Sportsman (K), Standard Metal Typer, Submarine (K), etc., with columns for High, Low, and Mean Avg. prices.

VENDING MACHINES

Table listing various vending machine models such as Acorn 5c or 1c, Columbus 1c Bulk, Du Grenier, etc., with columns for High, Low, and Mean Avg. prices.

ASK NO QUESTIONS

Albuquerque Op Gives Dime Conversion Tip

ALBUQUERQUE, N. M. — After several years of mulling over the pros and cons of dime play—Border Sunshine, one of the Southwest's leading music operators decided to take the jump. Their success: 100 per cent conversion

since the turn of the year. However their conversion was not without its problems and could well serve as an example to other operating companies contemplating the step. Border Sunshine, run by Harry

and John Snodgrass, converted their entire string, section by section, in the space of a few weeks. And during the entire period, there were only seven complaints—all on a moderate scale.

No Questions Asked

Instead of going to the usual pains to check the opinions of location owners, Border Sunshine simply began making conversions on the theory that "restaurant they raised the price of hamburgers or beer."

Following Border's lead, four other operators immediately made comprehensive change-overs. They found the situation much the same.

Chief complaint registered: that the 50-cent chute would scare away phonograph players in droves. However, the box score added up after the first month of change-over showed otherwise.

Border reported that overall drop in collections was less than 1 per cent, with profits following the national average closely. The experience of the other four firms over the results.

All of the operators installed play at a straight dime, three for a quarter.

Change By Sections

An important point which one operator found very helpful was dividing his route into small compact districts, and changing all his machines in the area to a dime, simultaneously.

This eliminated the possibility of having a five-cent location next door or across the street from a 10-cent spot.

With all juke boxes in the area being priced uniformly, operators found the public accepting the change in its stride.

AMI Preps Series Location Posters

GRAND RAPIDS, Mich.—AMI has developed a series of five new location posters to be used by operators to call attention to the juke box. The posters are being provided free to operators of the firm's new model H phonograph by AMI distributors.

The posters are complete with adhesive backing for surface attachment. They're of striking black, red, grey and white color design.

COINMEN YOU KNOW

Continued from page 118

of Claremont, N. H.; Bernie Smith, of Berlin, N. H.; Joe Assad, of York Beach, Me., and Chris Caragianis, of Newport, R. I.

Los Angeles

By SAM BBOTT

Paul Vogel, of Minthorne Music's used equipment department, visited in LaJolla over the weekend. The Vogels are now in their new home. . . . Jack Gumbin, of Vendomatic, Tucson, Ariz., and his partner, Al Dyke, of Coast Automatic Merchandising Company, Riverside, made a trip to Coin Row. . . . Roy Smith, of Automatic Music, Fresno, in town on a buying trip. . . . Vince Fassaro, local business manager for California Music Merchants' Association, is enjoying a vacation. He'll be back June 3. . . . Jack Simon, of Simon Distributing Company, bid Mrs. Simon a bon voyage as she sailed last week for the Hawaiian Islands. Jack is planning a business strip to Las Vegas and Reno.

Little Rock

By ELTON WHISENHUNT

Dan Levin, affable owner of Standard Automatic Distributing Company, reports business good. What with hordes of tourists passing thru town these days. . . . Robert Kirsipel, Kirsipel-Hollenberg Music Company, one of the leaders in the conversion to dime play, is happy to learn that most of the State is following suit.

J. W. Singleton Jr., son of the owner of Singleton Music Company, Marked Tree, Ark., has joined his father's company as route manager. Singleton is recuperating at home from a kidney operation.

Elmer Womack, Womack Music Company, Jonesboro, Ark., is telling friends how lucky he was to have insurance on his juke boxes. Lightning struck the College Inn, near Arkansas State College at Jonesboro, and set it afire. One of Womack's new 200's and four wall boxes were badly damaged. . . . Elvis Singleton, 27, son of J. W. Singleton Sr., of Marked Tree, Ark., began work recently as route manager for Little Rock Music (Continued on page 126)

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WANTED Pistol only for Jungle Joe Machine. Write EDDIE SCHLAGER Flint Park 616 Genesee Bank Bldg., Flint 2, Michigan

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 Large Cash Box Holds \$85.00 in Pennies

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GIVE TO DAMON RUNYON CANCER FUND

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NASHVILLE — Tobacco tax collections for the first 11 months of the current fiscal year (July 1, 1956 to May 31, 1957) totaled \$13,412,848. State Finance and Taxation Commissioner Z. D. Atkins announced that this is an increase of 4.6 per cent over collections for the corresponding period in the 1955-'56 fiscal year.

\$25 DOWN



Balance \$10 Monthly
 400 DELUXE
PENNY FORTUNE SCALE
 NO SPRINGS
 Large Cash Box Holds \$85.00 in Pennies

WEIGHT, 165 LBS.

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Cig Price Hike
 • Continued from page 121

petitors failed to follow suit. A year ago, Liggett & Myers boosted its wholesale prices by 50 cents a thousand, but rescinded the increase when other manufacturers failed to increase their prices.

First to announce the increase this time was the American Tobacco Company. The other four firms made their announcements almost immediately.

The last previous industry-wide price increase was two years ago, when king-size brands were raised 40 cents a thousand. Regulars haven't gone up in wholesale price since early 1953, when they were boosted 44 cents a thousand.

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200 NEW 5c ACORN MACHINES
 In Original Cartons
WRITE FOR SPECIAL PRICES!

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 NATIONAL CANDY, 9 column..... 75.00
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 UNEEDA 8-COLUMN "E" CIGARETTE, King Size 45.00

The National Candy, 9 col. machine, through a typographical error, was listed at \$95.00 in the June 17 issue. The correct price is \$75.00.

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NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

Pins Paying Off Gambling Devices Under Revenue Code

Supreme Court Rules In-Line Games In Korpan Case Fall Within Sec. 4462

By DELORES NEWCOMB

WASHINGTON—The nation's highest court cleared up the status of pinball tax regulations last week (17) when it ruled that the in-line pinballs at issue in the Korpan case are gambling devices, as are all pinballs that award cash, merchandise and other items of value.

Attorneys who filed briefs in the case on behalf of amusement machine manufacturers hailed the decision as "a great victory."

The Supreme Court decision, written by Justice Black, maintains "it is clear that the machines in the Korpan case were operated by insertion of a coin" and that "persons playing them could receive cash for any free games won." The element of chance "was sufficient to meet the requirements" of the Internal Revenue Code, "alho skill may have had some part in playing them successfully."

The decision made it clear that Congress intended a "substantially smaller tax on machines purely for amusement" which offer the player no expectation of receiving "cash, premiums, merchandise or tokens," and intended to place a "heavy tax" on "slot machine" gambling devices.

It was the opinion of the Court that section 4462 "has language which affirmatively suggests" that the statute was designed "to in-

clude all sorts of coin-operated gambling devices regardless of their particular structure or the method by which they paid off players. Justice Department also asserted that Congress intended the heavy tax to cover all "slot machines" coming under that section of the code.

Korpan based his argument on the belief that when Congress used the phrase "so-called 'slot machines,'" in section 4462 (a) (2) of the Internal Revenue Code, it intended to restrict the scope of the section to those slot machine

gambling devices called "one-armed bandits." (The Billboard, April 29.)

The court believes that if Korpan's position were adopted, section 4462 would be restricted to "one-armed bandits"—even tho "ingenuity, a desire to avoid taxes, and technological progress provide a multitude of new devices which permit substantially the same kind of gambling but only with a different kind of coin-operated machine."

The Court is "convinced that (Continued on page 129)

Here's What High Court Ruling Means

Pinballs on Which Payoffs Are Made Now Require \$250 Federal Tax Stamp

By BOB DIETMEIER

CHICAGO — The Supreme Court decision on the Korpan case means that a pinball machine on which payoffs are made in cash, merchandise or anything of value now requires a \$250 federal tax stamp under section 4461 (2) of the Internal Revenue Code (see pertinent provisions of the Code elsewhere in this section).

Date on which \$250 federal tax stamps for the coming year fall due is July 1. Expiration date for buying the stamps is July 31. However, Korpan's attorneys will file a petition for a rehearing of the case on or before July 12 (see separate story). Therefore, whether or not enforcement of the decision will be held up pending the Court's action on the petition is expected to be known well in advance of the July 31 deadline.

Internal Revenue spokesmen said last week that the ruling does not affect types of coin-operated equipment other than pinballs. In all games in which the player determines the outcome, rather than mechanics of the machine itself playing a part in the outcome, the game is taxable at \$10 annually so long as payoffs are not made.

However, IRS officials at the same time pointed out that the decision is broad enough to cover any kind of coin-operated game in which the element of chance is sufficient to meet the requirements of the Code and in which pay-offs are made.

The decision does not classify in-line pinball games as gambling devices per se. In other words, a pinball game must be shown to pay off in order for the Justice Department to enforce the \$250 federal tax stamp.

As a "practical matter," Robert Ticken, U. S. Attorney here, said that his office would take the following steps in enforcing the decision:

1. Check locations having pinball machines equipped with devices for recording free plays to see whether it has the \$250 federal tax stamp. If it does, fine.
2. If it does not, the owner of the location in which the machines are operating will be

RULING NOT TO AFFECT TAX BILLS PENDING

WASHINGTON—The Supreme Court ruling in the Korpan case is not expected to have any effect on the present excise tax legislation.

A bill introduced last year by Representative Aime J. Forand (D. R. I.) and re-introduced this year, would set up a third tax category for pinballs. Under the bill, pinballs offering prizes of non-redeemable merchandise with a retail value not above \$5 would be taxed at \$25.

The tax-writing House Ways and Means Committee turned thumbs down on the idea, and decided to let the High Court determine the fate of pinballs. (The Billboard, March 23.)

While it is possible that a separate bill may be introduced to set up the third category, committee spokesmen say there are no indications that action of that type will be forthcoming.

The wide-sweeping Forand vision to bring remote control bill, which also contains a provision to bring remote control units under the law, passed the House last week 20. Under the terms of the \$10 or \$250 will be imposed on machines if they are "similar to an otherwise taxable machine." (The Billboard, May 13.) Committee report issued earlier on the bill pointed out that while the revenue gain from the provision will be "negligible," it believes coin-operated and non-coin-operated machines should be "on the same footing."

Bill now faces Senate committee and floor action. Indications are that it will be a long time before the Senate can wade thru the 429-page bill, which incorporates many changes in the excise tax laws.

instructed to buy the \$250 stamp. If the stamp is not subsequently purchased, Ticken's office will attempt to learn if pay-offs are (Continued on page 132)

Pins Face Heavy Red Tape in Tenn.

CHATTANOOGA — Pinballs were returned to locations here only last month following a ban on the games from December, 1954 to that time.

But now, with the new ruling by the U.S. Supreme Court declaring the games subject to \$250 gambling tax, pinballs once again could be subject to confiscation.

If a location owner should use such a machine for gambling purposes and pay the \$250 federal tax, he would be violating a city ordinance which makes a machine with a paid gambling tax a gambling device per se, and illegal under city code.

The situation here is further complicated by a conflicting State law passed in the 1957 Legislature which eliminated pinballs from a list of gambling devices.

Requires Study

City Attorney Joe Anderson said that he could not give an opinion (Continued on page 131)

Coin Machine Unions Await Court Decision

NEW YORK—Supreme Court Judge Arthur Markewich reserved decision Wednesday (12) in the case of The Retail Clerks International Association against Al Cohen, Jim Caggiano and other officers of the coin machine employees union.

Until the decision is handed down, the stay which has been granted the plaintiffs remains in effect. The RCIA group seeks to restrain Local 465 headed by Caggiano, from destroying or altering files, membership list and records of the union. They also would prevent the defendants from collecting dues or interfering with the trusteeship set up by RCIA under Fred A. Amaand.

Both Cohen and Caggiano are (Continued on page 131)

Decision Puts Teeth in Md. Anti-Pin Law

WASHINGTON — Impact of the Supreme Court decision in the Korpan case is already being felt by officials and pinball operators in nearby Prince Georges County, Maryland. Ruling strengthened an anti-payoff law, signed by Governor McKeldin only two months ago.

Earlier in the year, State's Attorney Blair Smith charged that wide-spread payoffs were being made on pinballs, despite a county law which made it illegal for the machines to pay off in anything but free plays. A check by law enforcement officers revealed that many pinballs carried the \$250 gambling tax stamp. As a result, Senator H. Winship Wheatley (D., Prince Georges) drew up a law making the stamps prima facie evidence that the machines are being used for gambling. (The Billboard, February 23, April 6.)

County detectives claimed recently that location owners and operators were holding up their purchases of the \$250 stamps, which expire July 1, pending the outcome of the Korpan case.

If the high court ruled that pinballs making payoffs were exempt from the \$250 tax, there would be no need to buy the stamps made prima facie evidence under the Wheatley law.

Since the Court ruled that pinballs making payoffs are gambling devices under the Internal Revenue Code, considerable strength was added to the Wheatley law. Under its terms, persons making payoffs on pinballs will be subject to fines ranging from \$100 to \$500, and possible prison sentences.

Korpan Attys. To Ask Court For Rehearing

CHICAGO—A petition for rehearing the U. S. vs. Korpan case will be filed with Supreme Court by attorneys for Korpan on or before July 12.

Since the Court recesses this week until October, it was not known for sure at press time whether this legal action will hold up enforcement of the decision until the Court is able to act on the petition.

However, Robert Ticken, U. S. Attorney here, stated that the Justice Department would this week begin indictment proceedings in several cases identical to Korpan's which were pending the outcome

(Continued on page 132)

A TIMELY ANTIQUE

Spot Gets Top Play From 1940-Style 14-Foot Bowler

CHICAGO—Every Friday night from 8:30 until closing time a large group of men and women gather at the 2310 Club on Chicago's North Side. The attraction: an old fashioned 14-foot bowling game on which teams of players compete in a weekly bowling tournament.

The game resembles the modern 14-foot electrically-operated bowlers only to slight degree. Actually, scores must be kept on paper, just as at a regular bowling alley, and pins are set not electrically but mechanically, springing up into place when a player pushes down a lever at the end of the game.

But for all its apparent shortcomings, the game gets better play than some of its up-to-date automatic counterparts. Players bowl soft-balls at the wooden pins and get the real feel of knocking over the pins, not by tripping switches, but by actually hitting the pins. Only thing automatic is the ball return, and that operates on gravity.

70 Produced The game is one of a limited

number (estimated at about 70) manufactured between 1940 and 1948 by a Chicago craftsman by name of Risell.

When the current bowling game trend set in, prompted by the new 14-foot electrical bowling machines, the 2310 Club remembered the old Risell game and demanded one for location.

Ronnie Weiner, partner with Vending, was given the task of "digging up" one of these ancient games for the location. Following much inquiry he finally found one, and the game is now averaging from \$8 to \$10 per week in receipts. The game has been on location for about six weeks now and no servicing has been needed.

The tournament plan is set up to operate between the end of May and the end of October, while regular bowling leagues are discontinued. Husbands, wives, sons and daughters all take part in the team competition, and the game serves as a solid attraction, drawing crowds of people into the tavern.

Ind. Pinball Law Faces 2 Court Tests

INDIANAPOLIS — Enacted in the 1957 session of the Indiana General Assembly, the State's battered anti-pin law is about to be subjected to two new tests. What effect the U. S. Supreme Court decision (see story in this section) may have on the Indiana court cases is not known at this date.

Superior court Judge John M. Ryan of Indianapolis, having issued the temporary injunction January 10, which served to immobilize Marion County (Indianapolis) officials in their efforts to enforce the statute, will listen to arguments for a permanent restraining order Friday, (21).

Some decision on the enforcement of the law by the Indiana Alcoholic Beverage Commission was indicated last week when State Excise Police Chief George Rinck and Robert Young, commission prosecutor, instructed enforcement personnel to begin the keeping of (Continued on page 129)

Here's Complete Supreme Court Decision on U. S. Vs. Korpan

SUPREME COURT OF THE UNITED STATES
No. 596 — October Term, 1956
United States of America,
Petitioner,

v.
Walter Korpan.

On Writ of Certiorari to the United States Court of Appeals for the Seventh Circuit.
(June 17, 1957.)

Mr. Justice Black delivered the opinion of the Court.

The respondent, Walter Korpan, was indicted in a Federal District Court in Illinois for willfully failing to pay the \$250 per device tax imposed by 26 U. S. C. (Supp. IV) Section 4461 on any person who maintains for use any gaming device. For purposes of this tax, 26 U. S. C. (Supp. IV) Section 4462 (a) defines gaming devices as:

"So-called 'slot' machines which operate by means of insertion of a coin . . . and which, by application of the element of chance, may deliver or entitle the person playing . . . the machine to receive cash, premiums, merchandise, or token."

The evidence at the trial showed that Korpan maintained on his premises a number of coin-operated gambling machines. These machines were played by inserting a coin into the machine thru a slot. The player was then able to shoot several balls onto a playing surface which was interspersed with pockets or holes. If he succeeded in getting balls into certain holes he received a varying number of free games. He had the option of either playing the free games or cashing them in at a designated rate. By inserting extra coins the player could sometimes secure additional balls or increased "odds" (in other words, increase the number of free games he could win). The machines were equipped with electrical devices which over a period of time controlled the number of free games won.

The district judge found respondent guilty as charged and fined him \$750. The Court of Appeals for the Seventh Circuit reversed, holding that respondent's machines did not come within the definition laid down by section 4462(a)(2), 237 F. 2d 676. On the Government's petition we granted certiorari because the case raised important questions in the administration of the revenue laws. 352 U. S. 980. The issue before us is whether the machines maintained by petitioner were included within the definition given by section 4462(a)(2).² For the reasons stated hereafter we believe that they were within that definition and that the judgment of the Court of Appeals setting aside Korpan's conviction on the ground that they were not must be reversed.

It is clear that respondent's machines were operated by the insertion of a coin and that persons playing them could receive cash for any free games won. The machines also involved an element of chance sufficient to meet the requirements of section 4462(a)(2), altho skill may have had some part in playing them successfully. In short, they were "slot-machine" gambling devices.

Respondent argues, however, that when Congress used the phrase "so-called 'slot' machines" in section 4462(a)(2) it intended to restrict the scope of that section to those "slot machines" gambling devices colloquially known as "one-armed bandits." He describes the latter as machines in which the insertion of a coin releases a level or handle which, in turn, when pulled activates a series of spring-driven drums or reels with various insignia painted thereon, usually bells and fruit, and which automatically dispense coins to a player when certain combinations of these insignia are aligned. The Government, on the other hand, takes the position that Congress intended to cover all "slot-machines" which come within the specific requirements of section 4462(a)(2). It argues that the qualifying phrase "so-called" was added because (1) the draftsmen were apprehensive that the term "slot-machine" might be a slang expression not accepted as proper English or (2) they wanted to cover every gambling device operated by the insertion of coins thru a slot even tho the device might go under a label other than "slot machines."

On its face the language of section 4462(a)(2) and related sections does not manifest an intent to limit the application of the otherwise broad terms of section 4462(a)(2) to any particular kind of "slot-machine" gambling device. The phrase "so-called 'slot' machine" is, if anything, more consistent with the position advanced by the Government than that taken by Korpan. And the remainder of section 4462(a)(2), as well as section 4462(c), has language which affirmatively suggests that section 4462(a)(2) was designed to include all sorts of coin-operated gambling devices regardless of their particular structure or the method by which they paid off players.

This interpretation is supported by the relevant legislative history. Apart from the amount of tax imposed, section 4462(a)(2) is substantially

the same as its original predecessor, section 3267 of the Internal Revenue Code of 1939, 55 Stat. 722. Senator Clark, the sponsor of the amendment which became section 3267, declared during the Senate debates on his amendment that his objective was to impose a heavy tax on "any machine which returns any sort of a premium, and that was the intention of the amendment, and it was the intention of the committee in adopting it."³ The Senate report which accompanied Clark's amendment stated:

"The House bill places a special tax of \$25 per year upon each coin-operated amusement or gaming device maintained for use on any premises.

"Your Committee divides these devices into two categories. Upon so-called pinball or other amusement devices operated by the insertion of a coin or token, the tax is reduced to \$10 per year. Upon so-called slot machines, however, the tax is placed at \$200 per year."⁴ (Emphasis added.)

Respondent contends that this report as well as similar language in other parts of the legislative history is indicative of an intent on the part of Congress to draw a distinction between "one-armed bandits" and other coin-operated gambling or amusement machines.⁵ We interpret this history, however, as demonstrating a congressional purpose to place a heavy tax on all "slot-machine" gambling devices, regardless of their particular structure, and a substantially smaller tax on machines played purely for amusement which offered the player no expectation of receiving "cash, premiums, merchandise, or tokens."

The administrative interpretation of section 4462(a)(2) and its predecessors adds additional strength to this view. In 1942 the Treasury Department published interpretative regulations which included so-called "pinball" gambling machines under section 4462(a)(2).⁶ This administrative ruling was published in the trade paper of the coin-operated machine industry. In both 1942 and 1954 the representatives of that industry complained to Congress about the Treasury's interpretation, which is still in effect, and asked that section 4462(a)(2) be amended so that it expressly excluded "pinball" gambling machines.⁷ In each instance Congress left the existing provisions of section 4462(a)(2) standing, altho, at the request of others in the industry, it did provide an exception for certain penny-operated gambling machines.⁸

If the respondent's position were adopted section 4462(a)(2) would be restricted to a peculiar type of gambling device—the so-called "one-armed bandit"—even tho ingenuity, a desire to avoid taxes, and technological progress provide a multitude of new devices which permit substantially the same kind of gambling but only with a different kind of coin-operated machine. We are convinced that Congress had no such purpose and meant only to distinguish between "slot-machines" operated as gambling devices and "slot-machines" which were used exclusively for amusement.

Reversed.

Mr. Justice Douglas dissents from the conclusion that here pinball machines are games of chance within the meaning of the statute.

FOOTNOTES TO SUPREME COURT DECISION ON U. S. vs. KORPAN

¹In full the pertinent statutory provisions read as follows:

"Section 4461. IMPOSITION OF TAX

"There shall be imposed a special tax to be paid by every person who maintains for use or permits the use of, on any place or premise occupied by him, a coin-operated amusement or gaming device at the following rates:

"(1) \$10 a year, in the case of a device defined in paragraph (1) of section 4462(a);

"(2) \$250 a year, in the case of a device defined in paragraph (2) of section 4462(a);

"(3) \$10 or \$250 a year, as the case may be, for each additional device so maintained or the use of which is so permitted. If one such device is replaced by another, such device shall not be considered an additional device.

"Section 4462. DEFINITION OF COIN-OPERATED AMUSEMENT OR GAMBLING DEVICE.

"(a) In general.

"As used in sections 4461 to 4463, inclusive, the term 'coin-operated amusement or gaming device' means—

"(1) Any amusement or music machine operated by means of the insertion of a coin, token, or similar object, and

"(2) So-called 'slot' machines which operate by means of insertion of a coin, token, or similar object and which, by application

(Continued on page 126)

SHAFFER MUSIC CO.
Presenting
TOP PHONOGRAPH SPECIALS
Featuring
All Late Makes and Models

Here's your tickets to the best buys in
Guaranteed Reconditioned Phonos

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Model 2000 (200 Sel.) \$695.00
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F-120 495.00
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SEEBURG 3W1
100 Wall Box Special
Chrome Covers
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HF 100G 625.00
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Refinished Overhauled

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- Mechanisms Completely Overhauled and Tested
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NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 1-6466) CHICAGO 14

Court Decision on U. S. Vs. Korpan

Continued from page 125

of the element of chance, may deliver, or entitle the person playing or operating the machine to receive cash, premiums, merchandise, or tokens.

"(b) Exclusion.

"The term 'coin-operated amusement or gaming device' does not include bona fide vending machines in which are not incorporated gaming or amusement features.

"(c) 1-cent vending machine.

"For purposes of sections 4461 to 4463, inclusive, a vending machine operated by means of the insertion of a 1-cent coin, which when it dispenses a prize, never dispenses a prize of a retail value of, or entitles a person to receive a prize of a retail value of, more than 5 cents, and if the only prize dispensed is merchandise and not cash or tokens, shall be classified under paragraph (1) and not under paragraph (2) of subsection (a)."

"Respondent contends that section 4462(a)(2) as interpreted by the District Court is unconstitutionally vague. This contention is without merit.

87 Cong. Rec. 7301.

4S. Rep. No. 673, 77th Cong., 1st Sess. 21.

5For the legislative history of what became section 3267 see: H.R. Rep. No. 1040, 77th Cong., 1st Sess. 60; H.R. Rep. No. 1203, 77th Cong., 1st Sess. 18; S. Rep. No. 673, 77th Cong., 1st Sess. 21; 87 Cong. Rec. 6476, 7297-7307.

59 Treas. R.gs. section 323.22, as amended by T. D. 5203, 7 Fed. Reg. 10835, Dec. 22, 1942.

7See hearings before the House Committee on Ways and Means on Revenue Revision of 1942, 77th Cong., 2d Sess. 2055-2061, 2682-2688; Hearings before the Senate Committee on Finance on H.R. 7378, 77th Cong., 2d Sess. 1132-1141; Hearings before House Committee on Ways and Means on General Revision of the Internal Revenue Code, 83rd Cong., 1st Sess. 2505-2522; Hearings before Senate Committee on Finance on H.R. 8300, 83rd Cong., 2d Sess. 1874-1879.

56 Stat. 979.

COINMEN YOU KNOW

Continued from page 120

Company. Singleton was discharged recently after three years in the Army.

Joe Hill, formerly a salesman with Eastern Electric Cigarette Machine Company, has joined a surveying company in Little Rock. . . . Robert Kirspel, president of Kirspel - Hollenberg Music Company, recently returned from Wheeling, W. Va., where he picked up his son Tommy, 18, who graduated from a military academy there.

Some operators from the Arkansas territory spotted in Little Rock recently were Edward Wilcox, Baker Music Company, Pine Bluff; H. E. Taylor, Warren Music Company, Warren; L. O. Wallick, Wallick Music Company, Monticello; Charles Schubach, Helena Amusement Company, Helena; George Heard, Heard Amusement Company, Newport; C. E. Tolliver, Tolliver Music Company, Lepanto; Van Ettinger, Van Ettinger Music Company, Hot Springs; J. Earl Gill, Gill Amusement Company, Hot Springs; Orell Bledso, National Novelty Company, El Dorado; Thomas Armstrong, Armstrong Amusement Company, Brinkley; R. C. Jennings, Jennings Coin Machine Company, Hot Springs; Manual Caras, partner M.&H. Music Company, Pine Bluff.

Eddy Boyce, Boyce Music Company, Bald Knob, reports the recent strawberry crop in that area was one of the worst in years, hurting business badly. . . . Mrs. R. L. Eblin, widow of R. L. Eblin, Paragould Music Company, is doing a good job running the business since her husband's death early this year. She expects good weather to bring an increase in collections, hurt with flooding rains. . . . Charles Cole, Melody Music Company, Paragould, has been making a number of moves with his phonographs in preparation for the big tourist season.

Andrew Cassinell, Little Rock Amusement Company, was in Memphis last week buying equipment and records. Among others he called on Bill Fitzgerald, manager of Music Sales Company. . . . C. E. Craig, Arcade Amusement Company, reports his branch office opened recently at Crossett, Ark., on the Arkansas-Louisiana border is doing well. He commended Frank Gribble, manager of the branch, for doing a good job in getting it off to a good start.

Paul Hurst, owner of Hurst Music Company and mayor of Atkins, Ark., recently acquired the concession franchise for boats, fishing supplies and vending machines on the newly opened Atkins Lake. Hurst also intends to build a pavillion and install a phonograph for young people to dance.

Denver

By BOB LATIMER

Burglars broke into the offices of Pete Geritz, Mountain Distributors, a few days after the recent AMI showings. Finding no money, they mixed cocktails from the stock of refreshments left over from the showings, and departed with the ingredients. . . . Irv Kenter has bought the vending machine route formerly operated by Myron Glassbaum in Derby, Co'o.

There has been an unexpected slowdown in dime-play conversion, members of the Colorado Music Merchants' Association reported at the group's recent meeting. Several ambitious projects for conversion of existing nickel-play machines to 10 cents, 3 for 25 cents chutes have been dropped, primarily because of a slow-down in play which has existed since the beginning of Lent. Typical operators prefer to wait until warmer weather and the beginning of the profitable summer tourist season to switch over to dime play. Incidentally, there is far more interest in the possibilities of vending than at any time in the past several years, Abe Schulman, president of the association, pointed out.

Memphis

By ELTON WHISENHUNT

A number of Mississippi operators who are not yet on dime play but planning it for the future are diversifying to keep in business. Red Vandervander, owner of Red's Music Company, Booneville, Miss., recently went into the cigarette vending business. He bought 10 new National cigarette machines and spotted them at top locations around town. He also built a new drive-in restaurant close to Northeast Mississippi Junior College. He has some games out on location and his business prospects look good.

Mahon Jones, owner of Jones Music Company, Holly Springs, Miss., has the con-
(Continued on page 127)

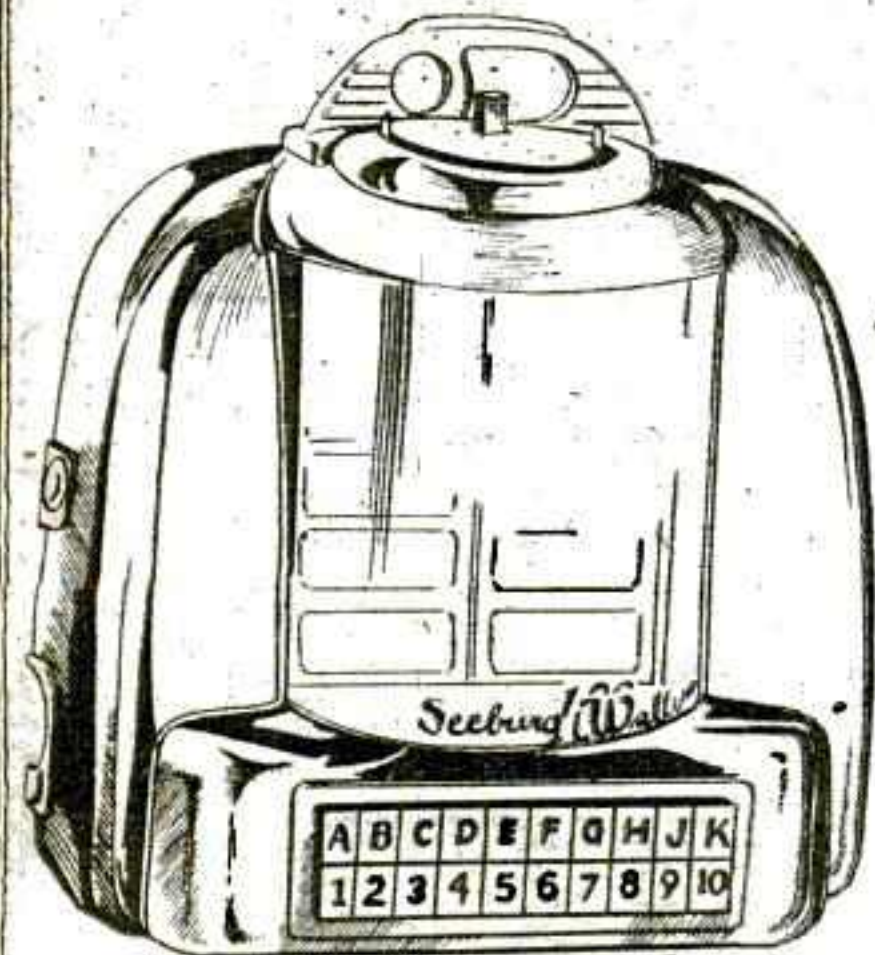
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EVERY ONE
STEAM-CLEANED
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AMI

- G200 Write
- G120 \$695.00
- F120 595.00
- E120 395.00
- E40, 78 RPM 275.00

SEEBURG

- 3W1 (Chrome) \$55.00
- 50¢ Conversion Kit .. 79.50
- 8" Wall Speakers .. 8.50

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- 1900 \$795.00
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- Deco Grandma \$450.00
- Quarterback 215.00
- Crane 175.00
- Drivemobile 195.00
- Mutoscope Photomatic (prewar) 295.00
- Harvard Metaltyper .. 275.00
- Sidewalk Engineer ... 150.00
- Mute, Football 275.00
- Space Ship 275.00
- Submarine 125.00
- Telequiz 95.00
- Silver Gloves 165.00
- Royal Mustang 295.00
- World Series 99.50
- Pennant Baseball ... 125.00

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- Hi Fly Baseball \$125.00
- Zodiac 175.00
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- Basketball Champ ... 175.00
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- 2-Player Basketball .. 195.00
- Coales 90.00
- Big Bronco 395.00
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- Twin Hockey 275.00
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- State Fair \$325.00
- Treasure Cove 295.00
- Sky Rocket 235.00
- Deluxe Ranger 225.00
- 500 Shooting Gallery 210.00
- Carnival 185.00
- Sportsman 175.00
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- Shooting Gallery ... 95.00
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- Shoot the Bear 125.00
- Sky Gunner 135.00
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- Space Gun 95.00
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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Dixie Stockholders OK Canco Merger

NEW YORK—The merger between the Dixie Cup Company and the American Can Company, which was approved by Dixie stockholders this week, is expected to become effective by about July 1 if the Canco stockholders approve.

Canteen Hit

Continued from page 121

FTC alleges that the merger has "eliminated competition between the two major members of the industry and has substantially lessened or may lessen competition or tend to create a monopoly."

Complaint points out that Canteen's assets increased 172 per cent from 1946 to a total of over \$14 million in 1954. Sales increased 270 per cent during the same period to a total of over 46.5 million. Rowe, over the same number of years, increased assets 202 per cent to over 13.5 million, while sales jumped 107 per cent to \$37 million.

Canteen has 30 days to file an answer to the complaint. A hearing is scheduled September 9 before an FTC hearing examiner in Chicago.

P. Arnsten

Continued from page 121

processing company from 1949-1954. He sold his process to Tenco in 1954 and joined the firm's sales organization.

The new assistant to Dave Hampton, director of sales and advertising, is a graduate of Upsala College and holds a master's degree in business administration from New York University.

During World War II, he served two years in China with the U. S. Air Force and received special recognition for his services from General Chang Kai-Shek. He holds a major's commission.

Arnsten is active in the American Red Cross and is an official umpire for the U. S. Lawn Tennis Association. He lives with his wife and two daughters at Springfield, N. J.

- 2 1448 ROCK-OLAS, Like New \$650.00
- 1 1438 ROCK-OLA ... 395.00
- 2 1434 ROCK-OLA, 45 RPM 150.00
- 2 SEEBURG "R" with Royal 50c Units 725.00

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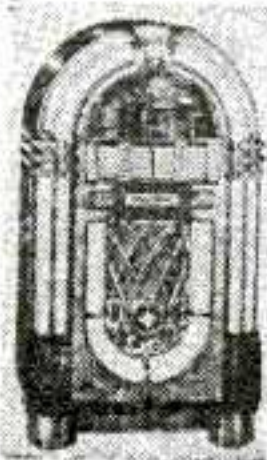
- Gottlieb's FLAGSHIP Like New—Two Player . . \$335.00 ea.
- Bally PARADE 335.00 ea.
- Bally VARIETY 125.00 ea.

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Rosen Gives You REAL Buys



WURLITZER 1015 Only \$39.50



WURLITZER 1100 Only \$99.50

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SLATE TOPS

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\$44.50 EACH

Complete Stock of Pool Supplies. Write for Prices

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

MARVEL Billiard Supply Company

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Dual Cig Increase For Michigan Ops

DETROIT—Michigan cigarette vendors are reviewing their entire pricing and commission structure this week, in order to meet the double blows of a new 2-cent-per-pack tax imposed by the State of Michigan, which becomes effective July 1, and the increase of 7 cents per carton or nearly 1 cent per pack, announced by manufacturers during the past week. With the combined boosts

amounting to nearly 3 cents, the general view of operators appears to be that a radical adjustment in prices to the public and in commission arrangements is necessary. Typical is the pattern at Howes Shoemaker, largest in the State.

Their price to the public has been a straight 25 cents on all types of cigarettes, and the differences have been compensated for by a series of graduated commission scales—3 cents on regular packs, 2 cents on king size, and 1 cent on filters—to the top locations, while a similar slightly lower scale has been offered to locations doing less business.

The present plan proposed, but not yet adopted, according to Benny Koss, vice-president in charge of vending, is to set differential prices—30 cents for king and filter types and 28 cents for regular packs. The commission rate would probably be equalized at about 2½ cents for all types. This would remove the special "break" in price the public has hitherto enjoyed in the king and filter types here, and might have a notable effect on comparative sales.

The changeover of equipment will prove expensive. Koss estimates it at \$5,000 to \$8,000 for his firm alone, including the re-establishment of "penny" equipment for the 28-cent price.

Operators are also concerned over the original imposition of the 2-cent tax as a "floor tax," upon all merchandise in inventory at July 1. According to their view, an estimated 30 per cent of cigarettes will be left in the machines, because the public will buy thru other sources to stock up in advance of the tax deadline, and suitable adjustment of this starting base figure is to be sought thru a meeting with State officials.

The new law means that Michigan residents will be paying 14 cents per pack tax, including 8-cent federal tax, 5 cents special State tax, including the new 2-cent boost, and 1-cent State sales tax, out of a 28-cent price.

The 2-cent price raise is earmarked for support of the public school system, together with an increased tax on liquor. It has been a subject of bitter controversy, with many leading church

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- All our equipment is fully reconditioned, cabinets refinished, ready for location.
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See EXHIBIT'S Ad IN 2 WEEKS!

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S. Levin, Atty.

• Continued from page 116

erman Music Company at the time of his resignation. Levin entered the coin machine field back in the late 1930's when he joined the force of Henry H. (Hy) Greenstein, then operator of Hy-G Music Company, Seeburg distributors here.

Levin remained with Greenstein when he merged with the old Amusement Games Company owned by the late Jonas Bessler to form Hy-G Amusement Company. In 1950 Greenstein sold his interests to Harold Lieberman and left the coin machine industry.

Lieberman found a place in his organization for Levin, by then back from military service during World War II. Using his GI Bill of Rights, Levin enrolled in night law school in Minneapolis, graduated and was admitted to the bar about two years ago.

On June 1 Levin made his break with the coin machine field and joined Maurice Halpern, a Minneapolis attorney. One of Levin's first clients was Lieberman Music Company.

Sandler Hosts

• Continued from page 116

explained Sandler, "and we are happy with the results. Operators who joined in with us have expressed considerable enthusiasm over it."

"We anticipate that everyone will have an excellent weekend vacation at Grand View Lodge, a new resort in the Minnesota 10,000 Lakes vacationland area."

Mass. Ops Battle

• Continued from page 116

tor, Cyrus Jacobs, Phil Swartz, Bob Rome, and James Geracos (ex-officio).

The meeting which was held at the Beaconsfield Hotel, Brookline, was the summer windup of monthly gatherings.

groups surprisingly on the same side with cigarette and liquor interests, because they object to having the school system, which they strongly support, dependent upon tobacco and liquor consumption, which they oppose.

Topps Denies FTC Charge

WASHINGTON—Topps Chewing Gum, Brooklyn, N. Y., last week (18) denied Federal Trade Commission charges that it discriminates among its customers in violation of the Robinson-Patman law.

An FTC complaint issued earlier charged the company with selling its products to some customers at "favored prices," and failing to make promotional allowances available to all competing customers. (The Billboard, April 20.)

Topps specifically denies that its business practices violate the law, and demands that the complaint be dismissed.

CONVERSION

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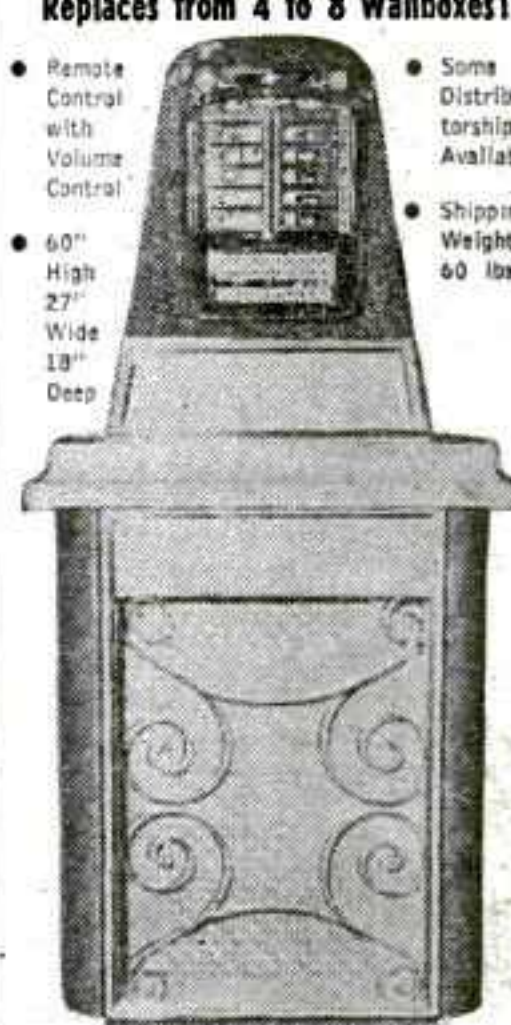
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ARCADES

GENCO SKILL BALL (New)	\$375.00
GENCO SKILL BALL (Six Player)	475.00
GENCO MATCH POOL	85.00
CHICAGO COIN 10 FRAME	
DOUBLE SCORE	75.00
CHICAGO COIN HIGH SPEED	
CROWN	110.00
UNITED IMPERIAL	75.00
UNITED CLOVER	75.00
CHICAGO COIN BLONDIE	
PIN GAME	200.00
BALLY BALL-A-POPPIN'	275.00
BANK-A-BALL	30.00
HUMPTY DUMPTY PIN GAME	25.00
HIT AND RUN	25.00
GENCO QUARTERBACK	215.00
GENCO 2 PLAYER BASKETBALL	225.00
EXHIBIT JUNGLE HUNT	375.00
SEEBURG SHOOT THE SPOOK	75.00
LIGHTS FOR POOL GAMES	
WITH BRACKETS	17.50
POOL GAMES, many makes and models, \$50.00 and up	

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Davy Crockett Kiddy Gallery	\$345.00	Bally Police Motorbike	\$700.00
Peppy the Clown, special	345.00	Supreme Bull's-Eye Pistol	95.00
Williams Baseball, 1957, best yet	450.00	Trotter Horse	350.00
Standard Metal Typewriter	450.00	Graphoscope, coin telescope	645.00
Relaxator, Foot Vibrator	240.00	Ext. Vacuumatic Card Vendor, 2¢	234.50
Tungo Grip Machine	195.00	Ant Colony, new and novel	149.00

Coin Union Awaits

• Continued from page 124

former officials of Local 433, which was an RCIA union. Cohen took a leave of absence, during which time he attempted to organize a juke box employees' union to compete with the RCIA union in the field, Local 1690. Cohen was later ousted by RCIA. Caggiano, who was ousted by RCIA also, claims that his union is the successor to Local 433.

The defense, in asking the court to deny the injunction, argued that RCIA covers retail clerks and that coin machine servicemen do not fall under that classification.

IRS Rules

• Continued from page 116

less of the material from which they are made" and upon which are recorded "human speech or other sounds for reproduction by means of a phonograph or combination radio and phonograph."

IRS held, therefore, that the manufacturers tax applies to all "sales of records to be used on coin-operated phonographs regardless of any special process or materials employed in producing such records."

Tenn. Red Tape

• Continued from page 124

on the status of the State law as it relates to the city code until he has studied the Supreme Court decision and has reviewed the State law.

The Supreme Court decision also may have the effect of negating a claim by 27 locations here for refund of \$27,118 from the Treasury Department. The Chattanooga locations in 1954 paid the \$250 gambling tax, penalties and interest on pinballs after distraint warrants had been issued. The payments were made under protest.

After the U.S. Court of Appeals in Chicago had set aside a conviction of failure to pay the \$250 tax on pinballs, a claim was filed by the Chattanooga interests for a refund of the money paid to the Treasury Department.

The federal government claimed that its agents had played the machines involved here and obtained payoffs.

Collections Pared

• Continued from page 116

ball will be televised only 50 per cent of the time during the summer.

Resort business, especially in the mountains, is off this year. Normally, the resort locations opened on Decoration Day weekend, did healthy weekend business thru June, and really opened up seven days a week in July.

However, in the past two years there has been a trend toward later openings. This year, June weekends have been disappointing, and the rush business isn't expected until the four-day July 4 weekend.

Of course, the pinball situation in New York State has complicated the picture. Pinballs have long been the top earners in resort locations here, with music often considered an adjunct. Pinballs now may not be operated in the State.



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Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



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40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

Your ticket to **SALES RESULTS** - the advertising columns of **THE BILLBOARD!**

KEENEY DEFIES COMPARISON IN THE BOWLING FIELD!

BOWL-O-RAMA

6-PLAYER REGULATION BOWLER

FEATURING:

TOTAL TEAM SCORING! ☆ Jam-Proof Ball Lift

TOTAL TEAM MARKS! ☆ Actual Gutters

☆ Colored Reels for Team Scoring

☆ Black and White Reels for Team Marks

HAND-HIGH BALL RETURN BUTTON!
National Slug Rejector Coin Mechanisms

HINGED INSERT!

J. H. *Keeney* & CO., INC. 2600 W. FIFTIETH ST. CHICAGO 32, ILLINOIS

from ANY ANGLE... you can't beat GENCO'S

Sensational NEW

"SWEET TWENTY ONE"

ROLL-DOWN GAME...

for 1 or 2 PLAYERS!

Prove it to yourself...

SEE your GENCO Distributor Today!

... REGULAR OR REPLAY!

MEMO

Tip To Mr. Operator!

Here's something refreshingly new. A game especially designed for competitive player appeal and climax! It's beautiful in appearance and packs the punch of a firecracker. It must be seen and played to be appreciated.



CABINET 6 FT. LONG - 2 FT. WIDE • FITS ANY LOCATION

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois



HOOT, MON! IF YOU'RE LOOKING for SAVINGS, SELECTION and SERVICE, IT'S WISE TO SEE WORLD WIDE!

BINGO GAMES

QUANTITIES AVAILABLE—IMMEDIATE DELIVERY

SHOWTIME	WRITE	BRAZIL	\$325
KEY WEST	5345	MONACO	295
BIG SHOW	495	SOUTH SEAS	245
DOUBLE HEADER	425	CARAVAN	235
NITE CLUB	375	STARBUST	215
BROADWAY	325	STARLET	175
MIAMI BEACH	185	PIXIES	150
BIG TIME	185	TRIPLE PLAY	125

MULTIPLE PLAYER 5-BALLS

4-PI. REGISTER	\$325	2-PI. SEA BELLES	\$295
4-PI. SCOREBOARD	225	2-PI. TOREADOR	275
2-PI. FLAGSHIP	355	2-PI. GLADIATOR	265
2-PI. FAIR LADY	325	2-PI. MARATHON	245
2-PI. TOURNAMENT	225	2-PI. DLX. DUETTE	195

SENIOR POOL TABLES

LITE UP BUMPERS . 3 HOLES ONLY \$45 EA.

New! Ultra-Modern FISCHER'S "IMPERIAL" SIX-POCKET POOL
PRICED RIGHT! IMMEDIATE SHIPMENT!

ALL EQUIPMENT THOROUGHLY RECONDITIONED, IN STOCK!

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: Everglade 4-2300

United Roadmen to Tour West, South

CHICAGO — United Manufacturing Company sales representatives began a swing thru the Western and Southern territories this week.

John Casola is en route to Atlanta, where he'll stop at Variety Distributing Company, and to Columbia, S. C., to visit T. B. Holliday Company.

Bob Bever is heading for Sandler Distributing Company at Des Moines; Central Music, Omaha; Mountain Distributing Company, Denver; Dan Stewart Company, Salt Lake City; and C. A. Robinson Company, Los Angeles.

What Ruling Means

Continued from page 124

being made. If they are, indictments will be made.

Important reasoning in the Court's decision is that the structure of a coin-operated machine is not involved in determining whether a machine falls within the definition of section 4462 (a) (2) as a "so-called 'slot' machine" but rather the use to which it's put. The Court states:

"We interpret this history... as demonstrating a Congressional purpose to place a heavy tax on all 'slot machine' gambling devices, regardless of their particular structure, and a substantially smaller tax on machines played purely for amusement which offered the player no expectation of receiving cash, premiums, merchandise, or tokens."

Korpan Attys. Ask

Continued from page 124

of the decision. Tiekens said further that his office will begin enforcement of the decision just as soon as the petition is filed.

Attorneys for Korpan could not say definitely at press time what the basis of the petition for rehearing would be. However, it was pointed out that official Congressional committee reports, used extensively as authority in reviewing legislative history of coin-operated games by the Court of Appeals in reaching their decision, is the accepted source of determining the intent of Congress in framing legislation rather than comments of an individual Congressman, which are cited by the High Court in their decision reviewing legislative history.

Valley

Now Delivering 6-POCKET POOLS

The Tables of "Cadillac Quality"

... built to insure years of profitable operating!

Write, Wire, Phone for Details Today!



VALLEY MFG. CO.
333 Morton Ave., Bay City, Mich.
Twinbrook 5-8587

Williams

Now Delivering:

- GAY PAREE 5-Ball
- HI-HAND 5-Ball with High Card Hand, "Wild" Joker!
- 1957 BASEBALL
- CROSSFIRE Gun Game
- 6-POCKET POOL TABLE

See Your Williams Distributor

Williams

MANUFACTURING CO.

4242 W. Fillmore St., Chicago 24, Ill.

SPECIALS

RINGER BALL	\$100.00!
BIG SHOW	\$495.00
PARADE	375.00
GAYTIME	195.00
Gottlieb GLADIATOR	275.00
Gottlieb HARBOR LITES ..	210.00
Gottlieb EASY ACES	195.00
Gottlieb HAWAIIAN BEAUTY	105.00
Gottlieb CHINATOWN	65.00
Gottlieb HAPPY DAYS	65.00
Gottlieb SKILL POOL	65.00
Williams 4 CORNERS	65.00
Williams FOUR BAGGER ..	345.00
Chi Coin 6 PLAYER	
SKI BOWL	395.00
United STAR SUPER SLUGGER	345.00
Genco HI-FLY BASEBALL ..	245.00
Genco CHAMPION	
BASEBALL	245.00
Keeney SPORTSMAN	175.00

SAM SOLOMONS - HARRY STEWARD
UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529



GOTTLIEB'S ROYAL FLUSH

PRESENTING
ROTO-TARGETS!
A Terrific New Idea to Attract and Hold Player Interest...
Hitting Roto-Targets lites cards in lite box for Royal Flush. Complete Flush lites targets for special score. Holdover feature carries lighted cards from game to game.

- ♠ Scoring Rollovers 1-2-3-4-5 Relights One of 5 Rollovers for Special.
- ♥ All New Match Feature for Extra Play.
- ♣ Super-Powered Flippers Shoot Ball Up Field at Roto-Targets.
- ♦ Available with Twin Chutes.
- ♠ High Score to 7,900,000.
- ♥ Plus All the Standard Gottlieb Play Features!

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

**EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENCO-EXHIBIT**

MUSIC		ARCADE	
AMI C-200	\$825.00	Genco Gypsy Grandma	Write
AMI G-120	725.00	Genco Circus	Write
AMI C-80	695.00	Genco Davy Crockett	Write
AMI F-120	595.00	Genco Deluxe Skill Ball	\$475.00
AMI F-120	395.00	Round the World Trainer	425.00
AMI Model B, 45 RPM	149.50	Kiddie Whips	350.00
AMI Model A, 45 RPM	99.50	C.C. Derby	95.00
WURLITZER 2000	825.00	Ex. Ringer Ball	195.00
SEEBURG BL	450.00	C.C. Steam Shovel (new)	Write
SEEBURG C	495.00	C.C. Twin Hockey	275.00
		Ex. Big Bronco	395.00

BOWLERS			
UN. Regulation	\$295.00	C.C. Triple Strike	\$160.00
C.C. Championship	Write	C.C. Starlite	95.00
Bally Cold Medal	195.00	C.C. Criss Cross Targette	85.00
C.C. Bonus Score	195.00	C.C. Ski Bowl	395.00
		Genco 2 Player Ski Ball	295.00

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

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

**Medical Reports
Have Little Effect
On Cig Smoking**

NEW YORK—Medical reports linking cigarette smoking with lung cancer obviously have little effect on American smoking habits, according to an Agriculture Department source.

According to an AD marketing official, Americans will have consumed 399 billion cigarettes in the 12 months ending June 30. This would be about 3 per cent more than the 387 billion smoked in the preceding 12 months.

The official said the effect of the latest American Cancer Society report will probably cause a temporary slump in sales.

SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1



EXHIBIT'S SHOOTING GALLERY, \$95.00

Top Condition
ATTENTION, OPERATORS: May We Invite You to Visit Our Premises and Inspect the Many Available Coin-Operated Kiddie Rides?
READY FOR LOCATION—KIDDIE RIDES—COIN-OPERATED
"L" Posts to Convert Horse Rides to Outside National Coin Box

Exhibit's Big Bronco	Write	Merry-Go-Rounds	\$275.00
Rocket Ride	\$150.00	Exhibit's Star Shooting Gallery	95.00
Clown See-Saws (Med. Size)	125.00	Genco Sky Gunner	100.00
Exhibit Vacuumatic Card Vender	124.50	Gealee	85.00
Chi Coin Super Jet	245.00	Challenger Pistols (lots of 5)	29.99

KIDDIE RIDES (Coin Operated) We Buy—Sell—Trade.
Send us your list and requirements.
Export Inquiries Invited All Prices F.O.B. Chgo All Phones: Uptown 8-1369.
CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

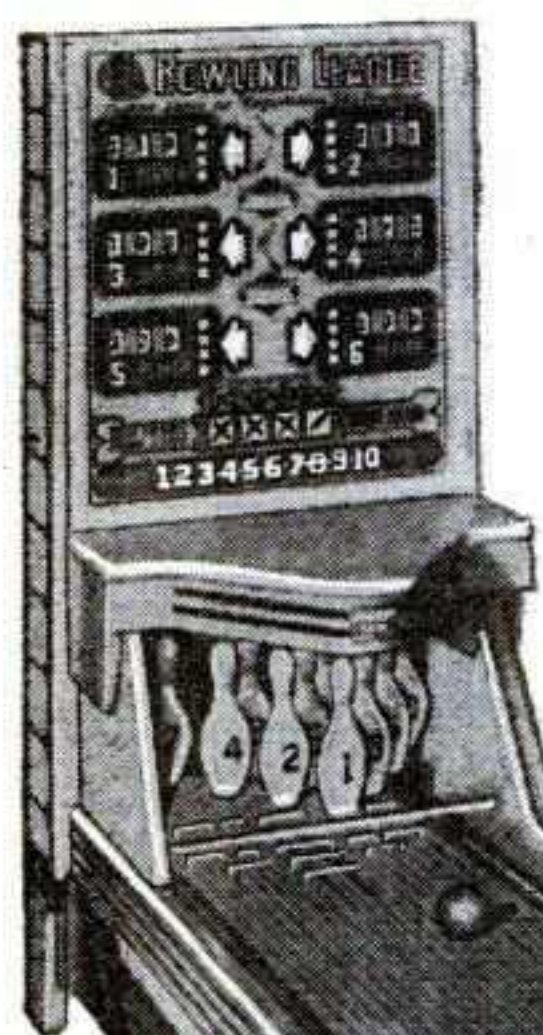
PHONOGRAPHS!!!

SEEBURG V 200	\$795	SEEBURG C's	\$495
SEEBURG R	695	WURLITZER 1800	595

14 FT. BOWLERS!
Write for special price
6 POCKET POOLS \$265
WANTED 5 BALLS!!! Send list

PURVEYOR Better Buys
DISTRIBUTING CO.
4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

Only Chicago Coin Has All 4!!



- 20FT. 8IN. MODEL
- 14FT. 8IN. MODEL
- 12FT. MODEL

All Add-Up To **BIGGER PROFITS**
For You . . .

and **SUPER FREE PLAY MODEL**

BOWLING LEAGUE

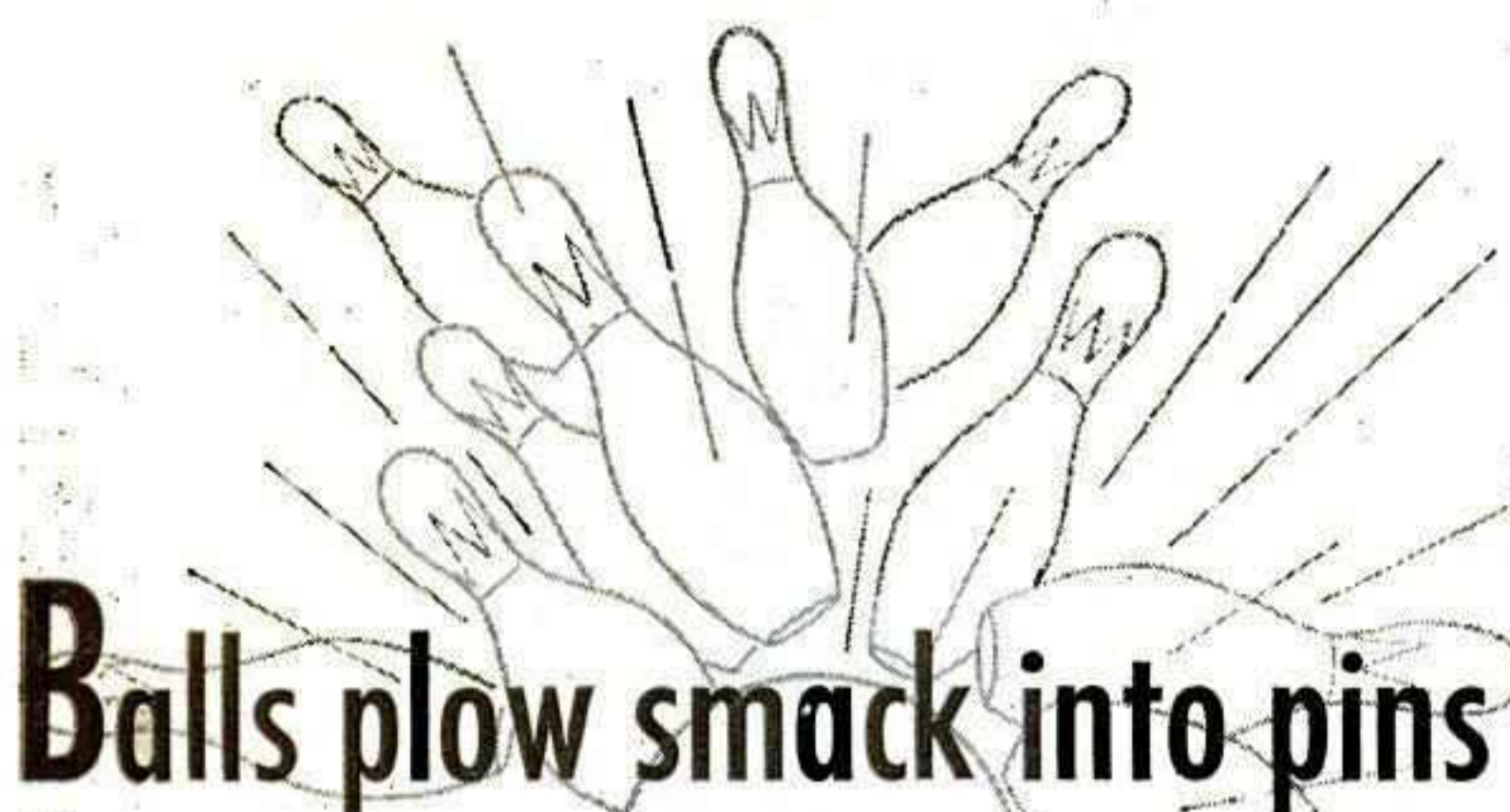
Shipped in Sections
For Easy Installation
and Easy Handling

chicago coin
MACHINE COMPANY

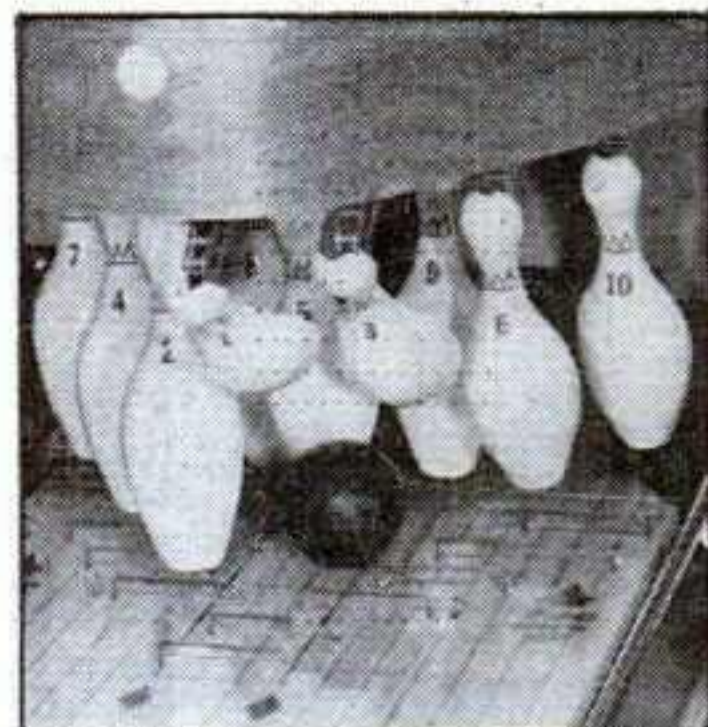
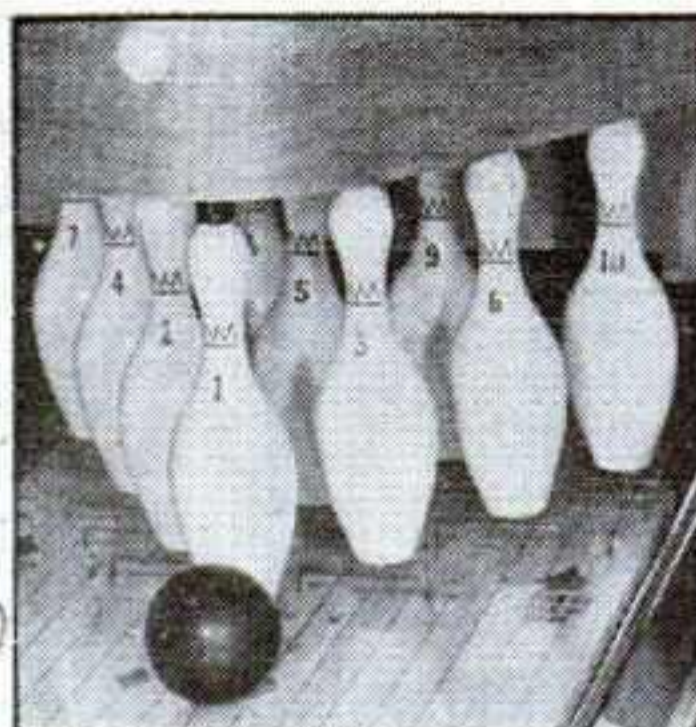
TOPS IN EXTRA FEATURES

- ◆ All Metal Roller Chain And Sprocket Ball Lift. (Eliminates Ball Jams)
- ◆ Balls Feeding On To Chain Elevator Get Agitated In The Trough, Preventing Jamming Or Ball Hang-Ups
- ◆ Scoring Handicap Control All Mechanism In The Back Rack Genuine Gutters
- ◆ New Realistic Striped Playfield! 20 Ft. 8 In. Length Bowler
- ◆ Convertible To 14 Ft. 8 In. 2 GAMES IN ONE
- ◆ Equipped With National Slug Rejector!

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



Balls plow smack into pins



Slight clearance between alley and pins creates illusion that pins are actually set on alley—not hanging in air, as in other bowling games. Although pins "fly-away" by positive electrical-mechanical action of time-tested switch-rovers on playfield, balls actually hit pins, creating true-bowling illusion. New extra tough genuine polyethylene plastic pins with new pivot-mount are built to take the punishment of continuous heavy play.

in new *Bally*® ball bowling game

ABC Tournament

OFFICIAL BOWLING RULES

PLAYED WITH 3½ IN. BALLS

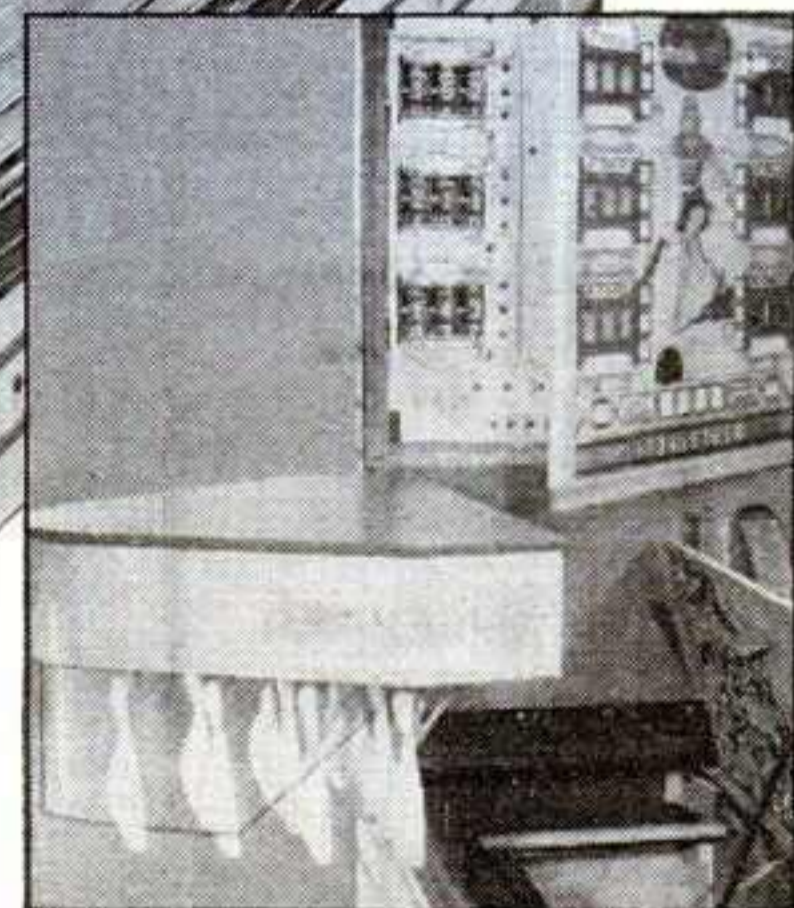
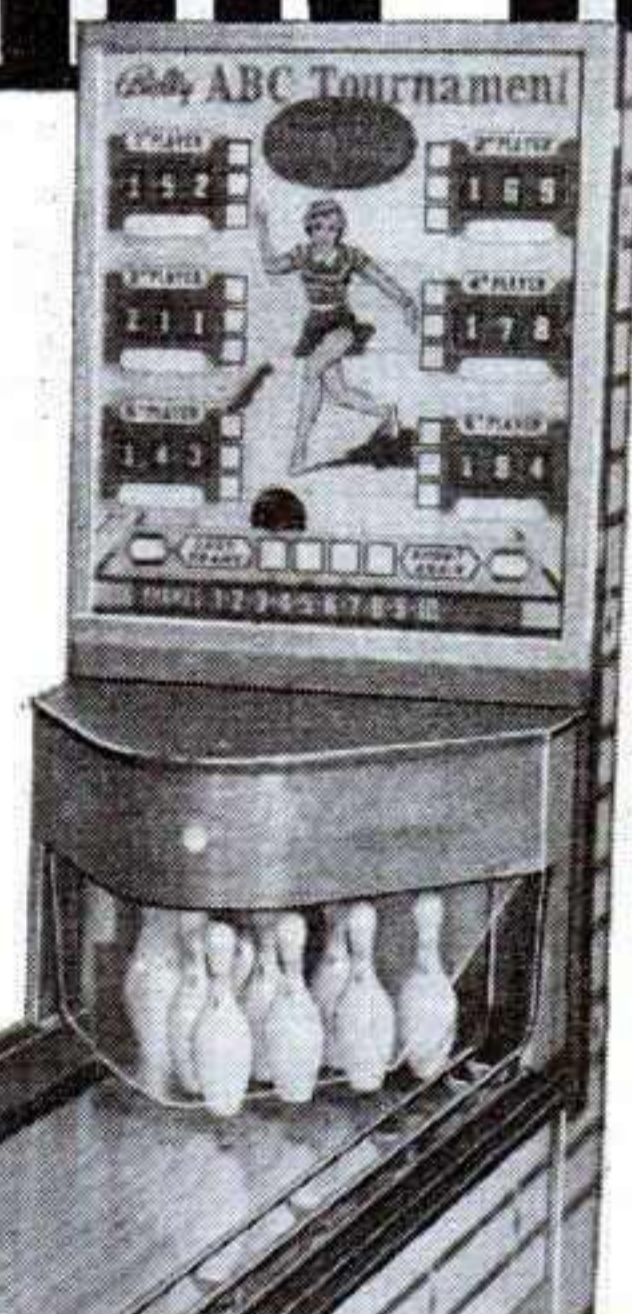
STRIKES — SPARES — SPLITS
STRAIGHT BALL • HOOK BALL • BACK-UP BALL

12½ ft. and 14 ft. long
18 IN. HIGH ALLEY
SECTIONAL CONSTRUCTION

Free
TOURNAMENT PROMOTION KIT WITH EACH GAME

See balls actually plow into pins that appear to be resting on surface of the alley—not hanging in air—and you see why Bally ABC TOURNAMENT—with real gutters—"plank-striped" alley—big brilliantly illuminated backglass—polished metal ball-return rails—lightning fast pin-setter and totalizers—out-earns every bowling-game ever built. Get your share!

Get ABC TOURNAMENT today.



Convenient swing-out pin-assembly permits serviceman to check alley-cabinet and back-cabinet in one operation. No heavy top to push up. Simply raise playfield for under-alley inspection.

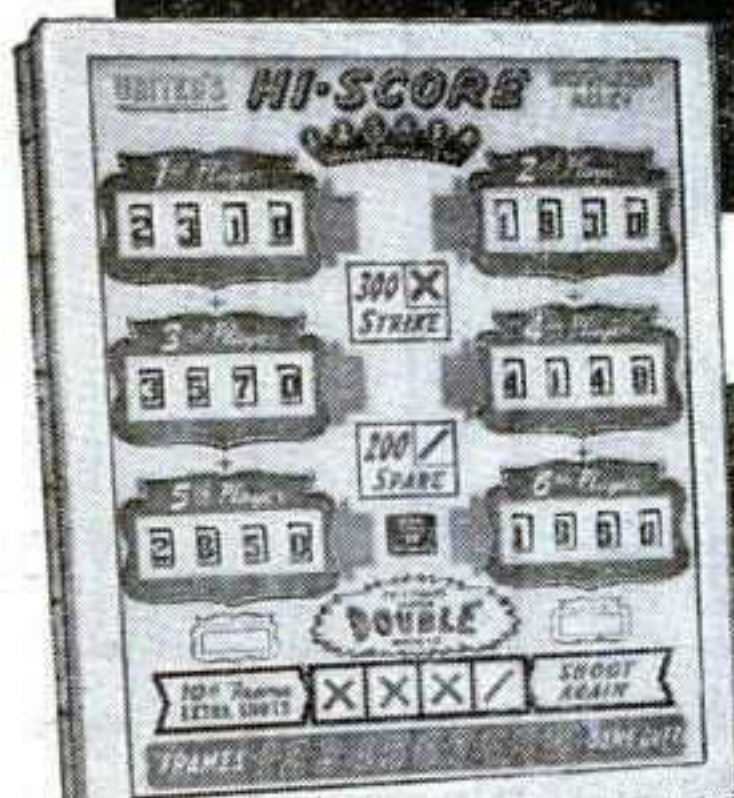


NOW AT YOUR *Bally* DISTRIBUTOR WITH SHOW-TIME, BALLYRIDES
BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

HI-SCORE

BOWLING ALLEY



REGULATION BOWLING
1 to 6 CAN PLAY

NEW DIRECT SCORING SPEEDS PLAY

MORE GAMES PLAYED PER HOUR
MEANS
MORE COINS PER HOUR
FOR YOU

PERFECT GAME SCORE 4500
Great for COMPETITIVE PLAY

DIRECT SCORES TALLIED INSTANTLY EACH FRAME

SPARES SCORE 200
STRIKES SCORE 300
THROUGH 9TH FRAME

TENTH FRAME DOUBLE SCORES

FOR SPARES AND STRIKES WITH TENTH FRAME FEATURE
(CAN SCORE 1800 IN TENTH FRAME)

OPTIONAL 8TH AND 9TH FRAME DOUBLE SCORES

UNITED'S HI-SCORE BOWLING ALLEY is the **FASTEST BOWLER** ON THE MARKET

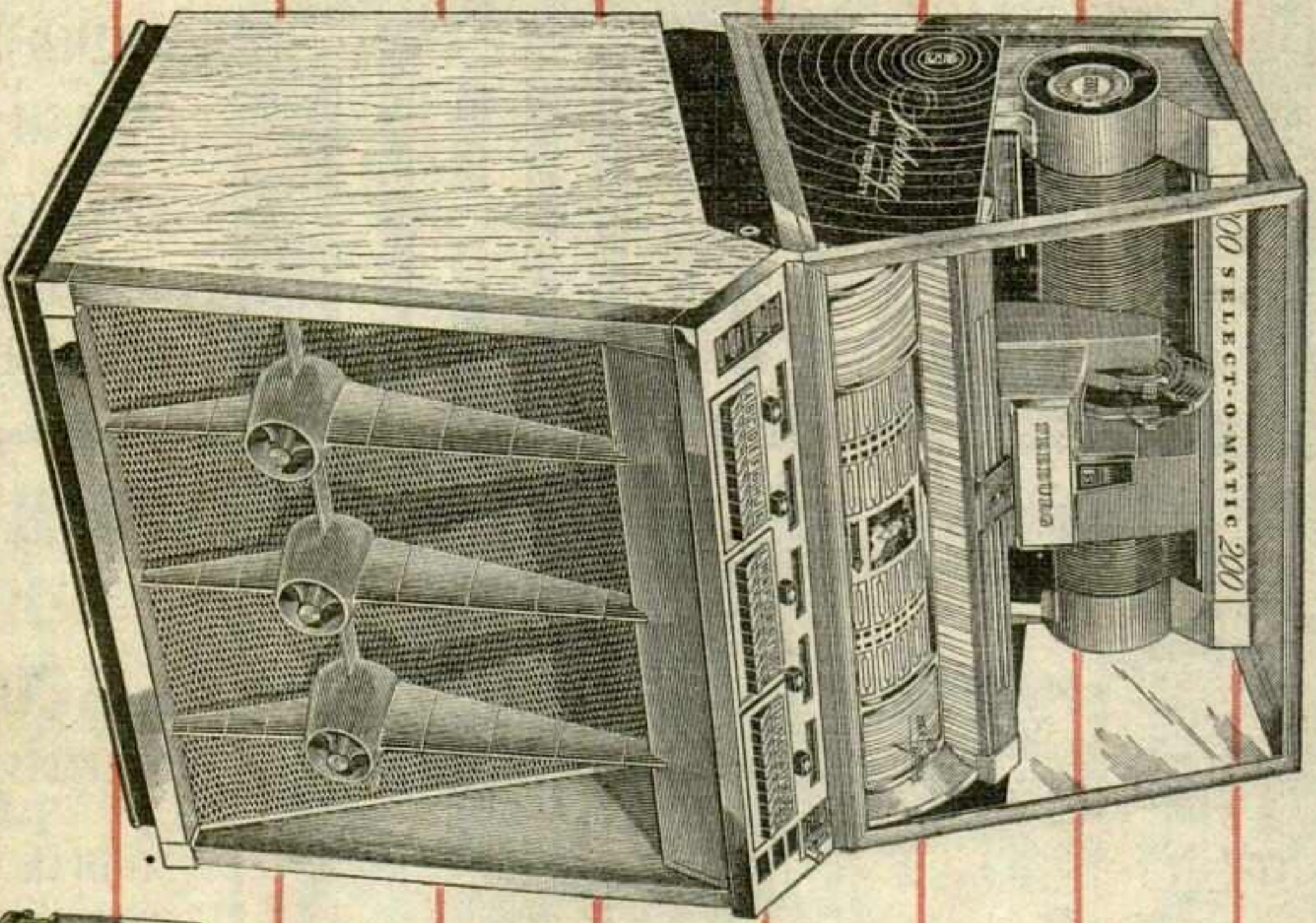
UNITED'S BOWLING ALLEY IS ALSO AVAILABLE IN REGULAR AND TEAM MODELS
SEE UNITED'S GREAT IN-LINE GAME PLAYTIME NOW AT YOUR DISTRIBUTOR

3 SIZES:
18 FT. LONG
14 FT. LONG
11 FT. LONG
SECTIONAL CONSTRUCTION FOR EASY INSTALLATION AND HANDLING



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Order from your **UNITED DISTRIBUTOR NOW!**



DUAL PRICING offers

the opportunity for **MORE**

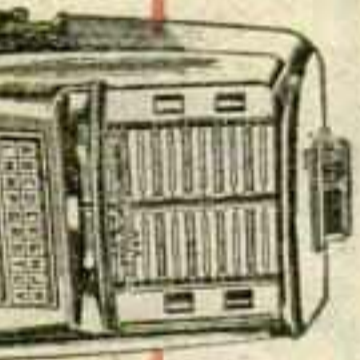
PROFITABLE PROGRAMMING

...the operator is compensated

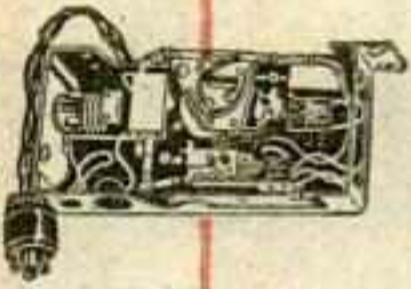
for the additional time

that is required to play

EP album records (**TWO TUNES**)



DUAL PRICING UNITS
Both the Seeburg 200 and the Wall-O-Matic 200 are equipped with Dual Pricing Units that permit programming singles at one price and albums at a proportionately higher price.



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1907
J. P. SEEBURG
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated

America's finest and most complete music systems