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THE WORLD

JUNE 17, 1957 (HBP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Try Pop Displays To Hike Juke Play

Ops Promote Range of Music Offered On 200-Play Units With Album Covers

By BOB DIETMEIER

CHICAGO — How can juke boxes win new customers?

If retail stores sell all kinds of music, why can't juke boxes?

Does the public think of the juke box today largely as a rock 'n' roll menagerie for teen-agers?

Music operating companies will seek to determine answers to these questions in coming months with an extensive use of point-of-purchase displays.

The fact is that despite greatly broadened programs available on 200-selection juke boxes, little has been done so far to alert people to this development.

Other-Than-Hits

Even tho the juke box provides music for millions, there are millions more, in all probability, who rarely, if ever, play a juke box. Of this group of non-juke box patrons, there are probably a majority who would play a juke box if they knew they could select from a large offering of music in the other-than-hit categories.

The potential play-producing ability of other-than-hit tunes—standards, show tunes, instrumentals, calypso, jazz—cannot be measured if the people to whom this music appeals are not aware they can play it on a juke box.

Extended-play album covers mounted on wall display signs, color pictures of recording artists, display cards promoting a particular tune or several tunes, and even slide films projected on a large screen above the juke box showing color photos of recording artists with the name of the tune programmed, all these and more are in the offing, some already being used with good results.

One juke box manufacturer has made available wall displays which can accommodate four album covers, so designed that covers can

be easily changed when programs are changed.

Slide Films

An independent industrial film producer is currently testing a new slide-film projector housed in a cabinet designed for mounting on the top of any model juke box. Resembling a table TV set, the unit accommodates 14 slides of recording artists which are projected on a large screen, each for a few seconds. The unit is automatic and can be operated continuously (The Billboard, June 3).

Some music operators have designed their own point-of-purchase displays, lacking up to now suitable display material available from either the juke box or record industry.

Of this group, a sizable number design simple cards with the name of a tune or several tunes programmed on the machine, together with a picture of the artist. It's usually positioned inside the glass dome of the cabinet. Results with this kind of display have varied. The big drawback to it is the great amount of time an operator must put in to make it up. Even if the tune or tunes get an unusual amount of play, an operator is reluctant to keep it up because of the time it requires.

Album Covers

Other operators have revamped album covers to fit various parts of the juke box selector panel to show either the name of a tune or the picture of the artist or both if space permits. A good example of an operator who did this and showed excellent results is Jack (Continued on page 100)

KEY FACTS ARE ANSWER BASIS OF NEW CHARTS

Exactly how many retail outlets for phonograph records are there in the U. S.? What kinds of stores are they? Where are they?

Questions like these have puzzled the record industry for years. But they were only a few of the questions faced by crack research teams from New York University's School of Retailing, and The Billboard, during the past year, as they set up plans for the continuing study of retail phonograph record sales, upon which The Billboard's music pop charts will be based, starting next week.

These are some of the facts they came up with:

1) There are almost 9,000 outlets for phonograph records in this country, excluding stores serviced by rack jobbers; one-tops; and chain or variety chains who do not buy from a local distributor.

2) About seven out of every 10 of these stores are located in 15 States. While no estimate is yet available as to the percentage of the total retail record business done by the stores in these 15 States, it is known that almost 70 per cent of the total retail sales of the country are made in them.

3) California, second in population and in total retail sales, has the most retail record outlets, with Pennsylvania second, and New York third. California has almost half again as many record outlets as either Pennsylvania or New York.

4) F. W. Woolworth Company leads all chain groups in (Continued on page 32)

The Billboard Cues Precedential Step For Chart Accuracy

Actual Record Sales Basis of Weekly Log by NYU Research

NEW YORK — Music pop charts, geared to the rapid pace of the 1957 record industry and bearing the stamp of authenticity of a famous university, will be brought exclusively to readers of The Billboard beginning next week.

In a move unprecedented in the industry, each week a different sample of record dealers, scientifically selected to be representative of all U. S. dealers, will list their actual sales to customers on special forms. These sales diaries, airmailed to The Billboard's Cincinnati tabulating center, will form the basis for the new charts. These charts, therefore, will be based upon actual sales to customers, not on opinion.

Careful pre-tests of the entire operation reveal that each week almost 10,000 individual record purchases will be logged by the rotating dealer sample. Each of these record sales will be put on an individual tabulating card, sorted, collated, counted and flashed to the printer. Each week's charts will be based upon sales to customers made up to 10 days before the Monday upon which the issue appears.

Factual Mirror

Pre-testing has proven that the new charts will mirror national sales much more rapidly than any previously-published research system. In other words, customer sales are a quicker, more valid reflection

of disk popularity than dealer opinion. The research methods by which the dealers are selected and the information tabulated are under the direct supervision of New York University's noted School of Retailing. These methods have been developed thru sound research techniques and have been field-tested by crack research teams from the school, and from The Billboard, working in co-operation for over a year to find a way to get the fastest, most accurate and timely facts that could be produced.

Each chart based on the new dealer diary method will be clearly identified by a special seal bearing the school's name.

Record manufacturers and their distributors co-operated in producing the complete list of almost 9,000 retail record outlets from which the sample is drawn. A total of more than 100,000 outlets containing, of course, many duplications, were initially processed. The lists were then collated, duplications eliminated and checked to bring the list down to its final size.

All types of retail record outlets are included in the list, with the exception of those serviced by rack jobbers; chain or variety chain outlets who do not buy from a local distributor, and one stops.

Cash Register Accuracy

Thus, cash register accuracy will be brought to The Billboard music pop charts thru the co-operation of a different sampling of dealers, each week, located in more than 100 cities and towns throughout the country. The careful and accurate listing of their sales by these dealers brings a new and greater confidence to all dealers in their use of the charts as buying guides.

NYU Approach To Retailing

NEW YORK — The New York University School of Retailing came into being years ago as a result of joint efforts by educators and leading merchants—the latter including Samuel W. Reyburn, director of Lord and Taylor and the Associated Dry Goods Corporation; Percy S. Straus, of R. H. Macy and Company, etc. In 1919, this school started to train competent teachers in the business of retailing. By 1921, the school's purpose was amplified to include not only the education of teachers, but also of persons who intended to engage in retailing. The new school soon achieved national scope and has given educators and the public a new idea of the dignity and importance of retailing and of the value of vocational education in this field.

Juke Display Can-Cannots

CHIC. CO — What point-of-purchase juke box displays can and cannot do is being explored by music operators by the time-honored trial-and-error method. P.O.P. displays can arrest attention and can win increased plays for the juke box when properly used, operators are discovering.

One thing, however, that P.O.P. display cannot do apparently was demonstrated recently by an operator who attempted to use it to promote a new tune by a local artist. He made up 20 signs for as many juke boxes showing the picture of the artist and the name of the tune. Several weeks later, he removed them, concluding that display, or no, the disk was not "taking off."

NEWS OF THE WEEK

TV Film Production Passes \$100-Million Mark, Pushed by NBC . . .

TV film production soared for the first time over \$100,000,000. NBC's increased use of film for the fall is the largest single contributing factor. . . . Page 2

Screen Gems Looking to Co-Operative Deals With Talent Agencies . . .

Screen Gems is mulling deals with all the top talent agencies for co-financed, co-produced TV film series. . . . Page 2

Diskers See Good Summer Sales Despite Slow Current Market . . .

Reports of spotty disk sales continue to hold sway. Only break in market downturn which started in April is seen in Eastern areas. Meanwhile disk firms show optimistic outlook for a full upswing in business. Summer volume seen equalling records set in 1956, with no cutbacks in high-level of album and single production. . . . Page 20

AFM Meet Marked by Harmony; Gun for Foreign Soundtrack . . .

The American Federation of Musicians' 60th annual convention was held last week in Denver in an aura of peace and harmony, sharply contrasting with last year's strife-filled convention. The meet was climaxed by the approval of a measure aimed at halting the recording of canned foreign soundtrack. . . . Page 31

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TELEVISION PROGRAMMING

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THE BILLBOARD

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

JUNE 17, 1957

VIDPIX TO RULE THE ROOST?

TV Film Product'n Expected To Top \$100 Mil Next Year

By BOB SPIELMAN
HOLLYWOOD — Television film production is expected to top \$100 million for the first time next season. It is estimated that 1957-'58 will surpass the present year by about \$20 million in value of films produced, the total reaching approximately \$112 million.

NBC, with a 70 per cent increase in the amount of film it will use this coming year (see other story, this issue) is primarily responsible for pushing the figure past the \$100 million mark. ABC is up some 20 per cent. CBS is down slightly, but will probably equal 1956-'57 film usage once the remaining few open time slots are filled.

Studios will be turning out film at the rate of 40 hours per week. Of this, 35 hours are slotted for net airing, another five hours for syndication. (Ed. note: This is roughly four times the amount of film produced in Hollywood during the heyday of feature pictures.) The total will probably be even

HAYWARD

Hayward to Splash With 'Year' Spec

NEW YORK — Leland Hayward's major project for CBS-TV next season is expected to be a blockbusting spectacular, "What a Year." The format of the show will be a roundup of top entertainment and social events of the preceding 12-month period, with the accent of course on names and properties.

Thus, for example, Hayward is likely to slot "My Fair Lady" on the show because it is the top Broadway musical of several seasons. And he will also take advantage of developments in other entertainment fields. The show will be programmed around the Christmas holiday season for maximum sales impact. It is hoped to repeat the show each year.

Farmer Gets Col. Record Club Post

NEW YORK — John R. Farmer has been appointed IBM Planning Manager of the Columbia Record Club, according to an announcement by Norman A. Adler, Columbia club topper. Farmer for the past two years was staff engineer for Management Systems, Inc., and was in charge of installation of electronic systems and procedures now utilized by the Club.

slightly higher once all sponsor orders are in.

Network hours of film in prime time break down as follows:

	1957-'58	1956-'57
ABC		
Film	10½	9
Live	6	11½
CBS		
Film	12½	14
Live	11	12½
NBC		
Film	12	7
Live	10½	17

Percentage-wise, ABC will have almost 65 per cent of its programming on film, CBS 55 per cent, and NBC 55 per cent. Last season the figures were ABC, 45 per cent;

CBS, 55 per cent, and NBC, 30 per cent.

With NBC taking a 25 per cent jump and ABC a 20 per cent leap in film programming, the television industry will, for the first time, see a preponderance of film over live on the nets. As of right now, some 35 out of 62½ Class A hours will be devoted to film, as against 30 out of 71 the past year.

Reason for Rise

What has happened to enable film to breach the plateau on which it has been for the past two years?

First, the change of administration at NBC made that network

(Continued on page 28)

SG TALKING TO WM, MCA, ETC.

Seeks Co-Operative Deals, Using SG Production & Sales, Agency Talent

NEW YORK — Screen Gems begins talks this week with MCA, Famous Artists, General Artists Corporation and other top talent agencies to explore co-operative production deals for TV film shows. Irving Briskin has already formulated a possible contract with Abe Lastfogel, head of William Morris Agency, for production of five series.

The idea of all such arrangements would be a wedding of the production facilities and sales force of Screen Gems with the writers, stars and name directors of the talent agency. It would give Screen Gems a roster of talent to meet the strongest kind of competition, competition which won the Alcoa-Goodyear business away from Screen Gems because of talent availability.

For William Morris, the proposed deal represents a major policy change, said to be the result of MCA's wide success during the past two years. Instead of being a middleman, the agency would co-finance and co-produce TV shows.

Roster of Stars

The Morris acting roster ranges from Tallulah to Marlene, from Durante to Lamas. Among the possibilities for joint series with Screen Gems: Jane Powell, Claude Rains, Don Murray, Greer Garson, Edward G. Robinson, Walter Pidgeon, Lloyd Bridges, Eddie Albert, Judy Holliday.

In addition, Morris reps many top directors, including Fred Zinneman, George Cukor and Orson Welles, all interested in TV. Welles owns the rights to "Mercury Theater," still a strong name in

show business, which is being mullied as a dramatic show.

Thru Foster's Agency and Christopher Mann, its British reps, Morris can tap Leo Genn, Mai Zetterling, Ralph Richardson, Joyce Gren-

(Continued on page 28)

BE MY PARTNER

14 Shows Need Second Sponsor

NEW YORK — With 13 half-hour shows and one hour show half sold on the fall network schedule, sponsor compatibility has become a bigger problem than before in the search for advertisers. The cry has become "Who's gonna be my partner?" Both network and committed sponsor bear the burden of finding an advertiser who is willing to buy alternate weeks of a property he has not chosen, does not control and which may not be aimed for the same audience he needs.

Time was when alternate week buys were confined to shows with track records. Today, advertisers are leaning heavily on new untried programs and signing with the deliberate knowledge that a partner must be found to share the sponsorship.

The invitation "shall we dance?" is weighted with a dozen stumbling blocks: Whom can the original advertiser accept as a co-sponsor for his own products' sake? Whom can he accept without running into network product protection conflicts? Who is still interested in an alternate week buy? Who wants to reach the same proportion of men, or women, or children, that he does?

These limitations are plaguing "The Price Is Right" and Speidel, "Restless Gun" and Warner-Lambert, "Crisis" and Ford, "Tic Tac Dough" and Warner-Lambert, "Lux Video Theater" and Lever Bros., "Life of Riley" and Lever, and "Manhunt" and American Tobacco, all on NBC-TV.

They are plaguing "Sugarfoot" and American Chicle, "Navy Log," on which 17 weeks is open, and U. S. Rubber, "Jim Bowie" and American Chicle, and "Guy Mitch-

BULOVA MULLS SEASON BUY

Bulova is close to buying 13 hours of "Crisis," the Monday night 10-11 dramatic show on NBC. The advertiser would sponsor about seven alternate hours during the fall, and six alternate hours in the spring, to jibe with both fall and spring selling seasons. The Ford division of the Ford Motor Company has bought 26 hours of the show.

BRECK, SEALTEST EYE FAIRY TALES

Breck Shampoo and Sealtest are interested in purchasing 16 Henry Jaffe fairy tale shows which would be slotted on NBC-TV January 1958 thru January 1959. They would not occupy any regular time periods, but would be keyed to holiday season buying. Shirley Temple will act as hostess on the series, which is to be co-produced by Screen Gems and Jaffe.

PRESTONE BUYS DEAN MARTIN SEG

Prestone has bought half of two Dean Martin Shows on NBC-TV, a purchase which is subject to the sale of the other half of the hour stanzas. The budget on the hour variety shows to be programmed in late fall is about \$200,000, which marks a considerable upgrading in the Prestone advertising in order to deliver greater impact for its commercial messages. Chesterfield is said to be talking about Martin for its Saturday 9-9:30 slot on NBC which it sponsors along with Max Factor.

COLGATE INTERESTED IN 'FLACK'

"Colonel Flack" seems to be winning the favor of Colgate for the Friday 9:30-10 time period on NBC-TV. The advertiser is still talking to MCM-TV about its "Thin Man" series, but several blocks have appeared.

ARMSTRONG TAKES TUESDAY SLOT

Armstrong Cork Company has bought the Tuesday 9:30-10 p.m. slot on NBC-TV for a summer run of anthology dramas.

BRISTOL, CARTER AIR GOLF

Bristol-Myers and Carter Products bought the NBC-TV telecast of the U. S. Golf Open tournament June 13 in the 6-7 p.m. slot.

13-WEEK DEALS ON 'WAGON'

NBC-TV has opened "Wagon Train" for 13-week deals, either consecutive or alternate weeks. The adult Western, slated for Wednesdays, 7:30-8:30 p.m., formerly could be bought for a minimum of 26 weeks.

ell" and Revlon on ABC-TV. Similarly, "Scott Island" and R. J. Reynolds, "Mr. Adams and Eve" and Reynolds, "Perry Mason" and Purex, and "Wally and the Beaver" and Remington Rand.

In addition, there are advertisers looking for partners without having actually bought network time. Singer wants one for "George Sanders and the Stars," which it would like to place in the Tuesday, 10-10:30 p.m. slot on NBC-TV. Both Singer and Quaker Oats want one for Jane Wyman's "Fire-side Theater," the first advertiser

(Continued on page 28)

Curtain Near For Lux Video

NEW YORK — Indications are that the "Lux Video Theater" has reached the end of the trail. This longtime radio and TV dramatic property which was used so effectively to merchandise the LUX brand name is expected to be cancelled at the end of its current run this season. It has not been decided whether Lever Bros. will retain 10-10:30 Thursday evenings on NBC-TV for a new series. Lux Video is now in the 10-11 slot that evening on the web.

Lever Bros., which has bought "Life of Riley," 8:30-9 p.m. Fridays, NBC, for alternate week sponsorship next season, will sponsor the situation-comedy every week during the summer. J. Walter Thompson is the agency.

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Vol. 69

No. 25

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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.

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TV'S WESTWARD SWING

70% of Net Shows To Come From Hwd.

HOLLYWOOD — Seventy per cent of network television programming during prime evening hours will originate from Hollywood next season, as against less than 25 per cent from New York. (The remaining fraction is made up of sports shows, etc., which will have differing originations.) It marks the biggest westward swing in any single year since CBS Television City was dedicated and film first came into widespread use.

Compared to last season, when the split was only 54-46 in favor of Hollywood, the swing takes on the aspects of a mass migration. It appears that the pattern of the motion picture industry, in which business and financial headquarters remained in New York while the entertainment portion of the industry centered on Hollywood, has just about completed repeating itself.

Two factors are primarily re-

sponsible for the immigration: The increased use of film (see other story this issue) and expansion of NBC's Burbank facilities. When CBS-TV City is completed next year and ABC begins constructing its television center, New York may well take the has-been TV production center atmosphere of Chicago.

This is how the East-West originations compare for this season and next:

	1957-'58		1957-'58	
	E	W	E	W
ABC ...	4	14½	8	12½
CBS	8½	14½	11½	15
NBC	6	16½	13	11
Total ...	18½	45½	38½	32½

At both NBC and ABC Eastern originations have fallen to half of what they were the past year. At CBS, which already had the largest

amount of Western production, the change is less.

The move is most notable at NBC, where even most of the big live shows will be originating from Burbank the coming season. Basically, the only programs remaining in New York are the quizzes, the variety shows, e.g., Steve Allen, Ed Sullivan, what old-time dramatic programs there are left ("U. S. Steel Hour," "Studio One"), and a few of the musicals (Pat Boone, Guy Mitchell).

The prime reason for the West Coast gravitation is that, due to pre-TV age facilities, crowded Manhattan traffic and certain union problems, production costs are considerably higher in New York than in Hollywood. Additionally, much of the talent had already made the

Western trek due to the lure of combination TV — telefilm-motion picture work. The shift is one many TV execs have been predicting for several years, but it could hardly have occurred more dramatically.

Kellogg's ABC List Amended

NEW YORK — The Kellogg Company purchase of six half-hour programs on ABC-TV, while still the web's largest multiple program sale, will consist of one weekly series and five alternate week shows rather than five weekly and one alternate week buy, previously announced.

Kellogg will sponsor "Woody Woodpecker" each Thursday in the 5-5:30 p.m. strip, with alternate week sponsorship of "Superman," "Sir Lancelot," "Wild Bill Hickok" and "The Buccaneers" in the Monday, Tuesday, Wednesday and Friday slots. The advertiser will also alternate weeks (with Mars, Inc.) on "Circus Boy" Thursdays 7:30-8 p.m.

Ackerman Ends CBS Connection

HOLLYWOOD — Harry Ackerman severed his long-time connections with CBS last week to produce the new John Forsythe comedy series for Revue Productions. The program will alternate with the "Jack Benny Show."

Ackerman was CBS v.-p. in charge of programming on the West Coast until two years ago, then resigned to form his own packaging firm, Ticonderoga Productions, while remaining in a consultative capacity with the web. Ticonderoga turned out two series for CBS, "Fremont the Pathfinder" last season and "Assignment Mexico" this, but so far, neither has been sold for sponsorship.

Van Johnson Skein for ABC

HOLLYWOOD — ABC-TV is finalizing a deal with Van Johnson whereby the actor would star and host in his own vidseries on the network next season. Program would probably be aimed for a January starting date.

Under terms of the pact, Johnson would star in about half of the 39 pix and host the remainder. Filming is contemplated for both the U. S. and abroad.

NBC-TV Renewal of 'Panic' for 21 Wks.

HOLLYWOOD — NBC-TV last week renewed "Panic," altho the program has been canceled by sponsors I.&M and Max Factor and so far has no takers for next season.

The show, produced by Al Simon, has made steady progress since mid-season when it replaced "Noah's Ark," and in the latest Trendex outpointed Wyatt Earp. The no time slot is set, the renewal is for 21 weeks, bringing the series up to a full 39 half hours.

Murray, Shriner May Get Quizzes

NEW YORK — CBS-TV is playing around with quiz shows properties for Jan Murray and Herb Shriner. The Murray property is called "Sweepstakes," with the detailed format yet to be worked out. Shriner, too, hasn't worked out his format. The shows are to be ready for late fall.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on April TV audience measurements of AMERICAN RESEARCH BUREAU

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

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

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

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

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

By Sponsor Groups:

TOILETRIES, DRUGS AND HOUSEHOLD CLEANSERS

Drug & Remedy Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. AMER. HOME PRODUCTS (Name That Tune, CBS) \$2.15
2. BRISTOL-MYERS (Playhouse 90, CBS) 2.52
3. CHESEBROUGH-PONDS (Cheyenne, ABC) 2.71
4. PHARMACEUTICALS (Twenty-One, NBC) 2.87

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CHESEBROUGH-PONDS (Cheyenne, ABC) \$2.82
2. AMER. HOME PRODUCTS (Name That Tune, CBS) 2.90
3. REXALL (Steve Allen, NBC) 3.05
4. BRISTOL-MYERS (Playhouse 90, CBS) 3.17

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. AMER. HOME PRODUCTS (Name That Tune, CBS) \$2.02
2. BRISTOL-MYERS (Alfred Hitchcock, CBS) 2.22
3. BRISTOL-MYERS (Playhouse 90, CBS) 2.41
4. PHARMACEUTICALS (Twenty-One, NBC) 2.45

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. CHESEBROUGH-PONDS (Cheyenne, ABC) \$2.31
2. AMER. HOME PRODUCTS (Name That Tune, CBS) 3.22
3. REXALL (Steve Allen, NBC) 3.58
4. MILES DRUGS (Broken Arrow, ABC) 3.83

Household Cleanser & Polish Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. GOLD SEAL (Perry Como, NBC) \$2.09
2. PROCTER & GAMBLE (The Line-Up, CBS) 2.35
3. S. C. JOHNSON (Red Skelton, CBS) 2.43
4. PROCTER & GAMBLE (Phil Silvers, CBS) 2.75

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. GOLD SEAL (Perry Como, NBC) \$2.24
2. S. C. JOHNSON (Red Skelton, CBS) 2.63
3. PROCTER & GAMBLE (The Line-Up, CBS) 3.10
4. LEVER (On Trial, NBC) 3.48

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. GOLD SEAL (Perry Como, NBC) \$1.70
2. PROCTER & GAMBLE (The Line-Up, CBS) 2.20
3. S. C. JOHNSON (Red Skelton, CBS) 2.27
4. LEVER (Lux Video Theater, NBC) 2.49

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. GOLD SEAL (Perry Como, NBC) \$2.75
2. PROCTER & GAMBLE (Phil Silvers, CBS) 2.99
3. PROCTER & GAMBLE (People's Choice, NBC) 3.99
4. PROCTER & GAMBLE (Hey, Jeannie! CBS) 4.31

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Toiletries & Toilet Goods Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. REVLON (\$64,000 Question, CBS) \$1.67
2. GILLETTE (Cavalcade of Sports, NBC) 1.97
3. PROCTER & GAMBLE (I Love Lucy, CBS) 1.99
4. TONI (Godfrey's Talent Scouts, CBS) 2.00
5. TONI (You Bet Your Life, NBC) 2.08
6. NOXZEMA (Perry Como, NBC) 2.09
7. REMINGTON SHAVER, HELENE CURTIS (What's My Line? CBS) 2.12
8. REVLON (\$64,000 Challenge, CBS) 2.20
9. TONI (People Are Funny, NBC) 2.28
10. SPERRY-RAND (Gunsmoke, CBS) 2.30

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. GILLETTE (Cavalcade of Sports, NBC) \$1.75
2. REVLON (\$64,000 Question, CBS) 1.97
3. NOXZEMA (Perry Como, NBC) 2.24
4. REVLON (\$64,000 Challenge, CBS) 2.26
5. SPERRY-RAND (Gunsmoke, CBS) 2.28
6. TONI (You Bet Your Life, NBC) 2.34
7. HELENE CURTIS, REMINGTON SHAVER (What's My Line? CBS) 2.37
8. TONI (People Are Funny, NBC) 2.53
9. TONI (Godfrey's Talent Scouts, CBS) 2.57
10. PROCTER & GAMBLE (I Love Lucy, CBS) 2.61

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. REVLON (\$64,000 Question, CBS) \$1.45
2. NOXZEMA (Perry Como, NBC) 1.70
3. PROCTER & GAMBLE (I Love Lucy, CBS) 1.76
4. REMINGTON SHAVER, HELENE CURTIS (What's My Line? CBS) 1.81
5. TONI (You Bet Your Life, NBC) 1.86
6. TONI (Godfrey's Talent Scouts, CBS) 1.91
7. REVLON (\$64,000 Challenge, CBS) 1.93
8. TONI (People Are Funny, NBC) 2.08
9. SPERRY-RAND (Gunsmoke, CBS) 2.16
10. BRISTOL-MYERS (Alfred Hitchcock, CBS) 2.22

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. CHESEBROUGH-PONDS (Cheyenne, ABC) \$2.31
2. PROCTER & GAMBLE (I Love Lucy, CBS) 2.70
3. NOXZEMA (Perry Como, NBC) 2.75
4. TONI (People Are Funny, NBC) 2.80
5. COLGATE (Bob Cummings, CBS) 2.92
6. SPERRY-RAND (Gunsmoke, CBS) 3.16
7. TONI (Godfrey's Talent Scouts, CBS) 3.28
7. TONI (Blondie, NBC) 3.28
9. HELENE CURTIS (Oh! Susanna, CBS) 3.29
10. JERGENS (Steve Allen, NBC) 3.58

Next Week: The Top 20 for May

July 1: Food-Beverage & Cigarette-Tobacco Sponsors

July 8: Automotive-Petroleum & Appliance-Furnishings Sponsors

July 15: Toiletries-Drug & Household Cleansers

COMING COST PER THOUSAND ANALYSES:

**AROUND THE WORLD
IN 52
ADVENTURE-
PACKED
HALF HOURS
ON FILM...
WITH MCA'S "TOP TEN"
ADVENTURE HIT...
JUST MADE AVAILABLE
TO LOCAL ADVERTISERS!
YOU KNOW THIS SHOW IS WORTH
A FORTUNE IN RATINGS AND SALES!**

YOU KNOW IT IS "TOP 10" IN 49 MARKETS! (latest available ARB ratings as of May, 1957)... with a world-beating average of 26.9! You know you are going on the air with a huge and happy audience!

YOU KNOW WHY IT ALWAYS RATES HIGH!... because the REVUE PRODUCTIONS seal spells television's finest film programs. Made on seven seas and five continents, *SOLDIERS OF FORTUNE* takes viewers adventuring in the mountain fastnesses of Tibet, the jungles of the Amazon, the menacing waters off Hong Kong! Everyone claims to spend a fortune on production — *Revue really does.*

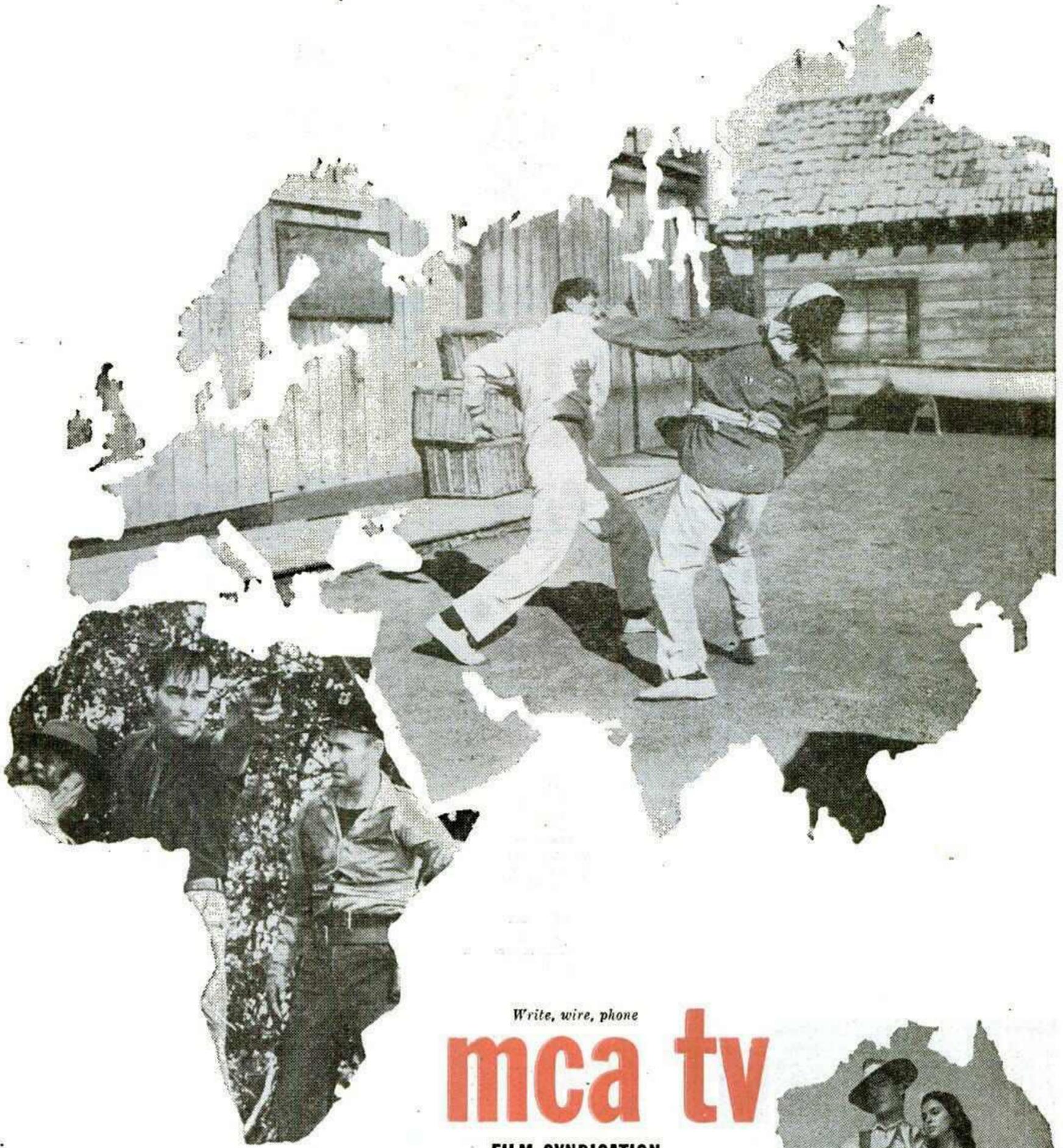
YOU KNOW ITS TERRIFIC SALES RECORD! Seven-Up, exclusive national sponsor, ran 26 of these programs, took a look at the results, asked Revue to produce 26 more! Consistently high ratings are matched by ideal audience composition — 50% adults, 50% kids.

Call your MCA TV Film Syndication representative for details on TV's most successful adventure hit...



starring JOHN RUSSELL and CHICK CHANDLER

SOLDIERS OF



Write, wire, phone

mca tv

FILM SYNDICATION

America's No. 1 Distributor of TV Film Programs
598 Madison Avenue, New York 22, N. Y., PLaza 9-7500
and principal cities everywhere



FORTUNE

This One



B077-B8Z-S801

MAG ADS LEAD WAY

Joint Commercials Reported in Works

NEW YORK — Reports are filtering thru closed ad agency doors that a number of advertisers are planning joint commercials for fall shows which they share. The problem seems not to be one of making products of entirely dissimilar nature to fit together smoothly into a single commercial, but of whether such alliances should replace the second commercial in each telecast or the alternate week sponsor's cross-plug, hitchhike or closing spot.

The success of magazine ads, which have been linking Aunt Jemima pancake flour with Log Cabin Syrup in a "natural tie-in," or Eastman Kodak, Johnson out-

board motors and MacGregor sport shirts in a "designed tie-in," has prompted the advertisers to consider the device for TV as a means of maintaining their identity with the show more strongly during the off-weeks and spreading their mes-

sage over more viewing hours at no greater cost.

Among the pairs of sponsors committed to fall shows who are said to be planning joint commercials are Wildroot and Johnson & Johnson for "Robin Hood," Ralston Purina and Miles Labs for "Broken Arrow," Buick and Frigidaire for the Patrice Munsel show, Pet Milk and S. C. Johnson for Red Skelton, and Schick and Scott Paper for Gisele MacKenzie.

In daytime, three sponsors of "Mickey Mouse Club" are mulling a round-robin version of the same idea.

Hazel Bishop Takes Dean

NEW YORK — Hazel Bishop has set its summer plans at CBS-TV. The advertiser has bought the Jimmy Dean Show for 13 weeks in the Saturday 10:30-11 p.m. slot and will continue to sponsor alternate weeks of "Beat the Clock," Fridays 7:30-8, thru the summer. The other half of the latter show is available.

Truman Weighs 2d ABC Offer

NEW YORK — Harry S. Truman, who will be aired via tape on ABC-Radio next season in a half-hour weekly session of political analysis, is mulling a similar ABC-TV offer for a TV commentator's role or a live simulcast.

The former President will record his broadcasts wherever he happens to be during the year.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on April TV audience measurements of AMERICAN RESEARCH BUREAU

By Program Type:

NEWS, COMMENT AND SPORTS
ADVENTURE, MYSTERY, WESTERNS

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

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

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

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

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

WM Planning Cafe Locales

HOLLYWOOD—William Morris Agency is working on plans to bring casts of TV series into night clubs for hour-long floor shows of material from their TV scripts. Such packages would play Miami, Chicago, Los Angeles, Dallas and Las Vegas, timing engagements to avoid live telecasts or filming dates.

Specific programs to be involved in these tours have not been set, but the capsule musicals, pocket comedies and even dramas chosen have already had the ground broken for them by night club performances of Broadway shows.

We're Glowing with Pride...



... and wouldn't you if some of your best customers—and some you'd like to have as customers—said you were "the best!"

That's pretty much what happened when Billboard ran its 19th Annual Promotion Competition this year. Its panel of top advertiser and agency judges named...

WSUN-TV

First in Florida for Syndicated Film Program Promotion

and Third across the Nation in all 3 Station Markets!

We're extremely grateful, of course, to be chosen for such an outstanding honor. It's another reason, we feel, why WSUN-TV is so solidly entrenched in the \$770,000,000 Tampa Bay Suncoast Area!



ST. PETERSBURG-TAMPA

ABC on the Florida Suncoast.

Represented by

Venard, Rintoul & McConnell, Inc. James S. Ayers, Southeastern

News, Comment & Sports Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. CAVALCADE OF SPORTS (Gillette, Toni, NBC)....\$1.97
2. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 2.28
3. PERSON TO PERSON (Amer. Oil, Time, CBS)..... 2.55
4. DOUG. EDWARDS NEWS (Brown & Williamson, Amer. Home Prods., Hazel Bishop, CBS)..... 2.99
5. AIR POWER (Prudential, CBS)..... 3.23
6. MEET THE PRESS (Johns-Manville, NBC)..... 3.51
7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC)..... 4.01
8. JOHN DALY NEWS (General Cigar, Du Pont, ABC).. 5.89
9. RED BARBER (State Farm, NBC)..... 7.83

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CAVALCADE OF SPORTS (Gillette, Toni, NBC)....\$1.75
2. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 1.82
3. AIR POWER (Prudential, CBS)..... 3.19
4. PERSON TO PERSON (Amer. Oil, Time, CBS)..... 3.36
5. MEET THE PRESS (Johns-Manville, NBC)..... 3.56
6. DOUG. EDWARDS NEWS (Brown & Williamson, Amer. Home Prods., Hazel Bishop, CBS)..... 3.65
7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC)..... 4.93
8. RED BARBER (State Farm, NBC)..... 6.75
9. JOHN DALY NEWS (General Cigar, Du Pont, ABC). 8.11

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. PERSON TO PERSON (Amer. Oil, Time, CBS).....\$ 2.22
2. DOUG. EDWARDS NEWS (Brown & Williamson, Amer. Home Prods., Hazel Bishop, CBS)..... 2.96
3. CAVALCADE OF SPORTS (Gillette, Toni, NBC).. 3.05
4. MEET THE PRESS (Johns-Manville, NBC)..... 3.49
5. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC)..... 3.84
6. AIR POWER (Prudential, CBS)..... 4.14
7. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 4.32
8. JOHN DALY NEWS (General Cigar, Du Pont, ABC) 5.13
9. STATE FARM (Red Barber, NBC)..... 14.95

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. AIR POWER (Prudential, CBS).....\$ 4.01
2. CAVALCADE OF SPORTS (Gillette, Toni, NBC).. 8.15
3. PERSON TO PERSON (Amer. Oil, Time, CBS).... 9.80
4. DOUG. EDWARDS NEWS (Brown & Williamson, Amer. Home Prods., Hazel Bishop, CBS)..... 10.94
5. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 12.94
6. JOHN DALY NEWS (General Cigar, Du Pont, ABC). 13.22
7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC)..... 17.47
8. MEET THE PRESS (Johns-Manville, NBC)..... 33.44
9. RED BARBER (State Farm, NBC)..... 41.86

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Adventure, Mystery & Western Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. LASSIE (Campbell, CBS).....\$2.29
2. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS).. 2.30
3. THE LINE-UP (Brown & Williamson, Procter & Gamble, CBS)..... 2.35
4. WELLS FARGO (General Foods, Amer. Tobacco, NBC)..... 2.55
5. LONE RANGER (General Mills, Swift, ABC)..... 2.61
6. DRAGNET (Schick, Liggett & Myers, NBC)..... 2.62
7. ZANE GREY (General Foods, Ford, CBS)..... 2.64
8. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 2.71
9. THE BUCCANEERS (Sylvania, CBS)..... 3.21
10. ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 3.23

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS).. \$2.28
2. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 2.82
3. LASSIE (Campbell, CBS)..... 2.96
4. ZANE GREY (General Foods, Ford, CBS)..... 3.04
5. DRAGNET (Schick, Liggett & Myers, NBC)..... 3.09
6. THE LINE-UP (Brown & Williamson, Procter & Gamble, CBS)..... 3.10
7. WELLS FARGO (General Foods, Amer. Tobacco, NBC)..... 3.18
8. ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 3.52
9. NAVY LOG (Amer. Tobacco, U. S. Rubber, ABC) .. 3.58
10. BROKEN ARROW (Miles, General Electric, ABC).. 3.83

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS).. \$2.16
2. THE LINE-UP (Brown & Williamson, Procter & Gamble, CBS)..... 2.20
3. ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 2.22
4. LASSIE (Campbell, CBS)..... 2.55
5. DRAGNET (Schick, Liggett & Myers, NBC)..... 2.61
6. ZANE GREY (General Foods, Ford, CBS)..... 2.64
7. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 2.82
8. WEST POINT (General Foods, CBS)..... 3.13
9. WELLS FARGO (General Foods, Amer. Tobacco, NBC)..... 3.18
10. LONE RANGER (General Mills, Swift, ABC)..... 3.89

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. LASSIE (Campbell, CBS)..... 1.61
2. LONE RANGER (General Mills, Swift, ABC)..... 1.95
3. RIN-TIN-TIN (National Biscuit, ABC)..... 2.29
4. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 2.31
5. THE BUCCANEERS (Sylvania, CBS)..... 2.70
6. WELLS FARGO (General Foods, Amer. Tobacco, NBC)..... 2.83
7. ROY ROGERS (General Foods, NBC)..... 3.03
8. CIRCUS BOY (Reynolds Aluminum, NBC)..... 3.08
9. GUNSMOKE (Liggett & Myers, Sperry-Rand, CBS).. 3.16
10. SERGEANT PRESTON (Quaker, CBS)..... 3.37

COMING COST PER THOUSAND ANALYSES:

- Next Week: The Top 20 for May
- July 1: Quiz and Comedy-Variety-Music Shows
- July 8: Dramas and Situation Comedies
- July 15: News-Commentary and Adventure-Mystery-Western Shows

END OF CBC'S HOLD?

Commercial TV May Get Break in Canada

TORONTO — Commercial TV in Canada may find more opportunity with the election of the Conservative Party to the government this week.

While no policy as regards TV was laid down in its platform, the Conservative Party was after the Liberal Government many times in Parliament asking for second stations in the key markets of the country.

Until now the key markets of country have been the exclusive monopoly of the state-owned Canadian Broadcasting Corporation, and in many of these markets time is short, with the result that advertisers have had to bide their time or place their ads with TV stations south of the border.

The Liberal Party, proceeding along the lines of the Massey Commission report on broadcasting, sought first to have a national TV service provided by the government, before allowing private TV to enter into the key markets.

Its policy was in the middle of being changed, as the result of the report by the Fowler Royal Commission on Broadcasting which recommended the second stations.

The change, therefore, will come in the speed-up of the permission to erect the second stations.

The Conservatives were elected only with a slight majority, and it is not expected that they will make any extensive changes in the operations of the TV industry which might be construed as contentious

until they have a strong majority in Parliament.

Toronto was particularly a sore point with the advertisers. They were restricted greatly in what was offered them to purchase. As a result they followed the lead of many of the breweries. They purchased time on U. S. stations which beamed towards Canada. The breweries are unable to purchase time on Ontario stations to sell their products because of limitations by the laws of the Province, so they used the American stations.

'Californians' Slot Sought

NEW YORK—NBC-TV is trying to move its new property, the Lou Edelman - produced series, "The Californians" into the Sunday 7-7:30 p.m. time period which is, as yet, open for sponsorship. NBC is hopeful that it will be able to enlist Edelman, producer of "Wyatt Earp," and "Jim Bowie" on ABC-TV, to produce several more new shows to work under its banner in the future.

No one in authority in the Conservative Party will be quoted on what his party will do, because "We said nothing in our platform. All one can go by is the record in Parliament" said one source.

NBC Wrapping Up Summer

NEW YORK — NBC-TV last week virtually finalized its summer programming. It purchased reruns of the Charlie Farrell Show from NBC Television Films and will slot it Tuesday evenings 10-10:30 for 13 weeks during the warm weather. A film anthology series will precede it, 9:30-10. Neither show has been sold.

The web is also slotting a half-hour Nat (King) Cole music series at 10 p.m. Mondays. His Monday 7:30-7:45 show will be replaced with another program featuring a singer as yet unselected.

American Eyes Comedy-Dunit

NEW YORK — America Tobacco is taking a long look at "The Reluctant Eye," a new vidfilm series produced for NBC-TV by Jack Chertok. The comedy detective series stars Bobby Van.

It is not known what plans the advertiser has for the property, tho the word is that it could conceivably be substituted for "Manhunt," another new show which the advertiser bought, but which has had trouble finding an alternate week sponsor. American Tobacco owns Friday 9-9:30 on NBC.

SCORE BY LANE

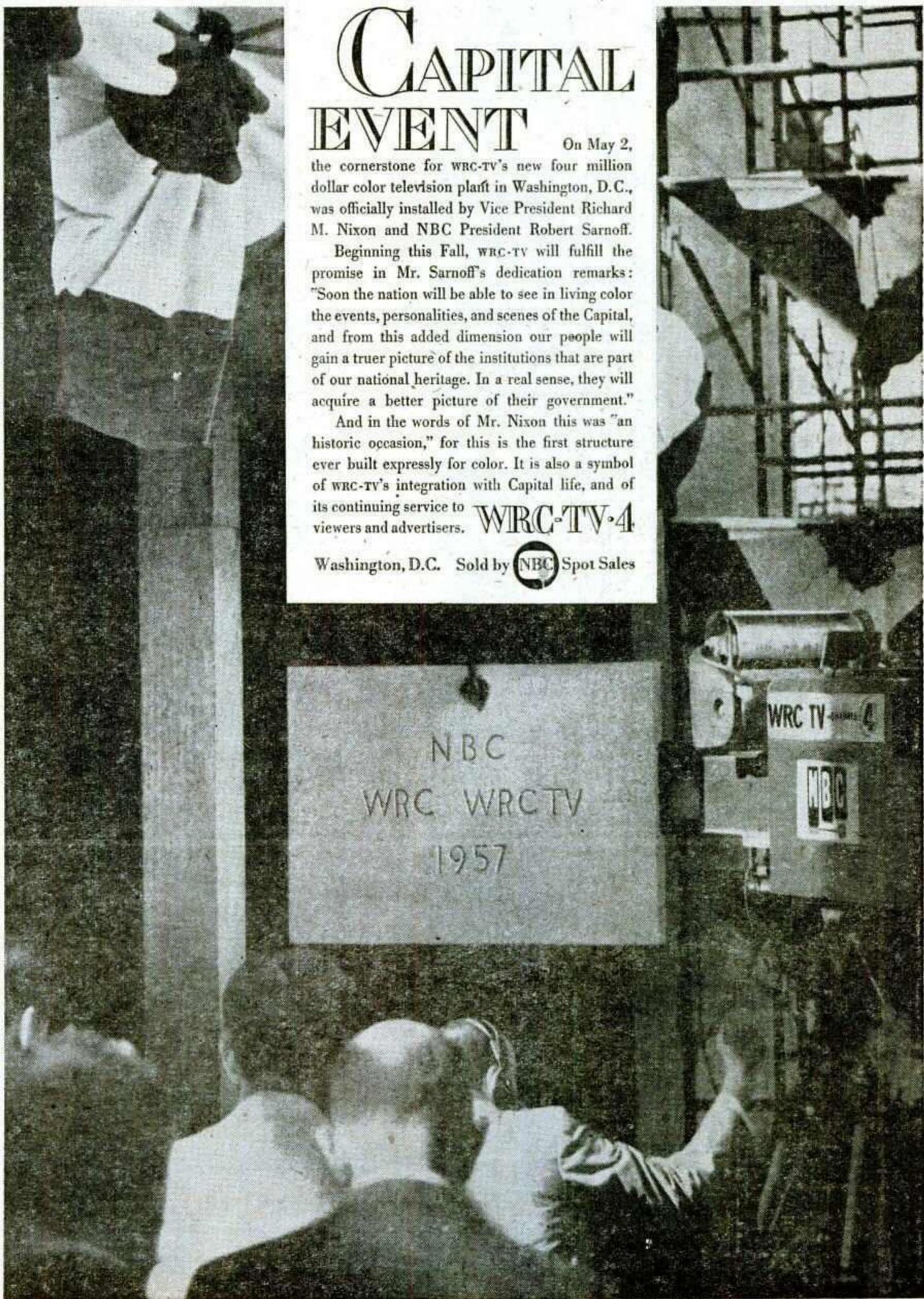
'Junior Miss' Set as Spec For Du Pont

NEW YORK — Howard Erskine's first CBS-TV assignment will be as producer of "Junior Miss," one of the spectaculars for Du Pont next season. The Sally Benson property will have a score by Burton Lane and Dorothy Fields, and a book by Will Stein and Joe Glickman. No casting yet. Erskine is also preparing a series for pilot-filming at CBS-TV. Aim is to get Walter Pidgeon as host in the anthology series.

Meanwhile, "Crescendo," the kick-off show in the Du Pont series of spectaculars, has been scheduled for Sunday, September 29, 9:30-11 p.m. The Paul Gregory-produced program will be a sage of American music covering seven categories—musical comedy, Latin American, folk songs, symphonic jazz, religious music, blues and Western music. Rex Harrison is being talked about as the star personality, with singers like Peggy Lee, Jo Stafford and others being discussed as talent.

Mayflower Is WBZ Splash

BOSTON—WBZ-TV here provided New England viewers with extensive live coverage of the arrival at Plymouth, Mass., of the Mayflower II last week. Three five-minute segments were fed into NBC-TV's "Today" show, with another two hours of local coverage scattered in short segments throughout the day. The tie-in with the re-enactment of the Pilgrims' landing is part of the station's year-long "Let Freedom Ring" project.



CAPITAL EVENT

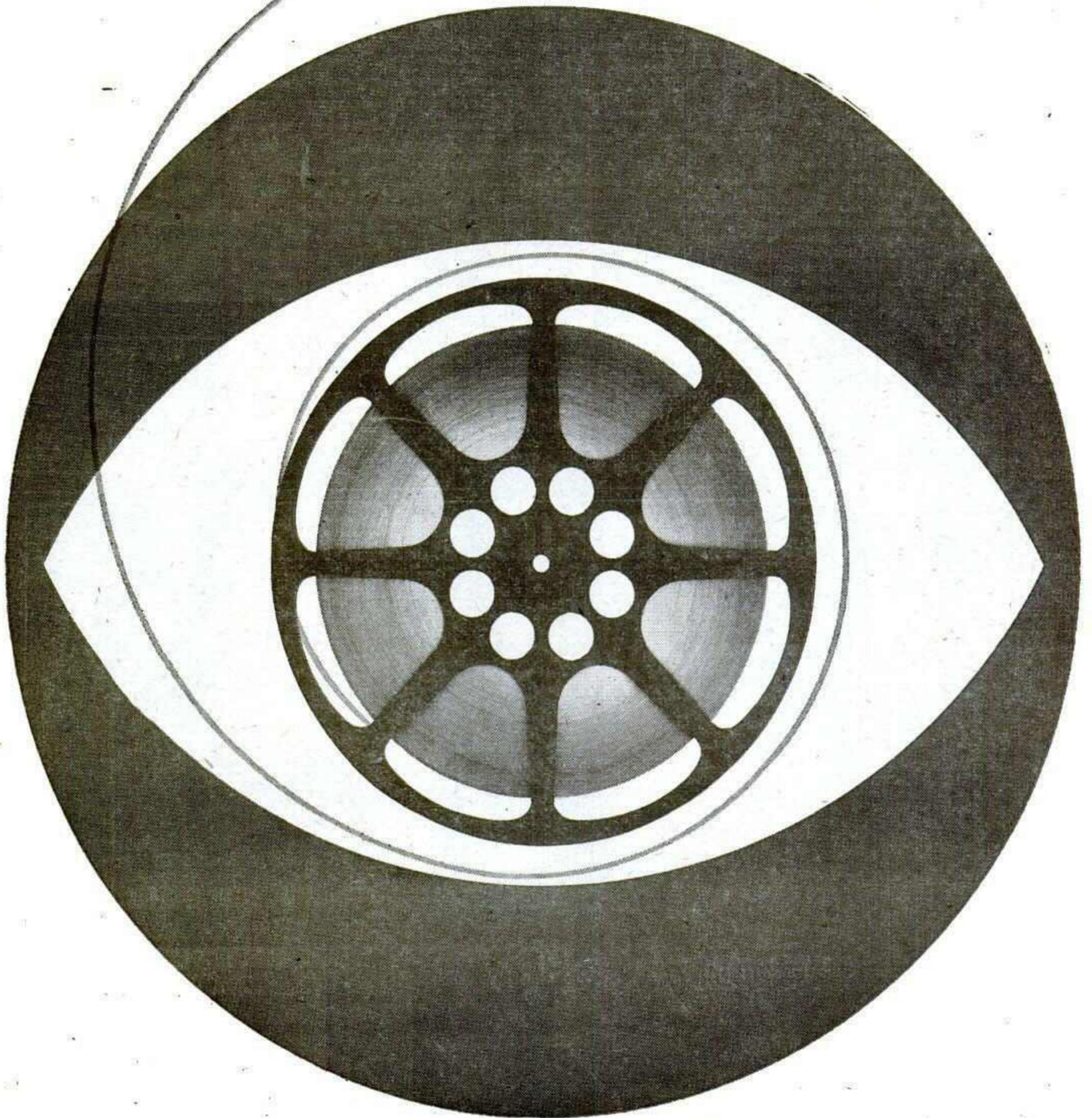
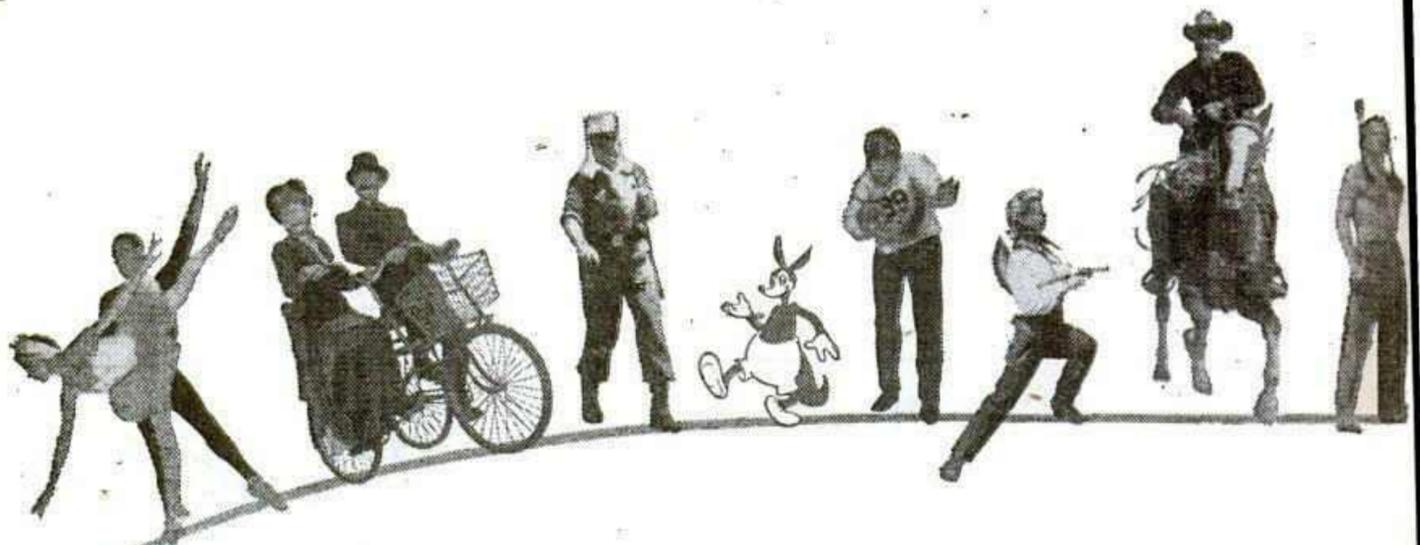
On May 2, the cornerstone for WRC-TV's new four million dollar color television plant in Washington, D.C., was officially installed by Vice President Richard M. Nixon and NBC President Robert Sarnoff.

Beginning this Fall, WRC-TV will fulfill the promise in Mr. Sarnoff's dedication remarks: "Soon the nation will be able to see in living color the events, personalities, and scenes of the Capital, and from this added dimension our people will gain a truer picture of the institutions that are part of our national heritage. In a real sense, they will acquire a better picture of their government."

And in the words of Mr. Nixon this was "an historic occasion," for this is the first structure ever built expressly for color. It is also a symbol of WRC-TV's integration with Capital life, and of its continuing service to viewers and advertisers.

WRC-TV-4

Washington, D.C. Sold by **NBC** Spot Sales





PROJECTING THE BEST...

From CBS Television Film Sales come the best film programs for all stations: expertly-made, wide in appeal, easy on the budget.

Fast-moving action dramas like "Whirlybirds," "Assignment Foreign Legion" and "San Francisco Beat"...the western adventures of "Annie Oakley" and "Brave Eagle"...wholesome family entertainment like "Mama" and "Life with Father"...are part of a catalogue listing more than 20 top-rated syndicated properties. Each meets CBS Television Film Sales' quality-first standards; each comes backed with plenty of hard-hitting merchandising and promotion aids.

Hundreds of local, regional and national advertisers in more than 200 markets (who last year pushed CBS Television Film Sales' billings to a record high!) make their best showing with programs from...

CBS TELEVISION FILM SALES, INC.

"... the best film programs for all stations"

Distributing San Francisco Beat, Whirlybirds, Winning of the West, Annie Oakley, Brave Eagle, Life with Father, Fabian of Scotland Yard, Amos 'n' Andy, Gene Autry, Buffalo Bill Jr., The Whistler, Files of Jeffrey Jones, Assignment Foreign Legion, Cases of Eddie Drake, Under the Sun, Mama, Gray Ghost, Champion, Colonel Flack, Navy Log, Range Rider, Terrytoons and Newsfilm.

NBC OPTIMISM:

'3-Web Battle Will Lift Usage'

NEW YORK — With three-network competition expected to be intensified because of the host of new programs, especially at ABC-TV and NBC-TV, the question being asked in sponsor circles is whether ratings will dip downward. The answer being given by NBC-TV is that quality programming will again maintain ratings and push set usage higher.

An NBC study of the average Nielsen rating of all nighttime programs shows that in 1955 it was 21.3, in 1956 it was 22.1, and in 1957 it was 22.1. The network points out that 1956 was a year of

strong competition from ABC, when such shows as "Jim Bowie," "Broken Arrow," and the second Lawrence Welk show really moved in and made their presence felt with audiences. In spite of such competition, the program average in 1957 remained as high as in 1956.

NBC maintains that ratings don't have to give if set usage is increased. This increase can be achieved by aiming at different audiences. In other words, instead of meeting the competition head on, try to get a different part of the same audience, and also try to

interest viewers who don't usually watch the front-running show.

Stable Factor

The web has come up with some interesting figures which bear out its contention. Sunday 8-9, according to the January thru March Nielsen national figures for 1956, saw set usage pegged at 65.0. In 1957, when Steve Allen was programmed, set usage went to 66.8, a 3 per cent increase.

The 14-city Nielsen figures for the same months, which are a bit more accurate because the programs meet head on in those cities, show set usage at 67.3 in 1956, as against 70.9 for 1957; a 5 per cent increase. Tho the 5 per cent increase may not seem large, set usage is a relatively stable factor and 5 per cent is considered unusual.

The NBC analysis of the increased set usage in the Sunday hour attributes it to Allen's appeal to young married people. The web believes Sullivan's main appeal is

to older women. Its research has demonstrated that 30 per cent of Sullivan's homes, according to his AA ratings, were young marrieds in the 16-34 class, 38.9 were people in the 35-49 age bracket and 40.1 were over 50 years of age.

Another Pickup

A study of the Monday 9-9:30 time period before "Twenty-One" also shows that better programming increases set-usage. In March and April of 1956, set usage in the half hour was 70.4 with "I Love Lucy" dominant for CBS-TV. It went to 72.0 in 1957 for those months when "Twenty-One" moved in.

An even more unusual increase in set-usage came in the 7:30-8:30 Wednesday time period. Before "Disneyland," the January to March, 1954, Nielsen showed set usage as 61.8. In 1955, when he was already on ABC for several months, set usage was 71.2. Interestingly enough set usage in the 7:15-7:30 strip also climbed be-

cause the John Daly strip was being programmed there. For the same months in 1954 set usage was 50.1, but it jumped to 55.9 because audiences were tuning in to get ready for "Disneyland."

NBC has also come up with a unique example of the climb in set usage during daytime hours. In the old "Home" time, 11-12 set usage increased from 17.6 for the first three months of 1956 to 19.3 for the same period of 1957 when "Home" was moved out and into the 10-11 a.m. strip. And set usage has gone down from 14.4 to 14.0 for the same periods of 1956 and 1957 now that "Home" is being programmed 10-11 a.m., which, no doubt, accounts for its cancellation.

'TIMIDITY' HIT

FCC Exec Blasts TV 'Confusion'

WASHINGTON — "Confusion and indifference" of broadcasters is largely responsible for the increasing amounts of government regulation and investigation of the industry, FCC Commissioner Craven told a group of Maryland-D. C. broadcasters last week (14). The fear of giving toll TV a trial is one aspect of the broadcaster's "divided" and "apathetic" approach toward risk and innovation in the progress of television, said Craven.

The commissioner's crackling onslaught was directed at the tendency of certain broadcasters to let the government legislate their security, at the cost of independence. "I consider the industry its own worst enemy," Craven said. On the one hand were the few who ran to Congress because their judgment "didn't pan out as expected." On the other were those who "took advantage of every legal procedural device in the commission to stop competition."

Craven insisted that no one could predict reaction, good or bad, to toll TV until the public "has had a chance to pass its own judgment." He noted that paying for television was common practice in community antenna areas. Challenging the broadcasters to face up to possible risk, Craven warned that closed circuit toll TV might not prove such a "safe" solution. In the long run, such artificial protection from competition would do them no good, Craven believes.

'Telephone Time' Makes Inroads on 'Playhouse,' Lux

NEW YORK — The arrival of "Telephone Time" has boosted ABC-TV ratings for Thursday night sharply in the space of a few weeks, according to the latest Nielsen multi-network report. The March 28 figure for the 10-10:30 p.m. slot was 3.9 against 24.1 for CBS-TV and 20.2 for NBC-TV. The April 18 rating for the second week of "Telephone Time" gave the web an 11.3 against 23.0 for CBS and 14.8 for NBC.

"This proves no show is invulnerable," an ABC exec says, noting the progress was made against "Playhouse 90" and "Lux Video Theater."

Women Open 3-Mo. Fight Against Slums

NEW YORK — American Women in Radio and Television has launched a three-month assault on slums in co-operation with The Advertising Council. Working with a special kit prepared by Young & Rubicam, the broadcasting group has tied in with a national public service campaign on behalf of the American Council to Improve Our Neighborhoods.

The 4 big million-plus markets of WBC TELEVISION

IN BOSTON...

WBZ-TV, Channel 4

New England's first TV station delivers America's 6th TV market, 1,400,000 TV homes. (NBC)

IN CLEVELAND...

KYW-TV, Channel 3

Northern Ohio's new Sight and Sound delivers America's 7th TV market, 1,200,000 TV homes. (NBC)

IN PITTSBURGH...

KDKA-TV, Channel 2

Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes. (NBC) (CBS) (ABC)

IN SAN FRANCISCO

KPIX, Channel 5

Northern California's pioneer TV station delivers America's 9th TV market, 1,100,000 TV homes. (CBS)



If you want the big sales, you need the big markets of WBC. WBC programming and promotion give you the big audiences in America's 6th, 7th, 8th and 9th markets.

For availabilities, call the stations. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, at MURRAY HILL 7-0808, in New York.

No selling campaign is complete without the WBC-TV stations



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO — BOSTON, WBZ-TV; PITTSBURGH, KDKA; CLEVELAND, KYW; PORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX

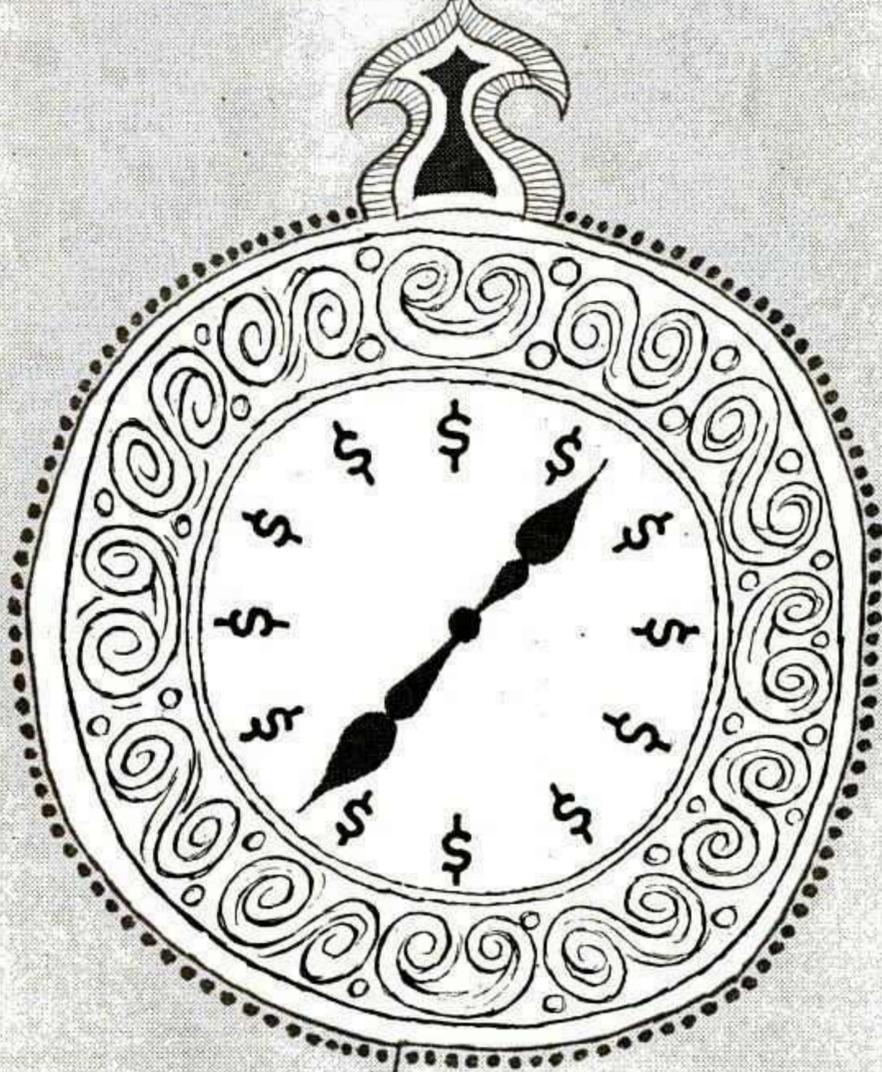
TELEVISION — BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PEIERLS, GRIFFIN, WOODWARD, INC.

**There are only so many hours in the day
... Here's how to make those hours pay!**

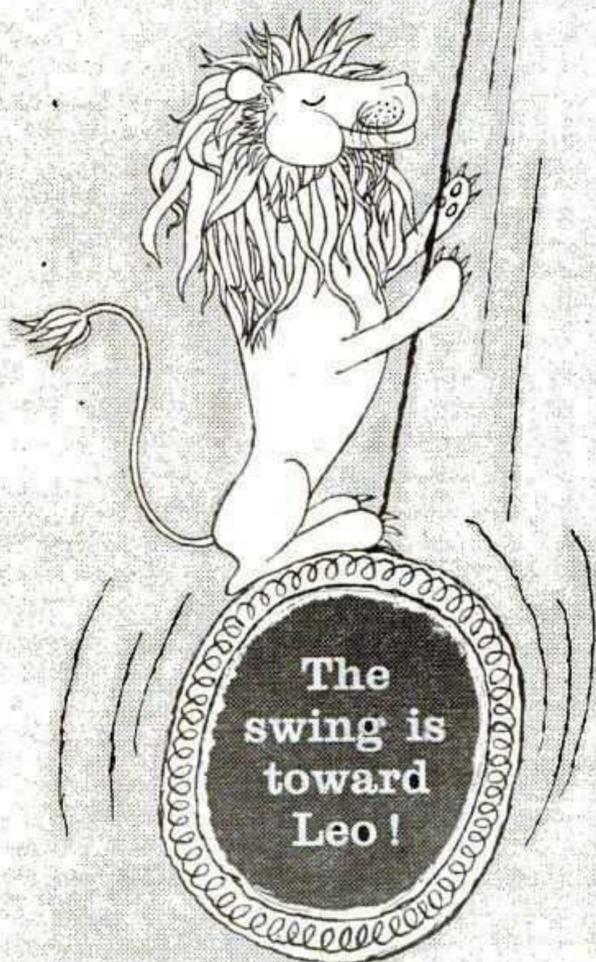


If you're a TV station owner or operator — your basic commodity is TIME! And since nobody, but nobody, has ever come up with a plan to expand the twenty-four hours in a day, there's a very circumscribed limit to the amount of time you can sell!

You can increase the number of viewers, however, who watch your particular channel at any given hour. And forgive us for being obvious—but by so doing, you must automatically increase the value of your air-time!

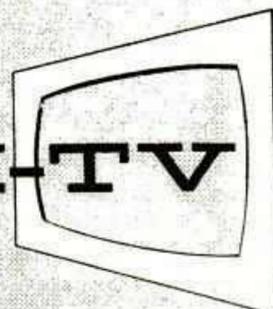
That's where M-G-M features become a very important consideration. Literally dozens of stations have found that the higher ratings achieved by the programming of M-G-M features have justified important rate-card increases.

Therefore, we wonder if you have looked over your rate-card lately? And have you thought about what these fabulous M-G-M features can do towards boosting your rates upwards? We would be happy to have you contact us for the full M-G-M story.



MGM-TV

A SERVICE OF
LOEW'S INC.



RICHARD A. HARPER, General Sales Manager
701 7th Avenue, New York 36. JUdson 2-2000

drop everything!



...here comes another great SCREEN GEMS film program!

● **NEW FIRST RUN SYNDICATED PROGRAMS**

Casey Jones
Ranch Party
Danger is My Business

● **CURRENT SYNDICATED PROGRAMS**

All Star Theatre
Celebrity Playhouse
Damon Runyon Theatre
Top Plays of 1957
Jungle Jim
77th Bengal Lancers
Jet Jackson,
Tales of the Texas Rangers
Patti Page Show
Big Playback
Crusade in Europe
Three Guesses

NATIONAL NETWORK PROGRAMS

PROGRAM	NETWORK & TIME	SPONSOR	AGENCY
Father Knows Best	NBC Wed. 8:30-9:00 P.M.	Scott Paper Co.	J. Walter Thompson Co.
Ford Theatre	ABC Wed. 9:30-10:00 P.M.	Ford Motor Co.	J. Walter Thompson Co.
Circus Boy	ABC Thurs. 7:30-8:00 P.M.	Mars, Inc. Kellogg Co.	Knox Reeves Advertising, Inc. Leo Burnett Company, Inc.
Playhouse 90 (Filmed Programs)	CBS Thurs. 9:30-11:00 P.M.	American Gas Assoc. Bristol-Myers Co.	Lennen & Newell, Inc. B. B. D & O
Adventures of Rin Tin Tin	ABC Fri. 7:30-8:00 P.M.	Philip Morris, Inc. National Biscuit Co.	Leo Burnett Company, Inc. Kenyon & Eckhardt, Inc.
Mystery Theatre	NBC Sat. 9:00-9:30 P.M.	Pabst Brewing Co.	Leo Burnett Company, Inc.
The Web	NBC Sun. 10:00-10:30 P.M.	Procter & Gamble	Benton & Bowles, Inc.
Wild Bill Hickok	CBS Sun. 12:30-1:00 P.M. ABC Tues. 5:00-5:30 P.M.	Kellogg Co. Kellogg Co.	Leo Burnett Company, Inc. Leo Burnett Company, Inc.
Tales of The Texas Rangers	(To Be Announced)	Sweets Co. of America, Inc.	Moselle & Eisen, Inc.
Captain Midnight	National Spot	The Wander Co.	Tatham-Laird, Inc.

● 691 FULL LENGTH FEATURE FILMS

● 679 EPISODES OF 53 SERIALS

● 300 COMEDIES AND SHORT SUBJECTS

● 52 "ADVENTURES OF POW WOW"

● 334 CARTOONS

EVERY WEEK-2558 SCREEN GEMS SHOWS ARE TELEVISED IN 100 TOP CITIES!

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK • LONDON • TORONTO • MEXICO CITY 711 FIFTH AVENUE, NEW YORK 22, N. Y. HOLLYWOOD • CHICAGO • DETROIT • NEW ORLEANS

Mentholatum, Brillo Take NBC Day Slots

NEW YORK — NBC-TV last week wrapped up several important daytime sales. Mentholatum virtually doubled its network budget when it purchased one and a half quarter hours of daytime on the web.

One week the advertiser will sponsor, on Fridays, alternate quarter hours of "Price Is Right," "Bride and Groom," and "Comedy Time." The second week the advertiser will use, on Mondays, alternate quarter hours of "Queen For A Day," and "Price Is Right."

By the standards of the big network advertisers, the Mentholatum buy is not large, but it represents virtually its entire advertising bud-

get. New Mentholatum schedule for its cold remedies begins October 11.

NBC also received a daytime order from Brillo. Sponsor, beginning September 10, will add alternate Tuesday quarter hours of "Bride and Groom" and "It Could Be You." Brillo will continue to sponsor alternate Thursday quarter hours of "It Could Be You" and alternate Tuesday quarter hours of "Matinee Theater" and "Modern Romances."

The last NBC deal was with Star-Kist Tuna, which bought an alternate Friday quarter hour of "Tic Tac Dough" to begin August 16.

Faraghan to Take Job With WFLA-TV

CHICAGO—WGN-TV late this week will announce the resignation of Jay Faraghan, veteran program director who engineered the station's pioneering exploits in use of feature film. He will leave July 15 to take a similar post under an old associate, George Harvey, manager of WFLA-TV, Tampa. Harvey is former sales manager at WGN-TV.

Howard Johnson Buys 'Today' Seg

NEW YORK — Howard D. Johnson Company, restaurant chain, entered network TV this week with a 13-week participation on NBC-TV's "Today" show. The purchase was made thru N. W.

ABC Billing Will Top \$100 Million, Treyz Predicts

ST. LOUIS—ABC-TV will top the \$100,000,000 mark in gross billings for 1957, Oliver Treyz, web chief, told an ad agency and press audience here last week, at a presentation saluting ABC's new affiliate, KTVI.

The web is four months ahead of last year on its selling schedule, according to Treyz, quoting Publishers Information Bureau figures. They showed ABC 24.9 per cent above the 1956 billings total at this same time of year, with NBC-TV up 0.8 per cent and CBS-TV up 8.3 per cent.

Ayer. Johnson's first web buy comes after four years of local spot buying.

ASSORTMENT

CBS Readies 4 New Shows For Daytime

NEW YORK — CBS-TV has daytime shows in various stages of development, making them ready for whatever weaknesses might occur in its programming.

Two are quarter-hour strips. The first is "A Sign of Strength," based on the files of the Family Service Association. Semi-documentary in content, this program, to be produced by Jack Kuney, will consider cases which have come to the organization for help. Series will be centered around a caseworker, who will participate as well as question and narrate.

The second is "The Will to Dream," a soap opera, out with a difference. It concerns the relationship of an atomic scientist and his wife, the difference being that the backgrounds will be contemporary and many of the problems topical. Script is by Doris Frankel.

Two quiz shows are being blue-printed which will be half-hour strips. One is "The Search for Cinderella," to be produced by Stark-Layton, which will be an audience-participation with Tom Reddy as emcee. The show will honor a woman who has lived selflessly.

The other quiz show is to be produced by Entertainment Productions Incorporated, with no title as yet selected. Details of the property are being kept under wraps.

Kay Francis Sues 'Rich'

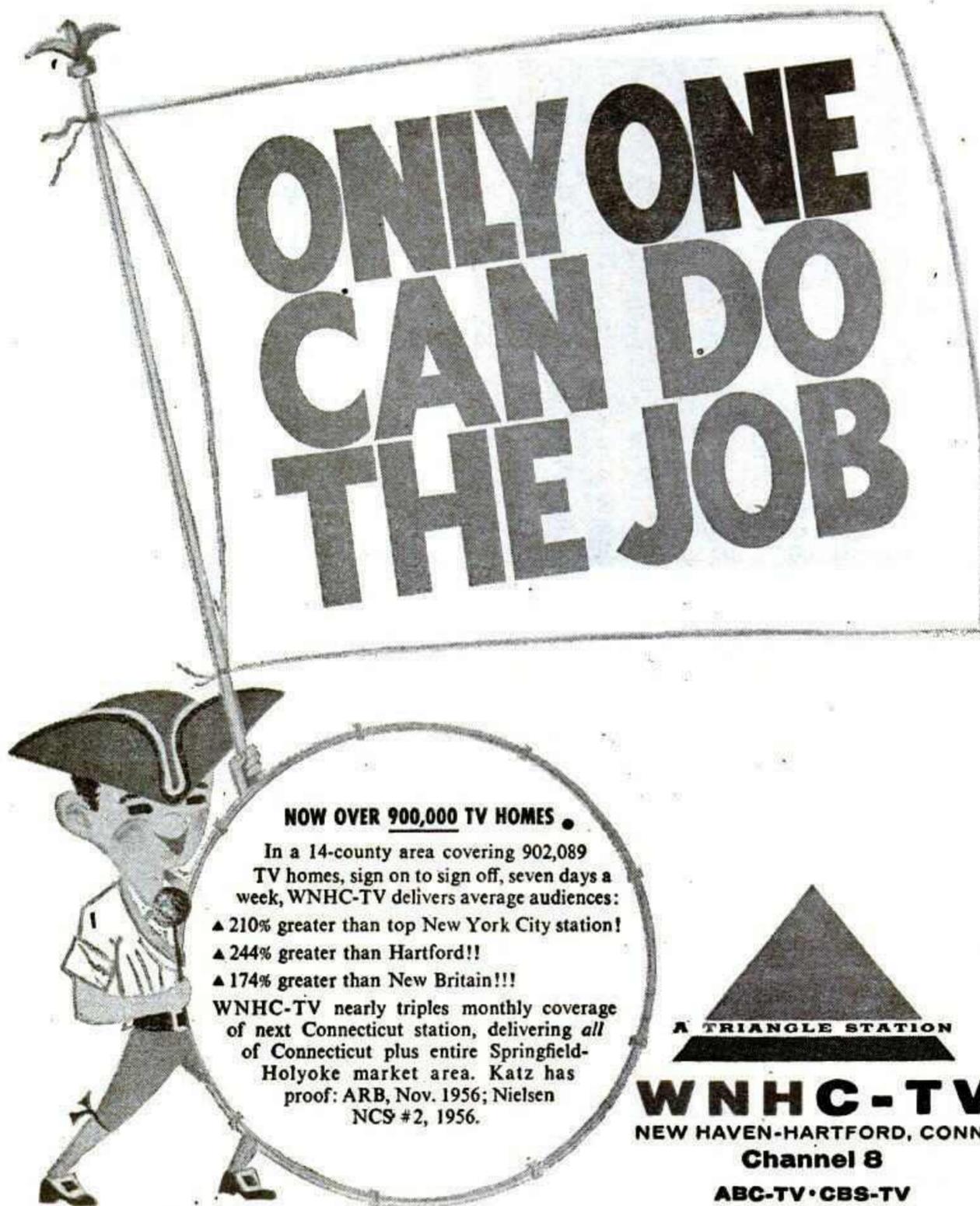
NEW YORK — Those pretty gals that conduct the guests on and off stage in the audience participation programs can be mighty important. "Strike It Rich" has just been slapped with a \$150,000 damage suit by Kay Francis, who claims she tripped over a dolly track causing her severe injuries. She charges negligence in failing to conduct her off stage and provide adequate lighting.

The alleged injury occurred when Miss Francis was a guest star on "Rich" December 29, 1954. Her suit names as defendants CBS, Walt Framer Productions and Colgate Palmolive.

LUXURY LINERS GET TV SETS

NEW YORK — Luxury liners and freighters headed for Europe will be equipped with TV sets from now on, with reception estimated at 200 miles from any transmitter. A transatlantic crossing would allow TV reception for two full days out of the average five-day trip.

Caribbean cruise ships will have TV all the way, as will Stan and Oil tankers and other cargo boats which make coastal runs. Next year's schedule, according to a Cunard Line spokesman, calls for private sets in cabins.



ONLY ONE CAN DO THE JOB

NOW OVER 900,000 TV HOMES

In a 14-county area covering 902,089 TV homes, sign on to sign off, seven days a week, WNHC-TV delivers average audiences:

- ▲ 210% greater than top New York City station!
- ▲ 244% greater than Hartford!!
- ▲ 174% greater than New Britain!!!

WNHC-TV nearly triples monthly coverage of next Connecticut station, delivering all of Connecticut plus entire Springfield-Holyoke market area. Katz has proof: ARB, Nov. 1956; Nielsen NCS #2, 1956.

A TRIANGLE STATION

WNHC-TV
NEW HAVEN-HARTFORD, CONN.
Channel 8

ABC-TV • CBS-TV
Represented by KATZ

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNEF-AM • FM • TV, Binghamton, N. Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn. / WLBR-TV, Lebanon, Pa.
National Sales Office, 485 Lexington Avenue, New York 17, New York

... ESPECIALLY IN HARTFORD!

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

CLUE: NEW

The **NEW**
 adventures of
**CHARLIE
 CHAN**

starring

J. Carrol Naish

with James Hong as the Number One Boy



Here it is! Television's own brand-new half-hour series now being produced in Hollywood and in the intrigue-filled Hydrogen Age capitals of Europe — The NEW Adventures of Charlie Chan. He's the master mystery entertainer of them all—Entertainment's *only* Chinese detective. Loved by millions . . . eager audiences have laid down their dollars at box offices everywhere to thrill to the exciting cleverness of Earl Derr Biggers' famous fictional sleuth. Want to enjoy yourself and profit seeing Charlie Chan solve "The Case of The Profit-Building Program"? Just wire collect or phone **tpa** today for a private screening.

EXTRA! INTEGRATE YOUR COMMERCIALS WITH THE STARS—Charlie Chan and his Number One Son have filmed commercial lead-ins and lead-outs for you. At small additional cost, you can wrap your local announcements with the prestige and power of introductions by Hollywood's stars!



Television Programs of America, Inc.

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN
Chairman President Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

TV Looks to Europe to Expand Its Operations

NEW YORK—TV is intensifying its cultivation of European fields. The aim of the networks and of program producers to find talent, properties, increase station investments and to find markets for their properties.

NBC last week formed NBC International, Ltd., a wholly-owned subsidiary, to conduct its expanding TV operations thruout the world. The new Canadian Corporation which opens Montreal offices in July will conduct all of NBC's management services, station investments, and program sales both of the network and of California National Productions, Inc. Alfred Stern has been named chairman of the board, and Romney Wheeler, current director of European operations, president.

NBC International Ltd. will open an office in Mexico City for Latin-America, and one in the Far East during 1958.

On the talent front, CBS-TV has named Michael Burke to head up its Continental operations with headquarters in London. Executive veepee Hubbell Robinson Jr. is currently in London where the search is beginning for new properties and talent that can be used by the web in the future. Meanwhile, Irving Gitlin director of CBS-TV's public affairs programming is also in Europe on a combined vacation-business trip. He will scan the documentary field abroad.

Also abroad is Ed Sullivan looking for new acts for his Sunday evening show. Sullivan often

LEGISLATION ON PANEL PROGRAM

WASHINGTON—Legislation begins on TV, at least on CBS. An agreement reached by two Senators during "The President's Budget," a special telecast May 19, resulted last week in the introduction of an amendment to the Mutual Security Act on the Senate floor.

That Congress should be fully advised on how foreign aid funds are spent was the conclusion of Karl Mundt and Joseph O'Mahoney during the TV debate. The Senators met the next day to draft it as an amendment.

makes talent hunting trips to Europe but with talent in such short supply for variety shows it is more necessary than ever that he come up with a few new faces.

Doerfer Tells Johnson: Television Cleans Films

WASHINGTON—Last word in a rhubarb between the movies' Eric Johnson and the FCC's Comr. Doerfer, over "objectionable" material in old movies, had Doerfer sticking to his original assertion that television has had a clean-up effect on Hollywood features.

The Doerfer letter (1) replied to a note from the Motion Picture Association of America prexy (8) objecting to the commissioner's "slurs" on the movies, given in the course of an INS interview. Doerfer wrote Johnson that he had no intent to disparage the movie industry, but the fact remained that the movie oldies had to be brushed up for TV showing. Also, Doerfer said, the newer features were influenced toward better NARTB

code compliance by prospective TV showings.

Doerfer said that many complaints about violence on TV were based on old film showings; that many old films had to be edited or rejected by broadcasters, including cartoon strips, or carrying racial or religious bias. Johnson had objected strongly to this point, claiming that station licensees do no feature editing, that they depend on the integrity of the syndicators to provide good films. Johnson also claimed TV's code of good practice was a follow-up to the movies' own code, founded in 1930.

As for present-day film on TV, Doerfer said some movie producers of TV film have recently agreed to adoption of the NARTB code of good practice. Also, he feels that possible rejection of film by code subscriber stations (30 out of 375 total) has made many present-day movie producers anxious to comply with TV code regulations.

In the disputed interview, which was based on a talk in New York in May, Doerfer had pointed out the difference between kids' fare on TV today and the uninhibited movies "half a generation ago—10 or 20 years back." This reference also nettled Johnson, who claimed that racial and religious bias had been the object of a counter-campaign in Hollywood before TV came alive.

Another disagreement involved the comparative "freedom" of British commercial television. Johnson pointed out that the British commercial TV used about \$1 million worth of American movies annually, and that the BBC, with its high-quality standards, also uses substantial amounts of American films. Americans were said to use about \$2 million worth of British films annually.

Doerfer called the British TV "paternalistic," with "papa knows best" attitude that contrasted sharply with the American freedom in programming.

Academy May Trim Emmies

NEW YORK — Local chapters in Philadelphia, Chicago and Washington, a kinescope library, better public relations and a reduction in the number of Emmy Awards—these head the plans for the coming season of the Academy of Television Arts and Sciences. Among the other projects: classes for TV tyros, continuance of the Writers' Workshop, a lecture series in Westport, Conn., and a new method of balloting for nominations.

"Television merely looks like theater or movies on the surface," says Mark Goodson, newly-elected Academy president. "But its program types are innumerable, hence more awards are necessary, and its basis of existence is so different as to prevent the winning an Emmy from bringing the recipient any increase in box office or gain of any kind."

"The Emmies are not Nielsen or Trendex and do not measure popularity," adds Goodson. "They are coveted for prestige and status because they represent recognition by one's peers of a contribution to the industry. That is why there's nothing odd about the Sid Caesar show winning five awards just before going off TV."

Whether winning an Emmy will ever increase a show's ratings is a moot point, the exec thinks. "Movies are a one-shot concept, while TV is continuous and can't look for big rewards in a specific month following awards."

Another Major Victory for the Champ!

The Only TV STATION

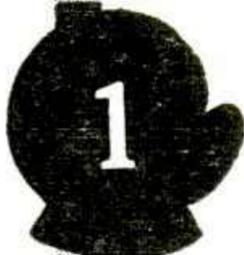
to win **FOUR** major Billboard PROMOTION AWARDS



FIRST in the nation for promotion of network programs.



FIRST in the nation for promotion of syndicated film programs.



FIRST in Louisiana and third in the nation for general audience promotion.



SECOND in the nation for promotion of local live programs.

BILLBOARD'S 19th ANNUAL PROMOTION COMPETITION

Thank You, Billboard Judges

WAFB-TV

Reps: Blair TV Associates
Baton Rouge, La.

WAFB-TV is tops in other merchandising contests, too . . . with 7 major awards in 7 national contests during 1956-57.

WAFB-TV is tops in ratings and entertainment, too . . . with 4 out of 5 top night time shows, 8 out of 10 top morning shows and 16 out of top 25 week day strips.

"First in TV in Baton Rouge"

'I LOVE LUCY' — NO. 1

Buy in All Audience Groups

'DECEMBER BRIDE' — NO. 2

Buy in All Audience Groups

(Reprinted from The Billboard, June 10, 1957)

Situation Comedies

● COST PER THOUSAND **HOMES** PER COMMERCIAL MINUTE

- 1. I LOVE LUCY (Procter & Gamble, Ford, CBS) \$1.99
- 2. DECEMBER BRIDE (General Foods, CBS) 2.05

- 3. FATHER KNOWS BEST (Scott, NBC) 2.73
- 4. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS) 2.75
- 5. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS) 2.97
- 6. BURNS AND ALLEN (Carnation, Goodrich, CBS) 3.05
- 7. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC) 3.08
- 8. OH! SUSANNA (Nestle, Helene Curtis, CBS) 3.19
- 9. OZZIE AND HARRIET (Eastman Kodak, ABC) 3.22
- 10. LIFE OF RILEY (Gulf, NBC) 3.45

● COST PER THOUSAND **MEN VIEWERS** PER COMMERCIAL MINUTE

- 1. I LOVE LUCY (Procter & Gamble, Ford, CBS) \$2.61
- 2. DECEMBER BRIDE (General Foods, CBS) 2.68

- 3. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS) 3.61
- 4. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC) 3.88
- 5. BURNS AND ALLEN (Carnation, Goodrich, CBS) 4.07
- 6. OH! SUSANNA (Nestle, Helene Curtis, CBS) 4.08
- 7. LIFE OF RILEY (Gulf, NBC) 4.24
- 8. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS) 4.26
- 9. FATHER KNOWS BEST (Scott, NBC) 4.36
- 10. OZZIE AND HARRIET (Eastman-Kodak, ABC) 4.38

● COST PER THOUSAND **WOMEN VIEWERS** PER COMMERCIAL MINUTE

- 1. I LOVE LUCY (Procter & Gamble, Ford, CBS) \$1.76
- 2. DECEMBER BRIDE (General Foods, CBS) 1.96

- 3. FATHER KNOWS BEST (Scott, NBC) 2.62
- 4. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC) 2.82
- 5. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS) 2.91
- 6. BURNS AND ALLEN (Carnation, Goodrich, CBS) 2.98
- 7. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS) 3.08
- 8. OH! SUSANNA (Nestle, Helene Curtis, CBS) 3.33
- 9. LIFE OF RILEY (Gulf, NBC) 3.51
- 10. OZZIE AND HARRIET (Eastman-Kodak, ABC) 3.54

● COST PER THOUSAND **CHILDREN VIEWERS** PER COMMERCIAL MINUTE

- 1. I LOVE LUCY (General Foods, Procter & Gamble, CBS) \$2.70
- 2. DECEMBER BRIDE (General Foods, CBS) 2.77

- 3. FATHER KNOWS BEST (Scott, NBC) 2.91
- 4. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS) 2.92
- 5. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS) 3.00
- 6. BLONDIE (Toni, Nestle, NBC) 3.00
- 7. OH! SUSANNA (Nestle, Helene Curtis, CBS) 3.00
- 8. LIFE OF RILEY (Gulf, NBC) 3.00
- 9. OZZIE AND HARRIET (Eastman-Kodak, ABC) 3.00
- 10. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC) 3.00

Both are Produced by

Desilu Productions

Hollywood, Calif.

'MARGIE,' ERWIN STRONG

Official Strips Prove Power of Rerun Films

NEW YORK—One of the acid tests of the effectiveness of rerun film is in the "strippable" shows, a programming pattern pioneered by Official Films two years ago and now a daytime standard on local schedules across the country. The strips are a good test of reruns because, however many films there are in a series, this pattern plays them out so fast that inevitably they have gone into a number of subsequent runs.

Official, which has now begun to rack up the renewals on the strip sales it began making two years ago, has made a cursory study of the latest ratings of the stripped "My Little Margie" and the Stu Erwin show.

Wells Bruen, syndication sales manager, says he is frankly amazed at the number of times the Erwin show, which he admits is not one of the best properties in syndication, outpulls such formidable attractions as the "Mickey Mouse Club" and top feature films. Considering the stations' outlay, sales records and rates, these comedy strips may well stack up as one of the most efficient participation buys and one of the best money makers for stations.

Bruen picked Phoenix, Ariz., as

an example and took as a basis of comparison the powerful "Best of M-G-M" on KPHO. Its latest American Research Bureau was an average 18.0, and it cost \$100 a minute with no discounts. The fourth run of the Erwin show on the same station had an average 8.8, or not quite half of what the big movie got. But on a five-a-week buy with a 13-week discount, a minute on the Erwin strip costs \$21.60, or less than a quarter of what the movie cost. In other words, Bruen concluded, the rerun comedy is giving the participant about twice as many sales calls per dollar.

Here in New York the third runs of Erwin are currently playing 9-9:30 a.m. across the board. The five exposures get a total ARB of 20.5, Bruen pointed out. The Erwin strip in April had a 5.4 average in Chicago, where it faced "Truth or Consequences" and "Strike It Rich," which drew 3.6 and 2.5 respectively. In Atlanta, the "Margie" strip at 5:30 p.m. had an average 1.7, while the opposing "Mouse" had 17.4.

22 Renewals

Official's original deals on these two series were mostly for two years covering four runs. Renewals

have been chalked up in 22 markets in the past three months. In two markets, Bruen said, options were put in by stations competing with those that were carrying the shows over the past two years. The renewal campaign was sparked by new deals on "Margie" with WCBS here and WGN-TV, Chicago. Many of the stations that renewed signed for both "Margie" and Erwin again.

The effectiveness of reruns have been questioned recently by some key spot sponsors. The criticisms were on the basis of sponsor identification rather than on cost efficiency. As far as spot participations are concerned, identification is somewhat beside the point. For those advertisers the power of reruns seems to have been proven by the experience of Official's two strippable series.

'Martin Kane' In New Areas

NEW YORK—Ziv-TV's "New Adventures of Martin Kane" has picked up a couple of small regional deals lately, and in individual market deals it has been sold to half a dozen new automotive sponsors.

Schaefer Brewing bought "Kane" for Philadelphia, Hartford, Conn., and Springfield, Mass. Kroger Stores took it in Memphis and Columbus, O. Gallo Wine bought it in Los Angeles and San Francisco. And Texas State Optical bought it for San Antonio and Austin, and is expected to pick up other markets in Texas.

Busch Bavarian Beer now has "Kane" in 16 markets.

'Tell Truth' Is Picked Up

NEW YORK—Confounding the prophets of gloom, "To Tell the Truth" has just been renewed for another 26 weeks, which assures its run thru to next winter on CBS-TV in the Tuesday 9-9:30 slot.

The Goodson-Todman panel show has been rising steadily. Its latest Nielsen is around 24.0, an increase of more than 20 per cent over its starting rating.

The sponsor that renewed is Pharmaceuticals, Inc.

Stern to Push Ziv Sales in Scandinavia

NEW YORK—Ziv-TV is about to move into the Scandinavian market. Ed Stern, head of Ziv-International, left on a month-long sales swing of Europe over the weekend. He expects to visit the Scandinavian capitals next month to discuss dubbing and sales of Ziv shows.

Stern recently sold three more dubbed packages to the RAI network in Italy. They are "Highway Patrol," "Science Fiction Theater" and "The Unexpected," which are now being Italian-dubbed for a late summer debut. Ziv will then have a total of eight properties on the air in Italy.

Republic Plans 6 New Stages For Total of 27

HOLLYWOOD—Six new stages will be built by Republic Studios as part of an expansion program to cost \$1.5 million. The addition will bring the total number of stages at the lot to 27.

Republic is the largest TV rental lot, with revue productions alone set to turn out a dozen series next season.

The studio will, at the same time, construct companion facilities for the stages, including 22 new cutting rooms.

Glassley Joins All-Scope Staff

HOLLYWOOD—Chester Glassley, president of the expiring Five Star Productions, has joined All-Scope Pictures, commercial department of TCF-TV, as associate producer under Gordon Mitchell. He brings two other Five Star veterans with him, Joe Orlando and Howard French.

Weintraub and Schubert Cook

NEW YORK—Sy Weintraub has bowed out as a minority owner and officer of Flamingo Films and is reported setting up a new distribution operation with Bernie Schubert, independent packager. Weintraub has been making his office at Schubert's headquarters here for the past three weeks. At Flamingo, David Wolper,

Kaiser-ABC May Go Live

NEW YORK—Kaiser Aluminum and ABC-TV are mulling live shows as a substitute for the first-run feature films plan which ran into major snags last week. For the Sunday 7:30-9 p.m. slot on the web, Kaiser is now interested in a live drama or musical series.

Among the packagers who have submitted properties are Goodson-Todman, Ashley-Steiner, John Gibbs and Theatrical Enterprises. Kaiser is also considering a switch to the 9-10 p.m. time on ABC's Sunday schedule.

'Private Sec' Segs to NBC

NEW YORK—NBC-TV has bought several episodes of "Private Secretary" for inclusion in its 5 p.m. strip, "Comedy Time." The network will probably soon be picking up still other comedy reruns for this show.

Television Programs of America has been syndicating the reruns of "Secretary" under the title of "Susie." It is understood that the films sold to NBC do not include any that have been on the syndication market.

NBC Sales Force Convenes at Spa

NEW YORK—NBC Television Films will convene its sales force for a weekend convention at The Greenbrier, White Sulphur Springs, W. Va. Jake Keever, sales director, will review the 1957 sales record, to date 40 per cent higher than last year, and will announce a new compensation system for salesmen.

FIRST REAL TEST

SG to 'Program' Universal's 550

NEW YORK—The program packaging of first-run feature films is expected to get its real try in Screen Gems' distribution of the Universal backlog, the TV rights to which it acquired last week. Screen Gems is understood to be planning to parcel the pictures according to formats and stars. It will offer horror, crime and comedy packages. It will probably offer special groups of Frankenstein, Abbott and Costello, W. C. Fields and Leon Errol comedies.

This kind of packaging of features has been talked about before. M-G-M, before actually starting TV distribution, had been thinking of selling "Maisie," "Andy Hardy" and "Dr. Kildare" groups. But it never developed that way. The important feature film distribution to date has been on the basis of

libraries or so called "balanced" packages.

In addition to these special packages, Screen Gems may also make up balanced packages, possibly mixing Columbia and Universal product.

The acquisition of the 550 Universal features gives Screen Gems the largest feature catalog in TV history. With the 350 Hygo-Unity pictures, the 250 Columbia pictures already on the TV market and the 400 pre-1948 Columbia pictures still unreleased to TV, Screen Gems has a supply of 1,550 feature films for TV.

Screen Gems is reported paying a total \$20,000,000 for a 10-year lease on the Universal product. Some sales experts have predicted a TV gross of \$40,000,000 by the time the lease runs out.



one of Baltimore's favorite stars

"my little margie"

AVAILABLE FOR ONE-MINUTE PARTICIPATIONS

1:00 to 1:30 p.m.... Monday thru Friday

Here's one of the favorites of Maryland's star-gazing homemakers; part of our strong weekday afternoon program lineup.

Give your product a sparkling setting in this show! Any WBAL-TV or Petry astronomy expert will gladly give you full details.

WBAL-TV  CHANNEL 11... BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

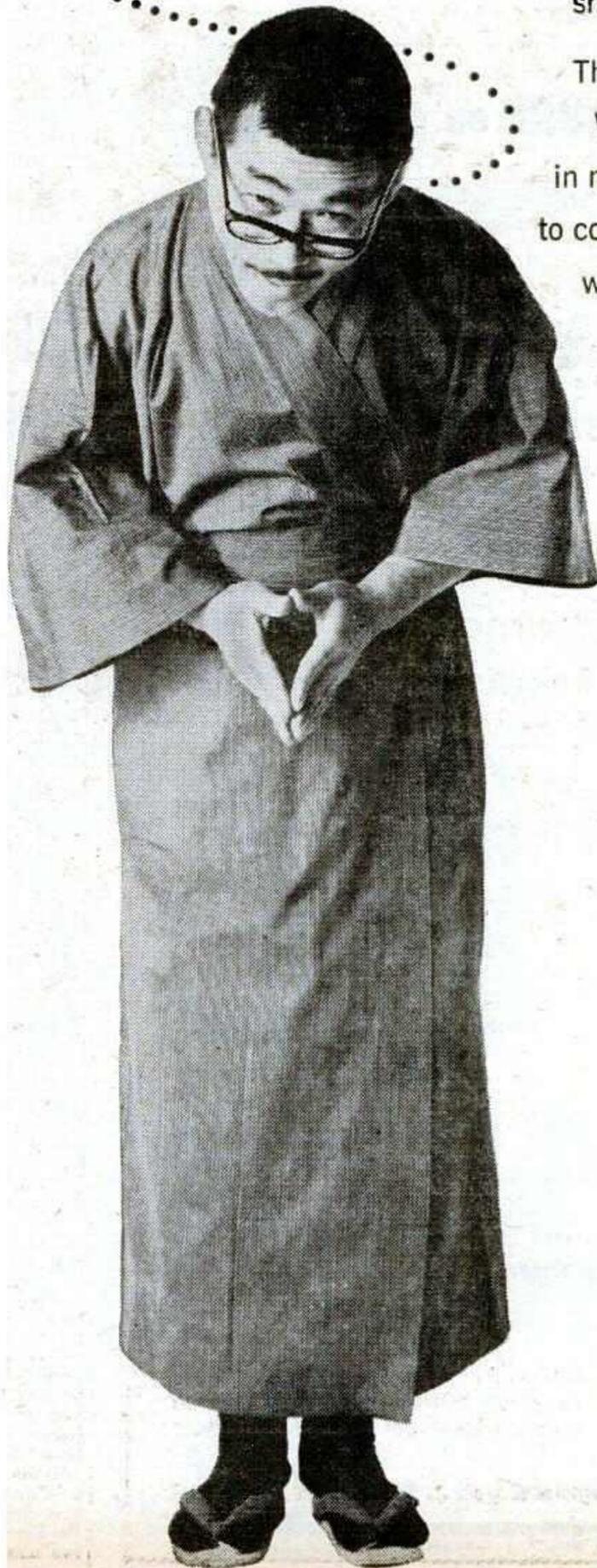
The conclusion of any such deal seems to be a long way off. One difficulty is understood to be that some of Flamingo's contracts with its producers prohibit sub-distribution deals. The resolution of this would probably necessitate having Official, or whatever outfit takes over the product, assume the identity of Flamingo in its handling of those particular series.

Wolper denied reports that Flamingo is being sold to new interests. What has happened is that the Essex Universal Corporation, parent of Flamingo, has bought controlling interest in the Continental Thrift Company, an industrial loan outfit, and Concord Securities, a brokerage firm.

Flamingo now has two national deals going, with Kellogg for "Superman" and with Mennen for half of "OSS." In syndication, Ballard has renewed "Stars of the Grand Ole Opry" for 40 markets.

Wolper said Flamingo plans to produce at least two pilot films a year for national sale. He said the firm is now in negotiation for two new properties.

Most
honorable
report:
Miami prefer
"Destination
Tokyo"



Miamians had a choice of two trips to Tokyo one recent Sunday night from 10:00 to 12:30. Station WTVJ showed Warner Bros.' "Destination Tokyo", starring Cary Grant and John Garfield, while WCKT had MGM's "Thirty Seconds Over Tokyo", starring Spencer Tracy and Van Johnson.

Results: a 25.4 ARB rating for the Warner Bros. film distributed by A.A.P.; a 9.1 rating for the other Tokyo story, shown during the same time period.

This kind of pulling power for Warner Bros. features is being repeated in market after market from coast to coast. For rates and availabilities, write, wire or phone

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., Murray Hill 6-2323
75 E. Wacker Dr., Dearborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

NTA INTERESTED**SG Group Deal
May Set Pattern**

NEW YORK—The partnership deal that Screen Gems made with a group of key stations for the production of "Casey Jones" is likely to establish an industry pattern. A number of other important distributors are known to be interested in making such deals. And the fact that Screen Gems was able to carry it off proves that stations are willing to go along with it.

It turns out that National Telefilm Associates has been trying to effect such an arrangement for some time. NTA was apparently trying to work it into the operation

of the NTA Film Network. It is reported to have held a meeting with a number of its key affiliates a couple of months ago at which it proposed that the stations enter the financing of five series to be produced by Desilu and TCF Television Productions. Among the properties understood to have been proposed to them are "How to Marry a Millionaire," "Alice," "The Last Marshal" and "Official Detective." The stations would have been able to play the shows as sustainers, with preemption privileges guaranteed feed the NTA

**Batjac Films Pilot
Of 'Calamity Jane'**

HOLLYWOOD—Pilot of "Calamity Jane," based on the famous Western character, was completed by Batjac Productions last week.

The show, which stars Elaine Davis, was produced by Donald Barry and directed by Frank McDonald. "Jane" is Batjac's second TV project, the first having been "Flight."

web if a client was found.

NTA has not been able to carry off its deal, but as far as is known it is by no means dead.

Screen Gems' deal with KTTV, Los Angeles; WPIX, New York, and the Westinghouse Broadcasting Corporation is understood to be a 50-50 partnership.

**Expansion by
All-Scope; 4
Added to Staff**

HOLLYWOOD — All-Scope Pictures, TCF-TV subsidiary for the production of commercials, took the biggest expansion step since its formation with the addition of four new staff members last week.

Joining the firm are Chester Glassley, former president of Five Star Production, which went out of business 10 days ago, and three others.

According to All-Scope prexy, Gordon S. Mitchell, the company is now in production on commercials for Young & Rubicam, Grey Advertising, Compton, and Doyle, Dane & Bernbach.

CRACKDOWN**AFM Acts to
Halt Foreign
Canned Music**

HOLLYWOOD — Measures to tighten up on importation of canned music for TV film programs were taken by the AFM at its convention in Denver last week.

The musicians passed into law a proposal which may have significant effect on foreign production of music for U. S. shows. The new article states that "no federation member may perform services . . . where the product is intended to result in or be embodied in recorded music made outside of the United States and Canada."

The fine for violation is up to \$5,000 plus possible loss of membership rights.

The measure is primarily aimed at the arranging and composition of musical numbers in the United States for recording in a foreign country. Thru hiring U. S. composers, then recording elsewhere, telefilm producers have to a large extent been able to get around the 5 per cent AFM trust fund formula.

A second practice, not as extensive, has been clandestine recording of a sound track in the United States, shipping it into Mexico, then bringing it back into the country as a "foreign" track. The new article, and the stiff penalties provided for violation, will probably mean that producers will either have to get their music abroad from start to finish, or pay into the trust fund.

**Colgate Renews
Skein on KTTV**

HOLLYWOOD — Colgate last week picked up the option on its "Colgate Theater" M-G-M film package on KTTV for another year. When originally concluded last summer, for \$15,000 per picture, the deal presaged a new pattern in feature film programming and buying.

Under terms of the original contract, the pact runs three years with options at the end of each season. Ratings for the two-hour program have averaged in the mid-20's for the past year.

Colgate will not continue sponsorship thru the summer, but is taking a 12-week hiatus. During the interim the program has been sold to the Dodge dealers of Los Angeles for half sponsorship. The other half is yet to be contracted.

**TPA May Vend
Gosch Series**

NEW YORK—Television Programs of America is reported to have made a deal with Martin Gosch for the distribution of the film series he produced in Spain. The title on the show is "It Happened in Madrid." It is expected to be put on the market this fall.

Gosch was trying to make a distribution deal on a Spanish-produced show about a year ago, but nothing ever came of it. Whether this is the same show is not known.

Roach Promotes Koenig

HOLLYWOOD — Edward L. (Ned) Koenig Jr. was appointed vice-president in charge of sales of Hal Roach Studios last week. Koenig has been executive assistant to Roach, and prior to his joining the studio operation was a vice-president of the Vitapix Corporation.

**NOW top ad men
offer up-to-minute proof**

of what we've been saying about Buffalo since 1948

"YOUR TV DOLLARS count for MORE on channel 4"

WBEN-TV

first in Buffalo and Western New York

SECOND IN THE NATION

for network program promotion
in three station markets

Coverage and continuity of acceptance as the prime media in sight and sound are what make a television station tops in its area. WBEN-TV through provable coverage facts and consistent rating superiority is tops in Western New York.

And now we offer our advertisers an important extra: proof of our ability to effectively promote our advertiser's programs. Add promotion to our coverage and acceptance and you have all the reasons you need for deciding why WBEN-TV is your best buy!

Our sincere thanks to the distinguished BILLBOARD panel of top ad men for voting us these newest honors — in competition with over 40 leading stations.

The
Billboard's
19th Annual
**Promotion
Competition**

We will be happy to send you our colorful new brochure covering market and sales facts about the 14 Western New York and 4 Northwestern Pennsylvania counties served by WBEN-TV. Write Dept. B.

WBEN-TV CH. **4**
CBS in Buffalo

Represented nationally by:
HARRINGTON, RIGHTER AND PARSONS, Inc.

THE PIONEER STATION IN WESTERN NEW YORK



CHARLES BOYER, DAVID NIVEN, DICK POWELL AND FOUR STAR FILMS, INC.

Congratulate

THE NO. 1 HIT of the NEW SHOWS '56-57*

"HEY JEANNIE!"

"THE BEST NEW STAR ON TELEVISION" **

JEANNIE CARSON

- 1. I LOVE LUCY38.4
- 2. DECEMBER BRIDE35.1
- 3. GUNSMOKE34.9
- 4. FORD SHOW30.8
- 5. \$64,000 QUESTION30.8
- 6. PERRY COMO SHOW29.5
- 7. RED SKELTON SHOW29.5
- 8. ED SULLIVAN SHOW27.9
- 9. I'VE GOT A SECRET27.9
- 10. THE LINEUP27.7
-  **11. HEY, JEANNIE!..27.4**..... (44% Audience Share — Opposite Caesar and Welk)
- 12. LORETTA YOUNG SHOW27.2
- 13. THIS IS YOUR LIFE26.9
- 14. DRAGNET26.8
- 15. PLAYHOUSE 9026.8
- 16. WHAT'S MY LINE26.7
- 17. MR. BROADWAY (Spectacular) ..26.6
- 18. CHEVY SHOW - BOB HOPE26.3
- 19. YOU BET YOUR LIFE26.0
- 20. PEOPLE'S CHOICE26.0
- 21. ALFRED HITCHCOCK PRESENTS ..25.7
- 22. G. E. THEATRE25.2
- 23. JACK BENNY SHOW24.7
- 24. YOUR HIT PARADE24.0
- 25. \$64,000 CHALLENGE24.0
- 26. THE MILLIONAIRE23.9
- 27. CHEYENNE23.8
- 28. WYATT EARP23.7
- 29. TWENTY-ONE23.5
- 30. WEDNESDAY NIGHT FIGHTS ...23.1
- 31. STEVE ALLEN SHOW22.6
- 32. FATHER KNOWS BEST22.3
- 33. PERSON TO PERSON22.3
- 34. GALE STORM SHOW22.2
- 35. BROKEN ARROW22.1
- 36. LAWRENCE WELK SHOW22.0
- 37. TO TELL THE TRUTH22.0
- 38. SHOWER OF STARS21.9
- 39. ARTHUR GODFREY'S SCOUTS ...21.8
- 40. LASSIE21.8

***NIELSEN RATING**
National Average Audience
First Report, May, 1957

****TV RADIO MIRROR'S**
Annual Audience Poll
1956-'57

ARB'S TOP 10 FILMS IN 15 KEY MARKETS

By Program Type for April

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

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.	
DRAMA SERIES																
CELEBRITY PLAYHOUSE—																
SCREEN GEMS	—	—	—	—	—	—	—	—	—	—	12.7	14.3	—	—	—	
DR. CHRISTIAN—ZIV	—	—	—	—	—	—	—	14.1	—	—	—	16.8	20.5	—	—	
PUBLIC DEFENDER—INTERSTATE	—	20.7	—	—	—	—	22.2	—	—	—	—	—	—	—	—	
SAN FRANCISCO BEAT—CBS	—	—	—	12.8	—	—	—	—	16.1	—	—	14.6	15.9	—	—	
SECRET JOURNAL—MCA	—	—	—	15.2	18.3	—	—	17.4	—	—	—	—	—	—	—	
STAR PERFORMER—OFFICIAL	—	—	16.4	—	—	—	—	—	—	—	—	—	—	—	—	
STUDIO 57—MCA	—	—	18.4	14.4	—	16.3	—	—	—	14.3	—	—	—	—	—	
MYSTERY SERIES																
BADGE 714—NBC	30.1	—	—	—	—	—	—	19.6	—	13.1	—	—	16.8	—	—	
CITY DETECTIVE—MCA	15.1	19.4	—	12.0	—	—	—	—	—	—	—	—	—	—	—	
MAN CALLED X—ZIV	—	—	—	—	—	—	—	14.9	12.0	—	—	19.1	—	—	—	
MR. DISTRICT ATTORNEY—ZIV	—	—	—	—	—	—	—	—	13.5	—	—	—	17.0	—	—	
COMEDY SERIES																
ABBOTT & COSTELLO—MCA	—	—	—	—	—	—	—	16.0	—	—	8.3	—	—	—	—	
AMOS 'N' ANDY—CBS	20.3	—	—	—	—	—	—	20.9	—	—	—	—	—	—	—	
GREAT GILDERSLEEVE—NBC	—	—	—	—	16.5	—	—	—	—	—	—	—	—	—	—	
LIFE OF RILEY—NBC	—	—	—	—	—	—	—	—	15.4	—	—	—	18.3	38.6	—	
SUSIE—TPA	15.7	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
WESTERN SERIES																
ANNIE OAKLEY—CBS	—	—	17.3	—	16.6	16.6	—	—	—	—	—	21.5	—	20.6	13.4	
BRAVE EAGLE—CBS	—	—	—	—	—	—	—	19.0	—	—	—	—	—	—	18.3	
BUFFALO BILL, JR.—CBS	—	—	—	12.8	—	—	—	—	11.9	—	—	—	—	—	12.3	
CISCO KID—ZIV	—	19.5	—	—	15.4	—	—	—	—	—	—	—	—	—	—	
DEATH VALLEY DAYS—U. S. BORAX	—	23.9	25.0	—	—	19.2	—	14.1	17.8	17.0	11.6	—	—	25.1	15.4	
FRONTIER—NBC	—	—	—	—	16.8	21.7	—	—	—	—	—	—	—	—	—	
FRONTIER DOCTOR—H-TV	—	—	—	—	18.5	—	22.2	21.5	—	—	—	—	—	—	—	
HAWKEYE, LAST OF THE	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
MOHICANS—TPA	—	—	—	—	—	—	—	18.1	—	—	—	—	—	21.5	—	
RANGE RIDER—CBS	—	—	—	—	—	17.8	—	—	—	—	—	—	—	—	—	
SHERIFF OF COCHISE—NTA	14.2	—	—	16.1	14.8	23.2	20.5	22.2	—	19.2	—	—	24.8	30.8	—	
WILD BILL HICKOK—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
SCREEN GEMS	14.4	19.8	18.7	13.5	20.5	—	—	—	—	13.7	—	14.9	14.2	19.4	18.2	
ADVENTURE SERIES																
BYLINE—M&A ALEXANDER	—	—	—	—	—	—	—	—	—	—	—	16.8	—	—	—	
CHINA SMITH—NTA	—	—	—	—	—	—	15.5	—	—	—	—	—	—	—	—	
HIGHWAY PATROL—ZIV	21.7	25.1	—	12.8	16.6	28.3	33.0	21.5	14.2	13.6	19.4	27.1	27.0	33.3	24.5	
I LED 3 LIVES—ZIV	—	—	24.4	—	—	—	—	—	—	—	—	—	—	—	—	
JUNGLE JIM—SCREEN GEMS	—	—	—	—	—	—	—	—	—	—	—	—	—	—	12.6	
MEN OF ANNAPOLIS—ZIV	—	20.0	—	12.1	—	—	20.2	—	—	—	—	—	—	—	—	
RAMAR OF THE JUNGLE—TPA	—	—	16.7	—	—	—	—	—	—	—	—	—	—	—	15.7	
SEARCH FOR ADVENTURE—BAGNALL	—	—	—	—	—	—	—	—	11.8	17.8	—	—	29.5	35.0	—	
SCIENCE FICTION THEATER—ZIV	15.4	—	—	—	16.6	16.5	—	—	12.4	—	—	—	24.8	—	—	
SILENT SERVICE—NBC	—	—	—	—	—	—	—	—	—	—	12.9	—	—	—	—	
STATE TROOPER—MCA	19.3	—	18.9	22.4	—	18.0	—	—	—	24.8	—	—	—	—	—	
SOLDIERS OF FORTUNE—MCA	—	22.8	—	13.7	14.5	22.6	24.3	—	—	—	—	21.5	—	—	15.3	
SUPERMAN—FLAMINGO	28.2	21.3	22.3	15.8	18.9	—	16.1	—	—	13.3	9.0	21.4	—	25.1	16.8	
WATERFRONT—MCA	—	20.1	26.5	—	—	—	18.9	—	—	—	—	22.2	—	—	—	
WHIRLYBIRDS—CBS	—	—	—	—	—	—	16.4	—	13.1	—	11.8	16.5	17.7	19.1	—	

WBKB to Bow a New Morning Format July 1

CHICAGO — WBKB bows a new morning show format July 1 aimed, says manager "Red" Quinlan, at "going after the second hour of NBC's 'Today'."

Called "A.M. in Chicago," the 8 to 8:55 opus will feature a "million dollar" bundle of pre-1948 short subjects, produced by Paramount and released by NTA. In the package are six-to-12-minute items including Robert Benchley and W. C. Fields comedies; Betty Boop and George Pal cartoons; Grantland Rice, Bill Corum and Red Barber sports films; musical shorts by Hal Kemp, Artie Shaw, Lawrence Welk and Lillian Roth, and travelogues and exercise bits.

Paul Gray, comic and after-dinner monologist, has been signed as the personality focus for the show. He'll sprinkle his light banter with frequent news-time-weather reports and perhaps an occasional record.

The station said the supply of short subjects in the package is endless.

In another new program installation, the 3:30 to 3:45 p.m. seg will be filled with an advice to the lovelorn approach, but with a novel psychological twist. The advisor,

who will be identified as Ruth Jamison (but is really Virginia Marmaduke, former Chicago Sun-Times feature writer) will never be seen by her audience. She'll talk from behind a screen, only a silhouette visible to the camera.

"We decided," a station spokesman said, "that people are much more likely to listen to advice from somebody they can't see."

AAP BUSY

Push Store Promotions On 'Popeye'

NEW YORK—AAP, Inc., has begun lining up department store promotions for the "Popeye" program and merchandise. The first took place at Macy's toy department here Saturday (8) morning. Allen Swift, host of the show on WPIX here, appeared at the store to autograph AAP's "Popeye" record. Over 5,000 balloons were handed out to the kids. WPIX promoted the event all week.

The next store tie-in was at Jordan Marsh's in Miami last week. Skipper Chuck, "Popeye" host on WTVJ there, originated his intros for the 5-6 p.m. strip right from the store all week.

WPIX last week began plugging the second "Popeye" item in AAP's "Program Promotion with Profit" plan. It is a T-shirt. The first item so promoted was the record. The station was supposed to pitch it for two weeks, but it was moving so well that it continued the promotion for four weeks.

Under PPPP, the station integrates the merchandise pitch into its on-the-air promotion for the "Popeye" program and then participates in the profits from the sale of the item in its area.

Cameras Roll On 'Vagabond'

WINTER PARK, Fla. — A series of 260 vidfilms has begun lensing at the new Shamrock Studios here. The series stars Alan Keys, who has been airing on Miami TV as "The Vagabond," which will also be the title of the new series.

Para Productions of New York, which is shooting the series, has set Ariel Millais as director and Hall Carrington as co-producer and director of cinematography.

The Para "Vagabond" is not to be confused with the Official Films show of the same name.

AAP Rings Up Library and Cartoon Sales

NEW YORK—AAP, Inc., made another complete library sale of its Warner Bros. features, this one to WWL-TV, the new VHF station in New Orleans. The station also bought all the Warner and "Popeye" cartoons. The deal was reported worth \$500,000.

AAP also made its second sale of Warner features in Washington, this one to WTOP-TV.

WWL-TV, which is due to go on the air August 1, will be the second VHF in New Orleans, which was one of the few remaining major markets serviced by only one VHF. It will be a CBS affiliate operating on Channel 4. It is owned by Loyola University.

Cinema Vue Sets Western Series With Rex Keane

NEW YORK—Cinema Vue is repackaging a group of its Westerns as an hour-long series. Rex Keane will film introductions here this week. The 52-installment series will be titled "Rex Keane, Texas Ranger." Keane will do songs as well as introduce the stories.

The Westerns to be used in this series star Buck Jones and Rip Russell among others.

Solow Saluted On 25th Year With CFI Firm

HOLLYWOOD — Sid Solow, vice-president and general manager of Consolidated Film Industries, last week was saluted on the occasion of his 25th year with CFI. The event was marked by a banquet attended by top television and motion picture industry leaders.

Councilman Ernest Bebs presented Solow with a special citation from the City of Los Angeles in recognition of his contributions for the betterment of the community. He was given a gold watch on behalf of Herbert J. Yates, president of Republic Pictures, parent firm of CFI.

He was also presented an "award of outstanding achievement in television film" by The Billboard as a result of CFI being named the top film processing lab (April 6) in The Billboard's annual poll.

Solow, in turn, presented Ted Hirsch, CFI lab supervisor and for the past 22 years member of his staff, with a gold watch, thereby sharing the honors.

Guild to Handle African Series

NEW YORK—Guild Films has acquired distribution of a new safari documentary, "The Michaels in Africa." The series was produced by George Michael, big game hunter, and reports the adventures of Michael, his wife and two daughters.

The package consists of 39 half-hour films in color.

6 OUT OF 7

top syndicated shows are ZIV shows IN COLUMBUS GA.

Pulse, Mar. '57



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

- #1 MEN OF ANNAPOLIS.....44.0
- #3 HIGHWAY PATROL32.8
- #4 SCIENCE FICTION THEATRE....32.3
- #5 MR. DISTRICT ATTORNEY.....30.8
- #6 I LED 3 LIVES.....29.8
- #7 DR. CHRISTIAN26.8

ZIV TELEVISION, INC.

ADVERTISING MANAGER of a large Eastern Bank says: "Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."

'TRIPLE EXPOSURE'

NTA Plan Blocs 3 Shows a Week

NEW YORK—The NTA Film Network is committing itself to three half-hour shows for fall debut. It has begun presenting a plan to ad agencies by which an advertiser buys a third sponsorship of each one, giving the sponsors broader audience exposure than is possible by full sponsorship of a single show.

Dubbed the "Triple Exposure Plan," it offers advertisers, in addition to one minute within each show, an opening and closing billboard on each.

NEGOTIATING

Post-'48's May Be Sold By Warners

NEW YORK — The post-1948 pictures produced by Warner Bros. may be getting into TV before long. Eliot Hyman, president of AAP, Inc., which distributes the Warner Bros. backlog, is reported to have been negotiating with Warners for a TV deal on the post-'48s.

Meanwhile, AAP is reported bringing a group of eight recently-produced pictures into TV. Most of them are British.

The pictures are "The Devil Girl From Mars," produced by the Danziger Brothers; "The Stranger Hand," with Trevo; Howard and Richard Basehart; "Walk the Dark Street" with Chuck Connors; "I Killed Wild Bill Hickok" with Tom Brown; "The Angel Who Pawned Her Harp" with Felix Aylmer, and "Son of the Renegade."

Coast ARB Rates KSBW's 'Digest' Top News Show

SALINAS, Calif. — "TV News Digest," a nightly half-hour segmented show on KSBW-TV here, has racked up a 32.0 rating, according to American Research Bureau's latest figures, and is the highest-rated news show on the West Coast.

The 6:30-7 p.m. strip is divided into six five-minute portions for national, local and regional news; weather, sports and names-in-the-news interviews. Six KSBW staffers handle the segments.

Own Rerun Tops 'San Francisco'

LOS ANGELES—More proof of the power of reruns to outdraw their originals was furnished by American Research Bureau last week, which gave "San Francisco Beat" a 17.6 here and "The Line-up," its parent first-run series, a 12.0 in its May report. Both are evening shows locally.

"Badge 714" has been topping "Dragnet" here for some time, as have the reruns of "My Little Margie" been beating its original first-run ratings.

Raymond C. Fox, controller at ABC Film Syndication, was awarded the degree of Master of Business Administration by New York University last week. . . .

Roger Bumstead, media director of the New York office of MacManus, John & Adams, was wed to the former Lila McFadden, who is with the TV department of C. J. LaRoche.

So far the NTA Network has only one show on the air, "Premiere Performance," the series of 20th Century-Fox features, which is firmly sponsored thru January 1.

The three shows that NTA is proposing for its "Triple Exposure Plan" are "How to Marry a Millionaire," "This Is Alice" and "The Last Marshall." NTA is assuring the agencies that the programs will be aired Monday, Wednesday and Friday between 7 and 1 p.m. It predicts a cumulative audience on the three shows of between 14,000,000 and 25,000,000 homes per week.

NTA has been working on clear-time for these three shows for the past couple of months.

It has also been talking to its affiliates about clearing for a daytime strip and for a kiddie spectacular for Saturday or Sunday. The kiddie spectacular has been on NTA's planning boards since the network made its debut last fall.

The film network recently added two new salesmen, giving it four in New York and two in Chicago.

Iraq, Cyprus Buy 3 Cal-Nat Series

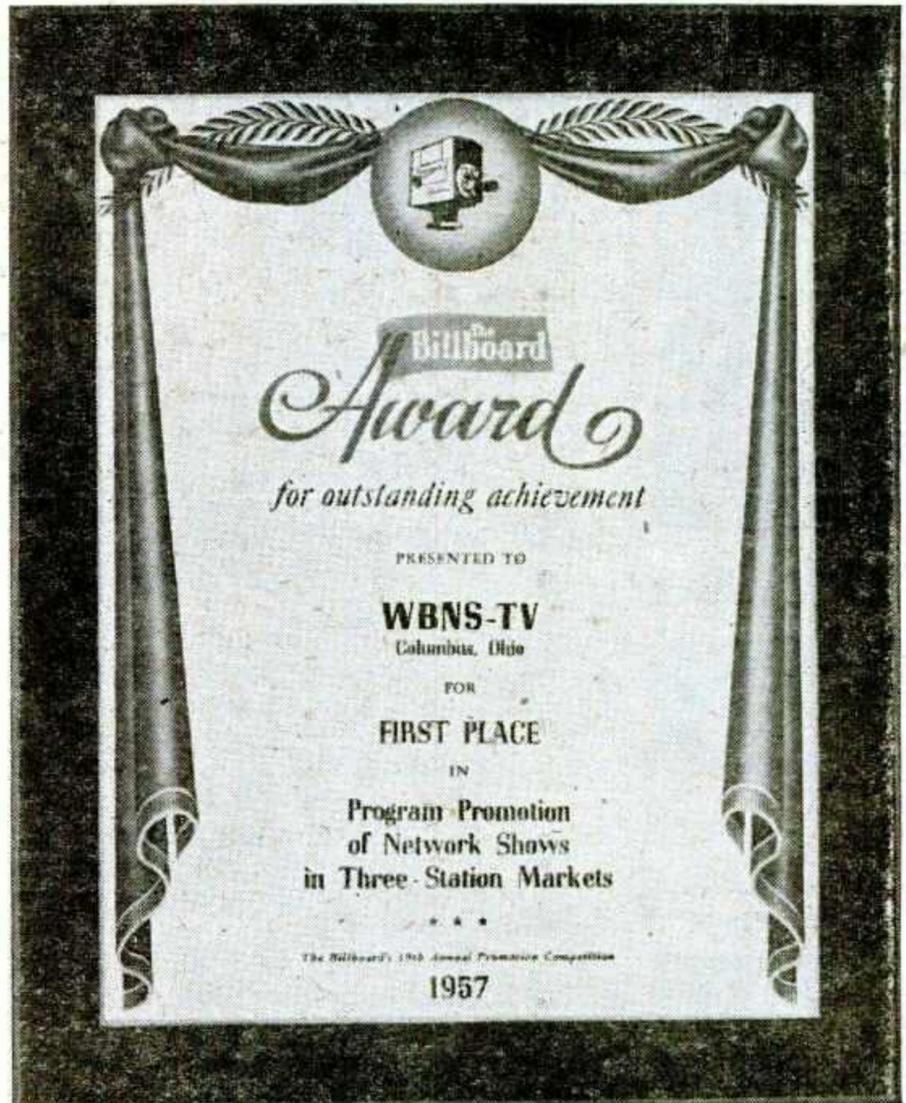
NEW YORK — Iraq and the island of Cyprus are the world's newest TV markets, as reported by California National Productions, which has sold its "Frontier," "Victory at Sea" and "Medic" in English for local subtitling in those areas.

CNP has noted a sharp increase in overseas visitors who are buying U. S. shows in New York and Hollywood for their countries. Among the globe's latest commercial TV markets are Finland, Belgian Congo, South Africa, Luxembourg and Pakistan. The Cyprus and Iraq stations (Baghdad and Basra) went on the air last month.

'Racket Squad' Hits 150 Markets

NEW YORK — The sale of "Racket Squad" to WCPO, Cincinnati, and CHCT, Calgary, Canada, last week put the ABC Film Syndication series in a total of 150 markets.

ABC Film also sold its "Passport to Danger" series to WTIV, Jackson, Miss.; KOLO, Reno, Nev.; and three Canadian stations



WBNS-TV REPEAT WINNER

Columbus Station Named "First in Promotion" for Robin Hood . . . United Appeal Tie-Up

WBNS-TV became a 6 time winner in Billboard's recent promotion competition. A top rated panel of admen sat in judgment. *We're mighty grateful.*

This latest winning promotion brought Richard "Robin Hood" Greene in person to spearhead the \$3,000,000 United Appeal in Franklin County. This talent for promotion creates bonus benefits for advertisers. They cash in on the place WBNS-TV has won in Central Ohio minds and hearts:

If you want to be seen in Central Ohio . . . **WBNS-TV**

ADVERTISING MANAGER of a large Eastern Bank says: "Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."

a different high school each day...dancing to top tunes, filmed sports highlights, guest stars ...

"ROCK 'N RALLY"

with Dick Crest
4:00 - 4:30 PM, Monday thru Friday

"... good show, good kids, a good time"
Dwight Newton, SF Examiner

Available now! Call Lou Simon
or your Katz Agency representative.

KPIX 5 SAN FRANCISCO

WESTINGHOUSE BROADCASTING COMPANY



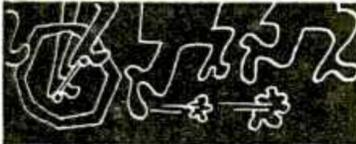
CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY, CREATIVITY AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

KLING FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.

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

13 FIRST RUNS

'Big 50' Package Parceled by NTA

NEW YORK—Talking to stations about a new 100-picture package, National Telefilm Associates has decided to parcel out only 50 at this time. Titled "The Big Fifty" package, it includes 39 that are getting their first run on the "Premiere Performance" program on the NTA Film Network. All the pictures, of course, are from 20th Century-Fox.

Following are the pictures that are running on the network first:

Table listing 50 film titles and their cast members, including SUEZ-1938, SITTING PRETTY-1948, THE LATE GEORGE APLEY-1947, MOSS ROSS-1947, GHOST AND MRS. MUIR-1947, GUADACANAL DIARY-1943, IMMORTAL SERGEANT-1943, 13 RUE MADELEINE-1947, THE LODGER-1944, FURY AT FURNACE CREEK-1945, FOREVER AMBER-1947, GENTLEMAN'S AGREEMENT-1948, LEAVE HER TO HEAVEN-1945, BUFFALO BILL-1944, SWAMP WATER-1941, LUCK OF THE IRISH-1948, KENTUCKY-1940, YOUNG MR. LINCOLN-1939, DAVID HARUM-1938, CHAD HANNA-1940, PURPLE HEART-1944, LLOYDS OF LONDON-1939, HOLY MATRIMONY-1943, ROADHOUSE-1958, MESSAGE TO GARCIA-1938, THIN ICE-1939, DEEP WATERS-1948, SENTIMENTAL JOURNEY.

Table listing 13 film titles and their cast members, including PRISONER OF SHARK ISLAND-1940, MARYLAND-1940, IN OLD KENTUCKY-1939, SUBMARINE PATROL-1940, DON JUAN QUILLIGAN-1945, TO THE SHORES OF TRIPOLI-1942, EVE OF ST. MARK-1944, DAYTIME WIFE-1940, EVERYTHING HAPPENS AT NIGHT-1940, CONFIRM OR DENY-1941, THE THREE MUSKETEERS-1940.

The following pictures in NTA's new "Big 50" package are first run:

Table listing 13 film titles and their cast members, including IT HAD TO HAPPEN-1938, MAN IN THE TRUNK-1942, NEWS IS MADE AT NIGHT-1939, THEY CAME TO BLOW UP AMERICA-1943, INTERNATIONAL SETTLEMENT-1938, VIVA CISCO KID-1940, WHILE NEW YORK SLEEPS-1938, I WAS AN ADVENTRESS-1940, CRIME OF DR. FORBES-1939, MEET THE GIRLS-1938, CAREFUL, SOFT SHOULDERS-1942.

'Marco' Gets 3d Tentative Title

NEW YORK—The title of Official Films' new syndicated show has been changed to "Sword of Freedom," but it is still a tentative title. It was last known as "Marco the Magnificent," before that as "The Blade." It was conceived as "The Florentine." The show, set in Renaissance Florence, stars Edmund Purdom as a painter-lover-swordsman, Marco Del Monte.

NTA Keeps Climbing; Net Is Up 328%

NEW YORK — National Telefilm Associates chalked up a gain of 328 per cent in its net income for the nine months ending April 30, which continues the financial crescendo it has been playing the past couple of years. Its gross sales, or total exhibition contracts written, in those nine months amounted to \$12,346,081. Compare that with \$3,560,898 for the same period in 1956, and you find a 247 per cent. NTA last week filed its statement with the Securities and Exchange Commission for an offering of \$5,000,000 in 6 per cent sinking fund subordinated notes and 350,000 more shares of common stock. The notes, due June 15, 1962, have stock warrants attached.

Senate Moves To Air Report; Form Not Set

WASHINGTON — The Senate Commerce Committee's staff report on the television hearings of last session moved toward airing this week (18). Chairman Magnuson (D., Wash.) said at the conclusion of a full committee meeting last week (12) that he hoped for final decision on the issuing of the document either as staff or committee report by this Tuesday. It is rumored that the original and lengthy document of Special Counsel Kenneth Cox, on TV Network practices hearings held last year, would be considerably axed before it could get by as a committee document. (A previous try, with a Cox report recommending a trial for toll TV, never officially emerged from a stormy meeting of the Senators in March.) The chairman has given the report high praise, and would be willing to have the document come out as a staff memo. (The Billboard, May 20.)

Toll TV Would Be Banned by Thurmond Bill

WASHINGTON—A bill to prohibit toll TV was introduced in the Senate last week (1) by Strom Thurmond (D., S. C.), member of the Interstate and Foreign Commerce Committee. The Senator told his colleagues that toll TV would be "the same as having the Congress impose a new tax on the people of this country." "The one sure thing about pay television is that it would cost the public more than the present system costs," said Thurmond. He took the FCC to task for deciding it has the right to authorize the pay service, in advance of any decision as to whether it would be contrary to the public interest (The FCC has said it can't decide this question until pay has had a trial of some dimensions).

Thurmond wants Congress to "act promptly" in this matter of "policy" before a lot of money is invested in something which can be abruptly ruled out as against public interest. The alleged "scientific progress" involved in subscription TV cuts no ice with Thurmond. He claims Congress has the right and the duty to interfere here, since policy is primarily involved.

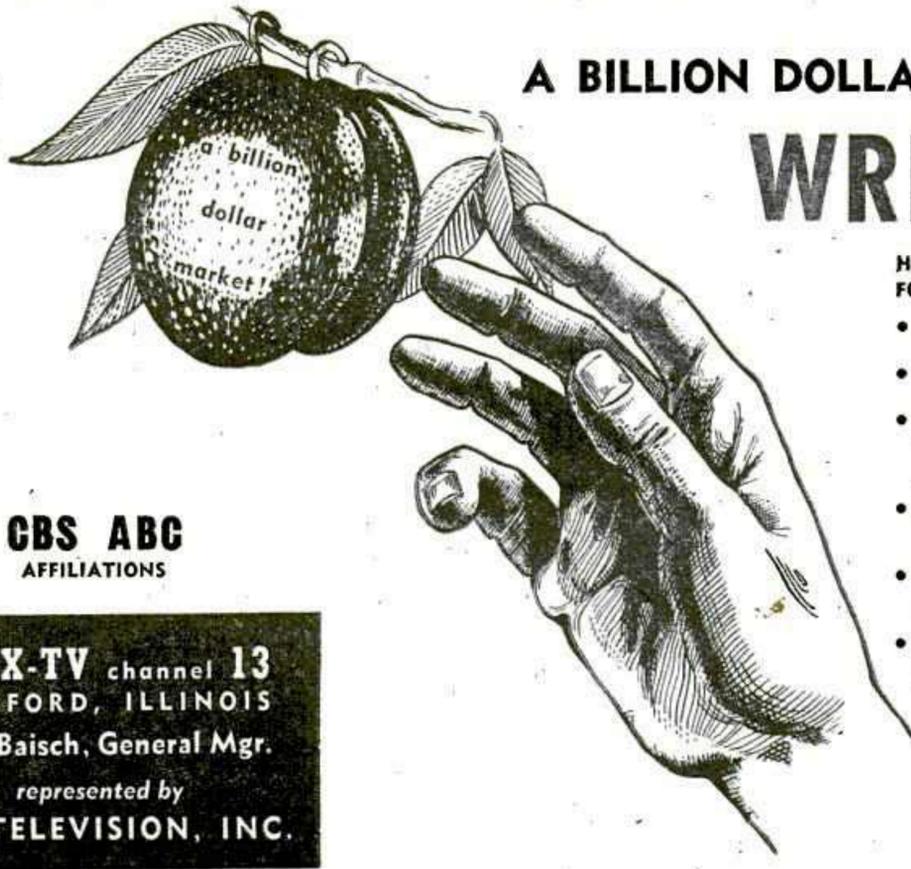
The bill (S. 2268) to prohibit the charging of a fee to view telecasts in the home parallels the House bill introduced last session and this by Rep. Emanuel Celler (D., N. Y.), chairman of House Antitrust Subcommittee.

'Silent Service' Given Big Push Via Navy Review

NORFOLK — California National Productions scored a coup in its publicity campaign for "The Silent Service" when the show's premiere on WTAR-TV, here coincided with the International Naval Review last week. CNP bought 20 spots during the Review broadcast, attached streamers to recruiting posters, took daily newspaper ads tying the events together.

The opening telecast was previewed aboard a submerged sub, while Admiral T. J. Watkins, senior sub officer of the Atlantic Fleet, guested on the premiere show.

DO YOU REALLY WANT TO BUY A PLUM?



A BILLION DOLLAR PLUM ...

WREX-TV

HERE IS FRUIT FOR THOUGHT:

- 256,600 TV sets ... serving over a million people
• Only VHF station covering this billion dollar market
• Well outside the range of either Chicago or Milwaukee television signals (90 air miles).
• Only VHF station feeding top CBS and ABC network shows to this fruitful market
• Combined rural and industrial following ... ideal for test campaigns.
• YES, THERE'S REAL SALES POTENTIAL IN REX-LAND

CBS ABC AFFILIATIONS

WREX-TV channel 13 ROCKFORD, ILLINOIS J. M. Baisch, General Mgr. represented by H-R TELEVISION, INC.

Advertisement for Zeke Manners and Jolly Joyce, featuring 'America's No. 1 Disk Jockey—Comedy King' and 'Theatrical Agency' information.

New TV Spot Campaigns

Contracts Set in Every Region
In Two Weeks Ending May 25

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

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

On Eastern Stations

Aeroshave, American Home Products thru Geyer (Ann.)
All Products, Marathon thru Young & Rubicam (Ann.)
Arrid Whirl In Deodorant, Carter thru SSC&B (Part.)
Art Course, Art Instruction thru Knox Reeves (Prog.)
Blue Dot Duz, Procter & Gamble thru Compton (Part.)
Bread, Hathaway Bakeries thru Friend Reiss (Ann., Part.)
Clairol Hair Treatment thru Robert W. Orr (Prog.)
Colgate Dental Cream, Colgate-Palmolive thru Ted Bates (Ann.)
Cream of Wheat Cereal thru BBD&O (ID)
Flav-R-Straws thru Rothrauff & Ryan (Part.)
Fosta Sunglasses, Foster-Grant thru Fairfax (Part.)
Gallo Wines thru BBD&O (Prog.)
Gravy Master Seasoning thru Samuel Croot (Part.)
Heinz Soups thru Maxon (Prog.)
Ivory Flakes, Procter & Gamble thru Compton (Part.)
Jello Chiffon Pie Filling, General Foods thru McCann-Erickson (Ann., Part.)
Kool Aid, General Foods thru Foote, Cone & Belding (Ann., Part., ID)

Lestoll, Adell Chemical thru Jackson (Ann.)
Parker Pens thru Tatham-Laird (Ann., Part.)
Parkette Pens, Parker thru J. Walter Thompson (Ann.)
Philip Morris Cigarettes thru N. W. Ayer (Ann.)
Prell Shampoo, Procter & Gamble thru Benton & Bowles (Ann., Part.)
Rival Dog Food, Associated Products thru McCann-Erickson (Ann., Part.)
Rolaids, American Chicle thru Ted Bates (Part.)
Saran Wrap, Dow Chemical thru MacManus, John & Adams (Ann., ID, Part.)
"The Little Hut" (Movie), MGM thru Donahue & Coe (Ann.)
Tartan Sun Lotion, McKesson & Robbins thru Dancer, Fitzgerald & Sample (Ann., ID)
Tide, Procter & Gamble thru Benton & Bowles (Ann., Part.)
Twentieth Century Fox Film thru Charles Schlaifer (Ann.)
Tydol Gasoline, Tide Water Oil thru Buchanan (Ann.)
Valcream Hair Tonic, Chesebrough Ponds thru Compton (Ann.)
ZBT Baby Powder, Sterling Drug thru Carl S. Brown (Ann.)

On Southern Stations

Arrid Whirl In Deodorant, Carter thru SSC&B (Ann.)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
Biz, Procter & Gamble thru Dancer, Fitzgerald & Sample (Ann.)
Blue Dot Duz, Procter & Gamble thru Compton (Ann.)
Bulova Watches thru McCann-Erickson (Ann.)
Coco Malt, R. B. Davis thru BBD&O (Part.)
Duz, Procter & Gamble thru Compton (Part.)
Frosite Root Beer, Dr. Pepper thru Caton (Prog.)
Kelly Foods thru Noble-Dury (Ann.)
Kool Cigarettes, Brown-Williamson thru Ted Bates (ID)
M & M Candies, Hawley & Hoops thru Ted Bates (Ann., Part.)

Phillips Milk of Magnesia, Sterling Drug thru Thompson Koch (Ann.)
Red Star Flour, General Mills thru Knox Reeves (Ann.)
Rolaids, American Chicle thru Ted Bates (Part.)
Royal Crown Cola, Nehi thru Compton (ID)
Tartan Sun Lotion, McKesson-Robbins thru Dancer, Fitzgerald & Sample (ID)
Tide, Procter & Gamble thru Benton & Bowles
Twentieth Century Fox Film thru Charles Schlaifer (Ann.)
Vel Beauty Bar, Colgate-Palmolive thru Carl S. Brown (Ann.)
Viceroy's Cigarettes, Brown & Williamson thru Ted Bates (Ann.)
Yellow Pages, Southern Bell thru Tucker Wayne (Ann., ID, Part.)

On Midwestern Stations

Art Course, Art Instructions thru Knox Reeves (Part.)
Blue Dot Duz, Procter & Gamble thru Compton (Ann., Part.)
Charles Antell Cosmetics thru Paul Venze (Ann., Part.)
Grant Robot, Gardner thru Arthur Meyerhoff (Prog.)
Grant Salad Mixer thru Arthur Meyerhoff (Prog.)
Helene Curtis Shampoo Plus Egg thru Gordon Best (Ann., Part.)
Instant Maxwell House Coffee, General Foods thru Benton & Bowles (ID)
Jello Chiffon Pie Filling, General Foods thru Young & Rubicam (Ann.)
Kool Aid, General Foods thru Foote, Cone & Belding (Ann., ID)
Lipton Tea, Lever thru Young & Rubicam (Ann., Part.)
Neptune Sardines thru Simmonds, Payson (ID)

Purina Dog Food, Ralston thru Gardner (Ann.)
Prell Shampoo, Procter & Gamble thru Benton & Bowles (Ann., Part.)
Prom Home Permanent, Toni thru Tatham-Laird (Ann., Part.)
Quick Home Permanent, Richard Hudnut thru SSC&B (Ann., Part.)
Saran Wrap, Dow Chemical thru MacManus, John & Adams (Ann., ID)
Shell Gasoline & Motor Oil thru J. Walter Thompson (Ann., ID)
Tartan Sun Lotion, McKesson-Robbins thru Dancer, Fitzgerald & Sample (ID)
Texaco Petroleum Products, Texas thru Cunningham-Walsh (Ann., Part.)
Tide, Procter & Gamble thru Benton & Bowles (Ann., Part.)
Vel Beauty Bar, Colgate-Palmolive thru Carl S. Brown (Ann.)
Zest, Procter & Gamble thru Benton & Bowles (Ann., Part.)

On Southwestern Stations

Bayer Aspirin thru Thompson Koch (Ann.)
Dairy Products, Superior Dairies thru Bernard Brooks (Prog.)
Dri-Zit Deodorizing Products thru Long (Ann.)
Evergreen Eggs & Feeds thru Galloway-Wallace (Ann.)
Grant Robot, Gardner thru Arthur Meyerhoff (Prog.)
Karl's Shoes thru Charles N. Stahl (Ann.)
Kool Aid, General Foods thru Foote, Cone & Belding (Ann., ID)
Lipton's Ice Tea, Lever thru Young & Rubicam (Ann.)

Mexsana Skin Cream, Plough thru Lake, Spiro & Shurman (Ann.)
Neuhoff Meats thru Wendell Muench (Ann.)
Prom Home Permanent, Toni thru Tatham-Laird (Ann.)
Purina Dog Food, Ralston thru Gardner (Ann.)
Saran Wrap, Dow Chemical thru MacManus, John & Adams (Ann.)
Valcream Hair Tonic, Chesebrough Ponds thru Compton (Ann.)
Wate-On-Tintz, Fleetwood thru O'Neil, Larson & McMahon (Ann.)

On Rocky Mountain & West Coast Stations

Dove Soap, Lever thru Ogilvie & Benson (Ann.)
Florida Valencia Oranges, Florida Citrus Commission thru Benton & Bowles (ID)
Hamm's Beer thru Campbell-Mithun (Ann.)
Jello Chiffon Pie Filling, General Foods thru Young & Rubicam (Ann., Part.)
Lipton Tea, Lever thru Young & Rubicam (Ann., Part.)

M & M Candies, Hawley & Hoops thru Ted Bates (Ann.)
Red Devil Fireworks thru General Adv. Agency (Ann., Part.)
Saran Wrap, Dow Chemical thru MacManus, John & Adams (Ann., ID)
Tartan Sun Lotion, McKesson-Robbins thru Dancer, Fitzgerald & Sample (ID)
Tide, Procter & Gamble thru Ted Bates (Ann.)
Valcream Hair Tonic, Chesebrough Ponds thru Compton (Ann.)

HORSE OPERAS

'Jim Bowie,' 'Arrow' Get Song Plugs

NEW YORK—Encouraged by station reports of record requests and successful promotion stunts, networks and packagers are more and more going in for these songs with marketing possibilities. Latest ballads out: "Broken Arrow" and "Jim Bowie," for the ABC-TV series of the same names. Decca Records will release both this summer.

Cuing the adult Western ballad trend is "Wyatt Earp," for which ABC affiliates have been receiving constant streams of inquiry and purchase requests. Prior to the Earp tune, "Davy Crockett" was a national best-seller. Upcoming Western entries include "Wagon Train," "Sugarfoot," "Restless Gun," "Cheyenne" and "Wells Fargo."

Disks are being offered to stations for resale or giveaway before release. In addition to innumerable special records made by TV performers for similar purposes, there have been popular hits among these songs like "Dragnet" and "Robin Hood." Liberace's theme, his own composition, had a million copies distributed by banks and other sponsors of his film series.

COMMERCIAL CUES

MORE VIEWING

"Three out of every four persons say, they watch TV today more than, or as much as, a year ago." "People generally say that programs and commercials are better than, or as good as, those on the air in 1956." These comments are the sum of a nationwide study directed by Dr. Albert D. Freiberg, vice-president of the Marketing and Social Research division of the Psychological Corporation, New York.

The principal comments volunteered by the public about commercials included: Commercials are more interesting and explanatory; get the point over better; show products better; use jingles, personalities, cartoons, humor and drama.

The main complaints about commercials were: They appear too often; too much talking; too long; use "hard sell"; cut in at the wrong times; talk down to viewers.

The Psychological Barometer (personal interviews with nearly 1,250 men and women throughout the United States) is conducted six times a year and represents all urban households in the continental U. S. Dr. Freiberg points out that the sample eliminates the possibility of bias in the selection of localities or places within those localities.

NEW ANIMATION

Kellogg's Special K High-Protein Food, Lux Liquid Detergent, Olympia Beer and Wilson Ham are the first advertiser to sign with Robert Davis Associates for filming of Mobilux TV commercials. Mobilux is the new continuous-movement animation technique originated by John Hoppe which created quite a stir on the Ernie Kovacs show recently. . . . Max Aerschmann, Eastern sales manager of Filmack Trailer Company, recently underwent surgery at St. Joseph's Hospital in Far Rockaway, New York. . . . George Bookasta, formerly commercial director for Hal Roach Studios in New York, is directing a summer package for the straw hat circuit.

TV Commercials in Production

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

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

(Continued from last week)

FOODS AND BEVERAGE

Food Ingredients	Quantity	Agency
Mrs. Filbert's Margarine, SSC&B	1 (60)	LA, SA . . . TV Graphics
Quaker Oats Co., Aunt Jemima Pancake Flour, J. Walter Thompson	—	NA Sarra
Lever Bros., Good Luck Margarine, Young & Rubicam	3 (60)	LA Robert Lawrence
Pillsbury Mills, Mixes, Leo Burnett	1 (60), 1 (20)	LA Robert Lawrence
Canned and Packaged Goods		
Canadian Cannery, Aylmer Products, F. H. Hayhurst	13 (20)	FA Academy
Mars, Inc., Three Musketeers Candy, Knox Reeves (Circus Boy Mickey Mouse Club)	1 (60), 1 (20)	LA Robert Lawrence
General Mills, Wheaties, Knox Reeves (Mickey Mouse Club)	1 (120)	LA Bill Baird
General Foods Corp., Jell-O, Young & Rubicam	1 (60)	LA Robert Lawrence
General Foods, Post Cereals, Benton & Bowles	—	NA MPO TV
Food Manufacturers, M&M, Ted Bates	—	NA MPO TV
Kellogg, Kellogg Cereals, Leo Burnett	—	NA MPO TV
General Foods, Grapenuts Flakes, Benton & Bowles	1 (60)	LA Robert Lawrence
Heinz, Ketchup and Soup, Maxon (Captain Gallant)	6 (60)	LA Robert Lawrence
General Foods, Post Tens, Benton & Bowles	—	NA Elliot, Unger & Elliot

Food Beverages (tea, coffee, fruit juices, etc.)

General Foods, Kool Shake, Foote, Cone & Belding (Annie Oakley)	3 (60), 2 (30), 1 (20)	FA, LA Academy Pictures
Bailey's Coffee, Donahue & Coe	2 (60), 2 (20)	FA Academy
National Nugrape, Sun Crest & Nugrape, Liller, Neal & Battle	2 (60)	FA Keltz & Herndon
Nehi Corp., Nehi & Royal Crown Cola, Compton	5 (60), 5 (30)	LA TV Graphics
Fleetwood Coffee, Nelson Chesman	1 (60), 1 (20)	LA, SA Soundao
Schwepes Tonic, Ogilvy, Benson & Mather	—	NA MPO TV
Hills Bros. Coffee, Instant Coffee, N. W. Ayer	1 (60)	LA Robert Lawrence
The Nestle Co., Quik Cocoa, McCann-Erickson (Valiant Lady, Our Miss Brooks, Garry Moore)	1 (60)	LA Sound Masters
Stewarts, Coffee, Roche, Williams & Cleary	1 (60)	LA, SM (C) Filmack
Pepsi-Cola, Soft Drink, George Hartman	1 (20)	SM Filmack
Cotton Club, Soft Drink, Lustig	1 (10)	FA, SM Filmack

Alcoholic Beverages

Schaefer Beer, BBD&O	2 (50)	SA Academy
Molson's Brewery, Beer, MacLaren	1 (30)	FA Academy
Minneapolis Brewing, Grain Belt Beer, Knox Reeves	1 (60)	FA Grantray-Lawrence
Joseph Schlitz Brewing, Schlitz Beer, J. W. Thompson	1 (60), 1 (10)	FA Playhouse
Pabst Brewing, Eastside Old Lager Beer, Leo Burnett	1 (20), 1 (60)	FA Playhouse
Liebman Breweries, Rheingold Beer, Foote, Cone & Belding	4 (80)	LA, SE Hal Roach
Pabst Beer, Leo Burnett	—	NA Wilding
Ruppert's Knickerbocker Beer, Warwick & Legler (Giant Games)	10 (60)	LA, FA MGM
Schmidt's Beer, Al Paul Lefton	1 (60)	LA Van Praag
	1 (20)	LA, SA Van Praag
E&B Beer, Simons Michaelson (Club Polka and Showtime at the Apollo)	2 (60)	FA TV Cartoon
O'Keefe's Brewing, Old Vienna Lager Beer, Comstock	—	NA Sarra
Molson's Brewery, Golden Ale, MacLaren	4 (60)	LA Patho
Crown and Anchor Lager, MacLaren	8 (60)	LA Patho
Export Ale, MacLaren	2 (60)	LA Patho
Hudepohl Brewery, Beer, Stockton, West, Burkhardt	4 (60)	LA, FA Fred A. Niles
Griesedick Bros., Brewery, Maxon	5 (60), 8 (20), 6 (30), 9 (10)	SA Majestic
Pfeiffer Brewing, Pfeiffer Beer, Maxon	2 (60), 2 (20)	LA Robert Lawrence
O'Keefe Brewing, Ale, Comstock	3 (60), 5 (20), 2 (08)	SA Robert Lawrence
P. Ballantine, Ballantine Beer, Wm. Esty (Yankee Baseball)	2 (50)	LA, SA Shamus Cuthano
Pabst, Old Tankard Ale, Leo Burnett	—	NA Elliot, Unger & Elliot
E. J. Gallo Winery, Paisano Wine, Doyle, Dane & Bernbach	2 (60)	LA Warner
Various Wine, Doyle, Dane & Bernbach	3 (60)	LA Cascade
Anheuser-Busch, Budweiser, D'Arcy	1 (60), 1 (20), 1 (10)	LA Warner
	1 (20), 1 (10)	SA Warner
	2 (20), 2 (10)	FA Sherman Glas

(Continued next week)

22

FRED A. NILES Productions, Inc.
Films for theatre, TV and industry

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

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

PROGRAMMING

the key to successful TV advertising

THE BILLBOARD

the key to successful programming

PULSE FILM RATINGS for March

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

Synd. Film Miscellaneous Shows

MARCH RATINGS	
Rank	Show & Distrib.
1.	Popeye (Assoc. Artists)13.1
2.	Rosemary Clooney (MCA)11.6
3.	Looney Tunes (Guild, Assoc. Artists)10.5
4.	Stars of the Grand Ole Opry (Flamingo)9.3
5.	Patti Page (Screen Gems)7.9
6.	Victory at Sea (NBC)7.6
7.	Confidential File (Guild)7.3
8.	Little Rascals (Interstate)6.4
9.	Championship Bowling (Schwimmer)5.8
10.	Kingdom of the Sea (Guild)5.0

AMONG WOMEN	
Rank	Show & Distrib.
1.	Patti Page (Screen Gems)88
2.	Confidential File (Guild)85
2.	Rosemary Clooney (MCA)85
4.	Liberace (Guild)81
5.	Stars of the Grand Ole Opry (Flamingo)79
6.	Victory at Sea (NBC)69
7.	Florian Zabach (Guild)68
8.	Kingdom of the Sea (Guild)64
9.	Championship Bowling (Schwimmer)62
10.	Bowling Time (Sterling)61

AMONG MEN	
Rank	Show & Distrib.
1.	Championship Bowling (Schwimmer)83
2.	Confidential File (Guild)80
3.	Victory at Sea (NBC)77
4.	Bowling Time (Sterling)73
5.	Rosemary Clooney (MCA)71
6.	Patti Page (Screen Gems)70
7.	Kingdom of the Sea (Guild)67
8.	Stars of the Grand Ole Opry (Flamingo)65
9.	Florian Zabach Show (Guild)37
10.	Liberace (Guild)34
10.	Popeye (Assoc. Artists)34

AMONG CHILDREN	
Rank	Show & Distrib.
1.	Looney Tunes (Guild, Assoc. Artists)95
2.	Popeye (Assoc. Artists)94
3.	Little Rascals (Interstate)91
4.	Stars of the Grand Ole Opry (Flamingo)22
5.	Rosemary Clooney (MCA)18
6.	Kingdom of the Sea (Guild)17
7.	Florian Zabach (Guild)14
8.	Liberace (Guild)13
9.	Victory at Sea (NBC)12
10.	Championship Bowling (Schwimmer)11
10.	Patti Page (Screen Gems)11

Syndicated Film Western Shows

MARCH RATINGS	
Rank	Show & Distrib.
1.	Frontier Doctor (Hollywood)15.5
2.	Sheriff of Cochise (NTA)14.8
3.	Annie Oakley (CBS)14.2
4.	Death Valley Days (U. S. Borax)14.0
5.	Cisco Kid (Ziv)12.9
6.	Wild Bill Hickok (Flamingo)12.6
7.	Sky King (Nabisco)12.5
8.	Frontier (NBC)10.1
9.	Steve Donovan, Western Marshall (NBC)10.0
10.	Buffalo Bill Jr. (CBS)9.8

AMONG WOMEN	
Rank	Show & Distrib.
1.	Stories of the Century (Hollywood)83
2.	Frontier (NBC)81
3.	Death Valley Days (U. S. Borax)79
4.	Frontier Doctor (Hollywood)78
5.	Sheriff of Cochise (NTA)62
6.	Annie Oakley (CBS)57
7.	Gene Autry (1 hour) (CBS)56
8.	Gene Autry (1/2 hour) (CBS)54
9.	Hopalong Cassidy (1/2 hour) (CBS)53
10.	Brave Eagle (CBS)49

AMONG MEN	
Rank	Show & Distrib.
1.	Death Valley Days (U. S. Borax)81
2.	Sheriff of Cochise (NTA)77
3.	Frontier (NBC)74
4.	Stories of the Century (Hollywood)71
5.	Frontier Doctor (Hollywood)70
6.	Hopalong Cassidy (1/2 hour) (NBC)61
7.	Cisco Kid (Ziv)59
7.	Gene Autry (1/2 hour) (CBS)59
7.	Range Rider (CBS)59
10.	Wild Bill Hickok (Flamingo)57

AMONG CHILDREN	
Rank	Show & Distrib.
1.	Annie Oakley (CBS)90
1.	Buffalo Bill Jr. (CBS)90
3.	Kit Carson (MCA)88
4.	Sky King (Nabisco)87
5.	Cisco Kid (Ziv)86
6.	Cowboy G-Men (Flamingo)85
7.	Hopalong Cassidy (1-hour) (NBC)84
7.	Steve Donovan, Western Marshall (NBC)84
9.	Gene Autry (1-hour) (CBS)83
10.	Hopalong Cassidy (1/2 hour) (NBC)82

PULSE LOCAL RATINGS FOR APRIL

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

ALBANY, TROY, SCHENECTADY, N. Y.
 3 TV STATIONS—159,100 TV HOMES
 Population—547,700 (40th in U. S.)
 Buying Income—\$949,741,000 (37th)
 Retail Sales—\$701,899,000 (35th)
 Food Sales—\$164,051,000 (34th)
 Drug Sales—\$16,380,000 (55th)
 Automotive—\$115,681,000 (47th)
 Above figures include following counties: Albany, Rensselaer, Schenectady

TOP FEATURE FILMS
 1. Perry Como, WRGB, S.47.9
 2. Bob Hope, WRGB, Su.47.0
 3. Steve Allen, WRGB, Su.42.9
 4. Groucho Marx, WRGB, Th.40.5
 5. Dragnet, WRGB, Th.39.9
 6. Panic, WRGB, T.38.7
 7. Ernie Ford, WRGB, Th.38.5
 8. People's Choice, WRGB, Th.38.4
 9. Father Knows Best, WRGB, W.38.2
 10. Jane Wyman, WRGB, T.37.9

TOP MULTI-WEEKLY SHOWS
 1. NBC News, WRGB, M.-F.22.7
 2. Early Show, WCDA, M.-F.20.7
 3. Showcase, Misc., WRGB, M.-F.15.6
 4. 11th Hour News, Press, WCDA, M.-F.15.4
 5. Queen for a Day, WRGB, M.-F.15.3
 6. Bronco Bill, WRGB, M.-F.15.0
 7. News of Nite, Weather, (7:15 p.m.), WCDA, M.-F.14.6
 8. News (11 p.m.), WRGB, M.-F.14.0
 9. Modern Romances, WRGB, M.-F.12.9
 10. Search for Tomorrow, WCDA, M.-F.12.1

TOP FEATURE FILMS
Once-Weekly
 1. Early Show, WCDA, Su.-3:15-5:0010.0
 2. Western Theater, WCDA, Su.-2:00-3:008.5
 3. Hollywood Film Theater, WTRI, Su.-7:30-9:008.0
 4. Featurama, WTRI, Su.-10:30-12 mid.5.7
 5. Sagebrush Theater, WTRI, S.-6:00-7:005.4

Multi-Weekly
 1. Early Show, WCDA, M.-F.-5:30-7:0020.6
 2. Theater of Intrigue, WTRI, M.-F.-11:00-12 mid.18.6
 3. Late Show, WCDA, M.-Su.-11:15-12 mid.13.2
 4. Late Theater, WCDA, M.-F.-11:15-12 mid.11.7
 5. Mid-Day Matinee, WTRI, M.-F.-12:30-2:009

TOP SYNDICATED FILMS
 1. Dr. Hudson's Secret Journal (MCA), WRGB, S.-7:0031.5
 2. Highway Patrol (Ziv), WRGB, Su.-1:0028.2
 3. Superman (Flamingo), WRGB, W.-7:0027.0
 4. Amos 'n' Andy (CBS), WRGB, T.-7:0026.8
 5. Ellery Queen (TPA), WRGB, T.-10:3024.5
 6. Death Valley Days (U. S. Borax), WRGB, Th.-7:0023.9
 7. I Led Three Lives (Ziv), WCDA, F.-9:3023.2
 8. Captain Midnight (Screen Gems), WRGB, Su.-12 noon21.2
 9. Buffalo Bill Jr. (CBS), WRGB, S.-9:3020.5
 10. Last of the Mohicans (TPA), WRGB, Su.-5:3019.5
 11. Celebrity Playhouse (Screen Gems), WCDA, T.-8:3019.2
 11. Men of Annapolis (Ziv), WCDA, W.-7:3019.2
 13. San Francisco Beat (CBS), WRGB, M.-10:3017.2
 14. Life With Elizabeth (Guild), WRGB, Su.-11:30 a.m.16.9
 15. Waterfront (MCA), WCDA, T.-9:3016.7
 16. Championship Bowling (Walt Schwimmer), WRGB, S.-1:3016.4

ALBUQUERQUE, N. M.
 3 TV STATIONS—48,400 TV HOMES
 Population—208,200 (107th in U. S.)
 Buying Income—\$338,798,000 (104th)
 Retail Sales—\$240,978,000 (105th)
 Food Sales—\$47,856,000 (112th)
 Drug Sales—\$7,903,000 (95th)
 Automotive—\$54,566,000 (95th)
 Above figures include following counties: Bernalillo

TOP NETWORK SHOWS
 1. I Love Lucy, KGGM, M.44.7
 2. \$64,000 Question, KGGM, T.40.7
 3. December Bride, KGGM, M.39.4
 4. Ed Sullivan, KGGM, Su.36.1
 5. Red Skelton, KGGM, T.35.9
 6. Perry Como, KOB, S.35.5
 7. Bob Hope, KOB, Su.34.9
 7. Spike Jones, KGGM, T.34.9
 9. Playhouse 90, KGGM, Th.34.4
 10. Disneyland, KOAT, W.33.5

TOP MULTI-WEEKLY SHOWS
 1. Kit Carson, KOAT, Th., F.16.3
 2. News (10 p.m.), KGGM, M.-W., F.15.4
 3. K Circle B, KOB, M.-F.13.4
 3. Sports, Weather, News (5:45 p.m.), KOB, M.-F.13.4
 5. Channel 13 News Room (6 p.m.), KGGM, M., Th., F.11.8
 6. Million \$ Movie, KOAT, M.-F.11.1
 7. Channel 13 Movie, KGGM, T., Th.10.8
 8. Sports, Weather, News (6:15 p.m.), KGGM, M., T., Th.10.3
 9. Queen for a Day, KOB, M.-F.10.1
 10. Channel 7 Clubhouse, KOAT, M.-F.9.1

TOP FEATURE FILMS
Once-Weekly
 1. Four Star Theater, KGGM, S.-9:30-11:0022.8
 2. Feature Theater, KOB, S.-9:30-11:0017.5
 3. Premiere Performance, KGGM, F.-10:00-12 mid.16.0
 4. Monday Movie, KGGM, M.-10:00-11:3012.1
 5. Modern Movie, KOB, Su.-9:30-10:3011.3

Multi-Weekly
 1. K Circle B, KOB, M.-F.-4:00-5:3013.3
 2. Million \$ Movie, KOAT, M.-F.-10:30-11:309.7
 3. Channel 17 Clubhouse, KOAT, M.-F.-4:00-5:009.1
 4. Lucky 13 Ranch, KGGM, M.-F.-4:00-5:005.2
 5. Mother's Matinee, KOAT, M.-F.-2:00-3:002.7

TOP NETWORK SHOWS
 1. State Trooper (MCA), KGGM, T.-9:3029.0
 2. Code Three (ABC), KGGM, Th.-9:0028.9
 3. Grand Ole Opry (Flamingo), KOB, S.-9:0026.2
 4. Last of the Mohicans (TPA), KGGM, W.-9:0025.8
 5. Star Performance (Official), KOB, Su.-8:3025.5
 6. Man Called X (Ziv), KOAT, W.-9:0024.7
 7. Whirlybirds (CBS), KGGM, Su.-9:0024.2
 8. Passport to Danger (ABC), KGGM, W.-9:3022.9
 8. Badge 714 (NBC), KOB, Su.-9:0022.9
 10. Racket Squad (ABC), KOB, M.-8:3021.2
 10. Frontier (NBC), KGGM, F.-6:3021.2
 12. Brave Eagle (CBS), KGGM, M.-8:3020.5
 12. Man Behind the Badge (MCA), KOAT, F.-9:0020.5
 14. Combat Sergeant (NTA), KOB, W.-7:3019.9
 14. Dr. Hudson's Secret Journal (MCA), KOB, F.-9:0019.9
 14. Stage Seven (TPA), KGGM, Su.-7:3019.9

INDIANAPOLIS
 3 TV STATIONS—181,500 TV HOMES
 Population—613,100 (30th in U. S.)
 Buying Income—\$1,292,359,000 (27th)
 Retail Sales—\$894,717,000 (25th)
 Food Sales—\$162,066,000 (35th)
 Drug Sales—\$40,274,000 (18th)
 Automotive—\$195,367,000 (23d)
 Above figures include following counties: Marion

TOP NETWORK SHOWS
 1. I Love Lucy, WISH, M.47.8
 2. Godfrey's Talent Scouts, WISH, M.45.3
 3. Ed Sullivan, WISH, Su.43.8
 4. Person to Person, WISH, F.42.3
 4. Red Skelton, WISH, T.42.3
 6. Burns and Allen, WISH, M.41.0
 7. December Bride, WISH, M.40.8
 8. Climax, WISH, Th.40.5
 9. Arthur Godfrey, WISH, W.38.6
 10. I've Got a Secret, WISH, W.38.0

TOP MULTI-WEEKLY SHOWS
 1. CBS News, WISH, M.-F.19.5
 2. Guiding Light, WISH, M.-F.18.7
 3. Search for Tomorrow, WISH, M.-F.18.3
 4. News, Misc. (11 p.m.), WISH, M.-F.18.2
 5. News, Weather (6:30 p.m.), WISH, M.-F.17.2
 6. Love of Life, WISH, M.-F.16.4
 7. Arthur Godfrey, WISH, M.-Th.16.2
 8. Valiant Lady, WISH, M.-F.15.8
 9. Captain Kangaroo, WISH, M.-F.15.7
 9. Garry Moore, WISH, M.-F.15.7

TOP FEATURE FILMS
Once-Weekly
 1. Premiere Performance, WISH, Su.-11:15-12:00 mid.15.3
 2. Hoedown, WFBM, Su.-11:00-12:00 mid.11.1
 3. Red Top Theater, WFBM, Su.-11:00-12:00 mid.9.0
 4. First Show, WTTV, Su.-2:00-3:006.5
 5. Hollywood Theater, WTTV, Su.-7:30-9:004.5

Multi-Weekly
 1. Late Show, WISH, M.-S.-11:15-12:00 mid.15.6
 2. Early Show, WISH, M.-F.-5:00-6:0010.3
 3. Channel 6 Playhouse, WFBM, M.-F.-1:00-2:308.0
 4. Hollywood Movies, WTTV, M.-S.-11:15-12:00 mid.4.1
 5. Movietime, WTTV, M.-F.-1:30-3:001.6

TOP SYNDICATED FILMS
 1. Highway Patrol (Ziv), WISH, W.-7:0033.8
 2. Stage Seven (TPA), WISH, M.-7:0031.8
 3. San Francisco Beat (CBS), WISH, T.-7:0028.3
 4. Studio 57 (MCA), WISH, F.-7:0027.3
 5. Soldiers of Fortune (MCA), WISH, Th.-7:0026.8
 6. Crusader (MCA), WISH, F.-7:3026.3
 7. State Trooper (MCA), WISH, S.-10:3025.0
 8. Susie (TPA), WISH, S.-7:0024.3
 9. Frontier (NBC), WFBM, S.-7:0023.0
 10. Victory at Sea (NBC), WFBM, Th.-7:0019.3
 11. Captain Midnight (Screen Gems), WISH, S.-11:00 a.m.18.8
 11. Sheriff of Cochise (NTA), WFBM, Su.-10:3018.8
 13. Captain David Grief (Guild), WFBM, M.-7:0018.3
 13. Dr. Hudson's Secret Journal (MCA), WISH, Su.-6:0018.3
 15. Last of the Mohicans (TPA), WFBM, W.-10:3018.0
 16. Annie Oakley (CBS), WISH, S.-6:0017.8
 17. Bowling Time (Sterling), WFBM, S.-1:3017.3
 18. O. Henry Playhouse (Gross-Krasne), WFBM, F.-7:0015.8
 19. Wild Bill Hickok (Kellogg), WFBM, S.-5:3015.3

SHORT SCANNINGS

John B. Green takes over as manager of the ABC-TV network program department, succeeding J. English Smith, who has resigned to return to Hollywood. Green, recently an associate producer on the staff of "Wide, Wide World," will be responsible for the administration of the ABC-TV program department. Other changes at ABC-TV include Bill Seaman from program service manager to production manager of the program department, and Tom Devito as Seaman's replacement in the service manager slot.

Stanley L. Yentes who has been with NBC since 1950, has been moved up to manager of sales service for NBC Television Films. . . . Mort Abrahams has been inked as producer of all live programs for NBC-TV's new suspense-

mystery series, "Crisis." Alfred Hitchcock, S. Mark Smith and Alan Miller have been set as executive producers for the three individual units which will produce the series.

Official dedication ceremonies of the Advertising Center, Inc., were held at 285 Madison Avenue, New York, with sponsor's exhibits unveiled by Wendy Barrie and Elvis, a lion cub. . . . William J. O'Donnell, vice president, and James R. Schule, legal counsel, have been named assistants to general manager Charles H. Brower of Batten, Barton, Durstine & Osborn.

Albert McCleery, executive producer of NBC's "Matinee Theater," has left for London, Paris and Rome to scout new talent and literary properties for the show.

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DISK TRADE APPLAUDS FORMATION OF NARAS

NEW YORK—Disk industry leaders loudly applauded the newly formed National Academy of Recording Arts & Sciences last week, all generally agreeing the project to have long been overdue and a welcome one.

Goddard Lieberman, president of Columbia Records, declared, "I heartily welcome the news of the formation of NARAS under the temporary direction of Jim Conkling. I feel that an academy of this type will be of great assistance in making the public aware of the enormous creative contribution made by the record business to the entertainment industry as a whole."

Glenn Wallich, president of Capitol, pointed out, "The promotional force that such an organization can create through annual awards and other devices is immeasurable, and it is high time that record people participated in such an activity."

George R. Marek, vice-president and general manager of RCA, stated, "The foundation of the National Academy is the culmination of many years of intensive study by the record industry. We long have felt that recording artists as well as others involved in the creative aspects of the business should be honored because of their tremendous contributions to the entertainment field."

Similar sentiment was expressed by other disk biz executives.

WEEK-LONG 'EXPOSEE'

Chi Gazette Blasts DJ's, Labels, Radio

By BERNIE ASBELL
CHICAGO—Record companies, disk jockeys, radio stations and what was termed "the vulgar, cheap junk" on pop records were the target of an "exposee" splattered across the front page of The Chicago Daily News every day last week (10-15). For two of the days, Monday and Tuesday, the stories were emblazoned under headlines six columns wide.

London Issue Ork Classics

NEW YORK—London Records classical album releases, issued now on a biweekly schedule, will each be devoted to a specific type of repertoire. Next week's release, for example, will be all orchestral. The last release was all-Spanish repertoire, and the one previous was all vocal.

The upcoming release, set by classical artists and repertoire chief Remy Farkas, will consist of 11 disks featuring eight different major symphony orchestras and nine major conductors.

The orchestras will be the Lon-
(Continued on page 34)

Atlantic Debs 1-For-8 Album Sales Bonus

NEW YORK—Atlantic Records' summer plan just unveiled, brings record dealers one free album for every eight different albums ordered. The program, now in effect, covers the entire Atlantic catalog. Previously, it was incorrectly reported that the program covered only the six new rock and roll albums and four recently issued 1200 series jazz albums.

Tho a special promotion, including dealer easel cards, is in the works for the new 8000 rock and roll series, a spokesman for the firm emphasized that the special summer one-for-eight plan covers any and all catalog items. The only qualification is that in order to get the free package, each of the first eight ordered must be different.

Deejays sustained incessant on-the-air chatter about the series, sometimes kidding, sometimes sore. Dealers reported a great deal of customer conversation, particularly from teen-agers, offended over the attack on their tastes. Numerous record execs hollered they were misquoted, with one mulling a lawsuit.

Written by Henaban

Series was written by Don Henaban, newly appointed music critic of The News, who timed the series for the seasonal wane in his long-hair concert reviews. His research for the editorial salvo apparently was crammed into a single week of interviews and this slim grounding is evident in frequent superficial observations about what he termed "active connivance in helping to load the dice in this multi-million dollar floating crap game."

In general, the burden of Henaban's articles is that pop hits are the product of "manipulation by money-hungry adults of the half-felt cravings of teen-agers." He quoted record execs as blaming the hit-making system on deejays
(Continued on page 36)

Col. June Release Covers Wide Field

NEW YORK—Columbia Record's new album product this month spotlights 15 packages with notable talent in the classical, pop, jazz, country and children's fields. Cued by the slogan, "Passport to Profit," the diskery notes that strong merchandise has gradually exploded the theory that the summer months must necessarily be slow in sales. A strong national ad campaign, point of sale material and other promotion will back up the present new product release.

New product is headed by the classical and pop "Buys-of-the-Month." The Masterworks package contains Stravinsky's "Firebird Suite" and Tchaikovsky's "Romeo and Juliet Overture Fantasy," with Leonard Bernstein conducting the Philharmonic. The pop "Buy" is Les Elgart's "For Dancers Only." This marks Elgart's second "Buy-of-the-Month."

Major Diskeries Discount Slump; See Solid Summer

Dealers, Distributors Tab Sales Still Off; Pick-Up in Eastern Sector

NEW YORK—Despite indications that the slump which started in the pre-Easter period has not appreciably eased up, record companies are optimistic about prospects for another banner summer sales period. Major diskery execs admitted in some cases that there has been a mild recession, but all played down the import of the slump.

Still, Dealers and distributors report that business remains somewhat off. Only in the East have signs recently emerged that the worst may be over.

Spot checks from various areas obtained last week by The Billboard, broke down about as follows: Hartford: "A definite pick-up in business in the last week." Pittsburgh: "A slight upsurge in business." Atlanta: "Traffic is definitely on the increase." Richmond: "Good signs currently indicate a satisfactory summer." Boston: "Business has improved in the past month." New York: "Sales have

not regained the losses yet but there is a break for the better." That's the general Eastern picture.

Other territories have not been quite so favorable. St. Louis reports a fair-sized slump with declining singles sales and lack of customers in stores. In Seattle business is "way off." In Texas, heavy rains and flood damage are blamed for poor sales. Slacked sales in New York are blamed by many stores on a devastating price war. This is now easing off.

Discount CofL Index

Practically all spokesmen discounted the ever-increasing cost-of-living index as any reason for a continued levelling off of business. The consensus is that the so-called slump is relative only to the tremendous sales of this year's first quarter.

The Eastern upswing may be attributable to the fact that earlier, many dealers held up on buying and stood pat with the fear of a possible LP price drop. These deal-

ers are now beginning to restock depleted shelves.

Some pointed to the fact that last year at this time there were two distinct factors pulling customers to the stores. The Presley phenomenon was new. Likewise was the phenomenal "My Fair
(Continued on page 75)

2 Soundtracks For Same Flick

NEW YORK—For the first time in its history, Decca Records will simultaneously release two different soundtrack albums from the same picture. Pic is the upcoming United Artists release, "Sweet Smell of Success," starring Tony Curtis and Burt Lancaster. Score is composed primarily of jazz themes clefted by Fred Katz and Chico Hamilton. The music is performed in the pic by the Chico Hamilton Quintet.

The Hamilton segment of the score comprises one of the two soundtrack LP releases. Other incidental theme music from the picture is composed by Elmer Bernstein, who conducted the work on the track of "The Man With the Golden Arm." The incidental material appears on the second track package.

Other album developments at the label include designation of June for "A Tribute to Wayne King," on the occasion of the maestro's 30th anniversary in show business. Dealers will get special display material to help promote the label's five catalog albums by the veteran waltz king.

Angel Dog-Day Discount Plan

NEW YORK—Effective today (17), Angel Records is accepting stock orders on its annual fall-summer discount plan. This year, the company is spicing its offering with extra discount benefits based on shorter term billing.

Dealers who make full payment by August 10, will be granted a straight 13 per cent discount off regular wholesale. Those who pay in full by September 10 will get an extra 12 per cent. Dealers who avail themselves of a third plan will take an extra 10 per cent. This latter plan calls for one-third payment on October 10, one-third on
(Continued on page 34)

Morris Snares Pub Rights in Three Media

NEW YORK—Publisher Buddy Morris nailed down publication rights on scores in three different media last week, via purchase of rights to the scores of a Broadway musical, a feature length film, and a 26-week TV film series.

The musical, "Thirteen Daughters," which will be produced on
(Continued on page 34)

Fall Huddle Set for SPA-Pubs Contract

NEW YORK—Negotiations between the Songwriters Protective Association and publishers, leading to new contracts will get underway in September, according to a report delivered by SPA prexy, Abel Baer, at the Association's annual meeting here Thursday (13). The old contracts expired last December but an extension was agreed upon at that time to allow both publishers and the SPA to give a long look to new conditions bearing on use of songs—such as radio and TV use and the importance of records as against sheet sales—before new agreements were made.

Baer also pointed out that negotiations which have been going on for some months with the Composers and Lyricists Guild of America may soon terminate in an

agreement for merger of the two groups. This may come about before the end of this year, according to Baer. The SPA and the CLGA earlier were involved in a jurisdictional dispute on the representation of composers whose music is used in TV and TV film.

Following these revelations, the meeting was turned over to Arthur Schwartz who discussed at length the Association's activity in connection with the Celler Committee report on use by broadcasters of song material. The report recommended that the Justice Department investigate the networks' relationship to Broadcast Music, Inc.

Schwartz discussed the press conference held last Monday by SPA which was attended by leading songwriters and such figures as Helen Hayes, Al Capp, Paul Whiteman, Abe Burrows, Paddy Chayevsky, Tony Martin and Rex Stout, and at which the import of the Celler committee's findings was discussed. Schwartz claimed that the networks almost completely blacked out coverage of the conference in their news broad-
(Continued on page 34)

Rip Thornton, Dot Veepee, Resigns Post

HOLLYWOOD—L. L. (Rip) Thornton, vice-president and treasurer of Dot Records, has resigned his post to join the public accounting firm of Ernst & Ernst in Nashville.

Thornton joined Dot in 1954, assuming certain accounting and administrative duties, later becoming a vice-president and treasurer in 1956. Thornton declared his major interest lies in the fields of accounting and taxation. Tho no successor has been named, A. E. Price, of Nashville, will assume Thornton's duties in the interim.

The Classical release includes the following: "Finlandia," including repertoire of Sibelius, Grieg and Alfvén, with Eugene Ormandy conducting the Philadelphia Orchestra; "Nights in the Gardens of Spain," with pianist Robert Casadesu and with Mitreppulos conducting the New York Philharmonic; Violinist Joseph Szigeti, accompanied by Carlo Bussotti at the keyboard, playing sonatas of Ravel, Hindemith, Prokofiev; a package of works by modernists Stefan Wolpe and Alan Hovhaness—an addition to Columbia Modern American Music Series, which issues first works of contemporary composers.

Pop packages, in addition to the Elgart, include Percy Faith's "Adventures in the Sun," Juliette Greco; Buddy Cole's "Pipes, Peedals and Fidelity;" guitar virtuoso
(Continued on page 34)

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Big Play for Chris Connor Dual-LP Pkg.

NEW YORK—Atlantic Records is set to release the biggest single packaging project in its history—the new two-LP de luxe album titled "Chris Connor Sings the George Gershwin Almanac of Song."

Long in the planning stage, the album contains 32 different Gershwin songs which were cut at seven different disk sessions. At each session, different ensembles were used, ranging from large bands to small combos.

The album has been specially prepared to crack the artist into the pop field, via copious liner notes on the composer, on the song as represented in chronological order on the record, and by a spread of photos in the center of

(Continued on page 48)

No Staff Memo From SCCS on ASCAP Plaints

WASHINGTON—Rumors here last week that ASCAP songwriter complaints against broadcasters had become the subject of a Senate Commerce Communications Subcommittee staff memo, and had been submitted to chairman John O. Pastore (D., R. I.), were denied by the Subcommittee's general counsel, Nicholas Zapple. A flying wedge of songwriters brought their story to the Senate group, among others on the hill, in March. (The Billboard, March 16.)

Zapple, who was to investigate the songwriter charges to determine if they had grounds for hearings, said: "The situation remains unchanged, and the investigation is still in progress." No report has yet been submitted, Zapple said.

Rumors could have been sparked by recent release of the Celler (D., N. Y.) House Antitrust Subcommittee report on its hearings covering the BMI-ASCAP controversy. (The Billboard, June 10.)

Prestige Back On 45 Groove

NEW YORK—Prestige Records, jazz LP specialty label, is going back into the 45 r.p.m. singles business. Present plans call for the release of four or five singles per month, most of which will be extracted from LP's.

First singles artist to be promoted by the label is through Barbara Lea.

NEWS REVIEW

Fine Groovings by London On Spanish Album Series

NEW YORK—Under the general caption, "España, the Music of Spain," London has issued five individual albums covering varied aspects of Spanish material, all conducted by Ataulfo Argenta. They are brilliantly recorded and unified by the sensitive and understanding direction of a conductor who excels in this idiom.

Volumes 1 and 3 represent some of the greatest accomplishments by modern Spanish composers, with important scores by De Falla, Albeniz and Turina and pleasant Basque dance settings by Guridi. Volume 2 is devoted to some even better-known compositions, chiefly by non-Spanish composers who drew inspiration from the peninsula. Volumes 4 and 5 feature orchestral material from zarzuelas,

CAN'T FIGHT CANNED MUSIC, SAYS PETRILLO

DENVER — Labeling canned music the "most serious problem confronting the musician today," AFM Prexy James C. Petrillo told The Billboard, "But we can't fight canned music either, we've got to work with them."

Petrillo acknowledged his cognizance of the changes in the music business brought about by new electronic devices. There are no plans, he said, nor have there been any discussions with regard to the effect of pay-TV on the musician, for example.

Re-elected to his 18th term of office as president of the AFM, Petrillo conceded he might retire, "If I don't feel good." The union president was prevented from making his usually dramatic opening address by a recurring ailment, averring "if a guy only has a few good years left, there's no point in continuing. The Federation needs a leader, and a sick man can't lead."

Speaking of the dispute within Local 47, Petrillo referred to ex-47 President John te Groen, declaring, "He should have been a priest or a rabbi, not a labor leader. They kick him in the teeth, and what does he do, he kisses them for it."

Daniel, he indicated, has no bed of roses either. "That guy keeps retiring," said Petrillo, "and one of these days that bunch will take him up on it. What he (Daniel) needs most now is support from Local 47, and that'll take time." The rank and file studio committee who will sit in on studio contract negotiations will have "damn near the last word," Petrillo said, "but they've got to accept responsibility, too."

Wax Pressers Meet in Hwd.

HOLLYWOOD—A joint meeting of the Western Record Pressers' Association and the Society of Plastic Engineers aired methods for testing the quality of phonograph records from a material and molding standpoint here Thursday (6).

Representatives from Dow Chemical Corporation unveiled a new polystyrene compound, in addition to discussing existing differences between vinyl and the newer poly resins developed.

Meet was open to recording engineers, record distributors and all record company personnel.

Aura of Peace and Harmony Keynotes AFM Convention

Acts to Curb Recording of Foreign Track

By JOEL FRIEDMAN

DENVER—In sharp contrast to last year's strife-filled convention, the American Federation of Musicians closed its 60th annual convention here last week (10-13) in an aura of peace and harmony, amid the oft-repeated declaration that the "Administration of Local 47 is sincere in working within the framework of the Federation."

The convention was climaxed by the refusal of nearly 1,300 delegates to rid President James C. Petrillo of the appellation "dictator," and the approval of a measure aimed at halting the recording of canned foreign track, the latter carrying a fine up to \$5,000 and expulsion.

Following the defeat of a resolution proposed by Los Angeles Local 47 to strike the controversial Article 1, Section 1, from the by-laws, Petrillo asked the delegates to reconsider their action. "I would

(Continued on page 36)

HATCHET BURIED BY AFM & AGVA

DENVER — The long-standing feud between the American Guild of Variety Artists and the American Federation of Musicians has officially come to an end, with Jackie Bright, national administrative secretary of AGVA, promising some 1,200 delegates to the AFM convention, that "no member of AGVA would ever work with musicians who were not members of AFM."

Bright, who just returned from the AGVA convention in Miami, declared, "If anybody had told me two years ago that I'd stand up at an AFM convention, I'd have said they were crazy." Newly developed amity between the unions is a two-way street, with AFM members reciprocating by not working with performers not a member of AGVA.

AFM Prexy James Petrillo lauded Bright as a man of decency, honesty and integrity, averring, "That's the kind of men we want to work with."

Petrillo Sees Steady Growth Of Trust Fund

DENVER—AFM Prexy James C. Petrillo prophesied that the "Music Performance Trust Fund will damn near double" its 1959 allocation, in a statement to The Billboard here last week.

Swelled to a total of \$4,400,000 in 1958, compared to 1957's \$3,600,000, Petrillo told The Billboard, "and it'll double again and again." The employers want the Trust Fund, Petrillo declared.

Union leader flayed the right-to-work laws of many States, and in no uncertain terms told the convention that "We've got to make up our minds that we'll have to pay for our protection. The right-to-work laws mean the breaking up of unions. If you don't fight for your rights, you're not gonna get them, and you can't fight without money."

AFM prexy averred he anticipated no membership assessment, tho he had previously pointed out that the litigation in Los Angeles has already cost the Federation \$122,000 and "the end is not in sight."

Petrillo, William F. Schnitzler, secretary-treasurer of the AFL-CIO; Jackie Bright, national ad-

(Continued on page 36)

AFM Foreign Track Action Cues 'So What'

HOLLYWOOD — West Coast reaction to the newly passed effort to thwart working on foreign canned track, was greeted generally with a "so-what" attitude, with a number of those active in the field declaring they'd just as soon quit the union.

One musician, who declined permission to use his name for fear of reprisal, declared, "There are some guys who are making \$30,000 a year working on canned track for television. Do you think they'll give up an income like that for the AFM?"

Coast tooters predicted the AFM would have a difficult job in policing the new policy which goes into effect July 1, declaring that composer and arranger members of the union would either use bogus names or merely quit the union.

JIMMY DORSEY

That Gold Record Fitting Epitaph

By BILL SIMON

NEW YORK — Jimmy Dorsey never did get that gold record. As of Wednesday (12), the day he died, his Fraternity recording of "So Rare" has sold 800,000 copies, but was picking up steam and seemed certain to crack the golden circle.

Harry Carlson, president of Fraternity, had the gold platter made up and waiting, but then Carlson has been certain all along that J. D. had it in him to make it big again. When Carlson approached the saxophonist last year to record for him, Jimmy was delighted, but told the disk man, "Harry, let me pay for the date. You know I don't sell records. You'll only get stuck." Carlson, we're pleased to relate, wouldn't hear of it.

Jimmy, it is reported, made the date despite objections from his brother-partner Tommy, who, himself died accidentally shortly thereafter, last November. Tommy reportedly was working on a deal

with a major label. Jimmy went into the studio with two sidemen from their joint band plus a set of top studio musicians. His most recent recording under his own name had been a series of Dixieland sides for Columbia half a dozen years ago. He hadn't had a real hit since his Decca days, in the early '40's. For the latter label, he recorded such smash hits as "Green Eyes," "Amapola," "The Breeze and I," "Yours" and "Maria Elena"—aided considerably by the vocal team of Helen O'Connell and Bob Eberle and arranger Tutti (then Toots) Camarata.

'20's Jazz Darling

Aside from the O'Connell-Eberle period, Dorsey throut his career had put musical standards above commercial considerations. In the '20's, he was the darling of the then modern jazz set — the Charlie Parker of his day. His re-

(Continued on page 36)

Savoy Preps Singles From Jazz Catalog

NEWARK, N. J. — Answering demands from various distributors, Herman Lubinsky, mahoff of Savoy Records here, is now supplying specially selected and edited jazz singles for the cool juke trade. Material on the disks will be taken from the growing Savoy jazz catalog.

Lubinsky reports that a good bit of jockey demand for jazz singles has also shapped up and the new disks will be used to fill that demand as well. The records will also be available in stores at 89 cents each. First four sides will be taken from the album "Jazz From London Town," featuring Tabby Hayes and Dizzie Reese.

Sidney Mills Exits Firm for Own Org

NEW YORK — Sidney Mills, general profession manager of Mills Music, has left the company. He will shortly set up his own publishing organization. Mills has spent 24 years with the firm, which was created and developed by his father, Irving Mills and the latter's brother, Jack.

Sidney Mills last week stated that he wished to operate his own organization, and that his venture would include a personal management and the making of masters. The disk operation would be solely for the purpose of exploiting copyrights — the aim being to sell or lease these masters to diskeries.

Mills will not use the family name for his own operation, nor will he take any of the Mills copy-

rights. It is expected that he will set up a BMI operation in addition to an ASCAP firm. In addition to entering the pop field, he said his plans included the building up of catalogs in the educational, symphonic and band fields—categories which have proven so important to the Mills Music operation.

Details are not yet crystallized. Mills is currently outlining his projects with attorney Lew Dreyer, and he expects to have moved into new offices in a couple of weeks. Initially, he will work with a selling agency, leasing out his printing and shipping operation.

It is known that Sidney Mills is presently in the midst of negotiations whereby he will acquire cata-

(Continued on page 38)

Jack Stapp Shifts From WSM to Tree

By BILL SACHS

NASHVILLE—Jack Stapp, program director of Station WSM here, home of the "Grand Ole Opry," Tuesday (11) severed 18 years' association with the station to take over the sole management and operation of Tree Publishing Company, New York, effective July 1.

Leading to Stapp's resignation was his purchase from his former partners, Harry Fleischman, president of Entertainment Products, Inc., New York, and Louis G. Cowan, executive vice-president of the Columbia Broadcasting System, of their interests in the Tree firm. Stapp says he has had no association with the Tree Publishing Company for nearly a year, or since J. H. DeWitt Jr., WSM president, issued an edict to all station executives to give up all outside interests.

Robert E. Cooper, general manager of WSM-Radio, Thursday (13) announced the appointment of Otis Devine as program director of WSM, replacing Stapp. Devine has been chief announcer of the 50,000-watt station and is one of the top producers of radio shows in the South. He joined WSM in September, 1935, as a staff announcer.

Stapp says that when he gave

up his interest in the publishing firm, efforts were made to sell the company. When no takers appeared, Stapp says he decided to acquire the firm on his own, feeling it was too sound a venture to let it slip by. Stapp wouldn't reveal the amount of money involved in the latest transaction. He stresses the fact that he left WSM with the friendliest of relations with the station and its executives.

New York office of the Tree company will be closed, Stapp says, with headquarters being set up at 319 Seventh Avenue, North, in Nashville. With his shift to the publishing business, Stapp will continue his duties as local representative of the William Esty Advertising Agency, handling the Prince Albert "Grand Ole Opry" seg, heard each Saturday night over the NBC radio network.

Stapp started in radio with WJST, Atlanta, and moved from there to the Columbia Broadcasting System in New York, where he rose to acting director before joining WSM 18 years ago. During his long tenure with WSM, Stapp discovered and promoted many of the "Grand Ole Opry" names of the past and present.

Coincidental with the announcement of Stapp's resignation came word that Irving Waugh, WSM-TV commercial manager, who recently resigned to become vice-president and general manager of WSIX-AM-TV here, has returned to his duties at WSM after serving only a few days in his new post.

WSM President DeWitt, commenting on Stapp's departure, said: "We accept regretfully the resignation of Jack Stapp. Everyone at WSM has a deep affection for Jack. We are deeply sorry to lose his services, but we wish him all the success that we know a man of his many talents will have."

Tenn. Readies For Hillbilly Homecoming

MARYVILLE, Tenn.—The fifth annual Hillbilly Homecoming, proclaimed by Gov. Frank C. Clement of Tennessee and celebrated by an act of the 83d Congress, will be celebrated here July 1-6, with the local citizenry busy with plans for parades, exhibits, costumes and parties to celebrate the event.

Featured guests this year will be Jim Reeves and T. M. Leonetti, the new star of "Your Hit Parade." Johnny Maddox, the Crazy Otto ragtime pianist, will return to his native Tennessee for the event. Folk singers Grace Creswell and Gene Wardell, both native East Tennesseans, also will be guests of the festivities.

Exhibits will include the usual antiques, art and mountain crafts. New features will be an Inventor's Fair, showing models of old and new inventions, an historical Bible exhibit, and products of local industries. A special display is being prepared by the Ford Motor Company, and General Motors will show its Futurama.

Contests have been expanded, with over \$500 in prizes being given for best hillbilly costumes, best beards, fox-horn blowing, hog alling and snuff dipping. The big parade of the week will be held July 4 and will display 80 antique automobiles of the East Tennessee region of the Antique Automobile Club of America.

NEW PRICE EP DEBUTS IN K.C.

KANSAS CITY, Mo.—The new Ray Price Columbia record, "The Ray Price EP," had its premiere here last Thursday and Friday (13-14) in conjunction with the second annual convention of the Country Music Disk Jockeys' Association.

In a deal arranged by Bob Burrell, Columbia's c.&w. promotional ace, one tune of the record, "A Fallen Star," was heard on the hour thruout the two days, from sign-on to sign-off, over KCMO and KCKN. Other tunes on the EP are "Gone," "Four Walls" and "Bye, Bye, Love."

Advance copies were given to the deejays in attendance.

40 Sign In For CMDJA Meet in K.C.

KANSAS CITY, Mo.—The second annual convention of the Country Music Disk Jockey's Association held here Thursday and Friday (13-14) pulled meager attendance, with some 40 registrants signing in at convention headquarters at the President Hotel.

Despite the slight attendance, the CMDJA board meeting and the general membership session held Thursday at Memorial Auditorium are reported to have been productive of some sound plans for the future. Further details will appear in next issue.

Most active among the deejays at the various sessions were Tommy Sutton, Smokey Smith, Bill Price, Nelson King, Don Ramsey, Earl Davis, Dal Stallard, Jim Brooker and Skeets Yaney.

Among music men present were Dick Linke, Harry Hostler, Bob Burrell and Don England, of Columbia; Harry Silverstein, Decca; Bob Kreuger, RCA Victor and Pappy Dailey, Mercury-Starday. Lucky Moeller represented "Ozark Jubilee," and Tom Perryman did likewise for "Grand Ole Opry."

At press time Friday, the advance sale for the Friday night show at Memorial Auditorium, open to the public, was described as "fair." On deck to show their wares at the show were Bobby Lord, Billy Walker, Webb Pierce, Faron Young, Billy Gray and band, Bill Wimberly and band, the Blackwood Brothers, and Bob Strack.

Cap Contract To Leinsdorf

HOLLYWOOD — Erich Leinsdorf, vet longhair musical conductor who gained fame at the City Center Opera Company of New York, has been signed to a long-term contract by Capitol Records.

Agreement was concluded by Francis Scott, head of the firm's album department, with initial plans calling for Leinsdorf to conduct the Los Angeles Philharmonic and Concert Arts Orchestra in album sessions here.

New Mich. Music Firm

LANSING, Mich. — Arthur J. Harger, president of the manufacturers' representative firm bearing his name, has joined with Lawrence R. Palmiter and Robert Di-Vietri to form Michigan Music Associates, with headquarters at 130 Shepard Street here. Firm will distribute records and phonograph supplies in Michigan. Harger is president of the new firm; Palmiter, vice-president, and Di-Vietri, secretary-treasurer. Phillis Holmes is handling the firm's promotion.

London Dealers Protest Hike of Disk Prices

LONDON—Local disk dealers last week protested to the House of Commons about the recent increase in disk prices.

Just recently, Philips carried the ball and initiated the increases, which almost immediately were duplicated by the EMI group (Capitol, Columbia, Columbia-Clef, HMV, M-G-M, Parlophone Regal-Zonophone). In the pop and jazz lists, single record increases range from 10 cents to about 28 cents at the retail level. Increased production costs were given as the motivating factor. Still, the companies claim, that of this increase their net take will be less than 2 cents per 10-inch 78 r.p.m. or 45 r.p.m. single.

According to one member of Parliament, if there is enough public concern manifested, he will call for an investigation of the industry by the Monopolies Commission.

The dealers' committee is preparing a nation-wide petition in which the public also will be invited to register its protest.

Meanwhile, the Melody Maker, leading music weekly here, has reported a "crime wave in records." According to MM, thousands of

records are finding their way into the provinces, but not via the trade. Reportedly a gang, operating in London, has set up its own distribution. How does it get its records? "Simply," says MM, "by knocking off the vans that stand outside the record wholesalers and retail shops."

In the past six weeks, at least four vans, each loaded with upwards of 1,000 platters, have been driven off while drivers were inside the stores and later found some blocks away, minus the disks.

Vogue, Esquire, Lugton and Company and Selecta (Decca-London subsidiary) were among the victims.

Long Island To Hold Own Jazz Festival

NEW YORK — Long Island definitely will have its own jazz festival next month. It will be a three-day, five-concert affair, held at Timber Grove Club, Great River, 48 miles from Manhattan. The dates are July 19-21.

Sponsoring the bake is The Friends of American Jazz, Inc., a non-profit outfit whose announced purpose is the creation of jazz scholarships and financial aid to jazz musicians. Official tag of the occasion is "The Great South Bay Jazz Festival."

All schools of jazz will be presented, all under a circus tent accommodating 2,000 patrons. Tickets will be pegged at \$2.75 and \$3.75.

Rex Stewart, ex-Ellington trumpet star, is in charge of talent. Directors are Stewart, Robert Haberman, Francis Thorne, Wayne Horvitz and Carl Fick.

Radio Calif. Buys KDAY

HOLLYWOOD—Ownership of Station KDAY, recently authorized to increase its power to 50,000 watts by the FCC, officially changed hands last week to Radio California, Inc., subsidiary of the Gotham Broadcasting Corporation, owner of WINS, New York.

Elroy McCaw and John Keating, principals in the latter firm, disclosed that George A. Baron, general manager of KDAY, has been elected a vice-president of Radio California, Inc., and that he will continue in his present capacity. Station plans to increase its staff coincident with installation of new equipment to handle its increased power.

KEY FACTS CUE CHART ANSWERS

• Continued from page 1

number of retail outlets carrying records with almost 300. Kresge, Sears and Grant are grouped in that order in second, third and fourth places, all with more than 200.

5) Taking all kinds of dealers into consideration, the average retail outlet has sales, at retail, of about \$100 a day, selling slightly more than 50 individual records. Average retail price per record is about \$1.90.

6) Twelve-inch LP albums account for almost 60 per cent of the dollar sales of the industry, at retail, altho less than 25 per cent of the unit sales.

2 Free for 10 Is Tico's LP Dealer Bait

NEW YORK — Tico Records, one of the leading manufacturers of Latin American wax, has launched a special sales merchandising plan, where dealers buying any 10 Tico LP's will receive two free albums of their choice from the label's catalog.

The plan, according to sales chief Joe Kolsky, is part of Tico's long-range program to bolster today's sagging Latin American disk market by persuading more "general" dealers to handle it. Heretofore, says Kolsky, the records have mainly been sold by dealers who specialize in Latin American lines.

In line with this, Kolsky reports, Tico is readying a special promotional drive to win exposure from pop jocks and acquaint them with Tico's catalog. First single pushed will be Machito's waxing of the movie film theme "Affair to Remember."

The new sales plan, first such program offered by the label, will run thru August 15. Meanwhile, Tico is readying six new LP's for release this fall. Tico's current LP catalog, largest in the Latin American field, includes 40 packages.

4 Execs Upped To New Posts By BMI Board

NEW YORK—At a meeting of BMI's board of directors last Monday (10.) Bob Burton, formerly vice-president in charge of writer and publisher relations, was moved up to the new post of vice-president in charge of domestic performing rights administration. Burton continues as secretary of BMI.

Other appointments are: Bob Sour to vice president in charge of writers relations; Mrs. Theodora Zavin to assistant vice president in charge of publisher relations; Richard Kirk to assistant vice president in charge of publisher and writer relations at BMI's Hollywood office.

DECCA

OWEN BRADLEY QUINTET
VOCAL WITH ANITA KERR QUARTET

WHITE SILVER SANDS

9-30363

KITTY KALLEN

HIDE AWAY HEART

9-30346

JIMMY DALEY and THE DING-A-LINGS

HOW'S ABOUT A LITTLE KISS?

9-30358

THE BUDDIES

A PROM AND A PROMISE

and

LOTTERY

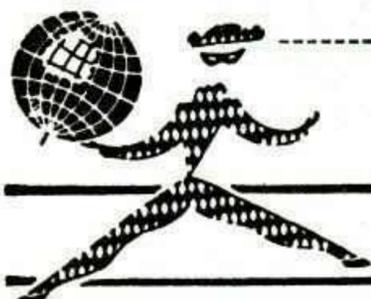
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A NEW WORLD OF SOUND



Your Key to Bigger Sales for Months to Come

The Billboard's Annual NAMM ISSUE

Dated July 15

Issued in conjunction with the National Association of Music Merchants (NAMM Convention), JULY 15-18, PALMER HOUSE, CHICAGO.

For Advertisers . . .

The Billboard is the key which opens the door to the record dealer market for you 52 weeks a year. And this NAMM issue puts special emphasis on the dealer at a time when you both are getting ready for your big Fall promotions and special sales efforts.

What better meeting ground than in the pages of The Billboard for your advertising messages where the editorial content enables the dealer to see his own operations in the perspective of the total record scene and helps him plan for the future.

The Billboard's NAMM CONVENTION ISSUE

DATED JULY 15

Bonus Distribution: 1,500 copies from The Billboard's booth right on the convention floor.

ADVERTISING DEADLINE:
JULY 9

TIME IS RUNNING
SHORT!

A key issue for artists . . .

for it offers the opportunity to reach and promote yourself to your biggest, most influential audience . . . the nation's first-line record dealers, who can give your releases the push that builds terrific sales.

A key issue for record manufacturers . . .

for it gives you an exhibit stage ideally set up to showcase your new releases, new talent, upcoming promotional plans and selling strategy for the months ahead.

A key issue for manufacturers of phonographs, radios, sets, hi-fi and tape equipment and accessories . . .

for 8141 dealers pay good, cold cash to receive The Billboard every week. The Billboard serves as a tremendous showcase in which you can sell your new lines, your new promotions and enhance your relationship with your distributors and these important dealers.

For information or help with your advertisement, contact your nearest Billboard salesman.

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9818 Cliff Strom	CINCINNATI 22, OHIO 2160 Patterson St. DUNbar 1-6450 Ralph Wuest	ST. LOUIS 1, MO. 812 Olive St. CHestnut 1-0443 Frank Joerling
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NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800 Dan Collins Bob O'Brien Norm Wieland	HOLLYWOOD 28, CALIF. 1520 N. Gower St. HOLlywood 9-5831 Bob McCluskey
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COOL, MAN!

He Hatches Mail Order Poultry

NEW YORK—Apparently there are quite a few jazz minded chicks around the countryside waiting to latch on to a swinging cat. Current experience of Gary Kramer, Atlantic Records mahoff and erstwhile Billboard staffer, would tend to bear out that fact.

In the first of a new series of newsletters circulated to a list of trade people and consumers, Kramer fired his opening salvo by introducing himself as "29 and unattached," and seeking correspondence with jazzophiles.

Right now, Kramer has a tremendous batch of unopened letters on his desk (some perfumed) from distaffers from all parts of the country. "I haven't even had time to open most of them," exclaimed Kramer jubilantly. Best offer so far is from a youngish female psychiatrist from Greenwich Village who sent a picture. "We're going to get together and discuss the jazz scene," said Kramer. "After all, man, she's close enough to make it interesting."

Miller Stays With WIND

CHICAGO — DeeJay Howard Miller has renewed his contract with WIND here, thus scotching the rumors he would move to the local CBS outlet, WBBM, which carries Miller's daily network show.

Miller, who has been with WIND for 12 years, said he decided to stay with the station—recently purchased by the Westinghouse chain—because he thinks an indie radio operation is more effective for a deejay. His local WIND morning show is completely sold out, with a waiting list of sponsors.

Liberty Adds Five Artists

HOLLYWOOD—Liberty Records bolstered its recording roster last week, adding five newcomers. Latter include Jana Lund, who stars in the Elvis Presley film, "Loving You"; Myrna Fox, Ray Kinney group, Lincoln Chase and Circus Red and His Freckles.

Miss Lund's first sides will be released in August concurrent with release of the Presley picture. Miss Fox will do an album backed by Monty Kelly, while Kinney debuts with a Hawaiian package. Chase will shortly be released on a pop single, and Circus Red and His Freckles, ranging in age from 10 to 13 years, will cut a Dixieland LP.

Morris Snares

Continued from page 29

Broadway this fall by Michael Meyerberg with score by Carolyn Leigh, Cy Coleman, and Eaton Magoon, is based on a musical written by Magoon and originally produced in Hawaii.

The movie, "Day of Fear," was produced in Spain by Martin Gorsch with a score by Hollywood composer Leo Arnaud. Arnaud also wrote the music for the TV film series, "It Happened in Spain." The series, also produced in Spain by Gorsch, will be distributed to TV stations here, via syndication this fall.

Meanwhile, Morris' general professional manager, Sidney Kornheiser, is lining up album releases for the TV and movie soundtracks with a major label.

Fall Huddle

Continued from page 29

casts. Schwartz is also a leading figure in the suit against BMI for its alleged conspiring with networks to freeze out songs by ASCAP writers. The Celler committee findings were seen as also lending weight to the SOA cause.

Abel Baer then read a wire from Billy Rose in which he said: "I am in favor of the existence of BMI but I don't think it should be owned by the networks . . . I hope that you and your membership continue your efforts to let the public know the facts."

A letter from Bernie Wayne, a BMI member of SPA representing the "SPA Committee for Fair Play" was also read (see separate story) following which J. Fred Coots offered a motion for a vote of confidence in the officers and council, which was passed.

John Shulman, attorney for SPA, received a rousing cheer when he announced that the SPA Council agreed unanimously that "it would never settle for less than co-administration in any use of writers' music."

London Issue

Continued from page 29

don Philharmonic, Vienna Philharmonic, Vienna Symphony, Paris Conservatory, Orchestre de Suisse Romande, the Concertgebouw of Amsterdam, the Florence May Festival, and the Stuttgart Chamber Orchestra.

The list of conductors includes Ansermet, Kubelik, Josef Krips, Munchinger, Boult, Denzler Knappertsbusch, Gavazzeni and Van Beinum.

Highlights include Boult conducting Tschaiakowsky's Symphony No. 3, Denzler batoning the Chausson Symphony in B Flat, Kubelik doing Dvorak's Symphonies Nos. 2 and 5, and Krips on podium for the Brahms No.1. One set will include works by Debussy and Ravel conducted by Ansermet and Van Beinum. Knappertsbusch will do a program of his specialty—Wagner.

Angel Dog-Day

Continued from page 29

November 10 and one-third on December 10.

The offers are open to any dealer whose account is current, and who places a minimum order of \$400. Deadline for orders is Friday, August 2. Delivery starts July 1.

In this push, as in last years, dealers have complete freedom in ordering anything they wish from the entire Angel catalog, which consists now of approximately 450 different packages.

According to Angel's Eastern sales manager, John Woolford, the company is granting a 100 per cent exchange privilege on factory-sealed disk ordered under the plan. This may be exercised during the company's next winter exchange period.

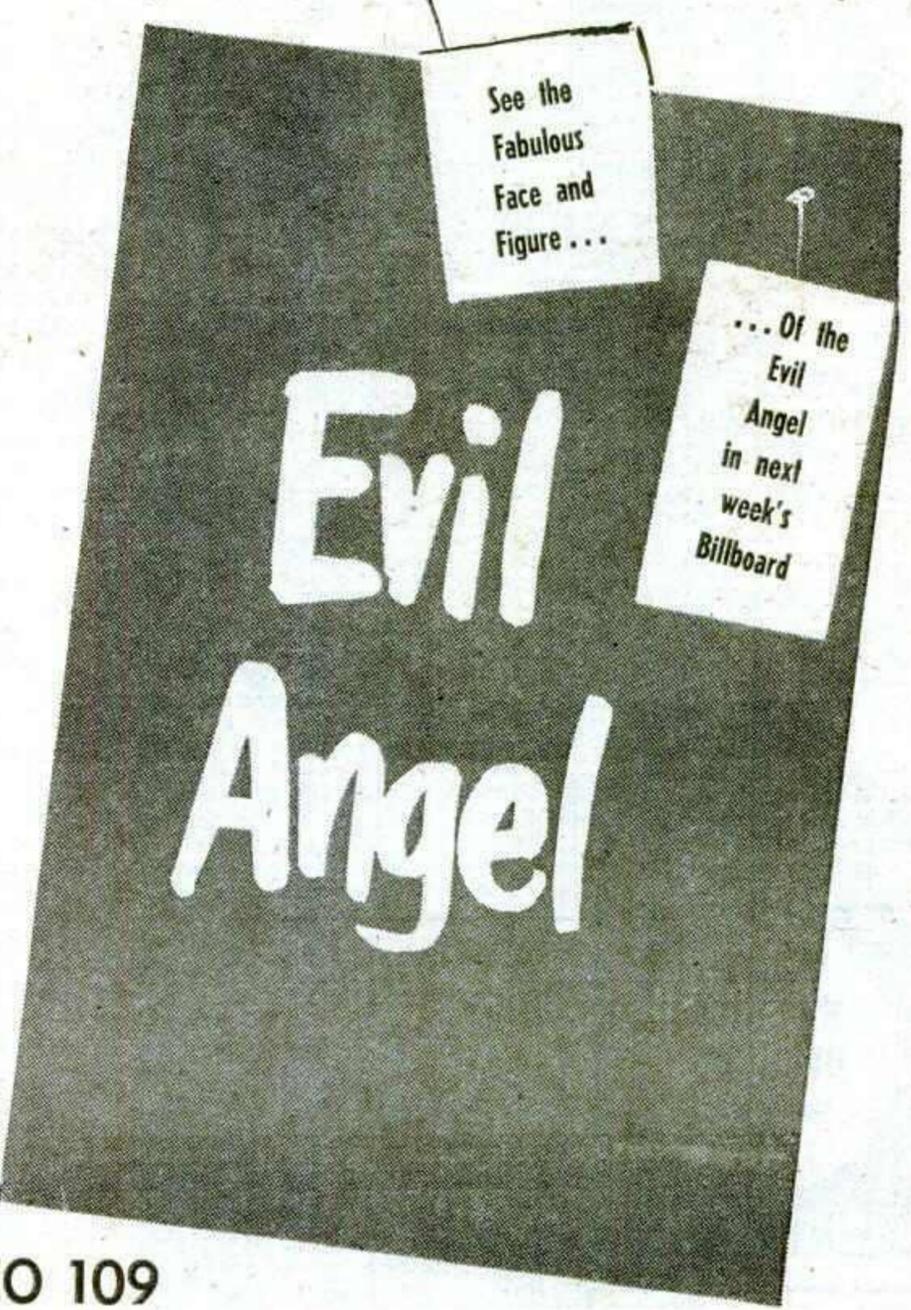
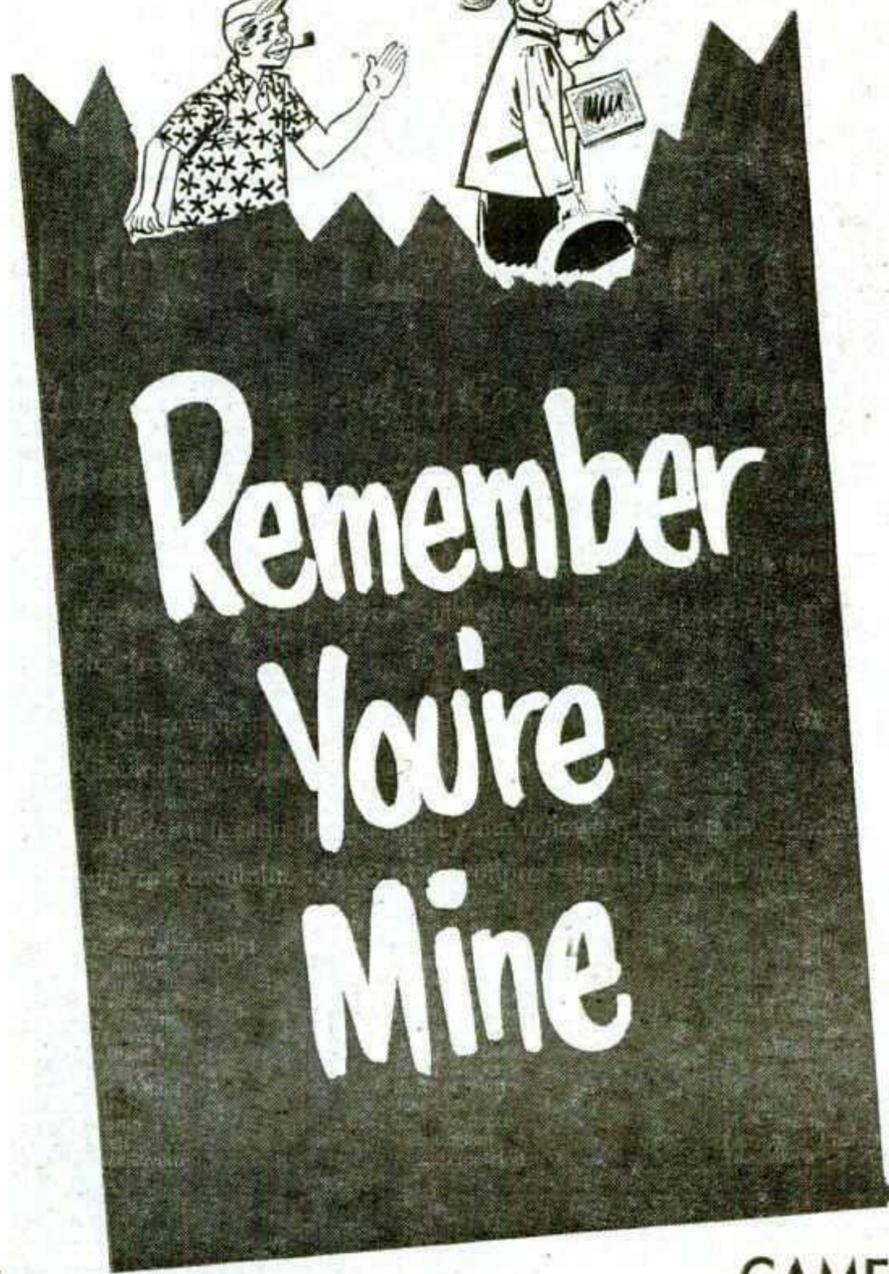
Col. Releases

Continued from page 29

Joe Maphis' "Fire on the Strings," a repackaging of "The Student Prince," produced for records by Goddard Lieberson, with Dorothy Kirsten and Robert Rounseville.

Other packages being given heavy June promotion are Burl Ives' "Songs For All Ages," Paul Weston's "The Music That Is New Orleans," "Drum Suite," with Art Blakey and the Jazz Messengers (part of the continuing jazz promotion originally kicked off in May); "Calypso Carnival," and "Top 12," the latter including smash sides by Marty Robbins, Johnny Mathis, Frankie Laine etc.

Cameo is staying **HOT** for
 the Summer with a 2 Sided **SMASH**



CAMEO 109

by **Ray Vernon**

Orchestra and Chorus

Under the Direction of Bernie LOWE

CAMEO RECORDS

Acts Curb Foreign Recording

• Continued from page 31

recommend to this convention that we get rid of it, at least let's make our enemies happy," he declared.

"It probably has done more to make me called a dictator than anything else," Petrillo stormed. "One judge in New York threw the book in the air and said, 'This isn't bylaws, this is dictatorship.'"

Despite his impassioned speech and support he received from Al Manuti, president of Local 802, New York, and Eliot Daniel, president of Local 47, the convention voiced its confidence in Petrillo in voting to keep the infamous statute on the books.

Anti-Foreign Track Action

The measure aimed at curbing foreign track, endorsed by Petrillo and the International Executive Board, was unanimously approved without floor debate. The resolution provides that "No Federation member may perform services (whether as composer, arranger, copyist, proofreader, instrumentalist, leader, contractor, cutter, editor, or in any other capacity) where the product of such services is intended to result in or be embodied in recorded music made outside of the United States and Canada," except when expressly authorized by the Federation. Violators will be punished by the stiff fine of \$5,000, loss of membership right and including expulsion.

There is little doubt that the resolution will do much to pacify a segment of the rebel faction in Local 47, and that its direct effect will be felt in the television film field. The convention, however, glossed over the possibility that such recordings could be authorized by the Federation, as the measure provides, and in this event, under what conditions or possible payment to the Trust Fund. A report by Phil Fischer, international studio representative; Herman Kenin, IEB member, and Henry Kaiser, AFM legal counsel, found many AFM members, particularly arrangers and composers, scoring music in the United States for recording abroad.

There was little question that Petrillo endorsed the Daniel administration of Local 47. Tho sidelined from his usual fiery brand of speechmaking by a gall-bladder attack last week, Petrillo heaped accolades on Daniel and the other Local 47 delegates, and in an unprecedented move, asked the Coast delegation to rise to an ovation from the floor. Of Cecil Read, Petrillo said, "Let's face it, he's an enemy of labor." Resolution asking that Read be reinstated was not acted upon because the matter is now in litigation, tho there was little doubt the convention was opposed to it and they believed Read should seek recourse thru Federation channels. A similar resolution to expunge the record of others slapped at last year's convention in Atlantic City was defeated.

4 Lawsuits Muled

Repeated references to the litigation the AFM is facing as a result of four lawsuits totaling nearly \$19 million, explained in great length to the delegates by counsel Henry Kaiser, neglected to mention the decision of the New York Supreme Court last week which ordered Samuel Rosenbaum, trustee of the Music Performance Trust Fund, to testify in the California actions. The New York decision paves the way for Coast plaintiffs to take depositions from Rosenbaum.

In other noteworthy actions, the convention approved a 10 per cent increase in the wage scale for traveling bands, concerts and symphony orchestras. A resolution by Local 47, barring segregated locals, was defeated following a 20-minute floor debate. Committee recommendation originally penciled the hot potato for the president's office for study, of which Petrillo said, "What is there to study? The Negro delegates don't want it, I'd like to have it now, but what about the South where there are laws against it? You know a colored boy hasn't got a chance with a white musician."

Despite the fact that Local 47 submitted virtually the same roster

Win Wives Tab For Col. Meet

NEW YORK — Columbia Records Sales Corporation field sales manager Bill Gallagher has announced the names of the first winners in the contest to earn convention vacations for salesmen's wives. Diskery's sales convention is scheduled for July 25-29 at Miami.

Sales team of Roskin Brothers of Albany, N. Y., was the first to win expenses-paid trip for the ladies. Others of the first five qualifying distributors in the "My Fair Lady" contest—which ends June 30 — include Joyce Distributing, Hartford, Conn., and Columbia Record Distributors, Baltimore. Many more distribs and branches are expected to qualify.

Under regulations of the contest, quotas were assigned to branches and distribs, which in turn assessed their salesmen shares of the sales goal.

The four distribs and Columbia branch will send the following: Roskin Brothers, Albany, N. Y.; The Ernie Colemans and the William Stillwells, Donald Dutton, Joyce Distributing; Mary Lou Antibus, the Robert Gliddens, Thomas Morton and Jerry Loy, Danforth; The Jim Winstous, Mort Hoffmans, Harvey Lejts and Bob Eckhardt, Joe Rieland, Earl Ladenberger, Charles McSwigen and Phil Muse, Roskin of Hartford, Conn.; The Steve Capones, George Ryans, Jack Dumonds, Joe Brodericks, Jack Craigos, and Gene LaBrie, Columbia Baltimore branch; The Bob Beasleys, Emil Zemarels, Don Walters, Bernie Fergusons, Bob Greens and William Grosses, and Norman McCaffrey.

of resolutions that aroused the ire of the 1956 convention, there was open evidence of harmony and co-operation on the part of Petrillo and the law committee to examine these resolutions without bias. Of the 24 resolutions submitted by Local 47, only two were adopted, 11 defeated, two ruled out of order, one referred to the president's office and eight referred to the International Executive Board. The Coast local's resolutions regarding changes in the 5 per cent TV formula, residual moneys changes in voting procedures, etc., met with disfavor.

A move for local autonomy among many smaller locals, the results of which would have allowed them to set their own scales rather than have a national recording scale determined by the Federation, was defeated. The International Executive Board, however, agreed to such local autonomy with regard to the recording of jingles for television.

All officers of the Federation and the International Executive Board were re-elected without opposition.

Delegates selected Philadelphia as the site of its 1958 convention, with Seattle and New York mentioned strongly as the location for the 1959 and 1960 meetings.

TWO RATE GRAND PRIX

PARIS—Two artists of the American Decca label have received the coveted Grand Prix du Disque awards for records released during the past year.

Andor Foldes, Hungarian-born, American pianist received the award for his four LP's of works for piano solo by Bela Bartok. Conductor Igor Markevitch received the accolade for his recording with the Berlin Philharmonic Orchestra and the St. Hedrick's Cathedral Choir of "The Creation."

Gold Record Fitting Epitaph

• Continued from page 31

corded solos, with Red Nichols groups and other all-star combinations, were imitated just about by every saxophonist and clarinetist in the country. The late Bix Beiderbecke once told their sidekick, Miff Mole, "Jimmy is the greatest natural talent I've ever known." Mole also told The Billboard that Jimmy was just as great on trumpet. "He used to play things like 'Carnival of Venice' with all that double and triple tonguing."

The Dorsey brothers were partners in several bands during their long, brilliant careers. Their battles, and their affection for each other, were universally known, and provided the ingredients for a film, "The Fabulous Dorseys" which they made together in 1947.

In 1953, Jimmy gave up his own band to join "Brother" for the final chorus. After Tommy died, Jimmy fronted the band, but the first admitted signs of illness forced him to leave, in the middle of a one-nighter tour, for his first interment. It is generally believed that his death was caused by cancer of the lung. He was 53.

Band to Continue

The Dorsey band, which has traded with notable success on the combination, in its book of all-time Tommy and Jimmy hits, will continue under the direction of its long-time musical director and trumpeter, Lee Castle. Castle, like

Sid Mills Exits

• Continued from page 31

logs affiliated with various indie diskeries. He also plans to set up publishing firms with several well-known songwriters; and he is dickering for several important renewals. He has not at the present time accepted various offers of partnership.

Personnel will be appointed in New York, Chicago and Hollywood, including deejay promotion men.

Sidney Mills feels that the current music business calls for the integrated publishing-management-master records type of operation he is blueprinting. It is a growing trend among publishers.

The first pactee is Mercer Ellington, whom Sidney will handle as a recording artist; and whose tunes he will publish. Deals with several other recording artists are being set.

While with Mills Music, Sidney Mills handled four firms—Pampa, Gotham Music and the American Academy of Music in addition to the parent firm. His experience goes back to the great days of the band business, when Mills Music handled such outstanding bands as Duke Ellington, the Mills Blue Rhythm Band, etc. In later years, Sidney Mills perfected the practice of saturation radio plugging—the executing of concentrated drives on behalf of various clefters in the Mills catalog, such as Leroy Anderson, Ellington, Jimmy McHugh, etc.

Late last week, Sidney planed in from Hollywood where he had gone to apprise Irving Mills of his decision. The latter will probably arrive in New York this week, and it is expected that he will revamp the professional staff of Mills Music.

Chess Signs Lulu Reed, Thompson

CHICAGO — Chess Records, flourishing with two platters on the best-selling pop charts, signed two new artists last week. They are Sonny Thompson, pianist, and Lulu Reed, rock-and-roll chirper.

the brothers, learned his music from the Dorseys' father. He joined Tommy's band originally in 1938, and was with him for many years, exiting only for several short tries with his own band. The band closes at the Hotel Statler's Cafe Rouge June 22, and is heavily booked for the summer. Tino Barzi will continue as manager.

The band also will continue to record for Fraternity, according to Carlson, and has an album coming up.

Decca, for whom Dorsey recorded every one of his hits excepting "So Rare," has a re-issue album in the production stage for some weeks, with release scheduled originally for August. This has been moved ahead nearly a month. The title will be "The Great Jimmy Dorsey," and it will include such items as "Contrasts" (his theme), "I Understand," "High On a Windy Hill," "Star Eyes," "Embraceable You," and "Holiday for Strings."

Petrillo Sees

• Continued from page 31

ministrator of AGVA; Richard Walsh, president of IATSE, and other labor leaders attending the windjammers' convention here, repeatedly excoriated chicanery, thievery and nefarious practices which have "worked to the detriment of all unions." Tho Dave Beck wasn't mentioned by name, there was little doubt on the floor who they meant.

Walsh opined that the two unions had drifted apart because of petty misunderstandings. "We need the actor, the technician, the stage employee and the musician to work together so that when we choose up sides, Jimmy Petrillo, Jackie Bright and Dick Walsh will stand together," he said. "If someone in the amusement industry hollers 'hey rube,' we'll all come running."

Petrillo blasted the Taft-Hartley law again and also reported that the AFM has already spent \$196,000 fighting the 20 per cent cabaret tax.

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"HITS" From THE "HOUSE OF BOURNE"
PAT BOONE—LOVE LETTERS IN THE SAND (DOT)
FOUR ACES—YES SIR, THAT'S MY BABY (DECCA)
DAVID SEVILLE—CAMEL ROCK (LIBERTY)
THE KING SISTERS—IMAGINATION (CAPITOL)
TINA ROBIN—LADY FAIR (CORAL)
TONY TRAVIS—RED SHUTTERS (VERVE)
EYDIE GORME—I'LL TAKE ROMANCE (AM-PAR)
BIG MAYBELLE—ALL OF ME (SAVOY)
ANN LEONARDO—LOTTERY (CAPITOL)
THE BUDDIES—LOTTERY (DECCA)
BOURNE, INC.—ABC MUSIC CORP.
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From the Sol C. Siegel Production
"MAN ON FIRE"
an M-G-M presentation
MAN ON FIRE
ROBBINS MUSIC CORPORATION

Chi Gazette

• Continued from page 29

whose "biggest fear in life is that the bandwagon will start to roll and they won't be on it." Then he carried an answer from deejays who ostensibly blamed today's record output on the a.&r. man.

While the writer gleaned short quotes from a variety of well-established record men, he gave his most prominent space to Mort Hillman, head of Salem Records.

Hillman was the prime "information" source on the mechanics of promoting a record into a hit and he apparently granted a talkative interview covering such subjects as payola, how weekly hit surveys are fixed, the role of personal friendship with deejays and the musical qualifications of a.&r. men. Hillman's label to date has released five singles. None has yet won a place on The Billboard's listing of the top 100 tunes. One Salem disk, "Parade of the Crickets" has shown isolated local action.

At week's end, Hillman has hired a press agent, Lou Silverman, to handle the explosive reverberations from his alleged remarks, as well as a lawyer, Elliott Epstein, to study the possibility of a libel action against The Daily News. He claims the quotations, as printed, hurt him professionally because they contained inferences which he says he did not intend and were taken out of context.

"The hardest blow of all," Hillman said, "was that the paper mentioned my label but didn't even mention 'Parade of the Crickets.'"

Dean Martin CAPITOL
Lenny Eversong CORAL
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Doris Allen JADE
Jo Ann Campbell ELDORADO
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- 2) It means that for the first time in retailing history, dealers across the nation will be 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.
- 3) It means that the New York University School of Retailing and The Billboard Publishing Company have scored a "first" in providing a scientifically accurate weekly buying service for the music-record industry.

you!

4) It means that thru the co-ordinated effort of New York University School of Retailing and The Billboard, record dealers can make more profits because of easier-to-follow and faster record-buying guides.

5) It means that in no other industry will dealers be able to buy more intelligently and inventory more carefully than in the

music-record industry—because no other industry has a co-operative weekly analysis that delivers such up-to-date, cash-register-accurate facts.

6) It means that record dealers will no longer be asked to remember what they think is selling best. Actual counter sales will be tabulated to give the fastest, most accurate sales reports ever devised in any industry.

The charts that bear this label contain information gathered under the supervision of the New York University School of Retailing—a leader in the field of modern marketing survey methods—and without whose co-operation The Billboard could not present this great new step in the progress of publishing record-buying guides.

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.

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THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Jersey Dealer Has Simple Inventory

The Eclipse Music store is a regular stop for disk collectors in Paterson, N. J., whenever they find themselves in the downtown area. Located in a high traffic spot, right across from the city hall, the little shop could give many larger operators tips on how to conduct a successful disk trade.

Self-service is the rule here—even for pop singles. These are displayed in a large custom-built rack that holds 350 individual titles. And a single isn't hard to find. They are filed alphabetically by artist and are identified by a large, clearly-lettered title strip across the bottom of each pigeon-hole.

Albums too are handled by self-service methods. The main traffic area is given over to Capitol browser boxes which accommodate thousands of LP's. These are separated by divider cards that identify the type of music. Inventory cards separate the individual titles which are displayed in depth. Few albums are kept in a stockroom. Most are right on the floor where they can sell themselves thru self-service.

The browsers aren't the only means of displaying albums. Eclipse Music wisely lined most of the wall area with peg-board.

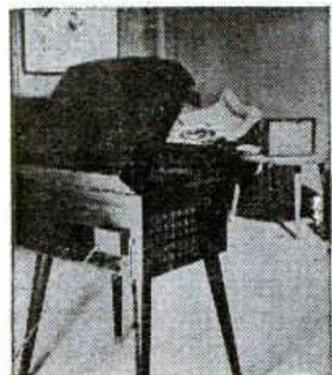
The peg-board supports basket after basket of additional LP's. Smaller baskets are used to accommodate stuffers, catalogs and other promotional literature. The customers just help themselves.

The shop has a free-wheeling inventory system that would make more systematic operators shudder. But it works. In the final analysis, that's the criterion of whether or not the system is a good one.

When the shop's owner wants to know whether or not to re-order a particular pop single, he just looks at his rack. Most of his single stock is there, particularly the faster-moving items. By noting the level of the stacks of singles he knows in a minute what he has to order.

Inventory on LP's is more complicated—but not much. The inventory cards which are kept in the browsers with the merchandise are pulled whenever the last of a title is sold. These cards are simply filed in a box marked with the name of the appropriate distributor. When the salesman comes in, this simple card file is examined and orders placed accordingly.

The system may lack other virtues but it has one—simplicity.



The New, Old 360 Phono

The success of the original Columbia 360 phono after its introduction five years ago is a legend in the industry. Even Columbia was caught flat-footed. Sales outran even the optimistic target figure set by the firm. But the greatest tribute to "hi-fi" in a hatbox" were the number of phono firms that followed the Columbia lead with two-speaker and three-speaker units of similar design.

After the discontinuance of the original cabinet with its unique curved-front design, dealers continued to get requests for it, says the firm. In fact, the requests continued for an unreasonable length of time. As a result, Columbia recently sounded out some of its more active accounts about the advisability of putting the original 360 back in the line. The answers were strongly affirmative.

Evidently most dealers feel the same way. Columbia told The Billboard this week that the immediate response to its new 360 was more than heart-warming. Orders have been unusually heavy, particularly for this time of year.

The new 360 has several features not found in the original model. Its external speaker and cross-over network are standard equipment. The amplifier has double the power output of the old and brass-tipped detachable legs convert the unit into a console.

RCA Victor Tape Push Is Forecast

- Three new tape players to bow in summer
- See tape the equal of disk for "good music"

The addition of stereophonic tape playback facilities is a significant feature of RCA Victor's high-fidelity phonograph line for 1957-'58. The line features an increased number of multi-speed sets, all of which are equipped with stereo jacks.

At their showing in New York last week, Jim Toney, Radio and Victrola Division VP, disclosed RCA's plans to introduce three new stereotape players in late summer. All three units will also record and play back monaurally.

A highlight of the Toney comments was his statement that "the future of high-fidelity lies within the realm of stereophonic sound." Coming from such a high-level source, and from a firm with such an important disk producing affiliate, the statement should have strong repercussions thruout the disk industry.

What the RCA Victor Record Division thinks about the coming development of stereophonic recorded tape was made plain by a statement from George Marek, vice-president and general manager.

Doubling Tape Output

Said Marek at last week's meeting: "We are meeting the challenge (of growing interest in stereophonic sound) by doubling our production of stereophonic tapes. We believe the time is coming soon when virtually all good music recorded will be available on stereophonic tape as well as on records."

RCA Victor has, of course, been in the vanguard of major diskeries producing recorded tapes. The product is well packaged, with full color covers and liner notes. Distribution, a major

failing of most smaller companies who have taken the plunge into the recorded tape business, is maintained thru regular disk channels and, considering that it is a new product for the RCA Victor distributors, has been good. The firm has had a distinct advantage over the smaller producers because of their strong catalog, repertory-wise, and with regard to the sales power of their big-name artists.

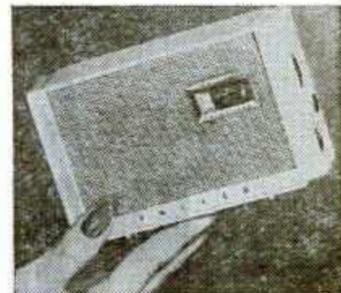
Still a Small Business

Despite the seeming emphasis placed on recorded tape, the time and attention given to it, it is a distinctly minor part of the firm's business. But judging from RCA Victor's announced plans, they do not intend to relegate tape to the sidelines. Their progress will be watched with marked interest not only by their competition in the tape field but by the diskeries not yet committed to a tape program.

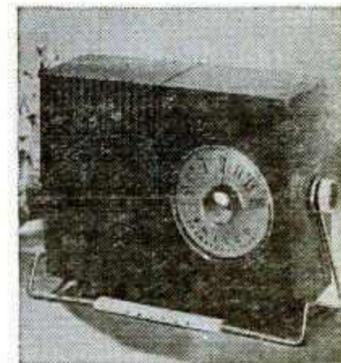
The New Hi-Fi Phonos

With reference to the hi-fi phonos equipped with stereo jacks, the firm is now represented in price ranges in which they have not previously marketed hi-fi phonos. Their Mark IV is tagged at \$189.95 and the Mark VII carries a tag of \$159.95. Neither has the firm before marketed an AM-FM radio-phono at \$299.95, the price of their new model, Mark IVD.

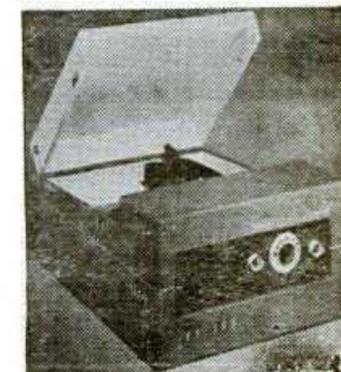
Prices on their new stereo tape players will be announced when the sets are marketed in late summer.



Philco's T-500 is a real pocket-sized radio. With five transistors, it operates on four tiny mercury cells, will play for more than 120 hours. \$44.95.



Philco's T-800 is a seven-transistor model, cordless radio. Base swings around to be used as carrying handle for end of bed, car window, etc. It operates on four flashlight batteries. \$59.95.

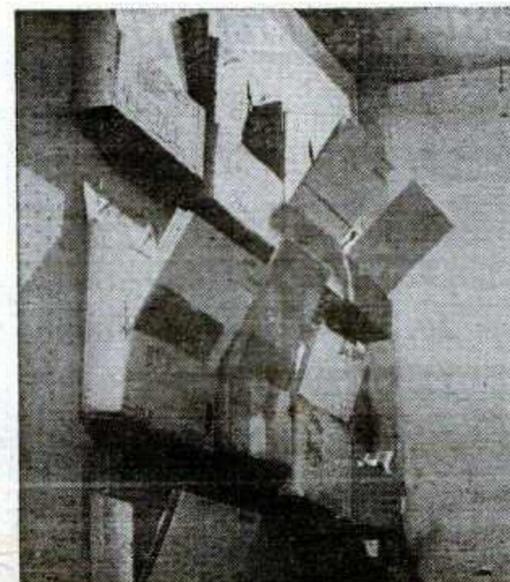


Philco's F-1406 radio phono has four-inch speaker, is provided with 45 spindle. Available in gray and white finish, it is priced at \$99.95.

RIGHT: This singles browser displays the 350 topmost tunes. Therefore, most any request for a pop can be filled from this rack. Selections are arranged alphabetically by artist, and customers have little or no trouble at all finding what they want.

BELOW: Eclipse has lined walls in large part with pegboard. This permits display of not only records, but leaflets and catalogs, accessories, etc., so that they are easily available to his customers. Even the sides of narrow passageway between sections of the store are covered with pegboard.

BELOW, RIGHT: The stockroom has wall lined with versatile pegboard. Shipping cartons are chopped off, labeled with name of distributor and re-order cards filed under the proper name. Peg-board and hooks made it possible to set this up in matter of minutes.

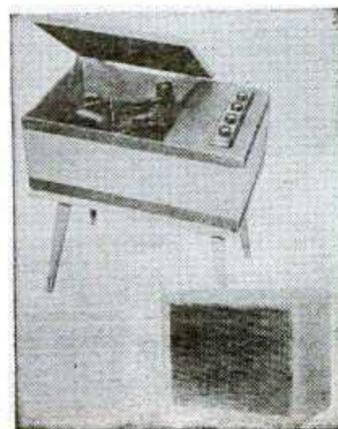


Dictograph 2-Unit Hi-Fi

Dictograph Products, hi-fi phono firm, stresses the two unit aspect of its products. The firm says that its phonos are engineered to reproduce sound so accurately that dynamic passages would cause the needle to groove-jump if the speaker were mounted in the same cabinet as the turntable.

What components are included? In their new model 110A they use a Williamson-type amplifier capable of delivering 10 watts of power with less than 1 per cent distortion, GE cartridge with diamond stylus, Collaro changer built to Dictograph specifications, separate speaker system (one eight-inch and one three-inch speaker in an acoustic chamber), all of which is guaranteed to deliver from 40 to 15,000 cps.

The unit lists for \$189.50.



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10. SPIRITUALS—Tennessee Ernie Ford T 818
11. OKLAHOMA!—Soundtrack SAO 595
12. THE KING AND I—Soundtrack W 740

Billboard (June 3, 1957)

POP STARS



Stan Kenton
Kenton With Voices T 810



Pee Wee Hunt
The Classics a la Dixie T 846



Jane Russell, Connie Haines
and Beryl Davis
The Magic of Believing T 822



Les Baxter
Midnight on the Cliffs T 843

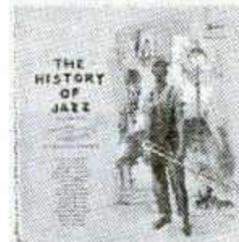


Dean Martin
Pretty Baby T 849

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big album hits presents
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"VACATION IN HI-FI" on Capitol

THE HISTORY OF JAZZ



Vol. 1, "N'Orleans Origins"
T 793



Vol. 2, "The Turbulent Twenties"
T 794



Vol. 3, "Everybody Swings"
T 795



Vol. 4, "Enter the Cool"
T 796

"CAPITOL" OF THE WORLD



Music of Bolivia T 10088



High Barbaree! T 10067



Modern Motion Picture
Music of India T 10090



South African Boeremusiek
T 10075

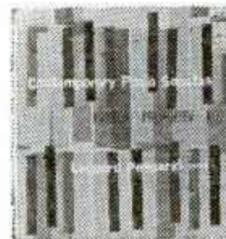


My Scotland T 10014



Songs of Israel T 10091

CLASSICAL ARTISTS



Leonard Pennario
Contemporary Piano Sonatas P 8376



Denis Matthews with
The London Mozart Players
Mozart: Concerto No. 17 in C,
K.453 - Concerto No. 25 in C,
K.503 P 18048



Sylvia Marlowe with
The Concert Arts Chamber Or-
chestra—Haydn: Concerto in D
Major for Harpsichord and Or-
chestra • Bach: Concerto in D
Minor for Harpsichord and
Orchestra P 8375



Victor Schiöler—Brahms: Three
Rhapsodies • Variation and Fugue
on a Theme of Handel P 18049



André Navarra—Mendelssohn:
Sonata in D • Strass: Sonata in
F Major P 18045



Hans Schmidt-Isserstedt
The N.W.D.R. Symphony Orch.
Wagner: Highlights from
"The Ring of the Nibelungs"
P 18047



The Hollywood String Quartet—
Brahms: Piano Quartets (Three
volumes) P 8377, P 8378, P 8379



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LPM-1458, EPA 1-1458



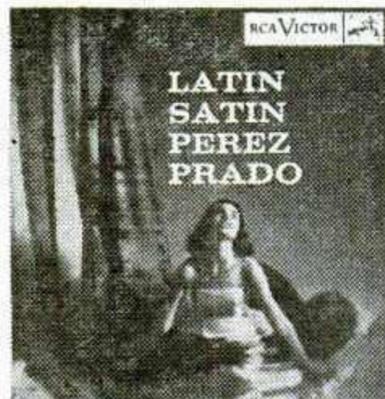
LPM-1451



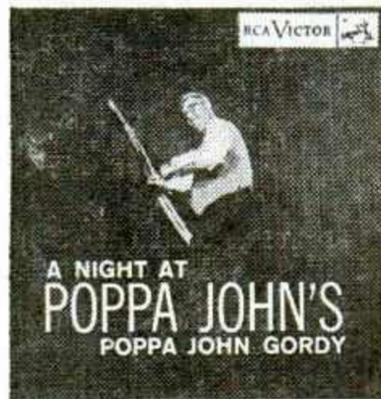
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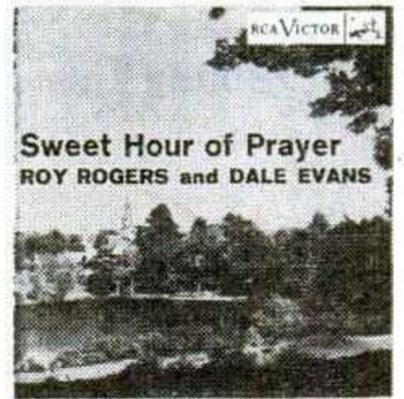
LPM-1426, EPA 1,2,3-1426



LPM-1459, EPA 1,2,3-1459



LPM-1424, EPA 1,2-1424



LPM-1439, EPA 1,2-1439



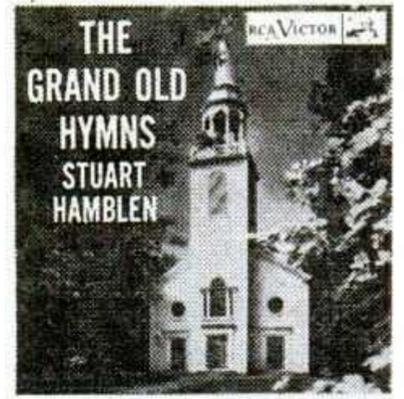
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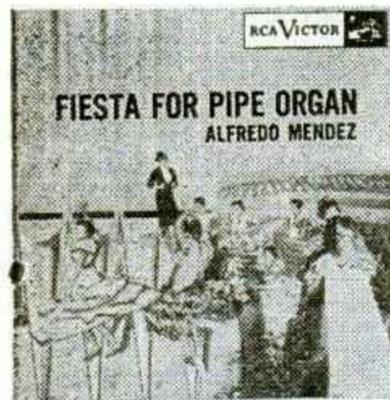
LPM-1450, EPA 1-1450



LPM-1442, EPA 1-1442



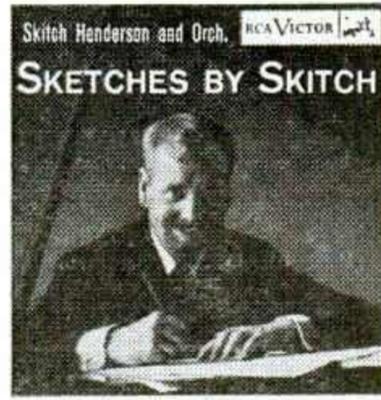
LPM-1436, EPA 1,2-1436



LPM-1444, EPA 1-1444



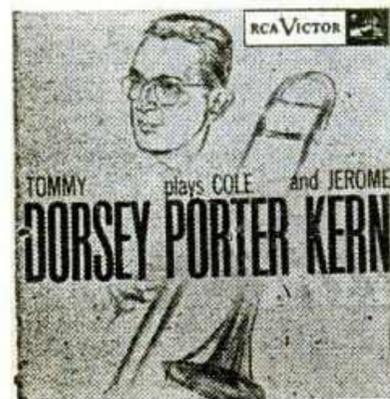
LPM-1453, EPB-1453, EPA 1-1453



LPM-1401, EPA 1,2,3-1401



EPA-4053



LPM-1425, EPA 1,2,3-1425

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\$2.98 3-record.

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- the ultimate in sound, New Orthophonic High Fidelity

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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

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

1. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
2. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
3. A SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. STEADY DATE WITH TOMMY SANDS.....Capitol T 848
6. HYMNS—Tennessee Ernie Ford.....Capitol T 756
7. MANTOVANI FILM ENCORES.....London 1700
8. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
9. SONGS OF THE FABULOUS FIFTIES—Roger Williams...Kapp KXL 5000
10. BERGEN SINGS MORGAN—Polly Bergen...Columbia CL 994
11. AN EVENING WITH HARRY BELAFONTE.....RCA Victor LPM 1402
12. THE KING AND I—Sound Track.....Capitol W 740
13. OKLAHOMA!—Sound Track.....Capitol SAO 595
14. SPIRITUALS—Tennessee Ernie Ford.....Capitol T 818
15. THE EDDY DUCHIN STORY—Sound Track...Decca DL 8289

• Review Spotlight on . . .

Popular Albums

SILK STOCKINGS (1-12)—Fred Astaire, Cyd Charisse. MGM E3542 ST
Advance reports indicate strong box-office activity for the film from which this sound-track disking comes. Original musical on Broadway did hefty business and, judging from this sound-track disk, the Hollywood touch has added vivacity. Fred Astaire and Cyd Charisse warbling "Paris Loves Lovers" will give listeners the idea. With the movie tie, this is sure fire.

New Jazz Talent

THE RCA VICTOR JAZZ WORKSHOP (1-12)—George Russell. RCA Victor LPM-1372
One of the more original composing minds in contemporary music, whose work here will find larger and larger audiences with the passage of time. Russell shows definite ability to project his thoughts in a most descriptive manner, to close the gap between written and improvised jazz, and to work with techniques in and out of the jazz frame, melting them to fit his needs. Superlative performances by H. McKusick, A. Farmer and B. Galbraith, of the Russell Sextet, give each selection added definition.

Jazz Albums

MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3 (1-12)—Dukes of Dixieland. Audio Fidelity AFLP 1851.
Very high sales potential. Volumes One and Two have seen plenty of across-the-counter action and the group won't disappoint their following in this third offering. High level of originality within the Dixie framework is demonstrated in "When Johnny Reb Comes Marching Home." Play it for those who dug "Listen to the Mocking Bird" in Vol. 2.

EP Album

JACKIE GLEASON (1-EP)—Capitol EAP 1-871
Here's a sock package of sentimental wax, which should click big with the family market and jocks with housefrau audiences. Gleason underplays with moving sensitivity and sincerity on two soliloquies—"To a Sleeping Beauty," dedicated to little girls, and "Apology at Bedtime," aimed at little boys. Former side is stronger, but both have potent commercial appeal a la "What Is a Boy," etc.

— Album Cover of the Week —



ABOUT THE BLUES, Liberty LRP 3043. The sight of gorgeous Julie London will set all eyes agog. The powerful display material is sure to attract buys. Stunning cover pose by Dorie March.

• Pop Albums Coming up Strong

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

1. Eydie GormeEydie Gorme
ABC-Paramount
2. PatPat Boone
Dot DLP 3050
3. Dance to the Music of Lester
Lester Lannin
Epic LN 3340
4. Calypso HolidayNorman Luboff Choir
Columbia CL 975
5. AloneJudy Garland
Capitol T 835
6. Waltz With Lawrence Welk . . .Lawrence Welk
Coral CRL 57119

• Reviews and Ratings of New Albums

Popular

BING AND THE DIXIELAND BANDS (1-12)80
Bing Crosby with Various Groups
Decca DL 8493

These are slicings made by Crosby dating from 1941 to 1950. Dixieland backings were furnished by such as Bob Crosby, John Scott Trotter, Bobby Haggart, Woody Herman, Eddie Condon, etc., on familiar tunes as "Be Honest With Me," "After You've Gone," etc. Three others, "Nobody's Sweetheart," "That's a Plenty," and "Ida," are old but never previously released. Crosby fans will like these, and the cover, keyed to the raccoon coat era can get a lot of glances. Good merchandise.

ELLA AND HER FELLAS (1-12)80
Ella Fitzgerald and Various Artists
Decca DL 8477

Collection of re-issues on which Ella is paired with several artists. It includes "A Tisket—A Tasket" with the Chick Webb ork, "Baby, It's Cold Outside" with Louis Jordan, and "You Won't B. Satisfied" with Louis Armstrong. Sides with the Mills Brothers, the Ink Spots, the Delta Rhythm Boys and Eddie Heywood are also present. Should go well, especially since Ella currently is riding with two LP's on the best selling charts.

THE BIG SOUND ON BROADWAY (1-12)79
Roy Bohr, Pipe Organ (1-12)
RCA Victor LPM 1339

The versatility of the organ with its stops and effects makes it a good instrument to convey the color and moods set forth by composers of Broadway musicals. This is especially true if the instrumentalist has Ray Bohr's talent. This disk, a former S-O-R buy, has some of the best tunes from recent hits, such as "Fair Lady" (two tunes) and "King and I" (also two tunes).

TENDER SAX (1-12)78
Bobby Dukoff Orch. & Ray Charles Chorus (1-12)
RCA Victor LPM-1446

Third in Dukoff's jazz-tinged "mood" album series should do as well as previous entries; "Sax in Silk" and
(Continued on page 46)

Classical

SIBELIUS: FINLANDIA; SWAN OF TUONELA; GRIEG: PEER GYNT SUITE NO. 1; ALFVEN: SWEDISH RHAPSODY (1-12)—Philadelphia Orch. Eugene Ormandy, Cond. Col. ML 518186

Present disk brings together selections of well-proven attraction, the titles having been offered previously in 10-inch format. "Swedish Rhapsody" and "Peer Gynt" receive the better recording. "In the Hall of the Mountain King" qualifying as fine demonstration material.

BIZET: CARMEN SUITE; L'ARLESIENNE SUITES NO. 1 & 2 (1-12)—Detroit Symph. Orch., Paul Paray, Cond. Mercury MG 5013582

The stunning sound on this new Mercury version could well recommend it to many over the already more than a dozen versions of these works. (Five versions have this particular coupling.) The single mike used by Mercury in the new Ford Auditorium catches all the fire of the brilliant score. The bullfighter album cover pic increases the album's chances.

MENDELSSOHN: SONGS WITHOUT WORDS (1-12)—Walter Gieseking Piano. Angel 3542882

Gieseking recorded this well-chosen selection of Mendelssohn favorites shortly before his recent death. Excellent reproduction favors mellow readings of the gentle, romantic music, in which the pianist deliberately avoids flashiness. With competition centered on three-record set, dealers should expect fine sales from this issue.

DE FALLA: NIGHTS IN THE GARDENS OF SPAIN (1-12)—Robert Casadesu, Pianist. Phil. Symphony Orch. of New York, Dimitri Mitropoulos, Cond. Columbia ML 517280

Casadesu brings refined, accurate reading to Falla's colorful concerted work. Disk is appropriately completed by dances from "Three Cornered Hat" and Interlude and Dance from "La Vida Breve" by same composer. Individual works may have been accomplished more idiomatically elsewhere, but strong coupling and fresh recorded sound will win sales for this entry.

GRIEG: PEER GYNT (SUITES 1 & 2) FOUR NORWEGIAN DANCES (1-12)—Philharmonia Orch., Walter Susskind, *(Continued on page 50)*

Jazz

TOWN HALL CONCERT PLUS (1-12)85
Louis Armstrong Orch. (1-12)
RCA Victor LPM-1443

A valuable Armstrong collection; mostly converted from 10-inch LP which was recorded live at Town Hall in 1947. Not only is the jazz buyer treated to first-rate instrumental and vocal Armstrong, but such stars as J. Teagarden, B. Hackett, J. Hodges, D. Ellington, B. Bigard, among others, are heard to advantage. Program is chock-full of id chestnuts done to a "groovy" turn. Sound is good.

FOR JAZZ LOVERS (1-12)78
Various Artists (1-12)
EmArcy MG 36086

Collection could be a good seller. Representative "mood" sampling from label's files, features S. Vaughan, D. Washington, T. Gibbs, H. Merrill, E. Garner, J. Adderley, etc., gives buyer a good deal for his money. The jazz feeling permeates this collection, it could easily appeal to other clientele, because restive, romantic quality of music is so well delineated. . . . Miss Merrill's "End of a Love Affair" is an especially good demand, but others will do as well.

SWINGIN' (1-12)78
Gibbs Orch. (1-12)
EmArcy MG 36103

Hard swinging Basie-oriented big band frames Gibbs, and should beguile the jazz buyer on the strength of ensemble work alone. Provocative arrangements by M. Albam, B. Brookmeyer, A. Cohn and E. Wilkins plus fine solo blowing by Cohn, D. Elliot, Brookmeyer and Gibbs expedite matters. Diverse program gives jocks an excellent segment. The market has had its share of this type of package, sterling solo performances are certain to help sell it.

AD LIB (1-12)76
Red Norvo, featuring Buddy Collette (1-12)
Liberty LRP 3035

Set is vastly superior to several other recent Norvo issues, mainly due to superb musicianship of Collette on saxes, flute and particularly on clarinet. Variety lacking in other sets is thus sparked. Style is modern, so
(Continued on page 48)

• Most Played by Jockeys

Albums 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.

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

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

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

BIZET: CARMEN SUITE, L'ARLESIENNE SUITES 1 AND 2. (1-12) —Detroit Sym., Paray, Mercury MG 50135.

Once again Mercury uses single mike technique to remarkable effect. The entire length of this colorful score is heard in perfect balance of various choirs. The music whispers, sometimes shouts, but always with breathtaking clarity. This is high fidelity employed not as a trick but to adhere as closely as possible to the composer's intention. Demonstrate the strings quavering in the opening of the Carmen with the ominous bass beat in the background.

OVER 500,000 SOLD
ALREADY IN ENGLAND!

Slim Whitman



LOVESICK BLUES

and

I'LL TAKE YOU HOME AGAIN KATHLEEN

#8310



IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.

Reviews and Ratings of New Popular Albums

Continued from page 45

"Sax in Satin." Backing is by ork and voices, and several items are in a pure swing band vein. Dukoff's tenor sax tone is full, rich and expressive. Tunes include "Alone Together," "Love Is Here to Stay," etc. Sell as easy-going, non-soporific mood fare.

HI-FI SHADES OF GRAY77
Jerry Gray Och. (1-12")
Liberty LRP 3038
Swing, big band instrumental wax with strong appeal for hi-fi fans and deejays with terp-minded young audiences. Selections—tastefully arranged with a solid danceable beat—include such sure-fire standards as "Little Girl Blue," "These Foolish Things" and "My Funny Valentine."

LET'S ALL SING WITH JERRY COLONNA76
(1-12")
Liberty LRP 3046
This novelty package is loaded with nostalgia, and could be a sleeper, sales-wise, if sold as a collector-type item. Comedian Colonna soft pedals his usual exaggerated delivery, and warbles fairly straight on more than 50 oldies (one chorus only) culled from songs selling more than 1,000,000 copies between 1909 and 1939. Selections include "Pony Boy," "Sweet Adeline," "When You Wore a Tulip," etc.

EXOTICA75
Martin Denny (1-12")
Liberty LRP 3034
Here's an off-beat programming item for jocks, featuring an interesting instrumental blend of Hawaiian, oriental, Afro-Cuban and sophisticated pop rhythms, highlighted by unusual sound effects, via bamboo sticks with drum heads, glasses, jungle noises, etc. Sock cover photo should account for extra sales. Good for the chi-chi set.

THE GOOMBAY KINGS74
(1-12")
RCA Victor LPM-1514
Another strong calypso entry. "Mommie On the Light" (1, Band 2) has the real island flavor and could clinch the sale with customers looking for authentic calypso material. Likewise "Don't Touch Me Tomato." If calypso albums show no signs of dropping off, this disk has lots to recommend it.

MUSIC FOR THE GIRL YOU LOVE...73
Pete King Ork (1-12")
Liberty LRP 3042
Listenable collection of lush arrangements of beautiful themes that create a comfortable, relaxed mood. However, lack of familiarity of the artist and severe competition from the many other similar packages will hamper sales. Included are "Secret Love," "Mam'selle" and a lovely new ballad, "An Affair to Remember," the title song from a forthcoming flick. Good deejay mood material.

SITTIN' ON TOP OF THE WORLD...73
The Jones Boys With Spencer-Hagen Ork (1-12")
Liberty LRP 3044
The Jones Boys, formerly on Kapp, turn in a sharp job of tight harmony vocalizing on their first Liberty album. Smart, gutsy band arrangements by the Spencer-Hagen team give the boys their best backings so far. Fare includes "Bidin' My Time," "Imagination," etc., and a clever cover idea illustrates the package's

title. Modern harmony emphasis has more and more spokesmen, but this has enough quality to rate at least limited stocking.

TROPICAL MOONLIGHT73
Stanley Black, piano and ork (1-12")
London LL 1615
A danceworthy selection of Latin-styled pieces—mambos, boleros, guarachas, etc. Many are standards, as "April in Portugal," "Sorrento," etc. Black performs them with a certain impeccable quality. Engineering is typical of the fine quality usually produced by the label. Moderate potential for dealers, in view of heavy competition.

HORN OF PLENTY72
James Burke, Cornet Solos. (1-12")
Decca DL 8489
This dinking of cornet virtuoso, James Burke, is sure to hold interest for horn students. The tone is pure, the sound is great and the program is of pretty standard interest. Demo "Carnival of Venice" (Side 1, Band 4) for a solid display of cornet pyrotechnics. Store with studios and music student traffic shouldn't pass this one by.

LONDON HIT PARADE72
Various Artists (1-12")
London LL 1613
A useful package for jocks. Here are 12 selections by 12 artists—all hits in the last several years. On second listening, one is impressed with the recording quality of the sides and the charm of the different readings. Included are Gracie Fields' "Now Is the Hour," Chacksfield's "Ebb Tide," Mantovani's "Charmaine," Vera Lynn's "Auf Wiedersehn," Lonnie Donegan's "Rock Island Line," etc. and sides by Whitfield, Karas and Black.

BILL KENNY (MR. INK SPOT) ...72
(1-EP) Vik EXA-295
Four pleasant ballads sung by the former Ink Spot find him in his top dramatic form. A quality-cut disk with nice ork backings. Kenny still has fans who will appreciate the disk and jocks too may like some of the bands. Name is prominently enough displayed to make a profitable try at counter display. Certainly worth a test period on the racks.

HI-FI POT-POURRI71
Frances Paige (1-12")
Jubilee JLP 1038
A collection of pop favorites played with beautiful taste by Frances Paige on the Wurlitzer. The sound will recommend this one to the hi-fi gentry. Others will enjoy the program as restful background music.

MR. PIANO-MR. BANJO70
Al Conte Quartet (1-12")
V. I. P. LP-2001
Light-weight pop fare with a period flavor ("If You Knew Suzie," "Bye-Bye Blackbird," etc.). Disk could attract the older crowd who can associate with the tunes and who might enjoy the Conte group for dance music at home. (Conte has been playing for the dining and dancing crowd at the Hotel Roosevelt, N. Y. C.)

JOE MOONEY "ON THE ROCKS"...70
Joe Mooney Quartet (1-12")
Decca DL 8468
In this group of repackaged oldies, Mooney doubles on piano and ac-

ordion with his old quartet (bass, clarinet and guitar). Well-known versions of "Just a Gigolo," "You Go to My Head," and "Prelude to a Kiss," are included. Another brand new Mooney package featuring the artist on organ is just out, but those who didn't get his old Decca 10-inch may want this for the collection. Fair potential in current market.

LOVERS IN PARIS69
Monia Litter Orch. (1-12")
London LL 1643
Mood music. Monia Litter's band has captured many aspects of the City of Light thru brilliant arrangements. Tunes include "Lovers in Paris," "Valse Romantique," etc. Much of the material is unfamiliar to the general American listener—an asset in a period of excessively-performed standards. However, not more than a very moderate potential here in view of the tremendous amount of mood packages on the market.

WILL YOU REMEMBER?68
London Festival Orch. Cyril Ornadel, Cond. (1-12")
Liberty LRP 3030
Ornadel, noted London music hall maestro, has a lush mood package here. All of the tunes are Sigmund Romberg's.
The arrangements are tasteful, with singing strings dominant.

Folk

G.I.-AMERICAN ARMY SONGS.....77
Oscar Brand, asst. by Fred Hellerman (1-12")
Riverside RLP 12-639
A fine assortment of comic, historic, tragic and heroic military melodies are attractively styled. Some of the tunes are as recent as World War I, others date back to the Revolutionary War. Those with censorship problems have been carefully scrubbed without harming the content. Fans of off-beat ideas and most vets can find this an interesting item. Excellent cover.

I COME FOR TO SING.....76
Bob Gibson (1-12")
Riverside RLP 12-806
Gibson effectively accompanies himself on the banjo in an interesting and often exciting collection of Negro, Western and calypso folk songs. Most familiar is a fast, vigorous "John Henry." If pushed, the set can move. Cover should attract sales.

A WALK IN THE SUN.....68
Earl Robinson (1-12")
Folkways FA 2324
Fair potential with folk clientele. Material is divided between a group inspired by World War II and a group with a strong American flavor ("House I Live In," "Joe Hill," etc.). Sensitive reading of "House I Live In" will recommend this one to many. But the disk is not for a wide audience.

Semi-Classical

BOARDWALK PIPES (1-12")—Robert Elmore. Mercury MG 5010985
Here's an audio delight. Material is light-classical, including four Fritz Kreisler pieces, and it's all played on what is billed as the world's largest theater type organ, at the ballroom, Convention Hall, Atlantic Hall, Atlantic City. Cover copy suggests something different from actual contents, so dealers are advised to watch category for display. Organ is extremely versatile, and is very well played. Recording is peerless. Can be a big one wherever it gets a push.

GERSHWIN: RHAPSODY IN BLUE (Complete) GROFE: GRAND CANYON SUITE (Excerpts) (1-12")—Byron
(Continued on page 48)

Last Call! . . . Last Call!

The Billboard's Second Annual

ALBUM COVER CONTEST

Every record manufacturer who has released 6 or more 12" Long Play Albums since January 1, 1957, is invited to submit from these releases one entry in any or all of the 7 categories at right.

Each entry should be marked on the reverse side as to the category in which manufacturers wish it to be judged, and can be judged in one sub-category only. Entries must be received by June 20th to be eligible for judging by a panel of the

nation's top package-design experts. All entries will also be displayed at The Billboard's booth at the NAMM Convention, where record dealers will have the opportunity to match their selections with those of the judges.

Manufacturers must submit their entries by June 20th to ALBUM COVER CONTEST, The Billboard, 1564 Broadway, New York 36, New York.

Ask your Billboard representative for full details.

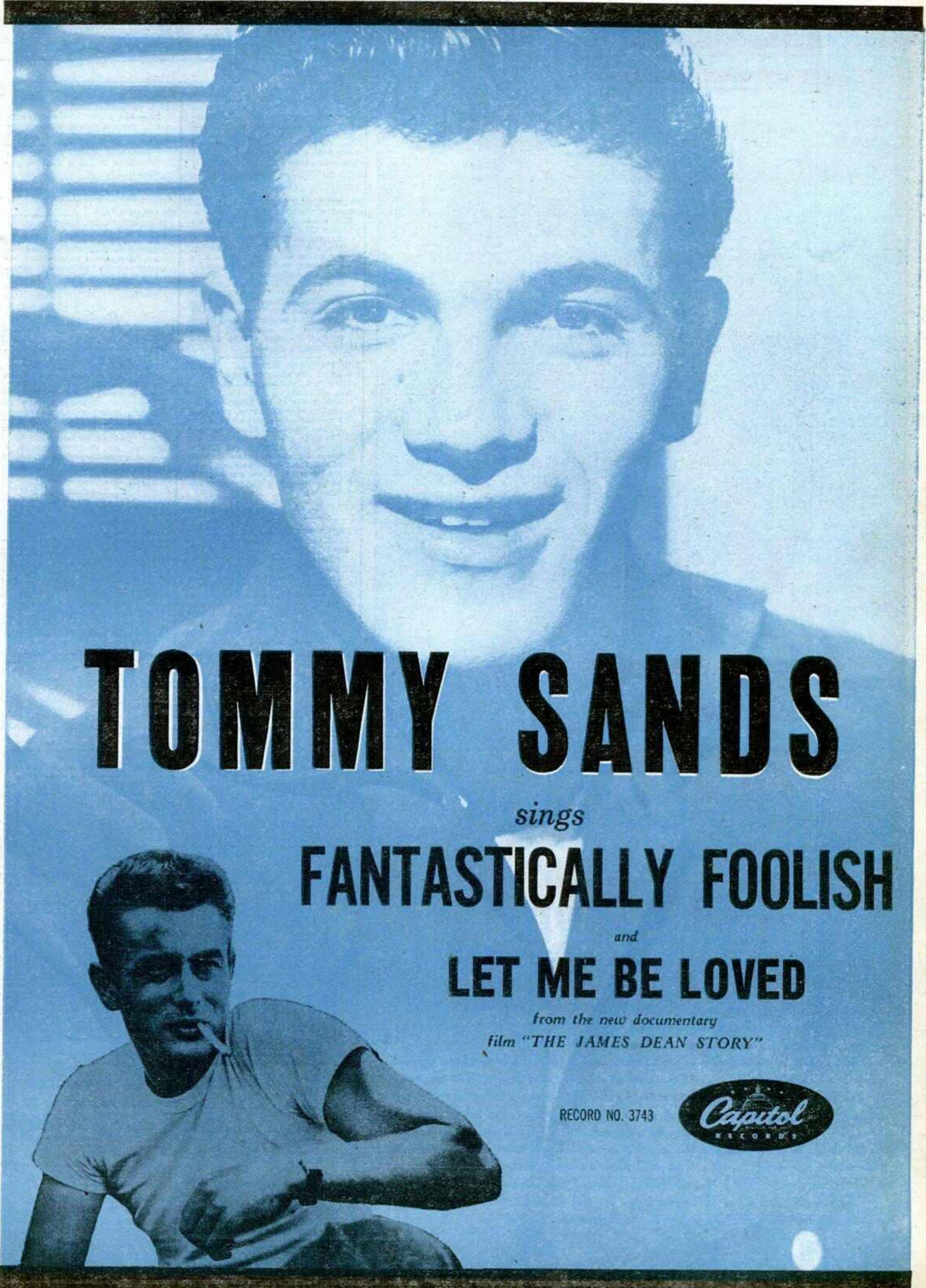
CATEGORIES

POP

- Jazz
- Artist Vocals
- International (in flavor, recorded U.S.A. or abroad)
- Latin American (including Calypso)
- General Popular

CLASSICAL

- Vocal
- Instrumental



TOMMY SANDS

sings

FANTASTICALLY FOOLISH

and

LET ME BE LOVED

*from the new documentary
film "THE JAMES DEAN STORY"*

RECORD NO. 3743





Atlantic 2-601 2-12" LONG PLAY RECORD SET

CHRIS CONNOR SINGS the GEORGE GERSHWIN ALMANAC OF SONG

32 Gershwin songs in contemporary stylings by Chris Connor: a bonanza for both the jazz fan and the show-tune collector. All of the best known Gershwin tunes are here — and so are some of the more neglected gems like Little Jazz Bird and Bla Bla Bla.

Chris offers in the originality of her interpretations powerful justification for a new and comprehensive survey of the Gershwin songs. As no other singer of the day, Chris is sensitive to the harmonic richness and rhythmic inventiveness of Gershwin's music. Seven different instrumental groups were assembled to give each song a unique conception and an individual setting.

Not only Chris' jazz fan following, but all customers interested in show tunes and the musical theatre in general will love this album. It contains a special insert (with two pages of pictures) that gives a year-by-year account of Gershwin's career. Interesting background material on all the tunes are provided (who introduced them originally, in which show etc.).

This is *the* vocal album of the year. It is a beautiful thing to look at—a great musical contribution—and the kind of gift package that will be treasured always.

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

• Reviews and Ratings of New Popular Albums

• Continued from page 46

Janis, piano; Hugo Winterhalter Orch.
RCA Victor LPM-142975
This okay version has hefty competition on both the Gershwin and Grofe and dealers with heavy inventories should approach with caution. However, several factors (popularity of the music and striking cover photo) make it a strong contender for impulse sales on the racks.

Band

HOLIDAY IN ENGLAND85
Band of the Grenadier Guards, Maj. F. J. Harris, A.R.C.M., M.B.E. (1-12")
London LL 1621
A great band, excellently recorded. This is a fine disk for hi-fi buyers, and dealers will do well to use it to demonstrate equipment. The pieces recall the traditions of England and have reference to different parts of the country. "Sussex-by-the-Sea," "The Lincolnshire Poacher," "The Eton Boating Song" are some of the numbers. A number of noted British composers are represented. Notes by Basil Saunders will be relished by discerning clientele.

THE AMERICAN SCENE83
Band of Her Majesty's Welsh Guards, Major F. L. Statham, Cond. (1-12")
Vox VX 25-280
This is one of the better band recordings of recent release, made doubly attractive by its fine but not overly familiar repertoire. Good sound and "American primitive" art cover add to its value. Boosey and Hawkes scores (in miniature) are included to round out the package and make it a "must" for anyone who ever held an instrument in a high school or college band.

Latin American

LATIN AND LOVELY69
Clark McClellan Orch. (1-12")
Decca DL 8494
McClellan serves up a North-of-the-Border brand of Latin American rhythm, featuring a lilting dance beat and lushly orked instrumentals. Most of the selections are unfamiliar, but highly melodic. Moderate sales potential in view of crowded market for this type of wax. However, package provides jocks with some colorful mood music material.

VENEZUELA68
Aldemaro Romero Orch. (1-12")
RCA Victor LPM 1315
Romero, a product of Venezuela himself, provides richly orked instrumental treatments of some pleasing Latin themes, many styled in a semi-classical vein. Quality wax, but sales potential is limited in domestic pop market.

Documentary

500 MILES TO GO68
Dynamic Films, Inc. (1-EP)
Face 1003-4
Of possible interest to sports fans, particularly those who dig auto racing. One side is an eye-witness account of the Indianapolis classic. Flip is a driving rock and roll tune which picks up the rhythm of the wheels.

Religious

SONGS IN THE NIGHT71
Baylor University Religious Hour Choir, L. Yarbrough, Dir. (1-12")
Word W 3022-LP
This is a companion piece to a disk by the University Chapel Choir, also in current release. This, because of repertoire of familiar old-fashioned hymns, backed with a stirring trio of trumpets, probably has stronger appeal. The 45 voice ensemble offers "Stand Up for Jesus," "Oh What a Day," etc., all cleanly recorded. A good production which can achieve localized acceptance, but there is plenty of name competition on the market.

BAYLOR UNIVERSITY CHAPEL CHOIR68
Dr. Euell Porter, Dir. (1-12")
Word W 4011-LP
The 72-voice organization offers a program of sacred material including spirituals, hymns and anthems. A cappella singing shows plenty of work on blend, phrasing and interpretation, well-developed under the hand of Dr. Porter. The quality is here but unfortunately, so is the competition, and this can be viewed for the most part as a territorial seller in the environs of the University. Caution recommended.

• Reviews and Ratings of New Jazz Albums

• Continued from page 45

phisticated and easy to take. Cover also has class. Can sell well if pushed.

SWING FROM PARIS74
Quintet of the Hot Club of France (1-12")
London LL 1344
A most unusual, original French jazz group that was active in the 1930's in a set of memorable recordings of 1937-'39 vintage. In its very instrumentation—three guitars, violin and bass—there is a unique charm. Late, great guitarist Django Reinhardt and violinist Stephane Grappelly are prominently featured. Collectors will find LP worth-while, and, if shown, the jazz browser is likely to be attracted by the group's "different" quality.

LOUIS ARMSTRONG: 192367
With King Oliver's Jazz Band (1-12")
Riverside RLP 12-122
Important historical matter, but with sales appeal limited to a small collectors' clique. Set documents the period in which young Armstrong played second to Oliver, and also the pioneering jazzmaking of Johnny

and Baby Dodds. Smart packaging here, but it's not for all stores.

JAZZ AT VESPERS66
George Lewis and His Ragtime Band (1-12")
RLP 12-230
Recorded three years ago during a Sunday Vesper service in an Ohio college town, collection is entirely devoted to spirituals, and is fine example of early New Orleans style. Should be of vital interest to collectors, for the musicians taking part are early jazz pioneers. However, it's not likely to create much stir among every-day jazz buyers.

COLEMAN HAWKINS A DOCUMENTARY60
(2-12")
Riverside RLP 12-117
Here's a set of unusual interest to a small jazz market. It's all talk, no music, with the pioneer, perennial tenor man reminiscing about himself, earlier jazz, the birth of modern—and colored with the man's opinions and philosophy. There's a good deal here for jazz journalists to lean on. Packaging is well ordered as memento for the man's fans.

News Reviews

• Continued from page 31

tenor; and Manuel Ausensi, baritone. As a group, these works offer vital Spanish music of spirit and humor, roughly equivalent in appeal to the operettas of middle Europe.

ESPANA, VOLUMES 1-5, Various Artists; London 12" LP's: LL 1585, 1682, 1688, 1689, 1693. ZARZUELAS, London 12" LP's: LA BODA DE LUIS ALONSO & BAILE DE LUIS ALONSO, XLL 1482; LOS CLAVELES & LA DOLOROSA, XLL 1483; LA CALESERA, XLL 1616; EL ULTIMO ROMANTICO, XLL 1645.
Bernard Braddon.

Chris Connor

• Continued from page 31

the double spread liner of Gershwin and artists associated with him over the years.

The first dual-disk set for the label is also in for heavy promotion. Ads have been set for the New Yorker, the Saturday Review and the trade papers and special counter easels in color as well as window streamers are being supplied dealers thru distributors. The label's across-the-board list of 2,000 jocks will get a specially cut EP selection from the package and jazz jocks later will get the complete set.

ATLANTIC SUMMER PLAN FOR LONG PLAYS

dealers: *Now, dig this!*

buy 8 LP's and get 1 FREE

The entire Atlantic Long Play catalogue is now available to you under this "1 Free-for-8" Plan.

Buy 1 each of 8 different Atlantic Long Plays from either the 1200 or the 8000 series — and you will get an additional Long Play of your choice free!

Our complete Long Play catalogue and the address of your Atlantic distributor will be airmailed to you upon request.

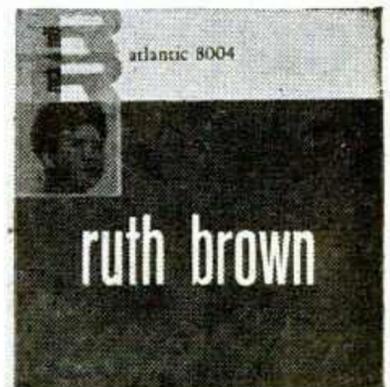
Under this plan, Long Plays by the following famous musicians and groups are available to you at this unprecedented bargain rate:

Chris Connor
The Modern Jazz Quartet
Jimmy Giuffre
Lee Konitz
Wilbur DeParis
Lennie Tristano
Mabel Mercer
Bobby Short
Joe Mooney
Thomas Taubert
Al Hibbler
Lars Gullin
Dave Pell
Patty McGovern

Sylvia Syms
Milt Jackson
Bill Russo
Cy Walter
Phineas Newborn
Charlie Mingus
Shorty Rogers
Teddy Charles
Erroll Garner
Betty Bennett
Jess Stacy
Jack Montrose
Bob Gordon
Alec Templeton

George Wein
Tony Fruscella
Ted Straeter
Warne Marsh
Paul Barbarin
Chuck Willis
T-Bone Walker
Clyde McPhatter
Joe Turner
Ray Charles
LaVern Baker
Ruth Brown
Ivory Joe Hunter
The Clovers

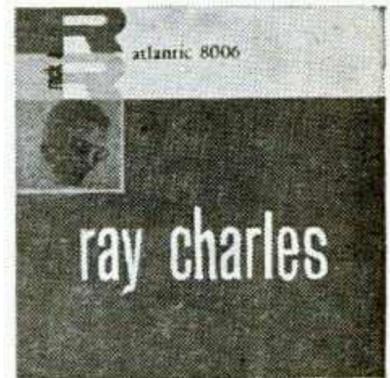
NEW LP RELEASES



Ruth Brown 8004



Joe Turner 8005



Ray Charles 8006

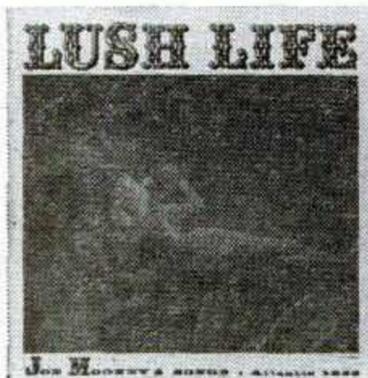
NEW LP RELEASES



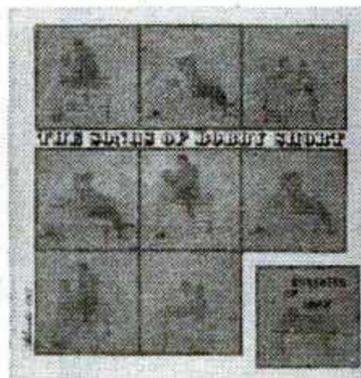
Lee Konitz Inside Hi-Fi 1258



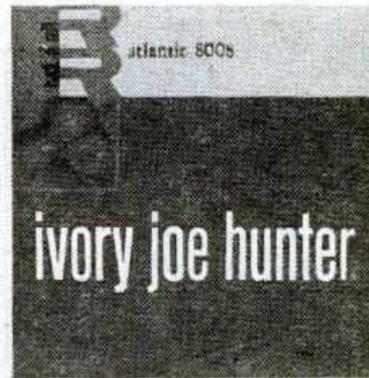
LaVern Baker 8007



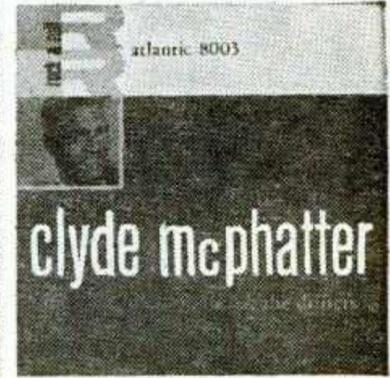
Lush Life—Joe Mooney's Songs 1255



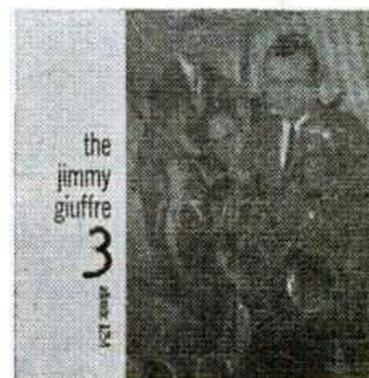
Speaking of Love—The Songs of Bobby Short 1262



Ivory Joe Hunter 8008



Clyde McPhatter & The Drifters 8003



The Jimmy Giuffre 3 1254

NOTE!

The Summer Plan applies to all Long Plays in the Atlantic catalogue and not only the new releases pictured on this page.

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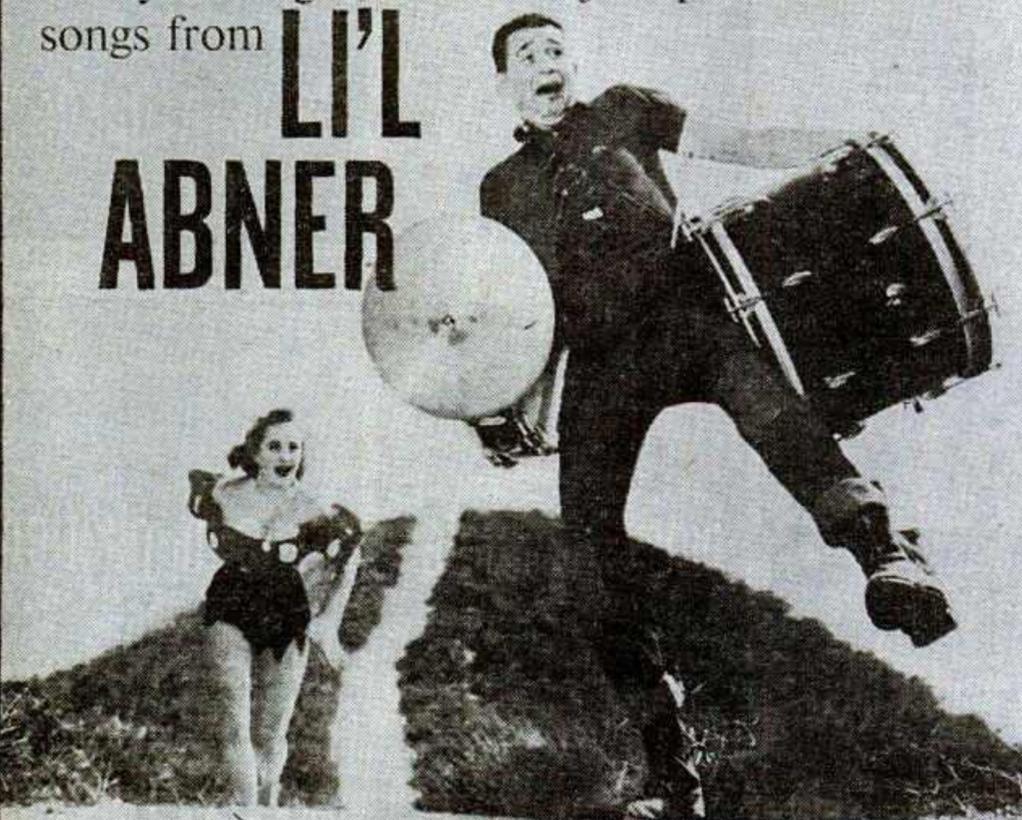


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Reviews and Ratings of New Classical Albums

Continued from page 45

Cond. Angel 3542579
This is program music at its best—a beautiful recording of the melodic scores. Susskind shapes up as strong competition for the many other versions of this accessible music. This can be recommended without hesitation.

VON SUPPE: SIX OVERTURES (1-12)—Philharmonia Promenade Orch., Henry Krips, Cond. Angel 3542779
A Viennese schmalz bargain. The disk couples the more popular ("Light Cavalry," "Poet and Peasant") with the heretofore neglected on LP ("Tantalusqualen," "Die Irrfahrt ins Glück"). The interpretation by Henry Krips is deft and the sound is full. Beginning collectors will get a strong charge from these musical dynamics. Will also attract the more sophisticated listener who has been looking for a careful reading of these lighter works—without which no collection is complete.

KHACHATURIAN; GAYNE BALLET SUITE; MOUSSORGSKY: A NIGHT ON BALD MOUNTAIN; BORODIN: PRINCE IGOR OVERTURE; ON THE STEPPES OF CENTRAL ASIA; RIMSKY-KORSAKOV: FLIGHT OF THE BUMBLE BEE (1-12)—Halle Orch. George Weldon, Cond. Mercury MG 5013777
Good programming of popular Russian repertory recorded with commercial emphasis. These positive elements gloss over orchestral playing and conducting somewhat below the highest standards. Attractive cover shots of folk-dance soloist aid sales appeal.

R. STRAUSS: LE BOURGEOIS GENTILHOMME (Complete Suite) (1-12)—Orchestre National de la Radio-diffusion Française, Igor Markevitch, Cond. Angel 3544774
Coupling features the wittier side of Strauss, delicate in "Le Bourgeois Gentilhomme," lusty in "Till Eulenspiegel." Sound is fairly well realized, intimate. Interpretation does not attain the high finish and excitement of some other versions.

J. STRAUSS JR.: THE BLUE DANUBE; BIZET: JEUX D'ENFANTS (1-12)—London Philharmonic Orch., Antal Dorati, Cond. RCA Camden CAL 36573
Sound-wise, the disk lacks the velvet quality or quiet surfaces we've learned to expect from most present-day hi-fi waxings. But the budget price and light-weight program will attract many buyers. There's no competition at the \$1.98 tag.

EARLY ITALIAN MUSIC ALBUM 2 (1-12)—Quartetto Italiano, Angel 4500270
This album is devoted to composers of an earlier period than those in the first album of the series. The present contributors—Gabrieli, Marini, Neri, Vivaldi, A. Scarlatti and Vivaldi—represent a more scholarly, less ingratiating area. Performances are on the austere side. However, many followers of the "Library Series" will be attracted.

SCHUBERT: THE DEATH OF LAZARUS (1-12)—Philharmonia Orch. of Hamburg, Arthur Winograd, Cond. M-G-M E 352667
First recording of one act of uncompleted religious drama by Schubert adds important contribution to composer's discography. Fine performances by soloists reinforce moving content which is far removed from conventional operatic styles. Sales generally confined to connoisseurs.

BEETHOVEN: SONATA NO. 21; PROKOFIEV: SONATA NO. 4; SARCASM; SCRIBAN; TWO POEMS (1-12) Eugene Mallin, pianist, Angel 3540265
Program seems designed to showcase talent of young Russian virtuoso rather than as logical combination of compositions. Pianist commands impressive technique, rather less insight and excitement. Resonant recorded sound. Dealers stocking disk could emphasize news value of successes abroad.

CHAVEZ: SINFONIA NO. 5 FOR STRINGS & TOCCATA FOR PERCUSSION (1-12)—MGM String Orch. and MGM Percussion Ensemble, Izler Solomon, Cond. MGM E 354864
Present package re-combines prior Chavez releases for greater consistency. Brilliant "Toccata for Percussion" holds its own against surprising amount of competition. "Sinfonia" for string orchestra, less reliant on Mexican elements, explores unusual string resources.

HOVHANESS: ANAHID; ALLELUIA; TOWER MUSIC (1-12)—M-G-M Orch., Carlos Surinach, Cond. M-G-M E 350462
"Anahid" exhibits fascinating fusion of Oriental and Western sonorities and rhythms in depicting worship of ancient Armenian goddess. "Alleluia" is strikingly similar to Vaughan Williams' "Fantasia on a Theme by Tallis." Ceremonial "Tower Music" ably exploits winds and brass. Good contribution in contemporary American field.

DUKE: SOUVENIR DE MONTE CARLO; COBERT: MEDITERRANEAN SUITE (1-12)—MGM Chamber Orch., Surinach; Cobert, Cond. M-G-M E 349760

Two works originally conceived for ballet have fair success as independent offerings. "Souvenir," product of serious side of Vernon Duke's split musical personality, is skillful in modern French-Russian style. "Mediterranean Suite" is reminiscent of Copeland, Shostakovich. Main promotional value of disk lies in Duke's versatility.

WOLPE: TEN SONGS FROM THE HEBREW; HOVHANESS: UPON ENCHANTED GROUND; SUITE FOR VIOLIN, PIANO, AND PERCUSSION (1-12)—Columbia ML 517951
Near-Eastern influence colors selections on this disk. Wolpe's songs, sung in Hebrew and English, combine vague Oriental suggestion with predominantly contemporary style. Hovhaness' music features interesting instrumental timbres and contrasts. Retailers should regard this as highly specialized material.

Hentoff Has Hefty Sked

NEW YORK—Nat Hentoff, author and critic who recently exited his post as associate editor of Down Beat, has been engaged to write a monthly jazz column for the Saturday Review, which is expanding its jazz coverage.

Hentoff also is doing a monthly page for Jazz Today. A profile of Columbia disk artist Mahalia Jackson by the writer will appear in the upcoming issue of the Reporter, and Hentoff is preparing a New Yorker profile of Gerry Mulligan.

Hentoff is co-editor with Columbia Records' Nat Shapiro of a book, "Jazz Makers," which Rinehart will publish in the fall.

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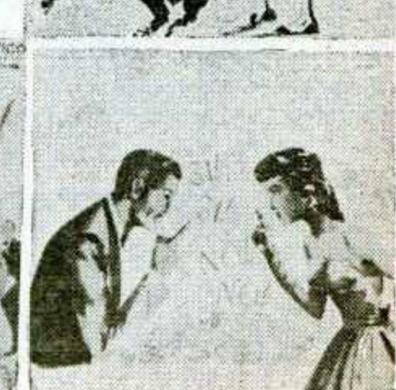
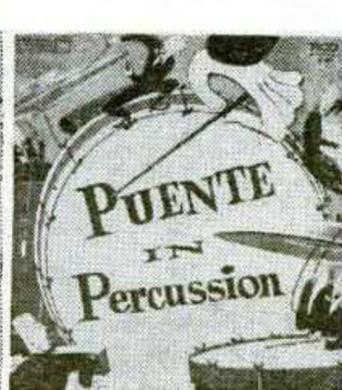
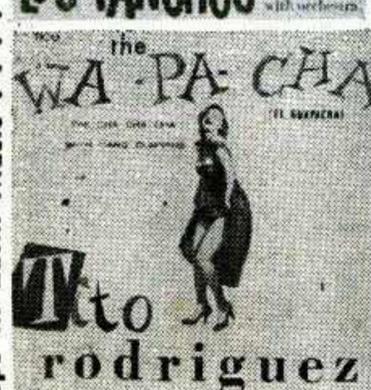
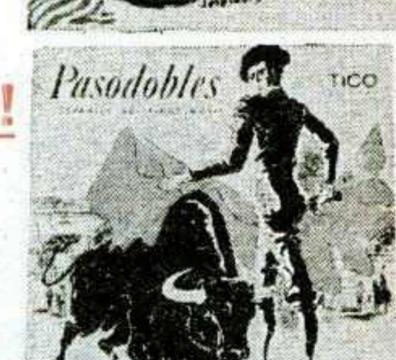
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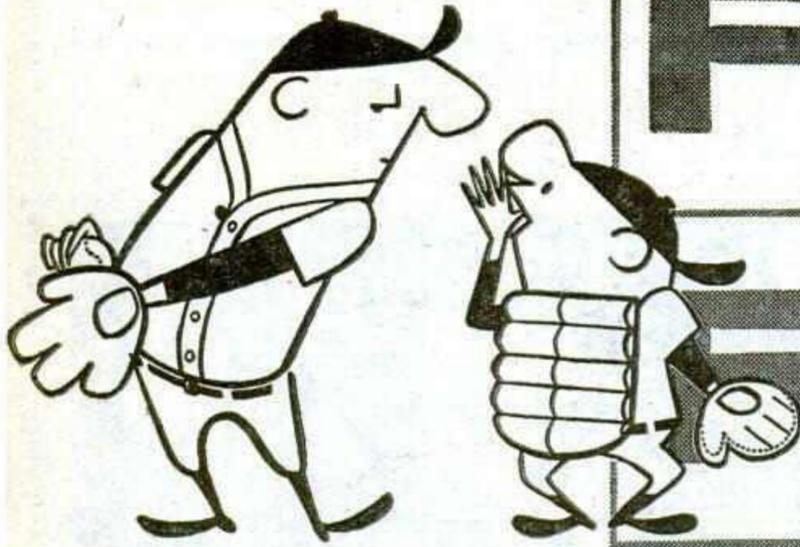


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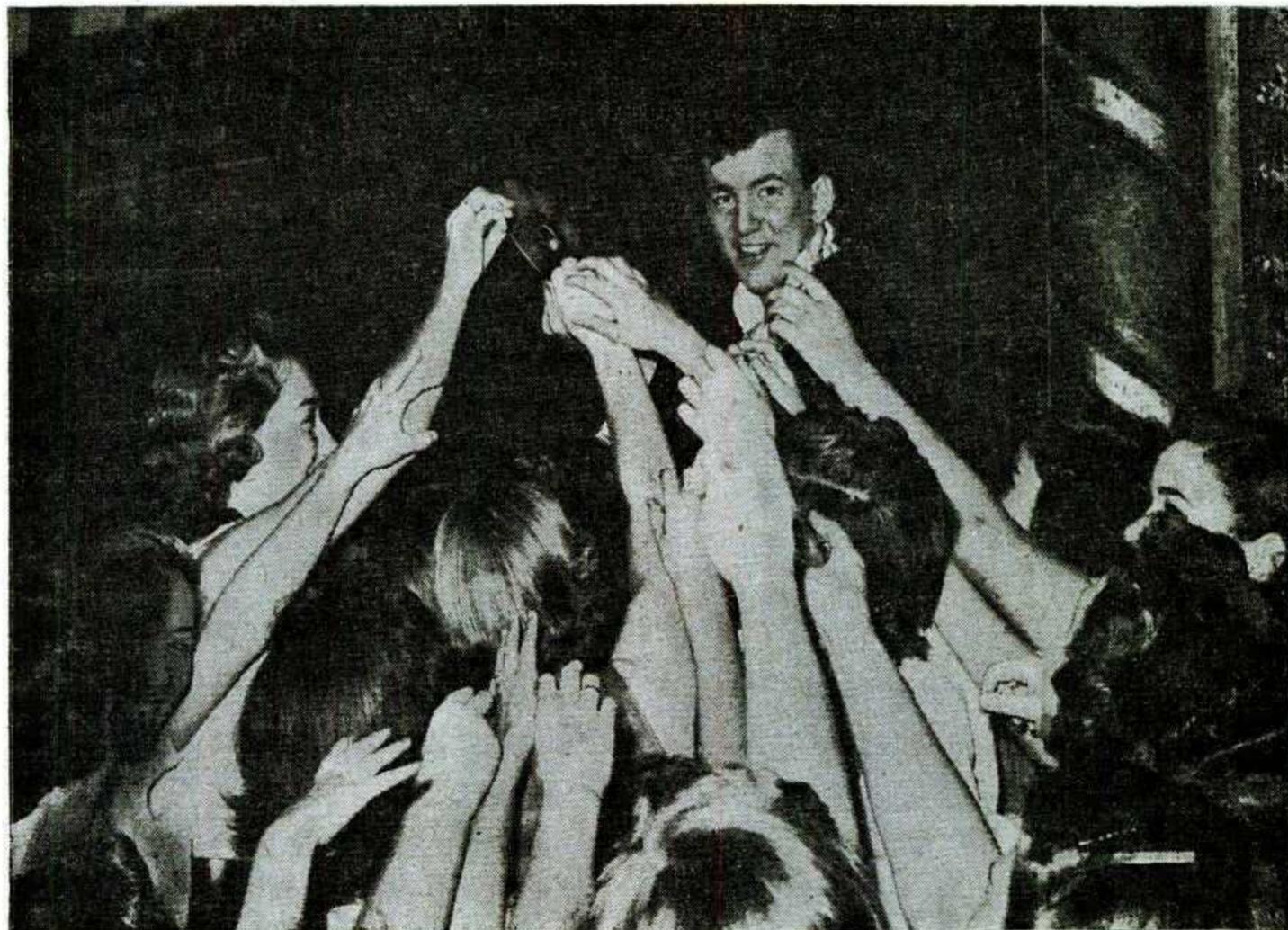
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RCA VICTOR
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending June 12

This Week	Last Week	Weeks on Chart
1. Love Letters in the Sand By N. Kenny, C. Kenny & Coots—Published by Bourns (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORD AVAILABLE: Charlie Carl, Songbird 207; Vi Vienns, V.I.P. 1003; Max Wiseman, Dot 15578.	1	6
2. Dark Moon By Ned Miller—Published by Dandelion (BMI) BEST SELLING RECORDS: Gale Storm, Dot 15558; Bonnie Guitar, Dot 15559. RECORDS AVAILABLE: Hawkshaw Hawkins, Vic 20-6910.	3	9
3. White Sport Coat By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Marty Robbins, Col 40864. RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don James, Esta 287.	4	9
4. All Shook Up By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: Elvis Presley, Vic 20-6870. RECORD AVAILABLE: David Hill, Aladdin 3359.	2	12
5. So Rare By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.	6	10

This Week	Last Week	Weeks on Chart
6. Little Darlin' By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	5	14
7. Bye Bye Love By B. Bryant & F. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; Tommy Tommy, Dot 15576.	11	3
8. Four Walls By Marvin Moore & George Campbell—Published by Sheldon (BMI)* BEST SELLING RECORDS: Jim Reeves, Vic 20-6874; Jim Lowe, Dot 15569. RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Bill Monroe, Dec 30327.	9	6
9. School Day By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1653. RECORD AVAILABLE: Big Tiny Little, Brunswick 55007; Don James, Esta 287.	7	9
10. Round and Round By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: Perry Como, Vic 20-6815. RECORD AVAILABLE: Walter Solek, Dana 2121.	8	16

Second Ten

11. Teenager's Romance By Gillam—Published by Aztec (ASCAP) BEST SELLING RECORD: Ricky Nelson, Verve 10047.	13	4
12. Come Go With Me By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Del Vikings, Dot 15538. RECORDS AVAILABLE: Federals, Deluxe 6112; Sunny Gale, Dec 30321.	10	15
13. Searchin' By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6087.	16	3
14. Start Movin' By D. Hill & B. Stevenson—Published by Sheldon (BMI) BEST SELLING RECORD: Sal Mineo, Epic 9216.	19	4
15. Gone By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: Ferlin Husky, Cap 3628. RECORDS AVAILABLE: Red Sovine, Dec 29755; Bobby Wayne, Mercury 71070; Joan Weber, Col 40852.	12	15

16. It's Not for Me to Say By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORD AVAILABLE: Jane Morgan, Kapp 185.	21	4
17. Old Cape Cod By Rogh Rock-Wakus—Published by George Pincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.	18	2
17. Young Blood By Leiber Stoller & Pomus—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6087.	20	4
19. I Like Your Kind of Love By Melvin Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1323. RECORD AVAILABLE: Melvin Endsley, Vic 20-6891.	29	2
20. I'm Walkin' By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORDS: Ricky Nelson, Verve 10047; Fats Domino, Imperial 5428.	14	15

Third Ten

21. Freight Train By James & Williams—Published by Peter Maurice (ASCAP) RECORDS AVAILABLE: Rusty Draper, Mercury 71102; Charles M. Devitt-Nancy Whiskey, Chic 1008; Margie Rayburn, Liberty 55072; Liz Winters-Cort Skiffle, London 1742.	15	4
22. Around the World By Victor Young—Published by Victor Young Publications (ASCAP) RECORDS AVAILABLE: Charlie Cal, Songbird 309; Don Costa, ABC-Paramount 9770; Bing Crosby, Dec 30120; Eddie Fisher, Vic 20-6677; Eddie Fisher, Vic 20-6947; Manny Lopez, Vic 20-6853; Mantovani, London 1746; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741; Victor Young, Dec 30262.	-	1
22. Empty Arms By I. J. Hunter—Published by Ivory Music (BMI) RECORDS AVAILABLE: Teresa Brewer, Coral 61805; Ivory Joe Hunter, Atlantic 1128.	17	8
22. Valley of Tears By A. Domino & D. Bartholomew—Published by Travis (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5442.	23	2

25. Why Baby Why? By Dixon-Harrison—Published by Winneton Music Corp. (BMI) RECORD AVAILABLE: Pat Boone, Dot 15545.	21	14
25. Over the Mountain Across the Sea By Rex Garvin—Published by Arc (BMI) RECORD AVAILABLE: Johnnie & Joe, Chess 1654.	-	1
25. Rock Your Little Baby to Sleep By Buddy Knox—Published by Kahl (BMI) RECORD AVAILABLE: Buddy Knox, Roulette 4009.	-	1
25. With All My Heart By Marcucci-DeAngelis—Published by Debmar (ASCAP) RECORDS AVAILABLE: Buddy Greco, Kapp 183; Jodie Sands, Chancellor 1003; Judy Scott, Dec 30324.	-	1
29. Gonna Find Me a Bluebird By Marvin Rainwater—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12412.	28	3
29. Marianne By Gilkyson-Dehr-Miller—Published by Montclare (BMI) RECORDS AVAILABLE: Terry Gilkyson, Col 40817; Hilltoppers, Dot 15537; Burl Ives, Dec 30217; Lane Brothers, Vic 20-6810.	24	20

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



SOME BODYS BEEN

**ROD
WILLIS**

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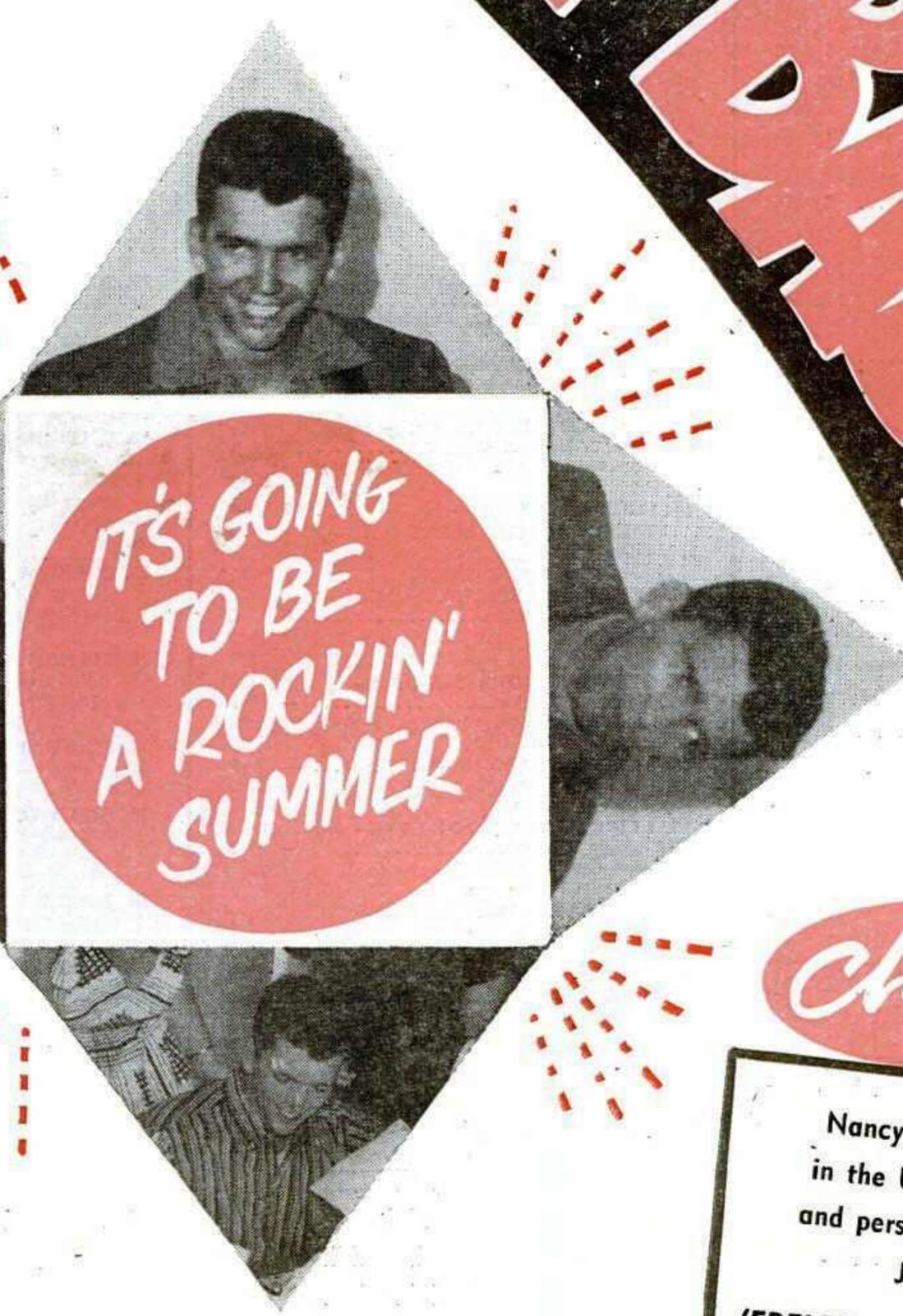
ROCKIN' MY BABY

The Cash Box Sleeper of the Week

**"SOMEBODY'S BEEN ROCKING
MY BABY" (2:02)**
[Smash BMI — Thompson]

ROD WILLIS (Chic 1010)

● The Chic label, which introduced "Freight Train" and Nancy Whiskey, has an exciting new talent in Rod Willis—a thrilling rock-a-billy songster who could zoom into the spotlight with his waxing of "Somebody's Been Rocking My Baby." It's a swinging affair clock-full of all the gimmicks that have started the kids dancing again. And the melody sticks after just one listen. Rod has a bright future to look forward to and this waxing should start him on the road.



IT'S GOING
TO BE
A ROCKIN'
SUMMER

b/w
OLD MAN MOSE
Chic 1010



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and personal appearances
June 30
(FREIGHT TRAIN---Chic 1008)

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• Best Sellers in Stores

For survey week ending June 12

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

This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	1	6
Bernardine (ASCAP)—Dot 15570		
2. BYE BYE LOVE (BMI)—Everly Brothers	5	4
I Wonder If I Care as Much (BMI)—Cadence 1315		
3. WHITE SPORT COAT (BMI)—Marty Robbins	3	8
Grown-Up Tears (BMI)—Col 40864		
4. SO RARE (ASCAP)—Jimmy Dorsey	4	10
Sophisticated Swing (ASCAP)—Fraternity 755		
5. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson	2	7
I'M WALKIN' (BMI)—Verve 10047		
6. DARK MOON (BMI)—Gale Storm	7	7
Little Too Late (BMI)—Dot 15558		
7. SEARCHIN' (BMI)—Coasters	11	5
YOUNG BLOOD (BMI)—Atco 6087		
8. ALL SHOOK UP (BMI)—Elvis Presley	6	5
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
9. LITTLE DARLIN' (BMI)—Diamonds	9	15
Faithful and True (BMI)—Mercury 71060		
10. SCHOOL DAY (BMI)—Chuck Berry	8	10
Deep Feeling (BMI)—Chess 1653		
11. START MOVIN' (BMI)—Sal Mineo	10	5
Love Affair (BMI)—Epic 9216		
12. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis	15	4
Warm and Tender (ASCAP)—Col 40851		
13. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams	19	2
Stop Teasin' Me (ASCAP)—Cadence 1323		
14. COME GO WITH ME (BMI)—Del Vikings	13	17
How Can I Find True Love? (BMI)—Dot 15538		
14. FOUR WALLS (BMI)—Jim Reeves	14	6
I Know and You Know (BMI)—Vic 20-6874		
16. DARK MOON (BMI)—Bonnie Guitar	12	9
Big Mike (BMI)—Dot 15550		
17. GONE (BMI)—Ferlin Husky	16	14
Missing Persons (BMI)—Cap 3628		
17. OLD CAPE COD (ASCAP)—Patti Page	25	2
Wondering (BMI)—Mercury 71101		
19. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	21	4
My Baby's Gone On, On (BMI)—Chess 1664		
20. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams	—	1
Date With the Blues (ASCAP)—Coral 61830		
21. WITH ALL MY HEART (ASCAP)—Jodie Sands	24	2
More Than Only Friends (ASCAP)—Chancellor 1003		
22. VALLEY OF TEARS (BMI)—Fats Domino	—	3
It's You I Love (BMI)—Imperial 5442		
23. ROCK YOUR LITTLE BABY TO SLEEP (BMI)—Buddy Knox	—	1
Don't Make Me Cry (BMI)—Roulette 4009		
24. FABULOUS (BMI)—Charlie Gracie	21	5
Just Lookin' (ASCAP)—Cameo 107		
25. FREIGHT TRAIN (ASCAP)—Rusty Draper	17	3
Seven Come Eleven (BMI)—Mercury 71102		

• Most Played in Juke Boxes

For survey week ending June 12

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP (BMI)—Elvis Presley	1	11
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	2	5
Bernardine (ASCAP)—Dot 15570		
3. LITTLE DARLIN' (BMI)—Diamonds	3	13
Faithful and True (BMI)—Mercury 71060		
4. DARK MOON (BMI)—Gale Storm	5	6
Little Too Late (BMI)—Dot 15558		
5. WHITE SPORT COAT (BMI)—Marty Robbins	4	7
Grown Up Tears (BMI)—Col 40864		
6. SO RARE (ASCAP)—Jimmy Dorsey	7	8
Sophisticated Swing (ASCAP)—Fraternity 755		
7. SCHOOL DAY (BMI)—Chuck Berry	8	7
Deep Feeling (BMI)—Chess 1653		
8. GONE (BMI)—Ferlin Husky	6	11
Missing Persons (BMI)—Cap 3628		
9. BYE BYE LOVE (BMI)—Everly Brothers	14	3
I Wonder If I Care as Much (BMI)—Cadence 1315		
10. SEARCHIN' (BMI)—Coasters	10	14
YOUNG BLOOD (BMI)—Atco 6987		
11. DARK MOON (BMI)—Bonnie Guitar	12	7
Big Mike (BMI)—Dot 15550		
12. ROUND AND ROUND (BMI)—Perry Como	9	14
Mi Casa Su Casa (ASCAP)—Vic 20-6815		
13. FOUR WALLS (BMI)—Jim Reeves	13	4
I Know and You Know (BMI)—Vic 20-6874		
14. COME GO WITH ME (BMI)—Del Vikings	11	8
How Can I Find True Love? (BMI)—Dot 15538		
15. FOUR WALLS (BMI)—Jim Lowe	15	3
TALKIN' TO THE BLUES (BMI)—Dot 15569		
16. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson	16	4
I'M WALKIN' (BMI)—Verve 10047		
17. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	—	1
My Baby's Gone On, On (BMI)—Chess 1664		
18. START MOVIN' (BMI)—Sal Mineo	—	1
Love Affair (BMI)—Epic 9216		
19. I LIKE YOUR KIND OF LOVE—Andy Williams	—	1
Stop Teasin' Me (ASCAP)—Cadence 1323		
20. GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater	18	2
So You Think You Got Troubles (BMI)—M-G-M 12412		

• 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)	2	4
2. Dark Moon (Dandelion)	1	7
3. White Sport Coat (Acuff-Rose)	4	7
4. All Shook Up (Shalimar-Presley)	3	10
5. Round and Round (Rush)	6	15
6. Four Walls (Springfield)	2	6
7. Little Darlin', (Excellorec)	5	7
8. So Rare (Robbins)	9	3
9. Come Go With Me (Gil-Feebee)	8	8
10. Marianne (Montelare)	9	17
10. Empty Arms (Ivory)	13	5
12. Why Baby Why (Winneton)	11	11
13. Rock-A-Billy (Oxford)	14	4
14. School Day (Arc)	15	2
14. Chantez-Chantez (Cromwell)	12	14

• Most Played by Jockeys

For survey week ending June 12

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

This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	1	6
Bernardine (ASCAP)—Dot 15570		
2. SO RARE (ASCAP)—Jimmy Dorsey	3	7
Sophisticated Swing (ASCAP)—Fraternity 755		
3. ALL SHOOK UP (BMI)—Elvis Presley	2	11
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
4. WHITE SPORT COAT (BMI)—Marty Robbins	5	8
Grown Up Tears (BMI)—Col 40864		
5. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis	21	4
Warm and Tender (ASCAP)—Col 40851		
6. DARK MOON (BMI)—Gale Storm	11	6
Little Too Late (BMI)—Dot 15558		
7. OLD CAPE COD (ASCAP)—Patti Page	13	3
Wondering (BMI)—Mercury 71101		
8. BYE BYE LOVE (BMI)—Everly Brothers	25	3
I Wonder If I Care as Much (BMI)—Cadence 1315		
9. LITTLE DARLIN' (BMI)—Diamonds	4	13
Faithful and True (BMI)—Mercury 71060		
10. YOUNG BLOOD (BMI)—Coasters	—	2
Searchin' (BMI)—Atco 6087		
11. SCHOOL DAY (BMI)—Chuck Berry	9	9
Deep Feeling (BMI)—Chess 1653		
12. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson	18	3
I'm Walkin' (BMI)—Verve 10047		
13. SEARCHIN' (BMI)—Coasters	19	3
Young Blood (BMI)—Atco 5987		
14. DARK MOON (BMI)—Bonnie Guitar	6	7
Big Mike (BMI)—Dot 15550		
15. ROUND AND ROUND (BMI)—Perry Como	8	17
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
16. FREIGHT TRAIN (ASCAP)—Rusty Draper	6	3
Seven Come Eleven (BMI)—Mercury 71102		
17. START MOVIN' (BMI)—Sal Mineo	—	2
Love Affair (BMI)—Epic 9261		
18. GIRL WITH THE GOLDEN BRAIDS (BMI)—Perry Como	17	4
My Little Baby (BMI)—Vic 20-6004		
19. FOUR WALLS (BMI)—Jim Reeves	14	5
I Know and You Know (BMI)—Vic 20-6874		
20. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams	—	1
Stop Teasin' Me (ASCAP)—Cadence 1323		
21. VALLEY OF TEARS (BMI)—Fats Domino	21	2
It's You I Love (BMI)—Imperial 5442		
22. GONE (BMI)—Ferlin Husky	16	15
Missing Persons (BMI)—Cap 3628		
23. WITH ALL MY HEART (ASCAP)—Jodie Sands	—	1
More Than Only Friends (ASCAP)—Chancellor 1003		
24. WONDERFUL, WONDERFUL (BMI)—Johnny Mathis	25	3
When Sunny Gets Blue (BMI)—Col 40784		
25. I JUST DON'T KNOW (ASCAP)—Four Lads	20	4
Golly (ASCAP)—Col 40914		

*Dot's***PARADE of BEST SELLERS**

- 15570 **LOVE LETTERS ^{IN THE} SAND—BERNARDINE**—PAT BOONE
- 15558 **DARK MOON**—GALE STORM
- 15569 **TALKIN' TO THE BLUES—FOUR WALLS**—JIM LOWE
- 15574 **A FALLEN STAR**—JIMMY NEWMAN
- 15592 **WHISPERING BELLS**—THE DELL-VIKINGS
- 15594 **A FALLEN STAR—FOOTSTEPS**—THE HILLTOPPERS
- 15538 **COME GO WITH ME**—THE DELL-VIKINGS
- 15587 **IF YOU SEE MY LOVE DANCING—HALF A HEART**
—BONNIE GUITAR
- 15550 **DARK MOON**—BONNIE GUITAR
- 15573 **ON MY MIND AGAIN**—BOB DENTON
- 15581 **FOOL AROUND—WHICH WAY TO YOUR HEART**
—THE FONTANE SISTERS
- 15584 **ROSIE'S GONE AGAIN**—JIMMIE JOHN
- 15588 **SAWING ^{ON THE} STRINGS—SWEETHEARTS ^{IN} HEAVEN**
—DON RENO-RED SMILEY

NEW RELEASES

- 15595 **HOT ROD QUEEN—ACAPULCO**—ROY TANN
- 15596 **TALL GROWS THE SYCAMORE**—ED TOWNSEND
- 15597 **LOVESICK BLUES—INSHA ALLAH**—SONNY KNIGHT

ALBUMS

- DEP-1056 **A CLOSER WALK WITH THEE**—PAT BOONE
- DLP-3054-D **"THE TEN COMMANDMENTS"** composed and conducted by Elmer Bernstein
- DLP-3050 **"PAT"**—PAT BOONE

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MOA CON-
VENTION!

EIGHTEEN
and
FADED ORCHID

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**MARVIN
RAINWATER**



POP
HIT!

**GONNA FIND
ME A BLUEBIRD**

K12412 • MGM 12412

**DAVID ROSE & His
Orch.**



Follow-up
HIT to
"CALYPSO
MELODY"

**UMA CASA
PORTUGUESA**

and **ARIANE**

K12492 • MGM 12492

DICK HYMAN TRIO



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• Territorial Best Sellers

For survey week ending June 12

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

Atlanta

1. Come Go With Me, Del Vikings, Dot
2. So Rare, Jimmy Dorsey, Fty.
3. Searchin', Coasters, Atco.
4. Four Walls, Jim Lowe, Dot
5. Mama Look-A Booboo, Harry Belafonte, Vic.
6. Love Letters in the Sand, Pat Boone, Dot
7. Four Walls, Jim Reeves, Vic.
8. Let It Be Me, Jill Corey, Col.

Baltimore

1. Young Blood, Coasters, Atco.
2. Bye Bye Love, Everly Brothers, Cdc.
3. Dark Moon, Bonnie Guitar, Chs.
4. Over the Mountain, Johnnie & Joe, Chs.
5. Love Letters in the Sand, Pat Boone, Dot
6. White Sport Coat, Marty Robbins, Col.
7. Valley of Tears, Fats Domino, Imp.
8. Start Movin', Sal Mineo, Epic
9. Four Walls, Jim Reeves, Vic.
10. So Rare, Jimmy Dorsey, Fty.

Boston

1. It's Not for Me to Say, Johnny Mathis, Col.
2. So Rare, Jimmy Dorsey, Fty.
3. White Sport Coat, Marty Robbins, Col.
4. Queen of the Senior Prom, Mills Brothers, Dec.
5. Love Letters in the Sand, Pat Boone, Dot
6. Bye Bye Love, Everly Brothers, Cdc.
7. Old Cape Cod, Patti Page, Mer.
8. With All My Heart, Jodie Sands, Clr.
9. Around the World, Victor Young, Dec.

Buffalo

1. Freight Train, Rusty Draper, Mer.
2. Old Cape Cod, Patti Page, Mer.
3. Little Darlin', Diamonds, Mer.
4. Teenager's Romance, Ricky Nelson, Vrv.
5. Come Go With Me, Del Vikings, Dot
6. Love Letters in the Sand, Pat Boone, Dot

Chicago

1. So Rare, Jimmy Dorsey, Fty.
2. With All My Heart, Jodie Sands, Clr.
3. Love Letters in the Sand, Pat Boone, Dot
4. I'm Walkin', Ricky Nelson, Vrv.
5. I Like Your Kind of Love, Andy Williams, Cdc.
6. Bye Bye Love, Everly Brothers, Cdc.
7. Dark Moon, Bonnie Guitar, Dot
8. Around the World, Victor Young, Dec.
9. White Sport Coat, Marty Robbins, Col.

Cincinnati

1. White Sport Coat, Marty Robbins, Col.
2. I'm Walkin', Ricky Nelson, Vrv.
3. Love Letters in the Sand, Pat Boone, Dot
4. I'm Gonna Sit Right Down, Billy Williams, Cor.
5. School Day, Chuck Berry, Chs.
6. Dark Moon, Gale Storm, Dot
7. Teenager's Romance, Ricky Nelson, Vrv.
8. Gone, Ferlin Husky, Cap.
9. Fabulous, Charlie Gracie, Cam.

Cleveland

1. Bye Bye Love, Everly Brothers, Cdc.
2. It's Not for Me to Say, Johnny Mathis, Col.
3. White Sport Coat, Marty Robbins, Col.
4. Dark Moon, Gale Storm, Dot
5. So Rare, Jimmy Dorsey, Fty.
6. Love Letters in the Sand, Pat Boone, Dot
7. I Just Don't Know, Four Lads, Col.
8. I'm Gonna Sit Right Down, Billy Williams, Cor.
9. I Like Your Kind of Love, Andy Williams, Cdc.

Dallas-Fort Worth

1. White Sport Coat, Marty Robbins, Col.
2. Searchin', Coasters, Atco.
3. Come Go With Me, Del Vikings, Dot
4. Teenager's Romance, Ricky Nelson, Vrv.
5. School Day, Chuck Berry, Chs.
6. Little Darlin', Diamonds, Mer.
7. Young Blood, Coasters, Atco.
8. Talkin' to the Blues, Jim Lowe, Dot
9. My Dream, Platters, Mer.

Denver

1. School Day, Chuck Berry, Chs.
2. I'm Walkin', Ricky Nelson, Vrv.
3. Dark Moon, Gale Storm, Dot
4. Love Letters in the Sand, Pat Boone, Dot
5. White Sport Coat, Marty Robbins, Col.
6. Teenager's Romance, Ricky Nelson, Vrv.
7. Four Walls, Jim Lowe, Dot
8. Gone, Ferlin Husky, Cap.
9. Old Cape Cod, Patti Page, Mer.

Detroit

1. Start Movin', Sal Mineo, Epic
2. Love Letters in the Sand, Pat Boone, Dot
3. Bye Bye Love, Everly Brothers, Cdc.
4. I'm Walkin', Ricky Nelson, Vrv.
5. I'm Gonna Sit Right Down, Billy Williams, Cor.
6. Young Blood, Coasters, Atco.
7. Dark Moon, Gale Storm, Dot
8. It's Not for Me to Say, Johnny Mathis, Col.
9. Shangri-La, Four Coins, Epic

Kansas City

1. I Like Your Kind of Love, Andy Williams, Cdc.
2. So Rare, Jimmy Dorsey, Fty.
3. White Sport Coat, Marty Robbins, Col.
4. Love Letters in the Sand, Pat Boone, Dot
5. Young Blood, Coasters, Atco.
6. Bye Bye Love, Everly Brothers, Cdc.
7. Searchin', Coasters, Atco.
8. Too Late, Gene Austin, Vic.
9. Rock Your Little Baby to Sleep, Buddy Knox, Rlt.

Los Angeles

1. So Rare, Jimmy Dorsey, Fty.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, Elvis Presley, Vic.
4. Dark Moon, Gale Storm, Dot
5. Love Letters in the Sand, Pat Boone, Dot
6. White Sport Coat, Marty Robbins, Col.
7. Round and Round, Perry Como, Vic.
8. Harem Dance, Armenian Jazz Sextet, Kapp
9. Coozant Woman, Harry Belafonte, Vic.
10. Come Go With Me, Del Vikings, Dot

Milwaukee

1. I'm Walkin', Ricky Nelson, Vrv.
2. White Sport Coat, Marty Robbins, Col.
3. Dark Moon, Bonnie Guitar, Dot
4. Start Movin', Sal Mineo, Epic
5. I Like Your Kind of Love, Andy Williams, Cdc.
6. Four Walls, Jim Reeves, Vic.
7. Come Go With Me, Del Vikings, Dot
8. Bye Bye Love, Everly Brothers, Cdc.
9. Little Darlin', Diamonds, Mer.
10. So Rare, Jimmy Dorsey, Fty.

Minneapolis-St. Paul

1. School Day, Chuck Berry, Chs.
2. Bye Bye Love, Everly Brothers, Cdc.
3. Love Letters in the Sand, Pat Boone, Dot
4. Rock Your Little Baby to Sleep, Buddy Knox, Rlt.
5. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
6. So Rare, Jimmy Dorsey, Fty.
7. Teenager's Romance, Ricky Nelson, Vrv.
8. Goin' Steady, Tommy Sands, Cap.
9. Start Movin', Sal Mineo, Epic
10. Four Walls, Jim Reeves, Vic.

New Orleans

1. Teenager's Romance, Ricky Nelson, Vrv.
2. Valley of Tears, Fats Domino, Imp.
3. Love Letters in the Sand, Pat Boone, Dot
4. Mangos, Rosemary Clooney, Col.
5. White Sport Coat, Marty Robbins, Col.
6. Dark Moon, Gale Storm, Dot
7. Start Movin', Sal Mineo, Epic
8. All Shook Up, Elvis Presley, Vic.
9. I Just Don't Know, Four Lads, Col.
10. It's Not for Me to Say, Johnny Mathis, Col.

New York

1. It's Not for Me to Say, Johnny Mathis, Col.
2. So Rare, Jimmy Dorsey, Fty.
3. Little Darlin', Diamonds, Mer.
4. Love Letters in the Sand, Pat Boone, Dot
5. All Shook Up, Elvis Presley, Vic.
6. I'm Gonna Sit Right Down, Billy Williams, Cor.
7. Dark Moon, Gale Storm, Dot
8. Gone, Ferlin Husky, Cap.
9. Come Go With Me, Del Vikings, Dot

Philadelphia

1. Love Letters in the Sand, Pat Boone, Dot
2. Dark Moon, Gale Storm, Dot
3. White Sport Coat, Marty Robbins, Col.
4. Little Darlin', Diamonds, Mer.
5. Start Movin', Sal Mineo, Epic
6. Wonderful Wonderful, Johnny Mathis, Col.
7. Bye Bye Love, Everly Brothers, Cdc.
8. Round and Round, Perry Como, Vic.

Pittsburgh

1. Searchin', Coasters, Atco.
2. White Sport Coat, Marty Robbins, Col.
3. It's Not for Me to Say, Johnny Mathis, Col.
4. Dark Moon, Gale Storm, Dot
5. Teenager's Romance, Ricky Nelson, Vrv.
6. I Just Don't Know, Four Lads, Col.
7. Love Letters in the Sand, Pat Boone, Dot
8. Queen of the Senior Prom, Mills Brothers, Dec.
9. Susie Q, Dale Hawkins, Chs.

San Francisco

1. White Sport Coat, Marty Robbins, Col.
2. So Rare, Jimmy Dorsey, Fty.
3. Searchin', Coasters, Atco.
4. School Day, Chuck Berry, Chs.
5. Teenager's Romance, Ricky Nelson, Epic
6. Dark Moon, Bonnie Guitar, Dot
7. All Shook Up, Elvis Presley, Vic.
8. Love Letters in the Sand, Pat Boone, Dot
9. Rang Tang Ding Ding, Cellos, Apo.

Seattle

1. Over the Mountain, Johnnie & Joe, Chs.
2. Searchin', Coasters, Atco.
3. White Sport Coat, Marty Robbins, Col.
4. I Like Your Kind of Love, Andy Williams, Cdc.
5. Bye Bye Love, Everly Brothers, Cdc.
6. Love Letters in the Sand, Pat Boone, Dot
7. So Rare, Jimmy Dorsey, Fty.
8. Start Movin', Sal Mineo, Epic

St. Louis

1. Teenager's Romance, Ricky Nelson, Vrv.
2. Start Movin', Sal Mineo, Epic
3. Love Letters in the Sand, Pat Boone, Dot
4. Little Darlin', Diamonds, Mer.
5. Around the World, Victor Young, Dec.
6. Freight Train, Rusty Draper, Mer.
7. Can't Wait for Summer, Steve Lawrence, Cor.
8. Shish Kebab, Ralph Marterie, Mer.
9. Around the World, Mantovani, Dec.

Toronto

1. Love Letters in the Sand, Pat Boone, Dot
2. Dark Moon, Gale Storm, Dot
3. Bye Bye Love, Everly Brothers, Cdc.
4. Gone, Ferlin Husky, Cap.
5. Four Walls, Jim Lowe, Dot

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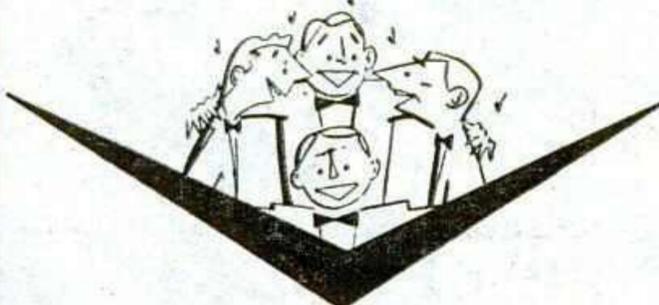
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• Tunes With Greatest Radio-TV Audience

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
<p>A Face in the Crowd (R) (F)—Remick—ASCAP</p> <p>A White Sport Coat (R)—Acuff-Rose—BMI</p> <p>All Shook Up (R)—Presley-Shalimar—BMI</p> <p>Around the World (R) (F)—Young—ASCAP</p> <p>Can't Wait for Summer (R)—Southern—ASCAP</p> <p>Dark Moon (R)—Dandelion—BMI</p> <p>Do I Love You? (R)—Williamson—ASCAP</p> <p>Don't Cry My Love (R)—Wood—ASCAP</p> <p>Empty Arms (R)—Ivory—BMI</p> <p>Fire Down Below (R) (F)—Columbia—ASCAP</p> <p>Freight Train (R)—Maurice—ASCAP</p> <p>Girl With the Golden Braids (R)—Roncom—ASCAP</p> <p>Gunfight at the O.K. Corral (R) (F)—Paramount—ASCAP</p> <p>I'm Gonna Sit Right Down and Write Myself a Letter — Deslyva, Brown & Henderson—ASCAP</p> <p>It's Like Getting a Donkey to Gallop (R)—Bregman, Vocco & Conn—ASCAP</p> <p>Kill Me With Kisses (R)—Broadcast—BMI</p> <p>Little White Lies (R)—Bregman, Vocco & Conn—ASCAP</p> <p>Look at 'Er (R) (M)—Valyr—ASCAP</p> <p>Love Letters in the Sand (R) (F)—Bourne—ASCAP</p> <p>Mama Guitar (R) (F)—Remick—ASCAP</p> <p>Man on Fire (R) (F)—Robbins—ASCAP</p> <p>Mangos (R)—Redd Evans—ASCAP</p> <p>Old Cape Cod (R)—Pincus—ASCAP</p> <p>Round and Round (R)—Rush—BMI</p> <p>So Rare (R)—Robbins—ASCAP</p> <p>Stars Fell on Alabama (R)—Mills—ASCAP</p> <p>Sunshine Girl (R) (M)—Valyr—ASCAP</p> <p>Underneath the Overpass (R) (F)—Paramount—ASCAP</p> <p>Who Got Mon, Mom (R)—Remick—ASCAP</p> <p>Wonderful, Wonderful (R)—Marks—BMI</p>	<p>White Sport Coat (R)—Acuff-Rose—BMI</p> <p>All Shook Up (R)—Presley-Shalimar—BMI</p> <p>Almost Paradise (R)—Peer International—BMI</p> <p>Anything You Say Is True (R)—Ivanhoe—ASCAP</p> <p>Around the World (R) (F)—Young—ASCAP</p> <p>Baby, Baby Wait for Me (R)—Raphael—ASCAP</p> <p>Charm Bracelet (R)—E. H. Morris—ASCAP</p> <p>Dark Moon (R)—Dandelion—BMI</p> <p>Four Walls (R)—Sheldon—BMI</p> <p>Funny Face (R) (F)—New World—ASCAP</p> <p>Girl With the Golden Braids (R)—Roncom—ASCAP</p> <p>I Could Have Danced All Night (R) (M)—Chappell—ASCAP</p> <p>I Just Don't Know (R)—Korwin—ASCAP</p> <p>I'm on Fire (R)—Silhouette—ASCAP</p> <p>It's Like Getting a Donkey to Gallop (R)—Bregman, Vocco & Conn—ASCAP</p> <p>I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP</p> <p>Little Darlin' (R)—Excellorec—BMI</p> <p>Little White Lies (R)—Bregman, Vocco & Conn—ASCAP</p> <p>Love Letters in the Sand (R) (F)—Bourne—ASCAP</p> <p>My Little Baby (R)—Gil—BMI</p> <p>Old Cape Cod (R)—Pincus—ASCAP</p> <p>On the Street Where You Live (R) (M)—Chappell—ASCAP</p> <p>On the Street Where You Live (R) (M)—Chappell—ASCAP</p> <p>School Day (R)—Arc—BMI</p> <p>So Rare (R)—Robbins—ASCAP</p> <p>Stars Fell on Alabama (R)—Mills—ASCAP</p> <p>Street of Memories (R)—Marks—BMI</p> <p>Summer Love (R)—Valando—ASCAP</p> <p>When It Goes (R)—Harris—ASCAP</p> <p>Why, Baby, Why? (R)—Winneton—BMI</p> <p>With These Hands (R)—Bloom—BMI</p>

3 BIG BLUE RELEASES

Checker 2864

Sonny Boy Williamson

"FATTENING FROGS FOR SNAKES"

b/w

"I DON'T KNOW"

Chess 21659

"ONE KISS"

b/w

"CAN'T BELIEVE"

Jimmy Rodgers

Chess 21660

"HOTEL BLUES"

Eddy Boyd

Chess Checker Records

2120 S. Michigan Avenue
Chicago 16, Illinois
All Phones: CAumet 5-2770

• Best Selling Sheet Music in Britain

(For week ending June 8)

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

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

(For week ending June 8)

<p>1. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips) 1</p> <p>2. WHEN I FALL IN LOVE—Not (King) Cole (Capitol) 4</p> <p>3. BUTTERFLY—Andy Williams (London) 2</p> <p>4. ROCK-A-BILLY—Guy Mitchell (Philips) 3</p> <p>5. AROUND THE WORLD—Ronnie Hilton (HMV) 7</p> <p>6. AROUND THE WORLD—Bing Crosby (Brunswick) 10</p> <p>7. GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa) 12</p> <p>8. LITTLE DARLIN', Diamonds (Mercury) 20</p> <p>9. FREIGHT TRAIN—Chas. McDavitt Group (Oriole) 5</p> <p>10. MR. WONDERFUL—Peggy Lee (Brunswick) 6</p> <p>11. AROUND THE WORLD—Gracie Fields (Columbia) 9</p> <p>12. TOO MUCH—Elvis Presley (HMV) 11</p> <p>13. CHAPEL OF THE ROSES—Malcolm Vaughan (HMV) 17</p> <p>14. I'LL TAKE YOU HOME AGAIN KATHLEEN—Slim Whitman (London) 8</p> <p>15. WE WILL MAKE LOVE—Russ Hamilton (Oriole) 20</p> <p>16. WHITE SPORT COAT—King Brothers (Parlophone) 19</p> <p>17. BABY BABY—Teen-Agers (Columbia) 16</p> <p>18. I'M SORRY—Platters (Mercury) 17</p> <p>19. CUMBERLAND GAP—Lonnie Donegan (Pye-Nixa) 13</p> <p>20. NINETY-NINE WAYS—Tab Hunter (London) 15</p>	<p>This Week</p> <p>Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.</p> <p>Last Week</p>
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A HIT AGAIN!!!

EARTH ANGEL

Dooto 348

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Barbara Gorman and Sister Viv

singing

8 O'CLOCK DATE

b/w

WAS IT JUST FOR FUN

Arrow 715



Review Spotlight on . . .

Barbara Gorman and Sister Viv .Arrow 715: 8 o'Clock Date (Twin Ee, BMI) (Olman, ASCAP)

Was It Just for Fun 2 and 6, belt this typical teen fare with solid pro quality, and in interesting sound, somewhat reminiscent of Patience and Prudence, but still individual enough to attract spins on its own merit. The Billboard, 6/3/57

25,000 already shipped

ARROW RECORDS 1650 BROADWAY NEW YORK 19

IT'S A BIG HIT

POP DISK JOCKEY PROGRAMMING

TAB SMITH United 209 **SOMEONE TO WATCH OVER ME** (New World, ASCAP)

Here's one of the most satisfying, smooth alto sax experiences available on any disk, on the Gershwin standard. Smith blows just about like Sinatra sings, which makes this great wax for any mood jockey seg. Flip is "Soft Breeze," another pleasing instrumental (Pamlee, BMI).

UNITED RECORD CO.

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COBRA STRIKES AGAIN—3 BIG HITS

<p>Cobra #5012</p> <p>"MESSED UP"</p> <p>HARROLD BURRAGE</p>	<p>Cobra #5013</p> <p>"ALL YOUR LOVE"</p> <p>MAGIC SAM</p>	<p>Cobra #5015</p> <p>"LOVE THAT WOMAN"</p> <p>OTIS RUSH</p>
---	---	---

COBRA RECORD CORPORATION 3346 W. Roosevelt Road Chicago, Ill.

ALL PHONES: NEvada 8-2325

Liberace to Open Chain of Piano Studios

CHICAGO — Liberace opens the first of a national string of piano studios June 17 in Kansas City, coinciding with his personal appearance there at the Starlight Theater. Lou Rolontz, of Chicago, executive director of the Liberace operation, said that 25 franchises will be granted by year's end, followed by 25 per year until a projected 100 schools are set up.

In each city, Liberace records will be featured on radio shows to be bought by franchise owners to hype the enterprise, culminating in a national TV show co-operatively sponsored by all the studios when the chain's size becomes substantial.

Teaching gimmick is an electronic device called the Keymaster. Six students in each class play on

Gil Pubbery Pacts Vikings

NEW YORK—Gil Music Corporation has set a long term pact with the Del Vikings, hot singing group which has been getting heavy action on the best selling charts. Lee Pincus, on behalf of Gil Music, and Alan H. Strauss, manager of the Del Vikings, set the deal whereby C. E. Quick is set to an exclusive writer's pact. Quick clefled the group's hit "Come Go With Me," published by Gil Music.

Recently, Gil Music acquired publishing rights for the Vikings' new Dot release, "Whispering Bells" and "Don't Be a Fool." The firm has also set one side of the Vikings' first Mercury release, "Cool Shake."

silent keyboards. When one of them hits a wrong note, his keyboard gives off a buzz.

2 BIG ONES!

NAPPY BROWN

"Goody, Goody Gumdrop"

"Bye-Bye Baby"

Savoy 21514

THE JIVE BOMBERS

"You Took My Love"

"CHERRY"

Savoy 21515

SAVOY RECORD CO. 18 MARKET ST. NEWARK, N. J.



JOHNNIE RAY with RAY CONNIFF

Build Your Love on a
Strong Foundation) b/w
Street of Memories
—heard for the
first time on the
"Jackie Gleason Show"
of June 8th.
4-40942



JERRY VALE

Love in the Afternoon
(title song from the new
Allied Artists film) b/w
I'm Not Ashamed
with Ray Ellis
4-40941



VIC DAMONE with PERCY FAITH

Vic sings the lead side of
this disc (title song from
20th Century-Fox's
forthcoming film, "An Affair
to Remember") on the
sound track of the film.
Great film . . . great song . . .
great vocal. You'll be
hearing lots of it!

An Affair to
Remember b/w
In the Eyes of the World
4-40945



LESTER FLATT & EARL SCRUGGS

Give Me Flowers While
I'm Living b/w
Is There Room for Me?
with the Foggy
Mountain Boys
4-40928-s

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES

Coming Up Strong

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

1. **Around the World** *Victor Young*
(ASCAP) Decca 30262
2. **Gonna Find Me a Bluebird** *Marvin Rainwater*
(BMI) M-G-M 12412
3. **I Just Don't Know** *Four Lads*
(ASCAP) Columbia 40914
4. **My Dream** *Platters*
(ASCAP) Mercury 71093
5. **Shangri-La** *Four Coins*
(ASCAP) Epic 9213
6. **The Girl With the Golden Braids** *Perry Como*
(ASCAP) RCA Victor 6094
7. **Around the World** *Mantovani*
(ASCAP) London 1746
8. **Queen of the Senior Prom** . . . *Mills Brothers*
(BMI) Decca 30299
9. **Jenny, Jenny** *Little Richard*
(BMI) Specialty 808
10. **Rang Tang Ding Dong (I Am the Japanese Sandman)** *Cellos*
(BMI) Apollo 510

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.

- SEND FOR ME** (Winneton, BMI)
MY PERSONAL POSSESSION (Roosevelt, BMI)—*Nat (King) Cole*—Capitol 3737—There has been strong action on both sides and early reports are that it will be a big seller. At the moment "Send for Me" holds a slight lead in sales. It's also going well in r.&b. markets. A previous Billboard "Spotlight" pick.
- WORDS OF LOVE** (Nor-Va-Jak, BMI)
DON'T SAY GOODBYE (Pure, BMI)—*The Diamonds*—Mercury 71128—The record looks like a smash follow-up to "Little Darlin'." Both sides are doing well. In release only a few weeks, reports from most of the major markets indicate that it's going to gather a lot of loot. A previous Billboard "Spotlight" pick.
- STARDUST** (Mills, ASCAP)—*Billy Ward*—Liberty 55071—After a slow start, sales have begun to jump. Boston, Providence, Philadelphia, Buffalo, Cleveland and St. Louis are among the markets where the platter is strong. Other cities report increasing sales. A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

POP RECORDS

- DON RONDO** Jubilee 5288 **WHITE SILVER SANDS**
(Fellows-Peer Int'l, BMI)
STARS FELL ON ALABAMA (Mills, ASCAP)
 Versions of this by Owen Bradley on Decca and by Dave Gardner on O-J (the original) are both moving out nicely but Don Rondo's bright, happy reading could take the marbles. Definitely his strongest side since "Two Different Worlds." The flip, a rocking shuffling reading of a top standard has equal potential in today's market. Watch 'em both.
- VIC DAMONE** Columbia 40945 **AN AFFAIR TO REMEMBER (OUR LOVE AFFAIR)**
(Feist, ASCAP)
 Damone's biggest recent hit was the "My Fair Lady" tune, "On the Street Where You Live," and this creamily chanted, show-stopper ballad has the same built-in sales dynamite. Title tune from Deborah Kerr, Cary Grant pic, is due for solid exposure and this could be the big reading. Flip is another quality ballad, "In the Eyes of the World" (Annavis, ASCAP).
- CARMEN CAVALLARO** Decca 30362 **AN AFFAIR TO REMEMBER (OUR LOVE AFFAIR)**
(Feist, ASCAP)
 Another version of the title tune from the forthcoming Deborah Kerr, Cary Grant flicker. This class instrumental featuring the maestro's piano accompanied by harmony humming makes for fine listening. Jockey play can push this into top sales brackets. Flip is "While the Night Wind Sings," with spotlight again on Cavallaro's piano. (Music Workshop, ASCAP).
- BOBBY DARIN** Atco 6092 **MILLION DOLLAR BABY**
(Fisher, ASCAP)
TALK TO ME SOMETHING (Duchess, BMI)
 The former Decca artist can break big with either side of this strong debut disk on Atco. The top is a hefty, rocking commercial reading of a great standard, while the flip finds the chanter showing equally well on a slow rhythm ballad. Styling has a spiritual touch.
- FONDA WALLACE** Winston 1014 **LOU LOU KNOWS**
(Willet, BMI)
RETURN MY LOVE Winston 1014
 The gal belts a strong rockabilly tune, "Lou Lou Knows," with showmanship and a distinctive sound. She's equally effective on the flip, wherein she projects a country flavor on a slow folksy item, also possessing teen-pop appeal.

POP TALENT

- NICK GREEN** Capitol 3749 **MY LOVIN' BABY**
(Sherman, BMI)
MY HEART NEEDS YOU (Herman, ASCAP)
 Here's an excellent new voice for today's "mixed" market. "My Lovin' Baby" spotlights a refreshingly clean-cut rockabilly reading, while the flip showcases Green's moving style on a poignant blues-ballad. Warbler could move out in both the pop and c.&w. markets. Watch him.

POP DISK JOCKEY PROGRAMMING

- ANN COLE** Baton 243 **NO STAR IS LOST**
(Monument, BMI)
YOU'RE MINE (Monument, BMI)
 The rhythm and blues chick is loaded with earthy vitality and solid songmanship—thus making this platter an interesting new programming item for pop jocks. She gives out like a fem Roy Hamilton on "No Star Is Lost," a pretty inspirational ballad, and impresses with a dual-track vocal on the brightly paced flip, a rumba-blues.
- ETTA JAMES** Modern 1022 **BY THE LIGHT OF THE SILVER MOON**
(Remick, ASCAP)
COME WHAT MAY (Libijon-Quintette, BMI)
 See Rhythm and Blues review spotlight.

Reviews and Ratings

DON RONDO

White Silver Sands 87
JUBILEE 5288—Happy, hand-clapping treatment of a medium rocker is the singer's strongest since "Two Different Worlds." Subdued organ and bright guitar baking enhance the vocal effort. Tune has also been recorded by the Owen Bradley Quintet and Anita Kerr Singers, but this could be top version. (Fellows-Peer Int'l, BMI)

CARMEN CAVALLARO

An Affair to Remember 86
DECCA 30362—A pretty melody this, and it's the title tune of the upcoming flick. Thrush Miriam Workman hums along with the maestro's piano backed by lush fiddles. Has the makings of a solid jockey side, and Cavallaro's own fans will want it for sure. (Feist, ASCAP)
While the Night Wind Sings 68
 A nice piano exercise for Cavallaro makes for agreeable hearing but flip is the action side. (Music Workshop, ASCAP)

RAY VERNON

Evil Angel 85
CAMEO 109—Vernon socks out a good slice of rockabilly with tune a first cousin to "Singing the Blues." This one could step into some money. (Maryland-Shalimar, BMI)
Remember You're Mine 80
 Tender reading of an unusually appealing blues-ballad. Humming group, guitar and rhythm are the backing, and highly effective. This could be the side. (Lowe-Tray, ASCAP)

VIC DAMONE
An Affair to Remember 85
COLUMBIA 40945—Creamy vocal on lovely ballad with literate lyric. Tune is title theme from forthcoming Deborah Kerr-Cary Grant movie, which should help this side grab off jockey attention. Many versions will compete. (Feist, ASCAP)
In the Eyes of the World 78
 Another quality warbling stint by Da-
 (Continued on page 70)

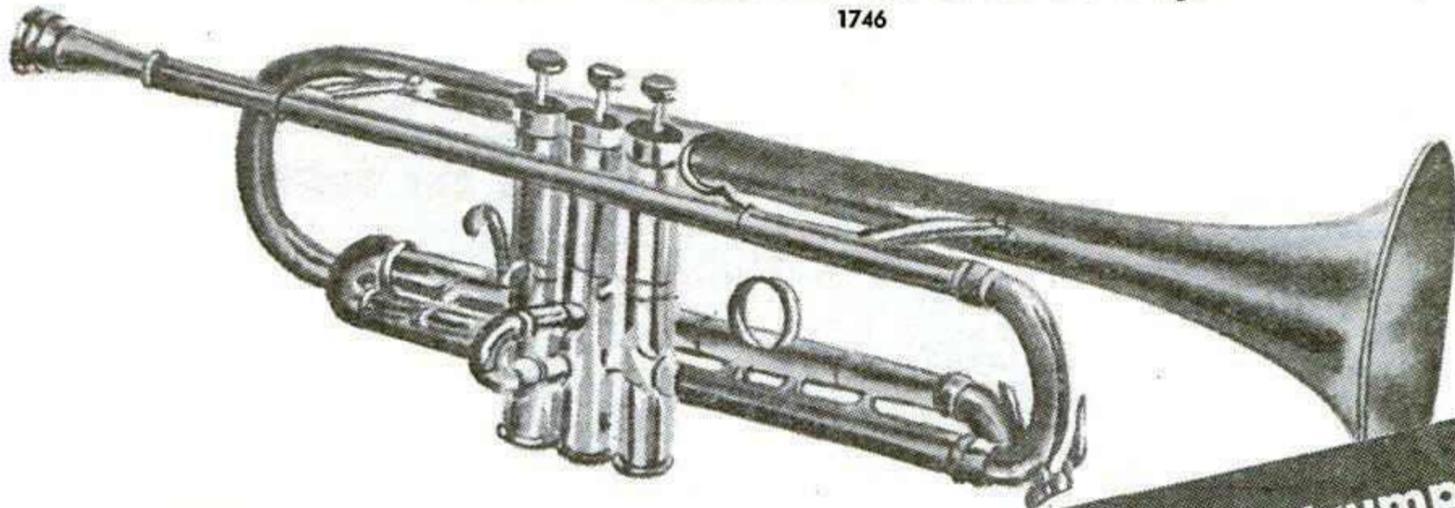
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VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Re a recent Vox Jox column, Tom Edwards, WERE, Cleveland (who pioneered the concept of the deejay news letter), writes: "That was a cute bit that Mickey Shorr did on the 'deejay newsletter satire'—just hope his satire does as much for him as this newsletter has done for me." . . . Buddy Dean and Russ Hall, WITH, Baltimore, are asking listeners to pick an "artist of their week," who will be featured each week on their respective shows. The voting blanks are included on WITH's "Hit Tunes" survey sheets which are distributed, via local dealers, each week.

Mike Paxton, WLSI, Pikeville, Ky., "would appreciate receiving records from Columbia artists since the company has not even answered letters requesting a package deal." . . . Dick Vaughan, WARE, Ware, Mass., has started a new service whereby he distributes artists' photos to listeners, and needs more pictures. . . . Dick

YESTERYEAR'S TOPS—
as reported in The Billboard
The nation's top tunes on records

- JUNE 21, 1947:
1. Mam'selle
 2. Peg O' My Heart
 3. I Wonder, I Wonder, I Wonder
 4. Linda
 5. My Adobe Hacienda
 6. Chi-Baba, Chi-Baba
 7. That's My Desire
 8. Across the Alley From the Alamo
 9. Heartaches
 10. Anniversary Song
- JUNE 21, 1952
1. Kiss of Fire
 2. Blue Tango
 3. Here in My Heart
 4. I'm Yours
 5. Delicado
 6. A Guy Is a Guy
 7. Wheel of Fortune
 8. I'll Walk Alone
 9. Blacksmith Blues
 10. Be Anything (But Be Mine)

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.

- Columbia, S. C.**
"Four Walls," Jim Lowe, Dot.
- Chicago**
"Around the World," Jane Morgan, Kapp.
- Hartford, Conn.**
"In the Middle of a Dark, Dark Night," Guy Mitchell, Columbia.
- Sacramento**
"So Rare," Jimmy Dorsey, Fraternity
- Washington**
"Girl With the Golden Braids," Perry Como, RCA Victor.
- Tuscaloosa, Ala.**
"Sunshine Girl," Eddie Fisher, RCA Victor.
- Martinsville, Va.**
"Red Sails in the Sunset," Tab Hunter, Dot.
- Missoula, Mont.**
"Imagination," King Sisters, Capitol.
- Evansville, Ind.**
"School Day," Chuck Berry, Chess.
- Houghton, Mich.**
"Love Letters in the Sand," Pat Boone, Dot.

Biondi, WHOT, Youngstown, O., may run a record hop, with Stan Kenton—playing live—for dancing.

WBZ, Boston, sponsored a special day-long cruise last week, with "The Live Five" (Norm Prescott, John Bassett, Jack Loring, Alan Dary, Carl deSuzo and Bill Marlowe) acting as deejay hosts for the event, which included on-board entertainment by Roulette's, the Playmates. . . . Sammy Kaye has waxed a special version of "Daddy" for a new weather jingle series over WNEW, New York. . . . Bob Arnold, WOSH, Portland, Me., and Arnie Kuvant, WGAN, Portland, Me., are conducting weekly record hops at the Palace Ballroom, Old Orchard Beach, Me., and are anxious to contact vocal groups regarding "play dates."

CHANGE OF THEME: New program director of WCCO, Minneapolis, is William Schwarz, formerly executive producer at KYW, Cleveland. . . . Jim Coy named host on Manhattan outlet WOR's new "Radio New York," featuring hi-fi music. . . . Greg Jordan has joined WHB, Baltimore. . . . Don Blair, formerly with WNYC, New York, has moved to WHAM, Rochester, replacing Dick Doty. . . . Dave Gruesser, WKOV, Wellston, O., was married June 1, the same date the station changed its frequency and upped its power to 500 watts.

Bob Salter, spinner at KJR, Seattle, appointed regional program director of KNEW, Spokane, and KJR and KXL, Portland, Ore. He will continue his daily 3-7 p.m. deejay show. . . . Johnny Coy, WAPL, Appleton, Wis., celebrated three years on that station June 7. . . . "Mondial," a new nightly late disk show over KFBM, San Diego, Calif., emceed by Bill Browning, emphasizes "quiet-type listening music."

While Martin Block, WABC, New York, is vacationing in Europe, his Manhattan time slot will be occupied by six key jocks from other cities. The first five, in the order of their scheduled appearances this month and next, are Bob

• Reviews of New Pop Records

• Continued from page 68

mone on a pretty ballad. However, flip is stronger side. (Annatic, ASCAP)

DE JOHN SISTERS
Where Would I Be? 85
MERCURY 71131—The Sisters have a world of style here in their first Mercury disk. Song is a bright one, and the gals hand it that coloratura effect the teenagers go for. (Kempto, BMI)

What Am I? 78
In contrast to the flip, this side has a faster tempo and the touch of material in the lyric. Performance is sharply stylized and effective. (Nole, BMI)

RAY VERNON
Evil Angel 85
CAMELO 109—Vernon socks out a good slice of rockabilly with tune a first cousin to "Singing the Blues." This one could step into some money. (Mayland-Shalimar, BMI)

Remember You're Mine 80
Tender reading of an unusually appealing blues-ballad. Humming group, guitar and rythm are the backing, and highly effective. This could be the side. (Lowe-Tray, ASCAP)

BOBBY DARIN
Million Dollar Baby 82
ATCO 6092—Former Decca artist is strong on a rocking version of the standard with a slight change in lyrics. Side should go well r.&b., as well as pop. (Fisher, ASCAP)

Talk to Me Something 82
Darin is just as appealing on a slow rhythm ballad with chorus backing that is similar to "When I Lost My Baby." Styling shows spiritual influence. Strong coupling can click in both markets. (Duchess, BMI)

DEL VIKINGS
Cool Shake 82
MERCURY 71132—This one stands a good chance of taking off. It's a fast blues with a rollicking beat. Lyric has a couple of catch phrases that will appeal to kids. (Pincus, ASCAP)

Jitterbug Mary 75
Rhythm side with a novelty flavored lyric. Like the flip, this one rolls right along, altho not as strong as the flip. (Merc-Del, BMI)

FONDA WALLACE
Lou Lou Knows 80
WINSTON 1014—Girl, billed as "Teen-Age Thrush," belts out a strong rockabilly with group support. Number is packed with teen bait and there's a distinctive sound in the chirping. (Willet, BMI)

Return My Love 70
Another well-made, well-projected side. This one's a slow tune, with qualities of an anthem and a folk song. Gal's country flavor is strong, but there's teen-pop appeal here. (Willet, BMI)

LAWRENCE WELK
Keyboard Serenade 80
CORAL 61849—Regular and gimmicked piano rock a slow bluesy-boogie theme with ork support. Danceable side that will pull profitable play. Good jock bet. (Champagne, ASCAP)

By the Bend of the River 71
The Sparklers and Maurice Pearson chant the familiar old ballad, which should appeal to Welk's middle-aged followers. Pleasant, folksy stuff. (Schirmer, ASCAP)

CHUCK BOWERS
Big Jim Bowie 79
DECCA 30356—Virtle reading by Bowers on a bouncy tune of the buckskin school, a la Davey Crockett. Platter is backed by extensive TV promotion, via tie-up with ABC-TV Bowie show. Watch this one. (Barton, BMI)

Till My Baby Comes Home 75
Deep-voiced interpretation of a rock and roll rhythm item. Bowers does nice job, but push is on flip. (Olman, ASCAP)

MARTHA CARSON
Now Stop 79
VICTOR 6948—An interesting piece of rhythm material, well arranged for ukulele and swinging guitar backing.

Clayton, WHDH, Boston; Ed McKenzie, WXYZ, Detroit; Tommy Edwards, WERE, Cleveland; Doug Arthur, WBIG, Philadelphia, and Ed Bonner, KXOX, St. Louis.

GIMMIX: Starting June 15, a "World's Championship Non-Sleeping Disk Jockey Marathon" will be sponsored by KTOK, Oklahoma City as part of the Oklahoma Semi-Centennial Exposition, which runs from June 14 thru July 7. Ray Starr, WJAN, Spartanburg, S. C., who holds the current record for 166 1/2 hours of non-sleep broadcasting, will vie with Don Howard, KTOK, previously clocked at 120 hours.

The Carson gal pounds it out in breathless, exciting style. This can get good action. (Figure, ASCAP)

Just Whistle or Call 73
Miss Carson breezes thru another upbeat rhythm tune with guitar and whistling and chanting male group in the backup. Good female rockabilly type sound. Flip has a slight edge. (Blackwell, BMI)

NICK GREEN
My Lovin' Baby 78
CAPITOL 3749—A clear uncluttered rockabilly reading, refreshing in its clean-cut quality. Not too different otherwise, but it has a good chance to click. (Sherman, BMI)

My Heart Needs You 72
Tremulous warbling of an impassioned blues-ballad. Good material, but the reading registers more solidly on the flip. (Herman, ASCAP)

JOSEPH GERSHENSON ORK
(A) Main Title 78
(B) Tammy 78
CORAL 61845—Soundtrack orking of music from "Tammy and the Bachelor" flick. Lovely themes, lushly orked. Main melody is pretty and catchy enough to mean something. Jocks are sure to go for it. (Skinner, ASCAP), (Northern, ASCAP)

The Bachelor 70
A bit of Gaelic-flavored schmaltz from same flick. Interesting pictorial music that film will dot on. (Skinner, ASCAP)

THE BUDDIES
Lottery 77
DECCA 30355—Love is a lottery, is the burden of the Buddies' chanting. It's a slow-paced rock and roller, with a well-crafted lyric and retentive melody. (Lady Mac, ASCAP)

A Prom and a Promise 74
A tune in the teen groove—of campus

The Up-Beats
"I WOULD IF I COULD"
#Z 23

The Strollers
"YOU'RE THE ONLY ONE FOR ME"
#Z 22

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LOS ANGELES 38, CALIF.

love, etc. The Buddies do it tenderly. Backing is simple and effective. (Mr. Music, BMI)

DICK VALE
Sure Nuff76
CORAL 61844—Moderately slow wailer could click with the fish fans. Flavorsome rockabilly chanting by Vale and his group. This should be the side if any. (Shalimar, BMI)
Rock-A-Billy Blues....71
Singing is mostly by Vale's group. Side has some excitement thanks to Ray Ellis' live orking. Otherwise not too much distinctive stuff here. (Sheldon, BMI)

PETE KING
An Affair to Remember76
LIBERTY 55075—A sock instrumental version of the lovely film title theme, highlighted by lush strings and stand-out piano solo work by Buddy Cole. Many versions of tune out, but this one should pull considerable deejay play. (Feist, ASCAP)
So Beats My Heart for You....70
Tastefully arranged, imaginative instrumental treatment of smart oldie. Nice change of pace for jockeys. (Crawford, ASCAP)

LOU MONTE
Musica Bella75
VICTOR 6951—Arrangement is scored in a style reminiscent of a carousel and the waltz melody is attractive enough to get plays. Contrary to title, lyric is all in English, a definite advantage. (Romance, BMI)
The Wife....73
Tune starts with verses in English about wifely dames but choruses are in the Mother tongue. No doubt it's all for kicks and this plus the "funiculi" type rhythm makes it a good geographic entry as well as for Monte's friends out in New Jersey. (Duchess, BMI)

AL MORGAN
Easy Goin' Heart74
COLUMBIA 40943—A simple melody framed in a similar rhythmic style and arrangement to Johnnie Ray's "Walkin' in the Rain." Quite a while back Morgan had his "Jealous Heart" hit and this new side, tho lacking in big potential, is good enough to rate spins. (Roger, ASCAP)
Don't Rob Another Man's Castle....74
Old-style waltz melody with a strong philosophical message. There's a big group-sing spot on the disk in addition to Morgan's chanting which helps make it a good bet for boxes. (Hill & Range, BMI)

KITTY KALLEN
Hideaway Heart74
DECCA 30346—A pretty little love song and the plug tune from the label's "Pinocchio" album. No single will be issued from the album itself and this will be used to push the package. Some jock exposure thus seems likely which could account for moderate counter action. (Northern, ASCAP)
Teen-Age Heart....73
Tender teen-age emotions expressed in Miss Kallen's catch-in-the-voice tradition. Nicely thrashed tune that could come close to the current pulse. In spite of push on the flip this can get air plays. (Republic, BMI)

BUDDY WEED ORK
For Love74
ALADDIN 3382—Tasteful group vocalizing by Three Beaux and a Peep on the catchy jazz-flavored Kent Cigarette jingle. Fine swiny fare for jocks. Commercial tie-up may cut down spins in some areas, while other stations—with heavy Kent time buys—may schedule it often. Lyrics, of course, are sans cig plug. (Aladdin, BMI)
The Kent Song....72
A sock instrumental version of the hip Kent theme. Same comment on spin-potential. (Aladdin, BMI)

SANDY STEWART
Knick-Knacks74
CABOT 106—Paul Wexler's new label has a serviceable deejay platter in this attractive calypso item, featuring a personable multi-track vocal by the thrush and solid backing by Jimmy Leyden. (Maria, BMI)
There's No One to Love Me....72
Pleasant folk-flavored ballad is wrapped up with a rock and roll feeling and piquant piping by young Miss Stewart. (Fisher, ASCAP)

DAVID SEVILLE
Gotta Get to Your House74
LIBERTY 55079—Unusual novelty gimmick here in a fast walkin' rhythm as the lad keeps intoning the same title line with interpretations. Jocks can please dialers with this. (Larrabee, BMI)
Camel Rock....70
Simple, oft-repeated phrase is handled as an instrumental in moderate rhythm pacing with a whistled solo. Nice sound but novelty aspects give the flip an edge. (Bourne, ASCAP)

JERRY DIAMOND
Sunburned Lips74
ATLANTIC 1145—Diamond tells strongly on good rock and roller with interesting off-beat lyric theme—gal's romantic life is inhibited by too much sun. Catchy backing could make this a sleeper. (Rush, BMI)
Don't Trust Love....67
Routine rock and roll vocal treatment of so-so rhythm-ballad. Flip is more effective. (Pinelawn, BMI)

GORDON JENKINS
Fire Down Below74
CAPITOL 3751—Flavorsome listening here, and highly danceable meringue rhythm from Jenkins' ork. Colorful, lively material for jocks. Shapiro, Bernstein, ASCAP)
St. Joan Theme....65
Dramatic movie-type material. Moody stuff for special jock slotting, but singles appeal is lacking for dealers. Raphael, ASCAP)

DANNY DAVIS
I Wonde Why73
CABOT 104—Sophisticated torcher from new Hecht-Lancaster film is wrapped up in solid, sincere vocal job with artful backing by Marty Manning. Both sides are trifle adult for today's market, but should pull deejay play. (Hecht, Lancaster, & Buzzell, ASCAP)
To Mend My Broken Heart....73
Davis sings with depth of feeling on pretty ballad with quiet folksy charm. (Milene, ASCAP)

CONNIE CONWAY
I'm in Love, I'm in Love73
DOT 15590—The pretty Cindy Walker tune gets a strong reading here. Conway, with a fem chorus behind him, chants it with a world of heart. (Fairway, BMI)
I Sure Need You....72
Connie Conway chants a swiny one here. Sharp rhythm in the arrangement and a chorus are plus values. (Maiver, BMI)

LOU BUSCH ORK
Hot Cappuccino73
CAPITOL 3735—Keyboard artist attractively styles a Latin-flavored side. Smart arrangement features interesting instrumental interplay. Deejays should like it. (Chatsworth, ASCAP)
Cayo Coco....72
Samba in a frivolous and carefree mood is given an attractive, lush treatment. Side should also appeal to jocks. (Feist, ASCAP)

THE STRIKES
Rockin'73
IMPERIAL 5446—Another rock and roller, with rockabilly feeling. Lyric here is better than average. Good funky quality here. (Marquis, BMI)
I Don't Want to Cry Over You....72
Country blues. Solid rockabilly flavor to this one, with funky strings giving flavor to the vocal. (Marquis, BMI)

JERRY VALE
Love in the Afternoon73
COLUMBIA 40941—Vale gives this the full pipes treatment. Melody and arrangement highlighting Latin-styled guitars is agreeable. Sincere performance and pic plugs may get some play for the side. (Commander, ASCAP)
I'm Not Ashamed....71
A slow and relaxed rock and roller, one of Vale's few efforts in this direction. Chanting has guts behind it, but pic tune on flip seems slated for more attention. (Jungnickel, ASCAP)

HERB JEFFERIES
Mailman, Bring Me No More Blues....73
VICTOR 6950—Gently swinging blues registered by Jefferies. Okay material gets good performance and nicely moving guitar and sax spots. Some action indicated. (Southern, ASCAP)
So Shy....70
Blues styled tune with rock and roll backing marks Jefferies' first in the idiom and his first disk for the label. Material here is a handicap to the singer's good try. (Regent, BMI)

DENNY VAUGHAN
Heart Beats73
GLORY 261—Vaughan has had good disks before and this is another mighty easy-to-take performance. Tune has a bright, innocent charm well-suited to summer listening. Jocks should try this. (Bryden, BMI)
Once Again....65
Fact that this tune is based on Beethoven's "Für Elise" fails to give it strong marketability in spite of pleasant, relaxed vocalizing by the chanter. (Republic, BMI)

JOE LEAHY ORK
By the Bend in the River72
RKO UNIQUE 397—A smooth instrumental. A guitar figure behind the strings, and a pretty melody, are attractive here. For jocks. (Schirmer, ASCAP)
Two Minute Melody....71
Another instrumental with a melody that stays with the listener. Like the flip, it will be found a welcome change in today's market. (Torch, ASCAP)

ALAN COPELAND
Will You Still Be Mine?72
CORAL 61833—Matt Dennis' tune is strictly a vehicle here for Copeland's talented mimicking of many stars of pix and disks. Throat, a muted trumpet heads the backing. Jock action on this. (Embassy, BMI)
How Will I Know?....70
Copeland chants a rockabilly styled tune with gal's chorus and hand-clapping lending an unusual air. Nice production that could have some sleeper qualities because of its different sound. (United, ASCAP)

BAKER KNIGHT
Just a Little Bit More72
DECCA 30306—A strong rockabilly performance by Knight, tho the tune adds little that's new. Chanting and good beat give it interest but chances

seem limited in the cluttered market. (Bubs, BMI)
The Value of Love....68
There's a great lesson about love to be learned here and Knight wails it out. Has a big production sound full of background choral effects. Nice performance. (Shapiro, Bernstein, ASCAP)

BILL MAYNARD
Hey Lilley, Lilley Lo72
LONDON 1745—Folk tune is fine vehicle for another British skiffler. Live strings, and mixed group add plenty of zip. Unusual program item. (Hollis, BMI)
Lonely Road....67
Another skiffle vehicle, not as well performed as flip, but still packed with spirit.

AL & DICK
Who Will It Be After Me?72
TABB 1013—Cleffers Al Hoffman and Dick Manning have an attractive old-timey gang opus here that they belt in contagious fashion. Could be a good juke entry. Tune has staying power. (Barton, ASCAP)
You're Cheating Yourself....55
This sounds as tho it could be the writers' demo, cut for the Sinatra-Barton publishing firm. Tune already has been cut and released by Sinatra. It's Sinatra's own label and unlikely to hurt sale of his great Capitol version. (Barton, ASCAP)

PETER HANLEY
Top of the List71
VERVE 10058—A smart rhythm song. The instrumentation behind Hanley has a bright, modern sound. Deejays will like it. (Kahl, BMI)
Shenandoah Rose....67
Original version of tune, released later than covers. Fair job, but not the strongest. (Planetary, ASCAP)

LINCOLN CHASE
Our Love Is Satisfactory70
DAWN 230—Foot-pattin' rocker with interesting phrasing by Chase gets a smart, polished production. Side could be somewhat too far out for mass commercial appeal. (Cherio, BMI)
The Papawhos....68
Cute, thumba-styled novelty tells an involved, but side will probably have limited appeal. (Lively Arts, BMI)

JEFFERY CLAY
Lips That Lie70
CORAL 61847—George Weiss song is a highly commercial type with country feeling. Clay hands it a reading full of heart, but it will have a battle in the current market. (Valando, ASCAP)
A Roving Heart....67
Another country-type tune belted in pop rock and roll style by Clay, who also was in on the cleffing. Flip makes easier listening. (Republic, BMI)

JOHNNY BRANDON
Hey Pretty Baby70
LONDON 1744—The British rockabilly sings the uptempo blues here with backup help from the Wildcats. Good swinging performers. (Lowell, BMI)
Going on a Journey....66
Husky voiced, hiccupy chanting here on a so-so swinger. Former diskings had better appeal than this, however. (Piccadilly, BMI)

RON GOODWIN
Skiffing Strings70
CAPITOL 3748—In refined fashion, the British ork essays a turn of folk flavor. Lively programming, with considerable class, but not much appeal for singles sales. (Morris, ASCAP)
I'll Find You....65
A pretty theme gets rich, tasteful symphonic orking. Mostly for jocks and mood albums. (Robbins, ASCAP)

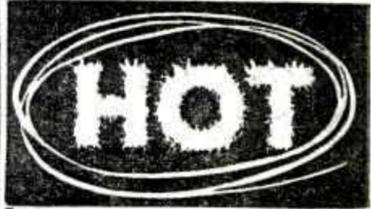
BUDDY WHISTLER
Dear Mom and Dad69
LIBERTY 55078—Whistler warbles with pleasing simplicity on a gentle ballad about a guy writing to his parents about his gal. Good folksy material for jocks. (Larrabee, BMI)
Keep Goin'....64
Okay reading on an up-tempo ditty, but flip has more spin potential. (Larrabee, BMI)

FESS PARKER
Gonna Find Me a Bluebird68
DISNEYLAND 53—Version by the tune's cleffer, Marvin Rainwater, has been floating close to the pop charts for many weeks and tho this reading has its own charm, it doesn't figure to move far under the circumstances. (Auff-Rose, BMI)
Catch Me Fish....66
A folk lesson on the virtues of being a good quiet man. Nice enough in its own groove but not keyed to present market needs. (Muscleland, ASCAP)

TINA ROBIN
Lady Fair68
CORAL 61848—Raucous rockabilly tune is sung with brassy assurance by the TV quiz gal. A noisy side, even for today's market, but may catch some spins. (Lady Mac, ASCAP)
Over Somebody Else's Shoulder....65
A rock and roll version of the oldie. Miss Robin has a coarse vocal quality, and registers better in person. (Bregman, Voeco, & Comm, ASCAP)

DALE AND DONNA DARLING
Raindrops67
MELDEAN 200—Swingly, tasteful side. The duo deliver a pleasant

(Continued on page 73)



BILL DOGGETT
DING DONG
King 5058
RAM-BUNK-SHUS
King 5020
CHLOE
b/w Number Three
King 5044

ANNIE LAURIE
IT HURTS TO BE IN LOVE
Deluxe 6107
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

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

WYNONIE HARRIS
BIG OLD COUNTRY FOOL
King 5050

EARL BOSTIC
SHE'S FUNNY THAT WAY
b/w
EXERCISE
King 5056

THE "5" ROYALES
THINK
King 5053

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

KING RECORDS

REAL COUNTRY and REAL GREAT

GRAND OLE OPRY'S
HIT
MAKER

GEORGE JONES



Singing Two Smash Duets
With Virginia Spurlock

"Flame In My Heart"

AND

"No, No Never"

MERCURY 71141

*

These are the duets the Deejays, Operators and Dealers have been awaiting due to the continuing popularity of "YEARNING". These duets are sure to ring the bell again for George Jones, Country Music's Most Consistent Hit Maker.

*

George Jones' current record is his ninth
straight on the charts

"TOO MUCH WATER"

AND

"ALL I WANT TO DO"

MERCURY 71096

THE COUNTRY HITS ARE ON

ORDER
NOW



DON'T
DELAY

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Hank Thompson and His Brazos Valley Boys will give a series of free shows at the Oklahoma Semi-Centennial to be held on the fairgrounds in Oklahoma City, June 16-23, sponsored by the Falstaff Brewing Corporation. Hank and his lads have been sponsored by the suds firm the last five years and recently renewed for two more. . . . Norman Protsman's "Suwannee River Jamboree," a regular Saturday night feature in Live Oak, Fla., the last four and a half years, presented its final performance of the season Saturday (8). Arrangements are being made for the troupe to tour the Southeast during the summer. Jim and Jesse McReynolds and the Virginia Boys, "Jamboree" features, are seen on WSAV-TV, Savannah, Ga., each Wednesday night; WTVY-TV, Dothan, Ala., each Thursday night, and WCTV, Tallahassee, Fla., on Friday nights. In addition, a 30-minute recording of "Suwannee River Jamboree" is carried each week on a network of 15 radio stations in Florida, Georgia and Alabama.

Johnny Cash heads into Dubuque, Ia., for a two-day engagement at Vince Schulting's Melody Mill Ballroom, June 21-22, and follows with an appearance at Buck Lake Ranch, Angola, Ind., the next day before taking off on vacation. He resumes July 3 at Rhinelander, Wis., and July 4 plays Davenport, Ia. On July 8, Cash does a benefit show for the blind at San Antonio, in a promotion arranged by Leon Payne, veteran country singer and writer. . . . Capitol's Wanda Jackson, set on park dates in the East thru June, heads for the West Coast July 1 to play dates in Bakersfield, Calif.; on "Town Hall Party," Compton, Calif., and at the Bostonian Ballroom, San Diego, Calif. . . . Carl Perkins has been signed for a part in a movie tentatively titled "The Big Record."

Chet Atkins last week conducted session for RCA Victor at the Victor studios in Nashville on the Statesmen Quartet, the Blackwood Brothers Quartet and Porter Wagoner. For a novelty, Wagoner added Anita Carter to his session. . . . Also last week, Don Pierce conducted two sessions for Mercury-Starday at the Nashville RCA Victor studios, the artist on both sessions being Jimmy Dean. . . . Myrna Lorrie is working a string of dates with King Ganam (RCA), Tommy Hunter and Gordie Tapp thru Eastern and Northern Ontario. Myrna's newest on the RCA label is "Teen-Agers' Break-Up" b.w. "Just Released." . . . Deejay copies of Abbie Neal's newest Admiral release, "If Again" b.w. "Until I Dream," is available to those who will write to her at Station WAMO, Homestead, Pa.

Tex Ritter has just waxed "Trooper Hook," title song of the picture of the same name, for immediate release on Capitol. The picture, in which Ritter sings the background music, stars Joel McCrea and Barbara Stanwyck, and will be released in July. . . . Ray Price, Leon McAuliffe and His Cimarron Boys and Tommy Duncan headlined "Town Hall Party," Compton, Calif., last weekend, with the Maddox Brothers and Rose occupying that slot this week.

Johnny Bond met in Nashville last week with Don Law, Columbia's c.&w. chief, to cut a session. While in the Tennessee city, Bond also scouted material for Vidor

(Continued on page 73)

C&W Best Sellers in Stores

For survey week ending June 12

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

This Week	Last Week	Weeks on Chart
1. WHITE SPORT COAT (BMI)—Marty Robbins	1	10
Grown-Up Tears (BMI)—Col 40864		
2. FOUR WALLS (BMI)—Jim Reeves	2	8
I Know and You Know (BMI)—Vic 20-6874		
3. GONE (BMI)—Ferlin Husky	3	18
Missing Persons (BMI)—Cap 3628		
4. GONNA FIND ME A BLUEBIRD (BMI)—		
Marvin Rainwater	4	8
So You Think You've Got Troubles (BMI)—M-G-M 12412		
5. ALL SHOOK UP (BMI)—Elvis Presley	5	11
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
6. BYE BYE LOVE (BMI)—Everly Brothers	9	5
I Wonder If I Care as Much (BMI)—Cadence 1315		
7. HONKY TONK SONG (BMI)—Webb Pierce	6	13
SOME DAY (BMI)—Dec 30255		
8. FRAULEIN (BMI)—Bobby Helms	7	12
Heartsick Feeling (BMI)—Dec 30194		
9. BYE BYE LOVE (BMI)—Webb Pierce	8	3
MISSING YOU (BMI)—Dec 30321		
10. NEXT IN LINE (BMI)—Johnny Cash	11	4
DON'T MAKE ME GO (BMI)—Sun 266		
11. WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline	10	17
Poor Man's Roses (ASCAP)—Dec 30221		
12. FALLEN STAR (BMI)—Jimmy Newman	12	3
I Can't Go On This Way (BMI)—Dot 1289		
13. TOO MUCH WATER (BMI)—George Jones	14	2
I've Got to Go Cry (BMI)—Mercury 71096		
13. ILL BE THERE (BMI)—Ray Price	—	1
Please Don't Leave Me (BMI)—Col 40889		
15. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—		
Jerry Lee Lewis	—	1
It'll Be Mine (BMI)—Sun 267		

Most Played C&W in Juke Boxes

For survey week ending June 12

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. WHITE SPORT COAT (BMI)—Marty Robbins	1	10
Grown-Up Tears (BMI)—Col 40864		
2. FOUR WALLS (BMI)—Jim Reeves	4	7
I Know and You Know (BMI)—RCA Victor 20-6874		
3. GONNA FIND ME A BLUEBIRD (BMI)—		
Marvin Rainwater	5	11
So You Think You've Got Troubles (BMI)—M-G-M 12412		
4. GONE (BMI)—Ferlin Husky	2	18
Missing Persons (BMI)—Cap 3628		
5. ALL SHOOK UP (BMI)—Elvis Presley	3	10
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
6. BYE BYE LOVE (BMI)—Everly Brothers	—	2
I Wonder If I Care as Much (BMI)—Cadence 1315		
7. FALLEN STAR (BMI)—Jimmy Newman	8	2
I Can't Go On This Way (BMI)—Dot 1289		
8. HONKY TONK SONG (BMI)—Webb Pierce	6	11
Some Day (BMI)—Dec 30255		
9. FRAULEIN (BMI)—Bobby Helms	7	5
Heartsick Feeling (BMI)—Dec 30194		
10. TOO MUCH WATER (BMI)—George Jones	9	3
I've Got to Go Cry (BMI)—Mercury 71096		

Most Played C&W by Jockeys

For survey week ending June 12

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

This Week	Last Week	Weeks on Chart
1. FOUR WALLS—Jimmy Reeves	1	8
Vic 20-6174—BMI		
2. WHITE SPORT COAT—Marty Robbins	2	10
Col 40864—BMI		
3. GONE—Ferlin Husky	3	17
Cap 3628—BMI		
4. BYE BYE LOVE—Everly Brothers	7	6
Cadence 1315—BMI		
5. FALLEN STAR—Jimmy Newman	9	5
Dot 1289—BMI		
6. GONNA FIND ME A BLUEBIRD—		
Marvin Rainwater	4	11
M-G-M 12412—BMI		
7. HONKY TONK SONG—Webb Pierce	6	13
Dec 30255—BMI		
7. FRAULEIN—Bobby Helms	8	10
Dec 30194—BMI		
9. ALL SHOOK UP—Elvis Presley	5	11
Vic 20-6870—BMI		
9. BYE BYE LOVE—Webb Pierce	—	3
Dec 30321—BMI		
11. NEXT IN LINE—Johnny Cash	10	4
Sun 266—BMI		
12. GONNA FIND ME A BLUEBIRD—Eddy Arnold	12	3
Vic 20-6905—BMI		
13. FIRST DATE, FIRST KISS, FIRST LOVE—		
Sonny James	12	9
Cap 3674—BMI		
14. ILL BE THERE—Ray Price	14	2
Col 40889—BMI		
14. THREE WAYS—Kitty Wells	—	2
Dec 30288—BMI		

This Week's C&W Best Buys

DYNAMITE (Skidmore, ASCAP)—Brenda Lee — Decca 30333 — Little Miss Lee, who made it with her last one, looks like a good bet to repeat. Her platter is doing well in all of the country markets, and the pop markets report that sales are building. Flip is "Love You 'Til I Die" (Skidmore, ASCAP).

Review Spotlight on . . . C&W RECORDS

HANK SNOW

Tangled Mind (Hill & Range, BMI) My Arms Are a House (Shapiro-Bernstein, ASCAP)—RCA Victor 6955—Two great performances by Snow on a pair of strong tunes. The top is easy-going, slightly melancholy story of a man in great distress. Flavorsome chorus adds to the good commercial sound. Flip is a slow ballad and a most imaginative piece of cleffing. Strong philosophy woven nicely by the chanter. Both can go.

C&W Territorial Best Sellers

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.

Birmingham

- 1. Four Walls, Jim Reeves, Vic.
2. Fallen Star, Jimmy Newman, Dot
3. Dynamite, Brenda Lee, Dec.
4. Missing You, Webb Pierce, Dec.
5. White Sport Coat, Marty Robbins, Col.

Charlotte

- 1. All Shook Up, E. Presley, Vic.
2. Four Walls, Jim Reeves, Vic.
3. Bye Bye Love, Everly Brothers, Cdc.

- 4. White Sport Coat, Marty Robbins, Col.
5. Where You Go, Johnny Cash, Sun

Dallas-Fort Worth

- 1. Bye Bye Love, Webb Pierce, Dec.
2. All Shook Up, Elvis Presley, Vic.
3. White Sport Coat, Marty Robbins, Col.
4. Four Walls, Jim Reeves, Vic.
5. Too Much Water, George Jones, Mer.
6. Fraulein, Bobby Helms, Dec.
7. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
8. Fallen Star, Jimmy Newman, Dot
9. Gone, Ferlin Husky, Cap.
10. Honky Tonk Song, Webb Pierce, Dec.

Houston

- 1. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
2. Too Much Water, George Jones, Mer.
3. Bye Bye Love, Webb Pierce, Dec.
4. White Sport Coat, Marty Robbins, Col.
5. All Shook Up, Elvis Presley, Vic.
6. Four Walls, Jim Reeves, Vic.
7. Fraulein, Bobby Helms, Dec.

Memphis

- 1. Gone, Ferlin Husky, Cap.
2. White Sport Coat, Marty Robbins, Col.
3. So Long, I'm Gone, Warren Smith, Sun
4. Fallen Star, Jimmy Newman, Dot
5. Four Walls, Jim Reeves, Vic.
6. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
7. Next in Line, Johnny Cash, Sun
8. Too Much Water, George Jones, Mer.

Nashville

- 1. Four Walls, Jim Reeves, Vic.
2. Bye Bye Love, Everly Brothers, Cdc.
3. Fallen Star, Jimmy Newman, Dot
4. White Sport Coat, Marty Robbins, Col.
5. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
6. Is It Wrong? Marner Mack, Dec.
7. Mister Love, Ernest Tubb & Wilburn Brothers, Dec.
8. Fraulein, Bobby Helms, Dec.
9. I'll Be There, Ray Price, Col.

Richmond, Va.

- 1. Bye Bye Love, Everly Brothers, Cdc.
2. Four Walls, Jim Reeves, Vic.
3. White Sport Coat, Marty Robbins, Col.
4. Fraulein, Bobby Helms, Dec.
5. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
6. Gone, Ferlin Husky, Cap.

St. Louis

- 1. Fallen Star, Jimmy Newman, Dot
2. Four Walls, Jim Reeves, Vic.
3. Gone, Ferlin Husky, Cap.
4. White Sport Coat, Marty Robbins, Col.
5. Honky Tonk Song, Webb Pierce, Dec.

Folk Talent And Tunes

Continued from page 72

Publications, which he operates in association with Tex Ritter. . . Slim Bryant and His Wildcats, with Nancy Fingal and Bill Sutherland, have been renewed on WTRF-TV, Wheeling, W. Va., where they have just chalked up one year for the same sponsor. Bryant's sponsor on KDKA-TV, Pittsburgh, also sponsors the Pittsburgh Pirates ball games, and Slim has the various members of the Pirates as guests on the Friday night shows.

The complete route on the Hank Snow package on its forthcoming extended Canadian swing is as follows: Saulte Ste. Marie, Ont., July 8; Sudbury, Ont., 9; North Bay, Ont., 10; Pembroke, Ont., 11; Kingston, Ont., 12; Ottawa, Ont., 13; Campbellton, N. B., 15; Fredericton, N. B., 16; Moncton, N. B., 17; St. John, N. B., 18; Amers, N. S., 19; Bridgewater, N. S., 20; New Glasgow, N. S., 22; Halifax, N. S., 23; North Sydney, N. S., 24; St. John's, Newfoundland, 26-27; Grand Falls, Newfoundland, 29; Corner Brook, Newfoundland, 30, and Glace Bay, N. S., August 1. On August 1, Snow plays New River Ranch at Rising Sun, Md.

High, Wayne and Hal, the Frontiersmen, have just completed a pilot film for Gannaway Productions and have contracted with the firm for a series of half-hour films. Meanwhile, the lads continue with their daily TV show on KTLA, Los Angeles, and their Saturday night "Town and Country Round-Up," with Joanie Hall, at Chatsworth Hall, Chatsworth, Calif. . . . Tex Dean continues his pickin' and a singin', while his wife, Ruth, manages their new eatery in Tampa. . . . T. Texas Tyler, now working under the management of Hank Snow, is a new regular on "Grand Ole Opry." Bill McCall, of 4-Star Records, has Tyler set for an early release, and there is talk of him recording soon for either Decca or RCA Victor.

Bud and Bud, the Hooper Twins, of Houston, are set for a new 15-minute radio show to be aired at 6:45 each morning over KRCY, Baytown, Tex., sponsored by the Moore-Turner Chevrolet Company, Houston. Their new Azalea release, "Ring on My Finger" b.w. "Blue and Broken-Hearted," is due out in two weeks. Deejays may obtain a copy of their various releases by writing to them at P.O. Box 16116, Houston. . . . Hank Snow has a new LP instrumental album released on RCA Victor titled "Hank Snow's Country Guitar."

Reviews of New Pop Records

Continued from page 71

vocal blend. Instrumental accompaniment features piano and guitar. Pop-ish flavor. (Bell, ASCAP) Today and Each Tomorrow. . . 60 Duo chant adequately here, but tune has not the charm of the flip. (Bell, ASCAP)

RITA RENAY

Every Night. . . 66 LIBERTY 55073—Gal is appealing on rock and roller. However, material isn't different enough to make much impact in competitive field. (Fairway, BMI) Stone in the Wind. . . 65 Unusual dramatic ballad is handed an okay vocal by thrush. (Liberty, ASCAP)

TONY REYNOLDS

King of the Stars. . . 66 BATON 242—Strong debut on a pretty rhythm ballad. Smartly produced side has chorus and lush brass and string support. Nice sound. Platter could do well. (Meggie, BMI) When They Dance the Tarantella. . . 60 Side is similar in theme to "Andiamo," a tune from Pinza starrer, "Mr. Imperium," of a few years back. Tarantella rhythm with slim prospects chorus on the reprise. (La Salle, ASCAP)

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

TONY ALAMO—A Boy Friend's Prayer/The Girl Who Awaits—Azure 4301 BONNIE AND LIN—I'm Too Proud/If That's the Way—London 1743 EDDIE DE MARLO—Why Don't You Marry the Girl/A Star Fell From Heaven—Sycamore 102 KENNY GORDON—The Great Beginning/Play Fiddle Play—Salem 1005 GRIZ GREEN ORK—Be Gone You Rascal You/The Catapillar Crawl—Top "20" 102 GRIZ GREEN ORK—It's Spring Again/The Diddle Doodle Rag—Top "20" 101 PEE WEE HUNT ORK—Goin' Back to Memphis/It Gets Ya—Capitol 3736 DON JOHNSON—Moonlight Love/Tuxedo Junction—Kandy 109 BILL STUBBLEFIELD — Suez/Whistlin' Rock and Roll—Imperial 5447

Polka

WALTER SOLEK ORK Daddy Polka. . . 85 DANA 2117—Popular Polish polka-tee has a great, spanking side here that should click wherever the juke is for dancing. All instrumental with strong trumpets and clarinets predominant. (Dana, BMI) Stop and Go Polka. . . 78 Stop gimmick may appeal to skilled polkateers, but the average tyro will want to keep twirling. Another well-produced side. (Dana, BMI)

RAY HENRY ORK

Hi-There Polka. . . 84 DANA 3255—Rousing, typical Polish polka instrumental by one of the more popular maestri. Good for juke slotting in all neighborhoods. (Dana, BMI) Sugar Baby Polka. . . 83 Similar side, almost as good. (Dana, BMI)

WALT DOMEKOWSKI

Oh, Oh, Oh Polka. . . 83 DANA 2122—Aside from a little nonsense vocal by the gang, this is an excellent, danceable polka in spirited Polish style, but not too fast for average American polka fans. (Dana, BMI) Mama Calypso Polka. . . 82 Polka, perfect for dancing and smartly orked. Vocal is rhythmic affair without mush meat, but lending a little festivity perhaps. (Dana, BMI)

JOHNNIE BOMBA ORK

Silk Umbrella Polka. . . 82 DANA 3249—Good, moderate polka for Yankee tastes. Strong beat and flavorsome orking. Instrumental, with good march-like melody. Sweet Suzie-Oberok. . . 73 Eminently danceable oberok with firm beat and a nice melody on the refrain. Will please many waltz patrons.

delivery. Light rhythm guitar backing compliments nicely. Fair chances. (Renda, BMI) I Got the Blues. . . 65 Rockabilly blues is slow in developing. The beat is there, but constant repetition and slow start could hamper appeal. (Renda, BMI)

BILL WOODS

Sweethearts in Heaven. . . 64 BAKERSFIELD 125—Moderate beat message of devoted love is attractively styled. Tune has also been recorded by Don Reno and Red Smiley, and that version will probably be most requested. (Pampr, BMI) Phone Me, Baby. . . 64 Medium rockabilly blues, similar to several others, is a rather tame entry. Side features nice guitar work. (Chris, BMI)

Folk

BOB VAN ANTWERP Round and Round. . . 80 MacGREGOR 794—Van Antwerp is the caller on this square dance of the hit pop tune, Frank Messina, who has another version of the tune, without calling, provides the backup. A marketable disk. (Rush, BMI) I Saw Your Face in the Moon. . . 76 Bright, fast-moving music for the terpers. Van Antwerp does a singing call to the accompaniment of Frank Messina. (PD)

BOB VAN ANTWERP

The New Alabama Jubilee. . . 80 MacGREGOR 795—Van Antwerp calls the allemands and the do-si-dos on this old favorite tune. Should do fine business in its market. (Remick, ASCAP) Hashing Up the Daisy. . . 72 This is a version with calls of "Boil Them Cabbages Down," on MacGregor 795. Van Antwerp is the caller. (P.D.)

FRANK MESSINA

The New Alabama Jubilee. . . 78 MacGREGOR 795—Accordion, fiddle and banjo work out on the old timer; Great for square dancers or for a merry tavern crowd where the juke gets a heavy play. (Remick, ASCAP) Boil Them Cabbages Down. . . 74 This one with the fiddle in the spotlight has the swingin' "down country" sound. Familiarity of the tune gives the flip an edge here. (P.D.)

Religious

THE VOYAGERS He Amongst You. . . 77 KEY 577—This one is from the heart. The lead singer—with a sound reminiscent of Red Foley—is real solid. Backing, with piano triplets, gives a big sound. Excellent wax. (Round Table, ASCAP) The Old Village Choir. . . 72 The pretty song, with its nostalgic feeling, is chanted tastefully by the Voyagers, with an organ background giving it a touch of sacred. (Birchwood, ASCAP)

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various record labels and their release counts for the week.

Reviews of New C&W Records

DICK CURLESS Blues in My Mind. . . 76 EVENT 1266—Curless' vocal, true in pitch in the lower bary register, comes over solidly. Tune is a country rhythm number, with a Latin beat in the backing. Much better than a lot of competitive wax. Merits strong exposure by jocks. (Acuff-Rose, BMI) China Nights. . . 76 Unusual song, with a touch of Oriental flavor chanted in great style by Curless. Disk has a good sound. Should be of interest to pop deejays looking for out-of-the-ordinary material. (Vidor, BMI)

LOU DEE King of the Hill. . . 70 OLD TOWN 305—A solid vocal job on a cute country theme, with playful tempo and lyrics. If this one gets exposure it should find considerable favor with old-style c.&w. fans. (Maureen, BMI) Ain't Got No Cause. . . 69 Heartfelt warbling on a plaintive country ballad. Performance and material are contrasted with rock and roll-type backing. (Maureen, BMI)

KENNY BROWN Thinkin' of the Past. . . 67 RODEO 122—A honky-tonk ballad delivered with feeling in the traditional style. Fiddle and steel guitar backing. Side should do fair regional biz. (Flex, BMI) Passing Fancy. . . 67 Bright medium-beat weeper gets an okay warble. Side should go as well as flip. (Flex, BMI)

FRANKIE MILLER Don't Make Me Miss You. . . 67 COWTOWN HOEDOWN 780 — A weeper with a quality of authentic pathos. Miller chants it in traditional style. (Cowtown Hoedown, BMI) I Should Be. . . 65 Routine weeper. Frankie Miller sings it in the traditional country style to adequate backing. (Cowtown Hoedown, BMI)

GLENN MORRIS I'll Pretend. . . 67 LIBERTY BELL 9017—Pleasant moderate-beat weeper gets an appealing

AN OPEN LETTER TO D. J.'s & DIST. KENNY BROWN is still "WITHOUT A PRETTY GIRL" RODEO #121 and now KENNY is "THINKIN' OF THE PAST" and that "PASSING FANCY" RODEO #122 While SONNY COLE is still Tootin' His Horn at the "CURFEW COPS" EXCEL #123 He says: "I NEED A LOTTA LOVIN'" A While doing the "ROBINSON CRUSOE BOP" EXCEL #124 AND I MUST HAVE BEEN OUT OF MY MIND NOT TO RECORD THIS GAL BEFORE RUSTY WATERS sings "OUT OF MY MIND" and wants to know "HOW DO I STAND WITH YOU?" EXCEL #125

EXCEL & RODEO RECORDS 1842 W. 11th St., L. A. 6, Calif. SOME TERRITORIES STILL OPEN P. S.: THANKS, FOLKS—FLEX SONGS

THE ONE YOU CAN'T HEAR TOO MANY TIMES! Wiley Barkdull's TOO MANY HICKORY 1065

• Reviews of New R&B Records

THE DEL VIKINGS
Whispering Bells 82
 DOT 15592—Uptempo rhythm side. The group chants it to a rollicking beat, with the sound of bells integrated in the arrangement. Bright sound. (GI, BMI)
Don't Be a Fool 78
 A ballad on this side for a change of pace. The pace is slow but swingy. Not quite the impact of the flip. (GI, BMI)

FLOYD DIXON
What Is Life Without a Home? 80
 EBB 105—Moving rendition of haunting urban blues and effective simplicity on backing. (Ebb, BMI)
Ooh Little Girl 79
 Dixon exudes vitality and exuberance on this rockin' side. Good juke material and a side to watch. (Ebb, BMI)

PROFESSOR LONGHAIR
Look What You're Doin' to Me 74
 EBB 106—This blues ("Ooh Wee, Baby") is shouted solidly. But what really makes the side is the instrumental arrangement with its powerful rhythm and simple but effective riff. (Ebb, BMI)
Misery 73
 Another blues and a good one. The Professor gets the same solid backing, with a recurring figure in the arrangement making for a good effect. (Ebb, BMI)

LAZY LESTER
They Call Me Lazy 73
 EXCELLO 2107—He's only tired, not

lazy, and God knows it, and he blames it on his baby. This theme is developed in good old Southern blues style by the chanter backing, with harmonica prominent, is funky and satisfying. (Excellorec, BMI)
Go Ahead 72
 Another blues in the deep Southern style. Lester shouts the lyric, with funky backing from harmonic, guitar and drums. Nice. (Excellorec, BMI)

AL SMITH
One, Two, Cha Cha Cha 73
 FALCON 1001—Engaging instrumental treatment of a happy theme with a catchy Latin beat and Mickey and Sylvia-styled guitar work. Fine for juke and jocks, both pop and r.&b. (Tollie, BMI)
Get Up and Go 69
 Excellent harmonica solo work marks this fast-moving instrumental. Has jockey and juke potential, but flip is better. (Conrad, BMI)

KID KING'S COMBO
Mob-Nob 72
 EXCELLO 2109—Instrumental with a novelty quality. Piano is quite flashy and the arrangement is distinctive. Nice for jocks. (Excellorec, BMI)
Are You Sure? 70
 Tommy McGee contributes a nice vocal on this ballad. Arrangement, while using triplets, is nevertheless quite pop-styled, particularly the vocal. (Excellorec, BMI)

(Continued on page 75)

• R&B Territorial Best Sellers

For survey week ending June 12

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Come Go With Me, Del Vikings, Dot
2. Searching, Coasters, Atco
3. Just to Hold My Hand, Clyde McPhatter, Atl.
4. Jenny Jenny, Little Richard, Spe.
5. C. C. Rider, Chuck Willis, Atl.
6. Young Blood, Coasters, Atco
7. It's You I Love, Fats Domino, Imp.
8. Little Darlin', Diamonds, Mer.
9. Short Fat Fannies, Larry Williams, Spe.
10. Little Darlin', Gladolas, Exc.

Charlotte

1. Searching, Coasters, Atco
2. Valley of Tears, Fats Domino, Imp.
3. C. C. Rider, Chuck Willis, Atl.
4. Short Fat Fannies, Larry Williams, Spe.
5. All Shook Up, Elvis Presley, Vic.
6. Jenny Jenny, Little Richard, Spe.
7. Young Blood, Coasters, Atl.
8. School Day, Chuck Berry, Chs.
9. Just to Hold My Hand, Clyde McPhatter, Atl.

Chicago

1. So Rare, Jimmy Dorsey, Fiy.
2. Bye Bye Love, Everly Bros., Cdc.
3. It Hurts to Be in Love, Annie Laurie, Del.
4. Love's a Hurting Game, Ivory Joe Hunter, Atl.
5. Next Time You See Me, Little Jr. Parker, Duk.

Cincinnati

1. My Dream, Platters, Mer.
2. Everyone's Laughing, Spaniels, VJ.
3. Valley of Tears, Fats Domino, Imp.
4. C. C. Rider, Chuck Willis, Atl.
5. All Shook Up, Elvis Presley, Vic.
6. School Day, Chuck Berry, Chs.

Detroit

1. School Day, Chuck Berry, Chs.
2. All Shook Up, Elvis Presley, Vic.
3. C. C. Rider, Chuck Willis, Atl.
4. Young Blood, Coasters, Atco.
5. Just to Hold My Hand, Clyde McPhatter, Atl.
6. Love's a Hurting Game, Ivory Joe Hunter, Atl.

Los Angeles

1. All Shook Up, Elvis Presley, Vic.
2. So Rare, Jimmy Dorsey, Fiy.
3. Valley of Tears, Fats Domino, Imp.
4. Over the Mountain, Johnnie & Joe, Chs.
5. School Day, Chuck Berry, Chs.
6. Come Go With Me, Del Vikings, Dot
7. C. C. Rider, Chuck Willis, Atl.
8. Little Darlin', Diamonds, Mer.
9. Next Time You See Me, Little Jr. Parker, Duk.
10. Johnny's House Party, John Heartman, Mey.

New Orleans

1. Valley of Tears, Fats Domino, Imp.
2. C. C. Rider, Chuck Willis, Atl.
3. All Shook Up, Elvis Presley, Vic.
4. What Can I Do? Donnie Elbert, Del.
5. Over the Mountain, Johnnie & Joe, J & S

New York

1. My Dream, Platters, Mer.
2. Little Darlin', Diamonds, Mer.
3. Blue Monday, Fats Domino, Imp.
4. School Day, Chuck Berry, Chs.
5. Over the Mountain, Johnnie & Joe, J & S
6. Come Go With Me, Del Vikings, Dot
7. C. C. Rider, Chuck Willis, Atl.
8. Lucille, Little Richard, Spe.

Philadelphia

1. What Can I Do? Donnie Elbert, Del.
2. C. C. Rider, Chuck Willis, Atl.
3. Next Time You See Me, Little Jr. Parker, Duk.
4. Valley of Tears, Fats Domino, Imp.
5. Over the Mountain, Johnnie & Joe, J & S
6. All Shook Up, Elvis Presley, Vic.
7. Just to Hold My Hand, Clyde McPhatter, Atl.

St. Louis

1. Young Blood, Coasters, Atco
2. Valley of Tears, Fats Domino, Imp.
3. Sun Is Shining, Jim Reed, VJ
4. I Wanna Get Married, B. B. King, RPM
5. School Day, Chuck Berry, Chs.
6. All Shook Up, Elvis Presley, Vic.

Washington, D. C.

1. Searchin', Coasters, Atco
2. Bye Bye Love, Everly Bros., Cdc.
3. Young Blood, Coasters, Atco
4. Just to Hold My Hand, Clyde McPhatter, Atl.
5. C. C. Rider, Chuck Willis, Atl.
6. Jenny Jenny, Little Richard (Spe.)
7. Valley of Tears, Fats Domino, Imp.
8. All Shook Up, Elvis Presley, Vic.
9. Over the Mountain, Johnnie & Joe, J & S
10. Susie Q, Dale Hawkins, Che.

• R&B Best Sellers in Stores

For survey week ending June 12

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

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)—Coasters	1	6
2. SCHOOL DAY (BMI)—Chuck Berry	2	11
3. C. C. RIDER (BMI)—Chuck Willis	4	10
4. ALL SHOOK UP (BMI)—Elvis Presley	3	11
5. VALLEY OF TEARS (BMI)—Fats Domino	6	4
6. COME GO WITH ME (BMI)—Del Vikings	5	15
7. LITTLE DARLIN' (BMI)—Diamonds	7	14
8. JUST HOLD MY HAND (BMI)—Clyde McPhatter	9	8
9. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	7	5
10. NEXT TIME YOU SEE ME (BMI)—Little Jr. Parker	10	15
11. JENNY, JENNY (BMI)—Little Richard	—	1
12. WHAT CAN I DO (BMI)—Donnie Elbert	15	3
13. SO RARE (ASCAP)—Jimmy Dorsey	12	4
14. MY DREAM (ASCAP)—Platters	11	2
15. BYE BYE LOVE (BMI)—Everly Brothers	13	2

• Most Played R&B in Juke Boxes

For survey week ending June 12

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)—Coasters	1	7
2. C. C. RIDER (BMI)—Chuck Willis	2	10
3. COME GO WITH ME (BMI)—Del Vikings	3	13
4. VALLEY OF TEARS (BMI)—Fats Domino	5	5
5. SCHOOL DAY (BMI)—Chuck Berry	4	10
6. EMPTY ARMS (BMI)—Ivory Joe Hunter	10	8
7. JUST TO HOLD MY HAND (BMI)—Clyde McPhatter	7	2
8. LITTLE DARLIN' (BMI)—Diamonds	7	11
9. SO RARE (ASCAP)—	—	1
10. JENNY, JENNY (BMI)—Little Richard	—	1

• Most Played R&B by Jockeys

For survey week ending June 12

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

This Week	Last Week	Weeks on Chart
1. C. C. RIDER—Chuck Willis	2	8
2. YOUNG BLOOD—Coasters	8	7
3. SEARCHIN'—Coasters	7	4
4. VALLEY OF TEARS—Fats Domino	3	4
5. SCHOOL DAY—Chuck Berry	1	11
6. JENNY, JENNY—Little Richard	—	1
7. COME GO WITH ME—Del Vikings	5	12
8. OVER THE MOUNTAIN—Johnnie & Joe	6	4
9. ALL SHOOK UP—Elvis Presley	4	11
10. JUST TO HOLD MY HAND—Clyde McPhatter	9	5
11. NEXT TIME YOU SEE ME—Little Jr. Parker	13	6
12. JIM DANDY GOT MARRIED—Lavern Baker	11	4
13. LITTLE DARLIN'—Diamonds	—	12
13. UNITED—Love Notes	—	1
15. SEND ME SOME LOVIN'—Little Richard	11	10
15. LOVE'S A HURTING GAME—Ivory Joe Hunter	—	5
15. HE'S MINE—Platters	—	4
15. KEPPER OF MY HEART—Faye Adams	—	1

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• This Week's R&B Best Buys

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and

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THE LOVE NOTES

Holiday #2605

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 POLLARD MUSIC, INC.

HEY! HEY! It's A BIG ONE

• Review Spotlight on . . .

JIMMY 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.

VEE-JAY RECORDS, INC.

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• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

R&B RECORDS

DEL VIKINGS

Cool Snake (Pincus, ASCAP)—Mercury 71132—The first on the label by the hot group stands a good chance of taking off. It's a fast, rollicking blues with several catchy phrases that should go over big with the teens. Flip, "Jitterbug Mary," is a rhythm side in the novelty vein that should also be right in there. (Merc-Del, BMI).

THE MOONGLOWS

Please Send Me Someone to Love (Venice, BMI)—Chess 1661—This appealing ballad with good lyrics and a spiritual flavor gets an expressive and artful rendition by the lead with fine support from the group. The side should click. "Mr. Engineer," the flip, is a lively tune with a retentive melody that should also attract play. (Arc, BMI).

HUEY SMITH

Rocking Pneumonia and the Boogie Woogie Flu (Parts I and II)—(Ace, BMI)—Ace 530—Smith chalks up a strong selling job on a medium-beat blues. Part one is a low-down vocal with a gut-bucket piano and a low-toned baritone sax moaning in the background. Part two is an instrumental with sage comments interjected by the artist.

ETTA JAMES

By the Light of the Silvery Moon (Remick, ASCAP)
Come What May (Libijon-Quintette, BMI)—Modern 1022—"Silvery Moon" is given a bright, bluesy, moderate-beat styling. Shades of a femme screamin' Jay are evident. "Come What May" shows the artist in top form with backing in the "Tweedle Dee" vein. Sock vocal savvy on both sides could push either to the top.

BOBBY DARIN

Million Dollar Baby (Fisher, ASCAP)
Talk to Me Something (Duchess, BMI)—Atco 6092—See review on Pop spotlight section.

R&B DISK JOCKEY PROGRAMMING

ANN COLE

No Star Is Lost (Monmouth, BMI)
You're Mine (Monument, BMI)—Baton 243—See review under Pop D.J. programming spotlights.

SPIRITUAL

THE HARMONIZING FOUR

All Things Are Possible (Tollie, BMI)
Farther Along (BMI)—Vee Jay 845—"All Things," a slow gospel hymn shows wonderful four-part harmony and excellent contrasting leads. The heavy beat fits just right. "Farther Along" is a slightly faster gospel chant with a strong beat and the bass-baritone handling most of the solo lines. Both sides are mighty appealing.

• Reviews of New R&B Records

• Continued from page 74

SIDNEY MAIDEN

Old Folks Boogie . . . 70
DIG 138—Maiden shouts his blues in a funky down-home style. This one gets a good beat and honk tenor. For Southern-style buyers. (Dig, BMI)
Hand Me Down Baby . . . 68
Brisker blues, with harmonica this time in back of the Southern-flavored shout. For the true r.&b. fans. (Dig, BMI)

ODIS JACKSON

Pretty Baby . . . 70
FECHI 6422—Blues of an interesting

type. Backing has triplets and typical piano; but horns and the rhythm pattern are unusual. Vocal by the shout-er has plenty of soul.

Cry, Cry, Cry . . . 65
A standard blues pattern. Arrangement on this side stiff and halting. Odis Jackson's shouting is real nice.

THE PEARLS

Ice Cream Baby . . . 66
ONYX 511—Lusty, extroverted reading by lead singer on ordinary rhythm-novelty. Moderat spin potential. (Malver, BMI)
Yuz-a-Ma-Tuz . . . 65
Same comment. (Malver, BMI)

DEE CLARK

Kangaroo Hop . . . 65
FALCON 1002—Novelty blues. Unlike the flip, this is more legit, with honest beat and fair horns behind the vocal. (Gladstone, ASCAP)

Gloria . . . 60
Pretentious and stylized vocal, with a jungle beat on the drums. This all has a kind of voodoo effect. Translated, ditty says come home, baby. (Conrad, BMI)

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WE DELIVER WHAT WE ADVERTISE

Major Diskeries

• Continued from page 29

Lady" original cast album. Both were the kind of traffic builders industry people dream about.

Majors Optimistic

Despite the lack of comparable hits now, Goddard Lieberman, Columbia Records prexy, feels that record buying has been tremendously broadened by the unprecedented sale of phonos. He said that the record buying taste is now broad-based to the point that the business does not have to depend on particular merchandise for stimulation. He added that the Columbia "Buyways of 1957" program, which has been in effect in one form or another since the first of the year, has been a great success for the company. "There is no summer slump at Columbia," said Lieberman, "and we don't look for one."

George Marek, vice-president and general manager of the RCA Victor Record Division, pointed out that any strong single—no matter what the label—is good for the whole business. "For that reason, we have brought out a new Presley single, 'Loving You,' and 'Teddy Bear,' both from Presley's new picture," said Marek.

He indicated that Victor will go all out to repeat last summer's success with not only the Presley single, but with the singer's new album, as well. The package, to be released in July to coincide with the film release, will contain an entire side full of the Presley pic songs. Out of the Presley sphere, the label will bring out a heavy July release of 15 pop and six classical albums and there will be a special consumer deal tied in with the release of a new Boston Pops package in which the buyer gets a free album for every two purchased. Marek looks for good store activity in July by subscribers to the Save-on-Records program who will be picking up their bonus records at that time.

Capitol Records veepee Lloyd Dunn indicated that despite a softening of the single market, "interest in and acceptance of albums has reached such a high degree that people will always come in to stores and be drawn to purchases via the colorful covers and the wide range of repertoire." Dunn said that Capitol has had a very hot album line and he looks to the best summer volume in history, much of which will be traceable to album sales.

Leonard Schneider, executive veepee of Decca, said he felt that "maybe we were spoiled by a big first quarter" in discussing the recent slump. "If you have a hit you don't worry about anything," said Schneider. "The general economy is in good shape and I'm very bullish about summer prospects," he added.

Dot veepee, Henry Onorati, indicated that his label has had its biggest May in history and the unprecedented sales level continues. Dot will issue a total of nine albums between now and August, indicating a belief that good sales conditions will continue.

Mercury Records' sales chief, Morrie Price, said that his label has picked up considerably in the past few weeks at the single level with fast breaking disks by the Platters, Patti Page, the Diamonds and Rusty Draper. Price also reported that the Mercury special deal involving 30 LP's at a special \$2.98 price, has gone over very well and he expects heavy re-orders from dealers between now and June 30, when the promotion winds up.

Practically all manufacturer and distrib spokesmen were in agreement on the point that whatever slump has existed should largely evaporate with the imminent closing of schools. "Kids will have more free time and more loot to spend, too, from their summer jobs," said one optimistic distributor.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

The "train blues" is a rich tradition among the Southern Negroes and one which goes far back into the slaves' era of toil. Trains were a symbol of escape to a better, or at least a different life. Today, the rhythm and blues field has its specialists in the haunting sound of the train, and a number of Deep South type renditions of the train blues keep coming thru from time to time to make the listener sit up and take notice to another great expression of musical Americana. It's been suggested by certain sharp traders that somebody ought to get smart and package a group of these fine, authentic, Negro folk interpretations. Such an LP would be a fascinating collector's item. Latest entry in the "train blues" field and one which has done very well on the best-selling r.&b. record charts, is Chuck Willis' "C. C. Rider." Harry Bacas, writing in The Washington Post, says the experts feel this tune belongs to the fold of authentic train material, with the "C. C." perhaps standing for a particular line, "Chicago and Central," for example. R.&B. jocks, at any rate, can make plenty of good programming hay by using this and some of the other train blues disks that keep appearing from time to time.

In a dispatch from Boston, another trade paper notes the words of Dolp. Martin, Harvard radio grad turned clefter: "Calypso is on the wane and Hawaiian music will make the complete circle and come to the forefront in a resurgence bigger than the late 20's within a year, because America's musical ear has been too long tortured by non-melodic forms, rock, r.&b. and calypso, too. We've gone thru the rock, most radio stations have thrown it out, and we're 90 per cent of the way thru calypso. Calypso is giving way now to Hawaiian music. The Hawaiian kick . . . is coming up strong and bids to be the 'newest sensation.'" Since Mr. Martin is instituting a show called "Truth on Parade" on a Boston station, we advise him to look over the charts carefully. There may be something there he missed.

The Platters headed the line-up on disk stars for Hollywood's Moroccan Theater benefit for teenagers, Saturday (15) KPOP deejay A. Laboe emceed the event which also featured Roy Brown, the Veevetones and Vince Howard and the Planets. . . . Dootsie Williams, prexy of Dootie Records reports renewed interest in "Earth Angel," one of the label's earliest r.&r. disks. KOBV, San Francisco, has started playing the disk again with the result that a steady flow of orders has developed in the Bay area in recent weeks.

Saul Bihari, Modern Records mahoff, has issued a strong new disk by Etta James. Working without the usual Peaches, the check turns out "Come What May," as the standard "By the Light of the Silvery Moon." . . . Bull Moose Jackson, following appearances in Philadelphia, heads west

for a series of Coast dates and disking sessions with Encino Records in Hollywood. . . . Isn't very often an a.&r. man gets to record but it's happened with Encino's repertoire topper, Ed Townsend, who was parted by Dot Records last week. . . . Juanita Wilson, head of the gospel artists division at Herald Attractions, has a full sked booked for Professor Alex Bradford thru the summer months. Bradford recently closed at New York's Apollo. . . . Fats Domino comes into Zardi's in Hollywood for a three-weeker. Imperial's prexy, Lew Chudd, meanwhile, has slated a heavy recording schedule for Fats. The artist's spread in Time last week marked the first such notice given to any indie rock and roll talent in a national magazine.

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Herb Dotten

No Time on Her Hands

THE "little woman" in Leon Claxton's life fills a big, many-sided role.

Husband of the "Harlem in Havana" show producer on the Royal American, Gwendolyn Claxton also is a dancer in the show, its book-keeper and its purchasing agent. She, moreover, also is a housewife and the mother of three children.

In an age when labor-saving devices have eased household chores for the average woman, she puts in a working day of between 16 and 18 hours during the greater part of the year when "Harlem in Havana" is on tour.

Her "family" actually is large. The Harlem troupe numbers about 40 persons. And, one of her most demanding tasks is to do the food shopping for all these people, who are fed in the show's own cook-house.

Shopping is a time-consuming job, because it means leaving the show lot, sometime a fairgrounds remote from a shopping center. Such buying takes a big cut out of the early morning hours, but is not her first order of business each day. Her own family takes those hours. There are her children to be washed, dressed, fed and mothered.

Shopping follows. By the time that's over, lunch time is at hand, and when the Claxton quarters on the show train have been tidied up, she is off to a wagon, spotted to the rear of "Harlem in Havana" top, that serves both as a dressing room and office for her and her husband.



GWEN CLAXTON

Late to Bed, Early to Rise

Once in the office wagon, she plunges into bookkeeping, and on the "Harlem" show that is no small task. The number on the show's payroll is large, and there are deductions to be made for social security, AGVA dues, advances, etc. There are bills to be checked, bills to be paid. Receipts for the show and from the soft drink and candy concessions inside the "Harlem" top also have to be checked.

Only an even-dispositioned person could handle all of these details in the face of countless interruptions from the show's performers, from newspaper and radio people interviewing her and her husband, and from the many friends they have made over the Royal American's route.

Thru it all she moves with remarkable calmness. In matters of seconds she changes into her dance costume and skips out to the stage for the first production number in the show. In the show itself, she is an accomplished dancer, she was such before she met and married Leon. In the show, her presence also tends to give a sense of stability to the newcomers and does much to set the mood and pace of the fast-stepping for which the "Harlem" show has become noted.

Once a performance is over, she returns to the wagon and her books, taking time out to tend the needs of her children or to play with them. Thus, the early afternoon passes into early evening, and the early evening into the late hours of the night.

But even with the final show tucked away her day is not ended. There is still the late snack, sometimes as late as 2 a.m., which she prepares for her husband and herself on the show train, a snack over which they review the happenings of the day and plan for the next day.

Mixed Pride, Amazement

Leon watches her with a mixed sense of pride and quiet amazement and is quick to throw bouquets to her in the presence of visitors. When the talk turns to their children, Olivia, 15; Gwenette, 6, and Leon Jr., 5, the Claxtons beam.

"We carry a nurse to care for the children, but Gwen is satisfied only when the nurse serves strictly as a baby-sitter," Leon proudly declares. "Gwen has to dress and undress the kids, and mother them plenty."

When off the road and in Tampa, where they have a four-bedroom house that is one of the city's show places, Mrs. Claxton foregoes her greatest pleasure, fishing, so that she can spend all of her time with her children.

In such little free time that she has at Tampa, she is active in Negro charitable and civic activities, assisting her husband in some of his efforts in this field. The typical mother, she is a PTA member, belongs to the Band Booster's Club and delights at the musical progress of her daughter, Olivia, who shows considerable promise as a piano and organ player and who also plays the oboe in the school orchestra.

Before her marriage to Leon at Saskatoon, Sask., in 1939, Mrs. Claxton had danced in Chicago, Minneapolis and Kansas City, Mo.

Looking back, she says the hardest work was in the late '30's.

"One year at the Minnesota State Fair we gave 28 shows in one day. That was when people turned out in big numbers at fairs as early as 8 a.m.," she recalls.

Her principal diversion on the road?

"I'll answer that one," Leon says. "It is hunting up new recipes. Each year she comes in with some unusual recipe. This past winter she started all of her friends in Tampa off on a Chinese rice kick."

Her biggest thrill?

"The birth of our first child," is her speedy comeback.

Her biggest laugh?

When Leon says: "Honey, next year you won't have to work."

"I've been wondering for years when that year would come. But actually, I look forward to coming back out. Hard work and all, I enjoy troupin'."

CFA ELECTS HERMAN LINDEN

HOLLYWOOD — Herman Linden, of Aurora, Ill., has been elected president of the Circus Fans Association of America at its national convention here. The balloting was Wednesday (12), first day of the three-day session. Linden has been Illinois state chairman and a vice-president of CFA. He succeeds Gil Conlian, of Hartford, Conn., in the top CFA post.

James Edgar, Sparks Circus Owner, Dies

SOUTH BEND, Ind. — James Edgar, II, 47, former operator of the Sparks Circus and tented Lillibilly shows, died here Friday (7) after a heart attack. He and his wife were en route to Culver, Ind., to visit their son when he was stricken.

The body was returned to Detroit, where services were conducted.

Edgar, a wealthy sugar broker, had the Sparks Circus on trucks in 1946 and on rails in 1947.

Survivors include his widow, Ann, a former circus performer; son, William; mother, Mrs. C. Goodloe Edgar, and sister, Mrs. Katherine Byron.

Orkin Slates Miami Hall Trade Fair

MIAMI—Orkin Expositions of New York has begun promoting its Southern Trade Fair, to be held January 5-8 in Dinner Key Auditorium, Miami. Orkin promotes Do-It-Yourself shows in many cities, plus other arena events.

The Miami event will display premium goods, hardware, garden supplies, do-it-yourself items, furniture, appliances, housewares, leather goods, toys, gadgets, jewelry, gift wares, photographic equipment, chinaware and other items in a wide range of fields.

Palisades, Hunt Circus To Repeat; Dobritch In

PALISADES, N. J. — Palisades Amusement Park will bring Hunt Bros.' Circus back for a second appearance this season, this time using the full Hunt performance plus some extra acts and TV names.

The park had the Hunt equipment plus the Hamid-Morton performance in for an April engagement. Hunt Bros. again will use its new big top, which has been stored since the April park date. This time, the additional talent is to be booked by Al Dobritch, for the most part.

Some half dozen acts will augment those on the current Hunt show, and most of them have been signed by Al Dobritch. In addition, there will be several name kiddie TV attractions, and several bookers, including Dobritch and GAC-Hamid are working on getting these acts. Rin Tin Tin and the Lone Ranger are among types sought.

R-B Board Meets; Lancaster Elected In 49er's Action

Minority Leader Is Vice-President; Concello Appointed as a Director

NEW YORK—Stuart Lancaster has been named a vice-president of Ringling Bros. and Barnum & Bailey Circus. Lancaster was elected to the post at the annual stockholders and directors' meeting in New York Wednesday (12).

He thus gets official position as spokesman for the minority stockholders. Lancaster, acting in conjunction with his mother, Mrs. Hester Ringling Sanford, has been most active among the "49ers," holders of 49 per cent interest in the show, since the controlling interest closed the 1956 season early and announced a switch to indoor operation.

Arthur M. Concello, who is managing the circus, was named a director of the corporation. This was the first time he has been in this type of post. Altho his title has been "executive director," this did not involve a directorship and was synonymous with the title of general manager.

Concello fills a place on the board left vacant by the resignation of George D. Woods some months ago.

Other majority-bloc directors were re-elected. They are John Ringling North, Henry Ringling North and Theodore Buhl.

The minority interest is represented by Mrs. Irene Ringling Bon Seignour, Mrs. Hester Ringling Sanford, and Edward F. Kelly.

Kelly, who is with the circus as a 49ers representative most of the time and who previously has been a company officer as well as active executive on the circus staff, was elected to succeed William Dunn. Dunn was named first but indicated he would be unable to serve and asked to be relieved of the position.

Delay Selling Train

Dan Gordon Judge, trustee of the Edith Ringling Estate, said Thursday (13) that the directors received a request from management for permission to sell rolling stock of the circus and elephants. Concello had said earlier he would ask

this permission in order to sell railroad cars and wagons as well as about 30 surplus elephants.

At the meeting, however, no permission was granted and no action was taken on the request. It is expected to be discussed again some other time. Meanwhile, it is assumed that disposal of the show's road equipment still is blocked since such sale requires the okay of both factions, and minority interests apparently oppose the idea.

In what Judge described as routine, John Ringling North was re-elected chairman of the board and president of the company. Henry Ringling North was elected vice-president and secretary. In addition to Lancaster, other vice-presidents are James Ringling and his mother, Mrs. Bon Seignour.

Other officers include Ed Kelly, assistant vice-president, Robert Thrun, secretary, and Mrs. Sanford, assistant secretary.

Big Giveaway For R. I. Shrine Date

PROVIDENCE, R. I.—More than \$50,000 in merchandise was slated to be given away June 10-15 at the Shrine-Grotto Circus in Narragansett Park. The awards were typical of events promoted by J. C. Harlacker and were expected to build attendance heavily by week's end.

Included among acts, provided thru the Al Martin Agency of Boston, were Sharkey the Seal, Triska Troupe, high wire; Victor Julian's dogs; Robert's (Baudy) leopards; Pat Anthony, wild animal act; Stardusters, aerial; elephants; Torrelli's dog and pony circus; Unus, finger stand; Egony Brothers, aerial; Liberty horse; Joe Basile band; Eddie Roecher, singing emcee; Helene and Howard, comedy, and clowns including Bumpy Anthony.

Admission was \$1 and 50 cents. Carl R. Mitchell is general chairman of the show, which includes a sizable independent midway outside the park.

Fields Wins Press Union V.-P. Office

NEW YORK—The only contested office at the recent election of the Association of Theatrical Press Agents and Managers, that of vice-president, has been won by Bill Fields. He opposed Oliver M. Saylor.

Fields for several years worked the New York engagement of the Ringling Circus. The position carries chairmanship of the board of governors.



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Labor Dept. Issues Age-Wage Warning

WASHINGTON — Circus and carnival owners will have to keep a sharper check on the ages of their younger employees, Newell Brown, administrator to the wage and hour division of the Labor Department, announced.

The Labor Department has reminded travelling amusement outfits that if a show moves from one State to another, it is covered by the federal wage-hour provisions. Child labor laws set 16 as a minimum for general employment, but 18 is the minimum age for hazardous jobs. These include driver or helper on motor vehicles, or operation of hoisting apparatus, such as high-lift trucks.

Children of 14 and 15 years are employable only in a limited number of jobs that fall outside the 16 and 18-year-old minimums. The younger ones can be employed in some office and selling jobs, provided there is no interference with health or schooling. This group cannot work more than three hours on any school day, or more than a total of 18 hours per payroll during school sessions. Total hours of work permitted in non-school weeks is 40, limited to eight hours a day. All work must be done outside of school hours, and

between 7 a.m. and 7 p.m.

The wage-hour law provides that "to employ" includes "to suffer or permit" to work. However, the provisions do not apply to children "exclusively" employed as actors or performers.

Regina Fair Okays New 400G Bldg.

May Be Used to House Ice Plant For Winter Use

REGINA, Sask.— Construction of a fairgrounds exhibit building to cost nearly \$400,000 has been approved by directors of the Regina Exhibition Association.

No date was set for a start on the building but a decision may be made after the financial results of the 1957 exhibition are studied.

Possibility is that the building will have an artificial ice plant so that it can be used as a curling rink in the winter.

The structure will be on the site of the old Industrial Building, which will be torn down. The Industrial Building dates back to 1920. If a decision to build in 1958 is made, the building would be ready to house government and industrial exhibits and the women's department at next year's fair.

The building will be approximately 90 by 400 feet and prefabricated steel will be used. The provincial government will provide a grant of up to \$200,000 toward the cost, the money to be derived from pari-mutuel taxes and paid over several years as the tax money is collected.

Directors also approved an outlay of \$40,000 for hard-surfacing of roadways on the fairgrounds this summer and \$14,965 for construction of an entrance arch at the west side of the grounds.

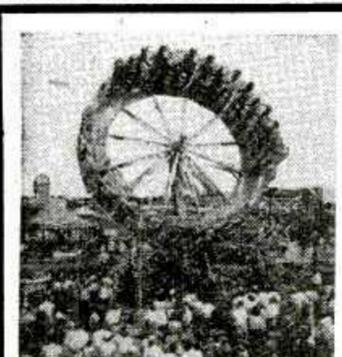
Blast Wrecks Arcade, Pizza At Salisbury

SALISBURY, Mass.—A severe explosion shattered a Penny Arcade, restaurant and a pizza stand on the beach front here last week, injuring 13 persons and hurling one operator 20 feet in the air. The blast happened shortly after noon when both the Playland Arcade, owned by Denny Mulcahy, and the Tripoli stand were empty.

All of the injured, including Charles Garmanick, beach concessionaire, were in Tony's restaurant next door. The explosion caused by a gas leak, built up with the power of a block buster.

Garmanick was flung thru the door of the restaurant, suffering head injuries which were treated successfully. It was first thought that Rosario Marcarione, owner of the pizza spot, was in the place when it went up, but he showed up later.

Refrigerators and stoves were scattered about and most of the roof of the block, about 150 feet long and 70 feet deep, collapsed.



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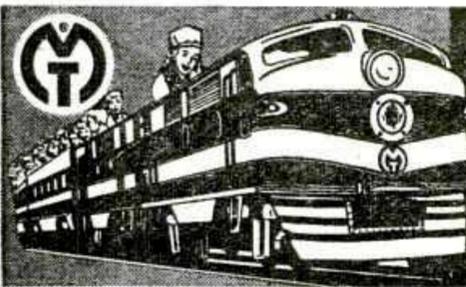
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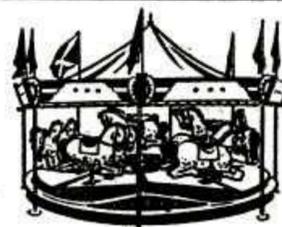
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ARENAS & AUDITORIUMS

Columbia Artists Planning Specially-Equipped Legiter

By TOM PARKINSON

AMONG the programs being prepared with the promise of bringing more legitimate theater attractions to auditoriums and arenas are the two phases of a plan formulated by the Columbia Artists Management, New York.

Columbia Artists, already active in the booking of concerts, is in effect stepping into the void left by the dissolution of the United Booking Office. Its direct aim is to take Broadway attractions on road tours. That will involve not only the number of adequate theaters thruout the nation, but it quickly comes to arenas and auditoriums.

To handle this operation, Columbia Artists has formed a new subsidiary about which arena-auditoriums managers will hear more. It is the Broadway Theater Alliance. William Judd, vice-president of both Columbia Artists and Broadway Theater Alliance, is in charge of booking.

THE FIRST PHASE of the Columbia plan is to start this fall and apply only to the 1957-1958 season. It has acquired the Broadway hit, "No Time for Sergeants," and will open a tour in September. It is scheduled to run 40 weeks, much of the time in auditoriums and arenas.

This will be especially equipped with an aluminum proscenium about 30 feet high and 18 feet wide. The proscenium, now being designed, is intended to be set up in virtually any arena and thereby equip the hall for presentation of legit attractions. Of course, many of the arenas, auditoriums and theaters on the route will have permanent facilities, but the show's portable equipment will make it possible to show in almost any building.

Towns that will see "Sergeants" are Ithica, N. Y.; Burlington, Vt.; Urbana, Ill., and Greensboro, N. C., and many more.

"SERGEANT" WILL travel by highway, the personnel by special bus, the equipment, including the proscenium, by semi-trailer trucks from the Philadelphia organization which transports numerous shows. This is the same system that Columbia Artists has used for some time for its Ballet Theater tours and for numerous orchestras.

Columbia is getting guarantees for these engagements. The standard provisions allow an alternative of a flat \$4,500 guarantee or \$4,000 against 65 per cent of the gross.

Humphrey Douless, of the Columbia organization, reflects enthusiasm for this project. Numerous arena managers declare the enthusiasm will be justified by support from them. The managers have long felt that legit has overlooked their facilities and that there is good business to be had for a properly organized and operated system.

The "No Time for Sergeants" tour represents Columbia Artists' efforts for the immediate future. The second phase of its program will be discussed next week.

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MONTPELIER, Vt.—Raymond B. Daniels, Commissioner of Industrial Relations for the State of Vermont, last week issued a statement reminding all traveling shows to check their workmen's compensation policies to see that they conform to State laws before entering Vermont.

Cheyenne Adds Seats

CHEYENNE, Wyo.—In anticipation of close to 100,000 visitors, the Cheyenne Frontier Days this year added substantially to its grandstand seating and box office facilities. The event opens July 23 for five days and five nights.

John D. Mabee, chairman of the celebration, reported that close to \$1,000,000 is being spent by merchants, civic groups and the committee on this year's show which will have three parades, five pavilion shows and afternoon and evening rodeo performances.

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Carnival Routes

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Alamo Expo.: Rawlins, Wyo.
Alfieri Am. Co.: Alamosa, Colo.
American Beauty: Maquoketa, Ia.;
Keokuk 24-29.
Amusements of America: Altoona,
Pa.
Babcock United: Coronado, Calif.,
20-23.
Badger State: Ely, Minn.; So. In-
ternational Falls 25-30.
Baker's United: Noblesville, Ind.;
Spencer 24-29.
Beam's Attrs.: Latrobe, Pa.; (Fair)
Franklin 24-29.
Bee's Old Reliable: Hazard, Ky.;
Lexington 24-29.
Belle City: (E. Conway & S. Logan
Sts.) Milwaukee, Wis., 18-23.
Bernard & Barry: New Lisheard,
Ont.; Rowyn, Que., 24-29; Kirk-
land Lake July 1-6.
Big City: Scottsburg, Ind.; Clarks-
ville 24-29.
Big Four Am.: Kenosha, Wis.
Bogle, F. C.: Salina, Kan.; Leaven-
worth 24-July 1.
Blue Grass: Kokomo, Ind.
Blue Valley: Buckner, Mo., 19-22.
Brasch Bros.: Cottage Grove, Wis.,
20-23.
Brown, Al, Tri-State: White, S. D.,
17-18; Clear Lake 19-20; Bryant
21-22; Jeffers, Minn., 24-25;
Fulda 26-27; Boyd 28-29.
Buck, O. C.: Plattsburg, N. Y.

Buckeye State: Jeffersonville, O.;
New Rome 27-29.
Burkhart, No. 1: Waukegan, Ill.;
Warrensburg 24-29.
Byers Bros.: Boone, Ia.
Capital City, No. 1: Columbia, Ky.;
Williamsburg 24-29.
Carpenter Bros.: Perrysburg, O.;
Sylvania 26-30.
Carroll's Greater: Franklin, Minn.,
17-19; Renville 20-22; Litch-
field 24-27; Lafayette 28-30.
Central States: North Platte, Neb.,
17-23.
Cetlin & Wilson: Roanoke, Va.
Chanos, Jimmie: Selma, Ind.
Cherokee Am. Co.: Centralia, Kan.;
Parsons 26-29.
Coleman Bros.: Southington, Conn.
Collins, Wm. T.: Hutchinson,
Minn., 21-23; Fargo, N. D., 25-
29.
Continental: St. Albans, Vt.
Crafts Expo.: S. San Francisco,
Calif., 18-23.
Crystal Am. Co.: Hartsville, S. C.
Cunningham Expo.: Sardis, O.;
Salem, W. Va., 24-29.
Davidson-Brannen: Madrid, Ia.,
17-19; Colo 20; Postville 22.
Davis Am. Co.: Oakridge, Ore.,
19-23; Corvallis 27-30.
Del Flore Am.: Natrona, Pa.;
Youngwood 24-29.
Dixie Am. Co.: Madison, Kan.;
Blue Springs, Neb., 27-29.
Dobson's United: Stillwater, Minn.,
17-19; North Branch 21-23.
Down River Am. Co.: Sumpter,
Mich., 18-23.
Drago, No. 1: Alexandria, Ind.;
Frankfort 24-30.
Drago, No. 2: Albion, Ind.
Drew, James H.: Grayson, Ky.
Dudley, D. S.: Borger, Tex.; Brush,
Colo., July 1-6.
Dumont: Campbell, Ky.
Dyer's Greater: Herrin, Ill.
Eastern Am. Co.: Milo, Me.
Eddie's Expo.: Petrolia, Pa.;
Monessen 24-29.
Evans United: Cherryvale, Kan.
Foley & Burk: Pleasanton, Calif.,
17-July 4.
Franklin, Don: (Fair) Topeka,
Kan.; Salem, Ill., 24-29.
Frontier: Panguitch, Utah, 18-22;
Mount Pleasant 25-29.
Funfair: Fair Haven, Mich., 20-
23; Weidman 28-30.
Funland: Mexico, Mo.; Eldon 24-
29.
G. & B.: Masontown, W. Va.
Gala Expo.: Wynne, Ark.
Gem City: Hamilton, O.; Danville,
Ill., 24-29.
Georgia Am. Co.: Gainesville, Ga.
Glades Am. Co.: Middletown, Va.;
Elkton 24-29; Lively July 1-6.
Gladstone Expo.: (Fair) Spring-
field, Ky.; (Fair) Greensburg
24-29.
Gold Bond: Janesville, Wis., 18-25.
Gold Medal: Welch, W. Va.
Gooding Am. Co., No. 1: Bryan, O.
Gooding Am. Co., No. 2: Weirton,
W. Va.
Gooding Am. Co., No. 3: Am-
bridge, Pa.
Gooding Am. Co., No. 4: Cleve-
land, O.
Gooding Am. Co., No. 5: Goshen,
Ind.
Gooding Am. Co., No. 6: Beaver
Falls, Pa.
Gooding Am. Co., No. 7: Deshler,
O.
Gooding Am. Co., No. 8: Cleve-
land, O.
Gooding Am. Co., No. 9: Spencer-
ville, O.
Gooding Am. Co., No. 10: Am-
herst, O.

Copher State: Hunter, N. D., 20-
22; Carrington 27-29.
Grand American: Washington, Ia.;
Waterloo 24-30.
Great Western: Rio Dell, Calif.,
17-23.
Griffiths, Wm. A., Am.: Duncan-
non, Pa.; High Spire 24-29.
Groscurth Combined: Kokomo,
Ind.
Hale's Shows of Tomorrow: Kan-
sas City, Mo., 19-30.
Hannah's Am. Co.: Jeannette, Pa.;
Belle Vernon 24-29.
Hannum, Morris: (29th & Clear-
field Sts.) Philadelphia, Pa.; Lev-
ittown 24-July 6.
Happyland: Pontiac, Mich.
Heth: Decatur, Ala.; Nashville,
Tenn., 24-29.
Hill's Greater: Rapid City, S. D.
Holiday Am. Co.: Lee's Summit,
Mo.
Hottle, Buff, No. 2: Collierville,
Tenn.; West Memphis, Ark., 24-
29.
Howard Bros.: Norvelt, Pa.; New
Salem 24-29.
Hugo's Novelty Expo.: Lawrence,
Kan.
Ideal Rides: Nashville, Ind., 18-22.
Imperial: Jacksonville, Ill.; Morris
(Celebration) 24-29.
Inland Empire: Emmett, Idaho,
18-22.
Johnny's United: Boonville, Ind.;
Martinsville 24-29.
Ken Penn Am. Co.: Leechburg,
Pa.; Mt. Pleasant 24-29.
Key City: Wilmington, Ill.
Kile, Floyd O.: Clinton, La., 17-23.
King Bros.: Saguache, Colo.
Lagasse Am. Co., No. 1: Nashua,
N. H.
Lagasse Am. Co., No. 2: Dorches-
ter, Mass. (Hecht House)
Lagasse Am. Co., No. 3: Dorches-
ter, Mass. (St. Peter's)
Lee United: Kingston, Mich., 19-
22; Owendale 26-30.
Leeright Midway: Delta, Colo.;
Rifle 24-29.
Lindle: Divernon, Ill.; Terre
Haute, Ind., 24-29.
Little Dixie Am. Co.: Walsenburg,
Colo.

Lone Star Am.: Clayton, N. M.;
Amarillo, Tex., 24-July 6.
McKenna's Rides & Am.: Oakdale,
Wis., 20-23; Spring Green 27-
30.
Maddox Bros.: Waumeta, Neb., 18-
19; Haddam, Kan., 20-22; Hild-
redth, Neb., 27-29.
Manning, Ross: Bristol, Va.; Fort
Campbell, Ky., July 1-6.
Marvel: Deer Creek, Ill., 20-22.
M. D. Am. Co.: Sharon Hill, Pa.;
Fountain Hill 24-29.
Mercury: Florissant, Mo.
Merriam's Midway: Fredricksburg,
Ia., 17-18; Waconia, Minn., 21-
23; Mountain Lake 24-25;
Paynesville 27-29.
Midway of Mirth: Arcola, Ill.
Mo-Ark: Bourbon, Mo.
Monarch Expo.: Polo, Ill.; Hills-
boro 24-29.
Moore, Ann: Stockdale, Tex.
Moore's Modern: Pawhuska, Okla.;
Clarinda, Ia., 24-29; Creston
July 1-6.
Motor State Expo., No. 1: Water-
ville, O.; Fenton, Mich., 24-29.
Motor State Expo., No. 2: Montez-
uma, O.; Green Springs 24-29.
Motor State Expo., No. 3: (Holy
Angels) Sandusky, O.; Lincoln
Park, Mich., 24-29.
Mullin's Royal Pine: Ashland, Me.
Myers, Sonny Am.: Trenton, Mo.
New England Am.: Springfield,
Mass.
Nolan Am. Co.: Elyria, O.; East-
lake 24-30.
Northern Expo.: Williston, N. D.;
Bismarck 24-29.
Norton's Rides: Circle, Mont.
Olson: Joliet, Ill.
Page Bros.: Stanford, Ky.
Page Bros., No. 2: Westmoreland,
Tenn.; Erin 24-29; Centerville
July 1-6.
Page Combined: Du Bois, Pa.;
Allegheny, N. Y., 24-29.
Pan American: Maryville, Tenn.;
Abington, Va., 24-29; Galax
July 1-6.
Pan American Am., No. 1: Rancho
Park, Calif., 19-23; Reseda 26-
30.

(Continued on page 80)

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Carnival Routes

Continued from page 79

Pan American Am., No. 2: Visalia, Calif., 19-23; Hanford 26-30.
Penn Premier: Munhall-Homestead, Pa.; McKeesport 24-29.
Playtime: Brov...ville, Ore.; Madras 24-30.
Playtime Am.: Gloucester, Mass.; Plymouth 24-29.
Powelson Am. Co., No. 1: Canton, O.; Kinsman 24-29.
Powelson Am. Co., No. 2: Killbuck, O., 19-22; Holmsville 26-29.
Prell's Broadway: Cloversville, N. Y.
Putska, A. H., Am.: Indian Hill, Ill., 19-23; Wildwood 27-30.

Raines Am. Co.: Siloam Springs, Ark.
Rainier: Burien, Wash.
Reid's Golden Star: Sneedville, Tenn.
Ritter's United: March Air Force Base, Calif., 19-23; Pedley 26-29.
Rogers Bros.: Grafton, N. D.; Finley; Cooperstown 27-28.
Rohr's Modern Midway: Gillman, Ill., 19-23; Monee 26-30.
Rose City Rides: Jonesburg, Mo.; Sullivan 24-29.
Royal American: Winnipeg, Man.
Royal United: Melrose, Minn., 17-19; Willmar 20-22; Northwood, Ia., 24-25; Hudson 26-27; Winthrop 28-30.
Rumble Greater Rides: Loogootee, Ind.; Charlestown 24-29.
Schafer's Just for Fun: Dallas, Tex.; Fort Smith, Ark., 24-29.
Skerbeck Great Northern: Manistique, Mich., 17-19; Newberry 21-25.
Shop-O-Rama: Meeker, Colo., 17-19; Rangely 20-22.
Shorter's Greater: Le Center, Minn., 17-20; Lester Prairie 21-23.
Show of Shows: Clinton, Ill.
Siebrand Bros. Comb.: Orem, Utah, 16-27.
Smiley Amusements: Greensburg, Pa.; Ambridge 24-29.
Smith, Geo. Clyde: Houtzdale, Pa.
Snapp Greater: Raytown, Mo., 17-30.
Southern States: Williston, Fla.
Southern Valley: Marshall, Tex.; Nacogdoches 24-29.
S. & S. Am.: Hamilton, O.
Standard: Rock Springs, Wyo.
Stanley, Wm. D.: Maple Lake, Minn., 17-18; Sebeka 21-22; Barrett 23-24; Hawley 25-26; Abercrombie, N. D., 28-29.
Stephens, Otto: Grinnell, Ia.
Stipe's: Chaska, Minn., 21-23; Durand, Wis., 28-30.
Sunny, A. J., Am. Co.: So. Euclid, O.; Cleveland 24-29.
Sunset Am. Co.: Mankato, Minn.; Montevideo 27-30.
Tatham Bros. Comb.: Illiopolis, Ill., 17-19; Maroa 20-22; Bement 24-29.
Tennessee Valley Am. Co.: Rockport, Ind.
Thomas, Art B., No. 1: Pierre, S. D., 20-23; Washburn, N. D., 24-25; (Fair) Ada, Minn., 27-30.
Thomas, Art B., No. 2: Shakopee, Minn., 17-20; Minneapolis 21-23; St. Paul 24-27; (Wold-Chamb Field) Minneapolis 28-30.
Thomas Joyland: Gallipolis, O.
Thompson Bros.: Barnesboro, Pa.
Tidwell, T. J.: Muleshoe, Tex.
Tinsley, Johnny T.: North Wilkesboro, N. C.; Lenoir 24-29.
Tip Top: Alma Center, Wis., 21-23; Milwaukee 27-30.
Tivoli Expo.: Rantoul, Ill.; Canton 24-29.
20th Century: Oklahoma City, Okla., 17-July 7.
United Expo.: East Peoria, Ill., 17-19; Secor 20-23.
United States: Grundy, Va.
Virginia Greater: Beltsville, Md.
Wade Greater: Marine City, Mich., 18-23.
Wade, W. G.: Ann Arbor, Mich.
Wall, Alfred, Am.: Sheldon, Ill., 18-22; Philo 29-30.
Wallace Bros.: Atkinson, Wis.; Appleton 24-29; Madison July 1-6.
W. B. J.: Sycamore, O., 18-22; Chesterfield, Ind., 25-29.
West Coast, No. 1: Grant's Pass, Ore.; Klamath Falls 25-July 4.
West Coast, No. 2: Stockton, Calif.; (Fair) Sacramento 24-30.
Wilber's Wolverine: Hartford, Mich.
Wilcox, Dick: Caribou, Me.; Paton 24-29.
Wilson Famous: Ottawa, Ill.; Rock Falls 24-29.
Wolfe Am. Co.: Gaston, N. C.; Waverly, Va., 24-29.
World's Finest: Winnipeg, Man.; Regina, Sask., 24-29.
World of Mirth: Charleston, Mass.
World of Pleasure: Bay City, Mich.
Young, Monty: Pleasant Grove, Utah 18-22; Lehi 24-29.

Circus Routes

Beatty, Clyde: Waterbury, Conn., 17; Hamden 18; Naugatuck 19; Wallingford 20; Bridgeport 21; Meriden 22; Plainville 23; New Haven 24; New London 25; Willimantic 26; Warwick, R. I., 27; Bristol 28; Worcester, Mass., 29.
Benson Bros.: Greensburg, Ind., 17; Greenfield 18; Rushville 19; Franklin 20; Beech Grove 22; Tipton 24; Kokomo 25; Logansport 26; Rensselaer 27; Kankakee, Ill., 29.
Carson & Barnes: Nashua, Mont., 17; Saco 18; Malta 19; Harlem 20; Chinook 21; Big Sandy 22; Fort Benton 23.
Clyde Bros.: Toledo, O., 17-18; Richmond, Ind., 19-20.
Hunt Bros.: Kingston, N. Y., 17; Hyde Park 18; Bethel, Conn., 19; Watertown 20; Terryville 21; East Long Meadow, Mass., 22; Cheshire, Conn., 24.
Kelly-Miller: Trinidad, Colo., 17; Walsenburg 18; Pueblo 19; Canon City 20; Colorado Springs 21; Englewood 22; Colden 23; Aurora 24; Boulder 25; Brighton 26; Longmont 27; Loveland 28; Greeley 29; Fort Morgan 30; Sterling July 1; Fort Collins 2.
Mills Bros.: Miamisburg, O., 17; Middletown 18; London 19; Circleville 20; Bainbridge 21; Whitehall 22; Zanesville 24; Coshocton 25; Utica 26; Mount Gilead 27; Crestline 28; Willard 29; Elyria July 1.
Packs, Tom, Eastern: Nashville, Tenn., 19-22; St. Louis, Mo., 29-July 4; Belleville, Ill., 6.
Packs, Tom, Western: Casper, Wyo., 20-22; Cheyenne 23-24; Laramie 25; Rock Springs 27.
Polack Bros. Eastern: Boise, Idaho, 18-20; Twin Falls 21-22; Ogden, Utah, 24-25; Salt Lake City, 27-29; Helena, Mont., July 2-3.

Polack Bros. Western: Moses Lake, Wash., 21-22; Bakersfield, Calif., 27-29; Pasadena July 4.
Ring Bros.: Hatton, N. D., 19.
Ringling Bros. and Barnum & Bailey: Raleigh, N. C., 17-20; Charlotte 21-23; Winston-Salem 24-27; Richmond, Va., 28-30.
Strong, John: (Fair) Colusa, Calif., 17; (Fair) Pleasanton 19-29; (Fair) Vallejo July 5-14.

Ice Shows

Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., June 19-Sept. 1.

Miscellaneous

Damon, Dwight, Magician: Erie, Ill., 19; Walnut 20; Alpha and Albany 22; Knoxville 24; Preston, Ia., 26-27; Geneseo and Joy, Ill., 29.
Jungland Circus: Visalia, Calif., 19-23; Hanford 26-30; Watsonville July 3-7.
McGraw Motor Circus: Salt Lake City, Utah, 18-19; Denver, Colo., 21-23.
O'Day, Marie, Palace Car: Rockport, Ind., 17; Huntingburg 18-19; Jasper 20-22.
Rabbit Foot Minstrels: Columbus, Miss., 17; Aberdeen 18; Amory 19; Okolona 20; Booneville 21; Iuka 22.

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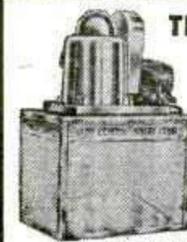
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18,000 Attend Mayor Charity Boston Event

BOSTON—The annual mayor's charity field day attracted more than 18,000 people and grossed somewhat less than last year's Monday (10) at the Red Sox's Fenway Park with Burgess Meredith heading a list of acts.

Better organization last year in the street sale of \$1 giveaway tickets on two autos was said to be responsible for the higher gross in '56 altho the crowd then was estimated at well over the 20,000 mark. The fund is used to help individuals "without asking questions or conducting an investigation."

A number of sporting figures received citations including Walter A. Brown, owner of the Bruins and Celtics and manager of the Boston Garden. Acts were booked into the 26,000-seat stadium by Adams and Soper.

These included: Elkins Sisters, acrobatic novelty; Pat Mathews, calypso singer; Bobby Whaling and Yvette, bicycle act; Bori and Borr, acrobatic; Al Liberace, singer; Les Blue and Yvette, unicycle; Jerry Vale, singer; Hum and Strum, singing duo; Maurice and Minette, trampoline; Hungarian Troupe, Risley and perch; Three Renowns, comedy knockabout and adagio, and Don Dennis, emcee.

Cal Townsend reports that his father, aged 94, died in early April but word of it did not reach him until recently. The elder Townsend had been active with ring, show and harness horses, and lived at Townsend Corners near Spencerville, O. Seven children are among the survivors.

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THE FINAL CURTAIN

ALLEN—Mrs. Jessie, 62, retired actress who put in many years on dramatic tent shows, including one owned by her surviving husband, Rosco (Nig) Allen, May 29 in Grand Island, Neb.

BALDERSTON—George W., 57, formerly of the 20th Century, J. L. Landis and Tidwell shows, May 10 in Los Angeles. He was a veteran of World War I. Survived by a sister, Mrs. Claude Baldrige, Manhattan. Burial June 8 in Sunset Cemetery, Manhattan.

DIETRICH—W. H., veteran pitcher, recently.

GROTEFENT—George (Opa), 67, of the Wallenda Family highwire troupe, in Sarasota, Fla., June 10 of cancer. He was the father of Arthur and Gertrude Grotefent, of the Grotefent and Wallenda troupes, and the step-father of Carl Wallenda, chief of the Great Wallendas. Also surviving is his widow, Kunigunda Jamison Wallenda, Sarasota. He was a bar performer and musical clown with German circuses and one-time director of the band on the Circus Semsrott. He came to America in 1932 and subsequently was with the Wallenda act in Europe and on the Ringling circus. In recent years he operated a machine shop at Sarasota, specializing in the manufacture of circus rigging and equipment.

KENDRICKS—D. D. (Cowboy), 52, formerly connected with the Heart of Texas, J. J. Colley, Casey Smith and T. J. Tidwell shows, June 4 in Elk City, Okla., of a cerebral hemorrhage. Survived by his widow, Louise; three sons, William and Everett, Clinton, Okla., and Donald, Elk City; two daughters, Jerry Bea and Barbara, Elk City, and five sisters. Services June 7 and burial in Clinton, Okla.

KRASINSKI—Mary, known professionally as Serpentina, Side Show attraction, June 4 at her home in Wilmington, Mass.

LANDRUS—Russell Henry, infant son of Mr. and Mrs. Fred C. Landrus, May 22 in Yoakum,

Tex., of pneumonia. Father is a magician and mother a dancer in the Ward Hall Side Show on the World of Pleasure Shows. Burial in St. Joseph's Cemetery, Yoakum.

IN LOVING REMEMBRANCE OF
Curtis Edward Little
Who Passed Away
June 22, 1950
CLARA W. LITTLE

MacDONALD—George, life member of the Prince Albert (Sask.) Agricultural Society, June 5 at Prince Albert. Survived by his widow, two sons and four daughters. Burial in Prince Albert.

MOORE—Samuel L., 69, member of North Battleford (Sask.) Agricultural Society and exhibitor of shorthorn cattle at Western Canadian fairs, recently

at Speers, Sask. Burial in North Battleford.

PACHULIS—Mrs. Bea Williams, wife of Joseph Pachulus, operator of Hilltop Motor Court, Tampa, and well known to outdoor show people, June 4 in Tampa Memorial Hospital following a heart attack.

In Loving Memory of
FREDDIE REED
Who Passed Away
June 17, 1951
You Are Always in My Heart
DOLLIE REED FRAZIER

ST. CLAIR—W. C., 86, for a half century an advance man for circuses, at Chicago recently after an extended illness. A native of Philadelphia, he was first with the Forepaugh-Sells Circus, then Barnum & Bailey,

Ringling Bros., John Robinson and others. For several years he was an agent for legit shows. His long years with the Ringling Bros. and Barnum & Bailey Circus ended about 15 years ago when he retired. He was manager of opposition brigades and later manager of advance advertising cars for various circuses. Surviving is his widow, Jessica, Chicago. Burial at Winona, Minn.

TOWNSEND—Edgar J., 70, known professionally as Eddie Leahy, of the comedy team of Pearl Fern and Eddie, June 11 in Victoria Hospital, Miami. Survived by his widow, Jeanette, and a daughter, Mrs. Pearl Whigham, Hialeah, Fla.

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COMING EVENTS

California
Del Mar—Southern Calif. Expo. June 28-July 7.
San Diego—Fiestadel Pacific, July 24-Aug. 10. Wayne Dallard.
San Francisco—San Francisco Flower Show, Aug. 22-23. Walter G. Brendel, 1227 Hayes St.
Santa Barbara—Horse Show & Flower Show, July 16-21. Edward G. Van Cleve, 715 Santa Barbara St.
Stockton—Legion Celebration, July 4.

Colorado
Denver—Food-O-Rama (Coliseum), Aug. 29-31. Continental Enterprises, 416 Mercantile Bldg.
Walsenburg—Spanish Peaks Fiesta, June 16-22. Star Caywood, P. O. Box 643.

Florida
Daytona Beach—Jaycee Dixie Frolics, June 30-July 7. Bob White.

Idaho
Blackfoot—Snake River Valley Horse Show, July 11-13. Dess Lauder, Sugar City.
Emmett—Emmett Cherry Festival, June 17-22.

Illinois
Alton—Firemen's Celebration, June 20-22.
Calumet City—Celebration, Aug. 29-Sept. 2. Lou Allen, Room 814, 32 West Randolph, Chicago.
Chicago—Associated Variety & Novelty Mfrs. Show (Hotel Morrison), Aug. 4-8.
Chicago—Chicago Fair (Navy Pier), June 28-July 4. Geraghty, Chicago Assn. of Commerce, 1 N. La Salle St.
Chicago—Celebration (Soldier Field), July 4.
Cicero—Centennial, June 17-Sept. 22.
Davis—Centennial, July 24-27.
Geneseo—Celebration, July 3-6. VPW Post 5083, S. State St.
Hardin—Legion Picnic, July 4-7. Howard Devine.
Madison—Celebration, July 1-6.
Mark—Celebration, July 4-7. Sam Menden, Lakeshore Amusements, 11 W. Division St., Chicago.
Palmyra—Terry Park Industrial Fair & Rodeo, July 14-18. Oral H. Cooper.
Polo—Centennial, June 17-22.
Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson.
Salem—Reunion, June 24-29.
Springfield—Land of Lincoln Centennial, July 1-6.
Stockton—Street Carnival, July 18-20. Frank Niemeyer.

Indiana
Brazil—Celebration, July 4.
Brownstown—Homecoming, July 15-20.
Charlestown—Lions Celebration, June 24-29.
Columbia City—Old Settlers' Day & Legion Festival, Aug. 7-10. Byron Beaber.
Crown Point—Young Democrats' Celebration, July 4-7. Stenson Carnival Supplies, 511 N. Halsted St., Chicago.
Huntington—VPW Street Fair, July 29-Aug. 3. W. O. Randol, Markle.
Kingman—Merchants Street Fair, July 10-13.
Linton—Celebration, July 4.
Loogootee—Lions' Club Celebration, June 17-22.
North Webster—Mermaid Festival, June 24-29. Robert Huffman, Lions Club.
Paragon—Celebration, Sept. 2.
Reelsville—Homecoming, July 17-20.
Shoals—Railroad Centennial, July 1-6. Sanford A. Deckard, Shoals News.
Terre Haute—Miners' Picnic, Aug. 2-4. Jack Wilton.
West Baden—Legion Celebration, July 1-6. Dow S. Henson, Box 91.
Valparaiso—Celebration, June 26-29.
Veedsburg—Old Settlers' Day, Aug. 21.

Iowa
Clinton—Celebration, July 2-7.
Creston—Celebration, July 1-4. M. E. Nickel.
Independence—Celebration, July 1-4.
Lake Park—Celebration, July 4-7. A. V. Hanson, Box 225.
Osceola—Celebration, July 4.
Salem—Old Settlers' Reunion, Aug. 30-31. M. Bailey.
Sibley—Osceola Co. Livestock Show, Aug. 19-21. Gene Alexander.

Kansas
Emporia—Centennial, June 30-July 6. Chamber of Commerce.
Kinsley—Kinsley Picnic, June 19-22.

Kentucky
Louisville—Homecoming, July 1-6. Dr. E. J. Tisko.
Paintsville—Celebration, July 1-6.

Massachusetts
Gloucester—St. Peter's Fiesta, June 27-30.
Lowell—Celebration, July 1-4. Legion Post 87.
New Bedford—Firefighters' Free Charity Circus, July 8-13.
Revere—Bunker Hill Celebration, June 14-22. Jeff Harris, 103 Walnut Ave.

Michigan
Battle Creek—Celebration, July 2-7.
Bay City—Bay Co Centennial, June 16-22. Jack Davis, Box 12.
Chesaning—Showboat, July 15-21.
Elsie—Centennial, July 18-20.
Glenn—Pancake Festival, June 28-30. Larry Bollwahn.
Kingston—Centennial, June 19-22.
Pawling—Centennial, Aug. 21-24.
Harbor Beach—Street Fair, July 24-27.
Owendale—Centennial, June 26-29.
Pelkie—Baraga Co. Dairy Show, Aug. 7. Donald Lehto.
Mio—Celebration, July 3-7.

Missouri
Florissant—Centennial, June 17-22.
Gallatin—Davies Co. Jr. Livestock Show, Aug. 26. Geo. H. Schmitt.
Gerald—4-H Livestock & Home Economics Show, July 4-5. Raymond Ketterer.
Huntsville—Huntsville Horse Show, July 1-2. J. D. Bagby.
Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
King City—Tri-County Livestock & Horse Show, Aug. 14-15. Herschel L. Yates.
Lucerne—Lucerne Stock Show, Aug. 29-31. K. K. Blanchard.
Maitland—Blue Grass Festival, June 26-29. Dale A. Marlon, American Legion.
Mound City—Centennial, Aug. 23-25. Mrs. E. K. Griffith.
Montgomery City—Centennial, Aug. 30-Sept. 2. M. E. Anderson.
Shelbyville—Shelby Co. 4-H Lamb Show, June 19. John M. Douglas.
St. Charles—Celebration, July 4-7.
Salem—Celebration, July 3-6.
St. Joseph—Interstate Jr. Dairy Show, Aug. 2. Webb Embrey.
St. Joseph—Buchanan Co. Dairy Show, July 27. Webb Embrey.

Nebraska
Bellevue—Sappy Co. Centennial, Aug. 5-10. Harold Pfander.
Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P.O. Box 5.
Blue Springs—Centennial, June 27-29. Clifford Davis.
Grand Island—Centennial, July 1-6. Jerry Anderson, 1114 N. Eddy St.

New Mexico
Gallup—Inter-Tribal Indian Ceremonial, Aug. 8-11. Edward S. Merry.
Santa Fe—Santa Fe Fiesta, Aug. 30-Sept. 2. Mrs. Helene H. Baca.

New York
New York—International Housewares Show (Coliseum), June 30-July 5.

North Dakota
Dickinson—Celebration, July 1-6.

Ohio
Campbell—Archangel, Michael's Greek Orthodox Church Bazaar, July 22-27.
Cincinnati—Food and Home Show (Zoo), Aug. 13-26. J. P. Heusser.
Clyde—Sandusky Co. Cherry Festival, July 9-13.
Fairborn—Celebration, July 4. Legion and Jaycees.
Gibsonburg—Firemen's & Legion Homecoming, July 24-26. Al Schlea, Vo. Fire Dept.
Jamestown—Lions Club Celebration, July 4-6. George Smith, 24 1/2 E. Market St., Kenton, O.
Martins Ferry—Celebration, July 2-6.
Nelsonville—Parade of Hills, Aug. 26-31.
Philo—Firemen's Street Fair, June 26-29. J. P. Henderson.
Waco—Homecoming, June 26-29. George Marlow, 911 Payne Ct. N.E., Canton.
Waterville—Festival, June 24-29.

Oklahoma
Dewey—Celebration, July 13-15.
Oklahoma City—Semi-Centennial Expo., June 14-July 7. James C. Burge, Box 5111, Farley Station.
Pawhuska—Intl. Round-Up Cavalcade, July 26-28. Clarence Paden, 1205 Brenner.
Wright City—Rodeo & Old Settlers' Reunion, July 2-4. James Lawhorn.

Pennsylvania
Carbon—Firemen's Jubilee, July 8-13.

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(Continued on page 96)

ELITCH LAUNCHES 5-YEAR REVAMPING

Arrow Development Makes Plans; Gurtler Starts 'First Major Change'

DENVER — A full-scale remodeling program that may require as long as five years to complete has been launched by management of Elitch Gardens.

John Curtler said the project is the "first major change in 62 years" and that when completed, probably in 1962, the famous park will have a new look.

The remodeling program was planned by the Arrow Development Company. It will involve a relocation and redesigning of all rides, addition of a half dozen major rides and enlargement of the kiddie section of the amusement park.

First step, already under way, is the installation of two kiddie units, a Boat Ride and a Miniature Auto Ride. Boats replace a Mother Goose Storyland. The autos will include expressway, hills, valleys, traffic circles and overpasses.

Promotion Enlivened

Meanwhile heavy promotion, merchandise tie-ins and special parties have been put into play to bring the park's gross up to normal after 10 consecutive rain-outs and two weeks of miserable weather that plagued the area in May.

More than 25,000 people jammed Elitch's for the annual Denver Post-Elitch's nickel day outing. Free admission coupons were printed in The Denver Post for two weeks preceding the affair, and free candy, prizes and two shows put on by local dancing schools helped pull a crowd that Vice-President John M. Curtler said broke park records for such an early date.

A tie-in with United Dairies and a local grocery chain has boosted weekday traffic on the rides when kids get free rides for collecting milk bottle caps, tops, cartoons and the end seals from specified brands of bread. The free rides for this merchandise are good only during the week and not on holidays. John Ebej, publicity director, says that the plan is working out so successfully that it will probably be kept in effect all summer.

Eddy Howard and band opened a two-week stay. Howard, always a local favorite, pulled big crowds his opening night, and the box office has been good nearly every evening since.

The annual summer dance school began last week, with nearly 1,000 kids ranging in ages from three to 18 signing up for dance classes that are being conducted this year by Fred and Fae Taylor, local TV entertainers.

Elitch's summer theater opens for the 66th consecutive summer. Carl Betz and Leora Dana play the lead in "The Admirable Crichton," the last run of the play that has been withdrawn from production awaiting its Broadway debut this fall. This summer drama house at Elitch's has never been closed since its opening, consequently the Gurtlers point with pride to the big show house as the "oldest continuous summer theater in America."

Anticipates 'Snow,' Chills Receipt Idea

PITTSBURGH—When concessionaires in country parks here were notified that they would have to use cash registers that provide a receipt to patrons, County Parks Director George McDonough saw something like snow and blew the whistle.

Who, he inquired, was going to pick up all those little pieces of paper that the customers would drop? He pointed out that swimming pools alone would be putting 12,000 receipts a day into circulation during peak times.

Revised ruling calls for new registers but no receipts.

Santa Theme Park Opens Near Denver

MANITOU SPRINGS, Colo.—Santa's Workshop, new tourist attraction, opened last week and early-summer tourists thronged thru the turnstiles.

Carrying out the North Pole theme thruout, Santa's Workshop has tame reindeer tied outside a gingerbread castle, brightly painted miniature houses, college students as gnomes, elves and brownies acting as guides, and workers turning

New Spot Opens Near Bath, Me.; Uses Gate Fee

BATH, Me. — New Sebasco Amusement Park has begun business at Sebasco Estates, 12 miles from Bath. The park is operated by Raymond J. Meuse.

The layout includes a ballroom, miniature golf, picnic area, Merry-Go-Round, Tubs - of - Fun, Kiddie Ferris Wheel, refreshment stand and game room.

Park is situated so as to draw business from traffic on the Boston-to-Maine turnpike and from residents of Lewiston, Augusta, Waterville and Portland.

Rides were purchased from the Jack Bryans, thru Young's Carnival Sales. Golf course was built by Arland Engineering. General Electric handled the lighting assignment.

The park operates with a 25-cent gate, the amount being redeemable on rides or ballroom. Children are admitted free, and kiddie matinees are Mondays. Picnic business is sought. Spot opened May 31.

Endy Fun Fair Opens 3d Year With 35% Hike

ALEXANDRIA, Va. — David Endy's Fun Fair Amusement Park has launched its third season and found business to be a strong 35 per cent ahead of last year. The spot is located in a new area of dense population.

"Town and Country Jamboree" is telecast by a Washington station from the park. The Connie B. Gay show is broadcast from Fun Fair on Saturday nights.

Coming events include a newspaper tie-in on Pepsi-Cola bottle caps in July. Last year the tie-in drew 500,000 caps. Fun Fair will use free acts several weeks this year. There are 15 rides, snack bar, Arcade and miniature golf.

The spot has had excellent weather since the Easter Sunday start. Only one day has been lost to weather, according to Assistant Manager Terry James.

Dickson Pool At Birmingham Pulls Business

BIRMINGHAM — Early business indicates heavy pre-season expenditures will be justified at Cascade Plunge here, according to J. H. Dickson, owner-operator.

The pool opened May 19-20 to a capacity weekend, launching its 21st season under the same management.

The sun deck was doubled in size and more deck chairs and sun boards were provided. A new and larger men's locker room was built. Special room for company parties and dances was redecorated.

out toys which are sold as souvenirs.

The amusement park will remain open all year and it is expected to provide interest during the winter months when reindeer will draw sleds thru the grounds and new features with a winter appeal are added.

Business at Palisades At Satisfactory Level

PALISADES, N. J. — Business at Palisades Amusement Park continues good, with new units pulling good money. The Wild Mouse, built by superintendent Joe McKee, has been topping all units in the park to date. It opened the season with a half-dozen cars borrowed from J. W. (Patty) Conklin, which

have since been replaced by imported German cars. Conklin was a visitor last week.

The new Holmes Cook Miniature Golf Course has been out-earning the old course which it supplanted. Gone from the Miniature Train enclosure are the Bert Lane Golf-O-Mats and in their place is a fishing tank offering both carp and trout.

Despite some loss of concession revenue, general business is satisfactory. A weather letdown has curtailed activity at the pool, which is due to pick up with the arrival of warmer temperatures.

Circus Plans Progress

Irving Rosenthal's circus-rodeo project, visualized for the final weeks of the park, has been approaching reality. A 17-day big top offering heralded the park opener this spring, and another tented promotion would not only spark the final weeks, but possibly extend them past the Labor Day period. Several circuses have been approached about playing Palisades at that time.

In the works for next year is a double-deck dark ride similar to one viewed in Europe recently. Joe McKee is laying out the specifications, and Jack Ray has been designing cars. A two-deck Hot Rod ride is also slated for 1958.

Rebuilt Seaside Features New Penny Arcade

VIRGINIA BEACH, Va.—Rebuilt Seaside Park, which opened May 25, is featuring a new Penny Arcade Center with 80 devices. The funspot was damaged by fire last year and rebuilt during the late part of 1956.

President Dudley Cooper pointed out that the new park layout is compacted into a two-block area, rather than the old three-block park. It fronts on the ocean and offers inside and outside boardwalks, modern bathhouse, concessions and an enlarged ballroom with free dancing to Al DeHani's and orchestra.

There are 16 kiddie rides, a teen-ager's Rodeo ride, plus Ferris Wheel, Skooter, Whirl-a-Way and Merry-Go-Round. Picnic area can accommodate 2,000 persons. Bear pitch and milk can game are new additions.

The Arcade, called Playland, is in an air-conditioned space of 5,000 square feet. It is open daily at 9 a.m. Guests at the opening were the mayor of Montreal and Patty and Frank Conklin.

Corbett Spot In Carolina Starts Okay

WHITE LAKE, N. C.—Altho the first three weekends were rainy, the newly equipped Crystal Beach here was played to business better than last year's. Bill and Lawrence Corbett, owners, have all new rides, they report.

Ralph Endy has a Skooter, and Leon Cassidy has a Jack Rabbit Coaster. Frank Horn, of Miami, operates boats. A big attraction this season has been the Crystal Queen, sightseeing boat.

Endy also has 10 concessions. Park includes a 12-unit air-conditioned motel. Evelyn Corbett, of the managerial staff, said plans now are being laid for adding three more rides next year.

Free Acts Used At Kennywood

PITTSBURGH—Opening of the swimming pool at Kennywood Park here brought all facets of the big funspot into play. Most action started in May and the pool opened over the holiday weekend.

Al Morgan, pianist, opened June 2 for free concerts. Also on deck were such free acts as Hawkshaw Hawkins, country music; Miss Victory, cannon act; Elly Ardely, aerialist; Carl Stuart and the Caravan, music; the Stardusters, high act, and the Wilnow Collies.

Leo (Pancho) Carrillo was the name attraction for Decoration Day.

Water Revue Galveston Hit

GALVESTON, Tex.—Operation of Galveston Pleasure Pier by a company headed by Walker Dick and Jimmy Hetzer has been termed highly successful for the first 30 days.

The pier is using midway and park attractions, plus a water show, ice show and fireworks.

Participants include Orwin Harvey, Mil on Davis, Rex Richards, Bill Normand, James Rosenstein, Raul Harcia, Jerry Paul and nine Dilly Divers: Tex Maynard, drums, and Doug Gary, organ, supply the music.

Walter Dick All-American Water Show runs 40 minutes and uses comedy and fancy divers, plus Larry Ruhl, single trapeze 75 feet over the Gulf water, and others. The Joan Hyldoft Ice Revue includes John Flanigan, comic; Joan Hyldoft; Fararr and Carter, adagio; George and Sara-Jo Joseph, team skating, and a line of girl skaters. Tank is 22 by 22.

Pyro show is supplied by the Ohio Fireworks Manufacturing Company.

Seaview Uses Gifts, Disks, Picnic Deal

LONDON BRIDGE, Va.—Refurbished Seaview Beach opened May 29 and has been featuring its newly rebuilt hotel, new restaurant and new bathhouse.

Spot also has a new free wading pool for kids, large parking area, lifeguard service for the beach and a ballroom that runs nightly. There is a Friday giveaway and on three nights weekly a disk jockey, Jack Holmes, is at the ballroom. L. B. Davis is manager.

Picnic deal for clubs, churches and similar groups calls for a 25 per cent reduction on all ride prices, a new offering here which also is being used at Ocean View, Norfolk spot under the same ownership.

Naval Review Includes Pyro Of Ocean View

NORFOLK, Va.—Ocean View Beach here was on the front row for the International Naval Review last week. The park's ocean frontage and 1,000-foot pier which cover a three-quarter-mile distance, provided an excellent view of the naval activity that involved ships of many countries.

Main event was Wednesday (12) night when the park scheduled an outsized fireworks display as its contribution. Rain once and high wind again served to blank out previously scheduled pyro shows, and park management simply added that leftover supply of fireworks to the pyrotechnics already set for the Wednesday show. Displays began Saturday (8) and were to continue thru Saturday (17).

Free acts began June 3, with the Larabees, whips, and Miss Joni, trapeze. Park opens daily at 1 p.m., but the bathhouse and Arcade open at 9 a.m. The ballroom is open nightly. Fishing pier and fishing boat rental concession are new features this season.

Earlier bow to the Navy was in the form of Navy Kiddie Day. In co-operation with The Navy Guide, Ocean View sponsored the day as one on which rides were free to families of Navy men and women. Event was from 1 to 6 p.m. on a Saturday. Merchants supplied giveaway presents.

'Little 500' Races Draw at Lakeside

DENVER—Ben Krasner pulled nearly 4,500 people into his already jammed Lakeside Park Decoration Day with his added racing attraction of a Little 500.

The 500-lap race provided nearly five hours of racing over the 1/5 mile oval. One hour of the racing was telecast.

ROLLER RUMBLINGS

Promotions Boost Gross At Florida Derby Rollery . . .
 NEW SMYRNA Beach, Fla.—Patronage at the Roller Derby Rink here continues at a gratifying level and a brisk summer season is in prospect. Jack Golden, manager, operates nightly, except Monday, with matinee sessions Saturday and Sunday. Tuesday night is set aside for weekly sessions of the dance and figure skating club. Wednesday is jackpot night while Thursday, formerly games night, is now designated as family night when

a \$1 admission covers family groups. Date night is the current Saturday promotion. Coffee and doughnuts on the house are provided for the special Tuesday morning of the Housewives' Club. The annual Easter show this year featured elaborate costumes with acts and skits displaying the talents of patrons. The snack bar here is a profitable segment of the operation. A Kiddieland with four rides will be a further adjunct to the rink during the summer months.

Haverhill's Skateland Takes 8 Places in Mass.-N. H. Meet. . .

HAVERHILL, Mass. — Members of the Figure and Dance Club at Attilio Carbone's Skateland here won eight places in Massachusetts-New Hampshire RSROA competitions held May 28-June 2 at Norwood (Mass.) Roll-Land.

The Skateland competitors were William Madigan, first, novice men's singles; Robert Bixby, first, intermediate men's figures; Joyce Garbaceski and Paul Boyle, first, juvenile pairs; Robert Bixby, third, novice men's singles; Evelyn DeCarlo and Harold Harriman, third, novice dance; Clyde Lieber, second, senior men's figures; Joyce Garbackewski and Paul Boyle, third, juvenile dance, and third, juvenile singles. The competitors are under the supervision of Skateland Professional John J. Milazzo.

Party Writes Finis to Regular Mineola Season . . .

MINEOLA, N. Y. — The regular skating season at Earl Van Horn's Mineola Roller Rink ended Saturday (15) night with a big skating party, highlights of which were skating exhibitions by members of the Earl Van Horn Dance and Figure Club. During the summer there will be skating only on Wednesday, Thursday and Friday evenings. The summer skating class, for which there is a charge of \$1 per session, gets under way June 18. The rink reopens for the fall on September 4.

Semi-Annual URO Meet at Livonia, Mich. . .

MUSKEGON, Mich. — The semi-annual meeting of the United Rink Operators will be held at the Hillside Restaurant, two miles west of Riverside Arena, Livonia, Mich., July 16, it was announced last week by M. Giles, secretary. The meeting opens at 10 a.m.

Picnics Boost Krasner Take; New Ride Draws

DENVER—End-of-school picnics and annual sneak days have proved a lifesaver for Ben Krasner's Lakeside Park as the early season was plagued by heavy rains, evening showers and often blustery cold weather. School kids jammed the park nightly for the three weeks preceding Decoration Day. Offering special rates on most rides, Krasner's picnic business often saw as many as 15,000 ride tickets out and nearly every day saw at least three different schools utilizing the picnic facilities. Lou Clark, assistant manager, pointed out that in spite of the bad weather, there was never less than 10,000 ride tickets out and the average number was well over 12,000 for each of the nights.

Imported Ride Draws
 The German-made Super Jet ride, one of three in the U. S., has become a heavy favorite for teenagers. Imported at a cost of more than \$28,000, Krasner also brought a German technician from Bonn to supervise the installation and operation of the ride.

One of the angles that Krasner did not anticipate was the interest in the old boxcar in which the ride was shipped. The weather-beaten, round-top car, complete with German letters and iron reinforcements, was loaded aboard a semi-trailer truck at New Orleans and trucked to Lakeside.

Park Agrees To Underwrite Channel Swim

CHARLEROI, Pa. — Spillway Lake Park, near Uniontown, Pa., has announced it will finance the plans for Gus Bricker, steelworker, to swim the English Channel.

He expects to fly to Europe July 14 and try the crossing in August. Backers are George P. Thomas and Steve Vicwski, he said.

Toledo Zoo Subs M-G-R for Pony Ride

TOLEDO — A new 36-foot Merry-Go-Round has replaced a live pony ride that operated at the Toledo Zoo for decades. Zoo director Phil Skeldon said that increased attendance at the zoo made it impossible for the ponies to accommodate the crowd of kids wanting rides.

The \$17,000 machine was built by Allan Herschell Company, Inc. Skeldon pointed out that zoos in such cities as Miami, Cincinnati and Kansas City, Mo., operate Merry-Go-Rounds.

PITTSBURGH—Attractions at West View Park here in recent days included the Flying Zucchini and Betty Pasco.

New York Firm Plans Chain Of Parks in Eastern States

NEW YORK — A chain of three amusement parks is being built for a new firm, Amusement Centers, Inc., located in midtown Manhattan. One of the spots is already in operation in Astoria, Queens. Other locations are in Levittown, Pa., and Woodbury, N. J.

Vice-president of the firm is Irwin Rothenberg, who is president and manager of Wonderland, Yonkers, N. Y., combination Kiddieland-eatery at the mammoth Cross-County Shopping Center.

The operators' intent is to provide a variety of riding devices of their own operation, and lease out space for other units such as batting, golf, archery and food. Lots are fenced in and rides for

the second and third units are being delivered.

Kiddie Paradise, at 88th Street and Astoria Boulevard, an existing kiddie park, has been taken over and refurbished. It has a Merry-Go-Round and seven kiddie rides. Other parks each will have about four major rides and eight kiddie rides.

Kiddieland Opens At Grand Island

GRAND ISLAND, Neb. — A new Kiddieland has been opened here under management of J. W. (Jack) Detweiler. The park developed from the installation of a miniature train for the owner's family in what had been a pasture.

A golden spike was driven to officially open the park and new train Decoration Day. Rides include the MT Miniature Train, Tubs-of-Fun, Merry-Go-Round and Kiddie Fire Engines.

Detweiler plans to add three more rides soon. Tickets are nine for \$1. Allan Herschell, Inc., designed the park, which has a parking lot accommodating 100 cars.

Old Orchard Plans Preview Fireworks Show

OLD ORCHARD BEACH, Me. — Palace Playland here is stepping up its promotion and free act schedule in view of the season's strong start, according to William Earle, of the park staff.

Repeat feature this year that is tentatively set calls for a preview fireworks show on the night of July 3. Fourth of July show also is scheduled. Merchants who supply the park with groceries and other requirements are asked to contribute toward the expenses of the extra show. Concessionaires also contribute.

Kiddies' days usually would start in July, but now are being launched June 19, Earle said. They continue thru August 28. New this year is Jackpot Day, when appliances and other prizes will be given away each Monday, starting July 8. A dairy and a dairy council will distribute booklets to kids on Jackpot Days.

In the talking stage still is a proposed series of Cott Kiddies' Days for the final three Fridays of August, when free acts are booked. Cott bottle tops would be good for a free ride to children under 12.

The Skyhigh Alcido free act has been rescheduled for June 24, rather than July 4. A new kiddie auto ride has replaced a Hey Dey ride. A 1927 Oakland sedan has been painted brilliantly and is being used for street bally. The park staff is talking with city officials with the thought of having a city-sponsored Old-Home Week and a Canadian Week, both in August. The new Maine turnpike has improved business for the park, Barney Osher, owner, reports.

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Hershey Gives R-B Half of Capacity

Except at One Pre-Sold Show, Crowds Range From One-Fourth to Half Houses

HERSHEY, Pa.—Only one of the seven performances here by Ringling Bros. and Barnum & Bailey Circus succeeded in pulling much more than a half house in the 7,200-seat Hershey Arena.

The exception was the Friday (7) night show which had been sold for a flat fee some time ago to the Pennsylvania Republican party. The GOP used it as a fund-raising event, charging \$100 per ticket for some seats. Augmenting the audience which thus contributed to the political party's treasury was a group of 3,000 children who were guests at the circus. This served to make the crowd of capacity size.

On Saturday (8) there were two afternoon shows and one night performance. The afternoon crowds were estimated at 3,900 and 3,600 while at night the audience was about 25 per cent of capacity, or about 1,800.

The stand began Tuesday (4). There were no afternoon performances until the two on Saturday. Tuesday night's house was estimated at one-third full, or about 2,300.

The Clyde Beatty Circus was playing only 15 miles away at Lebanon, and Cristiani Bros.' Circus already had played four other cities that might otherwise have been expected to contribute toward the business at Hershey. Sixteen appearances on radio and TV were made by Ringling acts.

On Wednesday (5) the crowd was 45 per cent of capacity, or about 3,200. Thursday brought a 52 per cent house, or about 3,700 persons.

These estimates total about 26,000 for the seven performances, or slightly more than half of the available capacity in that time.

Tornado Misses Packs Western

LA JUNTA, Colo.—The Western unit of the Tom Packs Circus gave three shows indoors here Saturday (1).

At Muskogee, Okla., a tornado warning was sounded and a twister did hit part of the city, but the circus was undamaged. It was held over until the next day to give performances.

Raton, N. M., was played in the midst of a week-long rain that broke a drought of several years. The one-day stand had 500 adults and 2,000 kids at the afternoon performance plus 2,250 persons at night. Shrine was the auspices.

The Great Arturo has been named assistant arena director on the show, assisting Bud Hoeber, manager. Auditor Harry Hammond received word that his apartment in Hollywood had been looted. McCalls' Dogs and Ponies joined.

TOM PACKS OPENS EASTERN COMPANY

Performers' Line-Up Announced; Wichita, Clarksburg, Erie Added

ST. LOUIS—Tom Packs Circus opened its Eastern unit with an extra date, Mount Vernon, Ill., Wednesday (12), and then launched its regular season with the Terre Haute, Ind., stand Friday (14).

Immediately following are the show's annual dates in Evansville, Nashville and St. Louis. First new date for the full unit will be Wichita, Kan., July 11-14, using University Stadium. It and another new date, Clarksburg, W. Va., are under Shrine auspices, while a third new spot on the route, Erie, Pa., has police auspices.

At St. Louis the show again will use a 10-ring layout at Public Schools Stadium, and it has Shrine auspices. The annual Pittsburgh Police Circus will be in Forbes Field, July 25-27, and will have Gail Davis, the "Annie Oakley" of TV, as an added attraction. Dates at Evansville, Wichita, St. Louis

and all Southern dates will be climaxed by a fireworks display. Betty and Benny Fox, high act, will work publicity stunts in Nashville, St. Louis, Wichita, Pittsburgh, Wheeling and Birmingham.

Included in the line-up of acts are the following:

Keller's Wild Animals, Davenport-Cristiani's Elephants, Lanero's Performing Pigs, Cimse's Collies, Pancho's Mexican Spider Monkeys, Ward's Spitz Dogs, Jack Joyce's Exotic Animals, Haag's Dogs and Ponies, Welde's Bears; the Miamians, acrobats; Scott Brothers, knockabout comedy; Dubsky's Hungaria Troupe, Cycling Therons; Antonett Family, teeterboard; Incomparable Thomas, balancing; Stanleys, trampoline; Eris, one-finger equilibrist; El Gran Esqueda, juggling; Connie Welde, wire; Four Kovacs, acro combination; Dorchester Troupe, bareback; Original White Horse Troupe; Huestrei's Hollywood Skyrockets; Sils Sisters, looping-the-loop; La Norma, single trapeze; Betty Tilton, spiral tower act; Flying Deislars and Flying Siegrists; Betty and Benny Fox, sky dancers; Stan Bonds Troupe, high and flame diving; Celeste, the Star in the Moon, airplane act, and cannon-catapulting Wilno.

In clown-alley will be Sherman Brothers, William Gevecker, Carl Traynor, Paul Rashe, Chas. Heberle, Whiteside and O'Donnell, Ed Gilcrease, Bill Bentlage, Henry Boers, Grover O'Day, Georges Claire and John Toy.

Assisting Tom Packs will be Jack Leontini, with Ray and Ethel Goldschmidt as auditors-treasurers; Dick Ware, announcer; Ginny Lowry, vocalist; Loren Wisdom, pyrotechnician; John Manko, chief rigger and prop superintendent, and Chuck Berekman, electrician and sound.

William Pruyn, composer and arranger formerly with Merle Evans' Ringling band, will make his debut as Packs' musical director.

The Wallenda unit joins in Natchez, Miss., August 5, and will play Lafayette and Baton Rouge, La.; Gulfport and Jackson, Miss., and Birmingham.

Sacramento Called Best Of Polack Calif. Dates

SACRAMENTO, Calif. — A nine-day run here gave the Western unit of Polack Bros.' Circus the best business the show has had since entering California. The run ended June 7, and was the 22d annual appearance of the Polack show in this city. It was the show's first time in without Shrine auspices. New sponsor was police and firemen's benefit fund.

Business at California stands has been off this year.

In Sacramento, however, a strong advance promotion by Jimmy Rison and a big advance ticket sale by the sponsors assured success of the date in the face of such obstacles as the Memorial Day weekend and several days of near 100-degree weather. Packed houses prevailed in the last part of the run.

That grosses here would top those of any other California dates was made certain by the fact that remaining stops in the State will be of considerably shorter duration.

Santa Rosa Kids Come

Show came here from Santa Rosa, where Shrine sponsors were succeeded by the Sonoma County

Peace Officers' Association. Of the five performances given there during two days, the biggest were the first two the second day, resulting from close co-operation by the schools.

An overnight move to Santa Rosa followed nine days in Oakland as a cerebral palsy fund benefit. Two morning shows in Oakland were packed with school kids, and crowds at other performances built to a strong second weekend.

Shortest move of the season was to Oakland from San Francisco, where a five-day date for the Saints and Sinners' milk fund proved satisfactory. Preceding that was a four-day stand in Stockton for the Quarterback Club, a College of the Pacific football booster organization.

After Sacramento, Chico was the first of half a dozen California spots with Elks as sponsors.

Show then will leave California long enough to break in a new two-day date at Moses Lake, Wash., for a Shrine club. Town has had a recent rapid growth, and date was booked after Polack's early April appearance in Spokane. To make

Towner Hurt; 3 Men Held

BRANDON, Man.—Three performers worked the final three performances of the Shrine Circus at Wheat City Arena here under a police escort.

The show played to good crowds for a four-day six-show stand.

The performers, Johnson and Owen and Hubert Castle, had been involved in a minor auto scrape and subsequent fight. Their car was reported to have rubbed another in a parking place. An occupant of the other car, Edward Penner, jumped out and reportedly assaulted the circus men.

In the fight, Penner was knocked down and rushed to a hospital, where it was learned he had a critical head injury. The performers were detained pending change in Penner's condition, and it was at this time that a policeman accompanied them to the arena to work the circus performance. Four days later bond was lowered on Johnson and Owen and it was lifted for Castle. All were permitted to join the circus at Edmonton, but were to return to Brandon in June for a hearing.

Gil Gray Scheduled For Regina Shrine

REGINA, Sask.—The Gil Gray Circus will make its first appearance here June 27-29 when it plays in front of the grandstand at the exhibition grounds under auspices of the Shrine Temple.

The show replaces the Orrin Davenport indoor circus which has been sponsored by the Shriners in recent years. During the week June 24-29, J. P. Sullivan's World's Finest Shows will also be on the fairgrounds under Canadian Legion auspices.

Clyde Plays Kingston, Ont.

KINGSTON, Ont. — Clyde Bros.' Circus played to half houses at the Kingston Community Center for a two-day, four-show stand under Shrine auspices.

CIRCUS REVIEW

Walters Show Flashes New Name, Animals, Different Auspices Plan

By TOM PARKINSON

GARDNER, Ill. — Cutting across Illinois and Indiana on its way to the Michigan territory that contributed heavily to its big winnings last year is the George W. Cole Circus.

Manager Herb Walters has had six winners out of the show's seven-year history and expects to add another profit-maker this time. Weather has been bad and business has been as bad so far, but Walters said here Friday (31) that rain has been the only deterrent and that sunshine has brought business. In another two or three weeks his show will move into the black and it still has the heavy end of the season ahead of it, he points out.

Started as Cole & Walters, this show became the George W. Cole Circus and this year, tho retaining that handle, it has changed some trucks and considerable paper to

read "Famous Cole Circus." Ownership is in the hands of Manager Walters and D. R. Miller.

New Auspices Deal

This Cole show has a plan for sponsors that is different from most others. As Walters explains it, a local auspices is given 25 per cent of the first \$500 in advance tickets it sells. Then if the sponsoring organization sells more, it gets half of all sales over \$500.

There is more to the deal. In some cases the show gives a guarantee to the sponsor. This is just the reverse of the usual set-up by which the sponsor gives the show a considerable guarantee.

The Walters show sometimes guarantees \$25 or \$50 to the sponsor. These amounts are not great, but they are a selling point. Frequently, there have been sponsors who settled for the guarantee and made no effort to sell advance tickets. In this case the show is still happy. Walters figures that

the cost is about the same as buying lot and license anyway.

And they don't leave everything up to the success of an advance sale. The show is strong on billing, with Bill and Jackie Wilcox posting and tacking a large amount of paper, and with heralds going out by mail as well.

On the grounds, the Famous Cole Circus displays signs of its close ties with Kelly-Miller Circus. It has several midway attractions and a better-than-average collection of animals. At the big top entrance, Walters reveals his dramatic show background thru use of a set-in entrance that replaces an outside marquee. Sidewall is folded back to reveal an inset attractive red entrance curtain. Result is pleasing and far superior to the crude gap in the sidewall that some shows and side shows elsewhere have used.

Getting top billing and holding

(Continued on page 85)

Gil Gray Good At Goodland

GOODLAND, Kan.—Gil G. Gray Circus played here June 3 under Shrine auspices and drew two good houses. The afternoon show had 2,900 people and the night show had 2,700. Weather was clear and cool.

National Circus Corp. Bankruptcy Discharged

MACON, Ga.—A discharge in bankruptcy was granted in Federal Court here May 22 to the National Circus Corporation, which for many years operated the Clyde Beatty Circus.

The corporation had filed a voluntary petition in bankruptcy in May, 1956, listing liabilities of more than \$200,000 and negligible assets.

The order signed by Judge E. P. Johnston, referee in bankruptcy, discharges the National Circus Corporation from all debts and claims except those specifically exempted in the federal bankruptcy laws.

Another company now operates under the Beatty circus name.

Kelly-Miller Wins Good Night Crowds

CUYMON, Okla.—Al G. Kelly & Miller Bros.' Circus played to consistently strong night business and several big afternoon crowds in recent days. Show was making long jumps and zigzagging across State lines in the Panhandle region. Show had a full Sunday afternoon house at Littlefield (2). A zebu and a buffalo got into a fight that the zebu won. It took a half day then for townspeople to locate and capture the stampeding zebu. Portales, N. M., (3) gave a two-thirds afternoon and near-full night. Local street work interfered with operation of street units and with the attendance.

Tucumcari, N. M., (4) had three-quarter and near-full houses. Hereford, Texas, (5) gave a light afternoon, as farmers stayed at work, but the night house was full. Borger, Texas, (6) was hot and dusty and a rodeo was playing day-and-date, Kelly-Miller had a light afternoon and full night again. One elephant truck was late making the 10-mile jump. Show has been making a lot of long jumps and some vehicles have developed mechanical troubles.

Pampa, Texas, (7) gave a half house in the afternoon and a turn-away at night. This was sponsored by the DeMolay chapter and was K-M's second sponsored date of the season. Tim McCoy made an appearance at a drugstore as well as at a Kiwanis Club meeting.

Perryton, Texas, followed (8) and was another sponsored stand, this time with the Jaycees as auspices. The local fair waived a 90-day clause and stores closed early Saturday evening. Result was good afternoon and a full night. A check showed that attendance came from an 80-mile, three-State region.

Guymon, Okla., (9) had a full afternoon for the Sunday Show. Weather was clear, hot and windy, but rain began at night. Lot crowd was good from the morning on and pit shows and concessions did well.

Mrs. Glen J. James has joined and is on reserved seats. Karen Fay Miller has come on and is working front door. Barbara Miller has made all performances despite an arm injury. Bennie Rossi has come on for a visit.

The Budweiser six-horse hitch and Harry Shell's steam calliope were among the attractions at the Carruthersville, Mo., Centennial June 5-9.

Jack Guill, Racine, Wis., is back in action after hospitalization and he recently visited with Jack LaPearl, Joe McMahon, both of Hagen, and Slim Collins, of Hamid-Morton. He, LaPearl and McMahon also visited Jake Disch.

Hardtimes and Margie Leonard have been with the Civil Defense Exposition. Dub Duggan has rented their big top for use with that show. The Leonards brought one truck and left their other equipment in Florida.

Floyd (Rube) Arnold, who left the Gil Gray show in Tulsa, Okla., visited with Mr. and Mrs. Ward, Mr. and Mrs. Bob Stevens and Norman Anderson on Carson-Barnes Circus and with Bill Bailey and Tommy O'Brien, clowns at the Memphis Zoo, before going to the Fort Weare Game Park, Pigeon Forge, Tenn.

Everett Coriell and Paul Zallee caught the Hagen and Cole shows when they played Pekin and Tremont, Ill., recently.

From Polack Eastern, Kitty Rostrom writes that Harold Voise's prop crew has rebuilt one of the lighted ring curbs lost in a truck fire. Ray Sinclair, producing clown, will be in the Albany, N. Y., hospital until mid-June; he had a leg tendon transplanted to his right hand to repair damage done when a firecracker exploded in his hand.

Charles (Jonsey) and Shirley Jones with their son, Randy, visited the Polack show. Bill Naylor, former Polack press agent, visited. Another visitor was Eddie Jackson, formerly with Ringling's advance. Sonny and Jean Moore and Leonard McCord visited Pinky and June Madison. Johnny Stover, who was a bareback rider 20 years ago with the George Hanneford Family, visited that act on the Polack show. Visiting CFA's included Jess Amonett, Joe Stratton, Carleton Smith, Weldon Williams, Judge Kelly, Henry Varner, Wilbert Bender and Ted Deppish. Kitty and Rex Rostrom were hosts to the Ed Sheahans and guests in Akron; Sheahan, recently retired as general manager of the Goodyear tire company, and the Rostroms are all from Galva, Ill.

Visiting the Cristiani show in Charleston, W. Va., were George Moses, J. B. Stowe and Dr. Richard Corbett. At Athens, O., visitors were W. M. Meyers; Art Stires, who once managed the King-Cristiani car, and June Badger, trainer, who was on her way to join Hunt Bros. Tommy Parris is undergoing surgery at Sarasota Memorial Hospital for an arm injury, and his leg is in traction. Robert E. Lee Mitchell, of the prop department, also is doubling or the Cristiani front door. Lily Strepeton keeps in touch with the Stassburger Circus in Holland, writes Barbara Fairchild.

George L. Hershley Novelty Circus has operated to below-normal business for five weeks, rain and storms having dented grosses. A recent visitor at Marshall, Ark., was Roy Sims. In the talent line-up are G. L. Hershley, magic and wire; Carole M., comedy tables and juggling; Pedro and Betty's trained chickens and Donna Murray, annex.

Winnie May Colleano and Paul D Weber were married at Allentown, Pa., May 11. She is the daughter of Kay and James O'Donnell and has been a member of the Four Juggling Colleanos. The act was with Ringling-Barnum Circus in New York. Others in the act are her brothers, Jimmy and Philip, and her sister, Kitty Colleano Stenlin. Another sister is Julie Colleano Villenave, performer in a perch and bike act with her husband, Pierre Villenave. The bride is a niece of Winnie Colleano, single trapeze performer, and of Con Colleano, somersaulting wire walker, and Maurice Colleano, somersaulting acrobat.

Charles G. Cox Jr., formerly with the Beatty Side Show and others, has been in a Cuban hos-

pital for treatment of typhoid fever and hepatitis. Mail can reach him thru Paul Tate, Consul Americano, Calle J. Sanguile N651, Rep. Buenos Aires, Camaguey, Cuba. Cox went to the island last winter with a carnival.

Earl and Hattie Shipley are back in Chicago. They had been in Arizona several weeks. . . . Dr. Otto Schlack is back in Chicago after a stay in Sarasota. . . . Sam Polack, general agent of the Polack Eastern show, was in the show's Chicago office recently. . . . Mrs. Nat Green, wife of the former Ringling Chicago office manager is in a hospital after surgery.

BENSON BROS.' CIRCUS

Want 1 more Contracting Agent capable of setting good towns and sponsors. Also Promotional Directors. Wire where I can call you—do not call me. Working Men, come on. Truck drivers preferred. Greensburg, Ind., 17; Greenfield, 18; Rushville, 19; Franklin, 20; Beech Grove, 22; Tipton, 24; Kokomo, 25; Logansport, 26; Rensselaer, 27; Kankakee, Ill., 29.

CARSON & BARNES CIRCUS

Wants Billposter and Lithographer

With or without transportation. Will consider Man & Wife team. Can also place Side Show Ticket Sellers. Paul Pyle, superintendent, wants any of his old help to contact him. Wire or phone Saco, 18; Malta, 19; Harlem, 20; Chinook, 21; Big Sandy, 22; all Montana.

LEAD MEN

Top producers, steady work—25%. Tix-Banner—book. Towns set. Phones in. Pat Ley, Gordon, call.

PAUL DAVIS
45642, St. Joe, Mo.

MERCHANTS FREE CIRCUS

Wants General Agent, also Family Acts and Singles. Newtown, 18; Parrshall, 19; Garrison, 20; Beulah, 21; Kildeer, 22; Belfield, 24; all North Dakota.

B. C. DAVENPORT

6 PHONEMEN

Very strong sponsors. Pay daily, fast pick-ups. All year 'round work. Call

OFFICE MANAGER

Lucas 2-5291, Sylvania Savings Bank Bldg., Sylvania, Ohio for office number.

PHONEMEN

Who want to make big money for a string of Police Dates. Office opens Tuesday, June 18. Call

A. J. WIESNER, Phone 5-6409, Gardner Bldg., Room 51, Utica, N. Y.

If phone number happens to be incorrect, check Western Union for correct number.

Centennial Chairmen! Fair Secretaries! AMERICA'S GREATEST AERIAL THRILL ACTS

—14 Outstanding Acts—
Afterbury-Hornbeck Enterprises
P. O. Box 183 Springfield, Missouri
Phone 48227

PHONEMEN

GROTTO REPEAT DEAL
Fred Myers, Ted Rapp, Jim Qually, Russ Hopkins, contact.
TUXEDO 75010-85189
Hialeah, Fla.

PHONEMEN

TOP VET DEAL
Reloads, Cuttoffs, Taps. Pay Daily.
Collectors are out now. Call
BETHLEHEM, PENNA. UN 7-1881

UNDER THE MARQUEE

By TOM PARKINSON

Walters Flashes New Title

Continued from page 84

down a top spot on the midway is a rhinoceros. This is displayed in a walkthru show and gets good play, altho not so much as a hippo has done in the past. The rhino is a fine looking specimen named Old Nick and a considerable rarity among circuses. Also on the midway is a snake show and pony ride, as well as grease joint and candy stands. Concessions are show-owned.

In the Side Show menagerie are a semi-trailer cage and a four-wheeled trailer cage, each with several compartments. The animal line-up includes three elephants, two camels, a llama, two lions, leopard, bear, deer and assorted monks, chimps and babboons. Nice looking especially well water-proofed on the theory that "if they get wet here they sure won't stay for the big show."

Strong Liberty Act

The big top is an 80 with two 40's and a 30 over two rings and a stage. General admission scale is 90 and 50 cents. There are blues, plus bible backs on the long side and red bleachers on the back side. Organist Leona Hill provides the music with an electric instrument built into a special truck. Performance starts with a grand entry and early acts are the Wright Trio, Roman rings; the Frazier-Kriel trampoline turn, and Bertha Conners' dog act.

Bob and Billie Grubb each take an end ring for manege riding. Charles Lewis is producing clown and filling clowns are doubling from other acts. The Dusty Spaeths and the Charlie Rexes work two single elephant numbers. Mary Lawls and Johnnie Frasier have a pleasing wire turn.

A high point is the Liberty act by Bob and Billie Grubb. The act-owned stock is fat and well-groomed. Harness and plumes for the three blacks and three whites, worked together, are nice, and the

act is well broken and well routine.

Harry and Mary Rawls are principals in a whip-cracking and rope-spinning act, with John Frasier coming in for clowning.

Walters Does Pitch

Next is Herb Walters' own special contribution. In a folksy manner that wins friends and influences people, he pitches the concert, the midway show and concessions. It is done with a low-pressure neighborly flair that gets top results. This purposeful question is part of the banner pitch: "There is a misspelled word in one of them; have you found it?" Odds are that the resulting study makes these the best read banners in the business. Two elephants walk around with other banners and the show is resumed with Reckless Rex on the single trap. The Rawls and Frasier combination is back for a rolling globe number. The two elephants act out on a piece in which one is supposedly drunk and the other is a cop who hauls him to the pokey. Two web girls work. Then the Rexes bring on the three elephants for a military routine and a long-mount on the track.

Staff of the show includes Floyd (Breezy) Hill, general agent; the Wilcoxes, billing; Ernie Wiggins, 24-hour man; Gladys Wiggins, banner sales; Herb Walters, co-owner and manager; Helen Walters, office; Red Folker, big top, with Alvin Hickman as assistant; Marie Smith, cook; Jim Smith, boss props; Ross and Margaret McKay, concessions; Shirley Rex, rhino show; Harry Rawls, side show, and Bertha Conners, front door.

Show moves on 11 circus-owned trucks plus units operated by the various acts. The Famous Cole trucks include a canvas spool truck; elephant, cage, rhino, office, pole, seat, kitchen and power plant semi-trailers; organ and seat straight bed trucks; a sleeper trailer, and a cage trailer.

Phone Men or Women

Steady work for reliable people. Orphan and Welfare Fund. Book and tickets. Phones in. Town carded. No advance. No collect. J. Elmore, D. Clements, S. Buzzard, Les Harris, contact.

BILL

Hartford, Conn. CHapel 6-1196

WANTED HELP

In all departments. Best Cookhouse on Road. Join June 19. Naugatuck; 20th, Wallingford; 21st, Bridgeport; 22nd, Meriden; 23rd, Plainville; 24th, New Haven; 25th, New London; 26th, Willimantic, all Conn.; 27th, Warwick; 28th, Bristol, R. I.; 29th, Worcester, Mass.

CLYDE BEATTY CIRCUS

FOR SALE

Two gentle female Elephants. Can be sold as pair or single. Contact per route.

CLYDE BEATTY CIRCUS

PHONEMEN

Labor Deals year round. Plenty of leads and co-operation. Now working 6th Annual Ticket Deal. When in Los Angeles see

ART HESS or ROY BELL
2847 W 8th St., Los Angeles
DUNKirk 8-0120 No collect calls

HUNT BROS.' CIRCUS WANTS

For Big Show Band—Trumpet, Organist, Mac McClusky or Buddy Geist, contact for organ. Bannerman and Concession Help, drivers given preference. Answer as per route.

ADVERTISING SALESMEN

POLICE DEAL

State-wide. Need 4 Men with cars and ability. Protected territory. Personal contact only. Deal big as you are. 4 Phonemen for fire deal now working. 4 weeks to go.

Phone: CH. 2-7197—days. CA. 8-3623—nights. NASHVILLE, TENN.

FOUR PHONEMEN

Catholic Scholarship Deal. Just starting. Pay daily.

Call JOHNNY DELL

AMHERST 8-6223 Columbus, Ohio

PROMOTERS—PHONEMEN

We need three promoters with crews to start at once. Our clean cut methods are winning favor in many cities with Shrine Temple, Grotto, Police, Firemen, Lions, Kiwanis and J. C. You can work 50 weeks per year. Also need 10 men for Fire Department in Syracuse, N. Y. Contact either

Lucio or Paul Cristiani or Bill Fenley, contracting agent

At GR 1-6602 or GR 1-5681, Syracuse, N. Y., or Onandaga Hotel.

PHONEMEN

I need Phonemen and Office Managers for several New York State circus dates. State registration fee and bond is supplied by us. If you lurch or limb, please skip this. Top sponsors for good men; no room for JCL's.

J. F. SHAFER

Locust 2-8660 Rochester, N. Y.

Call person to person. This office will advise where and how to reach me. No collect or advances

BILL WYNNE

Recommends Broader Aspect to Programs

MEMPHIS — Strictly agricultural fairs are on their way out in Tennessee, G. W. (Bill) Wynne, president of the Tennessee Fair Association and manager of the Mid-South Fair and Livestock Show at Memphis said here last week.

In their place will have to come exhibitions which appeal to city folks as well as rural people, Wynne said.

"We will have to recognize that the character of the fairs will have to change with the people of Tennessee," he said. "The population is not 80 per cent agricultural, as it has been until recently. Emphasis on fairs will have to change to educational, industrial and entertainment."

Wynne pointed out that some of the former best fairs in the State are non-existent today.

"Four or five fairs that operated last year will not operate this year," he continued. "The Milan Community Fair, which was at one time one of the most successful in the State, is now inactive. Its last fair was in 1955."

"The Chester County Fair, which was held last year, has not reported that it will be repeated this year."

Mid-South Fair, he said, is changing its emphasis to include industry, entertainment, talent and other interests "that city people like."

Fairs are weakening, too, he said, because the burden falls too much on a few leading citizens. When their interest lags, because of lack of support or pressure of business, the fair goes down.

Wynne pointed to the success of the annual West Tennessee Strawberry Festival at Humboldt, which has broadened its emphasis so that it will no longer be dependent on strawberries alone.

He noted the success of the Savannah, Tenn., Catfish Derby on Kentucky Lake, and the Paris, Tenn., "World's Biggest Fish Fry and Rodeo" as examples of successful new community efforts.

WACO, Tex.—The Heart o' Texas Fair has posted premiums totaling \$15,842 in its cattle classes, \$9,842 for beef breeds, \$6,000 in the open dairy show.

Entry deadline for the fair, which will operate September 28-October 4, is September 1, according to Othel M. Neely, general manager.

Saginaw Runs Premium Book Cover Contest

SAGINAW, Mich.—The Saginaw Fair this year threw the design of its premium book cover open to competition, and Donna Bartig, 17, of Hemlock, was awarded first prize.

The premium book cover competition, which was conducted by Mrs. Moxie Mulrooney, assistant fair manager, was open to any student 19 years of age or under in the State. Prizes were \$25, \$15 and \$10.

This year's fair, which opens September 8 for seven days, will be called Harvest Holiday.

Regina Races Hit Record

REGINA, Sask.—Favored with good weather, a four-day harness race meet staged by Regina Exhibition Association established an all-time provincial wagering record for such an event, \$81,238. Last year's meet, which was a three-day affair, brought \$44,367 thru the mutuels.

Calgary Entries Hit New All-Time High

CALGARY, Alta.—Livestock entries for Calgary Exhibition and Stampede, which this year will offer a record prize list, have set an all-time high of 1,870, an increase of 298 over the previous mark set a year ago. The expo takes place July 8-13.

Most of the increase is the result of 277 Hereford entries for the Canadian Hereford Roundup Congress show and sale. An estimated 1,416 head of livestock will be stabled on the grounds.

The all-time record prize list totals \$138,380, an increase of \$13,000 over the previous high recorded in 1956.

Largest amount for any one department is the \$56,900 for horse

racing. Next highest distribution will be \$42,980 for stampede events, not including entry fees which are expected to total \$13,000.

The livestock department will offer cash awards totaling \$33,006.

Indiana State Inks Lenons For Four Days

CHICAGO—The Lennon Sisters, singers on the Lawrence Welk TV show, have been signed to appear at the Indiana State Fair, Indianapolis, for four days. Joe Kayser, head of the agency bearing his name, announced last week. The girls will appear at the Hoosier annual September 2-5 and will do a one-day stand at the Mahony County Fair, Youngstown, O., September 1.

Kayser said dates at the Ohio and Illinois State fairs were turned down due to a conflict with the Saturday night network TV show.

REVIVAL

Edmonton Ex Brings Back Heavy Horses

EDMONTON, Alta.—Heavy horse classes will be resumed at Edmonton Exhibition this year after having been dropped in 1951. Move brings the Edmonton show into line with other fairs on the Western Canadian Class A circuit, Brandon, Calgary, Saskatoon and Regina, all of which have competitions for heavy horses.

Opening day parade will emphasize the development of Edmonton and Alberta during the past decade. Roy C. Marler is chairman of the procession.

Aid Bill for Ohio Annuals Becomes Law

COLUMBUS, O.—A bill creating a fund which will provide sums varying from \$2,500 to \$7,500 for each county fair in Ohio became law Tuesday (11) without the signature of Gov. C. William O'Neill.

Effective September 11 of this year, the fund will be raised thru an extra one-half of 1 per cent levy on gross pari-mutuel handles at all commercial horse race tracks in the State. Sponsors of the bill said the tax will raise more than \$600,000 annually.

To county fairs which have harness racing the fund will provide \$5,000. If a fair also offers stake races, it will get an additional \$2,500.

Wapakoneta Completes Grandstand Program

WAPAKONETA, O.—Grandstand program arrangements for Auglaize County Fair here, August 3-9, have been completed by Secretary Harry Kahn, with 20,000 printed heralds announcing the line-up in the mail.

The program is to include four nights of harness racing, the Gene Holter Animal Show, Archie Royer's Western show, WLW's "Midwestern Hayride," midget auto races and competition by three auto thrill shows, Billy Green's Canadian Aces, Dick Rogers All-American Motor Maniacs and Ward Beam's Auto Dare Devils.



thanks, Howard

We're glad The Billboard proved a big help in your bookings for the 1957 Season."

... and to all you Fair Secretaries and Park Managers ...

WHAT ARE YOUR NEEDS?

- Concessions
- Rides
- Acts
- Attractions

are getting set RIGHT NOW for the biggest part of the Outdoor Season still ahead. Fill ALL your booking needs promptly and efficiently thru an effective ad in the next issue of The Billboard ...

The 1957
SUMMER SPECIAL
Dated June 24
Deadline ...
WEDNESDAY, JUNE 19

GALVESTON
Pleasure PIER

Mr. Robert L. Kendall
The Billboard Publ. Co.
2160 Patterson St.
Cincinnati, Ohio

March 20, 1957

Dear Bob:

Things are rolling right along and we are certainly looking forward to a good season down here.

We sure did get some good results from the two ads we recently ran in The Billboard. We have contracted some very good concessionaires and attractions, and are just about completely booked.

Kindest regards, Bob, and if at all possible, try and get down for the opening.

Sincerely,
Howard
Howard Robbins
Manager

WHR/rj

The Billboard

CINCINNATI 22, OHIO
2160 Patterson St.
DUmber 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
CEntral 6-9818

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
1520 North Gower St.
HOLlywood 9-3831



WANTED

FOR 17 WEEKS—PLUS SEASON
OPENING JUNE 23
ELEPHANTS
P.O. BOX 1553, SOUTH SIDE STATION,
SPRINGFIELD, MISSOURI

HOTTEST NAME THIS YEAR!
RADIO-SCREEN
TV PERSONALITY
POP-EYE
(In Person)
Sings • Plays Accordion • Amuses
Doing capacity business all over! Available for Drive-Ins, Clubs, Indoor Dates, Fairs, Parks and Kiddielands. Contact
JOSEPH MARTONE, U.S.P.
100 Grand St. Waterbury 5, Conn.
Phone: Plaza 4-3677

TASLEY FAIR
Tasley (Accomac County), Virginia,
August 24 thru 24, 1957.
Now booking legitimate Concessions for Independent Midway.
J. EDGAR THOMAS, Mgr.
Accomac, Virginia

SECOND ANNUAL V.F.W.
Pioneer Days Rodeo & Celebration
July 26-27-28, Richmond, Michigan.
WANT Rides and legitimate Concessions.
Contact
BRUCE CARPENTER
Richmond, Mich.

For Your Fair... Park... Celebration
Book
THE MALKO TROUPE
Flying Trapeze Artists
MIKE MALKO P. O. Box 332
Bloomington, Ill.

RIDES WANTED
Ferris Wheel, Merry-Go-Round, Octopus, Kiddie Rides and other new Rides.
TAYLOR COUNTY FAIR
5 Days—August 27-31.
Contact **CHARLES CATHER**
R.F.D. 4 Grafton, W. Va.

Rain Continues To Plague Royal

DAVENPORT, Ia. — Royal American Shows, after getting more than its share of rain at Evansville, Ind., this week was getting more of the same here.

Rain has struck almost every evening around the supper hour to generally discourage patronage. One clear night here turned in a good gross. Even the Saturday (8) kid's day was hard hit by morning rains which held down ride and show takes.

Ten persons were injured here Sunday (9) when a man and girl were thrown from the Fly-o-Plane, and landed in a crowd. According to the ride foreman, James Owens, and other witnesses, the man had tampered with the locks which hold the riders inside the cars.

Police Chief Harvey Smith praised the show personnel who immediately formed a ring around

the injured and then formed two lines to get the injured thru the crowd into ambulances. Tony Paradise, talker on the Lash LaRue show, was credited with preventing any panic by switching his pitch to urge everyone to keep calm and give authorities room to work.

Most of the personnel turned out for the benefit show Wednesday night (12) which was sponsored by the Royal American Shrine acts from the Green Door Revue and Harlem in Havana.

Secretary Walter DeVoyne, assisted by Hal Hall, kept busy here this week working on manifests for the Canadian jaunt. Several Canadian officials were on hand here during the stand to iron out the border crossing.

Plattsburg a Bringdown for Continental

MORRISVILLE, Vt. — Continental Shows pulled in here following a disappointing week in Plattsburg, N. Y., which had been a bright spot during last year's still-date route.

A set-back was the difference in military personnel. There were more than 3,000 Air Force men in town last year, compared with only a couple of hundred this time, the rest having been transferred to England. The servicemen in the area were also paid in advance because of the holiday, representing another set-back to the show.

Chilly weather set in every night except Saturday (8), which was a good day, including a satisfying matinee. Manager Roland Champagne used several TV spots plugging the matinee and engaged Dusty Boyd, local kiddie favorite, for a midway appearance.

Week was nothing special for a still date and was behind last year's earnings, which were good.

Bernie Feldman joined here from the Thomas Joyland Shows as concession manager. Bowman's Girl Show, Wigwam, featuring the Princess and Her Indian Dancers, has been leading the midway units. Paul La Cross continues to feature his knife and tomahawk act on TV whenever possible.

Rocco Scores In Minn. Towns

GRAND RAPIDS, Minn. — The new North American Shows, owned and managed by Carlo Rocco, moved here last week after hitting a red one at Aurora. Weather was very favorable, two kid days were strong and both the front and back-end profited.

Good weather also prevailed at the organization's stands in St. Louis Park and Monticello, Minn. Show is carrying 12 rides which will be augmented for fairs, and seven shows. Two new semi-trailer vans were purchased before the show left the Twin Cities.

Mrs. Kay Rocco's new combination caramel corn, popcorn, candy apples and juice trailer is doing okay.

Rough Spots Over, Buck Show Hopes

MASSENA, N. Y. — An improvement in earnings has been experienced by the O. C. Buck Shows, which pulled five straight rough weeks during which the show was beset by bad weather and bad breaks.

Show looks good despite the recent bad rains, and all hands are pointing toward a possible big week over July 4 in Keene, N. H.

Beside Manager Buck, Business Manager Jim Quinn and Promotion Man Roy Peugh, units are operated by Charlie Wright, with three concessions; McBride, Rita and Al Palitz; Miami Curley, with scales; Syd Goodwalt, Danny Dorso's Bingo, Joe Aarons and others.

Motor State No. 2 Bows Under New Regime

DETROIT — Motor State No. 2 Shows opened its season at Madison Heights, a newly incorporated city about 15 miles north of Detroit, playing a 12-day stand, May 29-June 9, under VFW auspices.

This marks the first full season for this organization, which has hitherto been set up occasionally for a few celebrations. Basically it has been an auxiliary to the parent Motor State Shows, under the ownership of Joe J. Frederick.

The addition of Fletcher Dickson as a partner with Frederick in the No. 2 unit this year marks the establishment essentially of a permanent new carnival organization. Dickson, who is managing the shows, has been in the concession business for about 25 years, operating chiefly popcorn and confection concessions. He has usually played a series of fair dates independently in Ohio, preceded by an early season route with the W. G. Wade Shows and other carnivals. This is his first venture as an independent show operator.

Has Eight Rides

Motor State No. 2 carried eight rides and about 20 concessions for the Madison Heights engagement, and will add shows and concessions for subsequent dates. It moved last week to McClure, O., for an annual celebration sponsored by the Legion, followed by a route of

Jersey Bill Details Bingo Premises Rent

TRENTON, N. J. — Assembly Bill No. 529 has been signed into law here, making certain clarifications in the operation of bingo in New Jersey.

Organizations, under the new law, may rent premises not owned by them for the holding of bingo sessions, but the Legalized Games-of-Chance Control Commission will license property holders who want to rent out their premises for bingo.

The commission will determine first, it is stated, that the payment of rent is fair and reasonable. Also no person may be a rentor unless the person is himself licensed to hold, operate or conduct games of chance under the bingo licensing law. Fee for renters is \$100 for an indefinite license.

Failure to comply with provisions of the act, in the renting out of bingo premises, makes the violator a disorderly person. Copies of the bill are available from the attorney general's office.

Earnings Continue OK for Prell Show

ROTTERDAM, N. Y. — Business continues on the upgrade for Prell's Broadway Shows, which pulled into this Schenectady suburb following a week in Huntington, L. I. Weekend turnouts there were strong and spending was spread over all units.

Several old hands have returned to the show. One of them is Charley Guttermuth, back as ride supervisor and winter quarters

HETH SHOWS OPEN AFTER WET MONDAY

Tuesday Proves Okay; 6 Towers Up; Rides, Shows, Concessions Listed

SHEFFIELD, Ala. — The Heth Shows' long awaited opening here in the tri-cities was lost by rain Monday (10) night. Many of the tractor-semi units on which the show travels had to be winched on the lot Sunday. With a weather break Tuesday the show got off to a good start. The midway extended over a thousand feet.

Lou Barber, lot superintendent and builder was busy overseeing the first-time erection of six new 45-foot light towers and a front entrance arch. All lighting is in green and gold slimline. Keith Chapman is handling the front end operations this year. A partial concession line-up includes Norman Anderson, bingo; J. D. Williams, scales & photo; Billie Cooper, popcorn and candy apples; J. C. Osteen, cookhouse; Claude Dutto 9; Louis Heth, 3; Arthur Christian, 4; Joe Spaulding, diggers; Maurice Bartley, pitches.

Show had 12 major rides up and nine kiddie rides. Bobby Wynne

with his Roller Coaster and J. D. Floyd with his Twister are to join in Nashville next week with their rides. Show units included Paul Finely, Funhouse; Micky Donohue, Motordrome; Nat Mercy, "1957 Follies Revue" and Snake Show; Mrs. Nat Mercy, Green Door; Buttons Grantham, Monkeyland, Glass House and Illusions. Charlie Teichner with his "Rock-N-Roll Minstrel" will not join until the major fairs.

Al Kunz, shows' manager, has multiple office, press and managerial duties. C. P. Henry is the show billposter and special agent. William Bozeman begins his 25th year as the show's head electrician. Floyd R. Heth, owner and general manager, stated that spending \$100,000 in winter quarters completely overhauling and rebuilding the show into one of the major contenders in the nation was a vote of confidence for the season ahead.

GETS PLAQUE

Dutch Home Of Strates A Landmark

WATERVLIET, N. Y. — An act of philanthropy which provided excellent public relations for the carnival industry was given wide notice here recently, where James E. Strates owns a show lot. Adjoining the midway area is a venerable old brick house originally owned by the Schuyler family, Dutch settlers.

A bronze plaque was unveiled on the house wall on that day by the New York Chapter, National Society of the Daughters of Founders and Patriots of America, a leading historical group. Addresses by Mayors Erastus Corning of Albany and Hugh Donnelly of Watervliet lauded Strates for preserving the old structure.

Intent is for either the Society or Strates to restore the house, which is known as Schuyler Flats. Governor Harriman sent regrets at having been prevented from attending, by a special legislative session.

The group first had lunch at the Sheraton Ten Eyck in Albany, then drove in a 50-car motorcade to the building, besides which the Strates Show was up and doing business for the week. The plaque marked the structure as a genuine historical site.

Bristol Cele To Kid Hope

BRISTOL, R. I. — The Little Rhody Shows, operated by Kid Hope, has been awarded the contract for the annual July 4 celebration here, officials announced.

or more weeks on Long Island, and may return later in the still-date season. Since breaking out of a Southern bad-weather belt, the show has earned pretty good grosses.

(Continued on page 90)

NORTH AMERICAN SHOWS INC.

MINNESOTA'S NEWEST AND MOST MODERN MIDWAY—FEATURING 12 RIDES—PLAYING MINNESOTA'S STAR-STUDDED ROUTE PROVEN FOR 20 YEARS
BY RAINEY UNITED SHOWS
 ONLY SHOW TO BREAK IN FABULOUS TACONITE AREA
 ATTENTION SHOW PEOPLE—COME WHERE THE MONEY IS
 MESABI IRON RANGE CELEBRATIONS THROUGH JULY—THEN CLASS "A" MINNESOTA FAIRS
WANT FOR BALANCE OF SEASON

SHOWS
 Can use Help on following office owned Shows—Mechanical, Peek, Monkey Motordrome, Girl. (Especially want for Side Show: 2-Headed Punk, Fire Eater, Sword Swallower, Magician and Bally Girl. Caroline, Bea Tittle, Gracie & Curly, and George George, contact JOAN.) Will book any complete and attractive Show not conflicting with above.

CONCESSIONS
 Hanky Panks, privilege right. Glass Pitch, Bear Pitch, Photos, Balloon Darts, Add-'Em-Up Darts, 6 Cats, Basketball, Novelties, Monogram Hats, String Game, Cork Gallery, Arcade, Bird Pitch.

RIDES
 Any Rides not conflicting. Must be in A-1 condition.

HELP
 Can use Help in all depts. 2nd and 3rd. Men must drive semis. Payday every week.

BENNY GLOSSER & FREDDIE HOWEY WANT
 AGENTS FOR SWINGERS, HANKY PANKS AND CIGARETTE BLOCK
 CONCESSION HELP
 PHIL COOPER, CURLY GIBSON, FLOYD BARKER, CALL OR WIRE

All replies to CARLO ROCCO, Mgr., North American Shows, Inc.
 Hibbing, Minn., June 17-23; Tower, Minn., June 24-30; Minnesota's largest proven 4th, Cloquet, Minn., July 2, 3, 4; Cook Timber Days, Cook, Minn., July 5, 6, 7. Routed every week in B.B.

Sunset AMUSEMENT CO.

Montevideo, Minn., Fiesta, June 28-30; an International Event. Clear Lake, Iowa, July 2-3-4, on the Square at the Lake Front. Clinton, Iowa (Lyons Station Birthday Party) on the Main Street, with Fairs following until October closing

CONCESSIONS: EXCLUSIVES OPEN: Age and Weight, Photos, Pitches, except Bear, Frozen Custard or Ice Cream. **CAN PLACE:** Balloon Dart, Cork Gallery, Coke Pitch, Coke Bottles, Bowling Alley, Punk Rack, Dip, Record, Ball Games and Hanky Panks.

SHOWS: Can place Arcade, Mechanical, Snake, Monkey, Animal or other Grind Shows. Want Man and Wife to take over Girl Show, also a Geek and Talker. John T. Hutchens wants strong Freak, also Magician who can lecture. Man and Wife for Illusions and other Acts.

HELP: WANT RIDE MEN WITH CHAUFFEUR'S LICENSES WITHOUT CARS.
 Address MANKATO, MINN., this week; MONTEVIDEO, MINN., next

WALLACE BROS. SHOWS INC.

WANT WANT WANT

SHOWS: 10-in-1, Wildlife, Monkey, Motordrome, Illusion, Fat, Snake, Unborn.
CONCESSIONS: Stock Concessions of all kinds, Novelties, Hats, etc.
HELP: Assistant Office secretary, Lot man, Scrambler and Rock-O-Plane Foremen. Second men on all Rides. \$50 and \$60 per week. All replies to

E. E. FARROW, Mgr.

Fort Atkinson, Wisc. this week; Appleton, Wisc. Centennial next week, followed by Madison July 4th Celebration.

WHEEL FOREMAN • MERRY-GO-ROUND FOREMAN
ROLLER COASTER FOREMAN • KIDDY RIDE FOREMAN
 Long season, top salaries plus bonus for season. Good treatment. Unemployment benefits. The best in Rides and equipment.
A. J. SUNNY AMUSEMENTS
 3006 EAST 130TH ST. Phone: Washington 1-4679 CLEVELAND 20, OHIO
 Playing South Euclid this week; Latin Field, Cleveland, next week.

RIDES FOR SALE
 1 Parker Merry-Go-Round \$3,000.00
 With Van Semi 3,500.00
 1 Sellner Tilt-A-Whirl 2,500.00
 1 Pretzel Dark Ride 3,500.00
 1 Kiddie Auto Ride 2,250.00
 16 Late Model Lusse Bros. Auto-Skooter Cars, Each. 200.00
 Rides can be inspected at our quarters.
CRAFTS 20 BIG SHOWS, INC.
 7283 Bellaire Avenue
 North Hollywood, Calif.
 Phones: PO 50909 or PO. 50320

PAGE BROS.' SHOWS #2 UNIT
 ERIN, TENN., JUNE 24 THRU 29; THEN THE BIG ONE, 4TH OF JULY CENTENNIAL & FAIR COMBINED, SIX DAYS AND NIGHTS ON THE SQUARE IN CENTERVILLE, TENN.
CONCESSIONS: Hanky Panks of all kinds. Legal Adjuster with Razzle, Pin Store. Percentage and a couple of Hanky Panks. D. D. Hale wants Agents for Pin Store and Razzle. Has all Concessions on Show. Hubert Clark, contact me.
GRIND SHOWS of all kinds. Bill Porter, contact. Duke Reynolds, contact Nathaniel Gray, Jig Show Operator, Nashville, Tenn.
 All replies to C. R. LEONARD, Westmoreland, Tenn., this week. All wires to Gallatin, Tenn.

WANT
 Dependable Ferris Wheel Operator for Baltimore City only. Year around job, good salary. Apply at once.
SUPERIOR NOVELTY CO., INC.
 22 S. Fulton Ave., Baltimore 23, Md.
 Phone: Edmondson 6-3730

WANT FOR DELTA ANNUAL HOMECOMING FESTIVAL
 JUNE 27, 28, 29, DELTA, OHIO
 Legitimate Concessions of all kinds. Any clean Midway Attractions. Can use couple of up-to-date Kiddie Rides. Have Glenn Wyle's Rides booked. Want Ride Help. Top salary.
ROSCOE T. WADE
 Lenawee Hotel, Adrian, Mich. Phone Colfax 5-8151.

CAN USE A1 GEEK & TICKET SELLER
L. B. Malott
 4401 East 10th Ave., Indianapolis, Ind.
 Phone: FL 7-6641

GIRLS WANTED FOR GIRL SHOW
 EXOTIC DANCERS and STRIPPERS
 Wire or Write:
BUNNY LAUREL
 c/o THOMAS JOYLAND SHOWS
 Gallipolis, Ohio, this week, then per route.

PARAKEETS
 75c
 10,000 BIRDS ON HAND
 QUALITY AT BEST PRICE
 24 Hour Service
 Ship same day order received.
 17 years at same location.
CONRICK BIRD FARM
 8914 So. Western, Los Angeles 47, Calif.
 PL 1-6394 PL 6-0254

WANTED AGENTS
 Can place capable and sober Agents for a good season's work. Buckets, Six Cats, Swinger and Hanky Pank Agents. Joe Williams, contact Gene Davis. All replies to
BILL McCOY
 New Plaza Shopping Center, Highway #4, Hamilton, Ohio
 Wire or come on, will place you.

AGENTS WANTED FOR Coleman Bros.' Shows
 Two Count Store Agents, two Bear Pitch Agents, one String Game Agent. Man to put up and tear down.
 SOUTHINGTON, CONN., THIS WEEKEND
 Contact:
EDDIE HOROWITZ
 Stanley Hotel, New Britain, Conn.

AGENTS WANTED
 On Ball Slat Rack, Watch-La, Fish Pond, Balloon Dart. Write
TOBY YOUNG
 Lemmon, S. Dak., 16-19; Circle, Mont., next; Belle Fourche, S. Dak., July 3-5; followed by the strongest route of Fairs and Celebrations in Colorado, Wyoming and Nebraska.

WANTED
 Help for Candy Apples, Popcorn. Top salary. Kitchens, answer collect. Others, contact.
MAUDE VARNIER
 World of Mirth Shows, Charlestown, Mass.

WANTED
 Girls for Hanky Panks on beach. Lots of service men and money. Agents for Six Cat, Photo, Ball Games on United States Shows, come to beach or show will place you.
CHILI SMALL
 Carolina Beach, N. C.

CAN PLACE
 For season, Floss and Apples, one Ball Game or any Hanky Pank except Darts, Duck Pond, Jewelry.
WM. A. GRIFFITHS AMUSEMENTS
 Duncannon, Pa., June 17 thru 22;
 High Spire, Pa., June 24 thru 29.

HUBERT'S MUSEUM
 228 W. 42nd St., New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

GERALDINE and JOE
 also
NICK HUTTON AND WIFE
 Contact VIRGIL immediately.
Wm. T. Collins Shows
 801 E. 78TH ST., MINNEAPOLIS, MINN.

WANT TO BUY
 A good Popcorn Trailer. No junk.
R. J. FRANZ
 6515 Nathaniel St. Dayton, Ohio
 Phone: Melrose 3725

ELECTRICIAN
 For local Show. We play two weeks in one location and sure pay each week. Prefer Husband and Wife in living trailer. Wife to work Popcorn Stand. Do not apply if you are a drifter, want steady Man.
Lachman Amusement Co.
 6321 Blair Rd. N. W., Washington, D. C.

PAUL (RED) DUNCAN
 Contact FRANK BUSCH
 c/o Olson Shows, Joliet, Ill.
 Want Concession Agents, contact Jim White Shows; with own equipment. Concessionaires who bankroll themselves. Ride Men who will draw only once daily. Contact DYER'S GREATER SHOWS (no cars please), Herrin, Ill., 17-22; Oglesby, Ill., 24-29. For Sale—Bingo, 22x38, stools, new canvas, bargain.

F. C. BOGLE SHOWS, INC.
NOW BOOKING FOR RED OAK, IOWA, JULY 4 AND AN UNBEATABLE FAIR ROUTE TO FOLLOW
CONCESSIONS: Long Range, Novelties, Hi-Striker, Bear Pitch, Coke Bottles, Ball Games, Pronto Pups, Ice Cream and all Hanky Panks. **SHOWS:** Athletic, Mechanical, Unborn, Minstrel, Drome and any with own equipment. **RIDES:** Scrambler, Twister, Rock-O-Plane or any non-conflicting. **WANT KIDDIE RIDES, ONE OR A SET.**
HELP: Foremen for Tilt and Merry-Go-Round. Second Men on all Rides. We pay top salaries to those who produce. Want Agents for Scales, Ball Games, Grind Stores. Talent for Girl Show.
Wire or phone BOBBY DECKER
 Wymore Motel, Salina, Kansas, thru Saturday, June 22; then Leavenworth, Kansas, Army Payday, week of June 24.

JOHNNY T. TINSLEY SHOWS
Motorcade of Modern Amusements
WANT Following Rides, Shows, Concessions for July 4 Celebration in Black Mountain, N. C., followed by long route of 15 Fairs starting at Hendersonville August 12 and closing our last Fair in Georgia November 23.
RIDES: Live Ponies, Coaster, Skooter, Dark Ride, Fun House.
SHOWS: 10 in 1, Globe, Monkey Drome or Speedway, Wildlife, Mechanical or any Grind Show. Need Manager and Riders for Drome. All complete, ready to go.
CONCESSIONS: Short and Long Range Galleries, Custard, Ice Cream, Pronto Pups, Novelties, Break the Records, Glass, Pottery and Bear Pitches, Penny Arcade and Hanky Panks not conflicting.
HELP: Foremen for Major Rides. Second Men who drive. Top salaries, pay every week. All wires and mail to:
 Ted Woodward Harry Scriber
 Agent & Asst. Mgr. Business Manager
 North Wilkesboro, N. C., now; Lenoir, N. C., next week.
 Johnny T. Tinsley
 Owner & Gen. Mgr.
 Don't forget the Big Black Mountain Celebration with free Barbecue, Fireworks (over 40,000 advance tickets sold) to follow.

SHORTER'S GREATER SHOWS
Want for now and the biggest 4th, 5th, 6th and 7th July and Centennial Celebration in this area, Hudson, Wisconsin
 Popcorn, Caramel Corn, Sno Cone, Ice Cream Stick, Fish Pond, Six Cat, Man with Stores and Hanky Panks. Mitt Camp with Concessions. Also Glass Pitch and Photos. Low privilege. Want Agents for office owned Concessions. Also Ride Help who drive. Will book Girl Show or will furnish top. A. J. Bernard and Howard Roads, contact. Playing 2 and 3 a week. Plenty of action here. **Le Center, Minnesota, 17-18-19-20; Lester Prairie, Minnesota, 21-22-23.**
 P.S.: Will book, buy or lease Car Ride, Spitfire, Roll-o-Plane.

MANSFIELD, PA., CENTENNIAL

WEEK JULY 4 TO 7

Heart of town, day and night. parades, 2 firework displays, many more events.

Want Concessions, Shows of all kinds, Pitchmen, Novelties, Dingers, Peddlers. Rides not conflicting (this is big). All replies to

MICKEY PERCELL

900 Main St., South Williamsport, Pa. Phone 34010

Want--SKERBECK GREAT NORTHERN SHOWS--Want

Manistee 4th of July
Montague-Optimist Annual Celeb.
Macosta County Fair
Sanilac County Fair
Otsego County Fair
Pinconning Community Fair
Concessions: Under 11 Over 20, Country Store, Jewelry Sale, Novelties, Muckley Buck, Milk Can, Penny or Nickel Pitch, Hanky Pank and legitimate Concessions non-conflicting. \$21.75 still dates; footage on fairs. Can use Grind Shows: Monkey, Mickey Mouse, S-I, Arcade, Fat Girl, Hillbilly, etc. Can place one or two major Rides such as Coaster, Roll-a-Plane, Rock-a-Plane etc. 30% Still and 35% Fairs and Celebrations. If you are a ride man we can use you.
Contact by wire or write **EUGENE W. SKERBECK**
Manistique, 17-19; Newberry, 21-25; St. Ignace, 27-30; all Michigan.

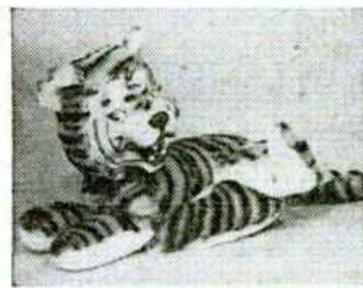
NEW • EXCITING • MONEY MAKERS



#100 SITTING TIGER

18" Tall—Vinyl Face. Printed Tiger Plush.

\$3.00 Ea. \$30.00 Doz.



#202/5 RECLINING TIGER

Length 24"—Vinyl Face. Cotton Stuffed.

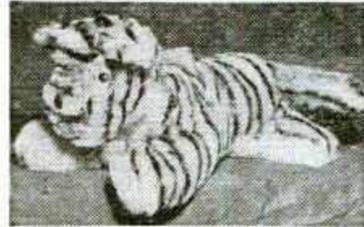
\$3.50 Ea. \$36.00 Doz.



#102/5 STANDING TIGER

Height 20"—Vinyl Face. Comb. Tiger Print.

\$3.50 Ea. \$36.00 Doz.



#9031 TIGER

All Plush. Height 7"—Length 15".

\$1.35 Ea. \$15.00 Doz.



#4673 CONGA BEAR 28"

Pastel Blue—Pink—Brown—Yellow—White.

\$3.00 Ea. \$33.00 Doz.

Milton D. Myer Co.

324 3rd Ave.

Pittsburgh 22, Pa.

Phone: Court 1-4482-83

25% deposit, balance C.O.D., f.o.b. Pittsburgh

No Catalogs—Order From This Ad

EAST LIVERPOOL, OHIO
OLD HOME WEEK, INC., WEEK JULY 1
Can use two or three family-type Shows and Funhouse. Also want all types of Merchandise Concessions not conflicting.
WANTED FOR BALANCE OF SEASON
Milk Bottles, Break-the-Record or Dishes, Coke Bottles, Fish or Duck Pond, Hi-Striker, Bumper, Slum Spindle and Jewelry. Positively no grift or gypster. Thomas Brothers, get in touch.
WANTED—Reliable Ride Help who drive.
BARSTOW AMUSEMENTS, Jack Barstow, Manager
New Waterford, Ohio, this week; Harmony, Pa., week June 24; then the Big One, East Liverpool, Ohio, week July 1.

GEM CITY SHOWS

WANT FOR DANVILLE, ILL., CITY FESTIVAL, JUNE 24-29 (First carnival to play within city limits in 10 years) AND FOR 15 BONA FIDE FAIRS AND CELEBRATIONS TO FOLLOW; THEN IN PERMANENT FLORIDA PARK FOR ALL WINTER'S WORK.

<p>CONCESSIONS Hanky Panks, Long and Short Range Galleries, Pitches of all types, Frozen Custard. Have good proposition for Diggers. AGENTS for office-owned Concessions. Duke and Joe Byers, let us hear from you!</p>	<p>SHOWS 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 several good Grind Shows not conflicting. HEDY JO STAR wants Girls for 2 Girl Shows.</p>	<p>RIDES Will place Scrambler and Spittfire, also #5 Ferris Wheel for season. Also any other Rides not conflicting. RIDE HELP Capable Tilt-a-Whirl Foreman. Good Ride Men on all Rides. (Must drive and have licenses.) All winter's work. Can place Billposter.</p>
<p>DON GRECO Bus. Mgr. Gem City Shows Hamilton, Ohio</p>	<p>THOMAS D. HICKEY Gen. Mgr. HAMILTON, OHIO, this week</p>	<p>SAM GRECO Con. Mgr. c/o Anthony Wayne Hotel Hamilton, Ohio</p>

Oblong 50c ea. **PARAKEETS and CAGES BIRDS, 85c Ea.** Round 62c ea.
● Shipped Daily ● Safe Arrival
● Lowest Prices ● Buy Direct
CHICAGO BIRD & CAGE CO.
422 S. State St., Chicago, Ill.
Phone: WEBster 9-4191

WANT WANT WANT
HANKY PANK CONCESSIONS OF ALL KINDS—Age, Scale, Ball Games, Coke Bottles, Fish Pond, Balloon Darts, Addem-Up Darts, etc. RIDE HELP on Merry-Go-Round and Ferris Wheel.
BIG FOUR AMUSEMENTS
Holy Rosary Church Festival, Kenosha, Wis., this week; Oconomowoc, Wis., for July 4; then per route.

CARPENTER BROS.' SHOWS
WANT WANT
Legitimate Concessions of all kinds, Hucks, Photo, Fish Bowl, Add-Up Darts, Slum Blower, Parakeet Pitch, what have you? Bingo for Sylvania, Perrysburg, Ohio, June 19-22; Sylvania, Ohio, June 26-30; Leipsic, Ohio, Centennial, July 2-6.
Contact **Norman Carpenter**

WANTED
ROLLO PLANE FOREMAN
Must be sober, reliable and drive semi. Wire, phone or contact at once.
UNIT #4, GOODING AMUSEMENT CO.
WEST GATE SHOPPING CENTER, FAIRVIEW PARK, OHIO, NEAR CLEVELAND.

HARRY BURKE SHOWS
CAN PLACE THE FOLLOWING CONCESSIONS
Fish Pond, Mug Outfit, Bowling Alley, Coke Bottle, Scale and Age, any other legitimate Stock Concession not conflicting. We book only one of a kind. Also want neatly framed Grab Outfit. This Show has booked the best 4th of July Celebration in South Louisiana, also strong route of proven Fairs beginning August 31 with Morgan City, La., Shrimp Festival.
Address all replies to 421 St. Charles St., Lafayette, La.

ROCK CITY SHOWS
LAKETOWN IN SPRINGFIELD, ILL.
JUNE 17 THRU 23
WANT Ride Foreman and Second Men on Wheel, Octopus, Merry-Go-Round and Tubs of Fun.

<p>STOCK TICKETS 1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 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 Tkt., 1x2</p>	<p>TICKETS of every description. Wheel tickets carried in stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio</p>	<p>SPECIAL PRINTED Cash With Order Price 2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 30,000 15.20 100,000 33.00 500,000 133.00 1,000,000 250.00</p> <p><small>Double Coupon Double Price Roll or Machine</small></p>
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LAST CALL—LAST CALL—LAST CALL—LAST CALL—LAST CALL—LAST CALL
CUMBERLAND VALLEY SHOWS

OPENING JUNE 22 IN SOUTH PITTSBURG, TENN.
This show is booked solid until October 12. All people planning on being with this show—please send in your footage as lot is being laid out. All who booked with me at Tampa and Eustis, Florida—please acknowledge. Coon Dog, answer.
CONCESSIONS All legitimate Concessions open except Bingo, Cookhouse, Mug Joint and Diggers. Good opening for Arcade.
RIDE MEN Need First and Second Men on all Rides—especially need A-1 Ferris Wheel and Spinaroo Operators. Prefer men with licenses to drive semis. Top salaries and good treatment. Ask those who have been with us. Rain or shine, we never miss making a payday every week.
SHOWS Fathead Williams wants Musicians and Chorus Girls for Minstrel Show.
Address all mail and wires to:
LAVOY WINTON, South Pittsburg, Tenn. Phone 6807

WANTED
TILT-A-WHIRL FOREMAN, ROUND-UP FOREMAN. Other good Ride Help. Top pay to right men. CAN PLACE CONCESSIONS.
MOUND CITY SHOWS
1417 Grafton St. St. Louis, Mo.

GRAND AMERICAN SHOWS
WANT FOR WATERLOO, IOWA, CELEBRATION, JUNE 24 THRU 30 (7 Days & Nights), WITH ALL FAIRS AND CELEBRATIONS TO FOLLOW.
SHOWS: GRIND SHOWS OF ALL KINDS. CONCESSIONS: Photos, Hanky Panks, Class Pitch, Age & Scale, Slum Spindle, Bear and Bird Pitches, Fish or Duck Ponds. RIDE HELP: Ridemen on all Rides. (Must have chauffeur licenses and drive semis.)
Address: Washington, Iowa, June 17-19; Brooklyn, Iowa, 20-22.
P.S.: ROY DUFFY wants Agents for Count Store, Duck Pond and Buckets.

WANTED
FERRIS WHEEL FOREMAN
to operate in Philadelphia area all season long. Must be sober and reliable.
ACTIVE BAZAAR
3516 Bleigh Street Philadelphia
DE 3-6477—DE 3-8235

WANT—DIXIE AMUSEMENTS—WANT
RIDE HELP ON ALL RIDES. First-class Rides and top pay. CONFESSIONS: Targets, Balloon Darts, Grab, String Game, Cork Gallery, etc. Age and Scales, Popcorn, Glass Pitch, Bird Pitch, etc. non-conflicting. Address:
Madison, Kans., June 17-22; Bluffs, Iowa, July 1-4; with

GIVE TO DAMON RUNYON CANCER FUND

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 act in Courthouse Yard, city decorated, county wide participation.

CONCESSIONS: Have limited amount of space for Hanky Panks, Prize Every Time Games, Derby Racer, Agent Scale, 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, Pitchmen and Demonstrators, etc. **RIDES:** Will book one Major Ride only, Roundup preferred. All wire

C. C. GROSCURTH, BLUE GRASS SHOWS
Kokomo, Indiana all this week, no phone calls please.

PENN PREMIER SHOWS

LARGEST 4TH OF JULY CELEBRATION IN THE EAST, CHARLOTTE, PA., JULY 1-6. IN HEART OF CITY. PARADES AND FIREWORKS EVERY NIGHT.

CONCESSIONS

Can place Age, Scales, Novelties, Short Range, Fish Pond, Derby Racer, Glass Pitch or any other legitimate Concessions.

SHOWS

CAN PLACE MANAGER FOR MOTORDROME WITH RIDERS. WE HAVE DROME COMPLETE. CAN PLACE MANAGER WITH GIRLS, WARDROBE AND SOUND FOR GIRL SHOW. WE HAVE BEAUTIFUL FRONTS. "Doc" Tomb can place Side Show Annex Attractions. Also good Working Acts. Can also place Wildlife, Monkey Show or any Grind Show not conflicting. Lee Houston and Al Renton, phone me, have good proposition.

CONCESSION HELP

Charlie Allen wants Up and Down Man for Skillo, also two Six Cat Agents and Gunner, also Hanky Pank Agents. Red Mack wants Agents for Percentage and Hanky Panks, real money opportunity. Arthur McIntyre wants Counter Men for Cookhouse. Carrol Scherhorn, get in touch with me. We are preparing for our long string of Fairs.

RIDES

Can place Skooter, Round-Up, Rock-a-Plane, Fly-o-Plane or any Ride not conflicting.

RIDE HELP

Can place good Ride Men in all departments who drive semis. Must be sober. Good salary every week plus bonus. Men with cars, save your gas, do not want tourists. Especially want Second Men on Tilt, Octopus, Rolluplane, Coaster and Kid Rides. Remember, we have a long season, closing middle of November.

ADDRESS ALL MAIL AND WIRES TO
LLOYD D. SERFASS, Owner, Penn Premier Shows
Munhall, Pa., this week

ALL PHONE CALLS TO
HARRY (BUSTER) WESTBROOK, Bus. Mgr.
Irwin, Pa. Phone Underhill 3-2110

GLADES AMUSEMENT CO.

Want for Elkton, Va., Firemen's Celebration, June 24 thru 29; followed by Lively, Va., July 1 thru 6. One of the best 4th of July spots anywhere. Big prizes given away every night with Automobile Give-Away Saturday night, July 6; and all summer's work in proven spots in Virginia.

CONCESSIONS of all kinds that work for stock, Balloon Darts, Ponds, Pitch-til-U-Wins, etc. will book Six Cats if you throw stock. Want man to operate office-owned Bingo. Top salaries will be paid to foremen for Fly-O-Plane, Wheel, Merry-Go-Round. Do not apply unless you have driver's license and can drive semis.

JERRY SADDLEMIRE
Middletown, Va. Firemen's Celebration this week

MOTOR STATE EXPO. SHOWS

Waterville, Ohio, Annual Celebration, City Park, June 19-22; Fenton, Mich., follows; then Madison Heights, Detroit, Mich., July 1-4, and a continuous route of Celebrations and Fairs, including late fall Fairs in Mississippi and Alabama

Can place one more family-type Show, Arcade, Funhouse. **HELP:** Foremen for Octopus, Roller Coaster, Merry-Go-Round, Kid Rides. One more Wheel Man. Top wages and bonus. Salary every week. No luses or cars wanted. Howard Rayburn, Jack Little, Red Miller, Bill "Mix" Masters, come on. No phone calls, please.

All contact **JOE FREDERICK**, as per route

FRANKLIN, PA., LEGION FAIR—NEXT WEEK

A big Celebration in the heart of Pennsylvania's rich oil fields. Can book legitimate Concessions and Shows. Want experienced Cookhouse Help. Capable Ride Men can be placed. Good opportunity for Talker on Lion Show. ALL COMMUNICATIONS TO

STEVE DECKER, BEAM'S ATTRACTIONS
LATROBE, PA., THIS WEEK.

JAMES H. DREW SHOWS

Wanted to join now for the big 4th of July Celebration and long circuit of Fairs: SHOWS: Snake, Monkey, Illusion, Animal or any Grind Show. **CONCESSIONS:** Arcade, Long & Short Range, Basket Ball, Derby, Bobo, Novelties, Ice Cream or Custard and Skill Games. **RIDES:** Have good opening for Dark Ride. Notice: Harry Moore, C. P. Henry, Custard Sam, please wire. All address this week:

JAMES H. DREW SHOWS
GRAYSON, KY.

COASTER AND FERRIS WHEEL WANTED

For big season in best park location in St. Louis area. Also need 3 more Kiddie Rides.

INDIAN MOUNDS PARK
8005 COLLINSVILLE ROAD EAST ST. LOUIS, ILLINOIS
Phone: Dickens 4-9704

Reid's Golden Star Show

Want — Want — Want

Concessions for Sneedville, Tenn., and balance of season. Hanky Pank, privilege, \$21. Fish Pond, Pitch-Til-U-Win, Penny Pitch, Balloon Darts, Set Outfit, Buckets, Bear Pitch, Parakeet Pitch, Novelties, some P.C., and Flat Stores open with Hanky Panks, SHOWS, Monkey, Snake and Girl Shows, White or colored, Ride Help on all rides. Jimmie Billingsley and Jess Pendergrass get in touch. Sam Houser wants Agents all replies to

ELMER REID
Sneedville, Tenn. this week, then into Virginia.

FLYING RETURN ACT WANTED

for JULY 18-19-20 in Northeastern Kansas. Also other Acts with open time, contact us.

J. C. MICHAELS ATTRACTIONS
Reliance Bldg. Kansas City, Mo.

LeROY A. DRAKE

Greenfield 3-3987
Public Address Systems
FAIRS—CELEBRATIONS
Rentals—Repairs—Sales
181 Gregory St., Rochester 20, N. Y.

WANTED

FOR CIRCLE A RODEO
Contracting Agent who can set telephone promotions. JACK EDWARDS, get in touch or come on. Stan Garber, call. Want Rodeo Clown.
Contact **MANAGER**
Phone: Spring 8-8237 Louisville, Ky.
P.S.: Arthur Sturmack is no longer here.

Motor State No. 2

Continued from page 87

lips, assistant; Emma Dickson, cashier.

Live pony ride, Robert Morris, owner; Dorothy Morris, cashier.

Southern States Shows WANTS

For long, sure season, in the heart of the market spots, where the money is. Hanky Panks of all kinds, no P.C. or flats. Especially want small Grab Ball Games, Photos, High Striker, Age and Scales. With us before, get in touch. Want Agents for office-owned Concessions. Ride Help who can and will drive trucks. All answers to

JOHN B. DAVIS
Williston, Florida, this week.

BINGO HELP WANTED

JOIN NOW

FOR JACKIE'S

Callers, Clerks, Stock Clerks. 1 Asst. Mgr. Truck Drivers. Long season. Fairs start July 9, and Nov. 15 in S. C. Top salary and bonus. Two units. This week Cementon, Pa., near Allentown, and Phoenixville, Pa., near Norristown, Pa.

FRANK DAREZZI

MGR. 2 UNIT

Ford, contact.

J. J. Hornfeld, c/o Reithoffer Show

WANT--WANT--WANT

Lexington Park, Md., June 17 thru 26
Nine days in City Park; Naval Air Base payday.

CONCESSIONS: Want Hanky Panks, Ball Game, Fish Pond, Pitch-Til-U-Win, String Game, Bear Pitch, High Striker and others. Foremen for Ferris Wheel, Merry-Go-Round and Kiddie Rides. Top pay. Will buy Blower for Bingo. Also 50 or 60 Stools. Must be in good condition. **JERRY GERARD, Manager,** Lexington Park, Md., or phone Sterling 3-4660, Washington, D. C.

Leeright Midway Show

Want for Rifle, Colo., June 24-29; then Wyoming and Montana Celebrations and Fairs.

Snow, Floss, Grab, Photos, Pitches, Targets, String, Fish Pond. All Hanky Panks open, no flats. Grind Shows of merit with own equipment. Will book one major Ride not conflicting and Pony Ride. Ride Help, Drivers, Concession Agents, come on. Delta, Colo., now; then Rifle, Meeker. Write, wire, phone

HOWARD SEIFER or J. R. LEERIGHT

CHARLIE GRIGGS

WANTS

Due to disappointment need one Girl for Canada. 25% of Show and tip.

Finley, 17; Hillsboro, 18; Hatton, 19; Larimore, 20; Park River, 21; all North Dakota. Wire or phone, will send ticket if I know you.

WANTED

Non-conflicting legitimate Concessions starting Rockton, Illinois, July 4; then Middleton, Wisconsin.

EMSHOFF SHOWS

Don Teach

Richland Center, Wis., Phone 38F13

UNCLE JOE'S AMUSEMENTS

WANT Bingo Man to operate Bingo, Wheel Man, Mix-Up, Buggy, Kiddie Auto, Cookhouse Man, Balloon Dart, Sno Cone, Photos, Ball Games, Shooting Gallery, Jewelry Man who can engrave.

Contact **JOE SEABOALT**

Box 2327, Abilene, Texas.

Phone: OR 4-4686. Pay own calls.

BABE GALLAMORE

WANTS

Agents for Bear Pitches. General Up and Down Help for Concessions. Coyle, contact as per route.

NORTHERN EXPO. SHOWS

LONG RANGE GALLERY

Western type, 3 rows moving targets, mounted on G.M.C. 14-ft. body, motor and tires perfect, 6 rifles. Will sacrifice for \$1,000.00 cash. Also Short Range on Trailer, perfect condition, for \$300.00 cash.

HOUSE OF STAPLETON

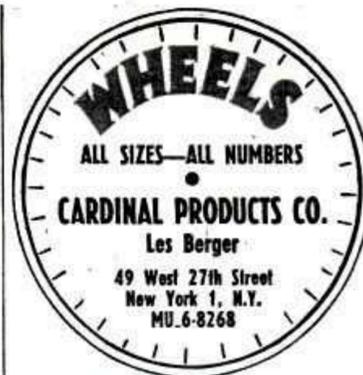
2226 Michigan Ave. Detroit, Michigan

Lynn's Midway Shows

Have opening for A-1 Wheel Foreman that has a chauffeur's license and can drive a semi. Can use Candy Floss, Hi-Striker, Photo, Balloon Darts, Fish Pond. All mail to (no collect).

LYNN'S MIDWAY SHOWS

Box 272 Spicer, Minn.



PARAKEETS

75c

Birds of top quality.

Minimum Order, 40 Birds.

CAGES 50c EACH

Shipped Daily—F.O.B. Los Angeles.

—Call or Wire—

24-HOUR SERVICE

Durkee's Bird Farm

8967 E. Gallatin Rd., Pico, California

Phone: OXFord 9-5210

PARAKEETS

ADULTS OR BABIES

CAGES 50c ea.

(Heavy metal—quick assembly)

FOB Los Angeles

24 Hr. Service

WELLS BIRD FARM

2143 S. Myrtle,

Monrovia, Cal.

EL 9-4591

WANTED

GIRLS

- Novelty Acts
- Waitresses
- Dancers

GOOD PAY

TOMMY THOMAS

Club Mardi Gras, 92 Duval St.

Key West, Fla.

Phone: CYpress 6-9147 after 9 P.M.

WANTED

GRIDDLE MAN

Top salary to right Man. Also General Cookhouse Help. Waiters, etc. All answer:

JOHN STALEY

PRELL'S BROADWAY SHOWS

Gloversville, N. Y.

FOR SALE

Complete Show up and running, can be seen as per route. Booked solid thru Sept. 15. Big Fourth of July, three Celebrations, five Fairs, all bona fide Fairs, 36 ft. Allan Herschell Merry, No. 10 EB Wheel, 7 Tub Solner Tilt, Schiff Roller Coaster, new 1955; Smith & Smith Chair-o-Plane, Allan Herschell Auto Ride, Light Towers, plenty of Ground Cable, Ten Trucks, four Semi Trailers, 10 KVA Generator. Will take part cash terms to reliable party. Must be seen to be appreciated; selling due to ill health. All replies to

DICK WILCOX

Caribou, Me., June 17-June 22; Patten, Me., June 24-June 29; Thomaston, Me., week of July 4; or 5 Kellerman Street, Houlton, Me.

CUSTARD TRAILER

Complete, ready to work. Eze-Way machine, plenty capacity, hot and cold running water, tandem wheels, electric brakes, open 3 sides, sliding glass, easy towing. \$2,200 for quick sale (no help reason for selling).

AL HATCH

801 N. Mulberry Mt. Vernon, Ohio

WANTED

GIRLS for PERMANENT GIRL SHOW
Army camp tour; work every night; good P.C. and tips. Also want Tattoo Artist. Millie and Louie, let me hear from you. No collect wires. Write air mail.

FRENCHY BOULLION

2103 GORE AVE. LAWTON, OKLA.



LAGASSE AMUSEMENT COMPANY HAVERHILL, MASS.

LAST CALL LAST CALL

Lowell Common, Largest Fourth of July Celebration in East.

Four Big Days and Nights, July 1, 2, 3 & 4. Auspices of Lowell Post #87 American Legion. Gigantic Fireworks Display 2 Nights. Located on Common in Heart of City of Lowell, Mass.

9th Annual New Bedford Firefighters' FREE CHARITY CIRCUS, July 8-13, incl. Day & Night.

Car Giveaway. Fireworks Display. 3 FREE Spectacular High-Wire Acts. Free Admission to Grounds.

Want for Above Two Celebrations.

All Type Shows, Rides, Both Major & Kiddie, Legitimate Games, Eating Booths of All Types.

St. Peter's FIESTA, Gloucester, Mass., June 27-30 incl.

Four Nights and Three Days. FIREWORKS DISPLAY Plus the Blessing of the Fishing Fleet. Thousands Attend.

Can Use All Type Food Stands, Plus Jewelry, Photo & Novelties.

For space contact at once

LAGASSE AMUSEMENT CO.
17 Lafayette St., Haverhill, Mass.
Tel.: DRake 4-6461

O. L. WESLEY—GEN. MGR.
13 Hallenan Ave., Lawrence, Mass.
Tel.: MURdock 3-9905



ST. MICHAEL'S FAIR, LEVITTOWN, PA., JUNE 24-JULY 6. ON THE CHURCH GROUNDS OPPOSITE SHOPPING CENTER. BIG ADVANCE TICKET SALE. TWO SATURDAY MATINEES, ALSO JULY 4th. BIG ANNUAL CHURCH FAIR. FIREWORKS DISPLAY, CAR GIVEAWAYS AND NIGHTLY AWARDS. WANT FOR THIS TERRIFIC DATE AND OUR OUTSTANDING ROUTE OF FAIRS AND CELEBRATIONS TO FOLLOW.

CONCESSIONS	Hanky Panks of all kinds, Ball Games, Pitches of all kinds, Novelties, Jewelry, Hats, Photos, Chocolate Dip, Waffles, Six Cats, Buckets and Crazy Ball.	RIDES	Scrambler or Round-Up.
SHOWS	Monkey, Wildlife, Mechanical.		
HELP	Can place good Octopus Man at once. Also Help for Comet and other Rides. Prefer drivers.		

Show now playing Philadelphia at 29th & Clearfield Sts. All replies to
934 MURDOCH RD., PHILADELPHIA, PA. **MORRIS HANNUM** Phone: Chestnut Hill 7-8176

TOMMIE CARSON BUS. MGR.	BILL HOLT ASS'T MGR.
<h1>ROSS MANNING SHOWS</h1>	
Booking Now for Fort Campbell, Ky., July 1-6 ON ARMY GROUNDS, 55,000 MEN & WOMEN. CIVILIANS PERMITTED ON GROUNDS.	
CONCESSIONS: Custard, Eats, all Hankies open. Pitches of all kinds. Derby, Glass Pitch, Basketball, Novelties, Photo.	SHOWS: Want Minstrel Show (Joe Scortino) or will book Unit with equipment; Monkey Show. Le-Ola wants for Side Show. Jada Lynn, contact. Also Working Acts, Ticket Sellers. Jerry O'Moor wants Dancing Girls for Girl Show. Guaranteed salary.
RIDES: Flyplane, Scrambler, Pony Ride, Round-Up, any Ride not conflicting. Can place Ride Men who drive semis.	
CONTACT	
ROSS MANNING c/o W. V., Bristol, Va.	OR BILL HOLT Montgomery Hotel, Clarksville, Tenn.

WANT FOR OUTSTANDING ROUTE OF FAIRS, STARTING AT ADA, MINN., JUNE 27

SHOWS: Grind Shows of all types, especially want Motordrome.
RIDES: Good proposition for Dark Ride.

CONCESSIONS: Short Range, Basketball, Age and Scale and Hanky Panks that do not conflict.

RIDE HELP: Ferris Wheel Foreman (salary \$75.00 weekly), Second Men on all Rides (\$50.00). Especially want experienced Scooter Help. Mechanical and Light Plant Help.

All Contact: BERNARD THOMAS, Mgr.
Miller, S. Dak., June 17-18-19; Pierre, S. Dak., June 20-23; then per route.

GIRLS—GIRLS—GIRLS
AND TALKERS FOR GIRL SHOWS
Guaranteed \$75.00 week. Wardrobe and transportation furnished. Also want Half and Half and Grinders for Grind Show. Wanted for Navy payday in Waukegan, Ill., and string of Fairs to follow. W. T. GUTSINGER, Burkhart Shows, Waukegan, Ill.

HELP WANTED
Side Show Acts, Freak to feature, Girls and Teams for big new Illusion Show. Enlarging Shows for Fairs. Snake Show Help. Work all winter. Address:
GENE KIGHT
c/o O. C. BUCK SHOWS, Plattsburg, N. Y., June 17 thru 22; then per route.

PAGE COMBINED SHOWS

Want for Mammoth Firemen's Celebration—Alleghany, N. Y., June 24 thru 29, followed by a Big Centennial and 4th of July Celebration combined, Wellsville, N. Y. These are two outstanding dates.

CONCESSIONS Water Games, Balloon Dart, Long Range, Bumper, String Game, Roman Target, Ball Game, Break Dish, Six Cat, Blower, Bowling Alley, Scales & Age, Glass Pitch, Bear and Parakeet Pitch, Derby Races and Penny Arcade. Roland Page wants two Grind Store Agents.

SHOWS Wildlife, Big Snake, Mechanical, Life Show, Monkey Circus or Speed-way

RIDES Coaster, Spinaroo, Dark Ride, Scrambler, Rock-o-Plane, Round-Up and Live Ponies. Ride Foremen for Tilt and Spitfire. Second Men on all Rides that have license and drive. Come on.

All replies to Bill Page, Du Bois, Pa.
P.S.: Long Range Gallery complete for sale with transportation. First \$800.00 takes it. Can be booked on this Show.

STANDARD SHOWS

Will sell "X" on Camps, Bingo, Cookhouse, Novelties and Mug. Few Stock Concessions open. Want one Major Ride not conflicting, non-conflicting Shows. Have Side Show. Wheel Foreman, \$85.00 a week, must drive. Can use two good Second Men. Whitie Dixon wants one Grind Store Agent and one Man for outside Skillo. Peg, call. Larry Nolan wants Man and Wife for Pan Game.

Route, June 17-24, Rock Springs, Wyo.: then daddy of all Fourth of July spots, Lander, Wyo. 7 days of work. One-half million Indian payday in the uranium capital of the world. All replies

Manager, Standard Shows, as per route

AGENTS—NEED—AGENTS

Can place Hanky Pank Agents for heads of Milk Bottles, Coke Bottles, Balloon Store, Baskets and Bear Hoop-La. Also need percentage Rat Game Agents, Coke Tip-Up Agents, Big Tom. Need two Up and Down Men for Bear Pitch. Wire or contact

CARL PEARSON
c/o Alfier Amusement Shows, Alamosa, Colorado, this week.
P.S.: Dan Ballard, contact.

FLOYD O. KILE SHOWS

OPENING—4TH JULY CELEBRATION, LICKING, MISSOURI.
CELEBRATIONS & FAIRS: TILL CLOSING: NOV. 16. IOWA; MO.; ARK.; LA. & MISS.

CONCESSIONS: Stock Stores, Water Games, Pitches, Ball Games, Scales, Shooting Gallery, Hi-Striker, Jewelry, Spindles, etc. Eats, Drinks, Diggers, sold. Al and Jackie Alexandra want Color and Bucket Agents.

SHOWS: Grind Shows, own equipment, must be neat. Low percentage.

RIDE HELP: Foremen and Second Men for Merry-Go-Round, Eli, Twister, Caterpillar, Roll-o-Plane, Spitfire, Kid Rides; must drive semi. Also sober on job, good pay, join now.

CLINTON, LOUISIANA, FAIRGROUNDS TILL JUNE 22

SCHAFER'S JUST FOR FUN SHOWS

WANT FOR SOLDIERS' PAYDAY, FORT SMITH, ARK., JUNE 24-29; THEN JULY 4th CELEBRATION AT QUINCY, ILL., AND WINONA, MINN., STEAMBOAT DAYS CELEBRATION, AND ALL FAIRS TO FOLLOW.

SHOWS: Girl Show, Monkey, Working World, Motordrome or any Grind Shows not conflicting.

RIDE HELP: Good Men on all Rides. Come on.

CONCESSIONS: Can place Hanky Panks of all kinds. CHARLEY ELDERS wants Agents for One Ball, Under 11 Over 30, Cork Gallery and other Hanky Pank Agents. RALPH WAGNER wants Color Block Crew, also 1 or 2 Count Store Agents, Hanky Pank Agents and General Concession Help. Charles Cumberlin, contact Ralph Wagner.

All Address: W. A. SCHAFER, Mgr.
714 S. HASKELL, DALLAS, TEX., this week; then per route above.

WANTED FOR ANNUAL 4TH OF JULY CELEBRATION

Sponsored by
Business Men's Club of Pontiac, Michigan.

Major Rides, Merry-Go-Round, Ferris Wheel, Rolloplane, Tilt-a-Whirl, Octopus or similar Rides, also Kiddie Rides and legitimate Concessions. Popcorn, Cotton Candy and Cookhouse have been sold.

E. G. ANDERSON
P. O. Box 15, Utica, Michigan

NOLAN AMUSEMENT CO.

CONCESSIONS—BINGO, GLASS PITCH, Six Cats, Buckets, Jewelry Sales, Novelties, Age, Scales, Photos, Short Range, Ball Games and Hankies of all kinds.

SHOWS—Want Funhouse Operator and Man and Wife for Illusion Show.

RIDE HELP—Foremen for Wheel, Coaster, Kid Rides, Round-Up and Flying Scooters. Second Men for all Rides.

ELYRIA, OHIO, JUNE 17-24; EASTLAKE, OHIO, JUNE 24-30

RIDE HELP WANTED

To join immediately. Wheel Foreman, Foremen for Auto and Kiddie Plane. Also other capable Help. Top pay plus bonus. Want Concessions of all kinds.

Consider good capable Ride Superintendent. One who can wire small show preferred. No drunks. This is a good proposition.

All replies to
NEW ENGLAND AMUSEMENT, Harry J. Kahn, Mgr.
60 PARKSIDE ST., SPRINGFIELD, MASS. Phone: RPublic 6-0237.
No collect calls.

RIDE HELP WANTED

Foremen and Second Men for Eli #5 Baby Beauty Merry-Go-Round, Chairplane, Kiddie Whip and Airplane Rides. Pay big and sure. Men who know me contact me at once.

RED NORMAN, c/o DeLuxe Shows, Rockville, Conn.
PHONE: TREMONT 5-2281

JOHNNY'S UNITED SHOWS

Want for Rotary Club, 42d Annual 4th July Celebration, Brazil, Ind., in Shady Forest Park with Fireworks, Band Concert, Contest, Car Given Away. Following is a route of solid proven Fairs.

SPECIALLY WANT: Long Range, Custard, Ice Cream Sandwich, Chocolate Dip, Parakeet Pitch, Cotton Candy, Bucket, Ball Game, Balloon Dart, Hit or Miss, Coke Bottle, Penny Arcade, Lemonade Shake, Hi-Striker.

HELP WANTED: Dodgem, Tilt, Kiddie Ride and Wheel.

SHOWS: Monkey, Side Show, Motor Drama, Glass Maize, Mechanical. Jimmie Johnson wants Girl for Girl Show with top salary and best of treatment. Those who have worked for him before, come on. Want outstanding Geek for Geek Show. Must know snakes. Also Canvas Man. Wire at once.

All replies to **JOHN PORTEMONT**
Booneville, Ind., this week; Martinsville, Ind., next week.

Whiteside Concessions

Want, Fairs from now on, three Count Store Agents for extra Razzle, useful Concession Help, P.C. Agents, Cook and fast-stepping Waiters for Cookhouse. Gladys Belshau wants Color Dart Agent, also Balloon Dart Agent. All replies

A. R. WHITESIDE
Rapid City, S. D., this week; Cando, N. D., next; followed by Rugby, N. D.

BINGO HELP

Countermen and Caller. Also Agents for Bushel Basket Concession. Leave winter-quarters June 18. Open Hutchinson, Minn., June 21; then address as per route. No luses. Wire or come on. Attention: Arger, O'Dea, Baker, Ritchie and Morin.

JIMMY HARRISON
c/o WM. T. COLLINS SHOWS
801 E. 78th St., Minneapolis, Minn.; then per route.

FOR SALE

Fly-o-Plane with special-built Trailer, both late model and like new. Will sacrifice for \$6,500.00. Will finance part to reliable buyer if sold at once. Also have Monkey Motordrome for sale. Write or call

L. LANE
Tarboro Hotel Tarboro, N. C.

RIDES WANTED

Up to 4 Kiddie and Adult Rides or will consider complete Carnival for entire summer in Amusement Playground. What have you? Will make good proposition.

DR. J. D. HAWKINS
234 Montgomery St. Henderson, N. C.
Phone 3517

MERRIAM'S MIDWAY SHOWS

WANT SHOWS AND CONCESSIONS
For Minnesota Fairs and Centennial Celebrations.
Fredericksburg, Iowa, now; Waconia, Minnesota, Centennial, June 21-22-23.

WANTED—AGENTS—WANTED

For Six-Cat, Buckets and Watch-La. All Fairs and Celebrations from now on. Whitey and Bertha Bentley, get in touch or come on.

Arcola, Illinois, all this week.
Care of Midway of Mirth Shows.
L. A. BOLENBARKER

BINGO FOR SALE

15x22 Bingo, everything complete, ready to go. 66 Stools, Brown Velvet Cloth, Light Stringers, Amplifiers, etc., including 1954 Chevrolet Tractor, like new, with 8,000 miles and Kingman Van Trailer.

H. G. STEVENS
TIVOLI EXPO, SHOWS, Rantoul, Ill.

WANT FREE ACT

For Lincoln, Ind., July 4 Week. Also for Delphi, Ind., Aug. 5-10.
(Bill Valentine, contact at once.)

EDDIE ALLEN, MGR.
Baker's United Shows, Noblesville, Ind., this week; Spencer next week.

WANTED

Cook House Help for week of July 4 at Fort Campbell, Ky. Paducah follows.

B. O. TUCKER
LEBANON, TENN.

WANTED

Foremen for Merry-Go-Round, Tilt-A-Whirl, Rockplane and Second Men on all Rides.

MUTUAL AMUSEMENT CO.
HARRY MAMSCH
4147 Dickenson Chicago 41, Ill.
Phone: Palisade 5-0780

WANT DANCING GIRLS

With experience. Top pay each night. Wardrobe furnished. Get with a good one. Bob and Adrian Eckert, can place you.
East Peoria, Ill., thru June 19; then the Big Celebration at Secor, Ill., June 21-22-23. DICK PARRISH, United Exposition Shows, East Peoria, Ill.

WANTED

FOR **ROCKIN' IN HARLEM REVUE**
Enlarging Show, A-1 Trumpet, A-1 Sax. Woman Singer that sells, sober Comic, reliable Person to operate Snack Bar. Write or wire **MRS. ETHEL SIMPSON**, c/o Penn Premier Shows, Homestead, Pa., June 17-22; McKeesport, Pa., following. Pay your wire.

BUCKEYE STATE SHOWS

OHIO'S LARGEST ANNUAL CELEBRATION, ASHVILLE, OHIO, JULY 1-2-3-4. 50TH YEAR CELEBRATION. FIREWORKS, PARADES, FREE ACTS.

Want Floss, Apples, Sno, Popcorn, French Fries and Hanky Panks of all kinds.

WE WILL BOOK RIDES AND SHOWS

Want Ride Help, experienced Man for Wheel, Parker Jenny, Chairplane, Loop-o-Plane and Kid Rides. Want experienced Man to take charge of Live Pony Ride, Eight Sweeps, must drive bus to haul same. Good proposition. Contact

Manager, MOXAHALA PARK
South Zanesville, Ohio. Phone GL 2-8252 or GL 2-3398, or contact as per route.

GOLD MEDAL SHOWS

CAN PLACE CAN PLACE

FOR BIG 4TH OF JULY CELEBRATION, GARY, W. VA.; FOLLOWED BY 14 FAIRS INCLUDING TAZEWELE, VA.; HAGERSTOWN, MD.; STATE FAIR OF WEST VIRGINIA AT LEWISBURG

Good opening for Cookhouse, Glass Pitch, Bear Pitch, Six Cats and Buckets. SHOWS: Side Show, Girl Show, Snake Show. Good proposition for Motordrome. Will pay cash for Glass House or Funhouse.

RIDES: Pony Ride, two more Kiddie Rides. Also want Office Secretary. Wire or phone

A. C. HILL
Carter Hotel, Welch, West Virginia, this week.



Fair Haven, Mich., June 20-23; Weidman, Mich., June 29-30; then the biggest 4th of July in Michigan, School Section Lake, Mecosta, Mich., July 2-4.

Want Hanky Panks, \$26.50 privilege. Want Eat Concessions of all kinds that do not run out of food. Want Shows. Will book one or more Major Rides. Mr. Morris, bring your Pony Ride. Frenchie Ellis, Mother Kelly wants you.

CHARLES STAPLETON or CHUCK DUMA, Fair Haven, Mich.

WOLFE AMUSEMENT COMPANY

Gaston, N. C., this week; Waverly, Va., next week. Then the Eastern Shore, July the first, where the pickers are working in the fields and money is plentiful

WANT CONCESSIONS: Popcorn and Apples, Snow, Floss, Photos, Hi-Striker, Pitch-Till-You-Win, Balloon Darts, Novelties, Glass Pitch, Bear Pitch, Long and Short Range, Bee Hive, Coke Bottles, Hanky Panks of all kinds. Buck Denby wants to buy Concessions. Will also book two Games. Place set of Kiddie Rides to join now, reasonable percentage. Want Ride Men on all Rides, must drive and have license. Will place one Colored Girl Show with own equipment, also book two good Grind Shows.

All replies **Ben Wolfe, Gaston, N. C., this week**

MOTOR STATE EXPO SHOWS

WANT FOR MADISON HEIGHTS, DETROIT, MICHIGAN, CELEBRATION IN CITY PARK, JULY 1-4; THEN FLINT, MICH., BEECHER DISTRICT, ONLY SHOW THIS YEAR. TEN BIG DAYS, TWO WEEKENDS. LIKE A FAIR. JULY 5-14.

Want Hanky Panks only. Funhouse and one more family-type Show, Arcade. HELP—Foremen for Coaster, Merry-Go-Round, Kid Rides and Octopus. Long season South. Top pay and bonus. No luses, chasers or cars wanted. Also Second Men who drive. All replies to

JOE FREDERICK, as per route

BAKER'S UNITED SHOWS

Want for Big Lincoln, Ind., July 4th Celebration and Top Route of Fairs to follow

CONCESSIONS: Glass Pitch, High Striker, Lamp Pitch, Penny Pitch, Fish Pond, Jewelry, Custard, Cork Gallery, French Fries, Bird Pitch, Long and Short Range Galleries, Diggers and Photos. Pope Hudgins, contact.

RIDES: Will book 2 Kiddie Rides not conflicting. SHOWS: 10 in 1, Baby Show, Fat Show and Illusion. (Fred W. Miller, contact at once.) HELP: Can place good reliable Ride Help. Must drive semis. All wires and replies to

ERNE ALLEN, Mgr.
Noblesville, Ind., this week; Spencer, Ind., next week.

G & B SHOWS

Want for West Virginia's Largest 4th of July Celebration at Terra Alto, W. Va.

Photos, Coke Bottles, Six Cats, Slum Spindle, Bear Pitch, Cork Gallery, Sno-Cones and Apples, Parakeet Pitch. Will book Shows for committee money. Can place Ride Help on all Rides. Cynthia and Henry, come on.

All replies to **GEORGE BROAS**
MASONTOWN, W. VA., THIS WEEK.
P.S.: Danny Royal can place Count Store Agents.

KING BROS.' SHOWS

Due to the opening of New Joyland Park in Denver want to buy or lease nice Merry-Go-Round and Car Ride. Must be up to the standards of this show. Have 18 Fairs and Celebrations. Frenchie, got your wire. Come on. Want good Ride Help on all Rides. Can also use Wives. All replies to

JOE L. KING
Saguache, Colo., June 18-22; then per route.

TENNESSEE VALLEY AMUSEMENTS

50TH ANNUAL 4TH OF JULY CELEBRATION, SOUTHERN INDIANA'S LARGEST, AT WEST BADEN SPRINGS, IND., AND 16 COUNTY-SEAT FAIRS TO FOLLOW. Booking Hanky Panks of all kinds. Flashy Bingo, don't miss this. Long or Short Range, Diggers, Custard, Grab, Glass Pitch, Bear Pitch, Ball Games, Pan Games, Jewelry and Penny Pitches, Hoop-La, Sno-Cones and Floss, Novelties, etc. Want Pan Game Agents and Grab Help. Will book Octopus, Tilt and Spitfire or any Rides not conflicting. Foremen for Comet and Wheel. Top salary. Will book Monkey Show, Big Snake, Geek or any Side Show. Low percentage. No flats, no epilepsies, no drunks. Super Rolloplane for sale, cheap for cash. Phone, wire or come on to **ROCKPORT, IND., CITY PARK THIS WEEK.**

THEODORE R. MEADOWS

WANT-CONCESSIONS-WANT

- ➔ **MARTINS FERRY, OHIO** School Grounds
July 2-6, Incl. 4TH OF JULY CELEBRATION
Place all Games of Skill
- ➔ **BATTLE CREEK, MICH.** City Park. Free Gate.
July 2-7, Incl. MAMMOTH 4TH JULY CELEBRATION
Can place all Games of Skill
- ➔ **ADRIAN, MICH.** 4TH JULY CELEBRATION
July 2, 3 and 4 Can place Sno and Jewelry
- ➔ **HUDSON, MICH.** 4-H FAIR AND FREE GATE
July 5, 6 and 7 Can place all Games and Confections

APPLY BY LETTER ONLY TO
GOODING AMUSEMENT CO.
1300 NORTON AVE. COLUMBUS 8, OHIO

BIG CITY SHOWS

CLARKSVILLE, IND., JUNE 24-29, COLGATE-PALMOLIVE LOT, WITH ONE OF INDIANA'S BEST 4TH OF JULY SPOTS TO FOLLOW

RIDES: Can place one major Ride, liberal percentage. SHOWS: Want White or Colored Girl Show, Snake or Geek Show, any Novelty Show with or without equipment. CONCESSIONS: Can place Hanky Panks at live-and-let-live prices. Good opening for Ball Games, Balloon Darts, Cork Gallery. AGENTS: Can place Swinger and Bucket Store Agents, P. C. Dealers, Count and Peek Store Agents. HELP: Want Second Men on Rides. Useful Carnival Help. Good Cookhouse Man. Semi Drivers.

All address **JIMMY ACKLEY or RALPH DECKER, Scottsburg, Ind., this week**

P.S.: Have space available here, come in, we'll take care of you. Bobby Whittaker and Red, contact Kirk Decker.

PROCTORIA AMUSEMENTS

WANT—RIDE SUPERINTENDENT—WANT

Must be good with carpenter's tools and electric. Want someone with own ideas about running a permanent Amusement Park, one who can get work accomplished without so much talking. This is a permanent Colored Park, superintendent may be colored or white. Top salary plus commission. Very best of treatment. Living quarters available, you don't sleep in trucks here. Will also book a few Concessions for balance of season at \$15 per week. All replies to

JESSE PROCTOR, JR.

Box 532, Tappahannock, Va. Phone Hillcrest 3-6529
P.S.: Ray Carroll, from Richmond, Va., and Thomas Holmes (Bozo the Clown), who was with me in 1955, get in touch. Drifters and Drunks, save your time and mine. No collect calls.

BADGER STATE SHOWS

WANT FOR FAIRS STARTING IN JULY

Concessions: Straight Sales, Jewelry, Ice Cream, Basket Ball, Record, Milk Bottle and Punk Rack, Cork Gallery, Bird and Duck Pitch, High Striker. Shows: 5-in-1 or 10-1, Snake, Mechanical, Glass, Athletic and Minstrel Show. Girls for Girl Show. Roy Allen wants Agent for Pea Pool. Notice: Celebration and Fair Committees, show has open date after Aug. 25.

Ely, Minn., June 18-23; So. International Falls, 25-30; Calhoun, July 1-4.

LITTLE RHODY SHOWS

WANT FOR BRISTOL, R. I., CELEBRATION, JULY 4.

Largest Patriotic Observance in New England. Major Rides not conflicting, Side Shows, Hanky Panks, Candy Floss, Grab Stands, etc. Can also use 50 or 75 KVA Power Plant. Open Monday—4 Big Days—Bonfire and Fireworks on 3rd and 4th.

For Space Contact

JOSEPH P. "KID" HOPE

8 MASON AVENUE Tel.: Clifford 3-7889 BRISTOL, R. I.

AMERICAN BEAUTY SHOWS

Want for Keokuk, Iowa, June 24-29; then the Big 5 Day July 4th Celebration and Fair at Rushville, Ill., with Waverly, Ill., Fair to follow.

CONCESSIONS: Hanky Panks of all kind. Especially want Glass Pitch, Jewelry and Six Cat.

SHOWS: Good proposition for Girl Show. Can also place 1 or 2 Grind Shows. Maquoketa, Iowa, this week; Keokuk next week.

P.S.: Short Range Coolidge, answer.

MERCHANDISE

JUNE 17, 1957

Communications to 2160 Patterson St., Cincinnati 22, O.

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93

Be sure your agate and mottled balloons are decorated in



Oak's Brilliant new **BIG FLASH** design that features

- **MORE COLOR** pink and blue pastels added
- **BRIGHTER DECORATIONS**

MAKE IT A HOT SUMMER
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300 W. NINTH ST., KANSAS CITY 6, MO.

GIVE TO DAMON RUNYON CANCER FUND

MERCHANDISE TOPICS

American Television & Radio Company, 300 East 4th Street, St. Paul 1, now offers its Shav-Pak inverters, miniature d.c.-a.c. inverters designed especially for the operation of standard d.c. electric shavers from six to 12-volt storage batteries in automobiles, buses, trucks, boats and planes. They suit the needs of traveling salesmen, executives, sportsmen and all owners of electric shavers. By plugging the unit into the cigarette lighter socket, the d.c. battery power is changed to 110-volt a.c., suitable for the operation of electric shavers anywhere. For additional data, write directly to the firm.

A dramatic new advertising medium for use on cars or small trucks has been announced by the Auto Ad Disk Company, 812 Melrose Avenue, Trenton 9, N. J. Auto ad disks are colorful disks, like huge hub caps, which appear to be a part of the front wheels of the vehicles and carry an advertising message or slogan. But when the vehicle moves, the disks do not turn. This startling appearance of immobility, where motion is expected, is eye-catching and attention-arresting. No matter how fast a vehicle travels, the auto ad disks remain stationary. Rugged and durable for long usage and good appearance, they're waterproof to permit quick cleaning. The company has full facilities for processing, painting, printing and silk screening. Further information and quantity prices available from the manufacturer.

Oak Rubber Company, Ravenna,

O.'s introducing its agate and mottled balloons which are decorated in colorama. This is Oak's brilliant new big flash design that features more color with pink and blue pastels added, plus brighter decorations. The firm suggests you make it a hot summer and that you order colorama balloons from your jobber.

A buyers wholesale guide is now available from the well-known firm of Gellman Bros., 119 North 4th Street, Minneapolis. This guide is free and illustrates what the firm calls its greatest line of imported and domestic novelties as well as nationally advertised name brand merchandise, including housewares, electric appliances, jewelry, watches, clocks stuffed toys, blankets, carnival goods and dozens of other fast-selling lines. Premium users, auctioneers, wagon jobbers, agents, salesmen, distributors, etc., are urged to send for this genuine money-saving guide. Gellman Bros. says its 35-year record of honest and dependable service is your guarantee of quality merchandise at lowest wholesale prices.

Division Sales, Chicago, reports exceptional success with its sample kit containing 10 hot promotional items that is selling at \$6.90. The deal, which operates on a money-back refund, includes ever-changing articles and for this reason Division officials report they are unable to publish a catalog. They have upwards of 12,000 different merchandise articles in their modern showrooms at 3341 West Roosevelt Road.

PIPES FOR PITCHMEN

By BILL BAKER

FRANK LAGER . . . writing from West Palm Beach, Fla., reports that Tex Dabney, the well-known sheet writer, is convalescing from a serious operation in St. Mary's Hospital there and would like to read mail from some of his old sidekicks in the fraternity. Tex and his wife have had jewelry concessions at some of the larger fairs in recent years.

MARKET STREET . . . Newark, N. J., open to veteran only, is a hot spot for the ex-servicemen who are doing well with novelty jewelry, toys and sunglasses, according to Collins, the white stone worker. Joe Conti is still working glass cutters in the area, according to Collins, while Bill Elvis is doing well with birds and hats. "Not many of the old-timers are seen around the Woolworth lots, but there are plenty of newcomers with demonstrations," according to Collins.

JACK (BOTTLES) STOVER . . . who recently worked sheet for a day in Orange, Va., stayed over there for one night to visit friends on the Frank Warren Shows. Stover cut up jackpots with such old sidekicks as Jack Roach and wife, Mary, and their sons, Charles and Johnnie, and the Pete Johnson family, concessionaires. The Roaches have a wrestling baboon show which Stover terms first class. On the pitch front he reports that George Stacy is still working the Chestertown, Md., area; Al Harvey is in West Virginia, Spud Mangum and Heavy Forker are in North Carolina, Clyde Forkner is en route to Virginia and North Carolina, and Senator Ralston is working pay days around Keyser and Piedmont, W. Va., and Western Port, Md. W. H. (Billy the Kid) Dietrich, veteran pitchman, died recently, according to Stover.

FLORIDA'S . . . Gov. LeRoy Collins has signed a bill which requires a \$25-a-day license fee for all "itinerant medicine shows and entertainment incidental to an effort to sell any products" which propose to do business in Florida.

10 Years Ago In Pitchdom

The Barney Weiner-Murry Zuckerman spot on the Atlantic City Boardwalk was registering outstanding business with a greater layout. . . . Carl Carson had just finished a stay at Milwaukee's Goldman department store with Lyons polish. . . . Rita Thompson was purveying soapless cleaner in the W. T. Grant store's basement in Milwaukee. . . . Edward A. Murphy was in St. Louis following a successful run in Kansas City, Mo. . . . Babe Keating had signed a horoscope pitch with Endy Bros. Shows and was set to join the show about June 1. . . . C. E. McCullam, better known as Paddles Mac, was in Terrell, Tex., kicking up some neat scores.

Norma Hassman, hair-do expert, had a neat layout in Kansas City and was reportedly corraling the long green. . . . Doc Walter was living in retirement at his farm near Birmingham. . . . Another veteran of the road, Doc Blankenship, was retired in Alabama. . . . Bob Williamson left the phone promotion field to work Lyons polish in Milwaukee spots. . . . George and Laurie Nixon, rug-making demonstrators, were chalking up successful results in Houston. . . . Harry Alemsey, pitching vitamins in Akron, was planning a summer tour of picnics, fairs and celebrations.

★ 4th of July SPECIALS ★

Plastic Foam Dice \$57.60 Gr. \$5.00 Dz.

Plastic Foam Hats \$81.00 Gr. \$7.20 Dz.

Motorcycle Hats \$78.00 Gr. \$7.00 Dz. with Piping and Stars

Elvis Presley 3 Inch Photo Buttons 3" celluloid round buttons in color. \$2.00 Dz.

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KIM & CIOFFI

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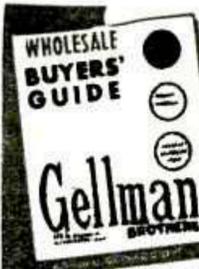
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10 of our latest and HOTTEST promotional items. Re-order just the items you desire. You must be delighted with our sample kit or money refunded immediately. Send us \$6.90 today for your kit or write for FREE listing.

WRITE FOR FREE **LASKO FAN BROCHURE**

When in Chicago Visit Our Modern Showrooms 3341 W Roosevelt Rd., Chicago 24, Illinois Phone: LAwndale 2-7377

DIVISION SALES



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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Washcloths, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

HOT OFF THE PRESS—NO. 157 CATALOG

Containing everything for the ENGRAVER, FAIR WORKER, etc., such as EXPANSION & PHOTO IDENTs—HEART & DISC PENDANTS—CHAIN IDENTs—RINGS—PINS—PEARLS—CLOSEOUTS & LEATHER GOODS FOR EMBOSsing If your copy has not been received—SEND FOR FREE COPY TODAY.

—Please state your business—

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"CLOSEOUT EARRINGS"

Also Scatter Pins, Necklaces and Bracelets, better grade, usually \$6.75 per doz. and over for \$3.75 per doz.

LOW PRICE EARRINGS

Stone & metal, well made, nice designs, non-finish, clean, \$1.80 doz.; \$20.00 gross.

NOVELTY SCATTER PINS

\$3.75 doz. (in cotton filled boxes.) 20% with order, balance C.O.D.

Princess Fashions, Inc.

1 Washington Ave., Dept. B Providence 5, R. I.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP CARDS & BASEBALL CARDS

at very reasonable prices. Phone: Wheeling—CEDar 34282 **COLUMBIA SALES CO.** 302 Main St., Wheeling, W. Va.

Sales Boards—Close Out

All Square Hole—100 to 1 Inch. 30 Protected Numbers. In lots of 10 of each size listed. 5,000 List \$15.00—Our Price \$ 5.00 Ea. 6,000 List \$22.00—Our Price \$ 6.00 Ea. 7,000 List \$24.00—Our Price \$ 7.00 Ea. 10,000 List \$30.00—Our Price \$10.00 Ea. No COD Orders.

THE OHIO NOVELTY COMPANY ASHLAND, OHIO

ONE OF 1,000'S—PRICE RIOT

6 PEN POCKET SECRETARY SETS. Full size secretary with memo pad and 6 automatic ball pens in different colors. Pocket protector case with flap and billfold compartment. Terrific value A \$4.95 flash to sell fast at \$1.50. Gross Sets \$81.00.

DOZEN SETS . . . \$7.20 Deposit or payment FOB, N.Y. Complete set and 1957 catalog \$1 prepaid.

MILLS SALES CO. Cur-Rate WHOLESALERS Since 1916 889 BROADWAY, NEW YORK 3, N. Y.

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**RATE: 20c a word—Minimum \$4.
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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

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included
FREE

Baked necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

MEN'S WOMEN'S
New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

10 Assortment, Men's FOR \$69.50

Elgin, Waltham. Complete with Expansion Bands. (Sample \$8.95)

\$6.45 Each

SPECIAL LOT—Men's Elgin, Waltham Watches

Reconditioned and Guaranteed. Expansion Bands included.

5-Day Money-Back Guarantee.

You Always GET A BETTER DEAL AT WEINMAN'S

182 S. Main St., Memphis, Tenn.

THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.

MYRLO CO., Dept. B

1271 Main Ave. Cleveland 13, Ohio

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E2—Stone Earrings, Asst. Gr. ... 21.00
E3—Pierced Hoop Earrings, Gr. ... 8.50
E5—Stone E-Rings, Etc., Asst. Gr. 12.00
T1—Tailored Tie Sets, Bxd. Dz. ... 3.50
T3—Asst. Tie Sets, Bxd. Dz. ... 5.75
O1—Odd Lot Neckties & Braces, Gr. ... 15.00
B1—Bracelets, Asst. Gr. ... 24.00
W1—Men's 6-Piece Watch Set ... 5.95
W2—Ladies' 5-Piece Watch Set ... 6.25
W3—Men's Stone Dial Watch ... 5.50
P12—Men's 10-Piece Watch Set ... 7.50
P13—Men's 10-Piece Watch Set ... 7.50
R3—Gents' Stone Rings, Asst. Dz. 2.75
R164—Religious Medallions, Bxd. Dz. 6.75
N169—Stone Neckties & Braces, Bxd. Dz. 7.50
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2256—3-Piece Pearl Set, Bxd. Dz. 8.50

Try samples of any items at reg. prices. 20% dep., bal. COD. Free catalog.

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ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant

48 assorted color—18-inch Plastic Pennants—made of tough, heavy tape 106 ft. long. Only \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

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AUTOMATIC LIGHTERS, DOZEN, \$3.75; dollar Bailpens, dozen \$1.20; Rainhats, gross, \$7.20. Samples, catalog 1,001 bargains, \$1. Millisales, 889 Broadway, New York. ch-dr9

COIN MONEY WITH NEW GOLD-PLATED combination Tie Clasp, Money Clip. In push-lined box with \$5 price tag. \$1 for sample. Write for wholesale price. E. Condon, Upper Darby, Pa. ch-je24

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Assorted Stoned Brooches ... \$1.75 dz.
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Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

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Earrings, assorted ... \$6.50 gross
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Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. jv1

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1/2", 1 1/2 yard; 1 1/2", 3", 5 1/2 yard. Inquire about bows. Charlie's Supply, 57 W. 27th St. N. Y. C.

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ATTENTION, SHOWMEN — BOAS, ANACONDAS, Snake Dens, Monkeys, Fawns, Agoutis, Glis, Sloths, Crocodiles. Write for list. Chase Wild Animal Farm, P. O. Box 161, Biscayne Annex, Miami, Fla. je17

BABY CHIMPANZEES, \$400-\$500.

perfect, formerly cost double this. Tame baby Jaguar, \$400; tame African Monkeys from \$40; yearling female Black Leopard, \$900; adult Tami, \$400; Australian Dingo Dogs, tame, \$25; tame, young Chimps, \$900; Jaguarundi Kittens, \$60; tame 4-1/2 lb. male Chimp, very active, \$375. Rare Bird Farm, Kendall, Fla. je24

COLORFUL TROPICAL BABY TURTLES. 100, \$21; 500, \$95; baby talking Mynah Birds, \$30; African Monkeys, \$35; Cinnamon-Whiteface Ringtails, \$35; Squirrels, \$20; Organ Grinders, \$40; Spiders, \$30. Bronson Birds, 149 Fort George, N. Y. 40. N. Y. Williams 2-1156. je24

DONKEYS — IMPORTED MEXICAN MIDGET Burros. Delightful, patient, perfect pets. Peafowls. Gowden, Box 891, Raymondville, Texas.

HEALTHY SNAKES ALL KINDS, HORNED Toads, Alligators, Chuckawallas, Gila Monsters, Terrapins, Ringtail Cats, Agouti, Fox Cubs, Prairie Dogs, Armadillos, Peafowl, Monkeys, Guinea Pigs, Rabbits, Rats, Squirrels, White Doves, Ringneck Doves, Ferrets, deodorized Skunks, Owls, Badgers. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex. jv15

HUNDREDS OF PRAIRIE RATTLES \$1.25 each; Blue Racers, 75¢; Gila Monsters, \$35 each. Write for prices on 8 to 14 foot Nile Crocodiles, Black Hills Reptile Gardens, Rapid City S. D.

LARGE BOA CONSTRUCTORS ON HAND. Tame Ocelot Kittens, Kinkajous, Agouti, Ringtailed Cat, Monkeys, Prairie Dogs, Horned Toads, Giant Diamond-Back Rattles, Yellow Bulls, Indigos. Logston's, Box 3045, Fort Worth 5, Tex. Phone: Jefferson 42592.

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ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipe. Norbert Ray, 3605 S. 18th, Minneapolis 7, Minnesota. np

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\$100 WEEKLY SPARE TIME WITH A TAPE Recorder! Proven facts free. Dixieland Publishers, Ashboro 50, N. C. jv1

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ATTENTION! CLOWN SUITS, FLASHY Silks, brand new, \$10; Bald Red Wigs, \$4; Big Feet, \$4; Extra Tramp Clown Suits, complete, \$7; Bundle Comedy Odds, \$7. Strip Costumes, Velvet Curtains, Orchestra Coats, Bally Capes. Wallace, 2453 N. Halsted, Chicago.

SEQUINED PANEL SETS, \$7.50; PASTIES, 75¢; Flashy Clown Suits, Girl Show, Bally, Strip Costumes, Derby, Top Hats, Wigs, Rhinestones, Plumes. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNion 3-9509.

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PURCHASE YOUR SNOW CONE MACHINES direct from the mfr. All prices and sizes. P. O. Box 7803, Dallas, Tex. jv8

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jv22

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TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. je24

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ATTRACTIVE! LONG RANGE, 14 FT. Chevrolet Truck good rubber! Remington Automatic 241 Rifles; Rolling Steel Ball, Kicking Mule, etc. Good for partnership, buy together. B. J. Taylor, Gainesville, Ga. c/o General Delivery. je24

BRAND-NEW REMINGTON AUTOMATIC 241 Rifles. Several factory rebuilt, never used, same as new; Loading Tubes, 75¢ doz. Kenneth Taylor. Gen. Del., Gainesville, Ga. je24

BUILD CONCESSIONS FOR BIG MONEY. Tested plans. Shallow Joint (23 games), 4-Way (11), Ball Rack (13), African Dip, \$5 each; High Striker, \$3; all \$20. Free catalog. Brill, Box 875, Peoria, Ill. je24

CARNIVAL PENNY ARCADE, COMPLETE, lots of extras. Mechanics, take notice. Terms to responsible parties. Long, 301 Southwest 3rd, Richmond, Ind. je24

CHARLES HILLERT, SENIOR, ESTATE for sale. Cook House, Ball Game, Mickey Mouse Circus, Deagan Unafone, Grab Concessions, Kenneth Hillert, c/o West Side Auto Service, 309-311 Forest Ave., Englewood, New Jersey.

CUSTARD TRAILER, COMPLETE, READY to work Eze-Way machine, plenty capacity, hot and cold running water, tandem wheels, electric brakes, opens 3 sides, sliding glass, easy towing, \$2,200 for quick sale (no help reason). Al Hatch, 801 No. Mulberry, Mt. Vernon, O.

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FROZEN CUSTARD, COMPLETE OUTFIT in trailer, booked good condition, priced right. Booked for many Ohio Fairs. Reply to Box C-195, Billboard, Cincinnati 22, O.

KIDDE MERRY-GO-ROUND 15 FEET diameter; rides 18 at a time, \$300 as is; photo, 50¢, 2026 France St., New Orleans, Louisiana.

MILLER BROTHERS CIRCLE "M" RODEO offering for sale: Saddles, Horses, some high school horses. Sickness causing sale. Miller Brothers, 623 Walrath St., Sparta, Wisconsin.

MOBILE AMUSEMENT UNIT CONSISTING of 1/4 Midget Auto Races with nesting trailer and accessories. Racers are powered with 1/2 h.p. Clinton gasoline engines, have automatic clutches and V-Belt Drives. Completely overhauled and in top shape. \$3,000 cash, F.O.B. Garland, Tex. Phone or write: John King, 1050 Caldwell, Garland, Tex. Phone 8-4111.

PORTABLE SKATING RINK — REASON- ably priced if taken at once. Now operating at Henry, Ill. Phone 3421, Henry, Ill.

TENT, USED, REAL BUY, KAKIE, 30 BY 50, side wall, poles, stakes, good shape, \$225. I. Romig, 4563 Rochester Rd., Birmingham, Mich. Mulberry 9-1065.

WOOD MAWLS, #15, \$5.50; 16"x32" FIRE- proof Tents, \$95; Portable Desks in trunk, \$12.50. Skinner Co., 1949 N. Kenmore Ave., Chicago 14, Ill.

USED KIDDE AND ADULT RIDES taken in trade and repossessions. Write for new list. King Amusement Co., Mt. Clemens, Mich. jv8

4,000 FOLDING CHAIRS — THEATRE Chairs, bargain, 4,400 Stadium Chairs, Tents, Lockers, Bleachers, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

12 NICE LITTLE MARES, YOUNG, ALL for \$900. Can be hauled in school bus. 25¢ per mile one way. Call as soon as you read this ad. Phone 9317, day or night. P. L. Cobb, Amite, La.

MAGICAL APPARATUS

NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophones for mentalist easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, O. jv1

MISCELLANEOUS

POWER AND AUTHORITY! PARLIAMEN- tary law slide rule. Simplified plastic pocket edition. Mail one dollar cash. Benjamin Griffin, Rt. 5, La Porte, Ind.

M. P. FILMS & ACCESSORIES

USED 8, 16 35MM. FILMS, CAMERAS, Theater Slide Proj. Equip. Sale, bought, exchanged. Write your needs. Joseph Macrie, 249 Bellevue Ave., Hammonton, New Jersey.

16MM. SILENT SOUND FEATURES, HUN- dreds of titles. Also Sound Shorts. Lowest prices, excellent condition, free listings. Gaines, Box 114-B, Skokie, Ill. jv1

MUSICAL INSTRUMENTS, ACCESSORIES

FOR CALLIOPES AND BAND ORGANS, new Tubing and supplies available. Player Piano Co., 222 S. Vassar, Wichita 5, Kan. Repair and sales.

PERSONALS

MR. HOPE, \$75, NEW ADDRESS: 117 NO. Randall, Phone GR 2-2940. Why use other person. Children fine. Always. Faye.

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COMIC FOREGROUNDS AND BACK- ground, Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 8, Mo. np

CHARCOAL PORTRAIT OF DISTINCTION done from your photo, \$15; in colored prints, \$25; excellent gift. John Walencik, 15703 Kennicott, Harvey, Ill.

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FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.35 per gallon.

RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior heat resisting. Uses: Iron, steel, galvanized roofs, wood brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon-cans to carton \$1.50 per gallon.

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NEW FOR '57

- * TWO TONE, FULLY AUTO-MATIC top action retractable ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED. \$15.84 per gross 10 gross lots —SAMPLE GROSS \$16.50—
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SILVER TIP REFILLS \$6.48 GR.
Buy the box in bulk & Save \$35.00 M

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Midgets, 3,000 series—7 colors
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P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

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FOR 67 YEARS

Nationally Ad 10-Piece Watch Sets \$ 5.95
8-Pc. \$4.60 Ladies' Watch Set 5.95
New Thin Model 17J. Men's, boxed 10.00
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Bagged in polyethylene...
KEEP LONGER, SELL FASTER!
 Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
 Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

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Sample Asst. 1 dozen each of 4 following items:

48 \$19.25

24" TAFF CLOWN-DOLL bags, \$6.50 dz. Gr. lots.

10" ASSTD. DOGS-BEARS bright rayon plush..... **\$6.00 dz.**

13 1/2" PEASANT DOLL plastic face, bright colors

3-4" Stuffed Dogs..... \$9.00 gr.

CLOSING OUT Terrific!

28" PLUSH BEAR Cotton stuffed d. esstd. \$16.80 colors, \$18.00 dozen. In gross lots.....

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 Boy Alone - Girl Alone
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Made of Aluminum and Gold or Nickel Plated.

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Diamonds, Watches, all kinds Jewelry, Appliances, Camera Equipment, Luggage.

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Our services on filling orders is fast and our stock is complete.

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PRINTING

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ALWAYS SPEEDIEST SERVICE ON QUALITY Window Cards, Three color 14x22 Posters, \$8 hundred; 17x26 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 257, Earl Park, Indiana. Je24

NEW FLASHY 7x11" SIGNS, LIGHT REFLECTING illustrated, color blended, 2,000 varieties. Sample, 10c; 12, \$1; 100 best sellers \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. Je24

125 8 1/2 X 11 LETTERHEADS AND 125 6 1/2 Envelopes, four lines, \$2.50; 1,000 Business Cards, \$2.75. Hickman & Hickman, Box 202B, Coalgate, Okla. Je24

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St. Flint 5, Mich. Je17

1,000 EMBOSSED BUSINESS CARDS, \$3.75 postpaid. Quality printing, request free price list. John Peper, P. O. Box 822, Chattanooga, Tenn.

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BILLFOLDS - ALL LEATHER, CALFSKIN and fancy leathers, new patterns. These are fast sellers. Sample, one dollar; dozen, eight dollars. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, O

ESTABLISHED SALESPERSON ONLY. Part time. Does \$180 weekly interest you? Sales promotional advertising. No investment. Substantial front money. Rapid repeats. Box 44, Department 7, Rochester, N. York. Jy28

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TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. Je24

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NICKELODEONS, MILLS VIOLANOS, Merry-Go-Round Organs, other Mechanical Musical Instruments - any condition. Send description and price. Admiral Music Co., 3246 N. Pulaski Rd., Chicago 41, Ill. Je24

POPCORN CONCESSION, COMPLETE: Floss Concession, complete; Candy Apple Equipment. What do you have at reasonable price? Howard Stone, Lakewood, N. Y.

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REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word - Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

ARCADE MECHANIC WANTED - JERSEY seashore resort Year-round job for the right man. Coastal Amusement Company, Seaside Heights, N. J. Je17

CAPABLE ANIMAL MAN TO TAKE CARE of animals and grounds in permanently located park, seven days per week. Prefer man with experience in large municipal zoo. Excellent pay for right party. Write Box C-194, c/o Billboard, Cincinnati 22, O.

FAIR AND STORE DEMONSTRATORS wanted to sell Mineral Hair Color Restorer. If you can pitch it, get our deal at once. Need good worker with dignified character to work our spot in the Oklahoma Sem-Centennial. Pollock, Kingfisher, Okla.

GIRLS WANTED WITH OR WITHOUT EXPERIENCE: Dancers, Singers, Pianist, Waitresses, Hostesses. Wardrobe furnished. Good pay. Population 90% male. Pink Pony, Box 722, Kingsville, Tex.

MAINTENANCE MAN WANTED, GOOD job, fine salary all year round, happy surroundings. Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. Seaside Park 9-1100. Mr. Thomas, Mgr. ch

ONE MAN, TWO WOMEN FOR NEW ILLU-SION Show. Experience and appearance of women not important because only head is seen in air-conditioned illusion. Top salary paid. Am. Joining northern Carnival in two weeks. Write Noel Lester, 8312 Florida Ave., Tampa, Fla.

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Per Doz.
 Miracle Prayer Crosses, boxed \$4.25
 Men's 3-Rhinestone Rings, boxed 2.75
 Ladies' Rhinestone Adl. Rings, boxed 3.00
 Ladies' Bridal Ring Set, individually boxed 5.00
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 Deluxe Hollywood Styled Earrings 3.00
 Scatter Pins, boxed 3.00
 Bracelets, tailored 3.00
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 5-Piece Sets - gold plated Each 1.00
 beautifully boxed Each 1.75

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 40 Illustrated Pages,
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PACKARD JEWELRY CO.
 48 W. 25th St., Dept. B, N. Y. 10, N. Y.

PIANIST - ABOVE AVERAGE, SOCIETY, combo experience, read, fake, shows, no characters. Locations top salary for right man, others write. Box C-189, c/o The Billboard, Cincinnati 22, Ohio. Jy22

VOCALISTS, MUSICIANS WANTED. WE promote promising talent, no cost, have contacts everywhere. Write for details or send tape of your work. All tapes returned. Toni Carrolle Promotions, Crossville, Ill. Jy22

WANTED

PROFESSIONAL BINGO GAME OPERATOR

Vicinity Hartford, Conn.
 Call MR. R.
 Lo 3-5771 in New York City or write to Curry's at Fort Lee, New Jersey.

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Forms Close Wednesday for the Following Week's Issue

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CAVALCADE OF MYSTERIES - MAGIC AND Hypnotism. Available June and July. This show has played Phoenix, Ft. Worth, Denver, etc. Phone: TU 2-5153, Boonville, Mo.

8-PIECE EKCO CREST KITCHEN TOOL SET

Deluxe set includes: Iceing Spatula, Basting Spoon, Pancake Turner, Slotted Spoon, Two-Tine Fork, Long Handle Turner, Tea Strainer and Wall Rack. Quality Ekco Tools with beautiful heat resistant handles in corrugated mailing container.

\$1.59 ea. in 2 \$1.70
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Sample \$2.00

Add 20c each for beautiful \$5.95 pre-ticketed gift box.

Send for FREE 108-Page Name Brand Catalog and Spring & Summer Supplement

25% dep., bal. C.O.D., F.O.B. Chicago.

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PLUSH BEARS

26" BEAR
 Dozen Milwaukee \$24.60
 Dozen F.O.B. K.C. \$22.00

29" BEAR
 Dozen Milwaukee \$30.00
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Complete Assortment of All Plush Toys - Dolls - Concession Merchandise.

Wisconsin Deluxe Co.
 1902 No. 3d St., Milwaukee 12, Wis.

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WORLD'S SMALLEST PISTOL

Your choice of LEATHER HOLSTER or CAPS

TERRIFIC DOOR OPENER!

Actually shown caps with terrific report... safe on sight with a bang! Also available in tie-clip and cuff links... beautifully gift packaged.

Little Atom is made in U.S.A. MUST BE SHIPPED RAILWAY EXPRESS. Jobbers, distributors write, wire or phone for '37 Brochure.

G & S Mfg. Co. DEPT. B NASHVILLE, TENN.

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SMALLER THAN A POSTAGE STAMP

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\$2.75 \$30.00
 Doz. Gr.
 Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

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Ideal for Engravers. State Your Business.

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NOTED MAGICIAN - WILL JOIN AGENT, Booker Partner, Show, Sponsor, Girl in this area. Horace Rose, 412 Reservoir Ave., Meriden, Conn. Je17

THE GIRL AND HER STALLION. "WEST-ern Songs and Horay Talk." An attractive act of a Western Song Stylist and a high-schooled horse, adaptable to indoor or outdoor appearances. Box C-197, c/o The Billboard, Cincinnati 22, Ohio. Jy8

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. WILL locate anywhere. Good style and beat. Experienced best rinks. Address Box C-192, Billboard, Cincinnati, Ohio. Je17

CIRCUS TROMBONE - DUE TO MOTHER'S illness had to leave Mills Bros. Enough calliope and bass drum for parades or speck or bass drum for entire show if necessary. Lew Meyer, Box 204, Picayune, Miss. SYcamore 8-4895.

DRUMMER, BANGOS, VIBIST, WIDE experience, solid two or four beat drums, Latin rhythms, solo Vibes on most standards. Write: Box C-196 c/o The Billboard, Cincinnati 22, O.

LEAD TRUMPET DANCE AND/OR SHOW. Available immediately; state all in first. Write or wire Musician, 382 N. Park Dr., Converse Heights, Spartanburg, S. C.

ORGANIST-PIANIST DOUBLING GOOD violin, Jazz or Legit. Modern, sober reliable. Write Box 263, Eureka, Calif., or phone HI 2-2673 Je17

PIANIST - EXPERIENCED, READ, DESIRES position with orchestra, prefer location. Letha Townsend, Bruce, S. D.

TENOR, ALTO SAX, CLARINET; AGE 21. Play any style; read well; experienced playing shows. Sober, Jimmy Deaton, 258 Jackson St., Jackson, Tenn. Phone 7-1258.

TENOR CLARINET, VOCALS, TRANS- pose, sober, neat, experienced. Available immediately; prefer combo; consider any reasonable offer. Write or wire Musician, 238 Herman St., Dayton, O.

TROMBONE, AGE 24, PLAY ANY STYLE. read well. Experienced playing shows. Gene Deaton, 258 Jackson St., Jackson, Tenn. Phone 7-1258.

TROMBONE MAN AVAILABLE IMMEDI- ately. Age 21, read, fake, play any style; also experienced Vocalist. Will travel. Richard Norris, 510 S. Main, Harrisburg, Ill. Phone 452-R.

PARKS & FAIRS

AERIAL CLOUD SWING WORKED WITH- out safety devices on rigging with lights and music. William Rodgers, Box 52, East Orwell, Ohio. Je24

AT LIBERTY - PAMAHASIKAS' PERFORM- ing Fox Terrier Dog; marvelous attraction. 3504 N. 8th St., Philadelphia 40, Pa. Seagore 2-5536. Je24

ATTENTION - FAIRS, PARKS, CELEBRA- tions, Performing Elephant, outstanding Acrobatic Act, complete program. Willard's Circus Attractions, Beatrice, Neb. Telephone 3-2989. Jy1

ATTENTION - FAIRS, PARKS, CELEBRA- tions - Baranek's Kenneleade of Stars, outstanding trick and dancing dogs, now booking dates. The Baranek's, 390 Arcade Bldg., St. Louis 1, Mo. Je24

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Jy15

FOR SALE - FREAK HEIFER, 3 YRS. OLD, 3 legs, 6 feet and double spine. Perfect health. Write John Kell, Brookville, Ohio. R. #1, Box 244. Je17

FIVE-PERSON VARIETY STAGE SHOW of magic, vaudeville and dance. Beautiful costumes, talented, reasonable rates. Wright's Variety Show, Casey, Ill. Jy22

THE ASSIGNMENT STUNTMEN FEAR most is the Death Plunge as featured by Fox Movietone. Name your date and for a reasonable consideration Capt. Mac will appear personally and put on an act that will be long remembered. Blazing gasoline, sharp ugly spears revolving thru space, eliminated by a 5,000 impact, landing into the smallest tank in the world used for high diving purposes. Besides capturing audiences' attention here in the U.S.A. it has made a hit in South America and in 1956 it drew heavy patronage on the islands of Bermuda and Honolulu. The teenagers helped to bring this attraction into national prominence due to the superman qualities. Write, wire or phone Capt. Mac Productions, 458 Lamphier Place, Warren, O. Phone 4-5337. Je24

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CUFF LINKS

TIE BAR

In lots of 12, \$4.79 Ea.

- Stunning Beauty in FIVE (5) Smartly matching pieces!
- Complete Jewelry Wardrobe PLUS Handsome Jeweled Watch!
- Shipped in assorted sets. Beautifully boxed. Min. order 6.

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Ladies' 6-Pc. Rhinestone Watch Set

Sparkling, Jeweled Watch • Sleek Band • Smart Necklace • Matching Earrings and Stunning Bracelet. Beautifully Boxed.

\$7.95
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CEL-MAX, Inc.
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WITH EVERY ORDER FOR 8 CARTONS YOU GET FREE

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Your cost for both the 8 cartons Waltham Razor Blades and the Lord Nelson Watch.

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Send cash with order or 25% deposit, balance C.O.D.
 Specials listing sent on request.

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 IMMEDIATE DELIVERY!

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Low-End, HIGH PROFIT, VOLUME REPEAT, SENSATIONAL SELLERS You DEMANDED! We FULFILLED!

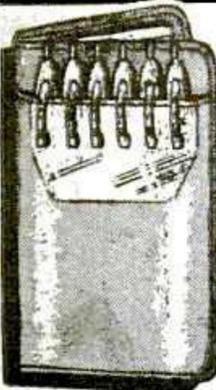
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BALL POINT PENS • SETS • REFILLS EMBLEM & INSIGNIA PEN w/clip. LORD'S PRAYER Jeweled PENS, very elaborate. Jeweled PERFUMED PENS.

LOWEST PRICES ANYWHERE... WE DARE YOU COMPARE! ALL MERCHANDISE GUARANTEED PERFECT!

Ass'd. Colors, Blk., White. Indiv. packed in clear acetate display \$7.20 dz. containers. ALL LEADERS!



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Most Popular Staple Ball-Point Set on the Market!

Smart, sturdy, heat-sealed Leather-Grained VINYL CASE; ENVELOPE COMPARTMENT; Handy MEMO PAD.

\$7.40 per dz. \$6.90 per dz. (gross lots)

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FREE

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IMMEDIATE DELIVERY, F.O.B. NEW YORK CITY CATALOG SENT WITH SAMPLE SHIPMENT STOCK UP N-O-W! ANTICIPATE A SUMMER OF SWIFT, SUPER SALES! Send Cash With Order to Dept. BB-5.

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Imported Brilliant nickle-plated steel blades with colored metal handles. Genuine leather sheath with snap-closure.

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MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- Bob Mann 4 Reader's Digest 214 Adams, Sidney Allen, Roy Lee Allen, Diane Allen, Will Ames, Jack Andrews, Mrs. Easter Andrews, Mrs. Guy Angelo, Mrs. Inez Arzo, Blackie Arnold, Woodrow Arnot, E. B. & John K. Asher, A. B. Baggerly, Maxine Baggett, Jim & Mrs. Barnes, G. H. & Barrett, L. H. & Mrs. Barry, Martin E. Bartel, Carl Barick, Sigm Beck, R. Beebe, Raymond Benson, Sherry Bly, Edw. Bolenbarker, L. A. Borgas, Gerald & Mrs. Bowen, Virginia May Bowling, P. F. Brady, Thos. & Mrs. Bright, James & A. Broeffle, Mrs. Anna Broeffle, Mrs. H. Broeffle, Sonny Brooks, Max Edw. (Carney) Brooks, Nicky Burdine, Roy O. Burridge, F. H. Canipe, Walter Carpenter, Carl A. Carroll, Dorothy M. Catalano, Peter & W. Cavalaro, Mrs. Tony Chapman, Wendell (Clown) Christy, Avory Clark, Jimmy & Mrs. Cobb, Paul Edw. Coffey, Clementine Colman, Ray Comer, Chuck Comer, Ernie Compton, Gene Conlon, Mr. Pat Conner, Herman (Beers-Barnes Circus) Conte, Alfred B. Cook, Madison Cooper, Freddie Cooper, H. John Cooper, H. Lester Cox, Char. & Jean Crandell, Mrs. LeRoy Craiden, S. K. & Mrs. Craig, Mrs. Margt. Crowe, Charlie Dann, Harry D. Darnell, Ray (Whitey) Davis, B. & I. Davis, Harry (Pop) Davis, Leslie H. Davis, Earl C. & Mrs. Davis, John M. Davis, Victor A. Deffenoll, Glenn DeOro, Pimlin (L. novita Del Aire) Devine, Alice Doloschal, Roy Donnelly, Russell Dorsey, Elmer Duchene, Jean Duffy, Mrs. John Dugan, Robt. Duncan, Jean Dunn, Orville Durmond, Maurice Eagles, Harry (Shotgun) Elliott, Alice Evans, Frank Fagan, Margie Faulkner, Robt. Felts, Mrs. Billie Fitch, Bill & Maggie Fink, Harry Fitzpatrick, J. Flutle, Edw. Forest, John W. Forde, Billy & Louise (Canada) Fornier, Mrs. Frances Foster, Freeman G. Fox, Wm. Francis Russell Franco, Ginolfo Frank, Tennis Frazier, James L. (Sonny) Frisela, Jos. Gallagher, Frank Gallagher, Mrs. Wm Gallagher, Mrs. Virginia Gattis, Glen Genusa, Benj. Gentry, Rye Gentry, Wesley Gibson, Jockey Gilchrist, Mrs. Helen Gilham, Thos. F. Gills, Geo. Billie Girouard, Anthony Gittler, Wm. M. Glass, Ben Glass, W. T. Gilsson, F. A. Glosner, Ben Gloth, Mrs. Gene Gloth, Louis & Mrs. Goff, James Goldberg, Stu Goodrich, Mr. Babe Goodwin, L. O. Gray, Clifford H. Grimsell, Ruth Groffo, Johnny Gross, Ernest Gurtell, Joe Guthrie, Clay Gutnick, Mrs. Linda Hackett, Edw. & Mrs. Hazen, Orville Haley, Lloyd Hall, Bill Hall, Mildred P. Hall, E. W. (Gulf Breezes Trailer Sales) Hall, Jack & Mrs. Haney, Geo. C. Hangswoerfer, Allan Hannum, Albert T. Haas, Jeannette & Grant Hazelwood, Howard Harris, K. L. & Mrs. Harrison, Jimmie & Mrs. Heiser, Harold Pete Heilmann, Van Hendrix, C. W. Hendy, Bob C. Hennessee, Mrs. John Hennessee, Mr. Henry Roderick W. Higgins, Bill Hill, F. R. Hines, Mrs. Regina Hoyt, Mrs. (Dancer) Hopkins, Roy Howard, J. R. Hubbard, Paul Hunt, Albert Jr., Hunt, H. L. Ireland, Clarence Ivey, James W. James, Paul Janney, Geo. W. Johnson, James Johnson, Mary Johnson, Michael Joseph, Geo. Jurcick, Stanislaus O. Keys Enterprises Keeling, Leonard Keller (Kellar), George (Wild Animal Act) Kidd, Bill K. C. Kingsberry, Luka Kiser, Eugene Kleban, Tate Kline, Bobbie Korman, Carroll Koyama, French Kull, Howard Kuns, Francis LaFlur, Joe La Rue, Bruce Lall, Ben & Marie Lamkin, Louise Lampell, Lemmy Lancaster, Leonard Lane, Veronica Lankford, Harold & Mrs. Larus, Skippy (Miss.) Larus, Paul Lay, Bradford Lemerise, Ernest (Henry) Leslie, Burt A. Levaio, Pat & Willie Levine, Paula Levy, Stanley Lewis, George F. Lines, Rev. W. J. Logan, Mrs. Shirley Lindeman Long, Eddie Loomis, Joe Lee Lowrey, Sammy M. Lynch, James (Jim) Lynn, Jackie Lynn, Mrs. Harry MacDonald, M. McCarter, R. C. McClain, O. C. McGee, Lester McGee, Mary Lee McHugh, J. D. McKnight, C. H. Mace, Herbert Mack, LeRoy & Maconcin, Alice Malkowski, Walter Mann, B. Bill March, Curly Walter Marchette, Robert Marconi, Dan Marsh, Jesse Martin, F. M. & Mrs. Mazy, C. H. Mellon, Eddie Miller, Paul & Mrs. (Diggers) Miller, Sharon Minello, Michael Mitchell, Billy Steve Mitchell, Frank & Stella Mitchell, Harris Mitchell, Jimmie Mitchell, Pete L. Mitchell, Steve Monahan, V. Monroe, B. F. Montanez, Paris A. Montello, Jimmy Moore, Joseph Moran, Joe Morris, Pete Murray, Mariou Myers, Burt Nathan, C. Milton Neilson, Henry (Whitey) Newville, Mrs. P. Nicholb, A. L. Nixon, James L. Norris, William H. Novarro, Monte & Mrs. Novkey, Harris O'Reilly, Jerry Osborne, Ann Osteen, Johnny Paddgett, Gene Pappalardo, Joseph Parry, W. D. (Bud) Paul, Robert Perkins, Fred Perkins, Earl Pinkleton, Tex Powell, R. Powers, Nellis R. Price, Teddy Prichard, Lee Prusick, Chester Punch, Dick Qualls, Mrs. Knox Quillman, Grace Ra Mayne, Dr. Rorda Ranko, Sam & Mrs. Reynolds, Hoyt R. Reynolds, Mrs. P. L. Riddings, Master Rieder, Mickey Rittenhouse, Earl Clark Robinson, Alma (Bunny) Robison, R. C. Rodriguez, Rita Rogers, Ruby Rooks, Harry Rooney, Jimmie Ross, C. H. Ross, Nellie Ross, John Howard

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- Loy, Verna McKee, Edna McLeon, Leon McMillan, R. J. Madison, H. L. Maloney, J. F. & M. A. Medlin, James Medlin, Jimmy Meinert, Fred Metzger, Burton Mitchell, Sandra Moorehead, Merie M. Morgan, Dan G. Mortenson, Art Ogilvie, Ben Owens, Ralph W. Pearman, Mike Pearson, C. B. & Preston Poole, William L. Reisinger, Albert Riley, Hubert Lee Roberts, Tex Rogers, K. L. Romero, Michael. Rose, Curly Sable, Jack Salvage, Whitehead Sellers, Jack Shaffer, William Shaw, Robt. & Gadget Shelford, Wm. Shipley, Leonard L. Silcox, Joann Silcox, Joe Slaten, Wiley Smith, Tally Ray Sokolowski, Peter & Rebecca Spinks, Bethel Staggs, Jimmy Stalter, Herman C. Stanton, Richard Star, Hedy Joe Starnes, Mrs. Lucky Steward, Raymond Odeil Stone, J. W. Sutton, Mrs. Bradley E. Sutton, Carl M. Swan, Jack Swann, John L. Taverler, Forrest Taylor, K. L. & Timberlake, Forest Tolley, Edith E. Van Ness, Kenneth Vinson, Jack E. Volin, Bill Waters, Mrs. Jeannett Whyte, Carl Widaman, Ed Williams, Mrs. Geneva Wilson, Harvey T. Winn, C. L. Wolf, Verne LeRoy Wright, Donald (Duke)

COMING EVENTS

- Continued from page 81 Franklin-Legion Fair, June 24-29. Irwin-Celebration, July 1-8. Hazleton-Centennial, July 1-8. Hyndman-Lions Club Street Fair and Celebration, July 1-8. Norman B. Poorbaugh. Latrobe-Mardi Gras, June 17-22. Levittown-St. Michael's Church Fair, June 24-July 6. Lyons-Firemen's Celebration, July 3-7. Mansfield-Centennial, July 3-7. Mickey Percell, 900 Main St., S. Williamsport. Olyphant-Northeastern Pa. Vol. Firemen's Federation, Aug. 26-Sept. 1. J. Chichilla. Phoenixville-Firemen's Fair, June 18-29. R. H. Miner, Stefko Blvd. and Walter St., Bethlehem. Sharon Hill-Legion Celebration, June 17-22. Sharon-Patagonia Fire Co. Homecoming, June 24-29. J. E. Barker Jr., 1039 Adelaide St. Sligo-July 4 Celebration & Old Home Week, July 1-8. Youngwood - Firemen's Jamboree, June 24-29. Rhode Island Bristol-Celebration, July 4. South Dakota Aberdeen-Jayces Sportsmen's Show, Aug. 4. Carthage-75th Anniversary Celebration, June 23-24. Deadwood-Days of '78, Aug. 2-4. Estelline-Celebration, July 4. Faith-Tri-County Stock Show and Rodeo, Aug. 9-11. Hugh Millard. Flandreau-4-H Achievement Days, Aug. 14-15. Gregory-4-H Achievement Days, Aug. 18-22. Hot Springs-Miss S. D. Talent & Beauty Pageant, July 20-22. Lemmon - 50th Anniversary Celebration, June 18-19. Mitchell-4-H Achievement Days, Aug. 14-15. Vermillion-Days of '59, Aug. 23-23. Woonsocket-Celebration, July 4. Texas Brady-Brady Jubilee, July 4-8. Jim Harkrider. El Paso - Washington Park Celebration, July 4. Fredericksburg - Angora Goat Show and Sale, Aug. 1-3. P. E. Guley. Longview-East Tex. Quarter Horse Show & Races, Aug. 19-20. W. C. Holcombe. Marshall-Celebration, June 17-23. Nacogdoches-Celebration, June 24-29. Port Isabel-Celebration, July 4. Utah Ferron-Southeastern Jr. Livestock Show, Aug. 8-10. Richfield - Southern Utah Jr. Livestock Show, Aug. 21-24. Salt Lake City - Food-O-Rama (Fairgrounds), Aug. 1-3. Continental Enterprises, 501 Newhouse Bldg. Salt Lake City - Western Riding Club Show, Aug. 16-17. Virginia Roanoke-Roanoke Diamond Jubilee, June 14-22. Jim Mace, 412 S. Jefferson St. Galax-Celebration, July 4. Washington Bothwell-Celebration, July 4. Centralia-Lewis Co. Rose Show, June 29-30. Edmonds-Celebration, July 4. Ephrata-Sun Festival, June 28-30. Everett-Celebration, July 4. Ferndale-Old Settlers' Picnic, July 25-27. Forks-Celebration, July 4. Issaquah-Celebration, Aug. 31-Sept. 1. Kelso-Kelso Dairy Week, June 17-23. Kirkland-Eagles Strawberry Festival, June 21-22. Morton-Loggers Jubilee, Aug. 17-18. Okanogan-Nat'l Guard Exhn. and Fireworks, July 4. Port Angeles-Centennial, Aug. 25-Sept. 1. Seattle-Rose Show, June 25. Sedro Woolley - Loggerdeco Celebration, July 1-4. 32" PLUSH BEAR MFR! Cotton stuffed. Asst. colors \$20.00 dz. 32" SUPER PLUSH BEAR Vinyl Rubber, Painted Nose. \$21.75 dz. 21" FRENCH POODLE Collar and Chain \$24.00 dz. F.O.B. N.Y.C. 25% Dep., Bal. C.O.D. TEE JAY TOYS, INC. 48 West 20th St., NYC 11 WA 9-6865

VENDING MACHINES

JUNE 17, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

97

Bulk Machine Tax Policies Explained

Federal Officials Outline Restrictions Governing Use of Charms in Venders

NEW YORK — An unofficial but working policy regarding the taxing of bulk vending machines was evolved recently at a meeting between Leo Leary, vice-president of H. K. Hart Confections, and federal tax officials.

Attending the meeting at the Atlanta regional office of the Bureau of Internal Revenue were Mr. Hargett, Supervisor of the Tax Review Department; Mr. Boland, of the Tax Auditing Department, and Mr. King, Assistant Chief of the

Delinquent Account Reviews branch.

The consensus was that as far as 1-cent vending machines are concerned, units which dispense merchandising only are not subject to federal tax. This is in line with previous rulings.

They also felt that machines which vend ball gum and charms would not be taxed so long as the charms in the machine were of insignificant value.

However, if the operator places a heavy percentage of high-priced charms in the machine, he will be subject to tax. Allowance is made for dressing up the globe with attractive charms.

In other words, a ball gum machine with a normal charm mixture is considered a 1-cent vender. But, if expensive charms are emphasized, it may be regarded as an amusement machine and, hence, subject to \$10 tax.

Also, if expensive charms are
(Continued on page 115)

FTC False Ad Claim Denied By Old York

WASHINGTON — Old York Distributors, Philadelphia, last week (12) denied Federal Trade Commission charges of misrepresentation in the sale of candy vending machines. The denial asserted that Old York has never "engaged in practices" violating the FTC act.

A commission complaint issued in May charged the company with claiming falsely that purchasers of its vending machines will represent the Hershey Chocolate Corporation. Other charges included use of "bait" advertising by Old York and misrepresenting profits purchasers will make operating the machines. (The Billboard, May 20.)

In its reply, the company said
(Continued on page 112)

Blumenthal Names Five New Brokers

CHICAGO — Blumenthal Brothers' Chocolate Company announced five changes in the firm's brokerage set-up. Announcement was made by Walter Roth, field sales manager of the confection division.

James Hruby Associates, Portland Ore., has been appointed to represent Blumenthal for the States of Washington and Oregon.

The David Levin Brokerage Company, Tucson, Ariz., which already represents Blumenthal in Arizona and New Mexico, has had El Paso added to its territory.

Thomas Hawkins, currently han-
(Continued on page 112)

250 Operators Attend Rudd-Melikian Confab

PHILADELPHIA — More than 250 members of the Rudd-Melikian network of franchised vending operators gathered here Thursday thru Saturday (6-8) for the ninth annual Kwik-Kafe Convention.

Opening addresses were given by Cy Melikian, executive vice-president, and Jack Manning, marketing vice-president. Ed Wiler, advertising director, disclosed that the firm plans a heavy advertising schedule in the general business press.

Plans for this year call for six full pages in Business Week and another six pages in Dun's Review and Modern Industry. Twelve advertisements have been scheduled for The Wall Street Journal.

Trade Schedule

In addition, three full-page advertisements have been scheduled for Newsweek and a full schedule is set for various trade papers.

Theme of the campaign will be employee testimonials, emphasizing
(Continued on page 115)

MOSCOW STORE HAS 12 VENDERS

NEW YORK — A dozen vending machines are reportedly in the Children's World, the Soviet Union's largest department store, which opened in Moscow last week. The machines vend pens, pencils and notebooks for 50 kopeks each, the same prices charged at nearby counters.

On opening day, the counters were so jammed that shoppers, determined to buy something, were heavy patronizers of the vending machines.

National To Shut Down Plant Aug. 3

ST. LOUIS — National Rejectors, Inc., will close its plant for a two-week period starting Saturday, August 3, and running thru August 18.

Announcement was made by J. I. Cleary, manager of sales, who said that during the period no shipments or receipt of material will be made.

AUERBACH TELLS DRUG EXECS:

Operate Sundries, But Let Vending Specialist Handle Food and Cigs

NEW YORK — The future of automatic merchandising in the chain drug business was outlined Monday (10) before some 300 chain executives by Morris Auerbach, assistant to the president of the ABC Vending Corporation, at the meeting of Chasco Corporation officials (see separate story).

Auerbach told the retailers that while they can probably operate mechanical venders dispensing such drug items as razor blades, tooth

paste and other sundries, food items which require more complicated equipment can best be serviced by an outside operator.

He cited some of the difficulties of location ownership, pointing out that that it would be necessary for each store to have personnel capable trained to maintain and repair equipment.

Scattered Location

This would apply particularly, to the independent or to the chain

whose outlets are scattered over a wide geographical area, he added.

Also, he said, each store should stock its own vending machine parts if location ownership is contemplated.

In cases where items sold over the counter are dispensed after hours in vending machines, location ownership of equipment is the answer, said Auerbach.

He pointed out that low volume emergency items such as toothpaste, razor blades and shaving cream would not attract the outside operator, but could help the retailer using his own equipment.

Auerbach explained that many customers will buy chain store brands for the first time in an emergency and that many of these first-time buyers may become converted to the brand. The drug-store vending machine may be instrumental in that conversion.

He added, tho, that the drug chain that attempts food vending may be biting off more than it can chew. He pointed out that a vending route requires servicemen, mechanics, stock control personnel and a management organization. In addition, food machines become obsolete and must be replaced.
(Continued on page 116)

LETTER TO THE EDITOR

Where There's Smokeshop, There's Automatic Products

To the Editor:
I am president of the Automatic Products Company of St. Paul, Minn. On May 20, 1957, I read a statement in The Billboard which pertained to comments made about the recent change in U. S. Hoffman Company management and the adding of a new subsidiary, the Continental Manufacturing Company. In this article you made mention of the fact that the Continental "Corsair," a cigarette vending machine which had reached

the top in distribution in this field, was a competitive machine with the Apco "Smokeshop." In reading this article many of our customers were lead to believe that the machine would within a short period of time be abandoned by U. S. Hoffman Corporation and thereby we have suffered substantial injuries.

I want to give you the exact facts as they exist.
Automatic Products Company is
(Continued on page 113)

Drug Chain Execs Examine Vending

Major Mfrs. Exhibit at Chasco Meeting; Koenigsberg Cites Fountain Space Costs

NEW YORK — More than 300 chain drugstore executives had their automatic merchandising appetites whetted Monday (10) when the Chasco Corporation, a buying service for 55 drug chains with more than 1,000 outlets, sponsored a vending exhibit and program.

The session was part of the week-long meeting of drug chain executives at the Belmont-Plaza Hotel here. Representative food and merchandising machines were on display, and the key address was delivered by Morris Auerbach, assistant to the president of the ABC Vending Corporation (see separate story). In charge of the program was Paul E. Koenigsberg, Chasco merchandise manager.

Exhibitors included Apco, with hot drink, cold drink and cigarettes; National Vendors, cigarettes, candy and pastry; Rowe, cigarettes, cold drinks and hot food; Lovitt Enterprises, milk shake machine; United

Sound & Signal, pre-mix cold drink; Veñco, hot coffee and ice cream and Wittenberg, multi-selection food.

Telenorm Unit

Also, Telenorm displayed an automat-type German multi-selection machine. The unit has 12 doors per column, with each door capable of delivering three vends, for a capacity of 36 sales per column. The
(Continued on page 113)

King Announces New Baseball Ball-Gum Unit

CHICAGO — A new baseball vender is being introduced by King & Company for the ball gum vending trade. King is exclusive distributor for the new unit, which is being manufactured for them by Coin Specialties, a newly formed Chicago concern.

Chief feature of the new model is a baseball-flip feature built into the front window of the machine. After inserting his penny, the customer has to flip the ball gum into one of four bases, first, second, third and home plate.

To add a little sporting atmosphere, the edge of the display glass is rimmed with the name and emblem of the team.
(Continued on page 114)

Virginia May Levy 3c Pack State Cig Tax

WASHINGTON — A cigarette tax of 3 cents per pack—plus proportionate levies on other tobacco products—was suggested by Virginia State Senator Garland Gray last week (5) as a method of raising revenue needed to provide State aid to hard-pressed local governments.

Under Gray's proposal, all the proceeds of the tax, estimated at about \$9 million annually, would be distributed to Virginia counties and cities to help pay for school construction and to pay off school bonds.

Gray said the State should try raising new revenues from cigarettes and tobacco taxes before turning to a general sales tax.

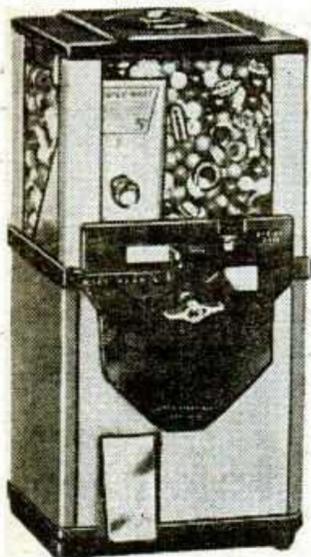
Ky. Cigarette Sales Up 4.2%

LOUISVILLE — There was an increase of 4.2 per cent in the number of packages of cigarettes on which the 3-cent-a-package Kentucky tax was paid in the first quarter of 1957, compared with that time last year.

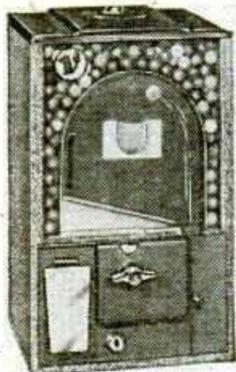
The number of packages rose to 72,093,000 from 69,211,000. The tax payment rose to \$2,162,790 from \$2,076,330.

The R-M versatile vendor dispenses automatically any food item which can be contained in a 5-inch by 1.75 area. Any combination.
(Continued on page 112)

2 GREAT MONEY MAKERS



SUPERMART VENDORAMA®
With the Sensational LOOK-SEE VIEWER and PLAYBALL

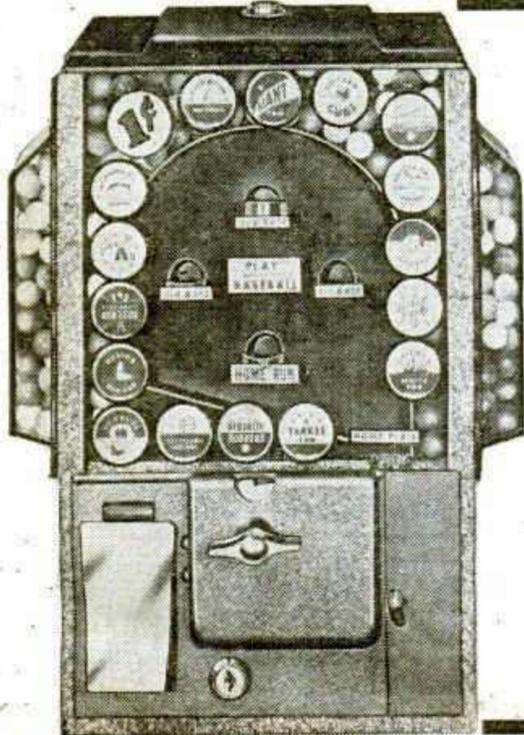


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Attractive front shows emblems of 16 American and National League ball clubs.
★ Holds 15 lbs. of 210-count ball gum
★ Vendor takes in \$1.00 when empty
★ Three-view showcase display window attracts attention
★ Proven trouble-free mechanism and flipper
★ Size: 14" high, 10 1/2" wide, 9 1/2" deep
CALL, WRITE OR WIRE TODAY!

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EXCLUSIVE DISTRIBUTOR

Now You Can Ask For It By Name!
"STAR-BRITE"
Cramer's All New
210, 170, 140 BALL GUM
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7/8" Size SOLID BALL
● Brilliant Colors
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All of this adds up to TEST-TUBE QUALITY. Save by using "STAR-BRITE" at money-saving prices. Ask your distributor to stock Cramer's "STAR-BRITE" for you!
Cramer Gum Company, Inc.
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Member of National Vendors' Assn.

All the news of your industry every week in The Billboard . . .

N. Dakota Tobacco Tax Collections Up 4.6%

BISMARCK, N. D.—Dakota's cigarette and snuff tax collections for May were up almost 12 per cent, to \$261,637, according to State Tax Commissioner J. Arthur Egen.
For the year so far they total \$1,204,276, a rise of 4.6 per cent above those collected during the first five months of last year.

JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES
With or without nickel & penny changers.
None finer quality; none lower in cost!
Also candy, cookies, postage stamps and perfume.

OUR 25th YEAR!
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

Parliament Sales Double

NEW YORK—Parliament sales are currently running more than twice what they were a year ago, according to a statement made this week by Ray Jones, vice-president in charge of sales for Philip Morris, Inc., manufacturer of the brand.
The firm has just doubled the size of its shipping case from 30 to 60 cartons.
Biggest sales increases this year were reported in major cities: Baltimore, 149 per cent; Boston, 68.4 per cent; Chicago 47.1 per cent; New York, 68.5 per cent; Philadelphia, 52.2 per cent, and Los Angeles, 58 per cent.

Denver Tobacco Tax Collections Up 2.2%

DENVER—Tobacco tax collections amounted to \$390,968 for the first five months of 1957, according to city Revenue Manager Clayton Hill.
This is a 2.2 per cent increase over the same period of 1956.

OPERATORS!—MAKE MONEY!

WITH ROUTE OF "FUN SHOPS" Earn STEADY PROFITS supplying stores with our FAST-SELLING Jokes, Tricks and Puzzles on self-service display racks. Popular priced, all-year-round sellers! \$250 investment required to start. Write or wire TODAY for complete details.
D. ROBBINS & COMPANY, Dept. 88-11, 127-R West 17th Street, N. Y. C. 11

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With KEYS!
Best charm value your money can buy! Time-tested favorite with operators. Stickers \$8.50 CR. available. Available at Your Distributors.
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Factory shipments of machine-made glass containers during April totaled 11,236 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 839 thousand gross of the total, an increase of 144 thousand gross over the preceding month. Nonreturnable beverage containers accounted for 122 thousand gross of the total, an increase of 18 thousand gross over the preceding month.

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.
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N.W. #33 1¢ Porc. B.C. . . 6.50
Columbus 5¢ Bulk . . . 4.50
Silver King 1¢ B.G. or Mds. . . 7.45
ABT Guns . . . 30.00
Acorn, 1¢ or 5¢ . . . 8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen . . . \$.49
Pistachio Nuts, Large Tulip46
Pistachio Nuts, Vendor's Mix43
Cashew Whole46
Cashew Butts58
Peanuts, Jumbo45
Spanish32
Mixed Nuts57
Rainbow Peanuts30
Boston Baked Beans28
Jelly Beans30
Licorice Gems28
Leaflets, 650 ct. . . .40
M & M, 550 ct. . . .50
Hershey-ets43
Rain Blo Ball Gum, 60 ct. . . . \$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain Blo Ball Gum, 100 ct.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.
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Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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THE NORTHWESTERN CORP.
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Canteen Sales Hit New High

NEW YORK—Sales and earnings of the Automatic Canteen Company of America are at record highs, according to a company report issued last week.

Consolidated sales and operating revenues for the 24 weeks ended March 16 were \$50,730,403, compared with \$47,491,365 for a like period last year.

Earnings for the 1957 period were \$1,214,966, compared with \$1,103,420 for the same period last year. Preliminary figures for the 32-week period ended May 11 indicate an increase over the previous year.

Ind. Court Rule Won't Affect Cig Prices

INDIANAPOLIS—An Indiana Supreme Court decision which took the teeth out of the State's fair trade laws will have no effect on the price of cigarettes, the judge of the tribunal told the press informally last week.

This came as a relief to cigarette distributors and vending machine operators who feared that the decision would ignite attacks on the fair trade structure covering cigarettes and tobacco products.

The court decision invalidated the "non-signer" feature of the State's 1937 fair trade code. However, jurists were quick to explain that an entirely different statute covers the price maintenance of cigarettes.

The suit which culminated with last week's ruling was brought by the Bissell Carpet Sweeper Company of Michigan against the Shane Company, Inc., an Indianapolis discount outlet. Bissell initiated the action against Shane for selling sweepers below the prescribed price and when an Indianapolis court held for Shane, the Michigan firm appealed.

The non-signer clause requires only one contracting signer to bind all the retailers in a State to sell a given product at a stipulated price. Thus in the Indiana case, Bissell based its suit on evidence showing that Shane, a non-signer, sold sweepers for less than H. P. Wasson, a large Indianapolis department store, with whom Bissell had a contract.

Judge James E. Emmert, who wrote the majority opinion, declared that the Legislature is without constitutional authority to delegate price-fixing privileges.

Address Correction

SHREVEPORT, La.—Due to an error in records of incorporation, the address of the Bossier-Shreveport Cigarette Vending Machine Corporation, newly chartered firm, was reported as 731 Pierre Mont, Baton Rouge, La. The firm is actually located at the above street address in Shreveport.

Cigar Production Up

Production of large cigars during March totaled 493,497,758, an increase of 7.3 million over March, 1956. Small cigar production totaled 4,185,340—a decrease of 1.3 million from March, 1956.

H. Whillans New Sales Manager at Carlton Vendors

TORONTO—Often described as the "dean" of the vending machine business in Canada, Howard Whillans, 53, has given up his own operations to become general sales manager in charge of distribution for Carlton Automatic Vendors, Ltd., here.

The announcement of his appointment by Gurston Rosenfeld, general manager, also included the appointments of four other persons to the staff of Carlton, bringing the total to 28.

Willi Karpel, who has been with Carlton since its inception, is gen-

eral manager in charge of operations, while Manuel Harris, C. A., is comptroller in charge of administration for operation and distribution.

James Tausney is service manager for operation, and Wes Upton,

service manager for distribution. Carlton is engaged in both operation and distribution, with its operation centered in Toronto. They hold franchises for distribution in other parts of the country.

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CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
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Tab (short stick), 100 ct. 38¢ box
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F.O.B. Factory, 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
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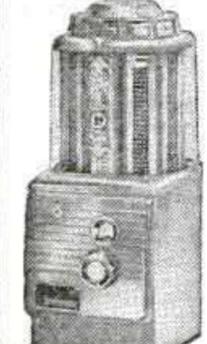


Beautifully designed Dainty Ruby Diamond Ring that's not too large, not too small . . . it's just right! A most attractive looking ring now employing machines all over the country.

VACUUM PLATED SILVER \$17.50 per M

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Vendor Holds 12 lbs. of 210 Ball Gum

Takes in	\$25.20
Cost of Gum	3.60
Pay location 25%	6.30
Your Net Profit is	15.30

PRICE \$19.75 EACH
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5c

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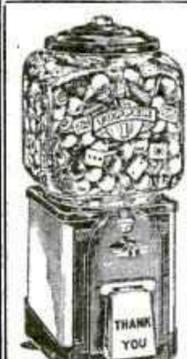
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Write for lowest prices on filled capsules. Immediate delivery.

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Victor's 1c PLAY BALL

\$19.75 Each Immediate Delivery!

For each coin inserted player snaps ball through the air until it's caught in the pocket. Then player receives the gum. Sensational! Creates real activity!

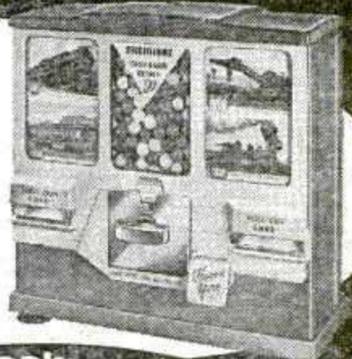
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Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



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FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c	\$ 8.50
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N. W. Model 49, 1c or 5c	12.50
Master, 1c and 5c	8.50
3 Col. Hot Nut	22.50
Asco Hot Nut	7.50

WROUGHT IRON STANDS FOR MULTIPLE MACHINE INSTALLATION.
Holds from 4 to 10 Machines!

4-Machine Stand	\$12.00
6-Machine Stand	16.00
10-Machine Stand	20.00

Victor Model V	8.50
Du Granier 6-Col., 1c Tab.	14.50
Atlas Master, 5c	8.50
Mills 6-Col., 1c Tab.	17.50
Columbus, 5c, NEW	8.50
Ball Gum Hunter Machine	12.50

SEND FOR 1957 CATALOG and Merchandise Lists!

All machines completely checked and ready for location. Order with complete confidence.
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EP's, 50c Chute Start New Juke Pricing Experiments

Operators Give Pros and Cons on New Multiple-Pricing Techniques

Before the days of dime play, juke box pricing was a relatively simple thing: One tune for a nickel, two for a dime and five for a quarter.

Then came dime play, and more recently extended-play disks. The advent of the dime saw prices changed to one tune for a dime, and anywhere from three to five plays for a quarter. The extended-play disks ushered into being dual pricing, which again complicated the picture.

LOS ANGELES—The 50-cent chute on music machines, either as standard equipment or an added installation, is being eyed by operators as a means of increasing the gross revenue in their locations.

A number of the music men have bought machines with the added feature while others have installed conversion units. Unfortunately, operators have not taken the time or expended the effort to give any concrete evidence of the feature as earning sizable gross.

Larry Collins, Whittier operator, probably sized up the thinking of the field when he said that anything that has a tendency to increase the take is worth a trial. It is on this basis that Collins is using the chute. At M.A.C. Vendors, one of the largest operators in the city, its manager, Tom Workman, explained that the 50-cent chutes were in operation on the route and

(Continued on page 112)

BOSTON—With the Metropolitan area in a tough battle to introduce and maintain 10-cent play, one of the greatest levers toward this goal has been the emergence of the 50-cent chute on juke boxes.

A big upsurge in purchases of these units is seen in these parts with operators enthusiastically hailing the idea and many awaiting delivery of machines. In fact, the acceptance appears to be com-

(Continued on page 104)

MEMPHIS—The 50-cent chute on phonographs will be a coming feature on all juke boxes of the future and an attraction expected to increase collections, a recent survey of five top operators by The Billboard indicates.

Right now there are only a few machines with the chute on them in operation but all operators interviewed expected to buy them during 1957.

(Continued on page 108)

Try P.O.P. Displays To Hike Juke Play

Ops Promote Range of Music Offered On 200-Play Units With Album Covers

• *Continued from page 1*

Gutshall, a veteran operator of Corona, Calif.

Gutshall uses two EP album covers, one on each end of the juke box selector panel, on every machine he has equipped with EP's. Covers are trimmed to fit. They're neatly fastened to the machine with loops of piano wire. Result: A hike in gross income on machines using them of 20 per cent. Gutshall believes that the reason the P.O.P. idea has clicked is that customers like to see the artists. Another part of the plan which Gutshall believes is important in his success: He refers to EP selections as albums, never as EP's.

The principal idea behind the use of P.O.P. displays for juke boxes is, of course, to boost income. It can be by arresting the interest of both habitual juke box patron and non-juke box patron. It is especially this latter category that operators are most interested in since it's likely that in this group are people to whom other-than-hit categories available on

EP's and singles would appeal most strongly to.

Other Advantages

But there are other advantages which some operators see in the use of colorful, well-designed displays.

(Continued on page 104)

REINVESTMENT

Op Tells Six-Year Success Formula

JACKSON, Miss. — Six years ago, John Haley, of nearby Canton, Miss., decided to strike out on his own as a music operator. He didn't have a dime, but managed to borrow some money and buy out a small music route in his home town.

Today, he owns Haley Music Company, with offices in Jackson, the State's capital; Canton, population 2,500, and Durant, population 4,000.

He recently completed a huge warehouse and office building at

Canton which cost \$25,000 and has 40,000 square feet. He will spend another \$10,000 improving it to fit his operational needs.

The story of his success is simple but effective. Here's how it all began.

Haley started 15 years ago working for Ross Roberts, music and game operator at Canton.

(Continued on page 110)

Finance House Makes Bid For Coin Machine Paper

NEW YORK—Funds for Business, Inc., a publicly owned finance house, is making a bid to do installment financing in the coin machine field.

Heading the coin machine effort is Sam Bushnell, veteran coin machine finance expert. Bushnell said the firm already has a dozen accounts, mostly East Coast distributors.

However, he added that plans call for coin machine financing on a national basis with manufacturers and distributors of juke boxes, games and vending machines.

Also Funds for Business plans to enter a phase of coin machine

50c CHUTE

'Chip-In' Plan Boosts Play By Teen-Agers

DENVER — Altho 50-cent chutes have been used up to now primarily for better-income, class locations, they can be equally profitable in locations frequented by teen-agers and college students, according to Sam Keyes, head of Apollo Music Company, here.

Keyes has developed a new wrinkle called his "chip-in" plan, which has developed quite successfully in most teen spots.

Under this plan, waitresses and store owners simply suggest to the teen-agers that they use the 50-cent chute which gives from seven to nine selections, and to raise the additional money by having each member of the group chip in.

There are usually enough nickels, dimes and quarters in any group of youngsters to amount to 50 cents, it is pointed out, and the jukebox thus gets that much play guaranteed.

Apollo Music has consistently applied this idea in one location after another and find that it soon becomes a habit.

Not infrequently, teen-agers have taken to the idea so enthusiastically, that as soon as a group sits down to the table, one after

(Continued on page 110)

Location Owners Feted by Davis at Old-Timer's Party

WATERTOWN, N. Y.—Nearly 400 tavern owners and a delegation of juke box operators were guests of the Davis Distributing Corporation, Syracuse, Albany, Buffalo and Rochester Seeburg distributor, at the conference of the State Restaurant Liquor Dealers' Association of New York, Inc.

The Davis party had a gay '90's motif, and old-time vaudeville acts provided the entertainment. Harry Kelley, Seeburg district sales representative, was on hand to greet guests.

At one end of the stage was a Seeburg Orchestra (circa 1916), while a new V-WPP stood at the other end of the stage. Earl Fay, Watertown juke box operator, helped stage the affair.

Purpose of the party is to cement relationships between the location owner and the juke box operator and to acquaint the location owner with the operator's problems.

Chi Ops Set For Autumn Dance Fete

CHICAGO—Music operators of Recorded Music Service Association are planning their first annual banquet and dance to be held Saturday night, September 14, at the Terrace Gardens of Chicago's Morrison Hotel.

The affair is being held this year in place of the association's traditional yearly golf outing. Earl Kies and Joe Filetti, co-chairmen of the event, said that manufacturers and distributors along with the operators and guests would be invited.

Kies said he expected attendance to reach from 800 to 1,000 people.

(Continued on page 104)

LICENSE SCRAMBLE

Big Switch Seen for Beer City Locations

MILWAUKEE—"The greatest number of location switches in the history of the industry" is the report from reliable coin machine industry sources here.

"We've never seen so many taverns changing hands before license time," say veteran operators queried here. July 1 is the deadline in the Beer City for renewal of tavern licenses, and coming up with the necessary cash to satisfy the license bureau is becoming increasingly difficult.

In recent years the July 1 date has been marked with a scramble

by tavern owners to sell their businesses before the license expiration date appeared. This year the number of taverns due to change hands or fade out of the picture is expected to reach new peaks.

Traditionally known as a community with many more taverns than the nation's average, Milwaukee's neighborhood suds spots have experienced a serious decline in recent years.

"The neighborhood taverns that were the backbone of the coin machine business are fast disappearing"

(Continued on page 110)

UMO to Hold Series Teen Record Hops

DETROIT—United Music Operators of Michigan are resuming their efforts toward effective industry public relations with the resumption of a series of record hops sponsored in co-operation with the recreation department of the city of Hamtramck in July.

The event will be held in Memorial Park, where the recreation department has revamped the skating

(Continued on page 112)



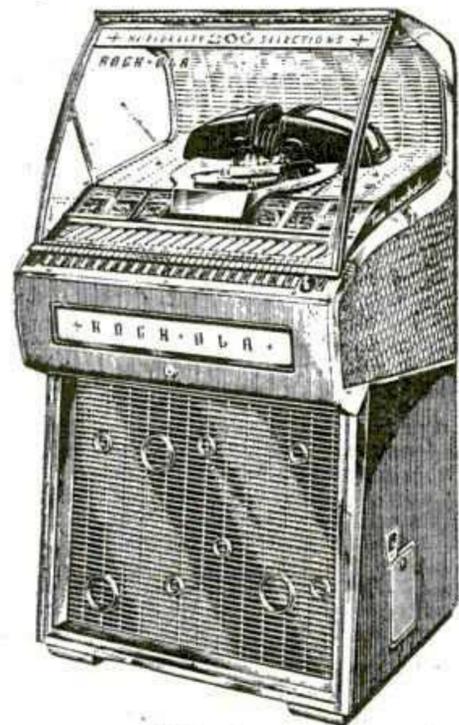
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MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

Unions Can't Cure Juke Box Ills: Ops

- Unions lack familiarity with operating business. Associations are preferred
- Ops fear union tactics, bad publicity would do juke industry more harm than good

This is the last of a two-part Forum on what operators think of unions in the juke box operating business. Part one appeared in The Billboard, May 6.

Operators don't feel that unions can do any more for the juke box business than is already being done. What's more, they don't even feel unions can do as much.

This is not based on any denials that face the industry today, but rather the flat assertion by operators that unions aren't the answer to whatever troubles they have.

Interestingly enough, the comments are based on how operators feel about the future, rather than a reflection of what has happened in the past.

When asked point blank whether they thought unions could help the juke box business in the future, 64 per cent answered a flat "no." An additional 13 per cent "didn't know," while only 23 per cent felt that unions could be of any possible help.

Objections to union membership seemed to be numerous. Operators seriously doubted whether unions could take any positive steps toward curing the ills that faced the operating business.

For example, only 23 per cent felt that union

The comment of Paul Hurst, Atkins, Ark., operator was typical. "I feel if every man can't run his own business, fairly and honestly, a union can't do it for him."

Associations, on the other hand, came in for a good share of praise from operators, who felt they presented a solution to many problems faced by the industry today.

Exchange Ideas

The general feeling is that associations are "closer to the business." "A group of operators getting together can offer each other a great deal, with exchange of ideas, sharing of operating experiences, and development of professional goals and standards."

R. Jolly, a North Carolina operator, emphasized this point. "The operator that practices bad business policies and injures his fellow operators, will be recognized by other operators and locations, and will lose business if not eliminated altogether. There are so many ways for an operator to dodge union laws that a union would only help a little, and would not be worth the price."

Union Tactics

But besides the lack of professional help that unions could offer, there were definite undertones of "fear" of union "tactics and operating methods."

What Operators Say:

The Question:

Some operators are in favor of unions because they feel they help enforce fair business practices. Other operators are opposed because they feel unions eventually take control of the operating business. What are your views? Do the possible benefits of union membership outweigh possible harm or not?

The Answers:

J. Newton Eager, Middleton, N. Y.: "Unions have their goon squads which are requested by unethical operators, this I disapprove of. Let's keep the business clean and an asset to our individual towns and cities." . . . Ben B. Korte, Glendale, Calif.: "I believe a union working together with an association is the only real way to get front money and the proper percentage, but I think it should be a union for the music business alone." . . . An Arkansas operator who asked his name be withheld: "I would rather not be connected with a union." . . . Charles N. Gates, Coatesville, Pa.: "It is my experience in 40 years of music merchandising that operators must learn to serve one another collectively."

An Indiana operator who asked his name be withheld: "Unions are okay. Only they take control of your business." . . . Gabe Camby, Baltimore, Md.: "The union affiliation in Baltimore is a dismal failure. There is no leadership, no enforcement and a lackadaisical attitude." . . . A Pennsylvania operator who asked his name be withheld: "Unions in their initial purpose are okay. Eventually they become strong and they get corrupt." . . . Paul Hurst, Atkins, Ark.: "I feel if a man can't run his business fair and honest, a union can't run it for him." . . . Russell C. Brashear, Bowling Green, Ky.: "Unions do more harm than good. If an employee is skilled, energetic and honest he can demand and get top salary without outside help."

A New York operator who asked his name be withheld: "We belonged to a union for several months and paid dues regularly. When the occasion arose when we needed the union's help, they did nothing. We stopped paying dues and have never felt kindly toward a union since. We have had far more co-operation and good results in working with an association." . . . Glenn M. Jessup, Jackson, Mich.: "I feel that unions would take control of the business and would do much more harm than good." . . . An Illinois operator who asked his name be withheld: "We are not opposed to unions, but don't think they would help the operators very much."

Pearson & Wampier Music, Harrisonburg, Va.: "We do not believe a union would be any benefit to operators, especially since the dirt is showing up in the Teamsters' union. Why should the operators pay some union boss more salary per year than most operators would make in a life time of operating?" . . . An Indiana operator who asked his name be withheld: "We at one time had an association and a union. They tried to accomplish by strong-arm methods what should be done by promotion, education and salesmanship." . . . W. C. Brenner, Evansville, Ind.: "I am opposed to unions. Unions can get better splits, but headlines now answer why ops should work together in an association rather than in a union." . . . S. L. Lewis, Cambridge, Md.: "The unions are getting a bad name because of their leaders. I am opposed to getting mixed up in anything that will do harm to the music business."

Forum Votes

1. Whether or not you think unions have benefitted operators in the past, do you think it is possible unions could help the juke box business in the future?

23% Yes 64% No 13% Don't Know

2. Do you think that operator (or operator employee) membership in a union can effectively stop unfair trade practices (price cutting, unethical location jumping, etc.)?

23% Yes 77% No

3. Do you think an operator association can stop unfair trade practices without its members (or their employees) belonging to a union?

79% Yes 21% No

4. Do you think competition among operators is tougher in big cities than in small towns and rural areas?

47% Yes 31% No 22% Don't know

membership could effectively stop "unfair trade practices," such as price cutting and unethical location jumping, while 77 per cent gave emphatic "no's."

Associations

On the other hand, fully 79 per cent of operators interviewed felt that membership in an association could curb such practices, without any union affiliation whatsoever.

Many operators felt that unions just weren't familiar enough with the music operating business to do any good.

Others pointed out that it was up to the operators individually to supervise their own business.

Many feared that unions would take over the business entirely, leaving the operators with little or no voice in how they might run their own business.

Union "strong arm boys," as well as "bosses who would be paid more than the average operator made in a lifetime" were also mentioned.

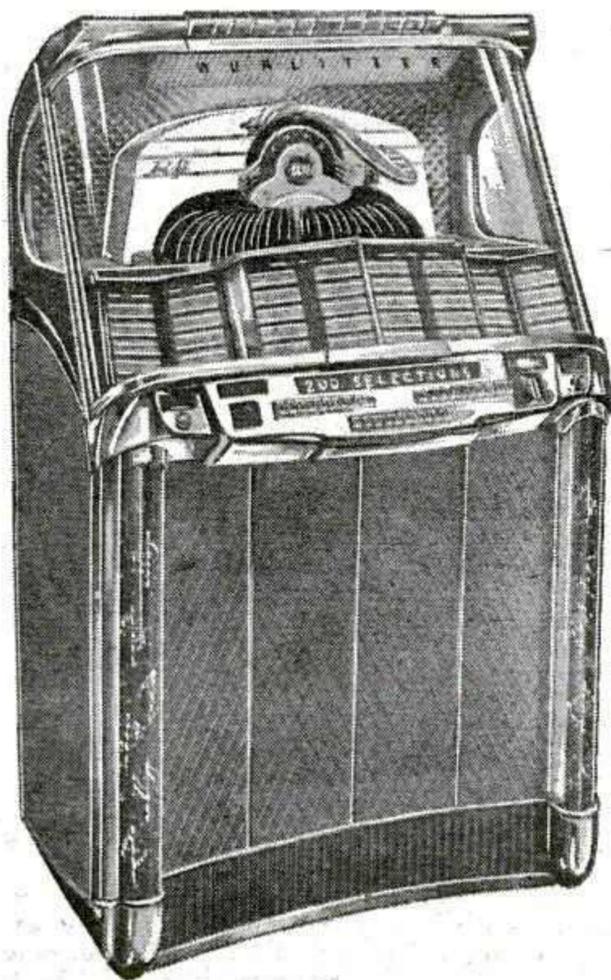
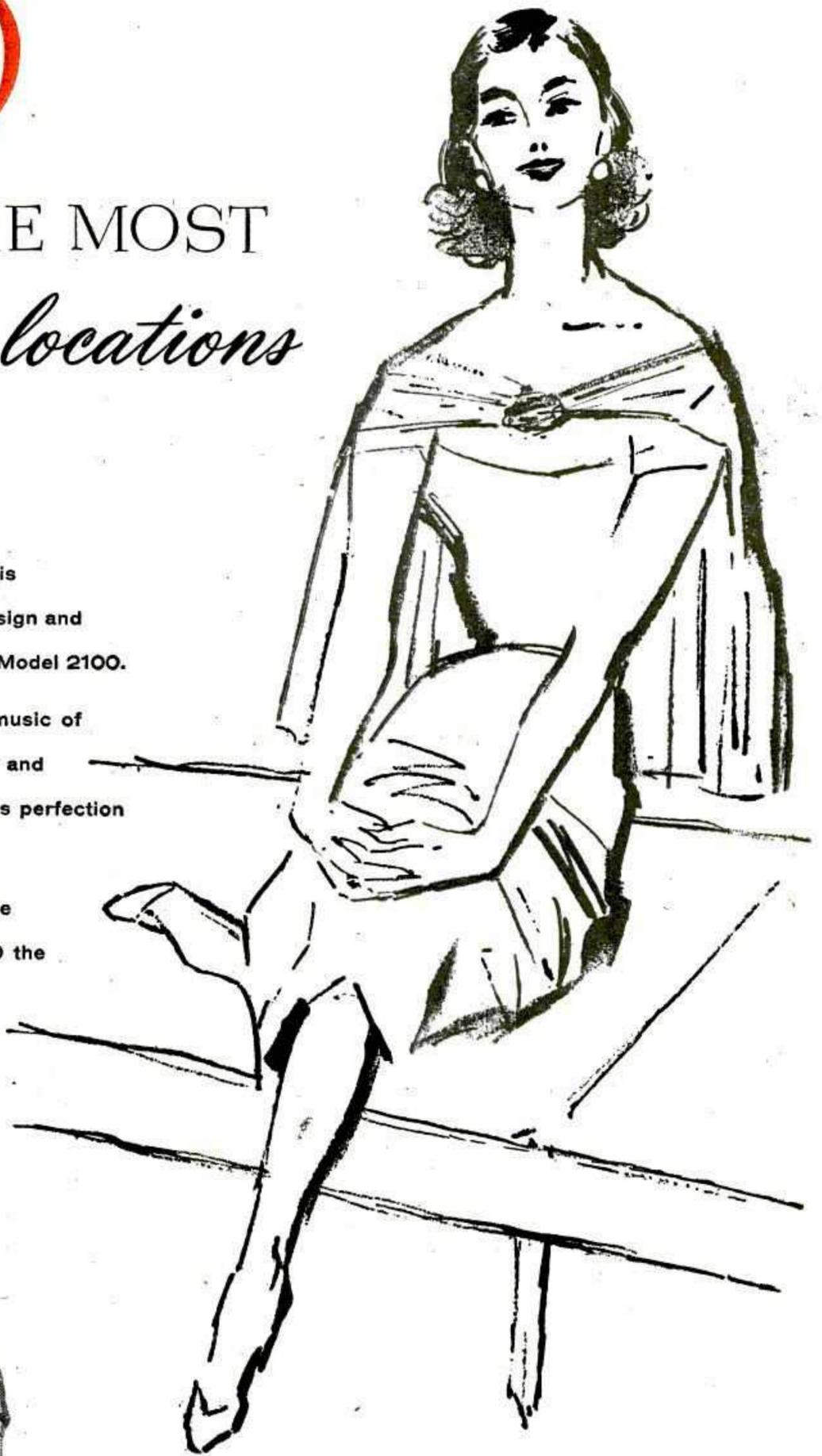
Another Midwest operator mentioned the recent publicity that has sprung up around unions. "We're still trying to prove ourselves as legitimate business men," he stated. "One sliver of bad publicity linking the juke box business with union corruption would hurt us more than a union could ever help."

AT HOME IN THE MOST
Luxurious locations

The luxury of high fashion décor is complemented by the graceful design and subdued lighting of the Wurlitzer Model 2100.

Patrons who enjoy hearing the music of their choice with flawless clarity and fidelity recognize this Wurlitzer as perfection in musical reproduction.

Its earning power and high resale value combine to make the 2100 the most desirable purchase in today's market.



The WURLITZER 2100

WURLITZER
 NORTH TONAWANDA, N. Y.
 Established 1856

Try P.O.P. Display to Up Play

Continued from page 100

plays. In a tavern or restaurant where the employees are on their toes, they can play an important role in keeping juke box tunes spinning. But in many locations, where the bartender or waitresses don't care, juke box play depends entirely on only strong juke box patrons. It is in this type of location, where P.O.P. material could help, these operators reason. Displays could supply the attention-producing means which an employee might ordinarily supply.

In addition, P.O.P. displays can be used as an effective tool in helping strengthen operator-location owner ties. It is further evidence to the location owner that the operator is selling and promoting music, a fact which is bound to impress the location owner who stands to gain from an operator's efforts.

P.O.P. display material for juke boxes has been used little up to

now. It is estimated that fewer than one in 10 operators use any display material.

How much the new move will be used over a period of time is not known for sure. What is known for sure is that operators previously have never had as sound a reason as they have now for using it as they have with 200-selection equipment and EP's. With more limited selections, the usefulness of display material is considerably less, and with no EP's offered it's only standard programming that could be promoted.

The current activity with P.O.P. displays is concerned largely with the promotion of tunes other than hits. People do know hits are programmed on juke boxes, but probably not many know that 200-selection juke boxes especially contain a whole lot more than that. It is this fact which needs telling.

The P.O.P. display cannot be

looked upon as a means of increasing play on other-than-hit tunes from people who like only hit tunes. In other words, it would be pretty far-fetched for an operator to attempt to use displays to sell people music what they don't prefer. It can be useful in telling people that a type of music is programmed that previously has rarely been associated with a juke box, figuring that some of those will prefer that type music.

The validity of that argument has been demonstrated by operators who for various reasons, decide to plug a particular brand-new tune, especially if it's by an unknown artist. Results of this have shown that P.O.P. juke box displays cannot do it.

The record industry stands to benefit from the P.O.P. display movement. Just as displays of album covers in retail stores snare customers and give a substantial amount of promotion to the album, so similar displays on a smaller scale can be expected to do the same in restaurants and taverns throuout the country.

A number of operators point out that record companies would do well to keep the P.O.P. display activity of the operator in mind at least in designing album covers, perhaps in working with juke box manufacturers in producing additional P.O.P. display material.

Boston Pricing Experiments

Continued from page 100

pletely unanimous to the point where most operators are of the opinion that 10-cent play will be much more easily introduced now that the public is accustomed to putting half-dollars in the phonographs.

Many operators say they would not consider buying a machine that did not have a 50-cent chute unless it be for small locations where the trade will not bear such a price.

Take Is Up

While it is difficult to establish a definite percentage of increase since the coming of the 50-cent unit, a rough estimate would seem to put the rise in the 25 to 35 per cent bracket. Most operators say they can count on from \$8 to \$12 every two weeks in half dollars.

There are few operators who are not giving the patron more for his money, except where the nickel prevails, and in most 5-cent locations operators are just not putting in the 200-selection machines. There is no uniform style on pricing. Plays run all the way from seven to 10 for a half dollar.

One gimmick which a number of operators find the customer likes is the method of advertising seven or eight plays and then giving eight to 10. The customer thinks the machine is out of order and is delighted that he has received something for nothing. Where the dime prevails, the going rate is usually three for a quarter.

Extended plays are more and more disappearing in this area and a percentage check seems to show that only about 5 per cent of the plays are on EP. Apparently the patrons here do not favor either the two for 15-cent price nor the disk selections which they feel are not always as new as the single records.

Where EP's still exist (and many operators say they don't want them anymore) the price is two for 15 cents, but results have been discouraging.

As for being willing to pay more for dual pricing or credit accumulators, the feeling is that the cost of machines is already too high without extras such as these.

There was no evidence of 50-cent converters, the reason being that the cost was too high and that a machine with a converter of any kind is a poor trade-in and always brings less than a regular machine.

Since acceptance on the 50-cent chute has been good, the reaction fo the locations has been favorable, and strangely enough there was very little resistance encountered when the machines were first put in.

All in all, the 50-cent chute has been good for business here. The customer is getting more plays for his money, the operator has seen his gross go up and the fact that it isn't necessary to get change to play a juke box with a 50-cent unit has brought a much needed upswing generally for the operator.

Kill \$50 Juke Tax

Continued from page 100

and liquor tax are applied also would be subject to the proposed juke box tax, creating excessive tax burdens upon one segment of business.

Among senators who sided with the operators in asking for defeat of the measure were John Minnema, Perry Green and Lynn O. Francis, all of whom carried the debate to the Senate floor.

Chi Ops Set

Continued from page 100

The association's previous golf outings have drawn in the neighborhood of 600 to 700, but the central location of the dance is expected to swell this year's mark.

Entertainment plans have not been finalized, but Kies said the association would be able to draw from available recording and entertainment talent in the Chicago area at the time of the event, with promise of a first-rate floorshow.

JUKE BOX OPERATORS

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The Key to Profitable Operation

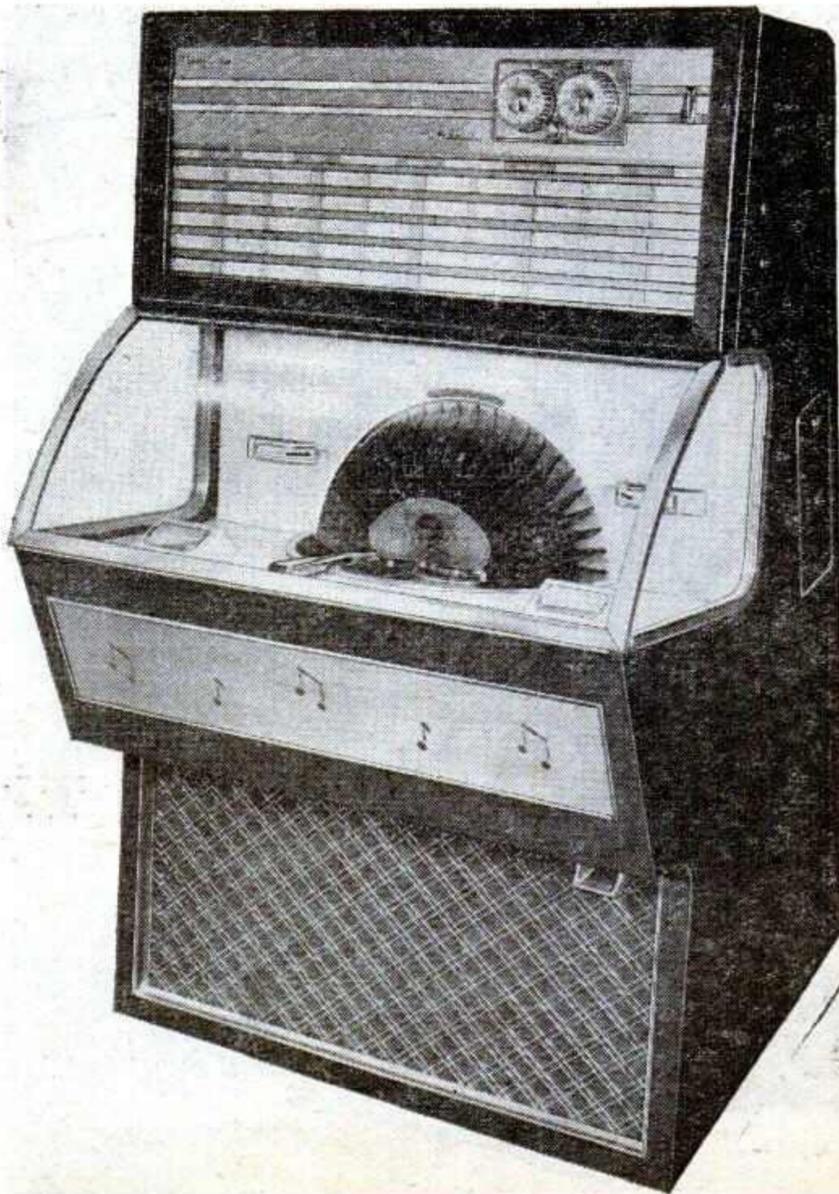
Built Into the New

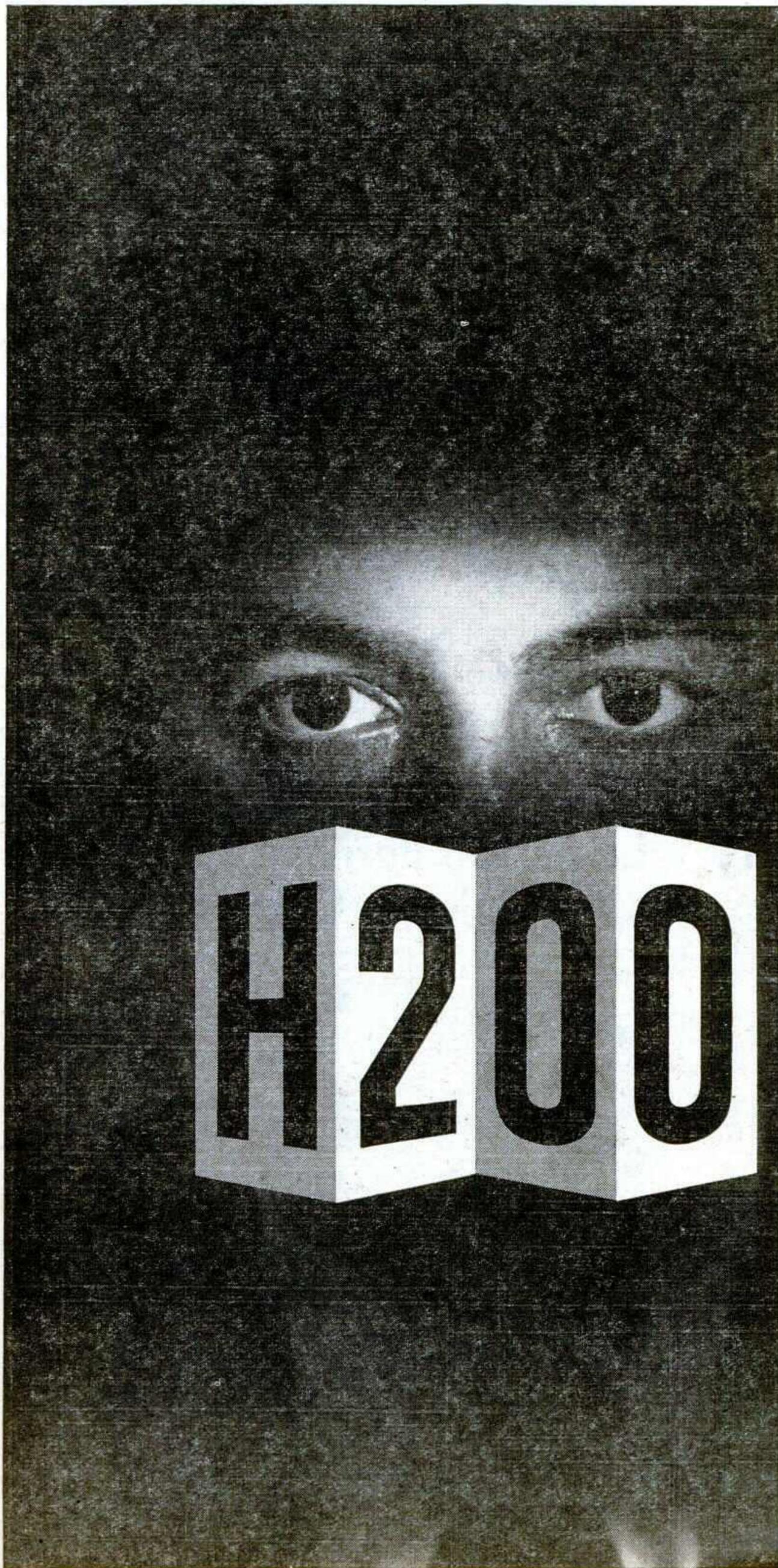
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UNITED MUSIC CORPORATION

CORNIA AVENUE





eyes see faster

with "H-200" instant, eye-level visibility of all 200 titles—all of the time. 3-D Title-O-Rama display behind the widest expanse of unobstructed crystal clear glass wrap-around; exclusive Show Stage Lighting—a new era in juke box lighting that pulls the eye inward—floodlights each and every one of 200 titles, without harsh glare-out at players. Eyes see faster with ShowBox "H-200" design. Sleek, slick, clean-lined. Created to the modern tastes of players... for the contemporary preferences of locations. Show Stage Lighting... ShowBox "H-200" design. The one juke box that attracts and holds attention to your music—wherever it is placed on location.

Ears hear truer with exclusive AMI multi-horn high fidelity. High output amplifier and built-in pre-amp... GE true hi-fi variable reluctance cartridge... cross-over network... gravity needle ride... horizontal turntable... AVC. Here is life-like, Music Hall Sound that makes players want to keep on listening.

Hands move surer, swifter with the coin to play the ShowBox "H-200". Here is the world's simplest selection system. No drums to turn... no books to page. Here is the world's fastest record changer—by far. Here is half-dollar play right in the same coin chute with quarters, nickels, and dimes. See... hear the ShowBox "H-200" now at your distributor's.



AMI Incorporated
1500 Union Avenue, S. E.,
Grand Rapids 2, Michigan.

Originator of the automatic selective juke box in 1927... known by operators for coin-operated music instruments of unrivaled dependability since 1909.

LICENSEE: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye, A/S, 5 Palaisgade, Copenhagen K., Denmark.

Game Distributors Seek Summer Hypo; Lean on Used Market

Ops Heavy on Paper, Short Cash; Sales Hike Depends on Play Boost

CHICAGO—Game distributors here in the heart of the coin machine industry are moving a fair amount of used equipment, but are looking for new ways to boost sales of new machines.

Operators, many of whom have their hands filled with paper and are short of cash for new game purchases, aren't in a favorable frame of mind for volume purchasing.

But distributors figure that if operator receipts can be given a shot-in-the-arm during the summer months, more cash will be available for further investments. A solid program of tournament play on long bowlers and pool games could be the answer. It has worked for some operators.

Manufacturers have already backed the tournament play idea, in many cases furnishing tally sheets and tournament play equipment with new games, and making trophies available. However, the idea needs further stimulus from distributors around the country to make it successful.

Exports Heavy

In the meantime, distributors are depending on used equipment sales and export trade to carry them ahead thru the summer months. Operators, in turn, are making the most of the equipment they have on the street, and are getting steady, but not heavy grosses, in most cases.

All in all, the summer shapes up as a healthier one than a year ago

in most sections, but not a good one. In some sections, such as the New York State area, game operators are hit harder than ever due to legal restrictions (The Billboard, June 10). In most areas, however, operators have a greater variety of games spotted than last year, and takes are more steady.

Mac Brier, Donan Distributing Company, points to the dwindling tavern trade as one reason for the fall-off in new game sales. The drop in tavern trade, he says, tends to pyramid to the point where it

hurts operator, distributor and manufacturer. He feels that the market for the new bowling games was overestimated in the sense that the price of the machines limited the market.

Manufacturers and distributors, he says, are scouting the markets for a trade stimulator to boost play on locations. While the six-pocket pool games did well for operators, Brier feels that here, too, the market was limited, due to the room required to play the game. Some of (Continued on page 114)

Mfrs. Bow 45 Game Models 1st Half Yr.

New Equipment Represents Fewer Units, But Better Balanced Output Than 1956

CHICAGO — Manufacturers have introduced 45 new game models thus far in 1957. This compares with a mark of over 70 new models at the end of June last year, but the 1957 crop in far better balanced.

At the half-way mark last year, 42 of the 70 models were pool games. This year 12 pool models have been introduced, and while still topping all other categories in number of new models, the figure represents a much smaller part of the whole market than it did a year ago.

In addition to the 12 new pool models, 9 new five-ball pins were introduced, compared to 8 at the end of June last year; 2 in-line pinballs were bowed, compared to 4 in the same period last year; 4 gun games, compared to 1; 5 kiddie rides, same as last year's first half; 5 long bowlers, 4 target bowler and rolldown games, and 4 other novelty pieces.

The trend in the first six months of the year was to higher-priced, better quality games, with long bowlers replacing shuffles on production lines, and six-pocket pool tables taking the place of bumper models. Little change was noted in the play features or styling of pinballs, altho in-line pin production is running behind a year ago.

Gun game production moved ahead of the first six months of

1956, and showed a greater variety of pieces, with pistols and machine gun types supplementing the more standard rifle units.

With all types of games currently bringing fair receipts on locations, but no new games setting a fresh trend on production lines, the final six months of 1957 stack up as a challenge to manufacturers. While no outstanding new type of game is in view for the summer season, the fall should witness some changes on the production front.

United Ships Playtime, New In-Line Game

CHICAGO — Playtime, a new in-line pin game, was shipped to distributors last week by United Manufacturing Company.

The game has the new feature which permits players to make number selections after shooting fifth ball.

Playtime has a single large 25-number board with three separate scores possible in each game on red, orange and yellow in-line combinations.

Any of five-selection buttons on the panel can be pressed by players to make in-line selections corresponding to five sections of back-glass squares.

A ball sunk in the special Uni-Hole earns an extra ball, and extra time can be earned in four different ways.

In addition the game has rollovers, corner scores, tri-deck and advancing scores.

NCMDA Board Votes Two New Members

CHICAGO—The National Coin Machine Distributors Association announced last week the acceptance of two distributors as new members of the association.

The new members are Phil Greenberg, Atlas Novelty Company, Pittsburgh; and Joseph N. Abraham, Lake City Amusement Inc., Cleveland.

Exhibit to Up Distribution of Tru-Bowlers

CHICAGO—Distribution of the Exhibit Supply Tru-Bowler bowling game conversion units is expected to extend to the Western areas this week. Thus far distribution has been concentrated in the Eastern and Midwestern sales territories.

The Tru-Bowler transforms bowling games on locations into new-style games which utilize larger duck-pin bowling balls. The conversion unit, listed at \$550, can be installed in one-and-one-half hours, according to the firm.

While the sales potential of the new equipment is not yet ascertained, initial reports from the field indicate good results from operators using the equipment, according to Exhibit.

Lewis: Op Earnings Must Balance Cost

CHICAGO — Operators can't come out ahead on new game purchases if earnings don't keep pace with investment costs. That's the conclusion of Sam Lewis, president of Exhibit Supply Company, commenting on the current amusement game sales situation which finds many operators behind in payment on new equipment.



SAM LEWIS said Lewis, "An operator should be sure that he's not pricing himself out of the profit range when he invests too much money in any one location, it is impossible for him to come out ahead."

Lewis said that a game that requires a long period of time on location to meet its investment cost brings a point of no return in earnings. The operator purchasing new equipment, said Lewis, must bear in mind that he's dealing with a novelty piece, the potential of which is largely unknown.

"Ours is a fad industry. The fad for a new game will last only so long because the public is blasé. Then the piece is thru earning. If the game is priced low enough so that it pays for itself before the novelty wears off, the operator profits. But if the operator has to continue to make payments on a game after the game is no longer bringing good earnings, he's in trouble."

HIGH COURT BACKLOGGED, DELAYS RULING

WASHINGTON—A backlog in decisions has caused a temporary postponement of the decision in the Korpan in-line pinball case before the U. S. Supreme Court. The court term has been extended to June 24.

Originally the decision was expected to be made by the High Court on either June 10 or June 17. With the extension, the case is now expected to be decided either today (17) or a week from today, June 24.

The High Court heard the case April 15. At that time, government attorney John F. Davis urged the court to rule that the pinballs at issue are gambling devices. Korpan's attorney, Robert A. Sprecher, told the justices that a pinball does not become a gambling device because of the use to which it is put. (The Billboard, April 29.)

Carolina Coin Firms Chartered for Trade

FAYETTEVILLE, N. C.—Sunset Amusements, Inc., here, has been granted a charter by Secretary of State Thad Eure. Authorized capital stock is \$100,000, with \$400 stock subscribed by Jesse Wellons, Frances Wellons and M. B. Wellons, all of Fayetteville. Leeb's Rides, Inc., Hendersonville, N. C., has obtained a charter to deal in ride and amusement devices of every kind. Authorized capital stock is \$40,000, with \$300 stock subscribed by Roy E. English, Raymond English and John English, all of Hendersonville.

Balls Hit Pins On New Bally Bowling Game

CHICAGO—ABC Tournament, a new Bally Manufacturing Company bowling game featuring actual contact of ball and pins, was shipped to distributors last week.

The game is equipped with a new type of pin developed by Bally engineers. The new pins are placed within one inch of the surface of the alley. Instead of rolling under pins, balls actually hit pins, creating an illusion much like actual bowling.

Balls are rubber, 3½-inch diameter, one-half inch larger than balls used on other Bally bowlers.

Real Contact

Pins fly away by electrical-mechanical action of switch-actuators on the playfield, but the low position of pins, and the fact that balls actually contact the pins makes it appear that pins are really being toppled over by direct impact of the ball.

Bowling realism of ABC Tournament is further increased by real gutters on each side of the alley. Plank-stripped alley surface also increases the realistic bowling atmosphere.

Pin assembly can be swung out of way, permitting easier servicing with access to main cabinet and back cabinet in one operation.

ABC Tournament scores by official bowling rules and may be played by a single player, or by groups of two to six players. The game is available in two sizes, 12½ and 14 feet long. Each model is 31 inches wide with 18-inch high playfield. Balls are automatically returned by elevator and chrome-plated rails.

Al Blendow Joins Staff Of Mutoscope

NEW YORK—Al Blendow, a veteran of 25 years in the coin machine industry, has joined the sales force of the International Mutoscope Corporation, Mutoscope president Martin Rabkin announced last week.

Blendow left immediately for a nationwide sales trip to promote Mutoscope's new Voice-O-Graph. His first stop is Chicago.

Blendow had previously been associated with Mutoscope as sales manager. Later he served in executive positions with Apco, Inc., and Capitol Projectors.

He had been one of the pioneers in the kiddie ride industry.



POOL BALL SESSION is held by (left to right) Louis Clement, trade analyst of the Belgian consulate-general in Chicago; Roger Delmotte, commercial manager of Les Usines de Callenelle, makers of Ararith pool balls, Callenelle, Belgium; and John R. Van Wyck, president of Nyack Slate Company, Nyack, N. Y., U. S. distributor of the pool balls.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of June 10, 1957)

MUSIC MACHINES			
	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$ 75.00	\$ 35.00	\$ 69.50
Model B (48) 40 sel., 78 RPM.....	125.00	65.00	89.50
Model C-40.....	150.00	85.00	125.00
Model C (50) 40 sel., 78 RPM.....	150.00	109.50	109.50
Model D-80 (51) 40 sel., 78 RPM.....	345.00	145.00	279.50
Model E-40 (53) 40 sel., 78 RPM.....	365.00	265.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	395.00	350.00	355.00
Model E-120 (53) 120 sel., 45 RPM.....	475.00	375.00	395.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	550.00	595.00
ROCK-OLA			
1434 (50-51) 50 sel., 78 RPM.....	\$300.00	\$149.50	\$225.00
1434 Fireball.....	275.00	275.00	275.00
1436 A- (53) 120 sel., 45 RPM.....	295.00	145.00	250.00
1438 (54) 120 sel., 45 RPM.....	425.00	395.00	395.00
1442 (54) 50 sel., 45 RPM.....	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM.....	725.00	625.00	695.00
SEEBURG			
M-100-A (49) 100 sel., 45 RPM.....	\$245.00	\$150.00	\$225.00
M-100-B (51) 100 sel., 45 RPM.....	450.00	355.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	545.00	445.00	495.00
M100G (54) 100 sel., 45 RPM.....	650.00	545.00	595.00
M-100-R.....	765.00	650.00	725.00
M-100-W.....	625.00	575.00	595.00
HF-100-G.....	645.00	545.00	625.00
WURLITZER			
1015 (46) 24 sel., 78 RPM.....	\$ 95.00	\$ 39.50	\$ 65.00
1100 (47) 24 sel., 78 RPM.....	85.00	60.00	75.00
1250 (50) 48 sel., 45 or 78 RPM.....	145.00	75.00	125.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	175.00
1450 (51) 48 sel., 45 or 78 RPM.....	250.00	175.00	219.00
1500 (52) 104 sel., 45-78 RPM Mix.....	310.00	195.00	210.00
1600 (53) 48 sel., 45 or 78 RPM.....	295.00	225.00	265.00
1650 (53) 48 sel., 45 RPM.....	395.00	285.00	285.00
1700 (54) 104 sel., 45 RPM.....	680.00	525.00	595.00
1800 (2/55).....	795.00	595.00	675.00
PINBALL GAMES			
Atlantic City (5/52).....	\$ 55.00	\$ 35.00	\$ 45.00
Beach Beauty (1/55).....	350.00	295.00	310.00
Beach Club (2/53).....	70.00	60.00	60.00
Beauty (11/52).....	65.00	45.00	60.00
Big Time (1/55).....	225.00	100.00	200.00
Bright Lights (5/51).....	95.00	40.00	65.00
Bright Spot (11/51).....	55.00	40.00	50.00
Broadway (12/55).....	395.00	335.00	365.00
Dude Ranch (9/51).....	65.00	65.00	65.00
Frolic (10/53).....	95.00	49.50	75.00
Gayety (3/55).....	125.00	45.00	110.00
Gaytime (6/55).....	225.00	145.00	200.00
Hi-Fi (6/54).....	95.00	75.00	75.00
Ice Frolics (1/54).....	70.00	40.00	50.00
Miami Beach (9/55).....	245.00	195.00	215.00
Nite Club (3/56).....	475.00	385.00	415.00
Palm Beach (7/52).....	60.00	55.00	55.00
Palm Springs (11/52).....	235.00	49.50	120.00
Spot Lite (1/52).....	55.00	40.00	50.00
Surf Club (3/54).....	95.00	69.50	75.00
Variety (9/54).....	135.00	105.00	125.00
Yacht Club (6/53).....	75.00	45.00	55.00

	High	Low	Mean Avg.
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$175.00	\$135.00	\$135.00
Home Run.....	195.00	125.00	175.00
EVANS			
Saddle & Turf Club Model (10/53).....	\$275.00	\$175.00	\$225.00
GENCO			
Invader (3/54).....	\$145.00	\$109.50	\$125.00
GOTTLIEB			
Chinatown (10/52).....	\$ 75.00	\$ 40.00	\$ 75.00
Coronation (11/52).....	85.00	50.00	85.00
Crossroads (5/52).....	75.00	70.00	75.00
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	225.00	175.00	210.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	225.00	125.00	175.00
Duette (3/55).....	265.00	185.00	225.00
Frontiersman (11/55).....	245.00	194.50	210.00
Gold Star (8/54).....	200.00	150.00	150.00
Green Pastures (1/54).....	145.00	75.00	130.00
Guys & Dolls (5/53).....	95.00	44.50	95.00
Gypsy Queen (2/55).....	210.00	165.00	185.00
Happy Days (7/52).....	95.00	60.00	95.00
Harbor Lites (2/56).....	215.00	210.00	210.00
Jockey Club (4/54).....	165.00	100.00	134.50
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	325.00	265.00	295.00
Marble Queen (6/53).....	135.00	75.00	95.00
Mystic Marvel (3/54).....	175.00	125.00	165.00
Niagara (12/51).....	65.00	29.00	64.50
Pin Wheel (10/53).....	125.00	75.00	115.00
Poker Face (8/53).....	125.00	75.00	110.00
Quartette (2/52).....	85.00	50.00	50.00
Queen of Hearts (12/52).....	110.00	55.00	99.00
Score-Board (3/56).....	275.00	250.00	265.00
Shindig (9/53).....	120.00	55.00	85.00
Skill Pool (8/52).....	75.00	35.00	75.00
Sluggin' Champ (4/55).....	190.00	175.00	190.00
Southern Belle (6/55).....	245.00	155.00	205.00
Stage Coach (11/54).....	195.00	165.00	175.00
Sweet Add-A-Line (7/55).....	250.00	165.00	175.00
Treador (6/56).....	345.00	310.00	325.00
Twin Bill (1/55).....	165.00	135.00	150.00
Wild West (8/51).....	265.00	250.00	250.00
UNITED			
ABC (2/52).....	\$350.00	\$325.00	\$350.00
Cabana (3/53).....	55.00	45.00	45.00
Caravan (1/56).....	295.00	245.00	275.00
Circus (8/52).....	50.00	40.00	50.00
Havana (2/54).....	70.00	55.00	70.00
Hawaii (6/54).....	75.00	55.00	60.00
Leader (10/51).....	115.00	85.00	85.00
Manhattan (4/55).....	345.00	110.00	249.50
Mexico (3/54).....	75.00	60.00	65.00
Nevada (8/54).....	75.00	35.00	60.00
Pixie (9/55).....	195.00	135.00	125.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	295.00	225.00	245.00
Starlet (11/55).....	245.00	195.00	215.00
Triple Play (8/55).....	150.00	125.00	145.00
Tropicana (1/55).....	115.00	100.00	110.00
Tropics (7/55).....	75.00	50.00	55.00
Zingo (10/51).....	65.00	65.00	65.00
WILLIAMS			
C. O. D. (9/53).....	\$175.00	\$ 75.00	\$115.00
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	125.00	100.00	125.00
Disk Jockey (11/52).....	75.00	40.00	75.00
Four Corners (11/52).....	80.00	80.00	80.00
Grand Champion (8/53).....	95.00	90.00	95.00
Gun Club (11/53).....	75.00	45.00	75.00
Hayburner (6/51).....	75.00	35.00	75.00
King of Swat.....	275.00	235.00	245.00
Lazy Q (2/54).....	70.00	50.00	60.00
Major League (2/54).....	150.00	145.00	150.00
Nine Sisters (1/54).....	135.00	59.00	115.00
Peter Pan (4/55).....	225.00	134.50	175.00
Quarterback (10/49).....	285.00	215.00	225.00
Race the Clock (1/55).....	275.00	174.00	235.00
Rainbow 5 Ball (11/48).....	125.00	80.00	110.00
Regatta (10/55).....	195.00	135.00	175.00
Silver Skates (2/53).....	80.00	75.00	75.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	95.00	65.00	80.00
Spitfire (2/55).....	125.00	65.00	95.00
Star Pool (10/54).....	149.50	99.50	125.00
Thunderbird (5/54).....	125.00	125.00	125.00
Times Square (4/53).....	75.00	40.00	50.00

SHUFFLE GAMES			
	High	Low	Mean Avg.
Ace Bowler (CC) (9/50).....	\$135.00	\$ 85.00	\$110.00
Advance Bowler (CC) (5/53).....	199.50	95.00	100.00
American Bank (American Shuffleboard) (5/52).....	250.00	225.00	225.00
Banner (U) (8/54).....	135.00	115.00	135.00
Bikini (K) (6/54).....	130.00	75.00	95.00
Blue Ribbon Bowler (B).....	250.00	195.00	250.00
Bonus Bowler (K) (3/54).....	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55).....	395.00	275.00	345.00
Broadway Alley (U).....	395.00	325.00	375.00
Capitol (U) (6/55).....	225.00	195.00	210.00
Carnival (K) (5/53).....	195.00	175.00	185.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Champion (B) (5/54).....	95.00	85.00	85.00
Chief (U) (11/53).....	250.00	65.00	140.00
Clipper (U) (5/55).....	195.00	175.00	195.00
Cliver Deluxe (U) (5/55).....	425.00	225.00	325.00
Clover Shuffle (U) (1/53).....	65.00	35.00	35.00
Club (K) (4/53).....	50.00	50.00	50.00
Comet Targette (U) (11/54).....	150.00	95.00	125.00
Comet Deluxe (U) (11/54).....	345.00	125.00	245.00
Criss-Cross (CC) (11/53).....	135.00	95.00	115.00
Criss-Cross Targette Regular (CC) (1/55).....	100.00	75.00	75.00
Crown (CC) (4/53).....	115.00	45.00	85.00
Diamond (K) (5/53).....	160.00	160.00	160.00
Domino (K) (5/53).....	60.00	60.00	60.00
Double Score (CC) (3/53).....	95.00	49.50	75.00
Feature (CC) (7/54).....	115.00	115.00	115.00
Fifth Inning Deluxe (U) (6/55).....	125.00	125.00	125.00
Fireball (CC) (11/54).....	225.00	150.00	225.00
Flash (CC) (9/54).....	235.00	195.00	195.00
Gold Cup (CC) (7/53).....	95.00	75.00	95.00
Gold Medal (B) (3/53).....	275.00	175.00	195.00
Hi Speed Triple Score (CC) (8/53).....	195.00	65.00	95.00
Holiday Match Bowler (CC) (9/53).....	95.00	75.00	75.00
Hollywood (CC) (5/55).....	225.00	175.00	195.00
Imperial (U) (9/53).....	90.00	55.00	85.00
Jet Bowler (B) (8/54).....	350.00	175.00	200.00
League Bowler (U) (1/54).....	115.00	95.00	100.00
Lightning (U) (2/55).....	185.00	145.00	175.00
Lightning Deluxe (U) (2/55).....	295.00	275.00	275.00
Magic (B) (12/54).....	165.00	125.00	145.00
Mars Deluxe (U).....	195.00	150.00	195.00
Match Pool (Ge) (2/54).....	99.50	75.00	80.00
Mercury (U) (12/54).....	165.00	135.00	150.00
Name Bowler (CC) (1/54).....	75.00	40.00	60.00
Olympic (U) (8/54).....	70.00	70.00	70.00
Pacemaker (K) (9/53).....	80.00	80.00	80.00
Playtime Bowler (CC) (10/54).....			

Continued from page 107

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Baby; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gh—Gottlieb; K—Keeney; M—Mint; Mts—Microscope; R—Rovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecola; U—United; W—Williams, Wm—Walling.

	High	Low	Mean Avg.
ABT Challenger (5/46)...	\$ 30.00	\$ 29.50	\$ 30.00
Air Raider (K) ('48)....	150.00	150.00	150.00
All Star Baseball (W)....	185.00	135.00	185.00
Anti Aircraft.....	99.50	99.50	99.50
Atomic Bombers (M)....	125.00	125.00	125.00
Auto Photo (AP).....	1795.00	1495.00	1495.00
Balloonamat (Capitol P) (1/55).....	295.00	225.00	295.00
Baseball, 2 Player (G)....	175.00	125.00	145.00
Basketball (G).....	225.00	185.00	195.00
Basketball Champ (CC)...	175.00	135.00	175.00
Bat-A-Score (Ev) (8/48)...	145.00	105.00	105.00
Bert Lane Merry-Go-Round	295.00	275.00	295.00
Big Broncho (1/51).....	395.00	395.00	395.00
Big Inning (B) (47).....	85.00	50.00	85.00
Big League Baseball (3/51) (W).....	145.00	125.00	125.00
Big League Baseball (W) (2/54).....	195.00	135.00	175.00
Big Top (G) (6/54).....	325.00	275.00	295.00
Bingo Roll.....	150.00	125.00	150.00
Bonus Deluxe (U).....	350.00	300.00	325.00
Bonus Gun (U) (1/55)...	255.00	225.00	245.00
Card Vender (Ex).....	50.00	50.00	50.00
Carnival Gun (U) (10/54)	195.00	175.00	185.00
Champion Baseball (G)...	275.00	225.00	245.00
Champion Hockey ('46)...	125.00	125.00	125.00
Coon Hunt (S) (2/54)...	150.00	100.00	100.00
Dale Gun (Ex).....	85.00	35.00	50.00
Defender (B) ('40).....	125.00	125.00	125.00
Derby, 4 Player (CC) (3/52).....	145.00	99.50	145.00
Drivemobile (M) (7/54)...	165.00	95.00	160.00
500-Shooting Gallery (Ex) (3/55).....	395.00	275.00	295.00
Flash Hockey (Coinex) (9/46).....	225.00	225.00	225.00
Flying Saucer (M) (6/50)	149.50	79.50	99.50
Football (M).....	85.00	85.00	85.00
Goalie (CC) (1/46).....	90.00	65.00	90.00

	High	Low	Mean Avg.
Harvard Metal Typer	\$125.00	\$125.00	\$125.00
Heavy Hitter (B).....	50.00	35.00	35.00
Hi-Ball (Ex) (2/38)....	95.00	95.00	95.00
Hockey (CC).....	295.00	225.00	245.00
Home Run 6 Player (CC) (3/54).....	200.00	175.00	195.00
Jet (B).....	105.00	95.00	95.00
Jet Fighter (W) (10/54)...	225.00	225.00	225.00
Jet Gun (Ex) (12/51)...	125.00	105.00	110.00
Kicker & Catchers.....	25.00	18.00	20.00
K O Fighter.....	325.00	245.00	325.00
Lite League (W) (2/54)...	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	349.50	335.00	335.00
Mauser Pistol (Ex).....	89.50	89.50	89.50
Mercury Counter Gripper...	25.00	20.00	20.00
Midget Movies (CC)....	125.00	125.00	125.00
Moon Rides (B) (5/54)...	250.00	250.00	250.00
Panoram (Mills).....	325.00	325.00	325.00
Pennant Baseball (W)....	125.00	125.00	125.00
Photomatic (M) (1/50)...	350.00	295.00	350.00
Pitch'n & Bat'm (S).....	175.00	125.00	175.00
Polar Hunt (W).....	395.00	325.00	345.00
Pop Up.....	20.00	15.00	18.00
Ranger (K).....	295.00	250.00	295.00
Rifle Gallery (G) (6/54)...	175.00	150.00	175.00
Round the World Trainer (CC) (10/53).....	425.00	425.00	425.00
Royal Mustang Horse....	375.00	375.00	375.00
Safari (W) (2/54).....	365.00	225.00	313.00
Set Shot Basketball (Munves (6/52).....	295.00	225.00	275.00
Shoe Brush Up.....	95.00	95.00	95.00
Shoot the Bear (S).....	145.00	125.00	135.00
Shoot the Moon.....	65.00	65.00	65.00
Shooting Gallery (Ex) (6/54).....	175.00	95.00	175.00
Sidewalk Engineer (W) (5/55).....	195.00	135.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M).....	225.00	165.00	165.00
Skee Ball (W) (8/36)....	375.00	295.00	295.00
Sky Gunner (G) (9/55)...	145.00	100.00	125.00
Sky Gunner (CC).....	145.00	100.00	125.00
Sky Rocket (G) (5/55)...	275.00	235.00	255.00
Space Gun (Ex).....	95.00	95.00	95.00
Space Ship.....	350.00	200.00	325.00
Sportland (Ex) (11/51)...	175.00	140.00	175.00

	High	Low	Mean Avg.
Sportsman (K) (11/54)...	\$195.00	\$175.00	\$195.00
Standard Metal Typer, FS.	325.00	199.00	275.00
Submarine (K) (1/42)...	125.00	125.00	125.00
Super Home Run (CC) (3/54).....	185.00	95.00	185.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Tequiz (T) (1/49).....	95.00	65.00	90.00
Treasure Cove (Ex) (6/55)	295.00	275.00	275.00
Undersea Raider (2/46)...	125.00	125.00	125.00
World Series (W) (4/51)	99.50	50.00	85.00
Zingo (U) (1/54).....	65.00	45.00	65.00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn, 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 8.50
Columbus 1c Bulk.....	8.50	6.50	6.50
Du Grenier (11 Col.)....	87.50	75.00	87.50
Du Grenier Tab Gum (6 Col.).....	15.00	14.50	14.50
Du Grenier V D Cigarette..	55.00	50.00	50.00
Eastern Electric C-8.....	155.00	40.00	110.00
Electro (8 Col.).....	95.00	95.00	95.00
Keeney Cigarettes Vendor..	99.50	50.00	85.00
Master 1c & 5c Bulk.....	8.50	8.50	8.50
Master 5c Bulk.....	6.50	6.50	6.50
Mills Candy (5 Col.)....	65.00	65.00	65.00
Mills Tab Gum (6 Col.)...	17.50	13.95	17.50
National M-9A (9 Col.)...	165.00	95.00	125.00
National 930.....	95.00	95.00	95.00
National 950.....	110.00	95.00	110.00
Northwestern 39, 1c.....	7.95	7.50	7.95
Northwestern 33 Ball Gum.	7.50	6.50	6.50
Northwestern 49, 1c.....	12.50	8.50	12.00
Northwestern Deluxe, 1c & 5c.....	12.00	12.00	12.00
P X (8 Col.).....	125.00	75.00	115.00
P X (10 Col.).....	110.00	110.00	110.00
Rowe Candy (8 Col.)....	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.).....	165.00	165.00	165.00
Rowe Crusader (8 Col.)...	97.50	97.50	97.50
Rowe Crusader (10 Col.)...	160.00	115.00	149.50
Silver King, 1c.....	8.50	7.45	7.45
Silver King 1c Ball Gum ..	8.50	7.45	7.45
Silver King 1c Mdse.	8.50	7.45	7.45
Silver King, 5c.....	9.95	8.45	8.50
Stoner Candy (6 Col.) ..	125.00	80.00	110.00
Stoner Candy (8 Col.) ..	165.00	110.00	110.00

Memphis Juke Pricing Experiments

Continued from page 100

None have converted present machines to take 50 cents; all plan to buy new models.

Of those interviewed, one operator uses Seeburg machines almost exclusively, one uses Wurlitzer almost exclusively, one uses Rock-Ola almost exclusively, one uses AMI almost exclusively and the fifth uses a variety of all kinds.

Surveyed were Parker Henderson, general manager of Southern Amusement Company, AMI distributors with one of the largest routes in the South; Drew Canale, owner of Canale Amusement Company, Seeburg machines; Allen Dixon, general manager of S & M Sales Company, Rock-Ola distributors who also operate a large music route; Edward H. Newell, owner of Ormatt Music Company, using Wurlitzers, and Guy Canipe, partner in Canipe Music Company, using a variety.

7 Plays for 50 Cents

Henderson said he was putting said in the course of a year he a few of the new models with the expects to have purchased 100 of 50-cent chute on the route. He the new machines and have them in use.

He expects the 50-cent slot, for which he will give six or seven plays, will increase collections. He will set them for six at first, he said, and if the competition gives seven he will.

All the other operators interviewed said they would give seven plays for 50 cents.

"The 50-cent slot will be an advantage when a fellow out at a night spot with a date wants to play several numbers and has halves in his pocket," Henderson said. "He can use them without having to get change."

He says he thinks the big chute will be a success because "it is very practical and will give us another shot at more change."

Few EP's

Henderson and all other operators in Memphis at present are on dime play and have been since May, 1955. They give three plays for 25 cents. Very few of them

use EP's, and when they do, not many. In fact, they are almost non-existent on Memphis juke.

There is a strong feeling among Memphis operators against them because they use up too much of the phonograph's playing time. None of the operators, therefore, use dual pricing for EP's. What few EP's are used are played for a dime.

Henderson's 80 and 120-play machines have credit accumulators on them, but the new 200 models don't have. He favors the accumulator as a good feature.

Drew Canale, who uses Seeburgs, does not have any machines with 50-cent chutes yet. He, at present, does not see any advantage in it. In this, he differs with most of the others interviewed.

He said he does not intend to buy any with the 50-cent chute but stay on dime play and three for 25 cents. His locations may be a factor in his decision.

Opposes 50-Cent Chute

Asked his reaction to the 50-cent chute he said, "I don't think it's good and I don't think it's bad. I think it's best to use nickels, dimes and quarters."

He added, however, in answer to a question, that if he had machines with the 50-cent chute he would give seven plays for 50 cents. But he said he didn't think the chute would bring more collections.

Canale's machines also have credit accumulators, which he thinks are good. Neither he, nor the others interviewed, have dual-pricing unit for EP's. Operators here just do not use them.

Edward H. Newell, using Wurlitzers, has none of the machines with the 50-cent chute, either, but expects to get some soon.

He hasn't converted any Wurlitzers, he said, because as far as he knows, the present machines cannot be converted to the 50-cent chute. He said he thinks the new chute is good and should increase collections.

He will give seven plays for 50 cents, he said. His machines, he said, have credit accumulators. He

favors this feature, he said, but would not pay extra for it. He uses no EP's whatever, unless, like the Presley EP, he has to for a hit.

Allen Dixon, who uses Rock-Olas, has not bought any machines with the jumbo chute yet but expects to. Neither has he, nor the others, converted any to 50-cent chutes.

Feels So-So

Dixon says he doesn't think the 50-cent chute is "too much of an advantage" but he will try it when he gets new models soon. He says they "may help some" but doesn't think the feature "anything tremendous or sensational. However, it may be something to help a little."

He, too, will give seven plays for 50 cents. He has credit accumulators, finds it a valuable feature worth paying extra for.

Guy Canipe, who uses all different makes of phonographs, said he thinks the 50-cent slot feature will be a "coming thing" that will, in years of come, be a standard feature on all machines.

He said it was too new for him to have a reaction yet, because he has had no experience with it, but believes it will "be like an accessory on a car, we accept it whether we like it or not."

He said he planned to use the machine with 50-chutes on some of his locations. He, too, will give seven plays for 50 cents. He said he thought the jumbo chute would be a "good inducement" and should increase collections.

Like Newell, Canipe likes the credit accumulator as a feature, but would not pay extra for it. He said, however, it was standard equipment on present machines made to take nickels, dimes and quarters.

He said the machines with 50-cent chutes will not have them as standard equipment, apparently, but they will be optional. He thinks they would be good for all operators for good public relations. Someone losing 50 cents in the machine, he said, would not like it.

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Dick Kibbe, Al Ripley and Jack Freeman. Going strong at this time, reports Bob Thompson, is the Four Knights' version of "Walkin' and Whistlin' Blues." It was re-released by the label largely on the insistence of local dealers and coinmen, says Thompson.

Harry Cisler, noting that business is fairly good this summer, reports that the lake resort spots within 20-25 miles have become all-year-round locations. Changing over to dime play continues at a fair pace, he adds. New routeman on the G. & W. Novelty Company payroll is C. B. Ross, an avid radio ham. He recently made radio contacts with fellow hams also in the coin machine business in Cheboygan, Mich., and St. Paul, Minn.

Business is "exceptionally good," reports Sam Cooper, of Paster Distributing Company. Operators stopping in last week included Jerry Lawler, Hurley; Al Janisch, Beaver Dam; Joe Volk, Madison, and Arnold Foch, Beloit. Also spending some time here this past week was the boss himself, Herman Paster.

Charlie Stanke, formerly a routeman for Harry Cisler, is now on the G. & W. Novelty Company roster. Another newcomer at G. & W. is Bud Nichols, new to the industry.

Mary Pelligrino, disk buyer for P & P Distributing Company, reports that the juke boxes are kept humming these days because of the heavy list of hit tunes coming (Continued on page 110)

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COINMEN YOU KNOW

Continued from page 109

out. "Our music boxes are doing much better business for us these days than the games," says Mary. . . . Stu Glassman, Radio Doctors disk buyer, reports renewed activity on the part of resort area operators has increased traffic and disk sales. In for new disks last week were Chuck Hartman, Watertown; Ray Subrod, Burlington, and Robert Kamerman, Kenosha.

Miami

By RAOUL SHAPIRO

Doris Shapiro, Music Makers, Inc., is back on her job after a two-week vacation in New York. . . . Returning from an auto trip thru the State are Ruth and Bill Bellisario. Ruth is with Budisco Record Sales and Bill is with Bush Distributing Company. . . . at a general meeting of the Miami AMOA Dave Engel was elected business manager of the juke box branch and Jimmie Bonnie was

elected business manager of the game branch.

Marvin Leiber, Pan American Distributing Company, was a proud parent at the graduation of his daughter from kindergarten (with a cap and gown, no less). . . . Ronnie Shapiro, formerly routeman for Continental Music Company, now with Broward Music Company as record man.

Whitey Feilbach, mechanic for Music Makers, Inc., is leaving the coin machine business. . . . Sol Tabb, who recently became a partner in M&M Service, insists that proper programming is the key to running music route properly. . . . In town for records and supplies was Frank Brady, Pahokee.

New Orleans

By JIM TITTERINGTON

With the fishing season on in New Orleans, coinmen have been having their share of good catches. Teddy Geigermann teamed with Eli Lucas, pulled in some good ones over at Northshore. . . . Chip Cefelu had similar good fishing luck at Northshore, while Frank King says they are biting good at Hopedale and Charles Wishers reports he pulled in some whoppers over at Shell Beach.

Harold Cohen apparently also had good luck for he has just paid his annual visit to various distributors with gen-

erous helpings of crawfish bisque and boiled crawfish. Brother Ben Cohen has a camp at Shell Beach.

Bob Dupre, of FAB, reports his new juke box in front of the Joy Theater on Canal Street is drawing plenty of attention from passersby. It is there to plug Debbie Reynolds' new picture, "Tammy and the Bachelor," having its world premiere this week in New Orleans. . . . Frank DeBarros, with FAB back in 1942, is now associated with the firm again. He has just come in from Texas, and is around renewing old acquaintances.

Louis Boasberg, genial head of the New Orleans Novelty Company, recently returned from the MOA convention in Chicago via New York. He went on from Chicago to New York where he visited friends and took in a few new shows.

Nick Carbajal, Crown Novelty Company boss, says his newly installed radio service for operators has proved to be a really big thing. It has cut service time in half, and has eliminated equipment tie-ups. . . . Pete Nastasi, of Nastasi Distributing Company, recently entertained friends at his home and farm at nearby Slidell. He raises rare ponies and has some fancy show horses on the premises. One of the favorite attractions for his guests was his large swimming pool.

Frank Geraci, of Palace Amusement Company, is still raving about his trip to the Kentucky Derby. He must have picked the winner. . . . A great increase in coin machine activity is reported for neighboring Jefferson parish. That suburban area is growing by leaps and bounds.

Lots of visiting operators in town
(Continued on page 111)

'Chip-In' Plan

Continued from page 100

another begins tossing out dimes and nickels in the center of the table until the requisite 50 cents has been achieved.

In isolated instances, restaurant owners have gone so far as to make the suggestion on printed menus, posting the message prominently near menu items most likely to attract teen-age interest.

In almost every instance, budget-minded youngsters agree that seven or nine plays for 50 cents is a much better buy than three for 25 cents or a straight 10 cents for a single play, and since music is a "must" they chip-in merrily.

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Op Tells Success Formula

Continued from page 100

Roberts had a small route. However, when Roberts decided to leave the business, Haley saw an opportunity opening for him. He managed to borrow the necessary funds and buy Roberts out. From then on, it became a story of hard work and heartaches, which eventually ripened into expansion, and today, success.

Reinvestment

Much of his expansion was done with the help of the local banker who is sold on Haley as a good businessman. The rest of the answer lies in a simple one-word formula that Haley has found to be successful, reinvestment.

When a profit shows, he channels what he can of it back into the business to enlarge the route, take on a new enterprise, buy new machines and improve existing service. He keeps building up and what he has now looms as just the nucleus of an even larger operation in future years.

License Scramble

Continued from page 100

ing," explains Joe Beck, of Mitchell Novelty Company. "Of those that are still left, a great many have lost the steady traffic that used to patronize them. Neighborhood family-style taverns have been badly hurt by the competition of television. The public has become accustomed to buying their packaged beer in grocery and drugstores and then taking it home to drink while they are watching old movies on television."

How is this affecting the coin machine industry here? According to Joe Beck, the declining total of taverns in Milwaukee is just another factor contributing to a comparable drop in the number of coin machine operating firms.

"The fewer the number of good locations that are left, the harder it will become for the small operator to make progress," he believes. "A lot of juke boxes and games are on location today in marginal spots that are proving very unprofitable for the operator. Actually, they are 'in storage,' and not earning any profits for the location owner or the coin machine operator."

The trends toward fewer neighborhood taverns, says Joe Beck, will keep in motion the corresponding trend towards a smaller number of coin machine firms in the next few years.

Sugar Deliveries Down

Deliveries of sugar for U. S. consumption totaled 675,000 short tons, raw value (preliminary) during April, down 6.2 per cent from April, 1956, according to Agriculture Department. Spot price of domestic raw sugar at New York remained at 6.10 cents per pound from mid-April until the beginning of May.

His current route consists of 350 pieces of music and game equipment. He has also recently added cigarette vending and has 250 cigarette machines on location.

Headquarters for the whole operation is his big warehouse and office building at Canton. It contains a repair department, paint shop, reconditioning department, place where stamps are put on cigarette packages, refrigerated room to store candy in summer, air-conditioned office and other ultra-modern features.

He has managers of his routes in Jackson and Durant with Haley directing operations from his main offices by phone and sometimes by personal visit.

His staff of 20 employees is a big jump from the time six years ago, when he started out single-handed. More will be added as his operations increase. Future plans call for expansion into gum and notion vending as well as broadening of his present scope of music and game operations.

He is married and has a daughter, 16, senior in high school this fall, who will work in the office this summer helping with the book-keeping. Haley's son, Charles, 12, is a star Little League baseball player.

George Sammons, president of Sammons-Pennington Company, Seeburg distributor who regularly calls on Haley, says Haley's tremendous success is due to his "diligent work and reinvestment back into the business."

"Instead of spending his profits, he puts them back to work for him. He has done a remarkable job in Mississippi and should be an inspiration to other music and game operators."

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COINMEN YOU KNOW

• Continued from page 110

during the past week, including Martin Tortorich, Sam De Augustino, Charles Pope and Howard Hatch, of Baton Rouge; John Evans and Tony Angrassia, of Gulfport, Miss.; John Treuting, of Biloxi, Miss.; Slim Bond, of Rayville; George Montcomb, of Bastrop, La.; Baldrige, of Opelousis; Frank Sansone, of Morganza; Woodrow Jammel, of Hattiesburg, Miss., and Bill Kirkland, of Jackson, Miss.

Memphis

By ELTON WHISENHUNT

Edward H. Newell, owner of Ormatt Music Company, keeping busy these days looking for new locations to expand his route. . . . Parker Henderson, general manager of Southern Amusement Company, reports the new addressograph lister machine the company bought did the work in 15 minutes of printing juke box title cards it would have taken a secretary three full days to accomplish. . . . Charles Stringer, Southern Amusement Company repairman, just back from vacation.

Drew Canale, owner of Canale Amusement Company, about finished with extensive

remodeling on the big old family home he bought from his mother's estate. He's kept workmen busy cutting and trimming trees and working on the landscape in recent weeks.

Clarence A. Camp, stock racing fan, took in stock car races at his track in nearby Lehi, Ark., Sunday (9). Camp, president of Southern Amusement Company and the race track, is offering prizes totaling almost \$15,000 this year. . . . Tommy Webster, route manager of Canale Amusement Company, seen spotted three brand new 200-selection phonographs in the three Crystal restaurants, two downtown and one a drive-in, further out. It's the first time the cafes have had music.

Joe Cuoghi, partner with Johnny Novarese in Poplar Tunes Record Shop, a one-stop, and a music and game route, is mentioned in the recent issue of "16" magazine. It's in connection with "The Great E." (Elvis Presley). Joe has a chair for Elvis at his record shop, and pushes all Presley records when they're released.

Charles V. McDowell, route manager at Southern Amusement Company, is working nights building a single passenger sail boat. . . . Lanora Malone, 23, secretary at the same company, recently went to Nashville with the Memphis Ski Club to perform during the opening of Old Hickory Lake. The Memphis Club was paid \$1,000 to come up and ski. Lanora does a pyramid with four others on water skis, three men on the bottom tier and she and another girl standing on their shoulders.

Clarence A. Camp, Southern Amusement's president, commutes from Memphis to his cabin on Horsehoe Lake, Ark., about 30 miles. He leaves Memphis on Wednesday, spends the rest of the week fishing and working in his wood-working shop. He beats the traffic congestion problem by flying over in his plane.

Memphis Music Association met for a dinner meeting last week (21) to discuss mutual problems. President Jack Canipe, manager of repair department of Canipe Amusement Company, presided. . . . Allen Dixon, general manager of S & M Sales Company, reported a good catch last week after a fishing trip to Horseshoe Lake, Ark. . . . Charles Kahn, popular partner in Tri-State Amusement Company,

seen putting new EP's on a machine.

Mid-South operators took advantage of the good weather to drive to Memphis for supplies and equipment. Those seen included: Mahor Jones, Jones Music, Holly Springs, Miss.; Bill Utz, Dixie Novelty, Covington, Tenn.; Bill Hayden, Hayden Amusement, Caruthersville, Mo.

Also in town were: Charles K., Keene Amusement, Union City, Tenn.; M. B. Morris, Morris Music, Somerville, Tenn.; Sam Torjusen, B & T Amusement, Blytheville, Ark.; Red Bokker, Bokker

Amusement, Forrest City, Ark.; Charles Gist, Gist Music, Helena, Ark.; John Do vdy, Ole Miss Music, Pontotoc, Miss.; Jourd White, Jourd White Sales, Paris, Tenn., and J. A. Butcher, Butcher Amusement, Dyersburg, Tenn.

Denver

By BOB LATIMER

Kill Music Company tells of a new gimmick that has helped boost play for their downtown locations. They insert a bright red slogan card above the selection plate on each machine lettered, "Musical Fun for Everyone." The card serves as an eye-catcher for the phonograph and has boosted play wherever used.

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L. A. Juke Pricing

Continued from page 100

that he felt they were doing all right. He added, however, that he has not as yet checked the machines to determine a percentage increase in the locations.

Take Not Up

One operator in an outlying area who asked not to be identified reported that he is using several of the 50-cent conversion units, but until now has not seen any appreciable hike in income. These machines, he added, have been checked carefully. In this operator's opinion, "50-cent chutes only satisfy the location or keep out competition. As far as increasing the take, I have not seen it."

Jack Neel, of G. F. Cooper Music, Riverside, has about 5 per cent of his machines with the 50cent chute. These are on new machines. He is far from enthusiastic about them, explaining that as yet he has not noted any additional revenue.

In the opposite camp is Ben Korte, of Crest Amusement Company, Glendale. Korte, a veteran operator, has no machines with the chute feature and has not used any of the installations. The use of the chute is coming, Korte be-

C. Craig Expands

Continued from page 100

phonographs at each location as well as one or two pin games.

Crossett was formerly owned almost entirely by a large lumber company. It owned the stores, houses and controlled the entire economic life of the city. After World War II the lumber company put its holdings on the market and sold most of them.

Today the city is on a competitive, free enterprise economic basis and its growth has been phenomenal. Craig's coin machines have been well received since they were installed. The area is growing fast, building, prospering and taking to the phonographs and pin games.

lieves, for, as he put it, "all new machines that we buy now will be with the 50-cent chute."

Most of the operators are giving their customers a break with the half-dollar play. Neel is giving seven on a route that is primarily a dime or three for a quarter. The unidentified operator is also giving seven.

Operators are almost unanimously against paying extra for the addition of the 50-cent chute.

R-M Bows 3

Continued from page 97

nation of six ingredients can be dispensed, with a total capacity of 180 units.

For sandwiches, the consumer can get his bread from two columns and his fill from any of the other four columns. Temperature can be controlled, with 40 degrees suggested for pastries and sandwiches, and zero degrees for ice cream.

Dimensions are 73 inches high, 23 inches deep and 63 inches wide. Compressor is quarter horsepower.

Cup Milk Unit

The R-M cup milk machine has a cup capacity of 200 and holds two five-gallon dispensing cans, enough for 180 drinks. Defrosting is automatic, and temperature is controlled at 45 degrees. Compressor is an eighth horsepower.

The model is set for dispensing a 10-ounce cup. Dimensions are 62 inches high, 22 inches deep and 36 inches wide.

In addition, the R-M coffee machine has been modified, with the cup capacity boosted to 180, with separate switches to control water and ingredients for improved mixture control, and the outside cup stack no longer visible.



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GAY TIME 185.00	PIXIES 165.00
GAYETY 90.00	STAR DUST 215.00

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

H.M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: JUniper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

Attention, Operators in N. INDIANA—N. ILLINOIS—IOWA

Deal Yourself In with a Sure-Fire Winner . . .
GOTTLIEB'S 1-PLAYER ROYAL FLUSH
ROTO TARGETS! EXCITING NEW MATCH FEATURE!

TOP DOLLAR, CASH OR TRADE, FOR GOTTLIEB'S

SUPER JUMBO	JUBILEE	CORONATION
POKER FACE	GRAND SLAM	SWEET ADD-A-LINE
QUEEN OF HEARTS	DAISY MAE	WISHING WELL
ARABIAN KNIGHTS	GOLD STAR	FRONTIERSMAN
GREEN PASTURES	LADY LUCK	EASY ACES
MYSTIC MARVEL	DIAMOND LILL	HARBOR LITES
JOCKEY CLUB	TWIN BILL	DERBY DAY
HAWAIIAN BEAUTY	GYPSY QUEEN	CLASSY BOWLER
DRAGONETTE	SOUTHERN BELLE	AUTO RACES

Now Delivering—VALLEY'S New

6-POCKET POOLS

Exclusive . . . "VALLEY-VUE" Aluminum Rail Ball Returns!

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

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

BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

WHY?
1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"



1318 N. WESTERN AVE.
CHICAGO 22, ILL.
EV 4-3120

TANDARD HARVARD
METAL TYPER, Inc.

BINGO BARGAINS READY FOR LOCATION

Key West \$539.00	Variety \$109.00
Big Show 489.00	Atlantic City . . . 49.00
Double Header 419.00	Beauty 49.00
Parade 399.00	Dude Ranch . . . 59.00
Starlet 179.00	Hi-Fi 69.00

T & L Distributing Co. 1663 Central Parkway Cincinnati 14, Ohio Ph.: MA 1-8751

UMO to Hold Hops

Continued from page 100

ing rink to facilitate the presentation of these events.

The hops, previously reported in The Billboard, have been lauded by civic officials as well as members of the music industry as outstanding contributions in the field of "teen development."

Toward this end, UMO has signed Vickie Adams to the permanent teen-age committee of professional entertainers who will carry thru the circuit of engagements this summer and fall.

Vickie Adams, vocalist, was formerly known professionally as Kay Malone and has made a number of recordings. She will be teamed with Adele Storm, who appeared at the record hops last year and is now office secretary of the UMO.

Blumenthal Names

Continued from page 97

dling Blumenthal products in St. Louis, Eastern Missouri and Illinois, excepting Chicago, adds Western Missouri, including Kansas City.

The Stevens-Turville Company, Inc., of 1717 East 30th Street, Hutchinson, Kan., has been appointed to serve the entire State of Kansas.

Roy H. Larsen Company, of 5018 Hamilton Street, Omaha, Neb., has been selected to sell Blumenthal products in the States of Iowa and Nebraska.

All five new brokers will handle the full line of Blumenthal confection products and will sell the grocery, supermarket, tobacco and candy jobber, vending machine operator and motion picture theaters.

FTC Vs. Old York

Continued from page 97

that salesmen were authorized to represent that Old York is one of the largest distributors of Hershey products. It denied the intention to claim that prospective purchasers would represent the Hershey Corporation.

Old York also denied that the ad cited in the FTC complaint was intended as an offer of employment. The ad, calling for persons to handle "Hershey candy routes" was not typical, and was discontinued a few months after the business was created, according to Old York. The company maintains that persons can earn \$300 a month if the routes are properly operated.

KEENEY DEFIES COMPARISON IN THE BOWLING FIELD!

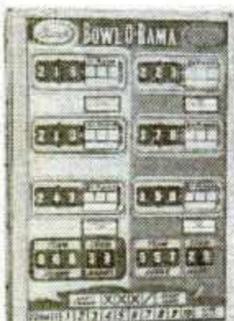
BOWL-O-RAMA

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

Drug Execs Examine Vending

Continued from page 97

machine was displayed as a dispenser of drug and sundry merchandise. Telenorm also showed its film vender.

Vending executives at the meeting included Robert K. Deutsch and Ted Lewis, of Rowe; Andy Anderson and Bill LaPorte, of National Vendors; Paul Little, of Pepsi-Cola; George Kelly and Bill Meeder, of Jerdo; Marty Altman and Lou Strauss, of Apco; Ken Progin, Bob Ferguson and Sid Lovitt, of Lovitt Enterprises; Bernard Klaus, of Telenorm; J. E. Schmidt, of Wittenborg; Vic Snyder, of U. S. Sound & Signal, and Morris Auerbach, of ABC Vending.

The business session was concerned primarily with how the chain druggist could utilize automatic merchandising as an adjunct to his merchandising effort.

Man Paramount

The opening speaker, Burton Bigelow, sales consultant, told the chain executives that while automatic merchandising will have its place in the growth of drug chains, particularly on Sundays, holidays and during the evening, the machine can never completely replace the man.

He warned the chain executives to train competent sales personnel, to take a personal interest in them, and to instill in them the importance of their jobs.

Paul Koenigsberg, Chusco merchandise manager, advised the executives to study their operations to determine if automatic merchandising is suitable for them. He told them to pay particular attention to the cost of soda fountain space in an effort to discover whether food and drink machines could reduce the required space.

Store Hours

Koenigsberg also told the chain executives to consider whether vending machines could help cut down on store hours and whether they could be a profitable source of income after normal closing hours.

David Mahler, editor of the drug edition of Chain Store Age, warned the chain executives against attempting to operate their own vending machines. He explained how the outside operator can service the machines more efficiently without capital outlay on the part of the drug chain.

Mahler told the drugstore executives to explore automatic merchandising, but to bear in mind that many outside or storefront installations have little street traffic after normal store closing hours.

However, he added, such installations might make possible earlier closing hours and thus effect a substantial labor saving.

Letter to Editor

Continued from page 97

a Minnesota corporation solely owned by Arthur Gross, William Gross, the writer and my wife. Our company has no connections directly or indirectly with Continental, U. S. Hoffman, or with Apco. There are no other stockholders whatsoever. Arthur Gross, one of the officers and directors of the company owns all the issued patents of "Smokeshop," and Automatic Products Company owns the trademark "Smokeshop." The only connector to that with Apco of New York is that our corporation has used Apco as a sales outlet for our machine in certain States in the United States and Canada.

I wish to further point out that during the last 12-month period the Automatic Products Company of Minnesota has manufactured and sold more units than in any other preceding 12-month period; that our corporation intends to continue the manufacture, sale and distribution in all States of the United States and foreign countries, of the "Smokeshop."

John Edgerton, Jr., President
Editor's Note: We regret the implication contained in our story and are pleased reader Edgerton sets facts straight.

PRICES SLASHED! CLOSING OUT! CALL COLLECT!

June 30 end of our fiscal year. Everything must go!

- 20 14 FT. LARGE BOWLERS-LIKE NEW
- 5 UNITED REGULATION ALLEYS
- 5 BALLY ABC ALLEYS
- 20 Assorted KIDDIE RIDES
- 50 BINGOS-All Models
- 10 GEMCO CIRCUS GUNS-NEW
- 10 DAVY CROCKETT GUNS-NEW

WANTED—WILL PAY CASH \$ for WURLITZER 1800's

DISTRIBUTING CO.
298 LINCOLN ST.
ALLSTON 34, MASS.-AL 4 4040

Exclusive distributor for
WURLITZER
BALLY
EXHIBIT

Now Delivering
the New
Deluxe FISHER IMPERIAL
6-POCKET POOL
EXHIBIT TRUE BOWLER

WANTED

CHICOIN		UNITED			GOTTLIEB
FIREBALL	HOLLYWOOD	CLIPPER	LEAGUE	ACE	5 BALLS ANY QUANTITY
ARROW	THUNDERBOLT	LIGHTNING	CAPITOL	SPEEDY	
TRIPLE STRIKE	BLINKER	MERCURY	MARS	CHIEF	

NEW EQUIPMENT

WILLIAMS	UNITED	GENCO
6-Pocket Slate Pool	Playtime	'Sweet Twenty-One'
1957 Baseball	Bowling Alley	Circus Rifle Gallery
Crossfire Gun	Team Bowling Alley	Gypsy Grandma

PHONOGRAPHS

UNITED'S Hi-Fidelity Coin-Operated PHONOGRAPH

EVERY ONE
STEAM-CLEANED
AND
REFINISHED
LIKE NEW!

SEEBURG	AMI	SEEBURG
V200 \$795.00	G200 Write	3W1 (Chrome) \$55.00
HF100R ... 695.00	G120 \$695.00	50g Conversion Kit ... 79.50
M100C ... 495.00	F120 595.00	8" Wall Speakers ... 8.50
M100B ... 395.00	E120 395.00	WURLITZER
HF100C ... 595.00	E40, 78 RPM 275.00	1900 \$795.00
		1800 675.00

ARCADE

Deco Grandma \$450.00
Quarterback 215.00
Crane 175.00
Drivemobile 195.00
Mutoscope Photomatic (prewar) 295.00
Sidewalk Engineer 150.00
Muto. Football 275.00
Submarine 125.00
Telequiz 95.00
Silver Gloves 165.00
World Series 99.50
Pennant Baseball 125.00

Deluxe Baseball \$125.00
Hi Fly Baseball 245.00
Zodiac 175.00
Major League Baseball 150.00
Basketball Champ 175.00
Peppy Write
2-Player Basketball 195.00
Goalie 90.00
Big Bronco 395.00
Flash Hockey 99.50
Champion Baseball 225.00
Twin Hockey 275.00
Round the World Trainer 425.00

GUNS

State Fair \$325.00
Treasure Cove 295.00
Sky Rocket 235.00
Deluxe Ranger 225.00
500 Shooting Gallery 210.00
Carnival 185.00
Sportsman 175.00
Rifle Gallery 175.00
Sportland Gallery 165.00
Shooting Gallery 95.00
Coon Hunt 150.00
Shoot the Bear 125.00
Sky Gunner 135.00
Silver Bullets 125.00
Space Gun 95.00
Dale Gun 85.00

1/2 Deposit, Balance Sight Draft or C.O.D.

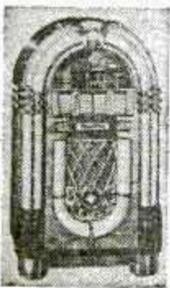
Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Rosen Gives You REAL Buys



WURLITZER
1015
Only
\$39.50

F.O.B. Philadelphia—Includes Crating



WURLITZER
1100
Only
\$99.50

1/3 With Order, Bal. C.O.D.
Wire • Phone • Write
Send for Complete Lists.

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET—PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

WAKE UP YOUR LOCATIONS!

OPERATE *Williams*
GAY PAREE

4 PLAYER • 5 BALL NOVELTY
with Bonus Scores, Number Match
and HIGH SCORES

OPERATE *WILLIAMS*
HI-HAND 5 BALL NOVELTY



4242 W. FILLMORE ST., CHICAGO 24, ILL.



KIDDIE RIDES AND ARCADE

Exhibit Big Bronco \$395.00
 Bally Champion 395.00
 Merry-Go-Rounds 295.00
 Small Horses, new 425.00
 Deco Grandmas, new 425.00
 Chicago Coin Cranes, new 295.00

ELMER MOORE
 Box 7916, Knoxville, Tenn.

Panoram Operators!

FOR SALE
 We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould
 283 Market St. Newark 5, N. J.
 MAarket 2-4275

KIDDIE RIDES FOR SALE

LANE MERRY-GO-ROUND ... \$250.00
 DECO SPACE RANGER 200.00
 ATOMIC JET 125.00
 BALLY MOON RIDE 90.00
 KING ARMY TANK 125.00
 "MISS AMERICA" BOAT 250.00
 EXHIBIT SPACE PATROL 125.00
 HARVARD METAL TYPER 250.00

In as is, operating condition.
 All parts complete.

TERMS: FOB CHICAGO. 1/3 CERTIFIED DEPOSIT, BALANCE COD OR SIGHT DRAFT.

We Buy—Sell—Trade—
 What Do You Need?

KIDDIE RIDES, Inc.
 2557 W. North Ave., Chicago 47, Ill.
 Phone: ARmitage 6-8180

250 at R-M Meet

Continued from page 97

that the controlled coffee break makes for satisfied and more efficient workers.

Outside speakers at the convention were Herbert Heinrichs, assistant to the president of the Institute of Human Engineering; Dr. W. L. Mallman, professor of Bacteriology at Michigan State University; Cloyd Steinmetz, director of sales training for the Reynolds Metal Company, and Williams H. Lange, executive management authority.

Five Seminars

Friday's session included a coffee processor's panel, a tour of the plant in Hatboro, and the banquet.

The following awards were made at the banquet: Kwik-Kafe, of Clawson, Mich., President's Cup; How-Dee Company, Springfield, Mass., Kwik-Kafe Award; Sonnie-Gay, Ltd., Honolulu, Dealer's Award; K.O.R., Inc., Rochester, N. Y., Co-Founder's Cup; Kwik-Kafe Coffee Services of Central New York, East Syracuse, Rudd-Melikian Award, and 10 and 5-year award pins for 25 dealers.

A special certificate of merit in recognition of outstanding achievement and significant contribution to the standards of health and sanitation in the automatic merchandising industry was made to Arthur J. Nolan, vice-president of the Dixie Cup Company.

While suppliers did not exhibit as they did in the past, Pepsi-Cola, National Rejectors, Coca-Cola, Lily-Tulip and Continental Can contributed to the entertainment program with buffets and cocktail parties.

Bulk Machine Tax

Continued from page 97

exploited to a degree which takes it out of the vending or amusement classification, the machine can be subject to a \$250 tax.

The tax authorities agreed that the 10-cent capsule machine is an amusement device and subject to the \$10 tax.

Trading ball machines were classified as amusement devices and subject to a \$10 tax each. However, the restriction was made that no prize could exceed 5 cents in retail value. If the prize did exceed that figure, the machine could be classified as a gambling device and hence subject to a \$250 tax.

Common Sense

The tax officials emphasized that they are not trying to be arbitrary in these rulings and they have no intention of placing prohibitive taxes on 1-cent machines. They added that common sense will be used in dealing with individual cases.

EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

MUSIC

AMI C-200 \$825.00
 AMI C-120 725.00
 AMI C-80 695.00
 AMI F-120 595.00
 AMI F-120 395.00
 AMI Model B, 45 RPM 149.50
 AMI Model A, 45 RPM 99.50
 WURLITZER 2000 825.00
 SEEBURG BL 450.00
 SEEBURG C 495.00

ARCADE

Genco Gypsy Grandma Write
 Genco Circus Write
 Genco Davy Crockett Write
 Genco Deluxe Skill Ball \$475.00
 Round the World Trainer 425.00
 Kiddie Whips 350.00
 C.C. Derby 95.00
 Ex. Ringer Ball 195.00
 C.C. Steam Shovel (new) Write
 C.C. Twin Hockey 275.00
 Ex. Big Bronco 395.00

BOWLERS

UN. Regulation \$295.00
 C.C. Championship Write
 Bally Gold Medal 195.00
 C.C. Bonus Score 195.00
 C.C. Triple Strike \$160.00
 C.C. Starlite 95.00
 C.C. Criss Cross Targette 85.00
 C.C. Ski Bowl 395.00
 Genco 2 Player Ski Ball 295.00

MONROE
 COIN MACHINE EXCHANGE INC.
 2423 Payne Ave. Cleveland 14, Ohio SUPertor 1-4600

GIVE TO DAMON RUNYON CANCER FUND

WORLD WIDE...

FOR QUALITY, PRICE, SERVICE!

BINGO GAMES

DOUBLE HEADER \$445	BRAZIL \$345
NITE CLUB 415	SOUTH SEAS 275
BROADWAY 375	STARDUST 245
BEACH BEAUTY 295	STARLET 195
MIAMI BEACH 215	PIXIES 185
BIG TIME 210	TRIPLE PLAY 145
ICE FROLICS 95	HAWAII 65

5-BALL GAMES

REGISTER, 4-PI. \$325
 SCOREBOARD, 4-PI. 245
 FLAGSHIP, 2-PI. 365
 SEA BELLES, 2-PI. 295
 TOREADOR, 2-PI. 275
 GLADIATOR, 2-PI. 265
 MARATHON, 2-PI. 245
 TOURNAMENT, 2-PI. 225
 DUETTE, 2-PI. 195
 RAINBOW 275
 AUTO RACES 255
 CLASSY BOWLER 235
 DERBY DAY 219
 HARBOR LITES 195
 SOUTHERN BELLS 175
 SLUGGIN' CHAMP 175
 SWEET ADD-A-LINE 175
 GOLD STAR 145

SEE IT NOW
 IN OUR SHOWROOMS

FISCHER'S
 New, Ultra-Modern
"IMPERIAL"
 SIX-POCKET POOL

PRICED RIGHT!
 IMMEDIATE DELIVERY!

ARCADE EQUIPMENT

Wms. 4-BAGGER \$295
 Wms. KING OF SWAT 245
 C.C. HOCKEY 235
 Genco STATE FAIR 335
 United CARNIVAL GUN .. 175
 Wms. CRANE 145

SHUFFLE GAMES

Genco SKILL BALL \$225
 Ex. RINGER BALL 195
 C.C. HOLLYWOOD 185
 C.C. THUNDERBOLT 145
 Un. DLX. COMET 95
 Un. DLX. TARGETTE 85
 Bally VICTORY 75
 Un. TEAM BOWLER 75

ALL EQUIPMENT THOROUGHLY RECONDITIONED, IN STOCK!

Cable Address "GAMES," Chicago
 Terms: 1/3 Deposit, Balance Sight Draft.
WORLD WIDE DISTRIBUTOR
 Chicago 47
 2330 N. Western Ave. Phone: EVerglade 4-2300

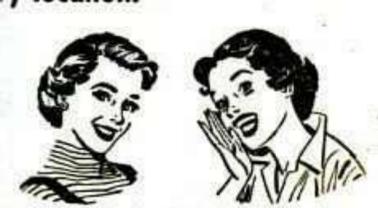
when answering ads . . .
 Say You Saw It in The Billboard

GENCO'S "SWEET TWENTY ONE"

SENSATIONAL NEW ROLL-DOWN GAME for 1 or 2 Players

EXCITEMENT, SUSPENSE GALORE!
 NOTHING LIKE IT IN THE ENTIRE COIN GAME FIELD

Hits a new high in BUILT-IN competitive challenge—a thrill in every play. Ideal for every location.



- National Coin Rejector Coin Chute
- 2 1/2" Wooden Balls
- Durable Formica Playfield
- Easy Servicing — All mechanics in back rack
- 4 exciting frames—adjustable to 3
- Bonus and double bonus features

ADJUSTABLE FOR REGULAR OR REPLAY

KEEP "ON THE GO" WITH GENCO

CABINET 6 FT. LONG, 2 FT. WIDE
 FITS ALL LOCATIONS

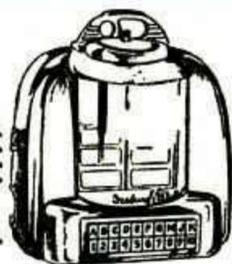
SEE YOUR GENCO DISTRIBUTOR TODAY!

STILL GOING STRONG!

"CIRCUS"
 Rifle Gallery

Featuring Mysterious "CRAZYBALL" and "SAD SAM" Targets

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
 Chicago 14, Illinois



SEEBURG Wall-o-matic WALLBOXES

\$49.50

**CHROME COVERS—100 SELECTIONS
Special Volume Prices**

Reconditioned—Davis Guaranteed
New Selection Buttons—New Instruction Plates
Income can be doubled in many locations by
adding 100-selection wallboxes

SEEBURG	
HF100R	\$725
HF100G	625
M100C	500
WURLITZER	
1700	\$525
1500AF	295
1400	175
1250	145
AMI	
G200	\$795
E120	395
D80	275

WURLITZER WALLBOX SPECIALS

5204, 104 Selection	\$19.00
5204A, 104 Selection	35.00
5205, 104 Selection	45.00
4851, 48 Selection	25.00
4820, 48 Selection	19.00
3020, 24 Selection	9.00

TERMS: 1/2 DEPOSIT REQUIRED

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING

Davis **WIS JIS** **Corp.**

Exclusive Seeburg Distributors
738 Erie Boulevard East, Syracuse 3, N. Y., U.S.A.
Cable Address: "DAVDIS" Phone: GRanite 5-1631

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Auerbach Tells:

Continued from page 97

In the average drug chain, Auerbach explained, the pieces of equipment to be serviced are so few that the service cost per machine would be prohibitive.

"The labor cost percentage in the sale of an item thru a vending machine is small only because the person handling those machines is handling a great number of machines in his work week.

"Our problems are not different from yours. Our labor costs are high, and we must utilize our labor to the tenth degree in order to come out with our annual profit of approximately 3 per cent," Auerbach said.

Danger of Loss

Auerbach also cited the dangers machines, pointing out that store of location ownership on cigarette personnel can take packs from stock and place it in machines. He said the loss of two to three packs a day can wipe out the day's profits, and the slug that is inserted because the serviceman is only partially trained in handling the rejector can cut into profits.

Auerbach reminded the chain executives that a product must be pre-sold before it is placed in a vending machine, except for emergency items.

He suggested that cold drink machines could supplement the soda fountain or luncheonette operation so that the person who wants a drink only will not keep the customer who wants a complete lunch from a seat.

Auerbach explained that ABC is combining automatic merchandising with manual operation in feeding. The vending section consists of a six-machine food and drink battery, while short orders are prepared at a counter which adjoins the battery.

He said that this installation is

available for chain drugstores, with ABC providing the equipment and the personnel to operate the snack bar and the location receiving a commission.

CONVERSION FOR SEEBURG

M-100A MH-100A
to 33 1/2 RPM to 45 RPM
\$24.50 • \$69.50
Can be furnished for 50 cycles.
F.O.B. Los Angeles
CALCOIN CORP.
11167 W. Pico Blvd., Los Angeles 64, Calif.

Valley

Now Delivering
6-POCKET POOLS

The Tables of "Cadillac Quality"
... built to insure years of profitable operating!

Write, Wire, Phone for Details Today!

15th YEAR OF QUALITY PRODUCTS

VALLEY MFG. CO.
333 Morton Ave., Bay City, Mich.
Twinbrook 5-8587

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!

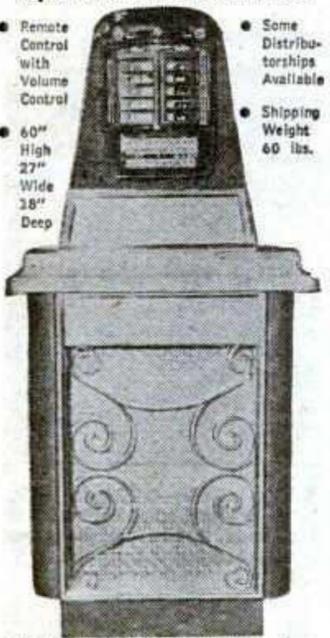
D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Amusement Pinballs
as American as Baseball and Hot Dogs

Subject to AMUSEMENT TAX Only!

"CONSOLETTA"
Replaces from 4 to 8 Wallboxes!



- Remote Control with Volume Control
- 60" High
- 27" Wide
- 38" Deep
- Some Distributors Available
- Shipping Weight 60 lbs.

Write for Prices and Literature

REX
COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y.
Telephone: Harrison 2-8258

**Standard Financial
Opens New Office
On N. Y Fifth Ave.**

NEW YORK — The Standard Financial Corporation, which specializes in coin machine paper, Monday (17) moved into new quarters at the newly completed building at 530 Fifth Avenue.

The firm, which recently changed its corporate name from Standard Factors, occupies the 21st floor, with about 5,000 square feet of floor space.

Tuesday and Wednesday (11 and 12) were open house days for members of the coin machine industry who were greeted by SFC officers and taken on inspection tours.

The official opening was Monday, when 13 bank executives representing the city's leading financial institutions were on hand. Cutting the ribbon was Theodore H. Silbert, SFC president.

Standard Financial, which is celebrating its 25th birthday, currently has resources of \$30,000,000.

BINGO MECHANIC WANTED

**GOOD PAY
NO DRIFTERS**

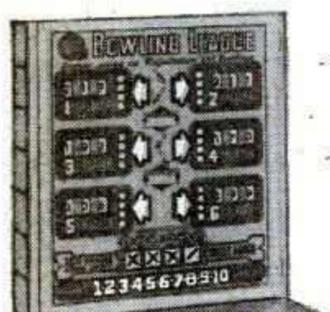
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WRITE TO BOX 895

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Only Chicago coin Has All 4!!



**20FT. 8IN.
MODEL**

**14FT. 8IN.
MODEL**

**12FT.
MODEL**

and **SUPER FREE
PLAY MODEL**

**All Add-Up To
BIGGER PROFITS
For You...**

BOWLING LEAGUE

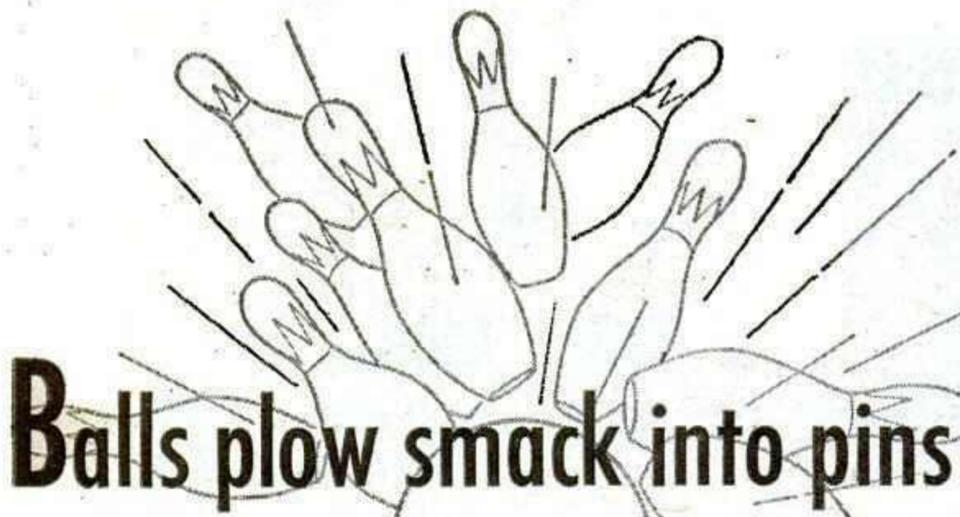


Shipped in Sections
For Easy Installation
and Easy Handling

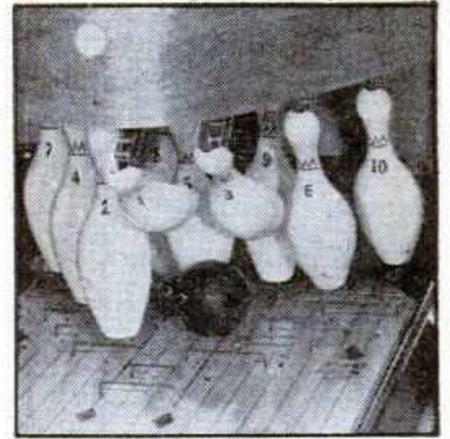
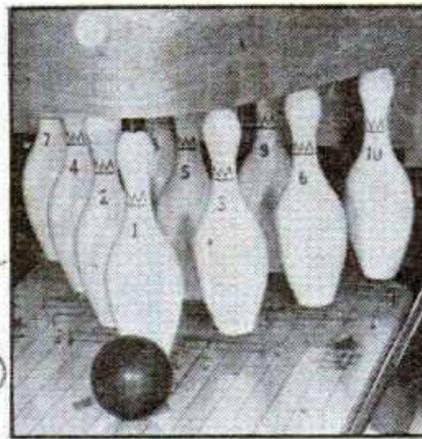
- TOPS IN EXTRA FEATURES**
- ◆ All Metal Roller Chain And Sprocket Ball Lift. (Eliminates Ball Jams)
 - ◆ Balls Feeding On To Chain Elevator Get Agitated In The Trough, Preventing Jamming Or Ball Hang-Ups
 - ◆ Scoring Handicap Control All Mechanism In The Back Rack Genuine Gutters
 - ◆ New Realistic Striped Playfield! 20 Ft. 8 In. Length Bowler
 - ◆ Convertible To 14 Ft. 8 In. 2 GAMES IN ONE
 - ◆ Equipped With National Slug Rejector!

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1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



Balls plow smack into pins



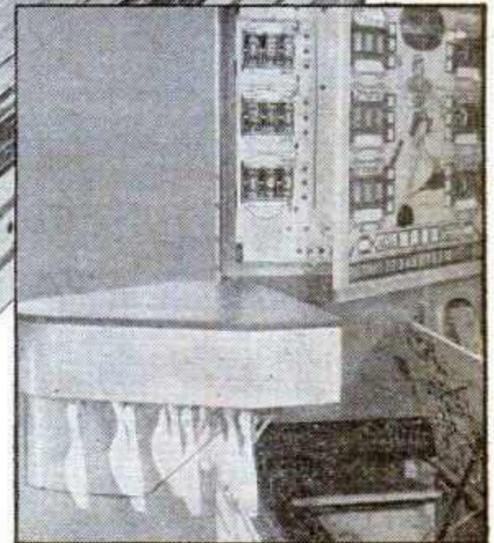
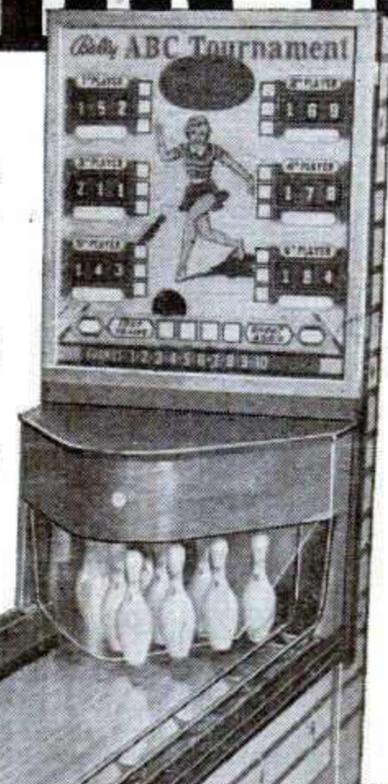
Slight clearance between alley and pins creates illusion that pins are actually set on alley—not hanging in air, as in other bowling games. Although pins "fly-away" by positive electrical-mechanical action of time-tested switch-rollovers on playfield, balls actually hit pins, creating true-bowling illusion. 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.



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UNITED'S

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FEATURES

Selectable Squares and Line FOR More Scoring Combinations



3 SEPARATE SCORES

CAN BE MADE EACH GAME WITH
RED, ORANGE, YELLOW
IN-LINE COMBINATIONS

4 WAYS TO PLAY FOR EXTRA TIME

CORNER SCORES

UNI-HOLE

EXTRA BALLS

TRI-DECK
ADVANCING SCORES

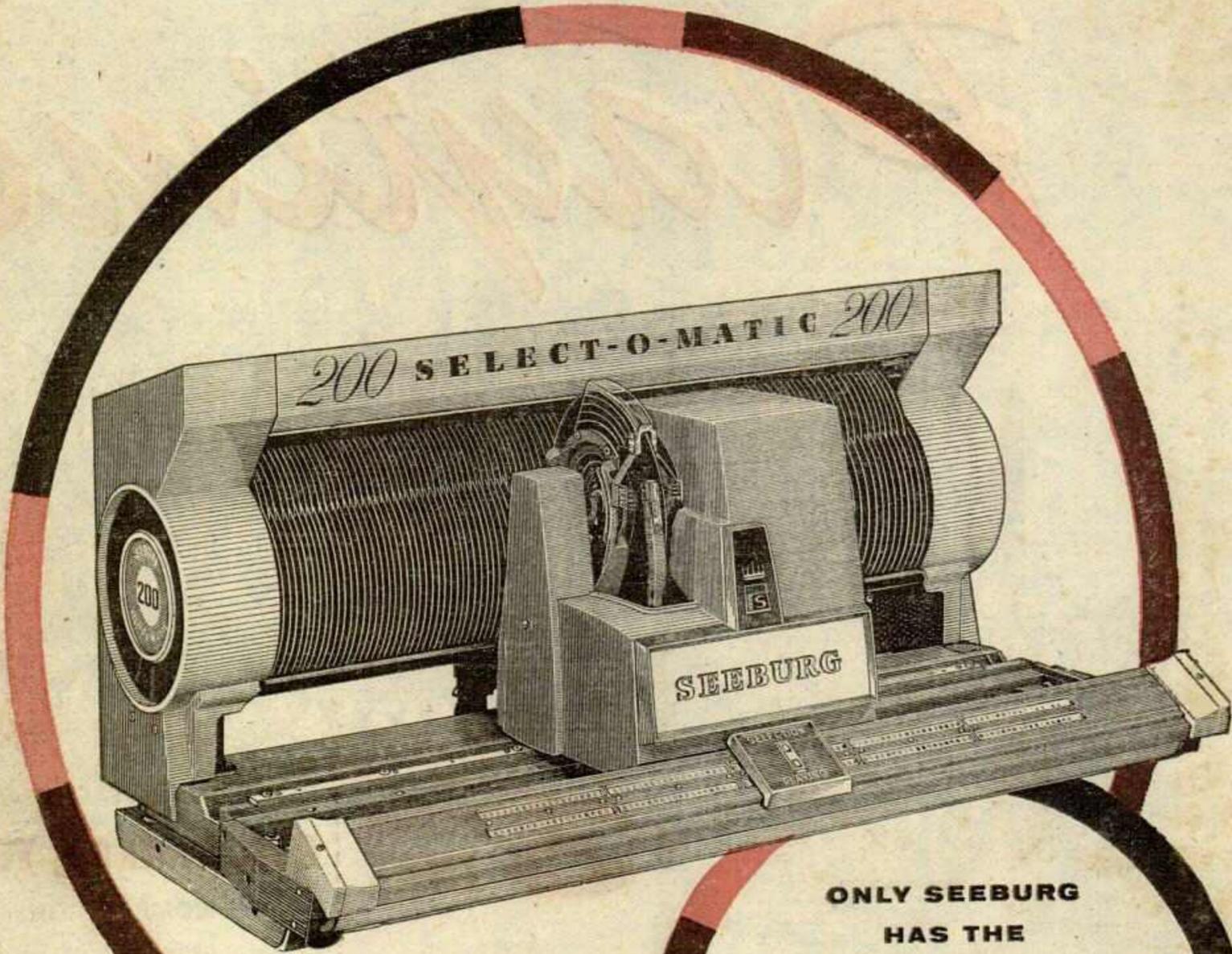
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Bowling
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AVAILABLE IN
REGULAR AND TEAM
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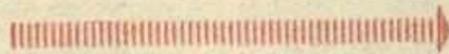


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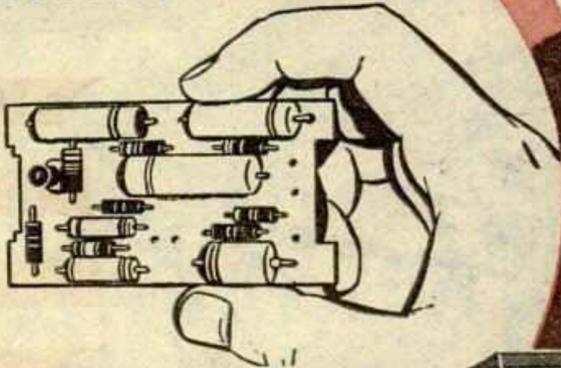


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HAS THE
STRAIGHT-IN-LINE**

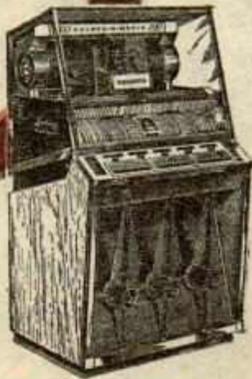


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