

# The Billboard

Guideposts to Better  
Fall TV Commercials

Quarterly Spotlight on  
Commercials begins on page 13

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THE WORLD

JULY 1, 1957

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Jukes Train Gun on Big Target: Costs

Move to Pare All Costs Except Disks To Hike Income, Step Up 'Step-Downs'

By BOB DIETMEIER

CHICAGO—Juke box operators are waging an all-out fight to beef up income in which all costs will be trimmed except that of records.

The big gun is being concentrated on an easy target to see, but a hard one to hit: Commissions paid by operators to owners of taverns, restaurants and other locations.

Altho it's an uphill battle, some operators are slowly but surely beginning to get results. They are managing to gradually upgrade commission arrangements to provide a more equitable return for themselves.

Each time they install a new juke box on location, it gives them another chance to renew the fight. They're taking full advantage of a trade practice which enables them to eke out more income from their machines, namely, the "stepping-down of equipment" (see below).

It's no secret that commissions paid by operators have long been in excess of what costs would justify in order for an operator to make a fair return.

But for most operators, income from operating other types of coin-operated equipment (coin-operated amusement games the most notable example) has been enough to offset the difference.

However, a current lack of a new type of all-around location game—combined with increasing taxes on some types of games—makes it even more important now that the operator narrow the gap between costs and income.

The days when an operator

could split evenly the gross collections from a juke box with a location owner—and still make a fair return—are long over. But the practice of a 50-50 split is still the standard.

And the problem of breaking tradition, even tho an operator can show it's an economic necessity, is a knotty one.

Many tavern owners are confronted with declining revenue.

The TV set, once a heady shot in the arm for the tavern business—even at the expense of the juke box—is now a standard fixture in the home. More kinds of amusements are bidding for the public's leisure.

Therefore, today, more than ever before, many tavern owners look at any source of income as something to be jealously guarded. And because of the record-tight competitive picture in the operating business today, they don't have to be apprehensive.

All of this complicates considerably the job of the operator trying to sell a tavern owner on a split of say, 40 per cent to the location, even tho the operator could provide better equipment and service for that figure. And better equipment and service are bound to produce more income and hence work to the advantage of the lo-

(Continued on page 94)

## CIVIC AID KEY TO WIN MORE N. Y. TELEFILM

NEW YORK—Even tho Hollywoodites are "yawning their way thru telefilm and feature assignments today," the major studios there will continue their grip on feature production and even woo a bigger slice of Eastern TV commercial shooting "unless New York civic officials can be pressured into giving better all-round co-operation of any film makers."

That's the opinion of producer Elia Kazan, who's shot his last two features in the East and who now bases himself in New York. The New York film talent pool is smaller, which means you've got to get in first. But it's as good or better than Hollywood's. We've got all the rebels here who couldn't stand the Coast," Kazan says.

Foremost advantage in New York filming is the cost factor. By his own estimate, Kazan's latest feature, "Face in the Crowd," cost 47 per cent less to shoot at New York's Gold Medal studios than if the identical picture was filmed at a major Hollywood factory, "even tho we had to stock scenery and had to build 80 new sets."

"The Hollywood campaign," says Kazan, "is backed by the majors, by a Washington lobby and even by the entire city government of Los Angeles. A New York producer just gets a hard time from City Hall."

## Sheet Music Sales Outlook Brightens After Dark Years

New Optimism Prevails Despite Pro and Con Publisher Opinion

By PAUL ACKERMAN

NEW YORK—There's been a sudden spurt of optimism among music publishers with regard to the outlook for sheet music sales. This facet of song income—once the most important to publishers and songwriters—has of course divided to an all-time low in recent years. But today, according to Walter Douglas, chairman of the board of Music Publishers Protective Association, the sales picture is much brighter.

"Today's Number 1 song," according to Douglas, "is selling more than twice as much as the top song of several months ago, and today's fourth ranking tune is selling more than the Number 1 of several months back." Reason for this, is in the nature of the song material. A goodly number of ballads have been making it these days, Douglas points out, and these have always outsold all other categories—including rock and roll, calypso, etc.

Some Disagree

Whether or not the emergence of a number of ballads—and a consequent rise in sheet sales—constitutes a trend cannot as yet be stated; and the optimism voiced in some quarters is not considered

warranted in other segments of the trade.

Dave Kuperman, of Kuperman & Del Guercio, leading music printers, late last week stated that pop sheet music sales have not significantly advanced. "The educational and standard business is terrific; it's going ahead by leaps and bounds—but pop sheet sales have remained static," Kuperman said. Kuperman, too, could see no valid comparison with sheet sales of a couple of months ago. "That was the Lenten season, and that's always very poor in sheet sales—so it stands to reason that there would be some pickup several months later," he added. Kuperman opined that kids today buy records instead of sheet music. Most publishers, he added do not even put out dance orchestrations unless Music Dealers Service guarantees them an Army order.

Educational Keynote

Kuperman & Del Guercio are currently revamping their plant and moving into new quarters. The capacity is being tripled. Completely new equipment is being installed. But this, according to Kuperman, is because of the thriving educational field. "We will handle pop business—take whatever comes in, but whereas it used to be our chief work, it is now a sideline." Kuperman added that whereas his music printing used to be 70 per cent pop and 30 per cent educational and standard, the proportions currently are 10 per cent pop and 90 per cent educational and standard.

Other traders are conservatively optimistic. Larry Richmond, of Music Dealers Service, stated that copy sales are showing considerable improvement. "If the trend continues," he added, "the pop music business will be much

(Continued on page 27)

## R&R Still in Driver's Seat

NEW YORK — "Good music" may be making a comeback on the best-seller charts, but rock and roll disks continue to dominate the pop market.

The Billboard's "Best Sellers in Stores" chart last week listed 19 rock and roll platters, six country styled disks and five ballads, at least one of which features rock and roll-styled backing (Pat Boone's waxing of "Love Letters in the Sand," the No. 1 on the retail chart last week).

## NEWS OF THE WEEK

The Westerns Take Over TV: \$25 Million for 40 Series . . .

The rampaging Westerns which have taken over TV as its main form of programming will run up a bill of about \$25 million in production costs next season. . . . Page 2

"Barter Deals" Go Big-Time as NTA And Bra Firm Hatch Plan . . .

Exquisite Form seeking \$4 million worth of spot time on 150 outlets in new time-for-films swap being launched nationally . . . Page 8

Expansion, High Production Key Presser Operations . . .

Despite continued indications of retail lags, pressing plants report only normal seasonal slow-ups in production. These now appear largely over with some plants on round-the-clock schedules. Plant expansion moves with major companies seen as proof of optimistic disk industry outlook. Continuing rise in ratio of LP unit production as against singles production also noted . . . Page 25

Capitol Records Initiates New

Discount and Exchange Privilege . . .

Capitol Records last week unveiled a new discount and exchange privilege program week for retailers, operators, one stops and rack jobbers. Effective July 1, the label will initiate a 100 per cent exchange privilege plan. Heretofore the company has operated on a 10 per cent exchange basis. . . . Page 25

### DEPARTMENTS AND FEATURES

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## Slip It on Patron's Tab

CHICAGO—Juke box income has long been a favorite source of "bread and butter" money to the neighborhood bistro. Even tho a 50-50 split between operator and location may give the latter just \$10 a week, it's money that he's gotten in the habit of getting. And on exceptional locations, it can go as high as \$30 a week, and in very rare instances, even higher.

Therefore the operator who tries to sell the location owner on a split falling for just half of this—altho it would work to his benefit in almost all cases—is faced with a formidable adversary. Operators are not successful in selling it to those who can sell the location on the notion of passing it to the customer (who also benefits with better equipment, greater variety of records).

## SPONSORS MEET AT PASS

# The Westerns Take Over: \$25 Million for 40 Series

NEW YORK—"Home on the Range" will be TV's top tune next season. Estimates are that about \$25,000,000 will be spent by the nation's sponsors for the more than 40 Western series which will be seen on the networks and locally. A large number of these properties are in rerun, with production costs already expended, but about \$20,000,000 will be spent for new and old network oaters, and the rest for local Western programming.

The insatiable appetite of the American public for the hoofbeat melodramas is to be tested as it never has been before as they sit before their video sets and watch the assembly-line product titillate their psyches. The national TV picture has never previously found a program type that will dominate the medium as Westerns will do next fall.

### All-Family Draw

The shoot-'em-ups will be used to sell everything from soup to safety-glass. Westerns are considered to have all-family interest, but while it always has been known that dad and the boys like the outdoor drama, the little woman is the big factor in the tremendous appeal of the show for the nation's advertiser. The so-called woman's (romance) has seemingly lost out, with sponsors certain that the oat burners will more than take up the slack. Procter & Gamble, American Home Products, Lever Bros., and Warner-Lambert are betting millions on the continued success of Westerns.

Among the networks, ABC-TV will start off the season with at least seven Westerns, NBC-TV with five and CBS-TV four. But it is NBC that is embracing them whole hog. The web's first Western this year was "Wells Fargo," and it since has added four others for next fall, topped by the hour "Wagon Train" with its \$75,000 budget.

### Local Reruns

The local station market for Westerns, on the other hand, has slackened off this year. Most of the shows being seen are reruns, with about four new ones to get

into circulation if sponsorship demand warrants.

In addition to the tremendous number of oat burners made expressly for TV and to be seen next fall, there are about 1,000 Western features competing for the attention of the nation's video audiences. They feature such stars as John Wayne, Roy Rogers, Gene Autry, Johnny Mack Brown and Wild Bill Elliot.

Then also to be taken into the account are TV shows which, while

not orthodox Westerns, are more than country cousins. They include such properties as "Rin Tin Tin," "Sergeant Preston," "My Friend Flicka," "Fury," and others too numerous to mention.

One of the few rules of TV is that no one program category can retain the interest of the public when the trend has flowered to the point that viewers' tastes are more than satiated. It will be interesting to see if Westerns adhere to this rule.

## 862 MIL TOTAL

# JWT Top Agency In Night Billings?

NEW YORK — J. Walter Thompson looks to emerge as the top agency in nighttime billings this fall, with the Eastman Kodak buy of alternate weeks of Ed Sullivan pushing it ahead of the field.

An estimated \$62,000,000 in annual TV billings goes with the 15 prime time shows which clients of Thompson have ordered for fall, exclusive of healthy daytime billings. The Kodak-Sullivan deal for \$5,000,000 and a probable Rosemary Clooney show deal, expected on NBC-TV for \$5,500,000, are the latest developments in the agency's expanded video activity.

Other shows set include Eve Arden and Lever Bros., alternate weeks, \$3,500,000; "Zane Grey Theater" and Ford, alternate weeks, \$2,500,000; "Have Gun, Will Travel" and Lever Bros., alternate weeks, \$2,600,000; and "Schlitz Playhouse," \$5,500,000, all on CBS-TV; and "Zorro" and Seven-Up, alternate weeks, \$4,000,000; "Real McCoys" and Sylvia, \$3,400,000; and "Ozzie and Harriet" and Kodak, \$4,000,000, on ABC-TV.

Also Ernie Ford and Ford,

\$5,000,000; "Crisis" and Ford, alternate weeks, \$5,000,000; Steve Allen and Pharmcraft, one-third, \$3,500,000; "Father Knows Best" and Lever and Scott, \$3,500,000; "Kraft Theater," \$7,000,000; and "Life of Riley" and Lever, alternate weeks, \$2,500,000, all on NBC-TV.

# CBS Filling Up Its Days; Sells 7 Quarter Hrs.

NEW YORK—CBS-TV moved further toward solving its daytime problems with the sale of about seven quarter hours in the last week. New business includes a quarter hour and a half from Sunshine Biscuit, two quarter hours from the Atlantis Sales Corporation, alternate quarter hour from Purex, and an alternate quarter hour from the Wine Corporation of America from Mogen David. In addition, Gerber Baby Products has added a quarter hour of daytime to its commitment, which includes a quarter hour on the web.

The Sunshine buy includes two alternate quarter hours of Garry Moore and one of "Our Miss Brooks." General Mills too has ordered two alternate quarter hours of Moore, and Purex has bought "Our Miss Brooks." "You the Jury" is the Wine Corporation vehicle. Alternate quarter hours of "Jury," "Hotel Cosmopolitan," "Brooks," and "Edge of Night" were bought by Atlantis. The Gerber Step-up includes alternate weeks of "Our Miss Brooks" and a daytimer as yet undesignated. CBS is only offering Moore in quarter hour segments which can be split into alternates if desired.

# Sweets to Sponsor 'Rangers' Segment

NEW YORK — Sweets Company of America has bought alternate weeks of "Tales of the Texas Rangers" for the fall on NBC-TV, Tuesday 7:30-8 p.m. Property was sponsored by General Mills Saturday daytime during the past season.

Sweets is reported buying a healthy slice of Saturday morning time on NBC-TV, also for the fall.

## 'WESTERN CHART'

### 33 Western Shows All Set Next Season; 7 More on Way

The following is a complete list of Westerns which will be seen on the networks and locally next season. It does not take into account the numerous Western shows which are in the process of being sold and may yet find their way on TV by next season:

#### Network Westerns

Jim Bowie Adventures  
Cheyenne  
Broken Arrow  
The Californians  
Gunsmoke  
Colt 45  
Have Gun Will Travel  
Lone Ranger  
Maverick  
Restless Gun  
Sugarfoot  
Tales of Texas Rangers  
Tombstone  
Trackdown  
Wagon Train  
Wells Fargo  
Wyatt Earp  
Zane Grey Theater

#### Upcoming Syndicated and Westerns

Boots and Saddles  
Famous Outlaws and Sheriffs  
Roy Rogers  
The Last Marshal  
Twenty-Six Men

#### Syndicated Westerns

Adventures of Champion  
Adventures of Kit Carson  
Annie Oakley  
Brave Eagle  
Buffalo Bill Jr.  
Cisco Kid  
Cowboy G Men  
Death Valley Days  
Frontier  
Frontier Doctor  
Gene Autry  
Hopalong Cassidy  
Judge Roy Bean  
Range Rider  
Steve Donovan  
Stories of the Century

#### Network Possibilities

Quill and the Gun

# Kaiser Sets Sunday Slot for 'Maverick'

NEW YORK — Kaiser Aluminum will sponsor "Maverick," a new Warner Bros. adult Western, on Sunday nights over ABC-TV for 13 weeks this fall. The advertiser has reserved the 7:30-9 p.m. time starting January 1, in which "Maverick" may continue or any of a

half dozen other shows may debut for Kaiser.

With the first-run feature film deal snagged, Kaiser and ABC have worked out a compromise to await the group of shows which won't be ready before January. These include "Mystery Street," Van Johnson's "Amazing Stories" and a possible series of 90-minute TV feature films.

Time slot for "Maverick" has been pencilled at 7:30-8:30 p.m., dependent on the disposition of web commitments for the 9-9:30 p.m. slot. Kaiser can move the show up to 8-9 p.m. if the following property is considered helpful or appropriate. ABC is hoping Kaiser will stick with "Maverick" after the 13 weeks, in a switch to Saturdays, while proceeding with the feature film plan for the Sunday period.

# CBS Builds Sales Staff

NEW YORK—CBS-TV is building up its network sales staff. The web is shifting Frank Smith, assistant head of sales development, into sales as an account executive. Also added to sales has been Bill Martin, with another sales executive yet to join its staff. The plan is to intensify coverage of the agencies.

Edward R. Lethen Jr., will continue to head up sales development. He will add Bob Philpot and Bill Ashley to his staff.

# Jolly Joyce Goes Radio-TV-Films

PHILADELPHIA — A radio-television-films department has been set up as a distinct unit for the first time by the Jolly Joyce Theatrical Agency with offices here and in New York City. Elliot Kozak, who had been with the William Morris office for the past 12 years, comes in to head up the department, locating at the New York branch.

# Friendly Group Holds Personnel Meeting

STUBENVILLE, O.—WSTV, Inc., operator of the Friendly Group Stations, held a two-day meeting of personnel here last week. Plans for WBLK-TV, new Friendly outlet in Clarksburg, W. Va., were announced, with the NBC-affiliated station set to open October 1.

# MILES RECORD: TV TO STARDOM

NEW YORK — Underlining once again showbiz's wild search for new talent and TV's ability to spring relative unknowns into stardom was the deal being wrapped up this week involving Joyce Miles. The young actress involved in negotiations to play the lead in the new Paddy Chayefsky feature film, "The Goddess," which begins shooting here late next month. Only a few weeks ago she played her first dramatic role on a major TV show when she appeared on the Robert Montgomery stanza.

Previously Miss Miles had been majoring as a nitery chanteuse here. She has also gained considerable renown as a leading pinup model via her generous proportions and resemblance to Marilyn Monroe, and is currently featured on four magazine covers. She turned to drama only a year ago via study with Joe Cassavetes and appeared with him in stock.

# Colgate Sets 'Man' on NBC

NEW YORK—Colgate has selected MGM-TV's "Thin Man" to carry the ball in its Friday night 9:30-10 slot on NBC-TV. Interesting part of the deal is said to be that Colgate can earn up to \$10,000 on the property when it goes into reruns. Below that figure it will share 50 per cent of the rerun profits. Package will cost \$41,000 per half hour.

# 6 NBC Segs For Drackett

NEW YORK—Drackett Company, for Windex, Twinkle and other household products, has bought five alternate week quarter-hours and two participations in a 13-week deal with NBC-TV. Total cost is \$600,000.

Drackett will have alternate Wednesdays and Fridays of "Bride and Groom," alternate Fridays of "The Price Is Right" and "It Could Be You," and two participations in "Today."

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REPORT ASKS:

Do Network Spot Reps Have Edge?

WASHINGTON—Is it fair for nets to be in spot representation and film syndication? This question is asked in the Cox report on Senate Commerce Committee's TV hearings on net practices. In spot, the Cox report says, net representatives—acting for network affiliates—may have unfair advantage over the non-net because of network tie-up and the net's own option time rights. Cox recommends that nets themselves correct this "artificial disparity between competing agencies" voluntarily.

Also report sees value in having resourceful nets do a certain amount of TV film production, it questions the fairness of net syndication organizations. With the "prestige of the networks behind them," they have too much of an "advantage over competitors" in dealing with the net affiliate stations, it adds: "Certainly the independent syndicator has no such potentially presold customers." Cox concludes that such "disturbances" to normal competition "do not seem desirable."

Bellamy to Make Tycoon Series

NEW YORK — The CBS-TV network is preparing a vehicle for Ralph Bellamy. The property, tentatively titled "Front Office," will be about a big business man. It will, however, seek to dramatize the human side of big business. A pilot film will be shot here.

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Clooney & Lee To Host Shows

NEW YORK — Two important fem vocalists — Rosemary Clooney and Peggy Lee—will probably be added to the growing list of singers with their own network shows next season.

Lever Bros. is dickering with Rosemary Clooney to star in a musical series to be programmed in its Thursday 10-10:30 p.m. slot on NBC-TV.

Max Factor is negotiating with Peggy Lee for its Saturday 9-9:30 slot on the same web which it shares with Chesterfield. The latter advertiser is trying to sign Dean Martin to do six shows in the first 13-week cycle.

The idea would be to combine Martin with Lee so as to ease the pressure on both performers by having them alternate. Factor is also said to be hot on "Those Whiting Girls," his summer replacement CBS show, as a fall Saturday night bet, but Chesterfield won't go along.

Other female singers with their own network showcases are Dinah Shore, Gisele MacKenzie and Patti Page.

CBS Readies Science Show In 'Conquest'

NEW YORK—CBS-TV has put together a strong entry in the field of science programming. Titled "Conquest," with six hour specials to be readied for next season, the show will consist of a science news-reel which will give the newest developments in capsule form in the field, two major science features relating recent achievements, an award honoring a young scientist, and a story honoring a veteran scientist.

No host has been selected, but names such as Charles Collingwood, Claude Rains, Lowell Thomas Jr., Clifton Fadiman and Dr. Vannevar Bush are being considered. The show will use top staffers of the CBS news staff, including Doug Edwards, Bob Trout, Stuart Novins, and Dallas Townsend. The show will probably be programmed on Sunday afternoons and spell "Seven Lively Arts" in the 5-6 slot on six occasions, if it is sold. It will be produced with the co-operation of the American Association for the Advancement of Science and the National Academy of Sciences.

ABC FLEXIBILITY

Sponsors Pin-Point Via Local Cut-Ins

NEW YORK—Increasing numbers of ABC-TV advertisers are using network cut-ins, sound-on-film or voice over network video, to support seasonal and regional products, to test copy in special areas, to effect merchandising tie-ins, to stress local appearances of stars and local anniversaries, and to spur distribution of new products.

Among the past season's local and sectional cut-ins have been Firestone for snow tires in the North, American Chicle for Clorets in New York, Kimberly-Clark for Kleenex in five Midwest markets, U. S. Rubber for soy bean and cotton sprays in the South, and Pabst with a special price offer in two cities.

ABC is stressing the flexibility

of types of cut-ins as an inducement to multi-product advertisers, signing one sponsor after web research showed that instant coffee, dog food and powdered milk, three of the sponsor's products, required entirely different station line-ups. The smartest answer, the web felt, was one program with cut-ins.

ABC has established a department to handle this service, a subsidiary of the station clearance department. "With the sponsor maintaining his network program prestige and prime time," says a web spokesman, "and paying only 10 per cent of the station's hourly rate for as many local cut-ins as are used, we anticipate the fall season will find almost every advertiser using this device."

NO RECOMMENDATIONS YET

Option Time and Must-Buy Blasted in Senate Report

By MILDRED HALL

WASHINGTON — Network practices that restrict programming competition and programming variety to the public get the same drubbing in the staff report on the Senate TV hearings, out today (1), as in the recently-issued House Antitrust Subcommittee report. The Senate Commerce Committee decided to give no formal endorsement to the report and recommendations of special hearings counsel Kenneth Cox, pending further data from FCC network study and Justice Department's investigation of networking.

Option time and must-buy practices get the heaviest barrage in the 100-page memo, with recommendations that Justice Department continue studying the "per se" antitrust aspects of these main offenders. FCC is advised to look toward curtailing option time thru an amendment to the chain broadcast rules. It is asked to substitute a "minimum dollar" buy for advertisers, with free choice to replace arbitrary station line-up required by networks' must-buy practice.

Further Study

Possible tie in of net time and programming sales is "not conclusively proven," but in need of further study by Justice and the FCC, the Cox report concludes.

The same goes for complaints at hearings that nets had power to force participation in independent programming, and even to buy the program producing concern or siphon off its "top personnel."

The Cox report, which had the "praise" of Committee Chairman Magnuson (D., Wash.), ranking GOP member Bricker (Ohio), and Communications Subcommittee Chairman John O. Pastore (D., R. I.), among others, was sent to the FCC and to Justice Department. Magnuson wants the Commission's views on the Cox report three months after the completion of FCC's own network study, now set for September 30.

Magnuson wants Justice Department views on the Cox recommendations "at an early date." In January, the Commerce Committee Chairman says he plans to review and evaluate the whole television picture on the basis of all data and reports available, even including the 1954 Plotkin and Jones reports.

'Effect of Webs'

The Cox rundown does not advise the Committee to write any corrective legislation, pending completion of all studies of networking. It does point out that something needs to be done to stem the growing dominance of the nets. The three major nets, "in effect, deter-

mine what the entire nation watches," the report says.

In addition to hammering at net practices, the Cox report questions whether the nets haven't "exceeded their needs" in ownership of stations in the country's top markets. It also feels net exercise too much "program control" thru affiliates, and recommends that terms of net-affiliation contracts be made public by the FCC. It asks why FCC should not have nets under the same licensing arrangements, in the public interests, as stations have. It breaks down some of the net claims of extensive public service programming, and scolds them for not doing enough in the area of religion, education, discussion of national and local events.

'Not Essential'

Cox takes particular pains to counteract net arguments that the framework of option time and must-buy are "essential" to their operation. Networks are not "houses of cards," the report states. Evidence at hearings shows them to be substantial and successful. The "valuable partnership" between nets and affiliates, extolled at hearings, would assure a sound basis for national net programming, without need for restrictive practices like option time and must-buy, the report claims.

On network production of programs, the report gives a positive side: "It is in the public interest for networks to produce a limited amount" of commercial programming, along with public service types. "There may be new, experimental types of programming that no one else can develop." All this is true only as long as nets don't favor their own programs above independent products, regardless of quality, the report says.

Await Conclusion

The question of divestiture of net-produced programming would (Continued on page 23)

ABC Sets January Starts to Duck Jam

NEW YORK — ABC-TV has lined up a number of January starts in an attempt to ease the annual pressure of dozens of new shows debuting within a few fall weeks. Web programmers feel they have a double plus in delaying some premieres till the first 13-week cycle is over and having better planned, longer thought-out properties ready to replace possible cancellations.

"Mystery Street," the M-G-M hour-long series, and Van Johnson's "Amazing Stories," half-hour dramatic films, are two items earmarked for January.

"Tin Pan Sally," "Amazon

Trader," "Publicity Girl" and other shows which have just reached the pilot stage are also marked for post-Christmas debuts, with more time for production and selling. At the same time, several daytime half-hour strips will join whatever afternoon shows have been launched in September.

The web has asked Tallulah Bankhead to act and host a live drama show, again with Kaiser in mind, the January premiere fitting in with her commitments.

"It's time someone broke out of the strait jacket which demands all premieres hug October 1," an ABC exec explains. "Such coincidence brings a higher rate of failure, less time for polishing, and ulcers."

Insurance Firm Tabs 'Omnibus'

NEW YORK — Two insurance sponsors, one a new network client, moved onto NBC-TV next fall. Connecticut General Insurance thru Cunningham & Walsh, picked up the third quarter of "Omnibus," Sunday afternoons, 4-5:30. Two other quarters have already been sold to Aluminum and the Union Carbide & Carbon Corporation.

The Lumberman's Mutual Casualty bought the quarter hour Saturday afternoon "Football Scoreboard" following the NCAA games next season on NBC. These two sponsors join a growing list of insurance companies which have and are using network TV. They include Prudential, John Hancock, Mutual of Omaha and, next season, Allstate.

Seek Curb on 'National' TV

WASHINGTON—Network programming may be of "high quality," but it is "tailored to national tastes and carrying the advertising messages of national sponsors. This is not, and should not be, the total function of American television, is the conclusion of the Cox report on the Senate Commerce Committee hearings on network practices.

The report would like to see competitive safeguards set up to keep the door open to local interests, local sponsors, and local programming—not only in independent stations, but in net affiliate stations, too.

Cox Report Asks Ban on Web Use Of Station Time

WASHINGTON—The desire of net affiliates to maintain "friendly relations" with the nets may have led them into giving up too much non-optioned time to the net programming. The claim was made during Senate Commerce Committee hearings on network practices last year. Staff report by Counsel Cox, released today, suggests that the FCC "completely forbid or sharply limit" the acceptance of net programming by affiliates outside of option time. Exceptions would be public service features or special events programming.

OUT OF CAMP

Bilko Gets City Locale, New Faces

NEW YORK—Next season the Phil Silvers Show will concentrate on moving out of the Army camp and onto various civilian locales, mainly in cities.

Also upcoming is a trip to Europe, where both new faces and new locales will be included. The new faces theme will also be accentuated whenever possible so as to find new foils for Silvers' talents.

The first seven scripts have already been written and production starts here July 8.

Doerfer to Chair FCC

WASHINGTON—FCC Chairman George McConaughy officially retired from the agency at the end of his term, June 30, 1957.

No official candidate for the vacancy on the commission has been named. George R. Perrine, chairman of the Illinois Commerce Commission is reported to have the backing of Sen. Everett Dirksen (R., Ill.).

In an exchange of letters released by the White House last week (26), McConaughy said he was retiring because of "personal considerations."

NBC to Appoint Knode as Veepee

NEW YORK—Tom Knode will be named vice-president, station relations, at the July 12 NBC-TV board of directors meeting.

Knoda at one time was a top executive in the network's station relations department, but left to join the Edward Petry Company, from which he recently resigned.

WFIL, WRCV Join To Build Tower

PHILADELPHIA — WFIL-TV and WRCV-TV here have begun construction of a 1,000-foot joint antenna tower, teaming up to provide viewers in this market with a centralized direction for the setting of their home antennas.

The Billboard Continuing

COST-PER-THOUSAND Analyses of Network TV Shows in Class A Time

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

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

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 shown 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.

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

Table with 2 columns: Rank and Program Name (e.g., 1. LAWRENCE WELK, 2. PLAYHOUSE 90, 3. WELK'S TOP TUNES, etc.) and 3 columns: Cost per thousand homes per commercial minute (e.g., \$1.24, 1.29, 1.62, etc.).

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

Table with 2 columns: Rank and Program Name (e.g., 1. LAWRENCE WELK, 2. WEDNESDAY NIGHT FIGHTS, 3. CAVALCADE OF SPORTS, etc.) and 3 columns: Cost per thousand men viewers per commercial minute (e.g., \$1.29, 1.71, 1.88, etc.).

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COMING COST PER THOUSAND ANALYSES:

Next Week: General Dramas, Comedies, Variety-Music Shows and Quiz-Panel Shows.

The Billboard Continuing

# COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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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.

# THE TOP HUNDRED

## Sees Stations Loyal to Webs

WASHINGTON — If net time options are reduced, to allow indie programmers and regional and local advertisers some prime time, "it seems certain the networks will be able to hold their own," is conclusion of staff report on network practices for the Senate Commerce Committee. Even without option time, net clearances "would be assured" by affiliate loyalty to "valuable network partnership."

"The network programs would in all likelihood still be the highest rated and most talked about and therefore extremely valuable in providing attractive adjacencies for national spot sales," according to special hearings counsel Kenneth Cox.

## 'Colt' Is ABC Best Bet for '3-Play' Seg

NEW YORK — Colgate-Palmolive has dropped plans to join Campbell Soups in Friday 10-10:30 p.m. sponsorship of "Colt '45" on ABC-TV next season. Campbell has alternate weeks of the Western, which is now the best possibility for the web's "triple play" sales offer.

The latter, which will include alternate half-hours of "Sugarfoot" and "Jim Bowie," is a plan affording three advertisers one-minute spots in three properties, positions revolving, "Bowie" and "Sugarfoot" both have American Chicle as alternate-week buyer.

## Sterling Seeking To Sell Version Of 'Big Moment'

NEW YORK — Sterling TV is trying to sell a quarter-hour abbreviated version of "The Big Moment" to other sponsors for use after its half-hour series winds up this summer. Titled "Time in for Sports," the property is ticketed for programming after or before the network football games this fall. Sterling, of course, has high hopes that it will find a fall sponsor interested in "The Big Moment," too.

## Heavy Spot Sked Set by Bourjois

NEW YORK — Bourjois, Inc., has bought its heaviest schedule of spots to date for Evening in Paris perfume, concentrated in the three weeks before Christmas. Arlene Francis will do the daytime spots on NBC-TV, with one-minute films featuring Natalia Core, fashion expert, headed for nighttime spots in 111 cities.

## SENATE REPORT RIBS STANTON

WASHINGTON — CBS President Frank Stanton's statement during Senate Commerce TV hearings last year, that the "public is monitor-in-chief" of net programming, takes a ribbing in report of Counsel Cox, released today. Cox notes that when a viewer comparison test of a Screen Gems' pilot of "You Can't Take It With You," and CBS' own "Joe and Mabel" was proposed by the film producer, CBS rejection was huffy. Net told the committee that "executive responsibility" for CBS programs couldn't abdicate to "popularity contest."

### • COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

|   |        |
|---|--------|
| 1. LAWRENCE WELK (Dodge, ABC) .....   | \$1.02 |
| 2. WELK'S TOP TUNES (Dodge, ABC) .....  | 1.39   |
| 3. PERRY COMO (RCA, Sunbeam, Sperry Green Stamps, Noxzema, Kimberly-Clark, NBC) .....       | 1.71   |
| 4. WHAT'S MY LINE? (Helene Curtis, Sperry Rand, CBS) .....                                  | 1.72   |
| 4. PLAYHOUSE 90 (Amer. Gas, Philip Morris, Bristol-Myers, CBS) .....                        | 1.72   |
| 6. \$64,000 QUESTION (Revlon, CBS) .....  | 1.79   |
| 7. ED SULLIVAN (Lincoln-Mercury, CBS) .....   | 1.86   |
| 8. I'VE GOT A SECRET (R. J. Reynolds, CBS) .....  | 1.89   |
| 9. DECEMBER BRIDE (General Foods, CBS) .....  | 1.96   |
| 10. KRAFT THEATER (National Dairy, NBC) .....   | 1.98   |
| 11. ALFRED HITCHCOCK (Bristol-Myers, CBS) .....   | 2.04   |
| 12. CLIMAX (Chrysler, CBS) .....  | 2.09   |
| 13. I LOVE LUCY (P&G, General Foods, CBS) .....   | 2.13   |
| 14. YOU BET YOUR LIFE (Toni, De Soto-Plymouth, NBC) .....                                   | 2.21   |
| 15. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) .....                                    | 2.24   |
| 16. OZARK JUBILEE (American Chicle, Williamson Dickie, ABC) .....                           | 2.42   |
| 17. THIS IS YOUR LIFE (P&G, NBC) .....  | 2.43   |
| 18. GUNSMOKE (Liggett & Myers, Sperry Rand, CBS) .....                                      | 2.44   |
| 19. LORETTA YOUNG (P&G, NBC) .....  | 2.45   |
| 20. WYATT EARP (P&G, Mills, ABC) .....  | 2.52   |
| 20. STUDIO ONE (Westinghouse, CBS) .....  | 2.52   |
| 22. G. E. THEATER (General Electric, CBS) .....   | 2.56   |
| 23. STEVE ALLEN (Greyhound, Polaroid, Drackett, Bulova, NBC) .....                          | 2.59   |
| 24. TWENTY-ONE (Pharmaceuticals, NBC) .....   | 2.66   |
| 25. THE LINEUP (P&G, Brown & Williamson, CBS) .....   | 2.67   |
| 26. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) .....                                      | 2.68   |
| 27. PERSON TO PERSON (Time, American Oil, CBS) .....  | 2.70   |
| 28. RED SKELTON (Pet. S. C. Johnson, CBS) .....   | 2.80   |
| 29. FATHER KNOWS BEST (Scott, NBC) .....  | 2.82   |
| 30. CIRCUS BOY (Reynolds Metals, NBC) .....   | 2.83   |
| 31. THE MILLIONAIRE (Colgate, CBS) .....  | 2.90   |
| 32. CHEYENNE (G. E., Chesebrough-Ponds, ABC) .....  | 2.93   |
| 33. TO TELL THE TRUTH (Pharmaceuticals, CBS) .....  | 2.97   |
| 34. HIT PARADE (American Tobacco, Warner-Lambert, NBC) .....                                | 2.99   |
| 34. GODFREY'S TALENT SCOUTS (Lever, Toni, CBS) .....  | 2.99   |
| 36. BROKEN ARROW (G. E., Miles Labst, ABC) .....  | 3.08   |
| 36. DRAGNET (Schick, Liggett & Myers, NBC) .....  | 3.08   |
| 36. GOODYEAR PLAYHOUSE (Goodyear, NBC) .....  | 3.08   |
| 39. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) .....                                       | 3.10   |
| 39. CAVALCADE OF SPORTS (Gillette, Toni, NBC) .....   | 3.10   |
| 41. AMATEUR HOUR (Pharmaceuticals, ABC) .....   | 3.16   |
| 41. LUX VIDEO THEATER (Lever, NBC) .....  | 3.16   |
| 43. BOLD JOURNEY (Ralston, ABC) .....   | 3.25   |
| 44. ROBERT MONTGOMERY (Mennen, S. C. Johnson, NBC) .....                                    | 3.31   |
| 45. NAME THAT TUNE (Kellogg, American Home Products, CBS) .....                             | 3.32   |
| 45. MASQUERADE PARTY (Assoc. Prods., Park & Tilford, NBC) .....                             | 3.32   |
| 47. JANE WYMAN (P&G, NBC) .....   | 3.36   |
| 48. LASSIE (Campbell, CBS) .....  | 3.40   |
| 49. JACK BENNY (American Tobacco, CBS) .....  | 3.42   |
| 50. ON TRIAL (Campbell, Lever, NBC) .....   | 3.44   |
| 51. ZANE GREY (Ford, General Foods, CBS) .....  | 3.45   |
| 51. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS) .....                                       | 3.45   |
| 53. SCHLITZ PLAYHOUSE (Schlitz, CBS) .....  | 3.60   |
| 54. KAISER HOUR (Kaiser, Armstrong, NBC) .....  | 3.65   |
| 55. WELLS FARGO (General Foods, American Tobacco, NBC) .....                                | 3.68   |
| 55. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS) .....                                       | 3.68   |
| 57. CIRCLE THEATER (Armstrong, Kaiser, NBC) .....   | 3.75   |
| 58. BURNS & ALLEN (Goodrich, Carnation, CBS) .....  | 3.77   |
| 59. PEOPLE'S CHOICE (Borden, P&G, NBC) .....  | 3.81   |
| 60. PHIL SILVERS (P&G, R. J. Reynolds, CBS) .....   | 3.84   |
| 61. TREASURE HUNT (Mogen David, ABC) .....  | 3.86   |
| 62. ALCOA HOUR (Aluminum Co., NBC) .....  | 3.90   |
| 62. OZZIE & HARRIET (Eastman Kodak, ABC) .....  | 3.90   |
| 64. SHOWER OF STARS (Chrysler, CBS) .....   | 3.92   |
| 65. DANNY THOMAS (Armour, Kimberly-Clark, ABC) .....  | 4.02   |
| 66. WEST POINT STORY (General Foods, CBS) .....   | 4.07   |
| 67. YOU ARE THERE (Prudential, CBS) .....   | 4.10   |
| 68. MR. BROADWAY (Swift, NBC) .....   | 4.12   |
| 69. CROSSROADS (General Motors, ABC) .....  | 4.13   |
| 70. SPIKE JONES (Liggett & Myers, CBS) .....  | 4.14   |
| 71. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS) .....                                       | 4.15   |
| 72. PANIC (Liggett & Myers, Sales Builders, NBC) .....                                      | 4.21   |
| 73. CONFLICT (G. E., Chesebrough-Ponds, ABC) .....  | 4.23   |
| 74. BIG STORY (Ralston, American Tobacco, NBC) .....  | 4.26   |
| 75. GIANT STEP (General Mills, CBS) .....   | 4.30   |
| 76. NAVY LOG (American Tobacco, U. S. Rubber, ABC) .....                                    | 4.35   |
| 77. DOUG EDWARDS NEWS (American Home Products, Brown & Williamson, Hazel Bishop, CBS) ..... | 4.36   |
| 78. BEAT THE CLOCK (Hazel Bishop, CBS) .....  | 4.40   |
| 79. ARTHUR GODFREY (Kellogg, Bristol-Myers, American Home Products, Pillsbury, CBS) .....   | 4.40   |
| 80. FORD THEATER (Ford, ABC) .....  | 4.46   |
| 81. JACKIE GLEASON (P. Lorillard, CBS) .....  | 4.47   |
| 82. MR. ADAMS & EVE (Colgate, R. J. Reynolds, CBS) .....                                    | 4.54   |
| 83. OH! SUSANNA (Nestle, Helene Curtis, CBS) .....  | 4.57   |
| 84. ARTHUR MURRAY (Speidel, Purex, NBC) .....   | 4.71   |
| 85. JIM BOWIE (American Chicle, Chesebrough-Ponds, ABC) .....                               | 4.72   |
| 86. ROBIN HOOD (Johnson & Johnson, Wildroot, CBS) .....                                     | 4.81   |
| 87. YOU ASKED FOR IT (Best Foods, ABC) .....  | 4.93   |
| 87. WIRE SERVICE (Miller, R. J. Reynolds, ABC) .....  | 4.94   |
| 89. MEET THE PRESS (John Manville, NBC) .....   | 4.98   |
| 90. DISNEYLAND (Derby, Swift, Amer. Dairy, Amer. Motors, ABC) .....                         | 4.98   |
| 91. NBC NEWS (Time, American, Miles, Sperry Rand, NBC) .....                                | 5.19   |
| 92. WIDE, WIDE, WORLD (General Motors, NBC) .....   | 5.20   |
| 93. SRO PLAYHOUSE (Helene Curtis, Amer. Home Prods., CBS) .....                             | 5.36   |
| 94. LONE RANGER (Swift, General Mills, ABC) .....   | 5.52   |
| 95. WASHINGTON SQUARE (Royal McBee, Helene Curtis, NBC) .....                               | 5.57   |
| 96. PRIVATE SECRETARY (Sheaffer, Lever, CBS) .....  | 5.59   |
| 97. SERGEANT PRESTON (Quaker, CBS) .....  | 5.88   |
| 98. TELEPHONE TIME (Bell, ABC) .....  | 6.17   |
| 99. RED BARBER (State Farm Insurance, NBC) .....  | 6.22   |
| 100. MARGE & GOWER CHAMPION (American Tobacco, CBS) .....                                   | 6.31   |

### • COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

|   |        |
|---|--------|
| 1. DISNEYLAND (Derby, Swift, Amer. Dairy, Amer. Motors, ABC) .....                                | \$1.71 |
| 2. CIRCUS BOY (Reynolds Metals, NBC) .....  | 1.86   |
| 3. LAWRENCE WELK (Dodge, ABC) .....   | 2.15   |
| 4. I LOVE LUCY (P&G, General Foods, CBS) .....  | 2.25   |
| 5. DECEMBER BRIDE (General Foods, CBS) .....  | 2.51   |
| 6. LASSIE (Campbell, CBS) .....   | 2.59   |
| 7. CHEYENNE (G. E., Chesebrough-Ponds, ABC) .....   | 2.69   |
| 8. LONE RANGER (Swift, General Mills, ABC) .....  | 2.70   |
| 9. WYATT EARP (P&G, General Mills, ABC) .....   | 2.84   |
| 10. ROBIN HOOD (Wildroot, Johnson & Johnson, CBS) .....   | 2.86   |
| 11. PERRY COMO (RCA, Sunbeam, Gold Seal, Sperry Green Stamps, Noxzema, Kimberly-Clark, NBC) ..... | 2.94   |
| 12. BROKEN ARROW (G. E., Miles Labs, ABC) .....   | 2.99   |
| 13. RIN-TIN-TIN (National Biscuit, ABC) .....   | 3.06   |
| 14. GUNSMOKE (Liggett & Myers, Sperry Rand, CBS) .....  | 3.12   |
| 15. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS) .....   | 3.39   |
| 16. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS) .....   | 3.45   |
| 17. WELLS FARGO (General Foods, American Tobacco, NBC) .....                                      | 3.48   |
| 18. ED SULLIVAN (Lincoln-Mercury, CBS) .....  | 3.56   |
| 19. ZANE GREY (Ford, General Foods, CBS) .....  | 3.65   |
| 20. NAVY LOG (U. S. Rubber, ABC) .....  | 3.99   |
| 21. FATHER KNOWS BEST (Scott, NBC) .....  | 4.00   |
| 22. THE BUCCANEERS (Sylvania, CBS) .....  | 4.03   |
| 23. PLAYHOUSE 90 (Philip Morris, Amer. Gas, Bristol-Myers, CBS) .....                             | 4.04   |
| 24. STEVE ALLEN (Greyhound, Polaroid, Drackett, Bulova, NBC) .....                                | 4.08   |
| 25. JIM BOWIE (Amer. Chicle, Chesebrough-Ponds, ABC) .....  | 4.10   |
| 26. OH! SUSANNA (Nestle, Helene Curtis, CBS) .....  | 4.21   |
| 27. OZARK JUBILEE (Amer. Chicle, Williamson Dickie, ABC) .....                                    | 4.23   |
| 28. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) .....  | 4.27   |
| 28. ROY ROGERS (General Foods, NBC) .....   | 4.27   |
| 30. RED SKELTON (Pet. S. C. Johnson, CBS) .....   | 4.31   |
| 31. I'VE GOT A SECRET (R. J. Reynolds, CBS) .....   | 4.45   |
| 32. OZZIE & HARRIET (Eastman Kodak, ABC) .....  | 4.47   |
| 33. WELK'S TOP TUNES (Dodge, ABC) .....   | 4.55   |
| 34. DRAGNET (Schick, Liggett & Myers, NBC) .....  | 4.56   |
| 35. PHIL SILVERS (P&G, R. J. Reynolds, CBS) .....   | 4.59   |
| 36. G. E. THEATER (General Electric, CBS) .....   | 4.78   |
| 37. SCHLITZ PLAYHOUSE (Schlitz, CBS) .....  | 4.80   |
| 38. JACKIE GLEASON (P. Lorillard, CBS) .....  | 4.88   |
| 39. ON TRIAL (Campbell, Lever, NBC) .....   | 4.96   |
| 40. DANNY THOMAS (Armour, Kimberly-Clark, ABC) .....  | 5.00   |
| 41. KRAFT THEATER (National Dairy, NBC) .....   | 5.01   |
| 42. YOU ARE THERE (Prudential, CBS) .....   | 5.13   |
| 43. WEST POINT STORY (General Foods, CBS) .....   | 5.26   |
| 44. MR. ADAMS & EVE (Colgate, R. J. Reynolds, CBS) .....  | 5.32   |
| 45. JACK BENNY (Amer. Tobacco, CBS) .....   | 5.39   |
| 46. CROSSROADS (General Motors, ABC) .....  | 5.51   |
| 47. NAME THAT TUNE (Kellogg, Amer. Home Prod., CBS) .....   | 5.57   |
| 48. CONFLICT (G. E., Chesebrough-Ponds, ABC) .....  | 5.75   |
| 49. \$64,000 QUESTION (Revlon, CBS) .....   | 5.87   |
| 50. ALFRED HITCHCOCK (Bristol-Myers, CBS) .....   | 5.88   |
| 51. CLIMAX (Chrysler, CBS) .....  | 5.90   |
| 52. LIFE OF RILEY (Gull, NBC) .....   | 5.98   |
| 53. THE MILLIONAIRE (Colgate, CBS) .....  | 6.07   |
| 54. HIT PARADE (Amer. Tobacco, Warner-Lambert, NBC) .....   | 6.13   |
| 55. PANIC (Liggett & Myers, Sales Builders, NBC) .....  | 6.17   |
| 56. SIR LANCELOT (Lever, Amer. Home Prod., NBC) .....   | 6.25   |
| 57. YOU BET YOUR LIFE (Toni, De Soto-Plymouth, NBC) .....   | 6.26   |
| 58. BURNS & ALLEN (Goodrich, Carnation, CBS) .....  | 6.38   |
| 59. THE LINEUP (P&G, Brown & Williamson, CBS) .....   | 6.46   |
| 60. SERGEANT PRESTON (Quaker, CBS) .....  | 6.56   |
| 61. LORETTA YOUNG (P&G, NBC) .....  | 6.77   |
| 62. TO TELL THE TRUTH (Pharmaceuticals, CBS) .....  | 6.99   |
| 63. JANE WYMAN (P&G, NBC) .....   | 7.03   |
| 64. TREASURE HUNT (Mogen David, ABC) .....  | 7.25   |
| 65. BEAT THE CLOCK (Hazel Bishop, CBS) .....  | 7.40   |
| 66. GODFREY'S TALENT SCOUTS (Lever, Toni, CBS) .....  | 7.49   |
| 67. SRO PLAYHOUSE (Helene Curtis, Amer. Home Prod., CBS) .....                                    | 7.54   |
| 68. CAVALCADE OF SPORTS (Toni, Gillette, NBC) .....   | 7.63   |
| 69. AMATEUR HOUR (Pharmaceuticals, ABC) .....   | 7.72   |
| 70. BOLD JOURNEY (Ralston, ABC) .....   | 7.99   |
| 71. ALCOA HOUR (Aluminum Co., NBC) .....  | 8.01   |
| 72. THIS IS YOUR LIFE (P&G, NBC) .....  | 8.43   |
| 73. PEOPLE'S CHOICE (Borden, P&G, NBC) .....  | 8.58   |
| 74. MASQUERADE PARTY (Assoc. Products, Park & Tilford, NBC) .....                                 | 8.64   |
| 75. YOU ASKED FOR IT (Best Foods, ABC) .....  | 8.74   |
| 76. MR. BROADWAY (Swift, NBC) .....   | 8.83   |
| 77. NAVY LOG (U. S. Rubber, Amer. Tobacco, ABC) .....   | 8.98   |
| 78. BIG STORY (Ralston, Amer. Tobacco, NBC) .....   | 9.16   |
| 79. GOODYEAR PLAYHOUSE (Goodyear, NBC) .....  | 9.26   |
| 80. WIDE WIDE WORLD (General Motors, NBC) .....   | 9.28   |
| 81. LUX VIDEO THEATER (Lever, NBC) .....  | 9.49   |
| 82. STUDIO ONE (Westinghouse, CBS) .....  | 9.56   |
| 83. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) .....   | 9.93   |
| 84. MARGE & GOWER CHAMPION (Amer. Tobacco, CBS) .....   | 9.96   |
| 85. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) .....  | 10.21  |
| 86. TELEPHONE TIME (Bell, ABC) .....  | 10.45  |
| 87. TWENTY-ONE (Pharmaceuticals, NBC) .....   | 10.66  |
| 88. SHOWER OF STARS (Chrysler, CBS) .....   | 11.08  |
| 89. GIANT STEP (General Mills, CBS) .....   | 11.71  |
| 90. CIRCLE THEATER (Armstrong, Kaiser, NBC) .....   | 12.02  |
| 91. ARTHUR MURRAY (Speidel, Purex, NBC) .....   | 12.14  |
| 92. PERSON TO PERSON (American Oil, Time, CBS) .....  | 12.15  |
| 93. CIRCUS TIME (Hartz, ABC) .....  | 12.27  |
| 94. FORD THEATER (Ford, ABC) .....  | 12.83  |
| 95. BENGAL LANCERS (Gen. Foods, NBC) .....  | 12.86  |
| 96. KAISER HOUR (Kaiser, Armstrong, NBC) .....  | 13.05  |
| 97. WIRE SERVICE (Miller, R. J. Reynolds, ABC) .....  | 13.16  |
| 98. WHAT'S MY LINE? (Helene Curtis, Sperry Rand, CBS) .....                                       | 13.31  |
| 99. RED BARBER (State Farm Ins., NBC) .....   | 13.34  |
| 100. ARTHUR GODFREY (Bristol-Myers, Kellogg, Amer. Home Prod., Pillsbury, CBS) .....              | 13.48  |

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## COMING COST PER THOUSAND ANALYSES:

Next Week: Food and Beverage Sponsors, Cigarette-Tobacco Sponsors, Toiletory-Toilet Goods Sponsors, Drug and Remedy Sponsors.

# Nielsen Gives NBC Edge for Daytime

NEW YORK—NBC-TV is using the latest Nielsens to crow loud and long about its daytime rating supremacy over CBS-TV network. Nielsens from May 26 thru June 8 give NBC an 11 per cent advantage 11-1 p.m. over CBS, and a 16 per cent gain over the same web 2:30-5. CBS, however, has pointed out in the past that NBC's morning ratings are not reflective of the true picture, since they do not include the 10-11 a.m. hour.

On the important share-of-audience standings NBC's "Price Is Right" hit a 48.1 to 38.0 of Arthur Godfrey's last half hour, "Truth or Consequences" a 50.8 to "Strike It Rich" 38.0 on CBS. In the afternoon NBC's "Matinee" averaged a 39.2 share against the rival web's

average of 34.2 for the hour combination of "The Big Payoff" and Bob Crosby. And the favorable NBC share-of-audience pattern repeats itself except for 10-11 a.m. now occupied by "Home," which is to be axed. NBC's average audience rating for the whole day is, however, 7.1 to CBS' 6.4.

## Treyz and Kaiser Confer on Series

HONOLULU — Ollie Treyz, ABC-TV chief, has been conferring here with Henry J. Kaiser on co-production plans for a filmed dramatic series to be made in the latter's Hawaii studios now under construction. The 90-minute series would debut next spring.

# Hazel Bishop Takes 3 Segs

NEW YORK—Raymond Spector switched his program choices last week at NBC-TV to buy three instead of two shows this fall for Hazel Bishop. The advertisers will sponsor "Amateur Hour," Sundays at 7, alternate weeks of Jane Wyman, Thursday 10:30-11—provided sufficient stations can be cleared—and alternate weeks of "Manhunt," Fridays 9-9:30 p.m.

## Guy Mitchell Seg On Block at ABC

NEW YORK — ABC-TV is seeking a Christmas advertiser for seven alternate weeks of its Guy Mitchell show this fall. Revlon has committed itself only for eight telecasts of a 15-week cycle, the

# D-D-B Retaining Cosmetic Division Of Max Factor

NEW YORK—Last week's story in The Billboard that Guild, Bascom & Bonfigli was getting a substantial portion of the Max Factor business was in error. The story reported that Doyle, Dane & Bernbach was losing these billings.

Instead Guild, Bascom & Bonfigli will handle Sof-Set and Dri-Mist, but the cosmetic division of Max Factor will continue to be exclusively represented by Doyle, Dane, Bernbach.

show's success keying a Revlon renewal. The necessity of Mitchell having to score fast was set by the sponsor's recent decision to undertake the Walter Winchell drama series on the same web.

# Libby-Ford to Spend \$3 Mil

NEW YORK — NBC-TV has packed Libby-Owens-Ford, a new network client, for an estimated \$3,100,000 in next season's commitments. The sponsor bought alternate weeks of "The Californians," Tuesday 10-10:30 p.m., which it will share with the Singer Sewing Machine Company next fall.

Libby-Owens-Ford also bought one quarter of NBC's National Collegiate Athletic Association football package on a national and regional basis. NCAA national football sponsorship is now locked up at NBC, with Zenith, Sunbeam and Bristol-Myers also in for quarters. Fuller, Smith & Ross is the Libby-Owens-Ford agency.

# M-M-P Plans New Shows

NEW YORK — Mills-Milford-Park, a company to produce and develop TV and motion picture properties for networks and ad agencies, was formed here last week. The firm will specialize in one-shot specials and "limited" TV series.

The company is partowned by Mills, executive producer at NBC, Gene Milford, president of MKR Productions and a movie director, and Ben Park, NBC director of public affairs. All three are resigning their posts to launch M-M-P, which already has two specials commissioned by NBC on its agenda.

# 'Hunt' to Get 10:30 AM Slot

NEW YORK — NBC-TV will probably program "Treasure Hunt," in the 10:30-11 a.m. strip across the board shortly. The audience participation show which stars Jan Murray will fill the 10-11 strip along with Arlene Frances who will occupy the preceding half hour.

They will replace "Home," "Treasure Hunt" was on ABC-TV for most of last season.

# NTA Ready to Go On Buttons' Pilot Of Kiddies Spec

NEW YORK — National Telefilm Associates is getting ready to shoot the pilot of an hour and a half kiddie spectacular, starring Red Buttons. Other talent to be featured includes Roger Price, Jerry Colonna and Billy Gilbert. The show will be written by Coleman Jacoby and Arnie Rosen. Martin Stone is the packager.

# Quiz Show Sought By Drug Company

NEW YORK—Pharmaceuticals Inc. is looking for a quiz show for its new 10-10:30 p.m. Saturday slot on NBC-TV. Advertiser has "Truth or Consequences" in reserve, and should nothing presumed to be stronger appear, may return the daytime show to an evening slot.

# 'Flicka' Reruns Bought by NBC

NEW YORK — NBC-TV has purchased 26 reruns of the "My Friend Flicka" series. The network, it is believed, will program the Westerns Saturday mornings next season in its kiddie block of programs. The series was produced by TCF and has already been rerun on CBS-TV.

## America's 6th, 7th, 8th and 9th markets ... WBC television delivers them all!

Boston, Pittsburgh, Cleveland, San Francisco . . . in every one of these key cities, the WBC television station covers more than a million TV homes. So to reach these big audiences, for big sales action, put your spot campaigns to work where they'll do the biggest job—on the WBC stations.

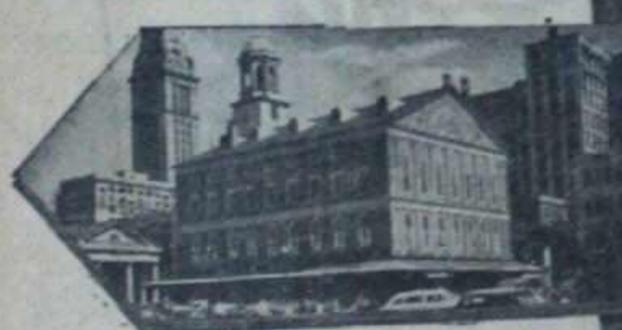
To plan that campaign, check availabilities direct with the stations. Or call A. W. "Bink" Dannenbaum, WBC VP-Sales, at Murray Hill 7-0808 in New York.

*No selling program is complete without the WBC TV stations*

### WESTINGHOUSE BROADCASTING COMPANY, INC.

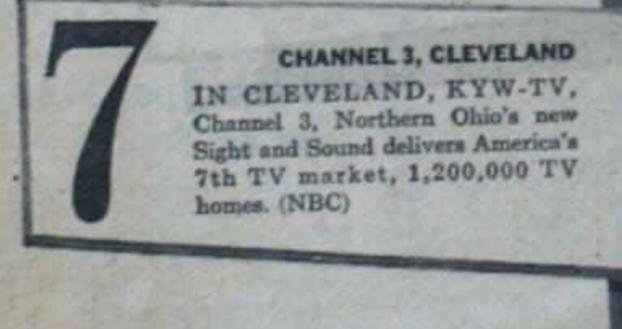


RADIO: BOSTON, WBZ-WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX  
TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX  
WIND REPRESENTED BY A M RADIO SALES  
KPIX REPRESENTED BY THE KATZ AGENCY, INC.  
ALL OTHER WBC STATIONS REPRESENTED BY PETERE, GRIFFIN, WOODWARD, INC.



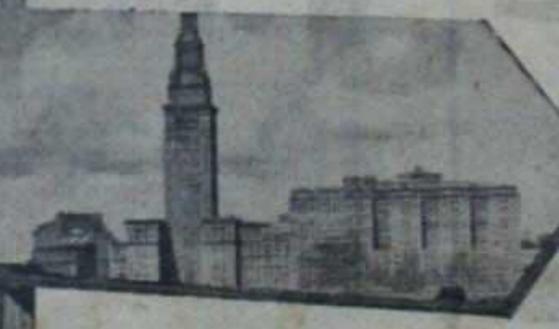
**CHANNEL 4, BOSTON**  
IN BOSTON, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th TV market, 1,400,000 TV homes. (NBC)

**6**



**7**

**CHANNEL 3, CLEVELAND**  
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)



**CHANNEL 2, PITTSBURGH**  
IN PITTSBURGH, KDKA-TV, Channel 2, Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes. (CBS) (NBC) (ABC)

**8**



**9**

**CHANNEL 5, SAN FRANCISCO**  
IN SAN FRANCISCO, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 9th TV market, 1,100,000 TV homes. (CBS)



# Congratulations...

**JOHN J. "JACK" O'MARA**  
 Dir., Promotion, Advertising & Merchandising



**REAVIS WINCKLER**  
 Director of Publicity



FOR

**KTTV'S**  
 AWARD WINNING

**CODE 3**

PROMOTION

**FRED CORSTAPHNEY**  
 Director Promotion & Advertising

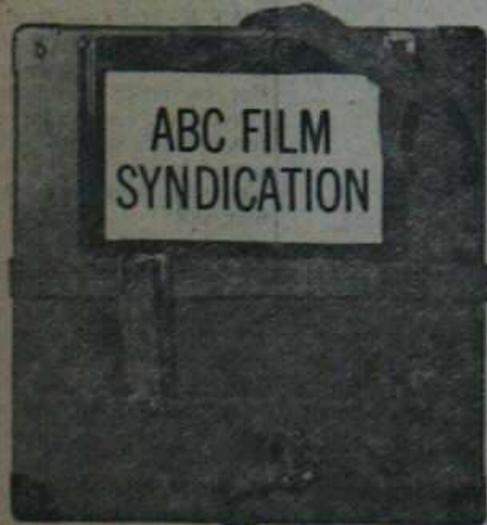


FOR

**WSLS-TV'S**  
 AWARD WINNING

*"Sheena  
 Queen of the Jungle"*

PROMOTION



We're pleased for you, and for ourselves, too, because your award-winning entries—as judged by advertiser and advertising executives who represent tv expenditures in excess of a quarter of a billion—were built around ABC Film Syndication Shows. When a show lends itself well to promotion, publicity and exploitation, it offers stations and advertisers a *plus-value* that's bound to deliver *extra* audience and *extra* sales.

That factor is part and parcel of all ABC Film Syndication Shows—another of the reasons why it pays to check first with...

**ABC FILM SYNDICATION, Inc.**  
 1501 Broadway, New York City • LACKAWANNA 4-5050

## IN MAKING FOR FOUR MONTHS

'Barter Network' Launched  
By NTA With \$4 Mil Deal

By CHARLES SINCLAIR

NEW YORK—A "barter network," involving up to \$4,000,000 in gross station time on nearly 150 outlets for a starter, is being launched by National Telefilm Associates in the form of a new subsidiary company headed by NTA's Hollywood sales chief, Vice-President Ed Gray.

First customer for the new NTA offshoot is already in sight. New York's merchandising-conscious Grey Agency, on behalf of Exquisite Form bras. Actual net worth of the time which is currently being packaged for Exquisite Form in one of the biggest barter deals yet is reportedly over \$2 million—even tho the spots represent an average discount of 50 per cent off the stations' rate card prices.

Sweeping deal, which represents a three-pronged task force of NTA, Grey Agency and Exquisite Form, with Dick Rosenblatt's Time Merchants, Inc., acting as catalyst and advisor, has been in quiet preparation for over four months. Spearheading the agency's group has been veteran Al Hollender, with NTA's Ed Gray and Exquisite Form's Irwin Roseman, ad manager, completing the basic executive trio in the formation of the film-for-time web.

## New Sales Force

Contact with the 100 to 150 stations projected for the "barter network" will be handled by NTA, but not thru its ordinary sales channels. As many as a dozen new salesmen, experienced in station operation, are being hired to report to Grey. Because of obvious conflicts with NTA's regular feature packages and syndicated deals, the NTA banner is not going to be flown over the barter operations.

Stations are said to be offering "little resistance" to the NTA-Grey-Exquisite Form deal, with the target quotas outlined by Grey Agency on both number of stations and total volume of spot time well on their way to being met.

Reason for the fast station acceptance, basically, is a double-

Goldwyn Features  
Stir Distributors

NEW YORK — The Samuel Goldwyn feature films are getting hot distributor interest. The package of 31 includes "Dead End," "Arrowsmith," Gary Cooper's "The Westerner," several Ronald Coleman starrers, and Eddie Cantor vehicles such as "Strike Me Pink." Pictures date from the late 1930's.

barrelled pitch which goes like this.

"You're not losing out on regular business because Exquisite Form is an advertiser who is currently not active in TV and is heavily in print media. Ordinarily, you wouldn't get this business. And your station rep won't be hurt, since the kind of time we're seeking is not the kind of cream availability he likes to sell."

## Bigger Budget

Exquisite Form, on advice from Grey that the deal would be delivered, has however, already set aside a "substantial television appropriation," perhaps as much as 60 per cent, for the 1957-1958 period—a budget which goes into effect today (July 1). Hitherto, TV had been lumped under "miscellaneous" in the Exquisite Form ad

appropriations, with print media receiving usually a whopping 78 per cent and TV in for only 15 per cent or less in a total ad budget of around \$3 million. Exquisite Form is also not after marginal time periods; the soft-goods firm is said to be seeking Class "A," "B" and "C" slottings.

The station time is being swapped for a big roster of NTA film which will be a mixture of "several hundred" feature films—none of them from the "Premiere Performance" movies—and a sizable library, some of it still to be acquired, of half-hour syndicated product.

Time Merchants, Inc., who receives its commissions from the NTA offshoot, is said to have done most of the blueprinting of the original plan.

## EYES 'CASEY JONES'

P&G New Entry  
In Syndie Market

NEW YORK — The biggest sponsor in TV today, Procter & Gamble, is getting ready to go into syndication on a major basis. For Jiff Peanut Butter, a new product, it is looking at "Casey Jones," the Screen Gems' property, for about 60 markets.

"Casey Jones" has already been sold to the Westinghouse stations and KTTV, Los Angeles, and WPIX here, which means the ad-

vertiser would buy the time on those stations. The stations also have an interest in the new railroad series, since they invested in it.

Procter & Gamble has made use of syndicated programming mainly on a scattered basis to test new products and to bulwark others of its line where they needed added support. Results are said to have been satisfactory. Leo Burnett, Chicago, is the agency handling the deal for the advertiser.

23 Outlets Buy  
NTA's 'Big 50'

NEW YORK—Total of 23 stations have signed for the "Big Fifty" feature package in the past 15 days, according to NTA's Harold Goldman, sales director.

Sales drive kicked off in early June with the purchase of the 20th-Fox package by WCBS-TV, New York, with the four Storer stations making a group buy soon after.

The 50-title package is the third 20th-Fox feature group to go into TV distribution from NTA. The package is basically reruns, since 39 of the titles have been playing the "Premiere Performance" circuit, with 11 new titles added.

Hollywood Facing  
Production Jam

HOLLYWOOD—With an expected 25 per cent increase in the amount of film production (The Billboard, June 17) and 16 shows still looking for alternate sponsors (The Billboard, June 24), plus a half dozen programs that have yet to find even one advertiser, many producers are expecting that August will find Hollywood with the biggest production jam-up in its history.

While the selling season, up to this time, has not appeared to be much "later" than most others, the

Ziv Launches  
'Harbor' Sale

NEW YORK—Ziv will launch its field syndication sales this week on "Harbor Command," half-hour police adventure series, with a total of 75 markets committed in advance regional and local sales.

Miles Laboratories, for Alka-Seltzer, has signed full-sponsorship contracts for the three major West-coast states, and is clearing such key cities for fall starts as Los Angeles, San Francisco and San Diego, with others in the works.

First sale on the series, scored early this spring, was a 55-market regional deal for Hamm Brewing, a major user of TV on a regional basis. The rest of the advance deals is made up of sales to stations including WNAC-TV, Boston; WTVJ, Miami; WOR-TV, New York, and WHIC-TV, the new VHF in Pittsburgh.

Main sales target when the Ziv push rolls this week therefore will be regional buyers and stations in the East, South and parts of the Midwest. "Harbor Command" stars Wendell Corey in his first television role.

Pure Oil Near  
'Big 10' Deal

CHICAGO—Sportlite, Inc., is on the verge of setting a 19-market deal for the 13-week film series, "1957 Big Ten Football Highlights" with Pure Oil Co., through the Leo Burnett agency. Markets are all in the Midwest, where Sportlite has distribution rights for the series produced by Sports TV, Inc., of Hollywood.

Last year, Pure Oil held a part sponsorship of live Big Ten games. Switch to film is believed to be a move towards greater sponsor identification and improved merchandising thru the solely sponsored package.

growing alternate sponsorship pattern has made it a lot different; and it is this difference—the delay in getting half-sponsored shows into production—that is cause for concern.

No shortage of stage space is expected, with all majors now making their facilities available. The situation regarding directors, cameramen, crews, etc., is quite different. Most of the unions have made it a practice to permit only a small increase in their membership yearly, and the additions in the number of qualified technicians has fallen far off the pace of production expansion, another factor is that the six-day week has been cut to five days.

Producers generally are aware of what to expect, but can do little about it until the agencies move. An added problem is that script approval, when two sponsors are involved, usually entails considerable changes and further delay.

The result is that shows will have to scramble for crews wherever they can get them. The later a series gets under way the more difficult it will be. Many programs will undoubtedly have to go into overtime, sending costs soaring.

The only company moving ahead full speed thus far is Revue Productions, with two-thirds of Republic Studios already occupied with tele-filming. Four Star also has gotten under way, but on most other lots, except those producing summer programs, it's the quiet before the storm.

## 50 FEATURES

Five UA Sales  
Of Film Block  
Net \$2 Mil

NEW YORK — United Artists scored nearly \$2 million worth of sales on its newest feature package with top outlets in five major markets last week. Additional sales were wrapped with outlets in smaller cities.

A series of over 50 features produced between 1950 and 1956, the package was purchased by WCAU-TV, Philadelphia; WTOP-TV, Washington; WTIC-TV, Hartford; KNXT, Los Angeles. A deal is also being signed by UA with a major outlet in Chicago.

For the most part, the package is the same one Kaiser Aluminum has been talking of buying for ABC-TV network presentation this fall. It includes such b.o. hits as "African Queen" with Humphrey Bogart and Katharine Hepburn, "Moulin Rouge" with Jose Ferrer, "Red River" with John Wayne, and "Night of the Hunter" with Robert Mitchum.

Many of the films are so new that 16-mm. prints, for use on smaller stations, have not yet been made. To supply such purchasing stations as KGUL-TV, Galveston, Tex., UA officials are scouring Army camps and remote Air Force bases for 16-mm. versions, which are widely used in showings to military personnel.

## 'NOSTALGIQUE'

Gale Preps  
Film Series  
Of Oldies

NEW YORK—Latest attempt to "program" features into week-to-week series with consistent audience appeal is being made by George Gale's PanG-TV, which is launching a series titled "Theater Nostalgique" composed of 52 hour-long films.

Gale, who put together "Popcorn Theater" for I.G.A. supermarket chain, is building the package out of 26 features purchased from Atlantic TV and an equal number purchased from United Artists, Universal and others.

Nostalgia aspect of the series comes from the fact that the features are all circa 1931-32-33, with such oldie star names as Noah Beery, Myrna Loy, Pat O'Brien and others. New titling and promotion campaigns will be aimed at senior citizens who saw the films originally in first-run theatres.

Oldie Jant has already produced business for Gale. A drug advertiser, anxious to reach the over-40 market, has already signed for a 52-week pact calling for one spot per week in each hour show on 79 stations, enabling Gale to sell the package more easily as a partially pre-sold operation.

Honeymooners  
On 3 NBCers

NEW YORK — CBS-TV Film Sales has placed its "Honeymooners" on three NBC-TV-owned and operated stations. The buy was made by Ronzoni-Clair for WNBT, here, WRCV, Philadelphia, and WNHC-TV, New Haven. It will be seen here Tuesdays 7-7:30 p.m.

Clair is still shopping for other markets. CBS-TV Film Sales has also sold the show to WNAC-TV, Boston, and WGN-TV, Chicago.

ZIV

sets the pace in  
syndication with...

Ziv shows dominate the syndicated scene in Pulse Feb. '57 survey of Augusta, Ga., audiences.

Time after time... in city after city!

8 OUT OF TOP 15  
SHOWS IN AUGUSTA, GA.ZIV  
SHOWS  
RATE  
GREAT!

- |                           |      |
|---------------------------|------|
| #1 MEN OF ANNAPOLIS       | 38.5 |
| #2 HIGHWAY PATROL         | 34.3 |
| #5 MAN CALLED X           | 27.8 |
| #6 CISCO KID              | 26.8 |
| #8 DR. CHRISTIAN          | 25.3 |
| #9 BOSTON BLACKIE         | 23.3 |
| #12 MR. DISTRICT ATTORNEY | 21.8 |
| #15 I LED 3 LIVES         | 18.5 |

ZIV TELEVISION, INC. • HOLLYWOOD • CHICAGO • CINCINNATI • NEW YORK

TV's Newest, Hottest country music star!

# JIMMY DEAN



Now available on the syndicated TV film show, "Town and Country Time"

#### READ THESE RAVE PRESS NOTICES:

**VARIETY**, June 26—"Jimmy Dean can't miss! . . . Dean is a potential piece of entertainment TNT—he can explode into a top name at just about any time. A handsome youngster . . . Dean has developed a naturalness and poise, along with a topflight voice that can handle any kind of music, that should project him into the top ranks of performers."

**TIME**, July 1—"At 28, . . . Jimmy Dean was making his nighttime TV bow as the dandy of country music, and showing a late-hour audience just why millions have been getting up at 7 A.M. five days a week to catch his slick Texas slang and catgut twang."

**NEWSWEEK**, July 1—"Dean's winning and unassuming manner . . . [is] the main reason for the show's success."

Take advantage of this tremendous popularity. Cash in on the tremendous coast-to-coast excitement!

Available through  
RCA Recorded Program Services

26 half hour shows in B&W  
★  
52 quarter hours in B&W or color.

PHONE OR WIRE YOUR RCA SALES REPRESENTATIVE TODAY

New York—155 East 24th Street • Murray Hill 9-7200

Chicago—445 Lake Shore Drive • Whitehall 4-3693

Atlanta—1121 Rhodes-Haverty Bldg. • Jackson 4-7703

Dallas—7901 Freeway No. 83 • Fleetwood 2-3911

Hollywood—1016 N. Sycamore Ave. • Oldfield 4-1660

# PULSE FILM RATINGS for April

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

## The Pulse Audience Composition Studies

### • Syndicated Film Adventure Shows

| APRIL RATINGS |                                  | AMONG WOMEN |                              |
|---------------|----------------------------------|-------------|------------------------------|
| Rank          | Show & Distrib.                  | Avg. Rating | Women Per 100 Homes Tuned In |
| 1.            | Crunch and Des (NBC)             | 14.8        |                              |
| 2.            | Superman (Flamingo)              | 13.9        |                              |
| 3.            | State Trooper (MCA)              | 13.3        |                              |
| 4.            | I Search for Adventure (Bagmell) | 12.1        |                              |
| 5.            | Soldiers of Fortune (MCA)        | 11.6        |                              |
| 6.            | Man Called X (Ziv)               | 11.4        |                              |
| 7.            | Captain David Grief (Guild)      | 11.1        |                              |
| 8.            | Count of Monte Cristo (TPA)      | 10.7        |                              |
| 9.            | Men of Annapolis (Ziv)           | 10.3        |                              |
| 9.            | Whirlybirds (CBS)                | 10.3        |                              |

| AMONG MEN |                                  | AMONG CHILDREN             |                             |
|-----------|----------------------------------|----------------------------|-----------------------------|
| Rank      | Show & Distrib.                  | Men Per 100 Homes Tuned In | Kids Per 100 Homes Tuned In |
| 1.        | Waterfront (MCA)                 | 83                         |                             |
| 2.        | I Led Three Lives (Ziv)          | 82                         |                             |
| 2.        | Man Called X (Ziv)               | 82                         |                             |
| 4.        | State Trooper (MCA)              | 81                         |                             |
| 5.        | Dangerous Assignment (NBC)       | 79                         |                             |
| 5.        | The Falcon (NBC)                 | 79                         |                             |
| 7.        | Dateline Europe (Official)       | 78                         |                             |
| 7.        | Federal Men (MCA)                | 78                         |                             |
| 9.        | I Search for Adventure (Bagmell) | 76                         |                             |
| 10.       | China Smith (NTA)                | 75                         |                             |
| 10.       | I Spy (Guild)                    | 75                         |                             |
| 10.       | Man Behind the Badge (MCA)       | 75                         |                             |

### • Syndicated Film Drama Shows

| APRIL RATINGS |                                   | AMONG WOMEN |                              |
|---------------|-----------------------------------|-------------|------------------------------|
| Rank          | Show & Distrib.                   | Avg. Rating | Women Per 100 Homes Tuned In |
| 1.            | Eso Golden Playhouse (Official)   | 17.9        |                              |
| 2.            | Dr. Hudson's Secret Journal (MCA) | 17.4        |                              |
| 3.            | Science Fiction Theater (Ziv)     | 12.0        |                              |
| 4.            | Dr. Christian (Ziv)               | 11.2        |                              |
| 5.            | Stage 7 (TPA)                     | 10.3        |                              |
| 6.            | Studio 57 (MCA)                   | 9.8         |                              |
| 7.            | O. Henry Playhouse (Gross Krasne) | 9.7         |                              |
| 8.            | Celebrity Playhouse (Screen Gems) | 8.1         |                              |
| 9.            | Star Performance (Official)       | 7.5         |                              |
| 10.           | Star and the Story (Official)     | 7.4         |                              |

| AMONG MEN |                                   | AMONG CHILDREN             |                             |
|-----------|-----------------------------------|----------------------------|-----------------------------|
| Rank      | Show & Distrib.                   | Men Per 100 Homes Tuned In | Kids Per 100 Homes Tuned In |
| 1.        | Dr. Hudson's Secret Journal (MCA) | 79                         |                             |
| 2.        | Headline (MCA)                    | 77                         |                             |
| 2.        | Science Fiction Theater (Ziv)     | 77                         |                             |
| 4.        | Dr. Christian (Ziv)               | 75                         |                             |
| 5.        | Stage 7 (TPA)                     | 74                         |                             |
| 6.        | Star Performance (Official)       | 71                         |                             |
| 7.        | Eso Golden Playhouse (Official)   | 70                         |                             |
| 7.        | Studio 57 (MCA)                   | 70                         |                             |
| 9.        | Celebrity Playhouse (Screen Gems) | 69                         |                             |
| 10.       | O. Henry Playhouse (Gross Krasne) | 67                         |                             |

## One Sponsor For 'Annie'

NEW YORK—"Annie Oakley" will launch its new cycle of episodes with a complete package wherein a national spot sponsor will pay only a single bill. The Western series is currently running in 118 markets.

The new package includes prints, shipping, personal appearances, contest prizes, unit billing, star commercials and exploitation and merchandising aids. CBS Television Film Sales, distributors of the high-rated series, call the new single monthly statement the "easiest buy" it has ever offered.

## ABC Offers 3 To Regions

CHICAGO—ABC Film Syndication is opening three new shows to offers from regional sponsors. "Exclusive," the dramatic series based on stories from Overseas Press Club reporters; "Snowfire," the talking horse fantasy previously headed for ABC-TV and then NBC-TV, and "Twenty-Six Men," Western, all originally earmarked for web sale, will go into first-run syndication this fall.

# PULSE LOCAL RATINGS FOR MAY

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

| BUFFALO   | COLUMBUS, O.  | PHILADELPHIA   |
|---|---|--|
| 3 TV STATIONS—347,300 TV HOMES<br>Population—1,212,000 (14th in U. S.)<br>Buying Income—\$1,978,712,000 (14th)<br>Retail Sales—\$1,449,717,000 (14th)<br>Food Sales—\$346,398,000 (14th)<br>Drug Sales—\$40,931,000 (14th)<br>Automotive—\$263,038,000 (14th)<br>Above figures include following counties: Erie, Niagara. | 3 TV STATIONS—163,400 TV HOMES<br>Population—585,300 (35th in U. S.)<br>Buying Income—\$349,253,000 (29th)<br>Retail Sales—\$761,591,000 (33d)<br>Food Sales—\$164,157,000 (33d)<br>Drug Sales—\$25,718,000 (30th)<br>Automotive—\$140,831,000 (33d)<br>Above figures include following counties: Franklin. | 3 TV STATIONS—1,124,300 TV HOMES<br>Population—4,076,300 (14th in U. S.)<br>Buying Income—\$7,595,112,000 (14th)<br>Retail Sales—\$4,628,585,000 (5th)<br>Food Sales—\$1,032,686,000 (5th)<br>Drug Sales—\$130,616,000 (5th)<br>Automotive—\$795,007,000 (5th)<br>Above figures include following counties: Burlington, Camden, Gloucester, N. J.; Bucks, Chester, Delaware, Montgomery, Philadelphia, Pa. |
| <b>TOP NETWORK SHOWS</b>  | <b>TOP NETWORK SHOWS</b>  | <b>TOP NETWORK SHOWS</b>   |
| 1. I Love Lucy, WBNM, M. . . . 43.9   | 1. Godfrey's Talent Scouts, WBNM, M. . . . 41.4   | 1. Playhouse 99, WCAU, Th. . . . 36.5  |
| 2. Lawrence Welk, WGR, S. . . . 42.8  | 2. I Love Lucy, WBNM, Th. . . . 37.4  | 2. I Love Lucy, WCAU, M. . . . 34.9  |
| 3. \$64,000 Question, WBNM, T. . . . 41.2   | 3. Playhouse 99, WBNM, Th. . . . 37.4   | 3. Godfrey's Talent Scouts, WCAU, M. . . . 33.9  |
| 4. Top Tunes and New Talent, WGR, M. . . . 40.3   | 4. Gunsmoke, WBNM, S. . . . 35.2  | 4. Perry Como, WRCV, S. . . . 32.2   |
| 5. Playhouse 99, WBNM, Th. . . . 40.0   | 4. \$64,000 Question, WBNM, T. . . . 35.2   | 5. Boxing, WFIL, W. . . . 31.5   |
| 6. Wyatt Earp, WGR, T. . . . 40.0   | 6. Burns and Allen, WBNM, M. . . . 34.0   | 6. Burns and Allen, WCAU, M. . . . 31.2  |
| 7. Boxing, WGR, W. . . . 37.3   | 7. Climax, WBNM, Th. . . . 32.6   | 6. I've Got a Secret, WCAU, W. . . . 31.2  |
| 7. Warner Bros., WGR, T. . . . 37.3   | 8. December Bride, WBNM, M. . . . 31.7  | 8. Climax, WCAU, Th. . . . 30.8  |
| 9. Ed Sullivan, WBNM, Su. . . . 36.5  | 9. Perry Como, WLW-C, S. . . . 31.6   | 9. Wyatt Earp, WFIL, T. . . . 29.5   |
| 10. Climax, WBNM, Th. . . . 35.8  | 10. Lawrence Welk, WTVN, S. . . . 31.5  | 10. Gunsmoke, WCAU, S. . . . 29.4  |
| <b>TOP MULTI-WEEKLY SHOWS</b>   | <b>TOP MULTI-WEEKLY SHOWS</b>   | <b>TOP MULTI-WEEKLY SHOWS</b>  |
| 1. Mickey Mouse Club, WGR, M-F. . . . 21.4  | 1. Looking-Long (10 p.m.), WBNM, M-F. . . . 23.8  | 1. Mickey Mouse Club, WFIL, M-F. . . . 17.8  |
| 2. 11:00 News, WBNM, M-F. . . . 18.2  | 2. Mickey Mouse Club, WTVN, M-F. . . . 18.8   | 2. Guiding Light, WCAU, M-F. . . . 16.9  |
| 3. Guiding Light, WBNM, M-F. . . . 14.7   | 3. Filippo's Gang, WBNM, M-F. . . . 14.4  | 3. Search for Tomorrow, WCAU, M-F. . . . 16.4  |
| 4. News, Weather (11:00 p.m.), WGR, M-F. . . . 14.3   | 4. Western Round-Up, Misc., WBNM, M-F. . . . 13.9   | 4. Love of Life, WCAU, M-F. . . . 16.3   |
| 5. Search for Tomorrow, WBNM, M-F. . . . 14.0   | 5. Casper Cappers, WTVN, M-F. . . . 13.5  | 5. News, Weather (11:00 p.m.), WRCV, M-F. . . . 15.9   |
| 6. Love of Life, WBNM, M-F. . . . 13.3  | 6. Little Theater, WLW-C, M-F. . . . 13.2   | 6. Valiant Lady, WCAU, M-F. . . . 15.6   |
| 7. Gene Autry, WBNM, M, W-F. . . . 12.9   | 7. Floroscope, Weather (10:45 p.m.), WBNM, T-F. . . . 12.5  | 7. Star Theater, WFIL, M-F. . . . 13.3   |
| 8. CBS News, WBNM, M-F. . . . 12.7  | 8. Capt. Kangaroo, WBNM, M-F. . . . 11.2  | 8. Sports, Misc. (11:15 p.m.), WCAU, M-F. . . . 12.9   |
| 9. Arthur Godfrey, WBNM, M-Th. . . . 12.1   | 9. News, Misc. (11:00 p.m.), WBNM, M-F. . . . 11.1  | 9. Captain Kangaroo, WCAU, M-F. . . . 12.7   |
| 10. Amos 'n' Andy, WGR, M-F. . . . 11.8   | 10. Arthur Godfrey, WBNM, M-Th. . . . 10.5  | 10. Arthur Godfrey, WCAU, M-Th. . . . 12.2   |
| <b>TOP FEATURE FILMS</b>  | <b>TOP FEATURE FILMS</b>  | <b>TOP FEATURE FILMS</b>   |
| <b>Once-Weekly</b>  | <b>Once-Weekly</b>  | <b>Once-Weekly</b>   |
| 1. First Run Theater, WGR, Su. 3:00-4:30 . . . . 17.8   | 1. Sunday Showboat, WTVN, Su. 12:30-5:00 . . . . 12.4   | 1. Stage "S", WFIL, T-10:45-12:00 mid. . . . 11.4  |
| 2. Saturday Playhouse, WBNM, S. 11:30-12:00 mid. . . . 16.8   | 2. 9:00 Theater, WTVN, S. 9:00-10:30 . . . . 12.2   | 2. Movie 3, WRCV, S. 11:00-12:00 mid. . . . 10.3   |
| 3. Sunday Afternoon Playhouse, WBNM, Su. 2:00-3:00 . . . . 15.2   | 3. Movie, WBNM, S. 12:45-3:00 . . . . 11.9  | 3. Sunday Mystery Theater, WCAU, Su. 11:30-12:00 mid. . . . 7.8  |
| 4. Moltzen's Theater, WBNM, F. 11:30-12:00 mid. . . . 14.2  | 4. Premiere Performance, WTVN, Su. 9:30-11:30 . . . . 11.0  | 4. Command Performance, WCAU, Su. 1:30-3:00 . . . . 7.5  |
| 5. 50 Film Festival, WBNM, W. 11:30-12:00 mid. . . . 11.2   | 5. Gold Cup Theater, WLW-C, Su. 9:00-11:30 . . . . 9.3  | 5. Favorite Playhouse, WFIL, S. 12:15-5:00 . . . . 5.4   |
| <b>Multi-Weekly</b>   | <b>Multi-Weekly</b>   | <b>Multi-Weekly</b>  |
| 1. 11:30 Theater, WBNM, T, Th, Su. 11:30-12:00 mid. . . . 9.5   | 1. Armchair Theater, WBNM, M-Su. 11:15-12:00 mid. . . . 10.5  | 1. Starr Theater, WFIL, M-F. 6:00-7:00 . . . . 13.3  |
| 2. Million \$ Movie, WBUF, M-S. 5:30-6:30 . . . . 6.3   | 2. Mid-Day Movie, WTVN, M-F. 12:30-2:00 . . . . 7.6   | 2. World's Best Movie, WFIL, S. Su. 7:30-9:00 . . . . 12.5   |
| 3. Mid-Day Matinee, WGR, M-F. 1:00-2:00 . . . . 6.8   | 3. Ladies' Home Theater, WTVN, M-F. 10:00-11:30 a.m. . . . 7.4  | 3. Million \$ Movie, WCAU, M-S. 11:30-12:00 mid. . . . 11.2  |
| <b>TOP SYNDICATED FILMS</b>   | <b>TOP SYNDICATED FILMS</b>   | <b>TOP SYNDICATED FILMS</b>  |
| 1. Dr. Christian (Ziv), WGR, S. 10:30 . . . . 24.0  | 1. Highway Patrol (Ziv), WBNM, T-9:30 . . . . 32.3  | 1. Superman (Flamingo), WCAU, M-F. 7:00 . . . . 22.9   |
| 2. Annie Oakley (CBS), WBNM, T-7:00 . . . . 23.7  | 2. Sheriff of Cochise (NTA), WBNM, S. 10:00 . . . . 24.7  | 2. Highway Patrol (Ziv), WCAU, S. 7:00 . . . . 21.2  |
| 3. Superman (Flamingo), WBNM, W-7:00 . . . . 23.0   | 3. State Trooper (MCA), WTVN, M-F. 9:30 . . . . 23.9  | 3. Eso Golden Playhouse (Official), WCAU, T-10:30 . . . . 21.0   |
| 4. Highway Patrol (Ziv), WGR, T-10:30 . . . . 22.9  | 4. San Francisco Beat (CBS), WBNM, Su. 8:30 . . . . 22.0  | 4. Waterfront (MCA), WCAU, Su. 6:30 . . . . 18.5   |
| 5. Men of Annapolis (Ziv), WBNM, M-F. 9:30 . . . . 22.2   | 5. Men of Annapolis (Ziv), WBNM, F-8:30 . . . . 21.2  | 5. O. Henry Playhouse (Gross Krasne), WCAU, S. 10:30 . . . . 18.9  |
| 5. Stories of the Century (Hollywood), WGR, M-10:30 . . . . 22.2  | 6. Frontier Doctor (Hollywood), WTVN, F-9:30 . . . . 18.7   | 6. Looney Tunes (Guild & Assoc. Artists), WCAU, S. 10:00 a.m. . . . 16.5   |
| 7. Silent Service (NBC), WBNM, S. 10:30 . . . . 21.4  | 7. (Wild Bill Hickok (Kellogg), WBNM, M-6:00 . . . . 17.0   | 7. Whirlybirds (CBS), WCAU, W-7:00 . . . . 16.4  |
| 8. Sheriff of Cochise (NTA), WBNM, E-7:00 . . . . 21.2  | 7. Waterfront (MCA), WBNM, F-10:30 . . . . 17.0   | 8. Annie Oakley (CBS), WCAU, Su. 6:00 . . . . 16.0   |
| 9. Whirlybirds (CBS), WBNM, M-7:00 . . . . 20.9   | 9. Hopalong Cassidy (NBC), WTVN, M-6:00 . . . . 16.9  | 9. (Wild Bill Hickok (Kellogg), WCAU, F-7:00 . . . . 15.5  |
| 10. Studio 57 (MCA), WBNM, Th-7:00 . . . . 17.0   | 10. Soldiers of Fortune (MCA), WBNM, M-10:30 . . . . 16.2   | 10. Soldiers of Fortune (MCA), WCAU, S-6:00 . . . . 14.7   |
| 11. Rosemary Clooney (MCA), WGR, S-7:00 . . . . 15.9  | 11. Annie Oakley (CBS), WBNM, Th-6:00 . . . . 15.9  | 11. Falcon (NBC), WRCV, W-10:30 . . . . 15.4   |
| 12. Dr. Hudson's Secret Journal, (MCA), WGR, F-10:30 . . . . 15.5   | 12. Buffalo Bill Jr. (CBS), WTVN, F-6:00 . . . . 15.5   | 12. San Francisco Beat (CBS), WCAU, T-7:00 . . . . 15.2  |
| 13. (Sky King (Nabisco), WGR, T-6:00 . . . . 15.4   | 12. Dr. Christian (Ziv), WBNM, Su-10:30 . . . . 15.5  | 13. (Sky King (Nabisco), WCAU, S-4:45 . . . . 12.3   |
| 14. Jungle Jim (Screen Gems), WGR, Su-11:00 a.m. . . . 14.9   | 14. Looney Tunes (Guild & Assoc. Artists), WTVN, T-6:00 . . . . 14.7  | 14. Man Called X (Ziv), WCAU, Th-7:00 . . . . 12.2   |
| 15. Hopalong Cassidy (NBC), WGR, Th-6:00 . . . . 14.7   | 14. Superman (Flamingo), WBNM, W-6:00 . . . . 14.7  |  |
| 16. (Death Valley Days (U. S. Boras), WBNM, S-7:00 . . . . 14.4   | 16. Studio 57 (MCA), WLW-C, M-9:30 . . . . 14.0   |  |
| 17. San Francisco Beat (CBS), WGR, M-9:00 . . . . 14.2  |   |  |
| 18. Soldiers of Fortune (MCA), WGR, W-6:00 . . . . 13.7   |   |  |

## STATION SIGNALS

WANE-TV has begun construction of its new home in Fort Wayne, Inc. . . . WCHS-TV, Charleston, W. Va., has returned to maximum power, 158 kw. the final step in a nine-month construction schedule costing \$300,000. . . . WBAL-TV is building an executive-administration edifice in Baltimore. . . . Franklin Tuberculosis Hospital in Columbus, O., is the first hospital to open a private TV station for patients. The closed-circuit system, designed by Dage TV, operates under the call letters WBCH-TV.

A. Richard Robertson has been named director of sales development and promotion for KSBW-TV and KSBY-TV, Salinas and San Luis Obispo, Calif. . . . Harold Mathews becomes sales manager of WJW, Cleveland, succeeding

Charles V. Hunter, who becomes program-sales co-ordinator for the station. . . . Alex Mattison has joined WFAA-TV, Dallas, as new photographer-writer. . . . KVAL-TV, Eugene, Ore., has named Alvin H. Barnard director of engineering, Ted Marchner assistant director and Billy Riley chief engineer. . . . Frank Effron, art director of KOTV, Tulsa, upped to production supervisor. . . . J. Robert Reisinger is the new TV sales manager of Crosley Broadcasting Corporation's Chicago division, replacing Robert Lamb, recently appointed sales manager of WLW-I, Indianapolis.

First Northern station to hit Florida was KYW-TV, Cleveland, which was seen in Central Florida last week thanks to freak weather conditions. After 20 minutes, re-

ception faded. . . . WEEK-TV, Peoria, Ill., will sponsor the 1957 Soap Box Derby July 28. It plans the local winners to Akron for the All-American race August 18. . . . A sketch by KMTV art director Bill Fries of an accused murderer provided Omaha police and the FBI with their only visual aid in tracking down the suspect.

Three WKY-TV staffers, Oklahoma City, have received Emmett Power Prayer Awards for production work on a film promoting saving stamps: Tom Paxton, actor, Don Cusenberry, producer and Pat Peterson, public service director. . . . James Terrell, national sales manager for WKY-TV, Oklahoma City, has been elected secretary of the Oklahoma Association of Manufacturers' Representatives.

Fort Worth and Tarrant County flood victims were aided by a four-hour telethon produced jointly by KFJZ and WBAP, Fort Worth, June 29.

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

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

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

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

ST. LOUIS

3 TV STATIONS—560,200 TV HOMES
Population—1,849,000 (19th in U. S.)
Buying Income—\$3,353,779,000 (11th)
Retail Sales—\$2,195,732,000 (10th)
Food Sales—\$512,449,000 (9th)
Drug Sales—\$72,618,000 (11th)
Automotive—\$428,952,000 (9th)
Above figures include following counties: Madison, Clair, Ill.; St. Louis City, St. Charles, Mo.

TOP NETWORK SHOWS

- 1. I Love Lucy, KWK, M. .... 43.9
2. December Bride, KWK, M. .... 35.0
3. What's My Line, KWK, Su. .... 34.5
4. Perry Como, KSD, S. .... 34.2
5. Gunsmoke, KWK, S. .... 33.9
6. Bob Hope, KSD, Su. .... 33.8
7. Millionaire, KWK, W. .... 32.5
8. Godfrey's Talent Scouts, KWK, M. .... 32.2
9. Burns and Allen, KWK, M. .... 31.3
10. I've Got a Secret, KWK, W. .... 30.2

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KWK, M-F. .... 14.4
2. News, Weather (6:00 p.m.), KWK, M-F. .... 13.0
3. Latest News (6:15), KSD, M-F. .... 12.5
4. Queen for a Day, KSD, M-F. .... 12.0
5. NBC News, KSD, M-F. .... 11.9
6. Wrangler's Club, KSD, M-F. .... 11.8
7. Weather, Sportview (6:00 p.m.), KSD, M-F. .... 11.6
8. News, Weather (11:00 p.m.), KSD, M-F. .... 11.2
9. News, Misc. (11:00 p.m.), KWK, M-F. .... 10.8
10. Guiding Light, KWK, M-F. .... 10.3

TOP FEATURE FILMS

- Once-Weekly
1. First Run Theater, KWK, S. 10:00-12:00 mid. .... 21.1
2. Premiere Performance, KSD, Su. 11:00-12:00 mid. .... 8.7
3. Feature Film, KWK, S. 3:00-4:00 .... 8.2
4. Sunday Matinee, KWK, Su. 1:00-2:30 .... 6.2
5. Feature Film, KWK, S. 1:30-2:30 .... 6.1
Multi-Weekly
1. KWK Movie, KWK, T-F, Su. 11:45-12:00 mid. .... 10.2
2. Late Movie, KSD, F. S. 11:15-12:00 mid. .... 9.2
3. KWK Theater, KWK, M, W-F. 11:30-12:00 mid. .... 8.4
4. Channel 2 Theater, KTVI, M-W, F-Su. 10:00-11:30 .... 7.8
5. Movie, KTVI, M-F. 3:30-4:30 .... 2.6

TOP SYNDICATED FILMS

- 1. Death Valley Days (U. S. Borax), KWK, S. 9:30 .... 27.9
2. Count of Monte Cristo (TPA), KWK, F. 9:30 .... 25.2
3. Federal Men (MCA), KSD, M. 9:30 .... 24.9
4. Soldiers of Fortune (MCA), KSD, M. 10:00 .... 24.3
5. State Trooper (MCA), KSD, T. 9:30 .... 22.2
6. Whirlbirds (CBS), KSD, T. 10:00 .... 21.2
7. Dr. Christian (Ziv), KWK, Su. 10:00 .... 21.2
8. Stage Seven (TPA), KWK, M. 10:00 .... 20.9
9. Dr. Hudson's Secret Journal (MCA), KSD, W. 9:30 .... 19.7
10. Annie Oakley (CBS), KWK, S. 6:00 .... 19.5
11. Great Gildersleeve (NBC), KWK, T. 9:30 .... 18.9
12. Science Fiction Theater (Ziv), KSD, W. 10:00 .... 17.9
13. O. Henry Playhouse (Gross-Krasne), KSD, Su. 9:30 .... 17.0
14. I Led Three Lives (Ziv), KSD, T. 10:30 .... 16.0
15. Star Performance (Official), KWK, W. 10:30 .... 15.7

MILWAUKEE

4 TV STATIONS—287,000 TV HOMES
Population—965,700 (17th in U. S.)
Buying Income—\$1,913,081,000 (15th)
Retail Sales—\$1,241,748,000 (17th)
Food Sales—\$277,036,000 (17th)
Drug Sales—\$35,952,000 (22d)
Automotive—\$216,440,000 (20th)
Above figures include following counties: Milwaukee.

TOP NETWORK SHOWS

- 1. Lawrence Welk, WISN, S. .... 33.8
2. Loretta Young, WTMJ, Su. .... 31.9
3. Perry Como, WTMJ, S. .... 31.4
4. Bob Hope, WTMJ, Su. .... 31.3
5. Boxing, WISN, W. .... 30.1
6. Burns and Allen, WXIX, M. .... 29.9
7. Steve Allen, WTMJ, S. .... 28.5
8. Groucho Marx, WTMJ, Th. .... 27.9
9. Godfrey's Talent Scouts, WXIX, M. .... 27.4
10. Ed Sullivan, WXIX, Su. .... 26.9

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WISN, M-F. .... 19.6
2. News, Misc. (10:15 p.m.), WTMJ, T, Th, F. .... 12.7
3. Queen for a Day, WTMJ, M-F. .... 12.1
4. Big News (10:30 p.m.), WXIX, M-F. .... 11.4
5. Sports Picture (6:00 p.m.), WTMJ, M-F. .... 11.2
6. News, Weather (6:15 p.m.), WTMJ, M-F. .... 11.1
7. Lounie Tunes, WISN, M-F. .... 11.0
8. Comedy Time, WTMJ, M-F. .... 10.4
9. NBC News, WTMJ, M-F. .... 10.3
10. CBS News, WXIX, M-F. .... 10.0

TOP FEATURE FILMS

- Once-Weekly
1. Saturday Night Theater, WTMJ, S. 9:30-11:00 .... 24.6
2. 20th Century Premiere, WISN, S. 9:30-11:00 .... 13.1
3. M-G-M Premiere, WXIX, S. 9:30-11:00 .... 11.8
4. Milwaukee's Greatest Movies, WXIX, Su. 10:15-12:00 mid. .... 11.8
5. 20th Century Premiere, WISN, Su. 4:00-5:30 .... 11.5
Multi-Weekly
1. Late Show, WXIX, M-S. 10:45-12:00 mid. .... 9.0
2. Afternoon Theater, WTMJ, M-F. 4:30-6:00 .... 8.7
3. Request Performance, WISN, S. Su. 11:15-12:00 mid. .... 7.0
4. 6 Million 5 Movie, WITI, M-Su. 10:00-11:30 .... 7.0
5. Movietime, WITI, M-F, Su. 8:00-9:30 .... 6.5

TOP SYNDICATED FILMS

- 1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th. 8:00 .... 21.9
2. Rosemary Cloney (MCA), WTMJ, F. 8:30 .... 20.0
3. Doug Fairbanks Presents (ABC), WTMJ, W. 9:30 .... 16.9
4. State Trooper (MCA), WTMJ, T. 9:30 .... 16.2
5. Captain David Grief (Guild), WTMJ, F. 7:30 .... 16.2
6. Frontier Doctor (Hollywood), WXIX, Th. 10:00 .... 15.7
7. Annie Oakley (CBS), WTMJ, Su. 6:00 .... 15.5
8. Waterfront (MCA), WXIX, W. 10:00 .... 15.0
9. Studio 57 (MCA), WISN, M. 9:30 .... 14.2
10. Dr. Christian (Ziv), WTMJ, Su. 10:00 .... 14.0
11. Men of Annapolis (Ziv), WISN, T. 9:00 .... 13.3
12. Death Valley Days (U. S. Borax), WXIX, F. 10:00 .... 13.2
13. Highway Patrol (Ziv), WTMJ, Th. 10:30 .... 12.9
14. Man Behind the Badge (MCA), WISN, S. 5:30 .... 12.2
15. Whistler (CBS), WXIX, T. 10:00 .... 12.0

NEW ORLEANS

2 TV STATIONS—207,700 TV HOMES
Population—797,000 (20th in U. S.)
Buying Income—\$1,211,480,000 (30th)
Retail Sales—\$805,253,000 (28th)
Food Sales—\$155,853,000 (36th)
Drug Sales—\$32,520,000 (25th)
Automotive—\$129,261,000 (40th)
Above figures include following counties: Jefferson, Orleans, St. Bernard.

TOP NETWORK SHOWS

- 1. Peoples Choice, WDSU, Th. .... 58.5
2. Ernie Ford, WDSU, Th. .... 58.3
3. Loretta Young, WDSU, Su. .... 58.3
4. Caesar's Hour, WDSU, S. .... 57.0
5. Perry Como, WDSU, S. .... 56.5
6. Lux Video Theater, WDSU, Th. .... 56.3
7. Big Story, WDSU, F. .... 55.8
8. Boxing, WDSU, F. .... 55.7
9. Jane Wyman, WDSU, T. .... 55.3
9. Your Hit Parade, WDSU, S. .... 55.3

TOP MULTI-WEEKLY SHOWS

- 1. NBC News, WDSU, M, Th, F. .... 41.1
2. Sports, Weather (6:15 p.m.), WDSU, M-F. .... 40.0
3. Esso Reporter (6:00 p.m.), WDSU, M-F. .... 39.5
4. Little Rascals, WDSU, T, F. .... 31.2
5. My Little Margie, WDSU, M-F. .... 22.3
6. Queen for a Day, WDSU, M-F. .... 21.2
7. Stu Erwin, WDSU, M-F. .... 20.1
8. Little Theater, WDSU, M-F. .... 19.9
9. Modern Romances, WDSU, M-F. .... 19.3
10. Comedy Time, WDSU, M-F. .... 18.6

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Performance, WDSU, S. 11:30-12:00 mid. .... 26.3
2. Western Round-Up, WDSU, S. 7:30-8:30 .... 12.0
3. Academy Theater, WJMR, Th. 8:30-9:30 .... 9.8
4. Movie Memories, WJMR, S. 11:00-12:00 .... 8.2
5. Afternoon Previews, WJMR, S. 12:00-4:00 .... 8.1
Multi-Weekly
1. Late Show, WDSU, M-F, Su. 11:30-12:00 mid. .... 18.8
2. Mid-Day, WDSU, M-F. 11:00-12:00 .... 14.2
3. Million 5 Movie, WJMR, M-Su. 11:00-12:00 mid. .... 8.4
4. Afternoon Preview, WJMR, M-F. 2:30-4:00 .... 3.4

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WDSU, F. 10:00 .... 52.8
2. Man Called X (Ziv), WDSU, M. 8:30 .... 52.3
3. Dr. Christian (Ziv), WDSU, W. 9:00 .... 50.3
4. San Francisco Beat (CBS), WDSU, W. 8:30 .... 50.0
5. Esso Golden Playhouse (Official), WDSU, S. 9:00 .... 49.3
6. O. Henry Playhouse (Gross-Krasne), WDSU, Su. 8:30 .... 49.3
7. Count of Monte Cristo (TPA), WDSU, T. 8:30 .... 48.3
8. I Search for Adventure (Bag-mall), WDSU, S. 9:30 .... 47.3
9. Soldiers of Fortune (MCA), WDSU, Su. 9:00 .... 46.0
10. I Led Three Lives (Ziv), WDSU, S. 10:00 .... 38.5
11. Science Fiction Theater (Ziv), WDSU, M. 10:00 .... 36.3
12. Steve Donovan, Western Marshal (NBC), S. 10:30 .... 33.3
13. State Trooper (MCA), WDSU, T. 10:00 .... 32.0
14. Little Rascals (Interstate), WDSU, T. F. 5:00 .... 31.2
15. Last of the Mohicans (TPA), WDSU, T. 5:30 .... 30.3
16. I Spy (Guild), WDSU, Th. 10:30 .... 30.3
17. Sky King (Nabisco), WDSU, S. 10:00 a.m. .... 30.3

SAN FRANCISCO-OAKLAND

5 TV STATIONS—796,600 TV HOMES
Population—2,613,100 (7th in U. S.)
Buying Income—\$5,696,328,000 (6th)
Retail Sales—\$3,334,262,000 (7th)
Food Sales—\$815,868,000 (7th)
Drug Sales—\$102,169,000 (7th)
Automotive—\$580,360,000 (7th)
Above figures include following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano

TOP NETWORK SHOWS

- 1. Bob Hope, KRON, Su. .... 46.0
2. Boxing, KGO 1-4, KOVR 2.1 W. .... 43.5
3. Groucho Marx, KRON, Th. .... 42.2
4. Ed Sullivan, KPIX, Su. .... 38.8
5. Perry Como, KRON, S. .... 38.4
6. I Love Lucy, KPIX, M. .... 37.2
7. Dragnet, KRON, Th. .... 35.2
8. Boxing, KRON, F. .... 32.0
9. 564,000 Question, KPIX, T. .... 28.0
10. Lawrence Welk, KGO 25.2, KOVR 2.0 S. .... 27.2

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, KRON, M-F. .... 18.1
2. NBC News, KRON, M-F. .... 16.5
3. Modern Romances, KRON, M-F. .... 15.5
4. CBS News, KPIX, M-F. .... 13.7
5. Big Movie, KPIX, M-F. .... 13.6
6. Shell News (6:00 p.m.), KPIX, M-F. .... 13.1
7. Mickey Mouse Club, KGO, M-F. .... 12.8
8. TV Fights, KRON, M, W. .... 12.0
9. Popeye, Misc., KRON, M-F. .... 11.1
10. Owl Theater, KRON, M, W, Th. .... 10.9

TOP FEATURE FILMS

- Once-Weekly
1. Major Movie, KRON, F. 10:00-11:30 .... 18.7
2. Movietime, KRON, Su. 6:00-7:30 .... 15.2
3. Fabulous Feature, KPIX, Su. 6:00-7:00 .... 14.7
4. Movie Hits, KRON, S. 11:00-12:00 mid. .... 13.1
5. Premiere Performance, KPIX, S. 11:00-12:00 mid. .... 8.1
Multi-Weekly
1. Big Movie, KPIX, M-F, Su. 10:00-12:00 mid. .... 13.0
2. Owl Theater, KRON, M, W, Th. Su. 10:30-12:00 mid. .... 10.7
3. Golden Gate Playhouse, KRON, M-F. 3:00-5:00 .... 9.4
4. Big Matinee, KPIX, M-F. 4:30-6:00 .... 4.9
5. Action Theater, KGO, M-Su. 11:30-12:00 mid. .... 3.5

TOP SYNDICATED FILMS

- 1. Life of Riley (NBC), KRON, Th. 7:00 .... 23.5
2. I Search for Adventure (Bag-mall), KPIX, Th. 7:30 .... 21.4
3. Stories of Jack London (Guild), KRON, F. 8:30 .... 19.7
4. Rosemary Cloney (MCA), KPIX, Su. 7:00 .... 17.7
5. Sheriff of Cochise (NTA), KRON, S. 6:30 .... 17.4
6. Badge 714 (NBC), KPIX, W. 9:00 .... 16.9
7. Code Three (ABC), KRON, Su. 10:30 .... 16.9
8. Science Fiction Theater (Ziv), KRON, M. 7:00 .... 16.5
9. O. Henry Playhouse (Gross-Krasne), KPIX, Th. 7:00 .... 16.5
10. Highway Patrol (Ziv), KRON, T. 6:30 .... 16.2
11. Last of the Mohicans (TPA), KPIX, W. 6:30 .... 15.2
12. Championship Bowling (Walt Schwimmer), KRON, T. 10:30 .... 14.7
13. Silent Service (NBC), KRON, S. 7:00 .... 14.5
14. Men of Annapolis (Ziv), KPIX, S. 9:30 .... 14.2

YORK, PA.

3 TV STATIONS—24,000 TV HOMES
Population—214,400 (104th in U. S.)
Buying Income—\$344,197,000 (103rd)
Retail Sales—\$262,319,000 (97th)
Food Sales—\$49,929,000 (109th)
Drug Sales—\$4,374,000 (167th)
Automotive—\$54,014,000 (97th)

TOP NETWORK SHOWS

- 1. I Love Lucy, WGAL, M. .... 52.8
2. Groucho Marx, WGAL, Th. .... 51.8
3. Dragnet, WGAL, Th. .... 49.3
4. Perry Como, WGAL, S. .... 46.5
5. Ernie Ford, WGAL, Th. .... 46.0
6. Burns and Allen, WGAL, M. .... 44.8
7. Godfrey's Talent Scouts, WGAL, M. .... 43.8
7. Lux Video Theater, WGAL, Th. .... 43.8
9. Bob Hope, WGAL, Su. .... 43.3
10. Jane Wyman, WGAL, T. .... 43.0

TOP MULTI-WEEKLY SHOWS

- 1. World Regional News (6:45 p.m.), WGAL, M-F. .... 22.7
2. Sports, Weather (6:30 p.m.), WGAL, M-F. .... 21.8
3. Kit Carson, WGAL, M-F. .... 21.4
4. 11th Hour News, WGAL, M-F. .... 21.0
5. Comedy Time, WGAL, M-F. .... 20.5
6. Queen for a Day, WGAL, M-F. .... 18.3
7. News, Sports, Weather (11:15 p.m.), WGAL, M-F. .... 16.6
8. Strike It Rich, WGAL, M-F. .... 15.9
9. Modern Romances, WGAL, M-F. .... 15.7
10. Ernie Ford, WGAL, M-F. .... 15.1

TOP FEATURE FILMS

- Once-Weekly
1. Saturday Night Playhouse, WGAL, S. 11:30-12:00 mid. .... 18.8
2. Million 5 Movie, WSBA, S. 11:00-12:00 mid. .... 14.5
3. Appoint-Adventure, WSBA, Su. 6:00-7:30 .... 11.1
4. Starlite Film Theater, WGAL, Su. 11:45-12:00 mid. .... 11.0
5. Premiere Performance, WNOW, F. 9:30-11:30 .... 10.7
Multi-Weekly
1. Pajama Playhouse, WSBA, M-F. 11:15-12:00 mid. .... 10.2
2. Theater Time, WNOW, T-F. 8:00-9:00 .... 4.5

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WGAL, Th. 9:00 .... 46.3
2. Silent Service (NBC), WGAL, M. 10:30 .... 36.5
3. State Trooper (MCA), WGAL, Th. 7:00 .... 31.3
4. Stage Seven (TPA), WGAL, W. 10:30 .... 30.3
4. Dr. Hudson's Secret Journal (MCA), WGAL, S. 7:00 .... 30.3
6. Sky King (Nabisco), WGAL, S. 10:30 .... 28.3
7. Buffalo Bill Jr. (CBS), WGAL, S. 9:30 .... 25.3
8. Death Valley Days (U. S. Borax), WGAL, Th. 6:00 .... 24.5
9. Captain Midnight (Screen Gems), WGAL, S. 9:00 a.m. .... 24.3
10. Superman (Flamingo), WGAL, M. 6:00 .... 24.0
11. Cisco Kid (Ziv), WGAL, T. 6:00 .... 22.0
12. Wild Bill Hickok (Keflog), WGAL, F. 6:00 .... 21.5
13. Kit Carson (MCA), WGAL, M-F. 5:30 .... 21.4
14. Soldiers of Fortune (MCA), WGAL, W. 6:00 .... 19.8
15. Steve Donovan, Western Marshal (NBC), WSBA, T. 9:30 .... 16.3
15. Code Three (ABC), WSBA, F. 9:00 .... 16.3
17. Errol Flynn Theater (King-Shore), WSBA, F. 10:30 .... 14.5
18. Dr. Christian (Ziv), WSBA, W. 9:30 .... 13.0
18. Great Gildersleeve (NBC), WSBA, Th. 9:30 .... 13.0

SHORT SCANNINGS

Norman B. Norman, vice-president of Norman, Craig & Kummel, has been moved up to president of the agency. Eugene H. Kummel and B. David Kaplan, vice-president and treasurer, respectively, were elected executive vice-presidents. Michael R. Santagelo will join the Westinghouse Broadcasting Company on July 1 in the newly-created post of Co-ordinator of Publicity and Special Events. Frank Zuzolo, former head of Mutual Broadcasting's publicity department, has been put in charge of special assignments projects for RKO Teleradio films. Albert S. Goustin has moved from his sales manager slot at Ziv Television Programs to the Du Mont Broadcasting Company as television sales manager. John Rollson, formerly a news writer for the ABC

net, has been promoted to news editor. Michael Ross, production associate on the "Perry Como Show" and formerly with the "Caesar Show," left TV to produce "Out of Joint," a musical revue to be seen on Broadway this coming season. Rene Anselmo has been named Mexican and Central American sales representative for ABC Film Syndication. CBS' new correspondent Walter Cronkite will be the narrator for CBS public affairs' forthcoming filmed documentary, "The Twentieth Century," which will debut on Sunday, October 20. Ed Sullivan became a grandfather for the third time last week when his daughter, Betty, gave birth to a son. Douglas A. Anello has joined the National As-

sociation of Radio and Television Broadcasters as chief attorney. He had been chief of the Law and Enforcement Division of the Safety and Special Services Bureau of the Federal Communications Commission. Frank Parker has been added to the panel of "Masquerade Party," joining Ilka Chase, Betsy Palmer and Johnny Johnston on the weekly NBC show. Nat Donato, ABC Film Syndication's Canadian representative, left on a business trip to the Canadian Far West.

Derel Films Series

NEW YORK—Derel Producing Associates is filming 39 stanzas on a half-hour color show to be hosted by Herman Hickman devoted to America at play. The sports documentary lists Rod Warren as producer, Jerry Feldman as executive producer.

"ROCKY JONES" SF is TT "Right, Old Boy! Rocketing to new heights of sponsor and viewer popularity. Watch these ROCKY JONES SPACE RANGER ratings!" "I say, Pip, Science Fiction is in the Top Ten!" OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N. Y. Plaza 7-0100

## NON-CANCELLABLES

## Few Outside Sales In Option Periods

WASHINGTON — Out of 30 network affiliates queried about making non-cancelable long-term contracts with non-network advertisers during option time periods, only six told the Senate Commerce Committee they had made such contracts within the past two years.

The answers came to light with recent publication of an additional supplement to hearings held on network practices by the Magnuson (D., Wash.) group last year. The chairman had asked if the affiliates had entered into "firm, non-cancelable" 39 or 52-week contracts with non-network advertisers "during the past two years." Affiliates questioned were the ones who had testified in defense of network practices at Magnuson hearings.

A dozen affiliates gave a flat "no" to the query. Among them

was Westinghouse Broadcasting Company, which spoke for its three TV stations.

Westinghouse, altho it hadn't entered into any firm commitments in the past two years with non-net advertisers, said it protects local sponsors for a one-year period when the latter take a non-sponsored "sustaining" piece of net option time.

Most answers begged the question by saying they contracted with non-network advertisers under certain conditions, but contracts were not "non-cancelable." The non-net advertiser's time was subject to recapture by the network. Most stations said they would try to move the non-net sponsor to "a different time" or "try to negotiate with the network" when conflict arose.

Exceptional cases included an extended market station which was not interconnected with a net and ABC affiliate WMAL-TV, in Washington, D. C. Latter said there had been enough "gaps" in ABC programming over the past few years to allow firm, non-cancellation agreements with non-network advertisers during that time.

## Roach Stock Deal, N. Y. Studio Near

NEW YORK — Hal Roach Jr. moved closer last week to concluding two deals which have brought him East—the issuance of some 375,000 shares of stock on Hal Roach Studios via a leading Wall Street underwriter, and a long-range leasing deal on the old Pathe film studios in New York for Eastern commercial and program production.

A registration notice with the Securities & Exchange Commission is in process of being drafted by S. D. Fuller & Company, the

underwriters, for filing this summer. The stock may go on the market — at a price not yet announced—in late summer or early fall, writing an end to the Hal Roach Studios position as the last of the one-man empires on the Coast.

Roach Jr. is working out an arrangement with CBS, which has an option on the Pathe stages, for CBS to become a rental customer of the film studio with Roach holding the lease. He is also thinking of mounting a huge Roach Studios sign on the studio overlooking the New York Central tracks "to catch the Madison Avenue crowd who pass it every day as they commute to Westchester."

While in New York, Roach has also concluded a deal with A.A.P. for partial TV rights to some 1,150 short subjects in the Warner backlog, mostly live-action and sports, which Roach will then expand into half-hour shows for stripping, with A.A.P. in on a percentage.

## 'Marshall' Out Of NTA Trio

NEW YORK — NTA Film Network has evidently reduced its "Triple Exposure Plan" to a "Double Exposure Plan," dropping "The Last Marshall" from the trio of fall entries which it is offering to advertisers for joint partial sponsorship. "This Is Alice" and "How to Marry a Millionaire" continue as the half-hour shows which will give a sponsor opening and closing billboards plus a one-minute spot within each telecast.

## Harmon to Produce And Star in 'Bozo'

NEW YORK — Larry Harmon has acquired the rights to "Bozo the Clown" from Capitol Records, which has sold six million disks based on the property. Harmon, who starred in a pilot film of the same property for RKO TeleRadio, will produce and star in a new pilot for a "Bozo" TV series.

## MOVIES IN FAVOR

## Unions Split Over Test For Toll TV

WASHINGTON — The question of a test for toll TV has put a split in the labor ranks. Among the slow trickle of comment coming into the Federal Communications Commission before the July 8 deadline was one from the Hollywood AFL Film Council, representing some 24,000 employees, to ask for an early and large-scale test of toll TV. AFL-CIO President George Meany has put the labor movement on record as opposed to any form of pay television.

The film council asked that paid TV without advertising "be analyzed and compared with television controlled by advertisers and networks, so that decisions may be intelligently reached as to the effect on the national economy, and on employment in the entertainment industry, of a combination of both types of services."

Anti-toll bills are in both House and Senate. Senate Commerce Committee, under Strom Thurmond (D., S. C.), author of an anti-Pay TV bill, hopes to get consideration of his measure. If pay TV "gets its foot in the door," free TV programming will be swallowed, and people who can't afford the toll will have to "give up their television sets," Thurmond told reporters.

## NTRI's British Bloc Sells to 20 Markets

NEW YORK — A 13-title, budget-priced package of feature assembled by National TV Station Representatives, Inc. — which sounds like a station rep, but isn't — has been scoring "limited run" sales quietly in some 20 major markets in the past three weeks.

Feature package is entirely British product. However, all were produced after 1954, when the trend to British-U. S. deals on co-production and star participations was well established. A selling

feature of the package is therefore its sprinkling of U. S. star names, such as Pat O'Brien, Wayne Morris, Richard Denning and Burgess Meredith.

NTRI is closing some deals on a pick-of-the-lot basis. New York's WOR-TV bought one title, "One Extra Day" starring Richard Basehart, for summertime use in "Million Dollar Movie." Other titles in the package are: "Kill Me Tomorrow," "Crooked Sky," "Million Dollar Manhunt," "Key Man," "Gay Adventurer," "Mark of the Phoenix," "Undercover Girl," "Code of Scotland York," "Foreign Incident," "Mail Bag Robbery," "So Lovely, So Dead" and "Johnny Gangster."

## SEEKS SUPPORT

## NARTB Asks TV Coverage Of Hearings

WASHINGTON — The National Association of Radio and Television Broadcasters last week (26) asked broadcasters to support resolutions which would make public hearings of the House open to television and radio coverage.

The association's 2,000 members were asked to let Capitol Hill know their views "on the right of the public to be informed on legislative processes." An "excellent opportunity now exists" for the industry "to reiterate its position" against Speaker Sam Rayburn's refusal to sanction broadcast coverage of public hearings held by House Committees, according to NARTB President Harold Fellows and Freedom of Information Committee Chairman Robert D. Swezey.

Furore over TV and radio coverage of hearings began when news accounts brought to Rayburn's attention pointed out the apparent suicide of a witness scheduled to appear before the House Un-American Activities Committee at San Francisco hearings. A "fierce resentment of being televised" was noted in a farewell letter left by the prospective witness.

## Enders Enters N. Y., Hollyw'd

WASHINGTON — Robert J. Enders, Inc., advertising agency, has opened offices in New York and Hollywood. Agency last week (26) added two new bases to service the growing number of contracts signed recently.

The Enders Washington office produces industrial and government films. Hollywood office, located on the M-G-M lot, handles television production under the supervision of Vice President Robert L. Friend. Friend is now in active production on the Curtis Publishing Company TV series, "Best of the Post," 39 half-hour color shows based on stories that have appeared in the Saturday Evening Post.

New York office is the business headquarters of the organization, handling negotiations with authors and writers of TV adaptation. Pilot films for several new TV series are now "under consideration," agency says.

## Belgian Network Buys 'Riley' and 'Victory'

BRUSSELS, Belgium — The Belgian TV network has bought "Life of Riley" and "Victory at Sea" from California National Productions for telecasting with French subtitles on the country's three stations. Also sold abroad to the Australian Broadcasting Commission is Cross-Krasne's "O. Henry Playhouse."

## No Intermix In Albany, 2 Other Areas

WASHINGTON — By and large, it was a very busy week at the FCC. Last Monday (24), in addition to affirming its earlier decision to make the New York State Tri-City Area all VHF, instead of originally proposed deintermixture, the commission affirmed its decision to leave the V's in Hartford and Madison, denying petition to deintermixture.

Commissioner Lee dissented sharply from the Albany area reversal, which leaves General Electric its Schenectady channel, keeps drop-in VHF in Vail Mills, and ousts Ultra High assignments. Said Lee: "This contemplated reversal . . . completely kills UHF in this area and freezes three stations." Deintermixture would have provided "multiple" local outlets, Lee said.

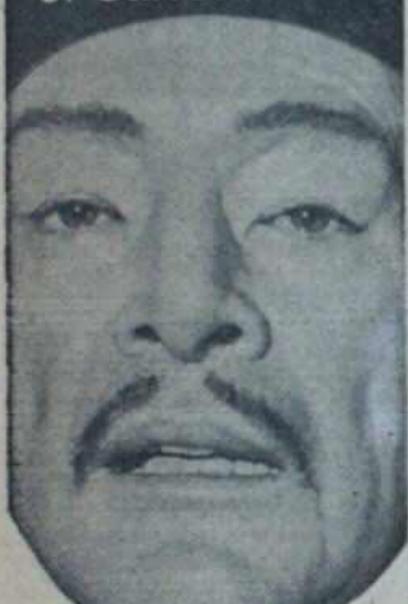
The commission's decision to preserve Ultra High in Evansville, Ind., area, brought wry agreement from Commissioner Bartley, who had dissented from other three VHF moves. The agency also voted not to add a second Very High to Columbia, S. C. It denied proposal by ABC network to put three V's in Columbia, because the move would involve "substandard" mileage separations.

## 'Whirlybirds' Sets Record

NEW YORK — CBS Television Film Sales reports its "Whirlybirds" series has attained the highest rating ever reached by any half-hour show on an independent station in Class A time in New York (seen over WPIX here) and the highest-rated show ever to appear on KHJ-TV in Los Angeles, the country's two seven-channel markets.

The adventure show is topping its time periods against web competition in San Francisco, Seattle, Spokane, El Paso, Palm Beach, Fla., Joplin and Springfield, Mo., and other large markets. The series is currently seen in 160 markets.

**NOW!**  
J. Carrol Naish



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

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

## AAP Makes 2 Cartoon Sales

NEW YORK — A.A.P., Inc., has sold its Warner Bros. cartoon package to WGN-TV, Chicago, and the Warner and "Popeye" package, to talking 571 cartoons, to KSLA-TV, Shreveport, La. American Research Bureau figures give "Popeye" an average rating of 16.3 in its current 29 markets, with the Warner Bros. group averaging 15.0 in its 19 markets.

A "Popeye" promotion in Macy's department store in New York drew 2,500 children and parents in two hours last month, part of A.A.P.'s self-liquidating merchandise campaign.

## 100 Markets Take Rooney's Series

NEW YORK — Screencraft Pictures racked up seven sales of its Mickey Rooney comedy series to put the show in a total of 100 markets. New sales include KEYT, Santa Barbara, Calif.; KFJZ, Fort Worth; KTTG, Washington; KODE, Joplin, and KFEQ, St. Joseph, Mo.; WILK, Wilkes-Barre, Pa.; and KTAG, Lake Charles, La.

Screencraft last week made five sales of its "Judge Roy Bean" series to KARD, Wichita, Kan.; WAGM, Presque Isle, Me.; KTAG, KFJZ; and KBAK, Bakersfield, Calif.



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

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

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

**MCA-TV**  
Film Division

SARRAISMS

# Make the Message Stark and Simple

"Something new is usually bad; it's better to use something old and make it better," says Valentino Sarra, president of Sarra, Inc., which turns out 300 TV film commercials a year, in addition to a 25-year-old print ad business.

"I'd rather make a commercial at my own expense to convince a client of its value than take money for producing a spot whose impact I doubt," the volatile artist declares. "The client's selling philosophy is the most important element, so we'll argue at an early stage to establish it clearly, before time and money are spent on actual filming."

"There has been a tremendous advance in industry thinking on commercial messages. They used to want to put as much as possible into every one because it was costing cash, but now they realize the worth of starkness, pauses, simplicity and concentration a narrow target."

"The come-here-and-buy-this approach worked for many years," Sarra continues, "but its appeal fell into disfavor. I'd like to try going back to it." Some of the Sarra rules for guidance follow:

- 1. Commercials should never exceed one minute, except for educational or institutional purposes.
- 2. Artistic values are secondary to campaign policies and selling

impact. The hard sell is what pays off. The Burt and Harry Piel campaign is one of the hardest sells within memory.

3. Gags and stunts, unless so terrific that they still thrill you six months after you've thought them up, should be avoided. Stick to realism.

4. Eight-second, ten-second and 20-second spots are the commercials of the future. The one minute spots induced by the arrival of feature films in good time periods are a passing phase. Why waste time? Unless you have a new product which needs elaborate explanation and introduction, you can get your message across better with speed.

5. If you can be slick or entertaining as a by-product, fine. But the aim of commercials is to sell, not to entertain.

"The commercial is the sole reason for TV's existence in this country," says Sarra. "Therefore it must—and has—improved every day, simulating life believably." Sarra, Inc., frequently handles the commercials from conception to airing, on the theory that unity can be gained from having one person in full charge. The bane of the firm's existence is the client brand-new to TV who refuses TV-seasoned advice.

"A fine commercial is taken into the family," Sarra feels. "The dancing cigarettes were so loved that Lucky Strike sales went down when they were replaced by other commercials. The Pet Milk mood studies of babies at play, revolutionary in that no sell was included at all, are returning by viewer request."

Some of the 1957 Sarraisms: "Color is still impractical, costing 35 per cent more just to separate tan from green so their values show up." "It's wiser to do your own research and create a whole job of a-piece." "It takes eight weeks to turn out a quality job."

With a staff of 100-odd creators and carpenters, Sarra, Inc., earns several million dollars a year making commercials which, they estimate, have been seen by 99.99 per cent of viewers. Sarra himself thinks ratings are unimportant and can list dozens of flop shows and low-rated shows whose commercials have sold products in abundance.

"A commercial is like wooing a girl," he explains. "If she is in a buying mood, a straight message will sell her. If she's not interested, nothing can win her."

"The future depends on depressions, wars, taxes and acts of God," concludes the veteran producer. "Anyone who predicts what commercials will be like five or even three years from now is whistling in the dark. But I can venture a partial guess and hope: they will be shorter, more realistic, simpler, brighter and more numerous."

## The Billboard's Quarterly Spotlight on TV Commercials . . . Summer Edition

# ADVERTISING IN A MATURING MEDIUM

## Integration and Mood Com'ls Sell Much Polish for Esquire

By LEON MORSE

The Knomark Manufacturing Company, makers of Esquire Boot Polish and other shoe polishes, has become a major power in its field thru the use of network TV. This past spring, on the March 30 Sid Caesar telecast on NBC-TV, the company introduced still another product to its line, Lano Wax, a liquid polish which gives a high gloss shine.

The commercial campaign for Lano Wax for the season of 1957-'58 will follow pretty closely the outlines of others blueprinted for the client by the Emil Mogul Agency in the past. It will stress demonstration, the soft-sell and mood commercials. Handling the commercials will be an announcer as yet unselected, who will deliver a relaxed pitch. And the commercials are expected to be mainly live, as they have been in the past.

The copy themes for the product have already been established. They are "At Last a Real Wax Polish in Liquid Form" and "It Really Works Because It's Really Wax."

Key to the sales pitch will be strong demonstration and end-results to show consumers the products' virtues. The sponsor has already bought an alternate third of the Perry Como show on NBC-TV for its network ride next season.

### In the Beginning

The company began in TV during the season of 1949-'50 when it brought "Blind Date" on a 14-station ABC-TV network. Up to that time it had used every other advertising medium, including radio, on which it relied heavily.

Knomark's Esquire Boot Polish was at that time a relatively minor factor in the industry, partially because it was selling a 25-cent item

as against the competition's 10-cent sellers. A commercial campaign was created, the principles of which are used to this day.

The stress was on integration, demonstration, light humor and even satire, which was aimed at showing the public how secure the company was in the knowledge of its superior product. Rex Marshall Lanouze the announcer's chores.

For the season of 1950-'51, Knomark bought "Hold That Camera," an inexpensive variety show on ABC featuring Kyle MacDonnell. Tho the show was dropped after 13 weeks, it sold plenty of Esquire Boot Polish.

The commercials, in addition to Marshall, featured a quartet, the Pastels, and Morgan, the basset hound. On one of his ears were used as a shine rag as a means of getting humor into the commercials. The key slogan was "Don't shine your shoes, Lanolize them." And viewers were told the product would give them "The Looking Glass Shine," another slogan that was to be used over and over again thru the years.

Part of the Kate Smith daytime hour strip was purchased during the seasons of 1951-'52 and 1952-'53. The advertiser did not have the same scope for commercials because they could not be easily integrated, but mood commercials took up the slack. It was on the Kate Smith show that Scuff-Kote, an old Esquire product, but new to TV, was introduced. In the season of 1953 another major step was taken when the Arthur Godfrey morning show was bought. This was an upgrading of Esquire's program purchases and had an immediate effect in the trade. With Godfrey delivering personal pitches,

the company's sales again soared forward.

"Masquerade Party" on ABC was the program vehicle during the seasons of 1953-'54 and 1954-'55. And it was in the second season of sponsorship of this property that Nelson Case replaced Rex Marshall, a change that had nothing to do with the effectiveness of Marshall. "Masquerade Party" allowed for maximum concentration of integration as commercials were worked out which involved panelists. A Gallagher and Sheean routine was created which used the comedy talents of Peter Donald.

### Popular Satire

Also devised was a satire on "Medic," which proved to be one of Esquire's most popular commercials. Viewers were told that Lanol-White "Makes Shoes Whiter Than New, Keeps Them Kitten Soft, Too," and that Scuff-Kote is the "Miracle Polish Made Especially for Children's Shoes." They were shown how easy it is to slap on the polish.

During the seasons of 1955-'56 and 1956-'57 Esquire went big time again with Sid Caesar. For the hour show the advertiser cut his two-minute commercial portion into one running a minute and a quarter and the other three quarters of a minute. This allowed for one longer mood or satire commercial, and one fairly straight pitch.

Caesar's program has proven an effective property for Esquire, in spite of criticisms in the trade that its rating was low. On its March 30 show Esquire's newest product, Lano Wax, was introduced via trumpet, banner and fanfare, a commercial which has also been repeated because of requests. Again the demonstration is used as the basic TV sales tool, especially important because the product is new.

Esquire is completely sold on TV, as indicated by the consistent increase in its TV appropriations over the years. It works very closely with its agency, Emil Mogul, but once the campaign is set, in contrast to many other clients, does not ask to see every detail. It does not see its commercials before they are presented, but views them on TV.

### FTC WARNING

## Better Not Needle the Competition

By MILDRED HALL

WASHINGTON — TV commercials will have to "Accentuate the Positive" and stop leaning on negative disparagement of rival products to make their point. This is the path signposted for broadcast commercials by T. Harold Scott, head of the Federal Trade Commission's Broadcast Monitoring Unit.

Increased crackdowns on commercials that either disparage rival products, or make false claims for their own, highlight the need for the positive approach. No complaints are issued on commercials that can puff their products' good points with ingenuity and impact.

In the disparagement field, the biggest slams were taken by the unit at medically deceptive TV ads of the American Chicle Co. The complaint on "Roloids" was the first FTC complaint based as strongly on the visual deception in the ad, as on the spiel. Both were cited for disparaging rival preparations.

Harder to judge are the "false claim" commercials—harder for the producer as well as for the monitor. When does permissible "puffing" fall over into the "false claim" category? For example, the TV ad for medication has to hold out rosy hopes for the sufferers, or no sale. How much hope can they hold out safely?

### FTC Cites Three

FTC answered this in its complaint against three producers of pharmaceuticals for arthritis and rheumatism (Mentholum Co., Whitehall Pharmacal Co., and Omega Chemical). The ads got the axe, not because picture and sound represented relief to the sufferer but because they went beyond, to claim "deep penetration" and "hours of relief." The

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## CARTOON DOES IT

# How to Spice Up the Com'l Break With Extra Hard Sell

By GENE DEITCH

Creative Director, Terrytoons (The writer of this article is one of the bright young lights of the bright new era of animation. He was with UPA when Bert and Harry were created and had a hand in the original drawings. When John Hubley set up his own Storyboard operation, Deitch went with him. He then went to Robert Lawrence Productions. When Terrytoons was bought by CBS and entered the commercial field, Deitch joined it as creative director.)

If an advertiser can produce a smile on the consumer's face and an image of his brand in the consumer's mind—at one and the same time—then, by gum, he has a nice little thing going for himself. Chances are the consumer will buy, consume and (if the product is good) buy again—regularly.

One way to achieve this happy juxtaposition is with the continuous cartoon salesman. The cartoon character, if handled honestly, can get thru the wall every TV watcher erects during commercial periods. A cartoon comes on as a

bit of spice in a movie program and can be just as tasty on TV. If you give the viewer something—namely a little entertainment and the feeling you are "leveling" with him—then he might feel like giving you something: His patronage.

A cartoon character can somehow project this honesty and good humor where a live announcer might not. For the true cartoon character, altho frankly a fantasy, is a caricature of reality that can be accepted as reality. The "real live" pitchman is publicly known to be a hired salesman, the people

in live commercials are obviously actors, the ball players are paid for their testimonials—and up goes the wall between you and the consumer. But the cartoon character can leap over the wall, uttering hard-sell copy (while appearing to kid it) that a "live" commercial would have trouble in delivering convincingly.

A good cartoon character must personify the product. If he is unique and well liked, people will feel the product is also unique and will want to buy it.

To be most effective the cartoon salesman must be a product identifier. As soon as the viewer sees the character on the screen, he should identify the product brand. Secondly, the viewer should look forward to more than just a sales pitch. Unusual animation and clever design are not enough. An animated figure becomes a "character" only when he has definite acceptable characteristics other

than merely visual. Where does he come from? Who does he represent? What are his attitudes? How does he react to certain situations? Does he mean what he says? Is he a "real guy?"

A cartoon character becomes a salesman when he represents the product in name, in quality and in purpose. A dancing cereal box or bouncing can of dog food does not necessarily present a sales message. Nor does a frolicsome fairy or merry jinnec relate to a real-life product. The character can be animal or human, but whatever specie, he must have personality depth. If the audience is to believe, the character must relate to contemporary experience in speech and action.

To create a cartoon salesman, analyze your product. Is there a theme for the character to stand for? A well-known slogan, a visual device, ingredient, quality? Can the name of the product be the name of the character? (That is usually best.) When you decide upon the character idea, build him a background—make him real. He must be sincere and convincing but still unrestrained.

There is no need to compromise. You are now in the world of fantasy. Be willing to kid yourself and the product a little to put yourself on-the-level with the viewer. Make yourself likable.

By developing his own character, a client benefits. He has a property with the inherent quality of his product, an advertising campaign that has wearing ability. With each new story situation, his cartoon salesman grows in acceptance.

To use a character that has already been established in another medium is the animated version of testimonial advertising. In such a case, the cartoon salesman may tend to dominate the product. As a selling tool, he may not have the "memory value" associated with an original product identifier. However, there is no denying the tremendous loyalty a hero like Mighty Mouse can generate with children.

For the film producer and the advertising agency, the cartoon salesman can be the perfect employee. He is not being paid to drink soda pop or shave his beard. He honestly typifies the product. He is ageless, sitting on the drawing board, ready to go to work at any time, never asking for a raise.

Being always available has many technical assets, too. Once the design of the salesman has been formulated and his pattern of behavior charted, any animated film company can take the blueprints and produce a commercial. One series of spots featuring the cartoon star can be produced by one film company and another series can be produced by a completely different studio, with no apparent variation in the total effect. Just as comic strips, thru the years, have been drawn by a series of artists with no noticeable change to the reader, the same is true of an established television commercial property.

The cartoon character exists apart from the animator and the actor. Even the voice can be imitated.

With cartoon salesman, the client is never troubled with props, costumes or location spots. The settings for commercial stories are unending.

Terrytoons, well-known for thirty years as a theatrical cartoon company, has only been in the business of the animated cartoon commercial for one year. However, the studio has already been involved with three cartoon salesmen

*(Continued on page 21)*

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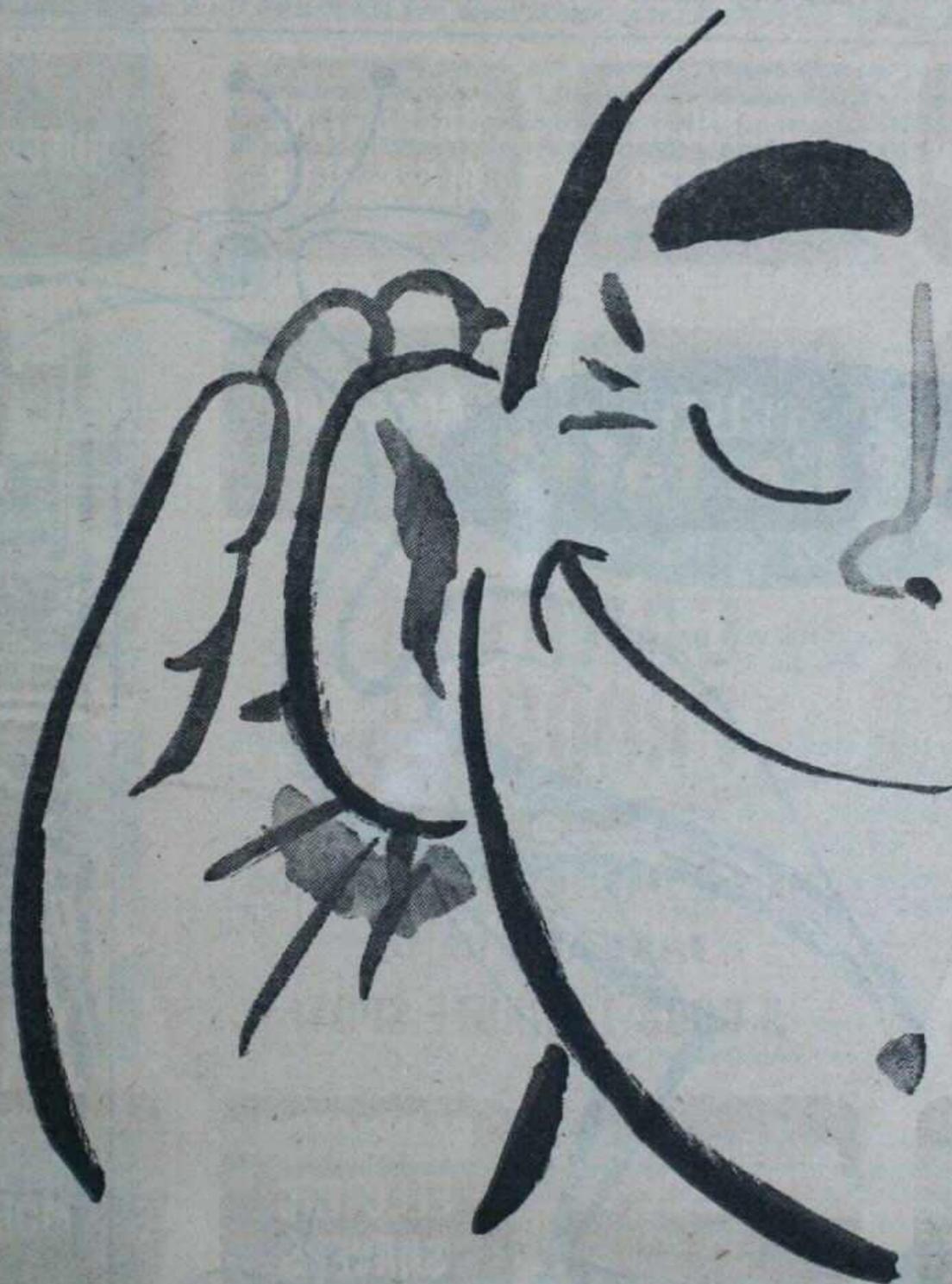
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## THOMPSON TESTING

J. Walter's Workshop  
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The production of commercials at J. Walter Thompson is rendered unique by the agency's TV workshop, a private channel over which black-and-white and now color commercials can be pre-tested. The development of talent personnel as well as products via this closed-circuit operation saves the agency and its clients a lot of money and eliminates guesswork.

Beginning with a request from the account supervisor, the live or film commercial is outlined thru a traffic schedule sheet to creative meetings, in which copywrite for all media pool their abilities, and

script and/or storyboard results. The client gives the green light on the basis of the script, storyboard and budget estimate.

Cost, time and talent availability are the prime considerations, according to Fred Raphael, business manager for film commercial production. Raphael asks trusted producers for competitive bids on the budget estimates excluding talent, since Thompson maintains its own casting department.

One of the special features of Thompson's set-up is the Fashion Department, responsible for cast-

(Continued on page 22)

FPA Members Prepare to  
Bust Biggest Log-Jam Ever

NEW YORK — The general spring slump in the TV commercial field (see story elsewhere in this section) has brought with it a determination on the part of members of the Film Producers' Association to avoid repeats of the situation in future.

The FPA, members—who produce the bulk of the vidfilm commercials and industrial footage lensed in the East—are convinced that the "wait-and-see" attitude of the blue-chip advertisers has already produced a record log jam of commercials to be produced for fall telecasting.

The log jam is currently beginning to crack, and with it will come what FPA President Harold

E. Wondsel predicts will be "the biggest burst of activity in years."

Not even FPA can estimate the dollar extent of the almost-certain rush, but most members feel it will commit them to as much as 40 or 50 per cent of their production capacity for several weeks. Normally, only 20 to 30 per cent of capacity is devoted to commercials, with the bulk going to industrials, according to FPA. Firms involved only with commercials are likely to be jammed to capacity. Eventually, the deluge of commercial-making may rack up total budgets in the \$30 million bracket.

The situation will only change, FPA feels, with considerable education directed at agency film buy-

ers and commercial supervisors. Too many agency men, FPA has learned the hard way this spring, are still willing to stall things off and then descend on commercial producers with rush orders at the last minute, regardless of their added costs due to overtime and extras.

A key project in the broad program of industry education being shaped by FPA, and by its spark-plugging p.r. counsel Wally Ross, is another "TV Commercials Workshop" to be held in New York this fall. Already in the works for this program, which will involve nearly all FPA members, is the preparation of special test footage utilizing the newest in production techniques—many likely to emerge as money-savers for major agencies. Also in the works is a companion program, somewhat scaled down, which will be taken on tour to key cities of the South and Midwest.

FPA's expectations for a turnout of agency men for the fall seminars—one of whose basic lessons will be "Plan Ahead on Commercials"—are for an audience of some 850 agency men. This is about 30 per cent more than attended the last FPA session; additionally, it's expected to include a number of account-level executives, supervisors and copy personnel not at the previous film seminar.

Also brewing with the FPA members this fall are a number of other industry-level programs. For one thing, FPA is involved in a "Code of Fair Practices and Responsibilities." For another, it is planning presentations on the values and resources of New York film-making. And, in still another area, FPA plans closer liaison with New York City officials to work on the problems of sales taxes on finished commercial prints, fire laws, building laws and other industry headaches.

Spring Slump  
Spurs Studios  
To Diversify

Producers on both the studio and agency side have been trying to figure out why the commercial production business in New York has been so slow the past couple of months. Slow? Except for a couple of hot-shot shops, it has been at a virtual standstill.

True, the increasing instance of co-sponsorship reduces the quantity of commercials needed by an individual sponsor, but that's no reason for the total amount of commercial production to fall. True, more production has gone to the West Coast, but that's no reason for New York production to dry up.

It is also true that June is traditionally a slump. In a sense, it has always been the calm before the storm. In July production of commercials for the new fall campaigns usually gets started, and in August and September the studios are usually at peak activity.

But the situation right now is described by more than one important producer as something more than a seasonal slump. The softness was being felt in many quarters back in January. It was expected to firm up again presently, but instead it kept getting worse.

The best explanation seems to be that the commercial field is suffering from the uncertainty, maneuvering and doubt that has afflicted the program sales market during this spring selling season. Business

(Continued on page 21)



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# T.V. spot editor

*A column sponsored by one of the leading film producers in television*

## SARRA

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



"Sunday breakfast is a sunshiny meal, isn't it? Peaceful. Relaxed." And this 60-second Sarra spot for Pet Evaporated Milk sustains the mood of the opening lines. Yet the leisurely pace is more artful than it seems, because it allows time to show the product in use throughout the commercial. Selling by understatement, this live action commercial shows what can be done with friendly atmosphere and strong viewer identification. Produced in black and white and color, another in the continuing series by SARRA for PET MILK COMPANY through GARDNER ADVERTISING COMPANY.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Sarra shows how television commercials for pharmaceutical products can be kept lively and interesting in this series of one minute and 20-second spots for MUSTEROLE. Full orchestral accompaniment, jingle, and different stylized animation treatment are used in each spot. Believable live action sequences added to the animation show the soothing "baked heat comfort" Musterole brings, as well as emphasize the availability of the product in three strengths. Produced by SARRA for PLOUGH, INCORPORATED, through LAKE-SPIRO-SHURMAN, INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



This 60-second commercial for Breck Hair Set Mist successfully translates the "soft sell" technique of Breck print advertising into television. Charm and simplicity characterize the live action that is used throughout. An original score, a carefully chosen cast and tasteful sets bring the "joy of living" mood to life. Natural use of the product makes identification an integral part of the action. Produced by SARRA for JOHN H. BRECK, INC., through H. B. HUMPHREY, ALLEY & RICHARDS, INC.

SARRA, INC.

New York: 200 East 56th Street

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The top award winner of the 1957 Chicago Federated Advertising Clubs for dramatized one-minute commercials, this spot for Stopette features an enchanting water ballet. Both setting and action underscore the sponsor's message: "How clean you feel . . . with new Stopette," whose "deodorant ingredient is actually used to purify the water you drink." Another example of agency-producer teamwork that results in winners at exhibitions and on the selling line. Produced by SARRA for the Stopette Division of HELENE CURTIS INDUSTRIES, INC., through EARLE LUDGIN & COMPANY.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



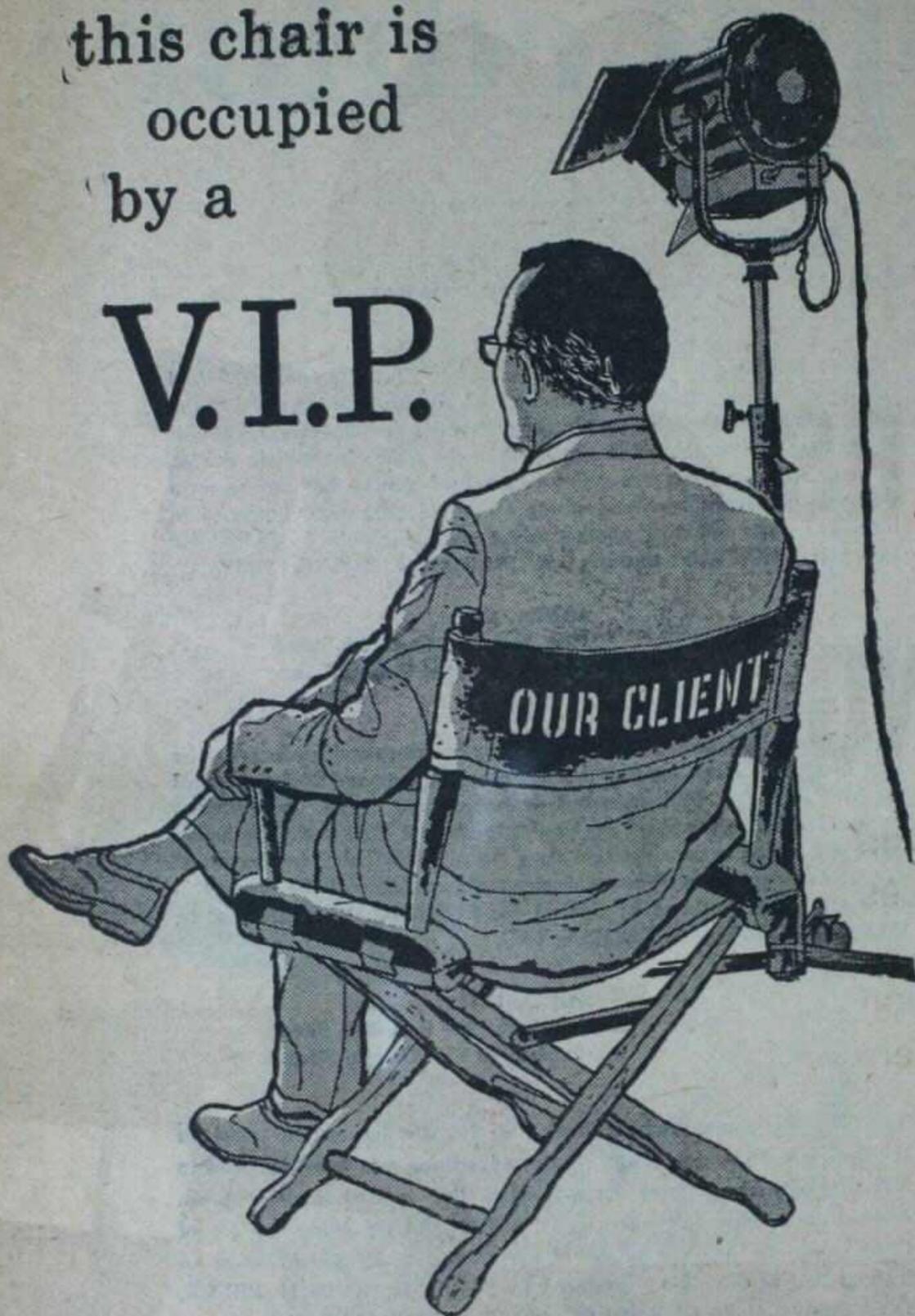
As everybody knows, the quality of television prints has a lot to do with viewer acceptance of your television sales message. But not everybody remembers to check prints for dirt and scratches that are, of course, inevitable after long, continuous use. Yet it obviously doesn't pay to risk your original investment with poor home reception . . . especially when damaged prints of Sarra productions can be replaced at small cost with SARRA VIDE-O-RIGINALS, the best in duplicate prints.

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## Film Men Become Creative Ad Men

Studios' Personnel Contribute New Ideas To Art of TV Com'l; Help Plan Formats

By ROBERT LAWRENCE

President

Robert Lawrence Productions

(Bob Lawrence set up his own company in 1952 specifically to produce TV film commercials. It is one of the largest New York operations in this field. In the past year he has been expanding his firm rapidly, with the addition of a Canadian Studio, a Hollywood animation shop, a New York animation shop and an industrial film division. Before setting up his own studio Lawrence was vice-president in charge of Eastern operations for Jerry Fairbanks.)

One of the most striking developments in the filmed commercial field has been the emergence of the independent producer as a key advertising figure.

Ever since commercials came to be filmed, the film producer has been to a certain extent "in" advertising. But his involvement at first went this far: he was the man with the camera, the man with the studio, the man responsible for physically transferring to celluloid the concepts fully developed by the agency and advertisers, and nothing more. Like the printer of direct mail advertising, he was an outside service.

This aspect of the producer's role has not, of course, been relinquished. But something new has been added. With the advent of film producers who specialize in TV commercials, particularly over the past five years, producers have become advertising people. The gradual development began when agencies began to consult producers before production—to thrash out the practicability of executing storyboard ideas, to anticipate production problems before they arise in actual production.

The refinement of agency-producer relations worked to everyone's benefit. Just as advertising agencies had to learn film production, so did producers need to grasp advertising concepts. At first producers confined their contributions in pre-production planning sessions to matters relating directly to production. Soon, however, their interests and knowledge widened and their role took on a greater scope. Now they have become a vital service to agencies in helping to conceive and plan commercials.

### Animators Led

The animation producers took the lead, of necessity. Agencies were more prone to give them a free hand in the conception of television commercials, since the highly creative animation process can stand less predetermined restriction than the live action process. Animators were active almost from the very beginning in the creation of commercials.

Now live-action producers have followed their lead. With the knowledge they have accumulated about advertising, they have be-

come more and more instrumental in the actual creation of commercials. And agencies have come to accept and solicit the producer's contribution as welcome, professional, specialized help.

It all adds up to a key service that the producer is expected to perform for his agency-clients. In a word, it's creativity. The producer can offer it now because he knows advertising. Those producers who can provide agencies with more and better creative service stand to profit most from the development.

The bona fide entrance of the film producer into the advertising business is manifested by the addition of creative talent to the producer's team, people not directly concerned with the production effort, but who are concerned with the advertising effort. Their function is to help the agency with the most important ingredient of television commercials—ideas. For just this purpose a creative department was formed at Robert Lawrence Productions, headed by Creative Supervisor William Bernal and Creative Art Director Stanley Mills Haggart.

### New Concepts

The trend has already born fruit. It is clearly seen in the great number of highly imaginative and successful commercials that have come out of the combined agency-producer mill.

A more profound outcome of the trend, one that holds great promise for the future, is the emergence of new concepts that may very well change the complexion of television commercials. One such concept developed in our studios by Bill Bernal was used with great effect in commercials for American Beer, Arpege, B/A Gas and Frizrin, and is gaining in popularity with each successive application. Called the "High Fashion Effect" and the "Poster Effect," it is exemplified in Richard Avedon's photography in "Funny Face," and it accents high fashion photography style, the absence of shadows, shooting in limbo, high lighting, luminous spatial quality, the elimination of kuleris, and abstraction over realism.

This approach is a forceful application of the film medium to advertising, and that's the point. No film concept has any value if it fails to promote the purpose of the commercial, to sell the product. Without a full appreciation of this purpose, producers can be of little creative help to their clients. But with the education of the producer through experience in large-scale production of commercials, he has gotten the advertising "message." He is, now, prepared to play a leading creative role in the burgeoning TV commercial field.

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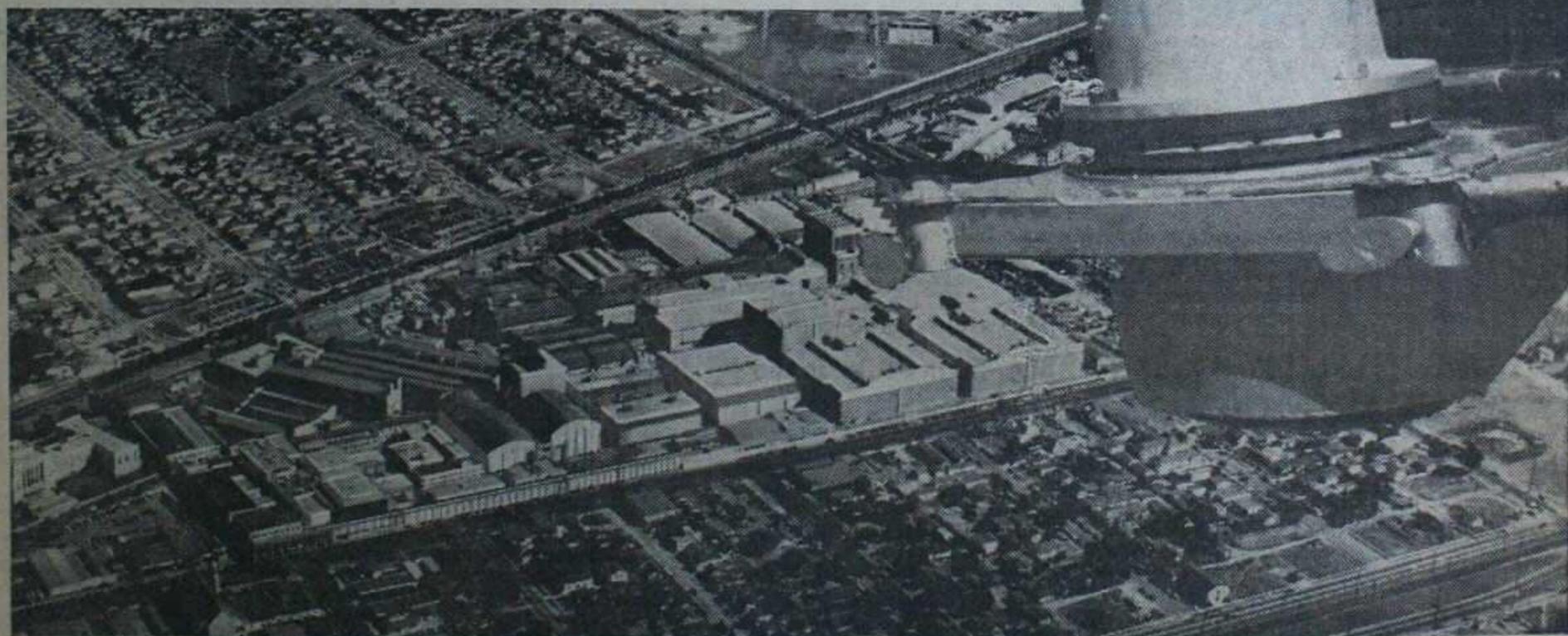
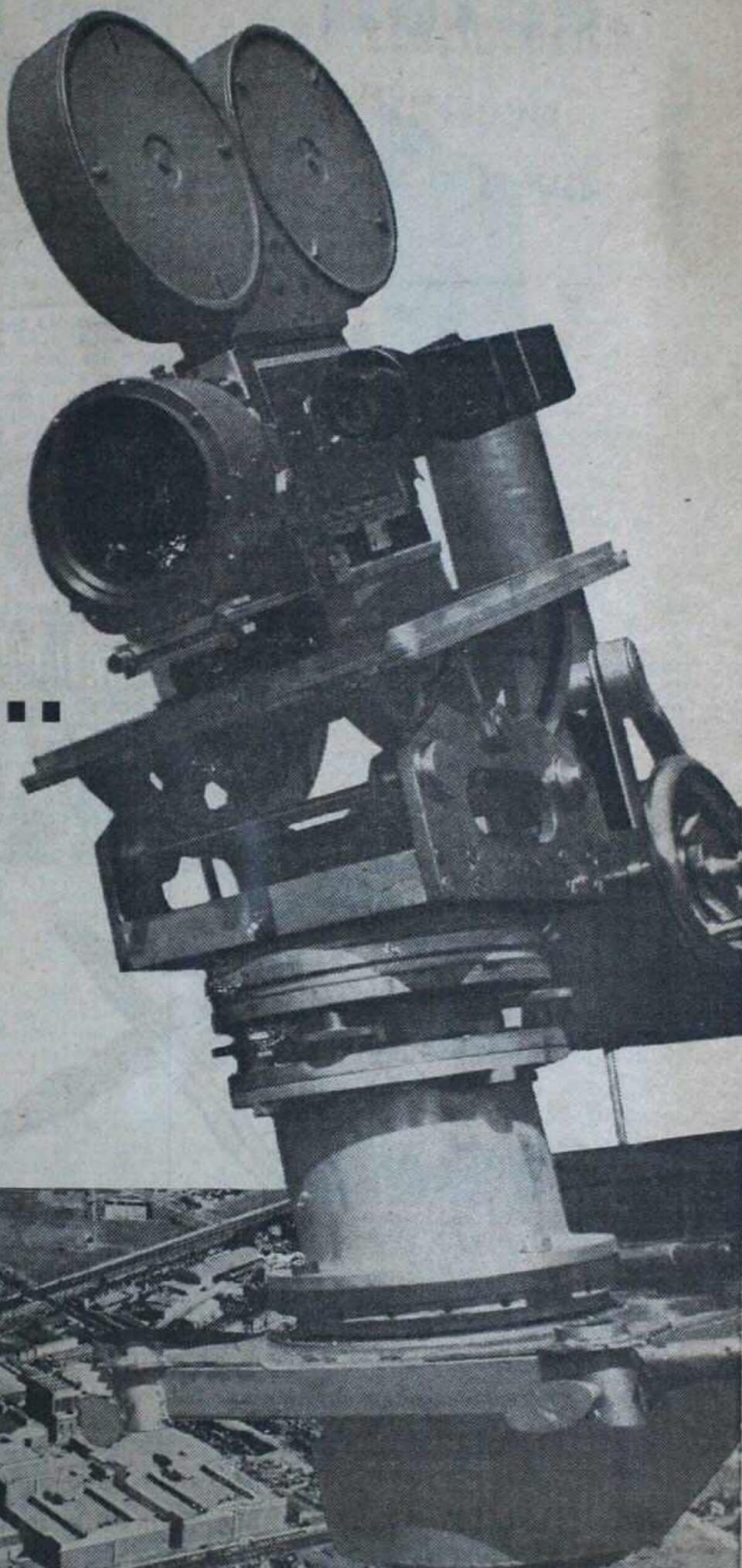


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ENlight 9-7777

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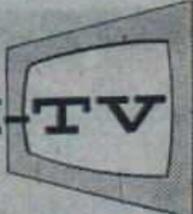
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## Jingle Spinning Is a Fine Art; Best Left to Successful Pro

By BERNIE ASBELL

The little man who, like a jockey, can whip a spot campaign home to a payoff or leave it lost in a field of competitors is the anonymous jingle writer.

While his end of the race—conception of the jingle and supervision of its production—represents a cost ranging from a few hundred dollars to perhaps a couple of grand, he rides the back of hundreds of thousands of dollars in time buys. His jingle, if it's an ear-catcher, sells the product; if it's a dud, the jingle, the cash outlay, the campaign—and perhaps the agency—go down the drain.

So critical and so ephemeral is the effectiveness of a TV jingle that top agencies are turning to Tin Pan Alley's most celebrated tunesmiths in the hope of coating the commercial with the luster of the hit song. Such talents as Frank Loesser, Hoagy Carmichael, Cole Porter, Harold Rome, Ogden Nash and the "My Fair Lady" team of Lerner and Lowe have been turned to the "song sell," either hard or soft.

The backbone of the craft, however, is still the anonymous (and frequently prosperous) professional jingle writer. The trend to the big name, in the opinion of one such professional, won't last. "A top song writer like Frank Loesser, this craftsman feels, 'has to have the world to dream by. He needs headroom. He'll never get used to getting '\$19.95' into the tune just as the sponsor wants it, or playing along with agency personalities and client politics. The agencies will have to come back to the successful prostitutes—that's us," he concludes cheerily.

Jingle creation is a highly developed craft and there aren't many practitioners who have mastered it. One who has is Larry Wellington of Chicago, who forsook a going career as one of radio's most active choral directors and arrangers in favor of penning and producing jingles. Among his credits are Slenderella, Helene Curtis, Swift, Quaker Oats, Dial Soap, Toni Home Permanent and Norge.

An agency calling in a man like Wellington needs to have made only one basic decision before doing so: How long is the commercial? One minute? 30 seconds? Or 10 seconds?

Very few musical messages will hold up for a full minute. Such commercials are usually broken up to include a 20-second jingle, 30 seconds of an announcer's pitch, followed up by a 10-second reprise of the jingle.

Once a full-minute commercial is prepared, however, the reprise might effectively be sliced off for use in 10-second spots, an inexpensive way (via "transference") of reminding the viewer of the whole commercial message.

The 10-second jingle, little more than a slogan set to music, has been notably effective all by itself. Two striking examples are "You wonder where the yellow went, when you brush your teeth with Pepsodent" and "You get a lot to like with a Marlboro—filter, flavor, flip-top box."

But the staple is the standard jingle, a verse of music with a few lines of spoken pitch for the 30-second spot. "Pepsi-Cola hits the spot," etc., is one of the classic examples. Sometimes the agency furnishes the jingle writer with the basic slogan, and just as often he is assigned the task of dreaming it up.

Since the jingle writer's skill is in making the message roll off easily, sometimes the inexperienced agency exec is fooled into thinking it really is easy.

"Our biggest competition," says Wellington, "doesn't come from other professionals. There aren't enough to go around. It's from the amateurs in the agencies themselves, particularly small ones."

The guy to watch out for, warns Wellington, is the client who says, with a vague smile, that he wants "something offbeat." The jingle writer, himself, always wants something offbeat. It's the only way he can make his product stand out. But the client is the problem. Recently he was asked by a freezer

manufacturer to come up with "something offbeat" for an outside food encasement. Wellington produced a merry jingle with a skiing motif, to suggest space, cold and a pleasant emotional response. By the time the client was happy, all the message conveyed was the cubic footage of the coldbox.

A prize example of an offbeat commercial is the series for Hamm's beer, which has no surface sell at all, or so it seems. There's just a pleasant taste illusion in the "The land of the sky-blue waters" picture and the tag, "Refreshingly yours."

"The less you say," Wellington holds, "the more the listener remembers."

But the client, for better or for worse, is a fact, and both the agency and jingle writer have to keep his personal prejudices in mind. To make matters more difficult, his musical prejudices must be kept in mind and they're not always easy to pin down. As an obvious example, the agency man who wants to cater to trend with a rock-and-roll treatment will hit a stone wall if his client is a starchy conservative, no matter how effective the message in the lyric.

Another stumbleblock is the method of demonstrating the musical idea to the client before serious production expenses are incurred. The obvious way—in fact, almost the only way—is to record a single singing voice with piano accompaniment. The record, of course, lacks punch. Too often, the client's musical imagination is too limited to conjure up the possibilities of a full-dress production. For this problem, there's no easy way out except effective salesmanship.

Usually, at this stage, the jingle writer-producer will set a speculation, or "spec" fee, pending acceptance by the client. He keeps it low because frequently the agency is stuck with this selling cost if the proposal flops. Once accepted, this fee is incorporated in the fatter writing-production fee.

*(Continued on page 22)*

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TPA TASK FORCE

# Commercial Caravan Will Work for Local Advertisers

The local advertiser in need of a TV film commercial is often led to the big city in search of quality and style that his local cameraman cannot provide. Without big-town quality in his TV commercial, his chances of making impact against network and regional competitors are minimized.

Now one New York outfit has set up an operation that will save those advertisers their carfare. Television Programs of America has organized a "Commercial Task Force" that will tour the country to produce commercials right on the local advertiser's home ground. Wally Gould, the Task Force's commander, says he will be able to produce commercials locally for no more than it would have cost the client to fly to New York.

The TPA caravan is due to hit the road this week, heading west. It will consist of a big truck and two station wagons, which will be carrying, in addition to Gould himself, a director, cameraman, assistant cameraman, electrician, property man, sound engineer, stage hands, lights, basic set elements and three 35mm. cameras.

The Task Force will be preceded by an advance man. He will hit

a town three days to a week before the caravan to arrange for studio space when necessary, hire talent and any other needed personnel and equipment, and set up shooting schedules.

### New York Service

The exposed film will be sent back to New York for processing and optical work. TPA is also setting up a storyboard and art service in New York for Task Force clients.

This studio on wheels has been a dream of Gould's for years. A movie and TV veteran, Gould wrote screen plays with Harry Langdon and for W. C. Fields and Laurel and Hardy. He wrote and produced the TV film series, "Beulah," one of the first situation comedies. He came over to TPA recently after heading the commercial department of Guild Films.

TPA had for a long time been worrying about the local advertiser's commercial message. Its salesmen had seen these local clients buy syndicated film shows that provided vehicles any network sponsor could be proud of, but when they got to the problem of the commercial more often than not they were stumped to come up with something worthy of their show. If

they couldn't find a package of open-end commercials suitable for their product, they had to resort to a live commercial produced by the station, which often would not tell their stories adequately. Or they did the best they could with a local 16mm. cameraman.

A road-show commercial operation has been talked about and tried before, Gould noted. He himself tried it years ago. But as far as he knows there has never been such a concentrated and well-organized effort.

Gould insists his Task Force will be able to produce any and every kind of commercial the client may want. He anticipates that a great part of his road work will be on location, since local advertisers

often like to use their own store, plant or office as background for their sales pitch. He also expects a lot of orders for running road shots and helicopter shooting.

### Studio Space

Where studio production is required, the advance man will sign up space. "I'm not worried about finding studio space out on the road," says Gould. "Virtually every city in this country has a film studio of some kind or space that will serve. The fact that the stages we can get may be small is only a minor handicap because if you know how, you can produce a good scene in a phone booth if you have to."

"We'll keep the caravan out on the road as long as it takes to complete all the business we sign up. The TPA sales force is peddling the service to our syndication sponsors right now. There's been a terrific need around the country for a complete working production unit like this. I think there's enough business waiting to keep us out there indefinitely."

## Cartoon Does It

Continued from page 14

-P. J. Tootsie and Bert and Harry Piel.

P. J. Tootsie, the Candy King, was created by Terrytoons to sell Tootsie Rolls for Sweets Company of America. The campaign of three one-minute spots was directed mainly to children. According to an independent survey of youngsters, the commercials rated as high as the entertainment on the same program. Mr. Tootsie was quickly identified as "The Candy King."

The flamboyant executive, P. J. Tootsie, is intent on selling his product in each spot. His techniques are so exaggerated that they amusingly spoof the sales attitude of an advertising executive. Everytime P. J. Tootsie repeats the slogan, "Everybody loves me, because I make Tootsie Rolls," he gets a firm plug for his product.

## Spring Slump Spurs Diversity

Continued from page 16

will undoubtedly start moving again in due time, but then it will probably be a worse rush than ever before.

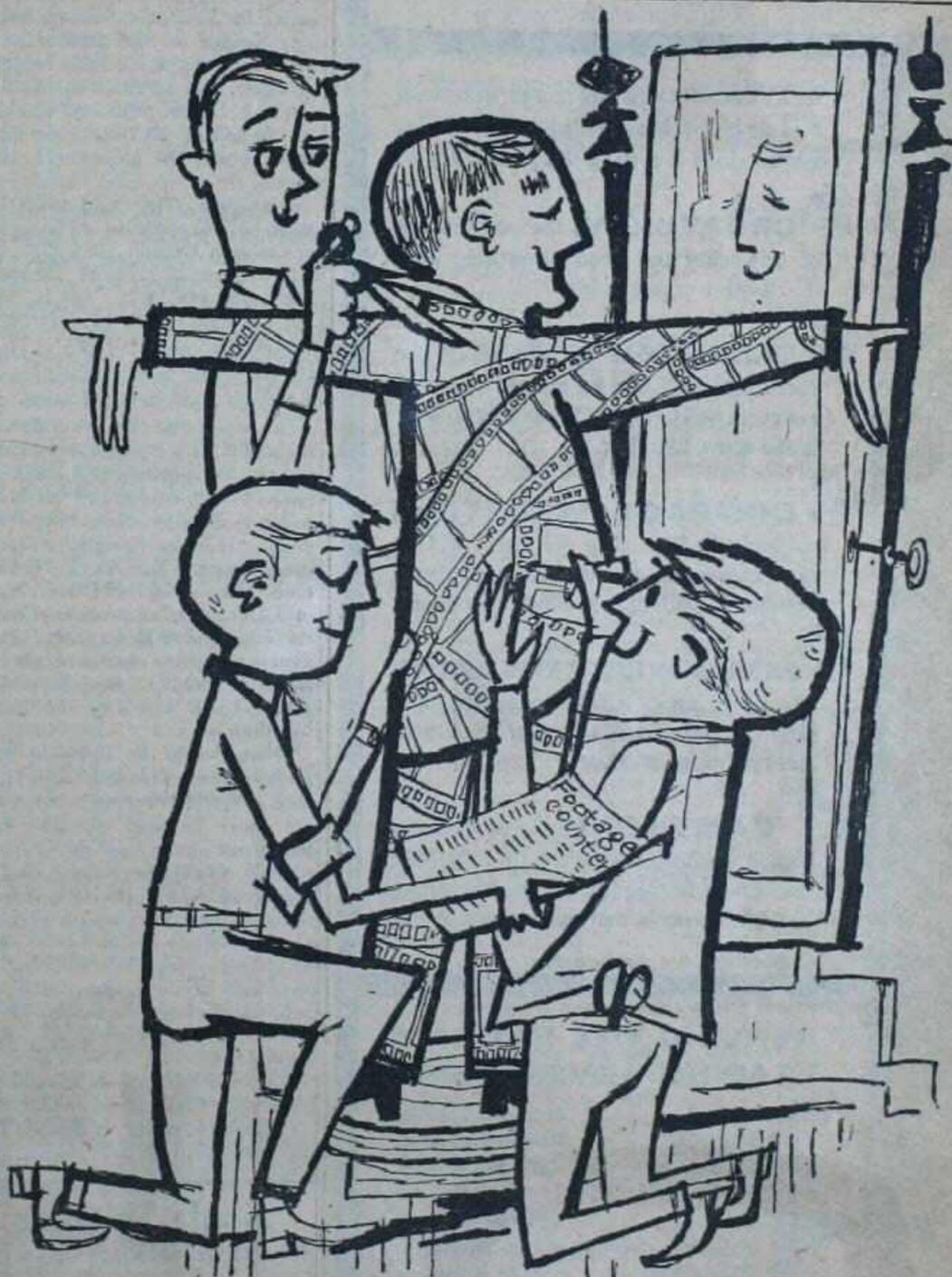
Agencies don't seem much concerned about the situation. But for producers the increased severity of the usual feast-or-famine pace is most critical.

Many smaller and marginal operations may be driven out of business. For the larger studios the present slump seems to point up the value of diversification. When commercial business dries up, the studios must have something else to keep them busy or else their overhead can fall in on them.

And this indeed has been the

trend. Transfilm, which has always been a highly diversified operation, seems to be doing quite well right now, its industrial film production humming along, and space expansion imminent. But it is planning to get into program production. Robert Lawrence, which for its first few years was strictly a commercial house, got into the industrial field only recently when it absorbed Loucks-Norling Studios. Filmways, which was originated as strictly a commercial operation, is making serious plans to get into other areas of film-making, including features.

In all probability, the fit firms that survive this crisis will come out even fitter.



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## PACE-SETTING

### FILM COMPANY

In TV commercials and shows, industrial and public relations films, Fred Niles Productions is setting the pace with



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**HOLLYWOOD DIVISION**, also operating as RKO's animation unit. Creating and executing animated custom and syndicated spots.



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#### SERVING THE NATION'S LEADING ADVERTISERS

|                  |                        |
|------------------|------------------------|
| Kraft Foods      | Proctor & Gamble       |
| Johnson's Wax    | Colgate-Palmolive      |
| Campbell's Soups | Swift & Company        |
| Standard Oil     | Admiral Corp.          |
| Pabst Beer       | Quaker Oats Co.        |
| Kellogg          | American Dairy Assn.   |
| Wilson & Co.     | Aunt Jemima            |
|                  | Corn Products Refinery |

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Films for theatre, TV and industry

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In Hollywood: RKO-Pathe Studios, Culver City

## Thompson Testing

Continued from page 16

ing, props and costumes and rest at all limited to fashion in the sense of clothing models.

Raphael's staff began working in color in 1952 and, tho Lux has gone all-color and live commercials have headed that way at a fast rate, Thompson today is producing a maximum of 10 per cent color commercials. The figure is expected to rise steadily, of course, but Thompson's painstaking approach to experimentation reflects the watch-and-wait attitude of most advertisers in TV.

A special arrangement with Filmways, Inc., provides 16-hour service to two Thompson clients, Ford and Eastman Kodak. Filmways files all commercial footage shot for these two sponsors, and edit any scenes together into a new commercial in record time.

The famous tabletop demonstrations nurtured by Thompson are an example of the live commercial operation's policy of fitting the method to the need. Originally created for Kraft, the close-up technique began on the studio floor and has never risen to table height. Currently, the Kraft commercials, of which 14 are produced weekly in a period of 20 hours, use surfaces about 18 inches off the ground.

In charge of the back-breaking schedule of putting the '4 on camera between Wednesday night and Thursday afternoon is Harry Herman, radio-TV veepee, whose 11-year stint for Kraft has included drama direction. Two of the original ladies still employ their hands in today's food demonstration.

The processing of a live commercial begins with copy (three weeks), leads to the permanent kitchen at NBC-TV (two weeks) and winds up in the studio for colorcasting (one week). It is an accepted miracle that "Medical Horizons," "Queen for a Day," Gary Moore, "Lux Video Theater," Tennessee Ernie, "Art Linkletter's Houseparty," Bob Crosby and other regular shows are dovetailed into a schedule which features such a job as the Kraft marathon.

"It can only be done by old hands, no pun intended," says Herman. "The staff for such an operation must be tried, familiar and permanent, including the camera crews." Thompson, incidentally, has a smaller turnover of employees than the average agency. Clock watchers would not be happy at this office. "We feel that to be proud of our commercials requires a kind of no-nonsense dedication to improvements," says Raphael.

The Workshop tests everything from pilot films to the embossing on a paper napkin. It offers a living storyboard to advertisers.

## Jingle Spinning

Continued from page 20

Frequently, this "spec" fee is \$100 or less.

Then the jingle writer auditions and selects the talent and supervises the sound recording. Storyboard and visualization, as a rule, remains inside the agency art department. It's a mistake, Wellington feels, for an agency exec to take over the sound supervision. It takes a musician to draw the best out of musicians and singers. Even with a sparkling jingle, a so-so performance will make it lay an egg.

The client who watches a clock in the sound studio may lose infinitely more than he saves in trying to chop an hour off studio time. For the few dollars he saves in such false economy, he imperils the impact of his multi-thousand-dollar expenditure for station time.

## Don't Needle the Competition

Continued from page 13

unit pounced on the false claim, saying that none of the products "is an adequate, effective or reliable treatment" for the ills they claimed substantially to correct.

So much for the negative. Here's the FTC's own definition of the positive about puffing vs. false claims: "Permissible puffing would be to exaggerate the qualities a product has, while illegal advertising would be to claim for a product any qualities which it does not have."

The producer of broadcast commercials is warned that he is getting out of bounds when he "does not simply magnify an opinion which he has (about the good qualities of the product), but goes on to 'invent advantages and falsely assert their existence.'"

### No Decoy Deals

In the broadcast bait-switch area, the FTC monitoring unit went after a number of affiliated firms offering fantastic come-on bargains in storm doors and windows. Not only were the bargain offers purely decoy for more ex-

pensive goods—even the product puffing was not justified by the allegedly poor quality of the equipment offered at the bargain rate. Ads for rotisseries have been rapped for the same bait-switch offense on TV.

The "white coat" crackdowns of the monitoring unit led many in the trade to feel that the medical vignettes might have to go. On the contrary, unit chief Scott notes that using a white coat in a TV ad is an inoffensive gimmick—provided the commercial is not pitched to show endorsement of the entire medical profession, contrary to facts. Some medications advertised on the air are actually substantially endorsed by the medical profession as a whole—so long as they're within the boundaries of a legitimate pitch. If the monitoring unit determines this to be the case, showing a doctor or dentist in connection with the product would not bring complaint.

However, if the unit finds that only a few of the profession can be found who endorse the product—out goes a complaint on the implications in the "white coat" ad. The coat can still stay, if the commercial specifically points out that this man is not speaking for the 150,000 doctors in this country.

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# TV Commercials in Production

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

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

(Continued from last week)

| Sponsor, Product & Agency (Show, if any)                                    | No. (Seconds)          | Type (C-Color) | Commercials Producer   |
|---|------------------------|----------------|------------------------|
| <b>DRUGS AND TOILETRIES</b>   |                        |                |                        |
| <b>Drugs and Remedies</b>   |                        |                |                        |
| Block Drug, One/Two Sleep, Grey   | 1 (60)                 | LA, FA, M      | Transfilm              |
| Whitehall, Anacin, Ted Bates  | 1 (60)                 | LA, FA, SE     | Transfilm              |
| Iso Aspirin, International Latex  | 2 (60)                 | LA, SA         | Van Praag              |
| Plough, Inc., Musterole   | —                      | —              | —                      |
| Lake-Spiro-Shurman  | —                      | NA             | Sarra                  |
| Vick Chemical, Cough Drops, Morse   | —                      | —              | —                      |
| Intal, (Jonathan Winters)   | 1 (60)                 | LA             | Majestic               |
| Vick Chemical, Vaporub, Morse, Intal  | 2 (60)                 | LA             | James Love             |
| Carter, Lactesia, Ted Bates   | 2 (60)                 | LA             | Robt. Lawrence         |
| Whitehall, Anacin, Ted Bates  | —                      | NA             | Film Creations         |
| Bromo Seltzer, Lennen & Newell  | —                      | NA             | Elliot, Unger & Elliot |
| <b>HOME BUILDING</b>  |                        |                |                        |
| <b>Household Furnishings</b>  |                        |                |                        |
| U. S. Rubber, Koylon Mattress   | —                      | —              | —                      |
| Fletcher D. Richards (Navy Log)   | 3 (60)                 | LA, FA, SE, J  | Transfilm              |
| Royal Bedding, Sofa Beds, Mattresses, Dubin, Feldman & Kahn (Dr. Christian) | 1 (60)                 | LA             | Dubin & Feldman        |
| <b>Appliances, Household Equipment, Supplies</b>                            |                        |                |                        |
| General Electric, BBD&O   | 1 (50)                 | FA             | Academy                |
| Sylvania, J. Walter Thompson  | 1 (35)                 | FA             | Academy                |
| General Electric, Young & Rubicam   | 1 (50)                 | SA             | Academy                |
| Southern Union Gas, Refrigerators, Air Conditioning                         | 2 (60)                 | SA             | Keitz & Herndon        |
| O. A. Sutton, Vornado Air Conditioners, Lago & Whitehead                    | 1 (40)                 | FA             | Keitz & Herndon        |
| Jones-Blair Paint, APR Paint, Rogers & Smith                                | 1 (20)                 | SA             | Keitz & Herndon        |
| Motor Wheel, Duo-Trim Mower, Young & Rubicam                                | 1 (60)                 | LA             | Hal Roach              |
| E. I. du Pont de Nemours, House Paint, BBD&O                                | 3 (20)                 | LA             | Transfilm              |
| U. S. Rubber, Amazon Hose, Fletcher D. Richards (Navy Log)                  | 1 (60)                 | LA, FA, J      | Transfilm              |
| Western Auto Supply, Appliances, Bruce B. Brewer                            | —                      | NA             | Wilding                |
| Aluminum Co. of America, Fuller, Smith & Ross                               | —                      | NA             | Wilding                |
| RCA Whirlpool, Kenyon & Eckhardt  | —                      | NA             | Wilding                |
| U. S. Steel, Kitchens, BBD&O (U. S. Steel Hour)                             | 1 (150), 1 (60)        | LA (C)         | Vidicam                |
| RCA Whirlpool, Kenyon & Eckhardt (Perry Como, Producers' Showcase)          | 2 (90)                 | LA (C)         | Van Praag              |
| Aluminum Co. of America, Water Heaters, Fuller, Smith & Ross (Alcoa Hour)   | 1 (145)                | LA             | TV Graphics            |
| General Electric, Brown   | 1 (60)                 | FA             | Soundac                |
| Montgomery Ward, Paint  | 1 (60), 1 (20)         | FA             | Fred Niles             |
| Sylvania, Light Bulbs, J. W. Thompson                                       | —                      | NA             | MPO                    |
| Westinghouse, McCann-Erickson (Studio One Summer Theater)                   | 4 (35)                 | LA             | James Love             |
| Harrison Air Conditioning, D. P. Brother (Wide, Wide World)                 | 2 (90)                 | SA             | Robt. Lawrence         |
| Westinghouse, Micarter, McCann-Erickson (Studio One)                        | 1 (90)                 | LA             | James Love             |
| Portable Mixer, McCann-Erickson (Studio One)                                | 1 (20)                 | LA             | James Love             |
| Fry-Pan, McCann-Erickson (Studio One)                                       | 1 (20)                 | LA             | James Love             |
| Mixer Mates, McCann-Erickson (Studio One)                                   | 1 (20)                 | LA             | James Love             |
| Royal McBee, Typewriters, Young & Rubicam (Playhouse 90)                    | 2 (60)                 | LA             | Sound Masters          |
| Falls Mower & Roto Clipper, Lawn Mowers, Gourfain-Cobb                      | 2 (45)                 | LA, SM         | Filmack                |
| Norge Appliances, Donahue & Coe   | 1 (08)                 | S              | Filmack                |
| Hudson Pulp & Paper, Napkins, Norman, Craig & Kummel                        | —                      | NA             | Film Creations         |
| <b>Radio, TV Sets, Phonographs</b>  |                        |                |                        |
| RCA, TV Sets, Kenyon & Eckhardt (Perry Como, Producers' Showcase)           | 2 (30), 2 (60), 1 (90) | LA (C)         | Van Praag              |
| Westinghouse, TV Sets, McCann-Erickson                                      | 1 (60), 1 (50)         | SA             | Van Praag              |
| General Electric, Portable TV, Young & Rubicam                              | —                      | NA             | MPO                    |
| Admiral, Remote Control, Henri, Hurst & McDonald                            | 1 (50)                 | LA, SA         | Colmes Werrenrath      |
| Hi Fi TV, Henri, Hurst & McDonald   | 1 (50)                 | LA             | Colmes Werrenrath      |
| TV Portables, Henri, Hurst & McDonald                                       | 1 (50)                 | LA             | Colmes Werrenrath      |
| <b>Household Soaps, Cleansers, Polishes</b>                                 |                        |                |                        |
| Johnson's Wax, Pride, Needham, Louis & Brorby                               | 2 (60)                 | FA, LA         | Academy                |
| Procter & Gamble, Cheer, Young & Rubicam                                    | 1 (60)                 | FA             | Academy                |
| Simoniz, Floor Wax, Young & Rubicam   | 2 (60)                 | LA, SE         | Hal Roach              |
| Procter & Gamble, Cheer, Young & Rubicam                                    | 1 (60), 1 (40)         | LA             | Vidicam                |
| Linco Productions, Linco Bleach, Henri, Hurst & McDonald                    | 2 (20)                 | FA             | Shamus Culhane         |
| Faultless Starch, Bruce B. Brewer, Fred Niles                               | 3 (60)                 | FA             | Fred Niles             |
| Procter & Gamble, Comet, Compton  | 3 (60)                 | LA             | Robt. Lawrence         |
| Glamour Products, Easy Glamur, Grey   | 2 (55)                 | LA             | Robt. Lawrence         |
| Procter & Gamble, Tide, Benton & Bowles                                     | 1 (60), 1 (20)         | LA             | Robt. Lawrence         |
| Sno Bol, Cleaner, United States Advg.                                       | 1 (60)                 | SM             | Filmack                |
| Procter & Gamble, Oxydol, Dancer, Fitzgerald & Sample                       | —                      | NA             | Elliot, Unger & Elliot |
| Procter & Gamble, B13, Dancer, Fitzgerald & Sample                          | —                      | NA             | Elliot, Unger & Elliot |
| Oakite Cleaner, Calkins & Holden  | 3 (60), 1 (20)         | LA             | Lus-Brill              |
| <b>APPAREL</b>  |                        |                |                        |
| <b>Apparel, Footwear, Accessories</b>                                       |                        |                |                        |
| Barneys, Men's Clothing, Emil Mogul   | 5 (20)                 | LA             | Peter Elgar            |
| Warner Bros., C. J. LaRoch  | 1 (60)                 | LA             | Hollywood              |
| Air Step, Shoes, Rutledge & Lilienfeld                                      | 1 (300)                | (C)            | Kleiman                |

## COX REPORT

### Senate Hits Must-Buy, Option Time

Continued from page 3

only arise if it were "conclusively" shown that the nets exercise their "undoubted power" of crush competition and force advertisers to accept net-owned programming. Cox hopes FCC network study will give "sound conclusions" on this angle. He recommends continued watchfulness by Justice and the FCC, with special attention to any complaints received by independent programmers and stations, and local advertisers that nets are exerting pressure.

One remedy suggested for net dominance in programming would have FCC consider a rule barring network buys of interest in independent programming or limiting the amount of participation deals they could make.

Another method would be to limit the amount of prime time given to "any one program source" during course of a year. (75 per cent was figure set by independent station owner Dick Moore during hearings, and quoted in the report.)

#### Warns of 'Dodges'

To be on the safe side, the report warns that FCC would have to see to it that "informal understandings" didn't accomplish the same results as the outlawed "formal contracts" for option time between net and affiliate.

The report points out that wherever the independent programmer gains, the independent station owner, the local and regional advertiser and the public also gain by improved program competition, and the opening of better hours to non-network buys. A further good result would be to halt the slide of independent film

## NTA Places TCF 'Hour' on Block

NEW YORK—The deal for the "20th Century-Fox Hour" films last week puts NTA now in the odd position of competing briskly with itself.

About 10 of the titles in the 37-episode package of hour-long films, which General Electric and later Revlon originally sponsored on CBS, are actually scaled-down remakes of major features already being handled by NTA's "Premiere Performance" film web.

These include "Five Fingers" (done on TV as "Operation Cicero"), "Laura," "Miracle on 34th Street," "Sitting Pretty" (done on TV as "Mr. Belevedere"), "The late George Apley" and "Oxbow Incident."

NTA hopes to duck the problem by selling the Fox hour-long films, including 20 new ones still to be lensed, as a budget-priced daytime drama strip on the NTA film network. Failing quick advertiser acceptance, it is likely to be launched in straight syndication.

NTA's Oliver Unger plans to scramble up the package so that

syndication toward cheaper product. The film packager can't invest heavily in better shows unless he is assured of wide clearance, which is now "blocked off" by net option time.

Re net's insistence that they are entitled to the protective practices, the report concludes: "When any business interest contends its service is so charged with the public interest that it must be preserved and that this requires protection against competition — it is getting perilously close to seeking the status of rigid Government regulation."

the first-year, second-year and new group of 20 shows will be evenly distributed as to age over two 52-week cycles, including summer repeats. This, however, does not solve yet another problem with the hour-long properties: What's to be done in the vacuum created by knocking out the 10-minute segments of the original series in which emcee Joe Cotten was giving backstage "previews" of upcoming 20th-Fox films? NTA execs are mulling several possible solutions, but no one's found the right answer.

Sale of the package to sponsor this fall will give viewers a three-way choice of at least one property. There is the original feature version of "Broken Arrow," expected to make the TV rounds soon. There is the cut-down version in the TV series, with Ricardo Montalban and Rita Moreno. Finally, for viewers who can't get enough, there is the "Broken Arrow" network half-hour film series on ABC-TV.

## NEW DIVISION

### Commercial Films Set By WCAU

PHILADELPHIA — WCAU Stations started a new division for the creation and production of commercial films for television. Charles Vanda, vice president in charge of TV, will supervise the new division, to be called the WCAU Commercial Film Production Division.

"Our new film unit," said Vanda, "will answer a need long felt by Philadelphia advertising agencies, who have had to depend on New York and Hollywood for adequate commercial films. With our technical experience, talent, and facilities, we can cast, set, film, record, and edit all films and preview them over closed circuit television in both black and white, and in color. This will mean considerable savings, in both time and money, to the agencies and to their clients."

Assisting Vanda in the new operation are Jerome B. Samuelsohn, producer-director at WCAU-TV, and John J. Burke, a veteran of 21 years in cinematography, holder of seven major awards in national and international film competition. George G. Steele Jr., formerly of the WCAU-TV sales staff, is sales representative.

The WCAU studios, on the fringe of Philadelphia, are considered the most complete broadcasting center outside of Television City in Los Angeles. Its sound stages are capable of handling a full-length Hollywood feature, and did "The Burglar," recently released, starring Jayne Mansfield and Dan Duryea, was filmed there.

All new equipment, including the latest developments in sound camera and laboratory facilities, has been acquired by WCAU in preparation for the new division. In addition, three studios have been set aside for film production each with its own soundproof control room; complete facilities for screening "rushes" on either negative or positive film in black and white or color; the most complete art and scenic department of any station here; and the same crews that design and build the sets used on WCAU-TV. Also available are the complete staffs of writers, directors, producers and promotion personnel of the stations, plus the on-the-air talent. Specialist performers can be secured thru WCAU's outside-talent section.

## COMMERCIAL CUES

### HAMM SPOTS TOPS

Viewers love those Hamm Brewing spots. For the fourth time in eight ARB surveys, the regional beer firm's film commercials, produced for Campbell-Mithun Agency, have landed in the top spot in "Best Liked Commercials" list.

ARB's May checkup rated another regional beer in second place: Pils. Both accounts, altho not seen nationally, piled up enough votes to hit top spot on a national basis.

Newcomers to the list include Swift, S&H Stamps, Budweiser and Falstaff, all appearing for the first time. Kleenex made a major jump, moving from 17th spot in March to 12th in May. Data came from a special question in ARB diaries of the week of May 6-12. Figure at right represents percentage of commercial mention.

1. Hamm's Beer ..... 7.0
2. Pils Beer ..... 6.4
3. Dodge ..... 6.1
4. Chesterfield ..... 4.4
5. Ipana ..... 3.7
6. Jello (Chinese Baby) 3.0
7. Alka Seltzer ..... 2.0
8. Ford ..... 1.8
8. Schlitz ..... 1.8
10. Winston ..... 1.7
11. General Electric ..... 1.5
12. Kleenex ..... 1.4
13. Swift ..... 1.2
13. Kraft ..... 1.2
13. L&M ..... 1.2
13. S&H Stamps ..... 1.2
13. Tide ..... 1.2
18. Lucky Strike ..... 1.1
18. Bardahl ..... 1.1
20. Budweiser ..... 1.0
20. Falstaff ..... 1.0

### WITHIN THE CODE

A survey of TV stations which subscribe to the Television Code

SELL YOUR PROSPECT WHEN HIS MIND IS ON

TV PROGRAMMING—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.

## The Billboard Scoreboard

### SPORTS HIGHLIGHTS

# 'Big Moment' Has Winning Formula

By LEON MORSE

**The Big Moment**  
Sportscaster, Bud Palmer. Producers, Saul Turrell and Harry Roberts. Co-sponsors, American Tobacco and Ralston Purina thru Sullivan, Stouffer, Cobwell and Baytes and the Gardner Agency.  
NBC-TV, Friday 9:30-10, reviewed at a special screening.

The American Tobacco Company has scored a bulls-eye with its summer show, "The Big Moment." The film program, which consists of highlights of the last 27 years of sports activity, is a

### Kingdom by the Sea (Local)

Written, produced and narrated by Nelson Olmsted. Production by WRCA-TV local staff.  
(WRCA-TV, 1-1:15 p.m., EDT, June 23.)

In Leon Pearson's three-week absence from his regular viewing chores, Nelson Olmsted is filling this Sunday-afternoon slot with a modest but entertaining variation of the old-fashioned lecture accompanied by slides.

Kick-off segment had Olmsted retelling the famous hoax perpetuated on the New York Sun by Edgar Allan Poe, who made the front page with a phony interview with the balloonists who supposedly crossed the Atlantic. Smooth video accompanying Olmsted pictured the paper's front page, artwork of the balloon, Poe as a young man, his child bride, and so on.

Olmsted wrapped up with a brief review of Poe's later life, his decline, and the little cottage in the Bronx—his "Kingdom by the Sea"—where he lived, bringing in strongly the New York tourist possibilities of an interesting visit, and wound up with a reading of Poe's "Annabel Lee."

Charles Sinclair.

### Climax! (Net)

CBS-TV, Thursday (27), 8:30-9:30 p.m., EDT (Caught again).

For sheer drama there's nothing better than a good legal trial, and "Climax!" came up with a whopper—brilliantly acted and directed for suspense, empathy and overtones. The military trial of Captain Wirz, head of the infamous Andersonville jail during the Civil War, was condensed into an hour with clarity and insight.

Saul Levitt's script had great impact, tho its ending, as if to answer "The Caine Mutiny," offered the questionable moral that conscience should make even wartime soldiers disobey their superiors. Charlton Heston, as the prosecutor; Everett Soane, as Wirz, and Harry Townes, as the defense attorney, headed an excellent and large cast, with Philip Pine and Robert Burton outstanding in small roles.

Ralph Nelson's debut as producer of this particular series was of the highest quality and, except for occasionally confusing dissolves, Don Medford's direction brought the script to pulsing life. It was an auspicious departure from the regular "Climax!" formats.

Bob Bernstein.

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

well-produced, interesting show that should draw big audiences.

It includes something of interest to virtually every sports lover. And it offers not only record-breaking events, but also a great deal of the pathos, the humor and some of the novelty of the world of athletics. Among the highlights of the show were Bobby Thompson's homer in 1951 to win the pennant for the Giants, Roger Bannister's win over John Landy in the "Mile of the Century," the Scabiscuit-War Admiral match race in 1938, and Pancho Gonzalez's win over Ted Schroeder in 1949 at Forest Hills.

For humor, viewers saw a boat with a helicopter blade attached soaring 100 feet over a lake. For drama, there was Jim Peter's inability, drugged as he was with fatigue, to find the finish line of the marathon races at the British Empire Games in 1954. Bud Palmer handles the sports commentary well. It might be advisable to move Palmer out of the office locale and on to various sports locales to maintain the mood of the show.

### Francesca (Local)

Produced by Lux-Brill for Foster Parents Plan. Executive Producer: Richard S. Dubelman. Cast: Non-professionals.  
(WRCA-TV, 1:30-2 p.m., EDT, June 23.)

Many a filmed documentary handed free to telestations could give the commercial program producers something to think about in lensing their half hours for network or syndication. "Francesca," used as a Sunday-afternoon one-shot filler, is such a documentary.

In essence, it is a sort of latter-day Cinderella story minus the wicked stepmother, taking place in an impoverished Italian village some 25 miles from Rome. The unidentified little Italian girl portraying "Francesca," a poor, lonely wail with a sick mother and no father, is memorable for her gaunt little face, huge brown eyes and fierce air of defiance.

The tragically simple pleasures and ever-present hunger in her fight merely to exist were skillfully woven by producer Dubelman into a compelling problem. The "message" of the film—how the Foster Parents Plan helped Francesca and her mother—therefore becomes a matter of vital interest. The "sell" is minor but memorable: "There are thousands of Francescas waiting. You have but to reach out to one." Charles Sinclair.

### Call for Help (Local)

Host, Verne Williams. Executive producer, Ray Hubbard. Producer-director, George Moyadian. Assistant to producer, Mrs. Jane Cousin. Program consultant, Mrs. Jane Nagle. Participating sponsors, International Latex and Westinghouse Electric.  
(WBZ-TV, Friday (21), 9-9:30 p.m. Mon. thru Fri., EDT.)

A good deal of fun as well as help seems to be generated by this month-old quiz-audience participation program wherein viewers can assist needy persons and at the same time win prizes for themselves. The format somewhat follows the "Queen for a Day" type, gives two participants each day a chance to acquire something deemed worthy.

Viewers, called in advance, answer questions arranged in blocks which spell out "Call for Help." The correct answer carries an amount which is contributed to

### Outlook (Net)

NBC-TV, 5:30-6 p.m. EDT, June 23 (Caught again).

NBC-TV is overlooking a bet in not throwing more of its weight behind "Outlook." The news feature show has been continuously reslotted on Sunday afternoons and has never gotten the budgetary support that some of the class public service stanzas get on CBS-TV.

It's a pity because the potential is there. Chet Huntley, the moderator, can rate with the best in the business. He's a personable news man who has authority and knows what he's talking about. The feature program is now also using Marya Mannes for commentary on various subjects. This handsome lady proves that intellectuals don't have to be stuffy and she, too, rates a bigger buildup. Her discourse about the tendency of American wives to domesticate their husbands was a pointed verbal essay.

Also of great interest were two other features. The first was about William Randolph Hearst's San Simeon estate recently taken over by California. The gargantuan ego, and the munificent aesthetic tastes of the millionaire newspaper publisher were indicated in the brief filmed trip around the grounds. The last segment of the show was devoted to an interview with Gunter Fishman and his wife, both of whom were in concentration camps. Here was where Huntley's commentary took over to give significance to their horrible experience. Leon Morse.

### Dollar a Second (Net)

Cast: Host, Jan Murray. Produced by Budd Granoff. Directed by Phil Levens. Sponsoring.  
(NBC-TV, 9:30-10 p.m. PDT, June 22.)

The day when a television quiz program can make fools out of its contestants, and get away with it, appears to have pretty well passed into history, or at least into daytime programming. "Dollar a Second," which is merely a different version of "Truth or Consequences," came waddling onto the summer stage last Saturday like a sleepy-eyed dinosaur wondering what commotion had broken its eternal rest.

The show dresses its contestants like circus clowns, makes them toot tubas, explodes bombs over their heads, squirts whipped cream in their eyes and, in general, makes them look as ridiculous as possible. For 10 minutes of inanity they're paid well, but they don't seem to like it, and this viewer didn't either.

Emser Jan Murray puts out a line of glib patter and keeps the show moving at a fast pace. His personality would seem to be ideally suited for daytime television, and middle-aged housewives would probably love him.

As a matter of fact, the entire quiz is one which might do very well in daytime TV. As far as nighttime viewing is concerned, tho, it's strictly a throwback. Oh well, summer can't last forever. Bob Spielman.

the studio participant. A jackpot also is built up for the viewers and and at this showing, a woman took a \$400 accumulated jackpot for answering "Cromwell" to the question, "Who was the first and only commoner to rule England?"

Participants come from all walks, for many reasons. Some want the usual things for themselves, others are interested in helping institutions. Verne Williams keeps a good pace to the show and is sympathetic without being patronizing. With all too few local "live" shows in the area, this one should hold the attention of the housewife bent on having a bit of fun and helping others. Cameron Dewar.

### NETWORK REVIEW

## SG's 'Mystery Theater' Second-Rate Hitchcock

By BOB SPIELMAN

**George Sanders Mystery Theater (Net)**  
Cast: Host, George Sanders. Don Haggerty, Dorothy Green, Paul Petersen. Written by Leonard Lee. Produced and directed by Fletcher Markle. Sponsored by Fabsi Brewing Company.  
(NBC-TV, 9-9:30 p.m. PDT, June 22.)

Screen Gems cast George Sanders as a sort of dilettante's Alfred Hitchcock in its "Mystery Theater" series and, as in most imitations, the result turns out only second-rate. One reason may be that Sanders' writers use a broadaxe where Hitchcock's apply a rapier, and the host appears, therefore, to be not really clever, merely superficial.

In the opener a retired sea cap-

### Passport (Local)

Filed, produced and narrated by Richard Joseph. Travel Editor of "Esquire," with WRCA-TV local staff.  
(WRCA-TV, 1:15-1:30 p.m., EDT, June 23.)

Altho Dick Joseph lacks the suavity of a Burton Holmes in the Joys of Travel Department, the "Passport" series is a neat capsule aimed at the growing number of New Yorkers who take their holidays anywhere in the world.

Program viewed dealt mainly with some Joseph-lensed silent footage (which he narrated ad lib.) of the new French jet airliner, the "Caravelle." Shots showed it landing, taking off and interiors of the cabin in flight, as well as shots of New York's Idlewild and Chicago's O'Hare fields during a demonstration (for the press) flight. Filming was in the advanced-amateur category, but caught some of the speed and swiftness of the new French contender here on a visit.

Show concluded with a quick interview with Bob Jones, Traffic Procedures Officer of BOAC, which touched lightly on the hot potato subject of crowded U. S. airports, jammed customs sheds, slow handling of luggage. The jet age of airline travel, Joseph and Jones agreed, will mean that key cities will have to overhaul their airports for faster passenger processing, a sentiment any air traveler will echo. Charles Sinclair.

## NTA to Peddle Latin Package

NEW YORK—The increasingly profitable Latin-American market is being eyed by National Telefilm Associates, which is sending Samuel Gang on a sales swing of a dozen countries starting next week. For the first time in overseas syndication in that area, Gang will be selling a package of feature films subtitled in Spanish, as well as a Hispanic-dubbed version of "Sberiff of Cochise" and cartoon shorts.

The subtitled features will include three NTA bought recently from Stanley Kramer's indie firm—"High Noon," with Gary Cooper, "The Men," with Marlon Brando, "Cyrano" with Jose Ferrer. Other features NTA hopes to sell south of the border are "Armored Attack," "Good Sam," two feature-length cartoons, and the films made originally in the Rainbow-Paramount deal.

NTA has already scored foreign sales in other areas. "Cochise" has been sold to commercial video in Britain, and is on the air. And Paramount shorts have been sold in Portugal, Australia, Cuba, Puerto Rico, Belgium and Japan.

tain has married the wrong girl. She's all for sending him to Davy Jones' locker. The nearest approximation handy is a self-service elevator and, with precision that would do justice to a bombardier, the little gal traps him between the second and third floors by pulling a fuse.

Just what this is supposed to accomplish is never completely explained, but the captain (Don Haggerty) promptly pushes the panic button. This doesn't get him anywhere, so he starts pushing the emergency button.

Having previously taught a youngster next door to read Morse code, he sends a message in Morse at some 18 words per minute. As an ex-radio operator this reviewer is of the opinion that the message the captain sent was not the one the audience got, and that, no matter what it was, a young boy would not have been able to read it at that speed. This might be considered a minor point, except that it was the gimmick the whole story was built around, and if the elevator had had as many holes as the plot, the captain would have had no trouble escaping.

About halfway thru these proceedings Sanders remarks: "This is too much. I can't bear to watch any more." Many viewers may have had the same feeling.

### NEW SYSTEM

## ARB to Test 'Total Area' Of Markets

NEW YORK—American Research Bureau has a new rating gimmick to bridge the gap between the size of audiences in a city's metropolitan area and what goes on within the much larger marketing area of any major TV outlet.

ARB will now do its local-level TV measurements within a "television market area," rather than within specific station coverage areas. Each of these "market" divisions will include all counties in which stations claim effective coverage. Practical effect of the move will be to report the behavior of programs in terms of "total audience delivered."

These area surveys will be conducted at the same time as the usual ARB metropolitan surveys and will be published separately.

However, in the "total area report," a program's metropolitan area rating will also be listed. Buyers will be able to tell at a glance: Total homes reached by a show on a local station, audience composition, viewers per set, and the comparative rating from the metropolitan area rating. Total area reports will be done at least once per year in each monthly ARB city.

## West Goes Big For 'Frontier'

NEW YORK—"Frontier," the California National Productions Western, is scoring its highest ratings in Western markets. The show got a 26.7 in Salt Lake City (American Research Bureau) against a 17.3 and a 12.8 for "O. Henry Playhouse" and "Studio One." In El Paso, "Frontier" beat Spike Jones, 31.4 to 15.6.

## Victor May Go Westward Come August

HOLLYWOOD — RCA Victor, it appears, will establish a major base of operations in Los Angeles around August.

Altho official confirmation could not be obtained this past week, it was believed that Robert Yorke, currently national sales manager for albums, would move out here from New York in August to assume a newly created post as regional director, supervising both sales and artists and repertoire functions.

This would be just one of an anticipated half-dozen shifts designed to strengthen Victor's position with West Coast show business interests and artists.

It also was rumored that Merrick Kirk, a package field man in this area, would be transferred to the New York office.

However, it's considered unlikely that the reorganization will be completely mapped until George Marek, vice-president and general manager of the record division, returns from Europe some time in July.

## Dot Names Bailey to Exec Post

HOLLYWOOD — J. N. (Jim) Bailey has been named director of administration and finance for Dot Records, succeeding L. L. Thornton, who recently resigned that post.

Bailey has been associated with RCA for the past 14 years, and for the past five years served as director of planning and production for RCA Victor's Indianapolis plant.

## Decca Debuts Double Feature

NEW YORK — Decca Records, having just set two different sound track packages from one film, "Sweet Smell of Success," has just released a so-called "double feature" sound track album, featuring the tracks from two, different pictures on one package.

The film involved are "Omar Khayyam," on which the late Victor Young conducts the Paramount Pictures work on his own track score, and "The Mountain," with composer Daniele Amfitheatrof conducting the same work.

## Capitol Unveils New Discount Plan

Program Cues Changes at All Levels; Features 100% Exchange Privilege

By JOEL FRIEDMAN

HOLLYWOOD — Capitol Records unveiled a sweeping discount and exchange privilege program last week embracing record dealers, operators, one-stops and rack jobbers. New policy becomes effective July 1, and does away with the firm's existing 10 per cent exchange plan in favor of a 100 per cent exchange privilege. Different terms and conditions exist for dealers, ops, one-stops and rack operators.

## LAST 'TRIPLE' GOES TO BOONE

NEW YORK — The last of The Billboard's Triple Crown awards has been granted to Pat Boone, who achieved the distinction with his Dot disk, "Love Letters in the Sand." Altho the format of The Billboard's juke box chart has been changed, the tabulation last week showed the Boone disk indisputably on top in all categories—retail sales, deejay performances and juke plays.

The Billboard is formulating a new award, to be announced in the near future.

## Casanave Disk Premiums Free Dance Lesson

NEW YORK — ABC-Paramount and the Fred Astaire Dance Studios have joined promotional forces to push Don Casanave's new waxing "Deep Within Me." A dance lesson certificate, valued at about \$10, will be given free with the sale of every Casanave disk.

Free dance certificate promotions are fairly common in the LP field, but Am-Par believes this is the first time that they have been offered on the purchase of a single platter. Only one certificate to a customer will be honored by each local dance studio.

When distributors order the Casanave platter from Am-Par, a certified copy of their orders will be forwarded to the Astaire Studio headquarters here. The studios in turn will issue an appropriate number of lesson certificates, and send them directly to the distributors, who will then pass them along to dealers for distribution to customers.

## L. A. NARAS Body Holds First Meet

Elects Officers, Governors, Exec Committee; Paul Weston First Prexy

HOLLYWOOD — The first meeting of the National Academy Recording Arts and Sciences held at the Beverly Hilton Hotel here last week (26) saw the election of a temporary board of governors, officers, and an executive committee of the Los Angeles chapter.

Meet was chaired by James Conkling, temporary chairman of NARAS, with Nat (King) Cole mak-

## Disk Pressers See Little Sales Slump Reflection

Production at Full Blast With Steadily Expanding Facilities

By REN GREVATT

NEW YORK — If there's a slump in the record business, the pressing plants have heard very little about it. Major and indie plant spokesmen, queried last week, admitted to "seasonal softening" of business, but highly optimistic prophesies were voiced for the balance of the year and the future, particularly from the standpoint of LP product.

These reports come in the wake of widespread recent indications of heavier-than-normal May slumps

at the dealer level. Even now, business in stores is still being described as spotty. Despite this, pressing plant activity is going at full blast.

A. L. McClay, general plant manager for RCA Victor, for example, says that Victor's plants in Rockaway, N. J., Indianapolis and on the Coast are all working three shifts, 24-hours-a-day operations. He said that the plants, between them, are turning out close to 30 per cent more product than they were a year ago. Furthermore, Vic-

tor has just announced construction of a new warehouse and distribution center at Rockaway, entailing 120,000 square feet of space. "This will allow us to convert much of the space in the original plant to strictly pressing work, which will increase our capacity by 40 per cent," said McClay. He added that similar plans were afoot at the other plants. This would indicate little fear of a serious slump in the disk business, for Victor or its numerous large custom accounts.

Col. Under Full Steam

Herbert Greenspon, vice-president in charge of manufacturing at Columbia Records indicated that altho over-all volume was down for parts of April and most of May, the dip was strictly seasonal and a normal occurrence. Columbia plants are now working full blast on late summer and fall merchandise and

(Continued on page 62)

## Richmond Expansion Cues Global Sweep

Established Broad Offshore Network For Full Copyright Exploitation

NEW YORK — The Howard S. Richmond publishing operation is on the verge of an overseas expansion which will give it a global aspect. Some 19 months ago Richmond set up Essex Music, Ltd., in England, followed some 10 months later by Cromwell Music, Ltd., Richmond's German firm, Essex Musikvertrieb, as is the Australian firm, Essex Music of Australia, are already quite active. As a result of Richmond's recent trip abroad, firms are being set up to secure copyright exploitation in

Italy, France, Belgium, Holland and in the Scandinavian countries. Expansion in other areas is also being blueprinted.

Richmond's new Italian firm is just about organized and is known as Edizione Aromondo of Milan. The same is true of the French-Belgian operation, which is known as Editions Essex-Paris. Richmond is currently waiting for final papers of incorporation for the firms in Holland and Scandinavia. One of the last details to be consummated covers membership in the Scandinavian Performing Rights Society. Richmond has also concluded the preliminary arrangements for setting up firms in Spain and Portugal. This fall, he will go to South America to establish firms in Brazil and Argentina.

According to Richmond, the international nature of today's music business demands that a publisher establish a broad network of European firms in order to fully exploit a copyright. Following this line of thinking, he points out that in order to supplement American disks released abroad, it is necessary to secure the release of British, French and Italian-originated records—because in so doing a song gets the benefit of plugs by territorial artists. This in turn assures plugs on radio and television.

Income Varies

Income derived from different foreign areas varies from very small

(Continued on page 62)

## Prep Pacts 3 New Distributions, 3 New Artists

NEW YORK — Prep Records chief, Irving Jerome, has lined up three new distributors — Frontier Distributing Company, El Paso, Tex.; Oklahoma Record and Supply Company, Oklahoma City, and Polynesian Distributors, Hawaii.

At the same time, the label has signed three new artists—thrush Janice Harper, warbler Anthony Roma, and as yet unnamed vocal group. Jerome will discuss his plans for Prep and general record industry trends Monday (1) night, in an interview session with deejay Gil Henry on "Regal Tune Table" over the CBS 11-State West Coast network.

## STEREOPHONIC DISK STILL IN EMBRYO STAGE

NEW YORK — Last week The Billboard carried a Chicago-dated story on RCA Victor's research relative to a stereophonic record. Bill Miltenberg, Manager Recordings, RCA Victor Records Division, has issued a clarifying statement on the subject:

"My recent remarks in Chicago about current research involved in possible development of a stereophonic phonograph record apparently have been misinterpreted in some quarters. It is true that there have been limited demonstrations of such a disk but they certainly have not been satisfactory. There are still many problems that have to be ironed out. Just how, where and particularly when this will happen, we don't know.

"On the other hand, stereophonic tape is a reality and is steadily becoming a more and more important factor in our business. I cannot emphasize too strongly that the stereophonic disk still is just a possibility and certainly will not become commercially acceptable in the foreseeable future."

## Col. Appoints Post Exchange Sales Head

NEW YORK — Columbia Records has appointed Laurence Coughan to the newly-created post of manager of military sales. Coughan reports to Al Earl, administrative vice-president.

Coughan will develop sales and merchandising campaigns covering all Columbia products on sale in Post Exchanges.

Coughan was with the European Post Exchange system for 12 years, and more recently was executive of the Operations Division and merchandise manager for some 7,500 items carried by the Post Exchanges.

ing the introductory address to the more than 80 members of the industry assembled. A similar meeting is to be held in New York shortly, and when both chapters are in operation, the national organization will be formed from representatives of each group.

First business of the Los Angeles chapter was to determine rules and qualification for membership. The Board of Governors was empowered to select five additional members, four from the classical field and one from the documentary and educational field. New York and Los Angeles chapters will elect trustees to the National Board, with a membership drive to begin at the earliest possible date. Officers elected were, Paul Weston, president; Lee Gillette, vice-president; Sonny Burke, treasurer, and Tom Mack, secretary. The latter group, in addition to Benny Carter, will also serve as the executive committee, empowered to act in interim periods.

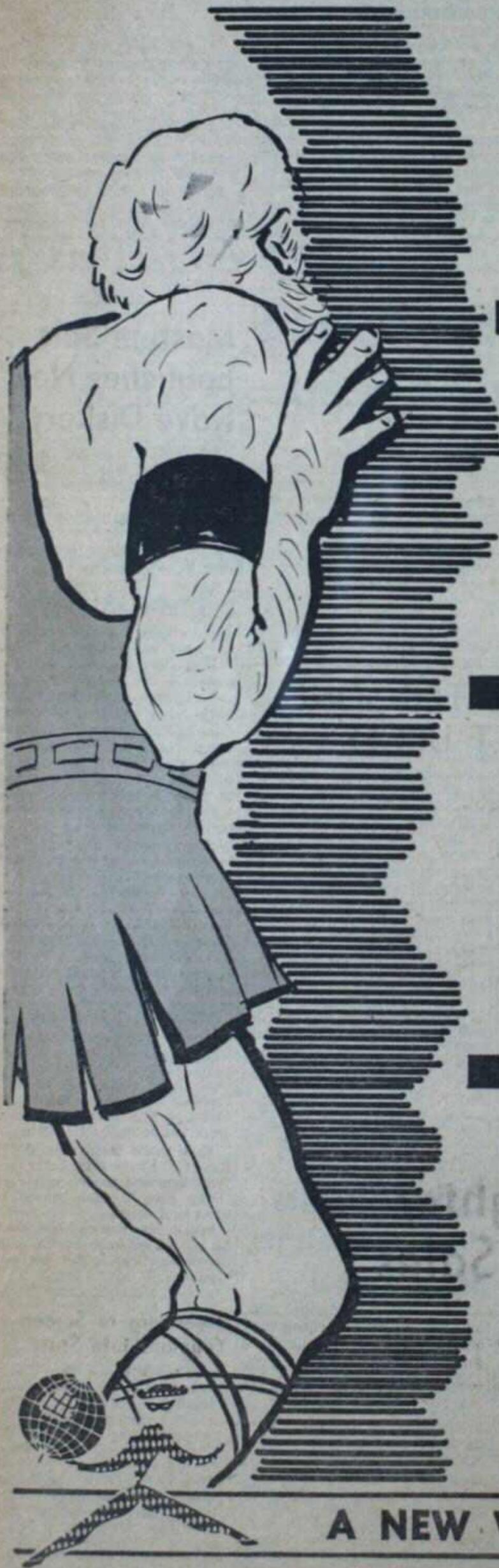
The Board of Governors includes Nat Cole, Jo Stafford, Henri Rene, Paul Weston, Sonny Burke, Benny Carter, Lee Gillette, Tom Mack, Lowell Frank, Val Valentine, Bill Claxton, Marvin Schwartz, Sammy Cahn, Jay Livingston, Stan Kenton, Felix Slatkin and Spike Jones.

ferent terms and conditions exist for dealers, ops, one-stops and rack operators.

In the case of dealers, they will be entitled to a 100 per cent exchange on all singles and albums purchased within four weeks of their release dates. Only purchases made during this four-week period are exchangeable. Dealers will have a period of 16 weeks following said release date to ex-

(Continued on page 32)

# GIANT DECCA SALES ON THESE FOUR



## BY MYSELF

**1**

### JERRY LEWIS

(FEATURED IN THE PARAMOUNT PICTURE, "DELICATE DELINQUENT")

9-30370 • 30370

## MISERY'S CHILD

**2**

### RICHARD HAYES

9-30376

## MONEY, MARBLES

and **CHALK**  
**REX ALLEN**

**3**

with the Anita Kerr Singers

9-30364 • 30364

## UP THE PATH AND

### IN MY DOOR

b/w UP YAANDER

**4**

### COUSIN "HERB" HENSON

9-30383

30383

**DECCA**  
RECORDS

A NEW WORLD OF SOUND

# May Speed Up Hearings On Juke Exemption Bill

WASHINGTON—Earlier consideration of the O'Mahoney bill to end juke box exemption from performance royalties may result from an unexpected development on Capitol Hill last week. The Senate by-passed its Judiciary Committee on Civil Rights legislation, and proposes to consider House legislation, thus freeing the Judiciary Committee for other work, including copyright amendment bills before the O'Mahoney (D., Wyo.) Subcommittee.

Subcommittee sources say there is no "certainty" that hearings can be held on the bill before the end of this dwindling session. However, the Judiciary Committee could "start action on the bill" in the remaining time. "Further study and some hearings" are in prospect before any actual moves will be made by the Committee to get the bill out.

Hearings of any considerable length on the O'Mahoney proposal

to end juke box royalty exemption in the 1909 Copyright Act, which excepts location owners from payment unless the latter also owns the music machine, are not likely. The whole question has been threshed out between ASCAP and the Music Operators of America before the Senate Judiciary Committee many times, with additional briefs filed by hotel and tavern people, and "pro" comment from the Copyright Office.

A new wrinkle was introduced last session, when chairman O'Mahoney tried informal get-together with both sides, hoping for a compromise. When MOA refused any compromise meeting with ASCAP, O'Mahoney went ahead with legislation, as he had warned. (The Billboard, April 27).

The O'Mahoney bill would make the operator liable for juke performance royalties. The location owner would be out from under, unless he was also owner of the juke box. This is the main difference between the O'Mahoney (S. 1870) bill, and the old sweeping Kilgore bill (S. 590) to wipe out all juke performance royalty exemption.

The O'Mahoney bill frees proprietors of taverns, hotels, "milk bars" and other locations where no admission is charged, from any liability in performance of mechanical music.

# New British Copyr't Laws Now in Effect

WASHINGTON — First orders on British copyright made on the basis of Britain's 1956 revision of its copyright statutes came into operation June 1, 1957. The 1956 Act makes no change in the statutes governing manufacturers' rights to record copyrighted musical work, if records of the work have been previously made in, or imported into Britain, by or with consent of the copyright owner, for purpose of retail sale.

The British manufacturer must give the prescribed notice, and pay a statutory royalty to the copyright owner of 6.25 per cent of the retail selling price of the record. The new laws follow the old 1911 statutes and require stamps on records in proof of royalty payment, unless other arrangement is agreed to between manufacturer and copyright owner.

The American Copyright Office has been advised that Britain intends to ratify the Universal Copyright Convention in the near future. Britain will be the 28th country to ratify the copyright agreement, which gives all participating nations approximately the same protection for works of foreigners as for their own nationals.

# Pubber Enters Master Field

NEW YORK — Publisher George Pincus has broadened his operation to include the acquisition and recording of masters. The side operation, tabbed "Pincus Platters," will be strictly tied in with exploitation of the firm's copyrights. Masters will be turned over to various labels.

Operation has already begun with the sale of five masters to Victor. Sides were cut by Art Wood, Lynn, Mass., deejay.

# Weiss Brothers Turn Distributors

NEW YORK — Sam and Hy Weiss, brother proprietors of the Old Town label, have entered the distributing business. The pair opened Superior Record Sales Company, Inc., on 10th Avenue here last week.

The new outfit will start operation with the Old Town line; Argo, a Chess-Checker subsidiary and the End label, a subsidiary of Gone Records.

# BLEYER GROOVES PERSONAL BIT

NEW YORK — Cadence prexy Archie Bleyer is rapidly becoming known as "the Alfred Hitchcock of the record business." In that he manages to leave his audio trade-mark on each record, just as the director appears on the screen in some fashion in all of his films.

Bleyer's latest sound contributions are made on the Kirby Stone Four's new Cadence waxing of "S-S-S-Wonderful" for which he impersonates a "rattlesnake rattle" and plays two soda bottles on the flip, "Raven." The exec also did the "knee slapping" on the Chordette's "Mr. Sandman," "bum" singing on the Chordette's "Lonely Lips," "who" singing on his own "Rockin' Ghost"; dog barking on the Chordette's "Walkin' the Poodle," and struck the match for his best-selling version of "Hernando's Hide-away."

# Krefetz Sets Up Own Label

NEW YORK — Lou Krefetz, one-time national sales manager for Atlantic Records, has set up his own label. Tagged Poplar Records, the diskery will issue its first release in several days. Krefetz stated the firm will operate in the pop, rhythm and blues and country fields.

Krefetz, who manages the Clovers, Atlantic Record artists, is setting up a staff. He has already lined up distribution, including Alpha in New York; Schwartz Bros., Washington; Benart, Cleveland and others.

# HOW FRUSTRATED SONG PLUGGERS GET ULCERS

NEW YORK — Harvey Geller, of Joy Music, and the secretary to a key jockery were kicking around the problems and frustrations involved in the record promotion field and came up with the following quotes most often used by deejays in discussions with song pluggers:

"What a sensational record! Too bad I'm taped for the next two weeks."

"I'll be in New York on the 19th — what Broadway shows do you think I should catch?"

"Listed it No. 3 in my newsletter, but the station won't let me play it."

"I love it, but it certainly isn't commercial."

"It's certainly commercial, but I don't like it."

"At first it was your side, but now everybody's beginning to turn it over."

"I'll certainly lay on it if she makes my record hop."

"I'm doing only LP's today."

"You say it's doing so well. Then you really don't need me."

"I certainly don't claim to be a critic, but that one's lousy."

"But Mitch called me yesterday on the other side."

"I never play covers."

"I'll never play one of his records again. Played his last every day and that bum never called me once."

"When it makes the chart—I'll play it."

# Drastic Price Cut On Diamond Stylus

New Walco Mfg. Process Cues Trebling Diamond Needle Traffic Over Next Year

NEW YORK — The less expensive diamond needle is here to stay. That's the natural consequence of a new diamond needle manufacturing process announced this week by the Electrovox Company, East Orange, N. J., manufacturers of replacement needles and record care accessories. The new process is completely automatic in some of its important stages — putting the radius on and polishing — and eliminates the need for expensive hand labor.

The first effect of Walco's "push-button" process is an immediate cut in the price of Walco diamond needles on a nation-wide scale. The new price for a \$25 diamond stylus is \$14.95.

The more long-range effects, expected by the firm, is the trebling of diamond needle sales. The firm expects to sell 3,000,000 of the automatically-produced stylus during the year ahead.

Robert Walcott, the firm's president, says it will take competition two years to catch up with this new way of doing things. He said also that his automatic process is four times faster than the present way to produce a diamond-tipped needle. It is, in addition, possible to produce a diamond needle for one-fifth the cost.

Will prices go still lower? Walco says "no." The firm points out that a share of gross income from diamond needles sales is earmarked for a continuing educational program, designed to inform the public about the facts of needle wear

and thereby stimulate sales at the dealer level.

At the present low price, Walco feels that the diamond needle should become standard equipment in most phonographs. Among existing phonographs selling for \$50 and more, the firm estimates that less than 5 per cent now use a diamond stylus. Based on an estimated 10 million units now not using a diamond, this replacement market alone represents a potential of \$150,000,000 at retail.

Regarding existing inventories of their product in dealer stores, Walco doesn't believe any adjustment is necessary. Inventories weren't long enough to have had much effect on dealers, says the firm.

# Masters Sale Launches New Kaye Diskery

PITTSBURGH — Deejay Barry Kaye, WHAS, here, has officially launched his new Spectacular Records Company, via the sale of the label's first four masters by the Premiers — a rhythm and blues group — to RCA Victor (see separate story in this issue).

Spectacular Records is a subsidiary of Kaye's Spectaculars, Inc., whereby Kaye manufactures records, publishes all tunes waxed by the label in his new BMI firm, Ror-Ron Music, and has all artists signed to the label (20 to date) under personal management contracts.

Altho Kaye eventually hopes to branch out on a large scale, right now he plans to concentrate on selling as many masters as possible to established labels and making similar deals on his tunes with important publishers.

Kaye recently auditioned 142 local music acts at a general audition here, out of which he signed 20 artists, including the Premiers; the Three Vales, a rockabilly trio formerly with Coral; the Dream Tunes, a fem trio; the Blanders, a rock and roll group; the Blue Rhythm Boys, a rockabilly duo; and the Margraves, a vocal quartet.

The jockey has all 20 artists under personal management contracts and exclusive publishing rights to any songs they might write. Each artist currently under contract, said Kaye, has written from two to 25 tunes, all of which are available to Ror-Ron Music.

Kaye made the master of "Go Baby Go" by the Four Larks three years ago, and more recently cut "Dear Elvis," which stirred up some local action.

Spectacular Records, tho, marks his official entrance into the manufacturing field under his own label.

# BALLADS MAY POINT THE WAY

# Publishers See Brighter Outlook for Sheet Sales

• Continued from page 1

better." He noted that many of the top songs of the day are either ballads—"Old Cape Cod," "It's Not for Me to Say," "Around the World," "Love Letters in the Sand," etc.—or have been recorded with a non-rock and roll arrangement.

These, plus "So Rare," "Wonderful Wonderful" and "White Sport Coat" are top sheet sellers, according to MDS. "If a rhythm and blues song becomes the nation's top song, it may sell 30,000 to 40,000 copies," the MDS exec added.

A leading publisher stated: "With ballads coming back there is some justification for optimism." But he added that sheet music today is selling between 10 and 20 per cent of sales some 10 years ago. "With the increased popularity of better music and better lyrics, there is a better potential for sheet sales."

Charles Hansen, publisher and selling agent, also notes the good effect on sheet sales of songs like "Around the World," "Old Cape Cod," etc. He also points out that the incursion of country material

into the pop field is helping sheet music. "Songs like 'Find Me a Bluebird,'" he adds, "Melodies are coming back," he says "and the stuff doesn't sound all alike." Hansen also claims that the educational field is terrific at present, and he adds that the appetite of music educators for good pop songs is very strong. The coming fall, in the educational field, is likely to be a record-breaking one, judging by advance orders for September, according to Hansen.

# Rosenberg to Screen Youmans Life Story

NEW YORK — The Vincent Youmans Company, Inc., has reached an agreement with Edgar Rosenberg granting the latter the film rights to the life story of Vincent Youmans and to his music—including some of the unpublished songs. The company has also approved a screen treatment, written for Rosenberg by Robert Alan Arthur. Youmans penned the noted scores of "Hit the Deck," "No, No Nanette," etc.



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Through the Eyes  
of Love *b/w*  
Nothing in the World  
with Frank De Vol  
and his Orchestra  
4-40952



## FRANKIE YANKOVIC

My Favorite Polka *b/w*  
Let's Be Sentimental  
Frankie Yankovic  
with his Yanks  
4-40950



## EILEEN RODGERS

Crazy Dream *b/w*  
Third Finger—Left Hand  
with Ray Conniff  
and his Orchestra  
4-40956



## ROSE MADDOX

Tomorrow Land *b/w*  
Old Man Blues  
with Bill Strange  
Orchestra  
4-40948-c

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DESIGN FOR BRICKBATS

# Judges Excoriate Album Packaging

By RALPH FREAS

NEW YORK — Disk manufacturers this week were on the receiving end of brickbats hurled by leading figures in the field of industrial design. The occasion was the judging of album covers in The Billboard's 2nd Annual Album Cover Contest. The judging took place Tuesday (25) at the Lotus Club here.

The panel of judges included such top-drawer design personalities as Roy Larsen (VP, Raymond Loewy Corporation), Freda Diamond (head of her own design firm), Walter Margulies (Lippincott & Margulies, Inc.), Alan Berni (Alan Berni & Associates, Inc.) and Will Burton (Graphic Arts and Visual Design specialist).

Closeted for several hours with a brilliant array of 170 album covers (in seven different categories), the panel frequently disagreed, argued heatedly but, in the end, managed to come up with 21 winners, three

in each of seven categories. During the luncheon that followed, they were unanimous on one important point; to wit, the disk industry shows a distressing lack of imagination in packaging their product.

Alan Berni underscored the current trend toward consumer one-stop buying in supermarkets. He feels that disk firms are really missing the boat in this area.

"Manufacturers of other products," said he, "seem to have a better grasp of what is happening. In the cosmetic field, for instance, they realize that they have to compete with many other products, and not necessarily products in their own field. They package accordingly. In a supermarket, records compete with beans and bread for the consumer dollar. To get that dollar, record companies need to have more imagination in their packaging."

He pointed out that disk firms are currently relying entirely on cover art. And much of that is pretty low in quality. As if to substantiate Berni's claim, the other judges considered tossing out the "Classical-Vocal" category from the album cover contest because the appeal was uniformly low in the

(Continued on page 32)

## Victor Active On Master Buys

NEW YORK—More and more of the majors are buying masters today on the open market. Newest and most active participant in the field is RCA Victor's artist and repertoire chief Joe Carlton, who has purchased more than 12 masters within the last month.

Carlton picked up four masters from Pittsburgh deejay Barry Kaye; five sides from publisher George Pincus; and four sides from Milt Yackus of Boston. The Kaye masters (originally cut on the Spectacular label) feature the Premiers, a rhythm and blues group.

Two of the sides—"Run Along Baby," and "Hey, Miss Fancy"—were released by Victor last week, and two instrumentals by the group are in the can. Kaye's deal with Victor calls for a small advance, plus royalties.

The five Pincus masters feature 19-year-old New England deejay Art Wood, of WLYN, Lynn, Mass. His first sides—"Hey, Jibbo" and "Sunshine Blues"—will be released by Victor July 10. One of the masters purchased by Carlton from Yackus—Pat O'Day's waxing of "Three Roads"—was a Billboard "Spotlight" last month. (See The Billboard, June 24.)

## Roulette Inks 9 New Pactees To Roster

NEW YORK — Roulette Records has signed nine new artists to recording pacts for both singles and LP's. New pactees include movie actor Keefe Brassele, Leo Diamond, Chuck Reed, Shaye Cogan, Larry Storch, Carol Hughes, Jimmie Rodgers, the Mitchell-Ruff Duo, and the Herb Pomeroy orchestra.

Comedian Storch and folk singer Rodgers have already recorded and their sides will be released shortly. Brassele, who played the title role in "The Eddie Cantor Story," will utilize his own warbling style for Roulette.

## PRESLEY SCORES 8 GOLD PLATTERS

NEW YORK—Elvis Presley continues to knock 'em out.

We're referring to million-disk sellers, and by Victor's count, the phenom now has had eight gold-plated platters.

The latest is his coupling of "Teddy Bear" and "Loving You" which tallied 1,600,000 sold just two weeks after its June 11 release.

Previous disks to top a million were "Heartbreak Hotel," "I Want You, Need You, I Love You," "Love Me Tender," "Too Much," "All Shook Up" and the coupling of "Don't Be Cruel" and "Hound Dog" which scored first on one side, then on the other, hitting a total sale of well over 4,000,000.

## 'No ASCAP Compromise' States MOA

Reject O'Mahoney Request; Ask for Congress Hearing

OAKLAND—Music Operators of America, in a letter to Senator Joseph O'Mahoney turned down a request that they work out a compromise solution with ASCAP to their copyright problems.

What MOA asked instead, was a chance to present their case in open hearings to Congress.

The compromise had been urged by Senator O'Mahoney in a report issued November 30, 1956, relating to Senate Bill 187, which would remove the current royalty exemption toward juke box operators for payment of performance fees.

MOA's letter, which was signed by President George Miller, and legal counsel Sidney H. Levine, stated the association's position

(Continued on page 98)

## \$\$ Hassle Splits Lifelong Partners

NEW YORK—Juggy Gale and Jackie Gayles, long-time co-owners of several music publishing firms, are splitting up.

The split-up, over a financial dispute, ends a lifelong partnership between two men who, tho unrelated, had been taken for brothers since boyhood.

At presstime, the situation stood with Gayles in full possession of all stock in their United Music (ASCAP) and Gale and Gayles (BMI) firms, and Gale with nothing. Gale's attorney, Mark A. Bogart, indicated that court action was likely unless an equitable settlement could be reached by the boys.

The hassle developed over a personal loan obtained by Gale last year, for the sum of \$10,000, as collateral, he put up his 50 per cent stock interest in the publishing firms.

(United Music reportedly averages \$15,000 a year from ASCAP, and Gale and Gayles gets a similar amount from BMI.)

According to the Gale argument, Gale's loan came due June 10, but there was the stipulation that Gayles thereafter had 15 days in which he could make good the sum and pick up the stock for himself. Gale therefore considered himself

# Public First With Pastore Committee

Proof of Disservice to Listeners a Must for SPS-BMI Broadcast Action

WASHINGTON — "The only concern of the Senate Communications Subcommittee in broadcast music matters is whether the listening public can call up its stations and ask for a tune and get it played—regardless of who wrote it, or what licensing outfit cleared it," Senator Pastore, D. (R. I.), Commerce Subcommittee Chairman told The Billboard last week (26).

The answer was to a question on whether his group would hold hearings on the Songwriter's Protective Association complaints against broadcasters and BMI, lodged with the Senate Commerce Committee last spring.

"The interest of the listening public is the only concern of my committee in this matter," said Pastore. "We are not here to settle a business dispute. Charges of unfair

business practices belong in court. Charges of monopoly or violation of antitrust laws belong over with the Celler Committee (House Antitrust). I don't call hearings just to hold hearings," Pastore said.

He added: "If broadcasters can prove that Joe Doakes, sick in bed, can call up a station and get the tune he wants played—then we on this committee are satisfied. The rest of the argument between music publishers or licensors doesn't belong with my committee. I'm aware that different stations broadcast different kinds of music. But if a member of the American public can call up some one of them and get his request played, this committee is satisfied that public interest is being served."

Pastore said that before any hearings would be held on the music dispute by his committee: "I would have to have proof that the listening public is not being served. The matter is still under investigation by the staff. I have not as yet got proof that this situation exists, and hearings are needed."

## Granz Back on Hefty Verve Grooving Sked

NEW YORK—Jazz impresario Norman Granz planed in from his European vacation last week and jumped right into an all-week, around-the-clock recording schedule for his Verve label.

Major project launched was the up-coming "Duke Ellington Song Book" with Ella Fitzgerald, continuing the thrush's highly successful series of top clef anthologies. The Ellington project will total five 12-inch LP's, and will have the actual Ellington band, plus smaller groups of Ellington sidemen, past and present, as accompaniment on some of the tracks.

Other dates produced by Granz were a jam session set with Stan Getz, Coleman Hawkins, Paul Fonsalves, Dizzy Gillespie and others; a set by the Gene Krupa Quartet and one by the Stan Getz group.

NEW YORK — Name-dropping campaigns on a big-time level were launched last week, in the most recent chapter of the ASCAP songwriters vs. BMI battle.

Bing Crosby started it last week, when—in a letter to the Senate Interstate Commerce Committee—he opined that the quality of current music on radio and TV is "the result of pressure exerted by BMI." Crosby also charged that "a monopolistic trend in music on the part of the broadcasters is certainly apparent."

The Groaner's letter was immediately challenged by pro-BMI statements from 21 name stars—including Dinah Shore, Lawrence Welk, Benny Goodman, Gene Autry, Patti Page, Nat Cole, Rosemary Clooney, Rudy Vallee, Les Paul, Eddy Arnold, Kay Starr, Sammy Davis Jr., Ray Bloch, Ray Anthony, Percy Faith, Lanny Ross, Mindy Carson, Jack Hope (speaking for his brother Bob), Fran Allison, Sammy Kaye and Stan Kenton.

The statements—wherein the artists denied being subjected to pressure from either BMI or ASCAP—were released by BMI veepee Bob Burton, who said he did so "reluctantly because we are being forced to do so by the fact that a number of artists, the latest of whom is Bing Crosby, have been quoted in an attempt to prejudice the outcome of the trial of an important law suit brought by ASCAP members against BMI."

## TYPOGRAPHICAL CORRECTION

HOLLYWOOD — A story in these columns last week, relative to a meeting of the Musicians' Defense Fund at the Hollywood Palladium Sunday (23), contained a typographical error in the paragraph. Quoting the views of Warren Barker, Virgil Evans and Vince De Rose, Local 47 officer, the paragraph should have read:

The trio declared: "The basic evil in the music business today has been the Federation policy of negotiating primarily for payment to the MPTF instead of negotiating for protection in employment opportunities and residual rights for musicians."

NEWS REVIEW

## Capitol's 'History Of Jazz'

NEW YORK—Some of Capitol Records' most ambitious jazz efforts of the past have been regrouped into four new 12-inch LP's. Attempts have been made to demonstrate the various jazz styles and trends of the four periods that the series covers.

Volume One, "N'Orleans Origins," could appeal to folk collectors, as well as jazz enthusiasts, and includes selections by Leadbelly Lizzie Miles, Wingy Manone's Dixieland Band and the Mount Zion Church Choir of Santa Monica, Calif.

The second volume traces the path of jazz to Chicago and presents the changes it underwent during the '20's. The most significant feature of this set is a selection by Jack Teagarden's Chicagoans. Sides by Paul Whiteman's ork and Red Nichol's Pennies which also are used as examples, are recreations.

The entry of big bands into the field of jazz is covered in Volume Three, "Everybody Swings." This covers the Swing Era of the '30's and early '40's, as exemplified by re-creations of typical fare by Benny Goodman, Duke Ellington,

(Continued on page 32)

## Pee Wee King Resumes Chi TVer July 12

CHICAGO—Pee Wee King returns with his c.&w. unit to WBBM-TV here July 12 for a new series running from 11-12 p.m. on Fridays. Redd Stewart, who left the King combo a year ago, is re-joining as featured vocalist.

King, who records for RCA Victor, is presently readying his troupe, featuring Any Doll and His lowans plus other acts, for a string of fair dates in Illinois, Minnesota, Iowa, Wisconsin and Michigan that will keep them busy most of the summer.

King and Stewart plan to re-activate their songwriting activity. They have collaborated on a number of hits of recent years, including "Tennessee Waltz," "Slow Poke," "You Belong to Me" and "Bonaparte's Retreat."

## Trade-Ins Cue Red Seal Hype

NEW YORK—Final tallies on RCA Victor's May trade-in promotion indicate that the push was a grand success in hyping sales of classical LP's.

According to W. W. (Wild Bill) Bullock, manager of the company's album department, Red Seal sales during this traditionally slow month were 400 per cent ahead

(Continued on page 32)

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Don Rondo

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## RKO-Unique Resumes Operations

NEW YORK — The RKO-Unique label, following a major shake-up, resumed operations last week, via several new releases and the addition of key staff members. Ralph Scull has been retained as chief engineer, while Al Colon takes over as traffic and shipping manager. The firm will also add a new Midwest contact man.

According to Stanley Borden, executive vice-president of the label, sessions were held last week in which Joe Tucker, formerly vocalist with the bands of Charlie Spivak and Gene Krupa, and arranger-conductor Bill Fontaine, cut four sides from upcoming United Artists pic, "Bailout at 43,000," "The Monster That Challenged the World" and "The Big Caper." Jimmy Kronides, who also operates as the firm's promotion chief, was artists and repertoire man on the dates. Other sessions will be held shortly with pacts Charlie Applewhite and Lou Stein.

The firm has also released two acquired masters including "Turnpike Cruise," by the Charlie Ross Quartet, from the Reserve label and "Tanganyika," by the Johnny Demo label.

On the album front, the label has released new packages by Ted Lewis, Herbie Fields and Artie Wayne. July package releases will include Keefe Brasselle's "The Modern Minstrel," Michael Strange's "Something Strange," and the Victor Young soundtrack score from the pic, "Run of the Arrow." Plans are now in the works for 20 album releases between now and the end of the year.

## Joyce Agency Pacts 3 New Disk Names

PHILADELPHIA — The music stable of the Jolly Joyce Theatrical Agency, heavy with rock and roll and western talent, has added three new standard recording names to the roster. Included are George Shaw, Decca artist, who will lead an instrumental combo of his own; Bob Manning, RCA Victor, and maestro LeRoy Holmes, M-G-M artist. Agency has Holmes going out on a one-nighter tour of the New England territory this month.

Joyce agency also takes on two additional names in Sonny Til and the Orioles, and Zeke Manners. The Orioles, singing group, have just finished a 24-week run with Cab Calloway's Cotton Club show in Miami Beach and in Las Vegas. First stand under the Joyce banner will be at Weeke's Cafe in Atlantic City, for the July 4 week.

## RKO Music Gets Soundtrack Rights

NEW YORK — RKO Music, a division of RKO Teleradio Pictures, has acquired the soundtrack score rights to "Forty Guns," upcoming 20th Century-Fox release. Score includes a tune called "Woman With a Whip," sung in the pic by Jack Carroll. Film stars Barbara Stanwyck and Barry Sullivan. Score deal was set by Marty Machat, general counsel for RKO Music, and the pic's producer, Sam Fuller.

## HANK'S SONGS NEVER FADE

NEW YORK — Great hill-billy songs never die. Hank Williams' "Lovesick Blues," cut by the late country king in February, 1949, is now getting a run on several labels. Capitol has a version by Sonny James, Dot with Sonny Knight and Imperial with Slim Whitman.

MGM has reissued the original version by Hank. Says MGM: "How can they compete with the one and only Hank Williams?"

## Folkway July LP Releases On Off-Beat

NEW YORK — Several unusually off-beat albums have been lined up for July release by Folkways Records.

Leading the list is the film track from the prize-winning Italian-made film "Picasso," consisting of original Flamenco-styled music by Roman Vlad, played by a guitarist with orchestra. The score itself has been obtained here for publication by Dave Dreyer. The package from Folkways will include a brochure with reproductions of Picasso milestones, and the text by the poet Claude Roy, based on scenario by Picasso and film producer Sergio Amidei.

"The West Colesville Story" is a dramatic presentation of child's battle against leukemia, from a Mutual network documentary broadcast, produced in co-operation with the American Cancer Society. Narration is by Joseph Cotten. This also is a 12-incher with brochure.

Another documentary, "The Cannonville Story," stems from the CBS Omnibus film "Kinfolks," produced by Jules V. Schwerin. This includes humorous stories and local incidents, along with folk songs of the up-State New York region.

Finally, Folkways will offer a "Mushroom Ceremony of the Mezatec Indians of Mexico," accompanied by detailed notes and photos by V. P. and R. G. Wasson.

## May Act on Keating Bill This Session

WASHINGTON — The three-year statute of limitations on civil copyright actions proposed in the Keating (R., N.Y.) House bill may get action in this session. The bill, already okayed by the House, is ready for vote of the Senate Judiciary Committee. The Keating bill, (H. R. 277) like the O'Mahoney juke exemption bill, may get faster action since the Senate group was relieved of action on civil rights legislation last week. (See separate story.)

The Keating amendment to the 1909 Copyright Law would set a 3 year limit on civil copyright actions, with the liability beginning from the day the obligation was to be met, rather than the time agreement was entered into. Presently, different States have differing limitations statutes, some ranging up to eight years. Keating's federal yardstick would end confusion in courts over differing limitation periods.

## Suit Settled Out of Court

NEW YORK — Roulette Records, which filed suit in Supreme Court here recently against Jim Bowen, David Alldred, George Goldner, Gaetano Vastola, Vera

## Ruling Due on BMI-Schwartz Examination

NEW YORK — The skirmishing to determine whether or not Broadcast Music, Inc., will be awarded access to song performance records of the American Society of Composers, Authors and Publishers may shortly be settled. Current hearings, being conducted by special master, former Federal Judge Harold Kennedy, are an important sidelight to the suit of the Songwriters of America against BMI.

According to a spokesman, hearings were concluded last week with the exception of one examination which the BMI forces still seek to conduct. This involves an interrogation of clef Arthur Schwartz to determine how Schwartz obtained the information on performances of other ASCAP writers' songs revealed in statements attributed to Schwartz in an article in The New York Herald Tribune on June 13. ASCAP has claimed that its performance records are not even available to its own members. BMI's stand is that if the information is available to Schwartz either thru ASCAP or thru personal contact with writers, it should be made available to BMI as well. Decision on whether Schwartz will be examined or not is expected from Kennedy on Monday (1). The spokesman said that a final decision on the matter could probably be expected within two weeks of the close of the current hearings.

## Breach Widens 47's Ranks

HOLLYWOOD — The dissension within the ranks of AFM local 47 was sorely widened last week when a membership meeting that was supposed to have heard a progress report, developed instead into an outburst against administration policy.

There was little doubt that a large segment of 47 membership was dissatisfied with proxy Eliot Daniel's policy of "negotiation" with the Federation on a compromise basis.

The meeting followed a mass meeting of the Musician's Defense Fund, helmed by the deposed Cecil Reed, tenor of which generally found fault with Daniel's policy and questioned whether AFM proxy James C. Petrillo could be "trusted"—a reference to his offer last month that Local 47 could have a studio committee sit in on forthcoming negotiations with film companies.

The Read meeting Sunday (23) was attended by 1,000 members while Local 47's meet Monday (24) drew 500. Personal acrimony was openly evident at the latter meet, with Daniel finally telling the group: "Don't make the mistake you once made before. If you want to change this administration do it properly. Bring charges and impeach us."

Meanwhile Petrillo reportedly is watching developments here with more than casual interest. Reports again circulating about the possibility of Petrillo putting Local 47 under a trusteeship were not to be casually discarded.

Hodes Zukerman, Gone Records and Darl Records, settled the dispute out of court last week.

Under the terms of agreement, Bowen and Alldred will remain on the Roulette label. The suit had sought to rejoin Bowen and Alldred from recording for any other label and to prevent the other defendants from interfering with the two artists' contract with Roulette.

## A NEW SWITCH TO DISK PITCH

CINCINNATI — Dick Pike, who whirled the wax over WNOP, Newport, Ky., inaugurated what he believes is first or a recent Saturday afternoon when he loaded some 300 teen-agers on the excursion steamer Chaperon, playing out of Cincinnati, for a pop record session and party, during which the kids contested for prizes in the form of records and albums.

Also lending their efforts to the promotion, arranged by Bob Martin, manager of Music Suppliers of Ohio, with headquarters here, were the Bob Martin Trio, heard on the Mercury label, and Muriel Koebe, fem Presley mimic.

So successful was the promotion that it was repeated Sunday night, June 30.

## Thrush Gogi Flies Back to Victor Perch

NEW YORK — Thrush Gogi Grant has returned to RCA Victor, the label on which she made her disk debut back in 1952. Her deal with the company, for two years with a one-year option, also will bring to Victor the sound track rights to the forthcoming "Helen Morgan Story" film, in which Miss Grant does the featured singing.

Miss Grant's original Victor stint lasted six months. Thereafter, she went with the indie Era label, and scored heavily with "Suddenly There's a Valley" and "The Wayward Wind." In recent months, Miss Grant and the Era company had been in a hassle, and nothing new by the artist was released.

It had been expected, in view of their past successful collaborations, that Miss Grant would join Buddy Bregman on the Verve label.

## Roulette Inks Thiele Pact, Distaff Side

NEW YORK — The name of Thiele, well known in the current recording scene, has now been linked with Roulette Records. The new Roulette pactee is Jane Harvey, frau of Bob Thiele, popular a.&c. chief at Coral Records.

Miss Harvey formerly did four sides on Columbia with the Benny Goodman aggregation, including "He's Funny That Way," with the sextet. She has also been with M-G-M Records while her last dishing association was with RCA Victor. Meanwhile Luigi Creatore of Roulette's a.&c. team, indicated that Thiele would be permitted in the studio at his frau's sessions.

## Freddy Martin Goes to Cap

HOLLYWOOD — Veteran bandleader Freddy Martin has left Victor and signed with Capitol. He will record both singles and albums for his new label, under the supervision of Capitol artist and repertoire exec Dave Cavanaugh.

However, Martin's first sessions will be cut by a.&c. topper Lee Gillette, since Cavanaugh is currently in New York under Capitol's rotation-schedule for its a.&c. staff. During his lengthy stay with RCA Victor, Martin sold more than 6,000,000 disks.

## Royal Records, Kellem Music In Bankruptcy

NEW YORK — Federal Court, Southern District of New York, was abuzz with bankruptcy actions this week. Royal Records, Inc., and Milton Kellem Music were both involved in Chapter 11 petitions for voluntary bankruptcy.

In the Kellems action major creditors are to be paid off at 35 per cent, while there is a proposal to pay off other smaller creditors in full. These latter include such as Boston Music, \$27; Carl Fisher, \$91; C. Schirmer, Inc., \$6; J. J. Kamman, \$7; Music Dealers Service, \$25, etc. On the other hand, Kellems proposes the 35 per cent deal for such creditors as Sophie Kellem \$7,165; Pat Kellem, \$5,000; himself, \$8,170 (back salary); Ted Kellem, \$240; Harry Kellem, \$4,776, etc.

Royal Records proposes to pay off all royalties due artists and 25 per cent of unsecured creditors, including Harry Fox, \$14,682; Forshay Music, \$10,000; Commodore Record Company, \$8,080; Globe Products, \$5,000; Birdland Present, Inc., \$4,000 and Capitol Records Distributing Corporation, \$7,122. According to Jack Hooke, proxy of the firm, his difficulties started when he followed up a hit record by one which incurred severe losses.

## New Pressing Units Double Plant Output

NEWARK, N. J. — Sun Plastics, of this city, one of the oldest independent pressing plants in the East, is doubling its production capacity via newly developed pressing units capable of pressing six 45 r.p.m. units in one stamping operation. Another new machine will manufacture two LP's in one pressing motion.

According to Mo Silver, proxy of the firm, the new equipment was designed by Jerry Salerno, partner and secretary-treasurer of the company. Silver said that the firm, one of the few in the business that does not have its own disk label, is also enlarging its quarters to meet the constantly increasing demand for pressing services from indie labels. Silver added that despite recent reports of sagging disk sales, his firm has had no slow-up whatever on orders for pressing.

## Luxembourg Jock Here for Celeb Tape Interviews

NEW YORK — Teddy Johnson, deejay-warbler of Radio-Luxembourg, arrived here last week to tape a series of special interviews with U. S. recording stars here and in Hollywood.

Altho TV hasn't made any inroad into radio ratings abroad as yet, Johnson points out that beginning this fall the BBT will start programming two hours earlier, thereby cutting into Radio-Luxembourg's prime deejay show time from 6 to 8 p.m.

In view of the added audience competition from the BBT and the new commercial video outlet, the ITV, in England, Johnson decided to stimulate extra interest in his two jockey shows on Radio-Luxembourg, via the interviews.

To date he and his frau—who sings under the name Pearl Carr and appears with her husband on the Winifred Atwell show — have lined up tape-chats with Tony Bennett, Mitch Miller, Sal Mineo, Jim Lowe, Georgia Gibbs, Juna Valli and many others.

when answering ads... say you saw it in THE BILLBOARD!

# MUSIC AS WRITTEN

## Polkaland Label Holds to 98 Cent Level on 78's...

Polkaland Records, polka label headquartered at Sheboygan, Wis., is notifying the trade that the price of its 78 r.p.m. disks will continue at the 98-cent price level, despite recent announcement by RCA Victor that the latter's 78's will retail at \$1.15. Additionally, Polkaland stated that its wholesale prices on 45's and 78's will be 55 cents, representing a five-cent price drop on the 78's. Label reserves the right to refuse shipment to stores that increase the price of the Polkaland 78 disks.

## July Meet Likely for ASCAP With B'dcasters

Next meeting between ASCAP and the All-Industry TV Committee to work out an agreement covering use of music will likely be held the latter part of July. Exploratory talks were held last week. ASCAP's negotiating committee was chaired by Oscar

Hammerstein and included president Paul Cunningham, Stanley Adams, Max Dreyfus, Herman Starr, Dick Murray, Jules Collins and George Hoffman. The broadcast committee was chaired by Irving Rosenhaus, of WATV, Newark.

## Correction on Prestige Distrib for Southern Calif.

**CORRECTION:** Prestige Records has changed its Southern California distribution from Central Record Sales to California Record Distributors. Last week, in this column, the converse was stated. This past week, in Pittsburgh, the label was switched from Forbes to East Coast Distributing.

## Newark DeeJay Adds New Time Slot

Danny Stiles, deeJay at WNJR, Newark, is adding considerable more time to his schedule. The move reflects the success of the station's rock and roll policy. Stiles has been broadcasting daily at 8-9 p.m. He also has a nightly 9:30-10:30 stint, starting this Monday.

## New York

Fabor Robinson planed into town last week to set thrush Bonnie Guitar for an appearance on the Ed Sullivan show Sunday (30). She will sing "Dark Moon," her current Dot Records hit. Incidentally, Dot is releasing "From a Jack to a King," with Ned Miller as the vocalist. Latter is the writer of "Dark Moon."

Bobby Breen, former kid singer on the early Eddie Cantor radio shows, now making a bid to crack the disk field via the Chi label, opens a two-week stint at New York's Latin Quarter July 4. . . . Chancellor's chick, Jodie Sands, is set for the Vic Damone TV show of July 10; the Steve Allen Show, July 28, and the Julius La Rosa Show, August 31. Gal also is a headliner with Allen Freed's Paramount Theater rock 'n' roll show, starting July 3 for one week. . . . Jerry Lynn Music Company, a new pubby, has been organized in Albany, N. Y. . . . Jimmy Witherspoon, former vocalist with the Jay McShann band, has been signed by RCA Victor. . . . Gisele MacKenzie is doing a three-weeker, thru July 10, at the Flamingo, Las Vegas.

San Francisco Records has appointed four new distributors: Herman Gimbel, Baltimore; Record Distributors, Miami; Sandel Company, Minneapolis, and Mario Freidberg, Mexico City. Bernie Green, musical director for "Caesar's Hour" and the Henry Morgan Show, will cut the diskery's first stereo tape package next week.

Joe Leahy, proxy of National Records, is bringing out two LP's based on the G. Schirmer catalog.

One will cover dance standards and the other will contain the English Bell Singers in a program of secular and sacred songs. . . . Toni Arden begins a three-week stay at the Copacabana July 18 and on July 28 she'll do a guest stint on the Ed Sullivan show. . . . Decca has signed the Sparks, a New Orleans vocal and instrumental rock and roll group. . . . Milt Gabler, Decca a.&c. chief, is currently on the Coast for confabs and sessions.

## London to 'Get 'Happy Fella'

**LONDON** — Frank Loesser who is currently vacationing on the Continent is expected over here this week to discuss the West End presentation of "Most Happy Fella." Loesser was last in Britain for the staging of "Guys and Dolls" at the London Coliseum in 1953.

## Album Packaging

• Continued from page 29

covers submitted. The category was retained for the sake of contest consistency.

Walter Margulies was equally vocal in his criticism of disk firm packaging practices.

"Record companies show no imagination whatsoever," said Margulies. "As a simple illustration, what's wrong with a die-cut tab extending up above the ordinary dimensions of the album cover. Such a cover, placed in a browser box with dozens of other disks, would be irresistible to the consumer. He would almost have to pick out that record."

He also stressed the need for companies to develop gimmicks to tie in to the sales of the disk.

The winning covers chosen by the panel will not be announced until after the upcoming Music Merchants Convention and Trade Show beginning in Chicago July 15th. At their annual conclave, music dealers have a chance to second-guess the experts in their choice of prize-winning covers. Those who come closest will be awarded a variety of prizes. Winners will be announced in The Billboard the following week.

## Trade-Ins Cue

• Continued from page 29

of the previous best May. Including all co-operative ad money, the campaign is supposed to have cost about \$250,000 in local newspaper and radio advertising, plus the cost, to the company alone, of several national magazine ads. One of the most effective plugs was a one-minute commercial on the Perry Como NBC-TV show.

The plan itself enabled dealers to offer customers a \$1 trade-in allowance on any 78, 45 or 33 1/2 album of any label, which originally retailed for \$2 or more, toward the purchase of any Victor classical LP. Dealers in turn were credited with the wholesale value, or 62 cents on each retail dollar toward purchase of Fresh Red Seal stock.

Bullock noted that the plan took off slowly, but in its second two-week period, trade-ins poured in. Everywhere, that is, except in the New York area, where the price-cutting situation dampens all such promotions. Top response was in Los Angeles, Dallas, Kansas City, St. Louis, Denver and Des Moines. In L. A., one dealer took in 1,757 78 r.p.m. sets, another got 709, and a third 542.

The trade-ins are in the hands of the Victor distributors, and the company is sending factory men around to handle counts and credits.

## News Review

• Continued from page 29

Glen Gray and the Casa Loma Band, and the International Jazz Men—a group of top musicians of 1945.

The last volume, "Enter the Cool," presents the beginnings of modern concepts of jazz of the post-World War II period. Several currents of "progressive" jazz are gathered into this set. They start with the be-bop era, as displayed by Dizzy Gillespie's band; the new big band approach with Stan Kenton and Woody Herman's Herd; the inventive combo, as outlined by Lennie Tristano and George Shearing; and finally, the most significant feature of the four sets—a swinging group of progressive jazz musicians led by Miles Davis. (The epoch-making date of 1949.)

While many noteworthy musicians have been necessarily omitted from each period, the volumes represent a fair anthology of jazz and its metamorphosis to date, altho there are more complete and authentic examples of the styles of the four cycles available.

The packages are attractively bound and will make a good display. Individually, or as a complete set, they should gather fair sales for the average dealer. Volume 4 should be the leader.

## THE HISTORY OF JAZZ:

"N'Orleans Origins," Vol. 1 (T 793); "The Turbulent Twenties," Vol. 2 (T 794); "Everybody Swings," Vol. 3 (T 795); "Enter the Cool," Vol. 4 (T 796).

Howard Cook.

## Capitol Unveils

• Continued from page 25

change single merchandise, and 28 weeks in which to exercise their exchange privilege in the case of albums.

One stop will be allowed a 100 per cent exchange similar to that of dealers, and in addition will earn a monthly credit of 10 per cent on all single record sales, the latter computed at dealer cost. Only provision here is that such sales must exceed \$100 per month in order to earn the credit. No discounts will be allowed to one-stops for albums purchased. EP's are construed to be albums.

## Operator Discount

Operators will earn a 5 per cent discount on all single purchases, such credit to be given on a monthly basis on open accounts and at the time of purchase on all C.O.D. accounts. Ops will be required to furnish their nearest Capitol branch or distributor with a completed application certifying that he is an operator. No exchange privilege or deferred terms of any sort are to be offered operators, nor will discounts be allowed for EP's.

Effective July 1, all rack jobber sales and shipments will be made from Cap's branches with all drop shipments from the firm's Scranton plants eliminated. Rack jobbers will not be entitled to the 100 per cent exchange privilege granted to dealers, but instead will receive a 100 per cent exchange on singles approved by the local branch, and on albums on a similar approved list issued by Capitol.

All sales and shipments to rack operators must be in multiples of factory packed quantities, i.e., 25, 50, 100, with rack jobbers earning 8 per cent discount on such purchases. Discounts will be given on a monthly basis. Firm is limiting the shipment of all rack jobber purchases to not more than 10 destinations. As indicated to dealers, operators, one-stops and rack jobbers, the plan will be applicable on all purchases made thru the end of 1957, with exchanges extending thru March of 1958 on singles and June 1958 on packages.

## NEWS REVIEW

### 'Channels' Is Bright Revue Fare

**NEW YORK**—"Improper Channels," a miniature revue which opened here at Chez Carlo, a local East Side nitery, last week, satirizes TV, with special emphasis on the more tradey aspects of the Grey Flannel Suit set.

Production was spotty and pacing uneven at the show caught (24), but over-all the revue shapes up as a bright, funny package with considerable appeal for the average nitery patron as well as the Madison Avenue crowd.

All six principals—Brenda Lewis, Edith Fellows, Ronnie Cunningham, Jim Kirkwood, John Heawood, and Tom Ayre—impress with their versatility on songs, sketches and condensed-terp routines. Miss Fellows registers the strongest audience impact, revealing an unexpectedly delightful flair for comedy, particularly with her impersonations of Mrs. Arthur Murray and Agnes De Mille.

The sketches and lyrics by Robert Alan Arthur (with additional sketch material by Marge Greene) are penned with perception and taste, yet contain enough earthy lines to protect them from the damning tag—"upper brow." Some could benefit from cutting, and stronger punch lines.

Warren B. Meyers' music (with additional music by Linda R. Melnick, Richard Rodgers' daughter) is serviceable revue fodder, albeit unpromising as pop song material. June Bundy.

The Drums Are Beating For  
A Rousing New Song Hit!

**JOHNNY REB**  
and  
**BILLY YANK**

From the famous Sunday comic page  
syndicated by the New York Herald Tribune

Recorded by

**GENE AUTRY** on Columbia  
**THE COUNTRY SINGERS** on Vik

ROBBINS MUSIC CORPORATION

"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)  
TIMA 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.  
156 W. 52 St. N. Y. C.

IT'S NEW  
IT'S CALYPSO  
IT'S ROSEMARY CLOONEY

WHO DOT  
MON, MOM?

Columbia #40917  
REMIK MUSIC CORP.

**NAMM**  
CONVENTION  
ISSUE

Coming  
Your Way

DATED  
July 15



Packed with special features of vital importance to the entire music industry!

Nat Cole  
CAPITOL ALBUM

Billy Ward  
and his dominos  
LIBERTY



MUSIC FROM THE GREAT  
CATALOG OF MILLS

WALKIN'  
THE FLOOR  
OVER YOU

GEORGIA GIBBS

RCA Victor

AMERICAN MUSIC, INC.  
9108 SUNSET BLVD., HOLLYWOOD, CALIF.

MUSICRITE  
Wise, long bodied  
Music Writing Paper.  
Withstands repeated  
erasure. Available in  
all styles of ruling,  
cream, pink or tan.

Long lasting, permanently translucent  
Master Music Duplication  
Paper. Makes an  
infinite number of clear  
reproductions. Takes  
pencil or ink and resists  
repeated erasure.

Send 25c for complete Sample Kit  
of Musicrite and Transrite.

LAKE SPECIALTY COMPANY  
2300 WEST 130th ST., CLEVELAND 30, OHIO

WANTED

Tapes and Masters of Middle Songs.  
Must be F.D., Original or Royalty  
Free. Interested only in Fine Quality  
Recordings. Reply: BOX NO. 104,  
The Billboard, 1344 Broadway, New  
York 24.

GIVE TO DAMON RUNYON  
CANCER FUND

# 1,000,000 RECORD SHOW



Also Singing Her Latest Hit  
**I'M WALKING  
 THE FLOOR  
 OVER YOU**  
 and  
**SUGAR CANDY**  
 RCA Victor 20/47-6922

**GEORGIA  
 GIBBS**  
 Every Monday—Starting July 1  
 NBC-TV  
 7:30-7:45 EDT PM

**Featuring Many Great All-Time Hits From  
 RCA Victor's Gold Standard Series**

## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## NEW PRODUCTS

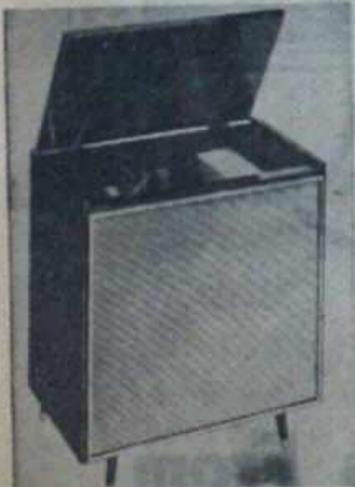
### TWO MODELS FROM '58 DECCA LINE . . .

From the Decca '58 line of 14 phonos, here are two models of particular interest. First, there is the DP-910 45 r.p.m.-only automatic, "The Middlesex." Retailing at \$39.95, this compact unit uses a 4-inch front-mounted speaker, one tube (plus rectifier) amplifier, and has separate volume and tone controls. The pick-up is the Ronette RA-395-1-S. As the photo shows, the cabinet is a



modern design with rounded sides. Two color choices are available—two-tone green and black with red. The "Middlesex" weighs only 9 pounds.

The console shown below is the DP-264, called "The Douglas." It is budget priced at \$159.95 and is available in a choice of four finishes—mahogany, blonde, walnut and fruitwood. It uses a four-speed changer with complete shut-off after the last record is played. Separate bass, volume and treble



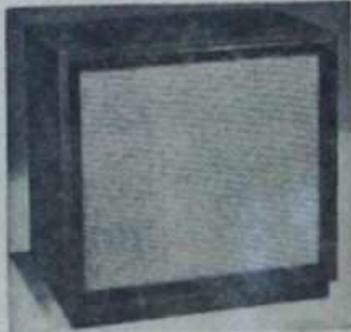
controls are a feature of the amplifier which has an advertised frequency response of from 50 to 20,000 cycles per second. The speaker system is comprised of a 12-inch woofer and two 4-inch tweeters with cross-over network. The cartridge is a Ronette turn-over with two sapphires. A special feature is an output jack for an external speaker.

### FISHER DEBUTS SERIES 51 HI-FI PHONO . . .

Fisher Radio Corporation has just introduced its Series 51 hi-fi phono. The unit is compact and available in a choice of five finishes (mahogany, blonde, walnut,

fruitwood and ebony). It is priced at \$279.50.

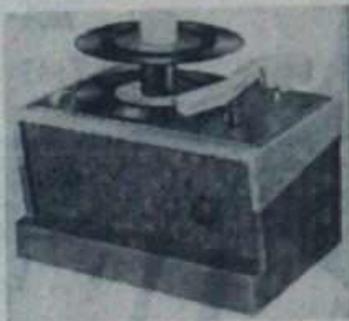
The Series 51 has many exclusives. It has a speaker system comprised of three speakers in an acoustic enclosure, an amplifier with peak power of 32 watts, four-speed Garrard changer and diamond needle in a magnetic cartridge. Complete shut-off of



the unit after the last record is played is a special feature. There is an auxiliary input jack for connecting TV sound, a tape recorder or an AM-FM tuner. The record changer compartment has a "Fonolite" which provides automatic illumination while the changer is being used.

### PHONO LINE BOWS . . .

A total of 33 models (including tape recorder-players) have just been introduced by Symphonic Radio and Electronic Corporation. The phono line ranges in price from \$19.95 for a three-speed portable (Model 1210) up



to \$249.95 for the Model 1260 hi-fi console.

An important addition to the line is the Model 1245 45 r.p.m. table model shown here. It lists at \$32.95. A special feature of the unit is a matching carrying



case, listing at \$7, which converts the table model into a portable.

Another important addition to the line is the Model 330 tape



ABOVE: Important front-of-store display area is devoted to phonos and small radios. Every Crosson customer has to pass this display twice on every visit to the store. Radios are displayed in abundance by using peg-board rack and fixtures.

ABOVE LEFT: Here are some of the display fixtures of Joe Crosson bought after the flood. Self-service browsers are an important part of his operation. Album storage is maintained beneath the browser and albums are easily accessible. That's owner-manager Crosson in the background.

LEFT: Teen-agers audition one of their pop favorites. Crosson's has several of these listening booths, all of which are operated from behind the counter. The customer never touches a record. One of the booths is reserved for hi-fi fans and features extremely wide-range equipment.

## WHAT'S YOUR PROBLEM?

# Have You Had a Flood Recently?

By RALPH FREAS

TORRINGTON, Conn. — In the words of local teenagers, Joe Crosson, owner-manager of Crosson's Music Store, is "hip." He is, in addition, "a good soul." By way of explanation, Joe Crosson's young customers told *The Billboard* that Joe never gets mad at them.

"He lets us charge things," they said. "We pay in a couple of days and he doesn't send bills home."

### Plenty of Problems

While Joe Crosson rates high in the teenagers' esteem, it is no index of his business volume. He has more than his share of problems. Coping with some of them takes a lot more guts than the average dealer can afford.

Remember the floods that hit Connecticut so hard almost two years ago? Joe Crosson lost 25,000 records in that disaster. Because of the possible health problem, all of Crosson's stock, kept in a downstairs stock room, had to be dumped at the curb. A bulldozer then came along, pushed it out and it was buried. The experience, needless to say, was a sickening one for Joe and all of the other merchants in town.

Three months later, in October, floods again threatened. The prospect gave Joe Crosson an attack of ulcers and he spent some time in the hospital. The floods, however, hit only the lower towns and Torrington was spared a second disaster. The people of

recorder. The \$249.95 purchase price includes a stereophonic demonstration tape. The addition of legs (optional) converts the table model recorder playback into a chairside model.

Connecticut have constant reminders of those awful times. Many bridges are temporary things. Rebuilding still goes on.

### Help From Many Sources

After the flood, major help came from Crosson's suppliers.

"They kept us in business," says Joe, "by giving us extra discounts and extending us a little credit."

Help also came from the Service Clubs of America. One of their representatives came in one day and asked Joe if he could use some money. He pointed out that Joe needed new fixtures to continue in business.

Says Joe, "I told them I could use \$750. I put in new racks and bins with it."

### The Day-to-Day Problems

Floods may come only once in a lifetime. Other problems are more constant. Discounting is one of them.

"The professional people in town," Joe points out, "are the logical buyers of higher priced equipment and good record collections. I don't see too many of them in here. When our local doctors or dentists have a day off, they go into New York. With the money they save by buying records at fantastic discounts, they can pay for their trip both ways. Oh, I did sell \$125 worth of LP's to a doctor one time, but that was in payment for an appendectomy he performed on my son."

The New York discount situation affected Crosson's gross even at a fairly healthy distance. But the problem has been intensified by a new discount problem only 28 miles away in Hartford. There, Economy Sales, a recent newcomer to the record retailing picture, is battling it out price-

wise with the old-timer Record Shop. Crosson's customers are aware of it and are not averse to traveling that distance by car to save a few dollars.

Joe Crosson can't do much about a flood. But he can and does meet the discount situation head on by cutting price himself—not enough to be dangerous but enough to hang on to the customers he has. For the younger crowd, he offers a free disk for every 10 bought. They simply save the register receipts on which the terms of the offer are printed.

He also has done a good job with low-price specials. He took on a 99-cent line just as a trial. Even with little faith in the product, he sold out and ordered again. The impressive thing is, customers came in for the specials, bought them and also purchased other merchandise.

### General Business Pattern

In general, Torrington is a "two-day" town. Most of the business is done on Friday and Saturday. The town's merchants teamed up at one point with "Sale Days" on Monday and Wednesday in an attempt to spark up business earlier in the week, but nothing happened. They couldn't break the buying pattern of the townspeople.

In a broader sense, Torrington is a "holiday town."

"We live," says Joe Crosson, "from Christmas to Christmas. That's really the only time we make a good living. Sure, we do business all year, but it's a struggle."

### Positive Action

In the face of discounting, floods and general apathy, what can a dealer do?

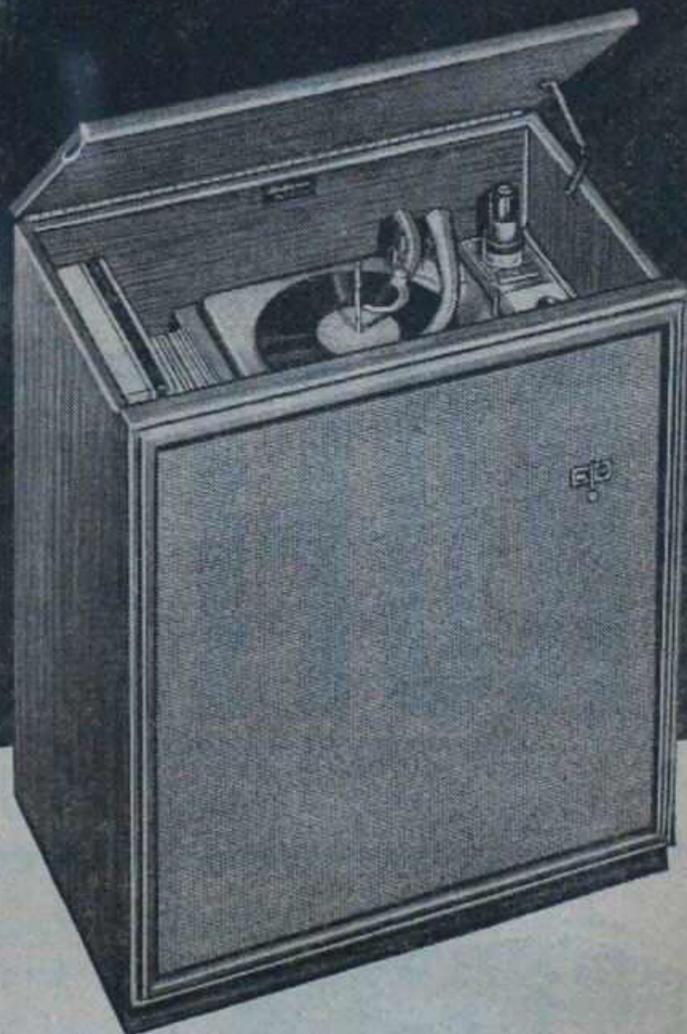
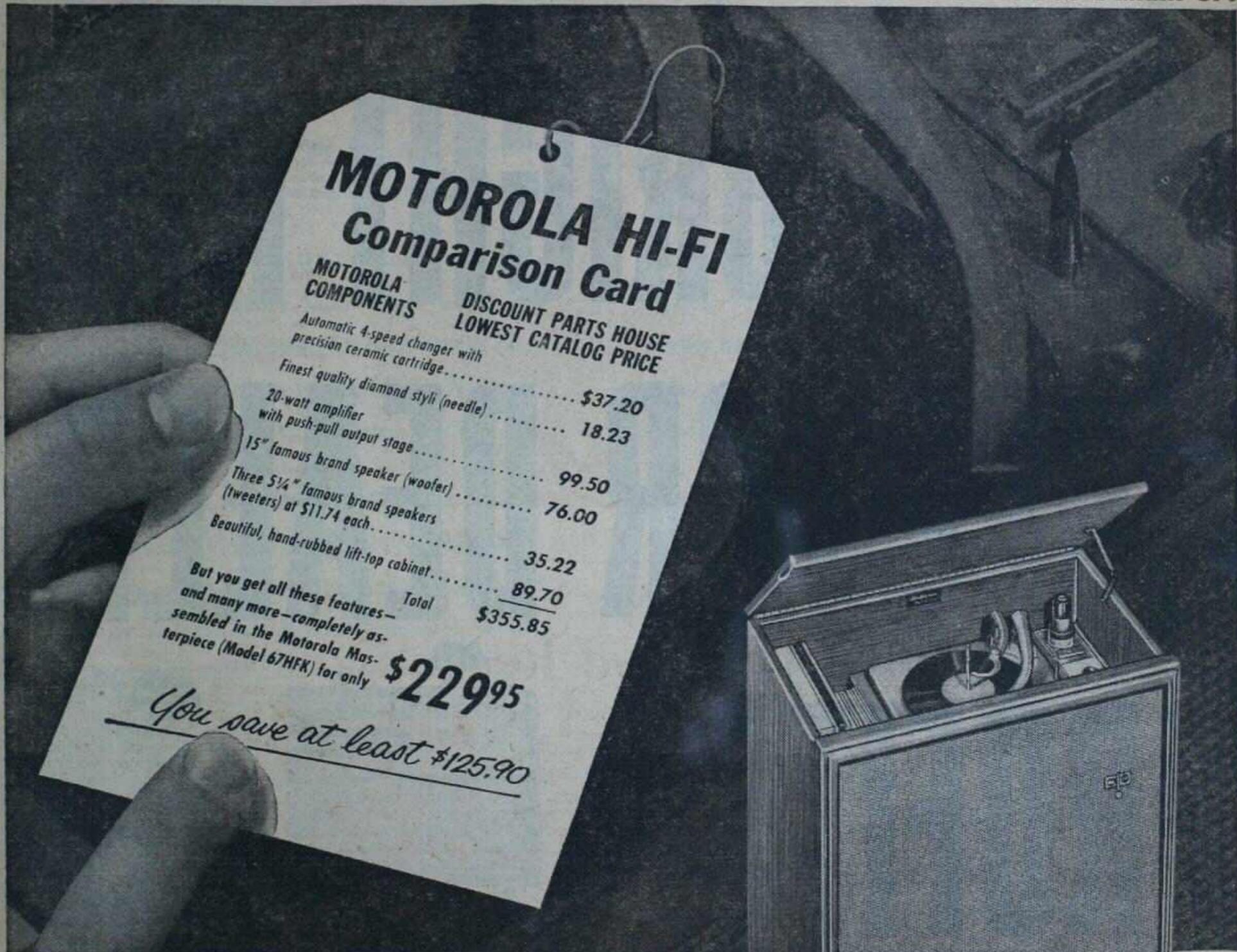
"We keep working," says Joe Crosson, "dreaming up new ideas, changing displays."

One of Joe Crosson's favorite dreams is the development of music studios above his store. He carries guitars and some brass instruments but would like to see studios above his store so that he would have a steady stream of traffic of musically minded young people who, more likely

(Continued on page 65)

# Now customers see at a glance how they save \$125<sup>90</sup> on Motorola® Hi-Fi!

YET YOU SELL AT FULL MARK-UP!



Model 67HFK

**Hottest seller in custom-assembled hi-fi—retails at \$229.95, yet it will match the performance of competitors' sets costing up to 4 times as much!**

Right on this dramatic Comparison Card, your customers can see that Motorola gives them the finest hi-fi components . . . completely custom-assembled . . . and at a saving of at least \$125.90!

It's the biggest bargain in hi-fi they'll ever find, and you'll be selling them at full list price!

But turn the card over, and let the customer get the full

story: Motorola's Model 67HFK also has separate tone controls for bass and treble . . . the exclusive Guest Conductor switch that separates vocals from music . . . automatic, 4-speed intermix . . . Soft Touch tone arm . . . and a range of 30 to 15,000 cycles with less than 1% distortion at 10 watts! You sold? Your customers will be!

Specifications subject to change without notice. Prices slightly higher South and West.

ASK YOUR MOTOROLA DISTRIBUTOR FOR A DEMONSTRATION

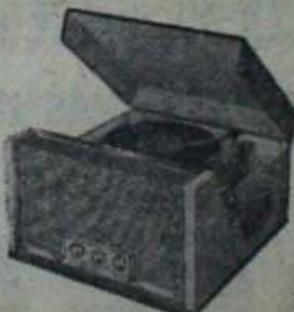
# MOTOROLA Masterpiece

**HIGH FIDELITY**

# WHY HIGH FIDELITY IS THE BRIGHT NEW HOPE FOR DEALER PROFIT!



"Concert Grand" Deluxe Custom Radio-Phonograph Console, Model—4A11

|  |   |  |
|--|---|--|
|  <p>"Concert Grand" High Fidelity Console Phonograph, Model—4A36</p>    |  <p>"Concert Grand" Deluxe High Fidelity Phonograph Console, Model—4A37</p> |  <p>High Fidelity Portable Automatic with Twin Speakers, Model 4A30.</p>  |
|  <p>Custom High Fidelity Automatic Portable Phonograph, Model—4A32</p> |  <p>Deluxe High Fidelity Phono-Radio Portable, Model—4A10</p>              |  <p>Deluxe High Fidelity Twin-Speaker Portable Phonograph, Model—4D20</p> |



**PAUL E. FEATHERSTONE,**  
General Sales Manager,  
Steelman Phonograph & Radio Co.

**REGIONAL STUDIES SHOW "PACKAGED" HIGH FIDELITY ALREADY A VOLUME SELLER AT FULL MARKUP!** While TV sets, records and electrical housewares have dealers hip-deep in the discount battle... "packaged hi-fi" is a giant full-profit winner!

The real potential of "HI-FI" actually extends to every family in America. Saturation is virtually nil. Alert dealers on both coasts see High Fidelity ranging to \$500 million in the next three years with "Packaged Hi-Fi" as the 'Meat-and-Potatoes'!

**HOW TO PICK A HIGH FIDELITY LINE!** Half the battle a dealer has to face is choosing a line that is complete... that gives him the right margin... that also gives him the most merchandising help—to bring him increased traffic... a larger share of Hi-Fi sales.

Here at Steelman, we are convinced that these are the two most important things you need. That is why we are giving you our greatest high fidelity line in history, backed up by the most powerful program in our twenty years!

**STEELMAN PLANS ALL-OUT PUSH WITH COMPLETE PROGRAM FOR DEALERS!** Full-color and black-and-white advertisements featuring new STEELMAN Bi-Fidelity® Music Systems in custom-

*Steelman*

crafted consoles, table sets and smart new portables... will appear in LIFE, Saturday Evening Post, Living For Young Homemakers, and the N. Y. Times Sunday Magazine!

When this advertising breaks, all STEELMAN dealers across the country will be armed with the most imaginative, traffic-building promotion ideas high fidelity has ever had! Not just one or two, but a steady stream of these promotions keyed to the national advertising.

In addition to this powerful support, every STEELMAN dealer will get full-color material, including window streamers, counter cards, post cards, giant blow-ups, mat ads, and line folders—everything they need to make high fidelity profits as never before!

It's the most fully-integrated merchandising program ever engineered for high fidelity. We call it "The Revolution In High Fidelity". Ask your STEELMAN representative to show it to you today!



ALL STEELMAN equipment is backed by over 20 years leadership in quality high fidelity music systems plus this double guarantee!

National network of conveniently located factory authorized service agencies.

# STEELMAN

STEELMAN PHONOGRAPH & RADIO CO., INC. World leader in quality high fidelity music systems • 2-30 ANDERSON AVENUE, MOUNT VERNON, NEW YORK

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## Best Selling Pop Albums

FOR SURVEY WEEK ENDING JUNE 22

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

1. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
2. HYMNS—Tennessee Ernie Ford.....Capitol T 758
3. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
4. "PEACE IN THE VALLEY—Elvis Presley..RCA Victor EPA 4054
5. MANTOVANI FILM ENCORES.....London LL 1700
6. SPIRITUALS—Tennessee Ernie Ford.....Capitol T 818
7. MY FAIR LADY—Original Cast.....Columbia OL 5090
8. A SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
9. STEADY DATE WITH TOMMY SANDS.....Capitol T 848
10. THE KING AND I—Sound Track.....Capitol W 740
11. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
12. OKLAHOMA!—Sound Track.....Capitol SAO 595
13. THE EDDY DUCHIN STORY—Sound Track...Decca DL 8289
14. BERGEN SINGS MORGAN—Polly Bergen...Columbia CL 994
15. \*\*A CLOSER WALK WITH THEE—Pat Boone.....Dot DEP 1056

\*Not available as a Pop Album. Available on RCA Victor EPA 4054.

\*\*Not available as a Pop Album. Available on Dot DEP 1056.



## Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING JUNE 22

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- About the Blues.....Julie London  
Liberty LRP 3043
- Fair and Warmer.....June Christy  
Capitol T 833
- Here's Little Richard.....Little Richard  
Specialty SP 100
- Pat.....Pat Boone  
Dot DLP 3050

## Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Popular Albums

FOR DANCERS ALSO (1-12")—Les Elgart Ork. Columbia CL 1008

It's the second time an Elgart instrumental dance LP has been selected as Columbia's \$2.98 "Buy of the Month," and this one, like its predecessor, figures to hit the money list. Same ingredients are here—simple, swiny, sophisticated scorings of great standard tunes—eminently danceable. Cover is attractive, and, most important for the younger set, the price is right.

### Country and Western Album

THE DADDY OF 'EM ALL (1-12")—Ernest Tubb. Decca DL 8553

This, of course, is must inventory for dealers with c&w buyers. The package is well recorded; the performances are in Tubb's inimitable and great style. His fans will take it off the shelves as soon as it is stocked. Songs are hillbilly standards: "I Dreamed of an Old Love Affair," "Mississippi Gal," "I've Got the Blues for Mammy," etc.

### Special Merit Jazz—Folk—Documentary Album

BIG BILL BROONZY (1-12")—Folkways FC 3596

Jazz and folk collectors and those with special curiosity and affection for the blues will find here one of the richest documents available. The colorful, articulate Broonzy reveals a wealth of background and knowledge in his discussion of some basic folk blues, including the once-again popular "C. C. Rider," and he also sings them to his own marvelous guitar backing. Studs Terkel is the interviewer, and, as usual with Folkways, a long, lucid booklet is included. Artistic cover.

### Jazz Albums

KENTON WITH VOICES (1-12")—Stan Kenton. Capitol T 810

These vocal scorings for the Modern Men have a strong flavor of the Four Freshmen, who also once worked with Kenton. Repertoire is a blend of the familiar like "Dancing in the Dark" and "Sophisticated Lady," with more specialized material such as "Eager Beaver" and "Interlude." Thrush Ann Richards offers three tunes in an easy-going, pleasant, semi-jazz style. A good production thruout and the cover of Kenton with surrealist paintings should be a good stopper.

### New Jazz Talent

JOHN DENNIS—NEW PIANO EXPRESSIONS (1-12")—Debut DEB 121

Pianist Dennis is a refreshing jazz experience. Unlike many modern pianists, he utilizes the color capacity of the piano to the fullest, is aware of dynamics, and develops his ideas with

fluidity and natural warmth. Style-wise, Dennis relates more to the older pianists—Tatum, Wilson—than to ultra-modern school. Five of the eight selections are Dennis compositions, and have the same communicative, lyrical quality of his playing. If shown, Dennis' touch and the beauty of some of his compositions, i.e., "Odyssey," "Chartreuse" are likely to attract buyers both in and out in the jazz sphere.

### Classical Albums

STRAVINSKY: FIREBIRD SUITE; TCHAIKOVSKY: ROMEO AND JULIET OVERTURE-FANTASY (1-12") — Philharmonic-Symphony Orch. of New York. Leonard Bernstein, Cond. Columbia ML 5182

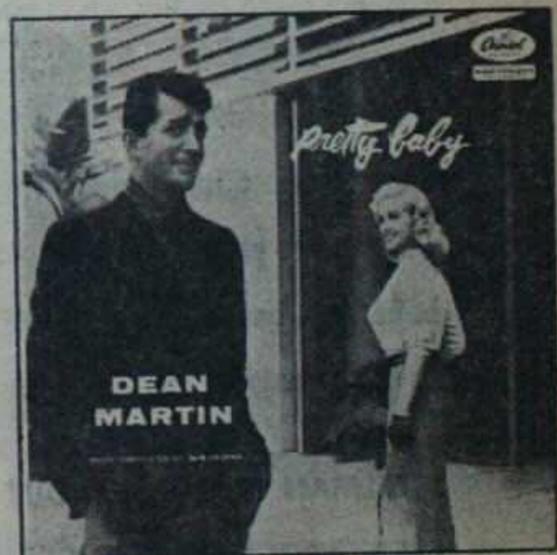
Bernstein's conducting is analytical, with great attention lavished on detail. Recorded sound is superb, generating great excitement especially in "Firebird." Competition on records is both extensive and of high quality, but by no means overwhelming. Columbia's \$2.98 "Buy of the Month" for July.

### Sound

MALLET MAGIC. HARRY BREUER AND QUINTET (1-12")—Audio Fidelity AFLP 1825

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

## — Album Cover of the Week —



PRETTY BABY, Capitol T 849. Fans of popular flick star, Dean Martin, will go for this cover. The well-proportioned chick who causes the twinkle in Martin's eye will also attract sales and second glances. Good display material.

## Reviews and Ratings of New Albums

### Popular

ROGER WILLIAMS PLAYS BEAUTIFUL WALTZES .....86  
(1-12")  
Kapp KL 1062

The album market has kept Williams' de luxe two-disk "Songs of the Fabulous Fifties," package riding the charts and this moody set of favorite waltzes — "Always," "Sleepy Lagoon," etc.—can follow the same pattern. Arrangements for the big ork are handsomely scored and well recorded and the pianist is not always in the spotlight, he's there just enough to make for nice contrasts. Gorgeous color cover plus Williams' name should pick up plenty of action. Another strong jockey set.

(Continued on page 40)

### Classical

DYORAK: NEW WORLD SYMPHONY (1-12")—The Vienna Philharmonic Orch., Rafael Kubelik, Cond., London LL 1607 .....80

Latest version of one of the most popular and frequently recorded works lacks some of the intensity of Kubelik's earlier reading. Nevertheless, present release must be ranked among highest of extensive competition. Sound is good, but short of London's peak achievements.

TCHAIKOVSKY: SYMPHONY NO. 3 (1-12")—The London Philharmonic Orch., Sir Adrian Boult, Cond. London LL 1442 .....78

Only major up-to-date recording of important symphony by Tchaikovsky should have clear sailing in shops. Although not the most dramatic interpretation conceivable, strength of work and fine sound keep interest high thruout.

(Continued on page 65)

### Jazz

SHORTY ROGERS PLAYS RICHARD RODGERS .....84  
Shorty Rogers and His Giants (1-12")  
RCA Victor LPM 1428

Fine, modern jazz stylings of several favorite Rodgers melodies. The tasteful selection includes "Ten Cents a Dance," "Mountain Greenery," and a most inventive interpretation of "I Could Write a Book." Those who dig the "West Coast Jazz" sound should go for this. Title and cover should attract sales.

BLUES ON THE RIVER .....83  
Lawson-Haggart Jazz Band (1-12")  
Decca DL 8196

Another excellent album in a successful series by this band. Material, drawn primarily from blues literature, is graced by formidable ensemble and solo performances, and

(Continued on page 65)

## Most Played by Jockeys

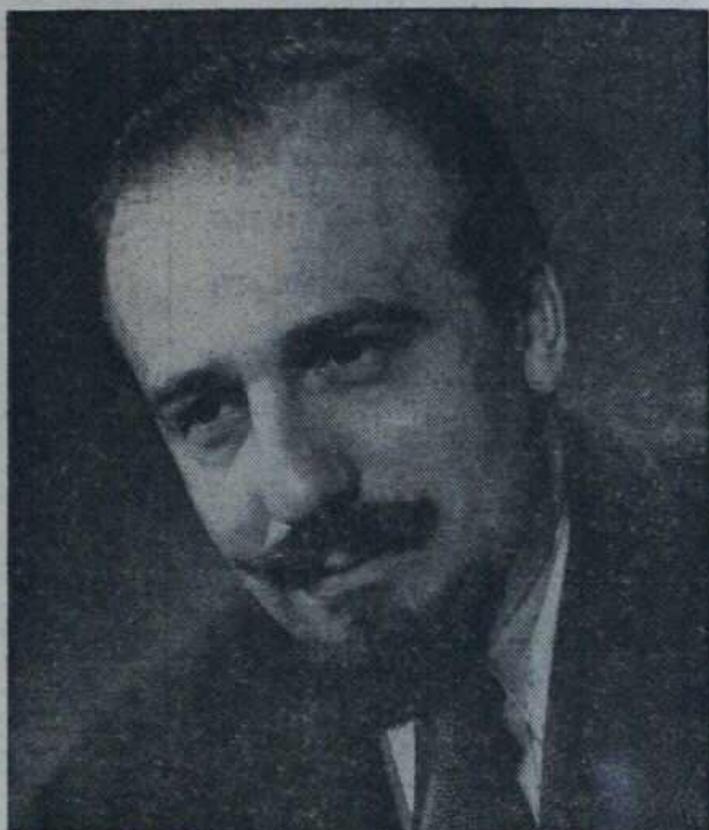
FOR SURVEY WEEK ENDING JUNE 22

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. EYDIE GORME—Eydie Gorme.....ABC-Paramount 150
5. ROCKIN'—Frankie Laine.....Columbia CL 975
6. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
7. GREAT SONGS FROM HIT SHOWS—Sarah Vaughan.....Mercury MCP-2-100
8. AROUND THE WORLD IN EIGHTY DAYS—Sound Track.....Decca DL 9046
9. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's.....Columbia CL 052
10. BERGEN SINGS MORGAN—Polly Bergen.....Col-B-9941

**1955**  
Summer Hit  
"YELLOW ROSE OF TEXAS"

**1956**  
Summer Hit  
"SONG FOR A SUMMER NIGHT"



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YOUR RUBY LIPS"**

and

**"JAVA"**

Columbia 4-40947-40947

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

## Reviews and Ratings of New Popular Albums

Continued from page 38

### Classical Albums (Over-all)

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

1. TCHAIKOVSKY: 1812 Overture; Capriccio Italien—Minneapolis Symphony (Dorait).....Mercury MG 50054
2. RACHMANINOFF: Piano Concerto No. 2; Liszt: Piano Concerto No. 1—Rubenstein, Chicago Symphony (Reiner).....RCA Victor LM 2068
3. THE RITE OF SPRING (LE SACRE DU PRINTEMPS)—The Paris Conservatoire Orch. (Monteux).....RCA Victor LM 2085
4. HI-FLI FIEDLER: Suite From "Le Coq D'Or" (Rimsky-Korsakoff); Overture to "William Tell" (Rossini); Marche Slave (Tchaikovsky)—Boston Pops Orch. (Fiedler).....RCA Victor LM 2100
5. OFFENBACH: Gaité Parisienne; Meyerbeer: Les Patineurs—Boston Pops Orch. (Fiedler).....RCA Victor LM 1817
6. TCHAIKOVSKY: Nutcracker Suite; Chabrier: Espana—The Royal Philharmonic Orch. (Beecham).....Columbia ML 5171
7. STRAUSS: Don Juan; Waltzes From "Der Rosenkavalier"; Till Eulenspiegel's Merry Pranks; Love Scene From "Feuernot"—The Philadelphia Orch. (Ormandy).....Columbia ML 5177
8. DVORAK: Symphony No. 5 ("From the New World")—NBC Symphony Orch. (Toscanini).....RCA Victor LM 1778
9. COPLAND: Appalachian Spring; Billy the Kid—The Philadelphia Orch. (Ormandy).....Columbia ML 5157
9. TCHAIKOVSKY: Nutcracker Suite; Rossini: William Tell Overture; Waldteufel; Skaters—NBC Symphony Orch. (Toscanini).....RCA Victor LM 1986
11. BEETHOVEN: Violin Concerto in D—Milstein, Pittsburgh Symphony Orch. (Steinberg).....Capitol P 8313
12. OVERTURES AND MARCHES—Concertgebouw Orch. of Amsterdam; Orchestre des Concerts Lamoureux (van Kempen).....Epic LC 3349
13. PROKOFIEV: Symphonies Nos. 1 & 7—Philharmonia Orchestra (Malko).....RCA Victor LM 2092
14. DINU LIPATTI—His Last Recital.....Angel 3556B
15. MENOTTI: The Unicorn, the Gorgon and the Manticore—New York City Ballet (Schipper).....Angel 35437
16. BEETHOVEN: Sonata in C-Sharp Minor ("Moonlight"); Sonata in C ("Waldstein")—Horowitz.....RCA Victor LM 2009
17. TCHAIKOVSKY: Piano Concerto No. 1—Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
18. PORTS OF CALL—The Philadelphia Orch. (Ormandy).....Columbia ML 4983
19. CONCERTOS UNDER THE STARS—Pennario, Hollywood Bowl Symphony Orch. (Dragon).....Capitol P 8326
20. RAVEL: Bolero; Rimsky-Korsakov: Capriccio Espanol—Detroit Symphony (Paray).....Mercury MG 50020

**MORE JERRY LEWIS** ..... 83  
(1-12")  
Decca DL 8595

The comedian-turned-chanter's first album, "Jerry Lewis Just Sings," made the best selling charts, and this, with very similar fare, figures to pull substantial sales. Much of the same vaudeville flavor obtains here applied to such evergreens as "Rainbow 'Round My Shoulder," "You're Driving Me Crazy," etc. Jockeys will like some of these bands, too, which can help to stir counter action.

**MIDNIGHT ON THE CLIFFS** ..... 82  
Les Baxter Ork (1-12")  
Capitol T 843

Title tune of the LP from the pic "Julie," sets the pattern. Tunes are all of the romantic school, many taken from soundtracks. Baxter hits like "Wake the Town and Tell the People," "Blue Mirage," etc., are included. Lush orking of strings, woodwinds and harp, paired with the vocal work of the Notables, Sue Allen and Bill Kennedy, make for superior mood listening. Package can be a strong lock item and exposed via store players, it can sell copies.

**PRETTY BABY** ..... 81  
Dean Martin (1-12")  
Capitol T 849

Martin's relaxed ingratiating vocal style is spotlighted on a group of delightful standards—"I Can't Give You Anything But Love," "Sleepy Time Gal," etc. Great jockey wax and cover has excellent display value. Gus Levane's backing is lightly swingy and shrewdly unobtrusive.

**HARMONIZIN' THE OLD SONGS** ..... 78  
Fred Waring & the Pennsylvanians (1-12")  
Decca DL 8335

These arrangements are hardly in a class with many of Waring's more complicated vocal and ork scorings, but the repertoire has a universal appeal. Old songs like "Sweet Adeline," "Dear Old Girl," etc., are all four-square and designed for easy joining in. Cover photo of a couple in old-fashioned dress holding music for "A Bicycle Built for Two," tabs it on the button. Can be good long-pull stock merchandise.

**TUTTI'S TRUMPETS** ..... 78  
Tutti Camarata (1-12")  
Disneyland WDL-3011

Here's a natural for anyone with a taste for big band sound with accent on brass. For this date, Camarata assembled such sterling trumpet men as Pete Candoli, Conrad Gozzo, Mannie Klein, Joe Truscari, Shorty Sherock and Uan Rasey. The disk is really a showcase of their various styles, enhanced by a spanking bright, attractive sound. Stores with studios can order heavily on this one; it's a must for horn students.

**THE MAGIC OF BELIEVING** ..... 77  
Connie Haines, Beryl Davis and Jane Russell (1-12")  
Capitol T 822

This package should find ready acceptance in both the pop and sacred markets. The curvaceous trio, formerly a foursome, has name appeal. The girls' first Capitol LP spotlights an excellent title and a bright, thoroughly pleasant vocal blend on a variety of "message" songs—both sacred and pop—"Let the Light Shine on Me," "Ac-cent-tchu-ate the Positive," etc.

**JOSE MELIS AT THE PIANO WITH RHYTHM ACCOMPANIMENT** ..... 72  
(1-12")  
M-G-M E 3527

A potpourri of delightfully relaxed, easy listening. Pianist brings highly personalized and diversified stylings to 12 pop items—some with subdued rhythm backing—for top-flight results. Selections ("September Song," "Dream of Olwen," "Granada," "Solitude," etc.) provide obvious variety, and practically any is a natural for quiet hour deejay and bait for devotees of virtuosic cocktail music.

**AMERICA'S FAVORITE WALTZES** ..... 71  
Harry Horlick Ork (1-12")  
M-G-M E 3429

These are the time-honored standards of the waltz field—"Girl of My Dreams," "Let Me Call You Sweetheart," "My Hero," for example—which an older element of buyers will always welcome. Tunes are played in a manner that harks back to the days of Horlick's famous radio "A & P Gypsies," with a sound on these reissues that is not up to the level of some of the more recent packages available. Moderate sales can be expected, if a dealer takes the trouble to sell it.

**MUSIC FOR YOUR SOLITUDE** ..... 70  
Robert Ashley Ork (1-12")  
M-G-M E 3355

Another album of lush "listening" wax with rich programming potential for mood music jockey sets. Ashley's big ork (75 men) wraps up a group of haunting standards in symphonic-styled treatments. Includes "Night and Day," "Deep Purple," and "Street Scene."

### Latin American

**THE BEST AND MOST POPULAR MAMBOS OF THE FABULOUS FIFTIES** ..... 86

Ralph Font and Bill Diabolo Sextet (1-12")  
Kapp KL 1059

There's a great deal of competing merchandise on the market, but for the Latin-minded disk buyers, this is head and shoulders above many others. The blowing by the alternating bands is first-rate, but it's the top recording job that makes it stand out. Dealers will do well to recommend this. It can head the list in its class.

**LATIN SATIN** ..... 80  
Perez Prado Ork (1-12")  
RCA Victor

Latin standards ("Perfidia," "Green Eyes," "Frenesi") in cha-cha-cha rhythm. Strong potential among dancing set and Prez's name value won't hurt a bit. The sound is ultra-fi, as string bass in "Green Eyes" will demonstrate.

**THE BEST AND MOST POPULAR CHA CHA CHA OF THE FABULOUS FIFTIES** ..... 80

Bill Diabolo Sextet, Ralph Font Ork (1-12")  
Kapp KL-1060

Inspired by the success of its best-selling LP, "Songs of the Fabulous Fifties," by Roger Williams, Kapp has come up with a new twist via this package of popular cha cha cha themes, such as "Cherry Pluk," "Sweet and Gentle," etc. Both Font and Diabolo swing a knowledgeable baton for terping. Title may give  
(Continued on page 42)

### Classical

1. RACHMANINOFF: Piano Concerto No. 2; Liszt: Piano Concerto No. 1—Rubenstein, Chicago Symphony (Reiner).....RCA Victor LM 2068
2. BEETHOVEN: Violin Concerto in D—Milstein, Pittsburgh Symphony Orch. (Steinberg).....Capitol P 8313
3. TCHAIKOVSKY: Piano Concerto No. 1—Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
4. CONCERTOS UNDER THE STARS—Pennario, Hollywood Bowl Symphony Orch. (Dragon).....Capitol P 8326
5. GRIEG: Concerto in A Minor—Rubenstein, RCA Victor Symphony Orch. (Wallenstein).....RCA Victor LM 2087
6. SCHUMANN: Concerto in A Minor for Piano and Orchestra—Serkin, The Philadelphia Orch. (Ormandy).....Columbia ML 5168
7. BRAHMS: Concerto No. 2 in B-Flat Major for Piano and Orchestra—Serkin, The Philadelphia Orch. (Ormandy).....Columbia ML 5117
8. BEETHOVEN: Violin Concerto in D—Heifetz, Boston Symphony Orch. (Munch).....RCA Victor LM 1992
9. BRAHMS: Violin Concerto in D—Heifetz, Chicago Symphony Orch. (Reiner).....RCA Victor LM 1903
10. MENDELSSOHN: Concerto in D Major for Violin and Orchestra—Francescatti, The Philharmonic Symphony Orch. of New York (Mitropoulos).....Columbia ML 4965

### Pop Instrumental

1. MANTOVANI FILM ENCORES.....London LL 1700
2. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
3. MUSIC FOR THE LOVE HOURS—Jackie Gleason.....Capitol W 816
4. SONGS OF THE FABULOUS FIFTIES—Roger Williams.....Kapp KXL 5000
5. THE EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
6. DANCE TO THE MUSIC OF LESTER LANIN.....Epic LN 3340
7. WALTZ WITH LAWRENCE WELK—Coral CRL 57119
8. IN LONDON IN LOVE—Norrie Paramour.....Capitol T 10025
9. STAR DANCING—Ray Anthony.....Capitol T 831
10. MY FAIR LADY—Original Cast.....Columbia OL 5090

### Jazz

1. ELLINGTON AT NEWPORT Duke Ellington.....Columbia CL 883
2. CONCERT BY THE SEA.....Columbia CL 840
3. MY FAIR LADY—Shelley Manne and His Friends.....Contemporary C 3527
4. JAZZ IMPRESSIONS OF THE U.S.A.—Dave Brubeck.....Columbia CL 984
5. ELLA FITZGERALD SINGS THE RODGERS AND HART SONGBOOK.....Verve MGV 4002-2
6. DUKES OF DIXIELAND, Vol. 1.....Audio Fidelity AFLP 1823
7. A DRUM IS A WOMAN—Duke Ellington.....Columbia CL 951
8. KRUPA AND RICH—Gene Krupa and Buddy Rich.....Clef MG C 684
9. AMBASSADOR S A T C H—Louis Armstrong.....Columbia CL 840
10. JAY AND KAI—J. J. Johnson and Kai Winding.....Columbia CL 973

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# Frank Chacksfield

# VOYAGE OF THE MAYFLOWER

1749

**"Sailing into Hitsville"**  
 Says Buddy Dean station W.I.T.H., Balt. Md.

THE BILLBOARD'S  
**• Review Spotlight on . . .**  
**POP DISK JOCKEY PROGRAMMING**  
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## • Reviews and Ratings of New Popular Albums

• Continued from page 40

package some pop appeal—particularly if sold as series—but its basic sales attraction is still to the Latin-American market.

**YIPPEE-OLE** .....76  
Melino (1-12")  
Jubilee JLP 1042

Melino gives a new twist to the Latin-American idiom by playing a group of Western tunes in hip-wagging South-of-the-border dance tempos—"You Are My Sunshine" as a merengue, a cha-cha version of "Empty Saddles," etc. It's a surprisingly compatible instrumental blend, with interesting possibilities for jockey shows. The rather startling cheese-cake cover is on the tasteless side, but a potent traffic-stopper.

### International

**GYPSY MOODS** .....78  
Bela Babai Ork (1-12")  
Epic LN 3363

A virtuoso performance in schmaltz. The sound of Babai's violin, the cymbalom, cellos, etc., will make women desert their husbands and mothers their babies. Dealers with buyers addicted to this Romany music should by all means stock this item. It is authentic, throbbing and full of fire. Strong men will smash seltzer bottles on the floor. Included are Monte's "Czardas," "Fly My Swallow," and the pseudo-gypsy "Le Canari" ("Hot Canary").

**TWO HEARTS IN 3/4 TIME** .....76

The Vienna Symphony; Robert Stolz, Cond. (1-12")  
London LL 1555

Composer-maestro batons a wide variety of selections from his operetta cleffings. Four are well-delivered vocals in the original German. Naturally, "Two Hearts" is the piece de resistance. Over-all, the package adds up to a pleasant collection of Viennese schmaltz for appeal to the schnitzel set, but results are hardly up to the standard of the label's usually meticulous sound engineering.

**MY SCOTLAND** .....70

Jimmy Shand and His Strict Tempo Band (1-12")  
Capitol T-10014

One of Scotland's most popular bands makes its North American debut in this Capitol of the World album. Shand's jaunty accordion solo work and "strict tempo" are showcased on a group of lively Scottish country dance tunes: "Merrily Dance the Quaker's Wife," "Primrose Polka," etc. Authentic Celtic wax for the specialty market.

**MODERN MOTION PICTURE MUSIC OF INDIA** .....66

Lata Mangeshkar & Hemant Kumar with Chorus and Ork (1-12")

A colorful-cover of a gaily caparisoned elephant sets off this package, another in the Capitol of the World series. The songs are from two of India's most successful films, and are sung in Hindustani. Represents top-flight pop music of the Sub-Continent, recorded in Calcutta. To Western ears, the voices and instruments are unusual, strange, and compelling.

### Specialty

**FOLK, POPS 'N' JAZZ SAMPLER** .....80

Various Artists (1-12")  
Elektra SMP-3

This sampler illustrates the diversity and range of the label's catalog. Material includes folk songs by Josh White, Ed McCurdy, Clarence Cooper, Cynthia Gooding; flamenco guitar by Sablosa; performances by Norene Tate, the Jazz Messengers (now on Columbia), New York Jazz Quartet. In brief, a load of talent, and a bargain at the price. Package would seem particularly good for acquainting newly converted record buyers with a broad sampling of musical categories. Used properly, this can help move not only Elektra wax, but other items of a folk and jazz nature on the dealer's shelves.

**THE NEW YORK WOODWIND QUARTET PLAYS THE MUSIC OF ALEC WILDER** .....77

(1-12")  
Golden Crest CR 3019

Something new for the Wilder cult. Some may term the music "classical," and, in most instances on this disk, that would be correct. Includes Quintet No. 2 for Woodwinds on Side 1, and short pieces for the individual instruments on flip, plus three beautiful Wilder arrangements of Purcell, K. P. E. Bach and Buxtehude, plus—get this—a legit wind scoring of "Dinah." The whole is lovely stuff, melodious and pastorate, and it can find a wide audience if plugged.

### Rhythm & Blues

**ROCK AND ROLL DANCE PARTY** .....78

Various Artists (1-12")  
King 536

Uptempo waxing of top material from the King catalog. Students of rock will find recent favorites and new items by such acts as Roy Brown, Little Esther, the Dominoes and Wynonie Harris. Try customers on Little Willie John's highly charged "Fever" or Little Esther's "Cherry Wine."

### Novelty

**THE CLASSICS A LA DIXIE** .....79

Pee Wee Hunt Ork (1-12")  
Capitol T 846

Hunt, his trombone and his crew are herein bent on putting Brahms, Bizet, Verdi, et al., into a series of tombstone spins. The professor throws a Dixieland beat into such matters as "Hungarian Dance No. 5," "Bella Figlia," "Habanera," "Barcarolle," etc. The original clefticks would doubtless be somewhat startled, but the results are a lot of fun.

### Folk

**SONGS OF ISRAEL** .....68

Paul Lichtenstern Ork (1-12")  
Capitol T 10091

A very interesting package in the Capitol of the World Series. Lea Deganith, an Israeli, sings a dozen songs reflecting the life of the people: songs of adventure, drinking songs, dances, songs of love, etc. The material, written by composers coming from many lands, differs from the popular concept of Jewish melody. The cover has a dramatic scene of a desert cross roads.

### Polka

**TROMBONE, POLKA & SAXOPHONE OBEREK** .....78

Ray Henry Ork (1-12")  
Dana DLP 1233

Ten polkas and two obericks orked in bright, typical Polish style by one of the most popular orks in the idiom. Also two English vocals; one on the recent novelty click, "Stashu Pandowski." There's no shortage of pop-style polka sets today, so best sales may be anticipated in Polish sectors and in burghs where Henry appears.

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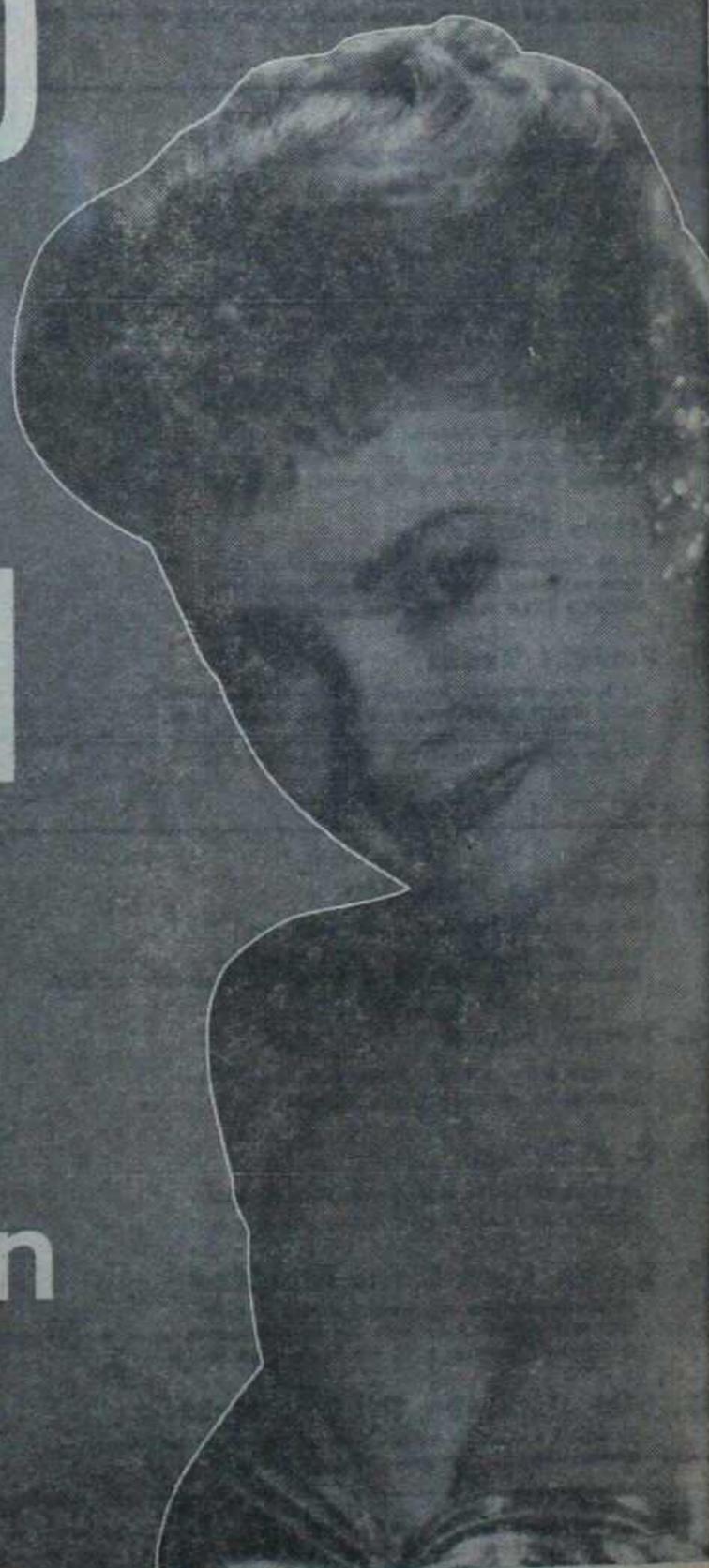
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**Margie Rayburn**

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# HONOR ROLL OF HITS

TRADE MARK REG.

**THE NATION'S TOP TUNES** For survey week ending June 22

| This Week  | Last Week | Weeks on Chart | This Week  | Last Week | Weeks on Chart |
|--|-----------|----------------|--|-----------|----------------|
| <b>1. Love Letters in the Sand</b><br>By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP)<br>BEST SELLING RECORD: Pat Boone, Dot 15570.<br>RECORD AVAILABLE: Charlie Carl, Songbird 207; Vi Vienne, V.I.P. 1003; Mac Wiseman, Dot 15578.                                 | 1         | 8              | <b>6. All Shook Up</b><br>By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI)<br>BEST SELLING RECORD: Elvis Presley, Vic 20-6870.<br>RECORD AVAILABLE: David Hill, Aladdin 3359.   | 7         | 14             |
| <b>2. So Rare</b><br>By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP)<br>BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.   | 4         | 12             | <b>7. Four Walls</b><br>By Marvin Moore & George Campbell—Published by Sheldon (BMI)<br>BEST SELLING RECORDS: Jim Lowe, Dot 15569; Jim Reeves, Vic 20-6874.<br>RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Bill Monroe, Dec 30327.  | 9         | 8              |
| <b>3. Bye Bye Love</b><br>By B. Bryant & F. Bryant—Published by Acuff-Rose (BMI)<br>BEST SELLING RECORD: Everly Brothers, Cadence 1315.<br>RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.  | 5         | 5              | <b>8. Teddy Bear</b><br>By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP)<br>BEST SELLING RECORD: Elvis Presley, Vic 47-700.   | -         | 1              |
| <b>4. Dark Moon</b><br>By Ned Miller—Published by Dandelion (BMI)<br>BEST SELLING RECORD: Gale Storm, Dot 15558.<br>RECORDS AVAILABLE: Bonnie Guitar, Dot 15550; Hawkshaw Hawkins, Vic 20-6910.  | 3         | 11             | <b>9. Old Cape Cod</b><br>By Rogh Rock-Wakus—Published by George Fincus & Sons (ASCAP)<br>BEST SELLING RECORD: Patti Page, Mercury 71101.  | 11        | 4              |
| <b>5. White Sport Coat</b><br>By Marty Robbins—Published by Acuff-Rose (BMI)<br>BEST SELLING RECORD: Marty Robbins, Col 40864.<br>RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don James, Eca 287.  | 6         | 11             | <b>9. Searchin'</b><br>By Leiber-Stoller—Published by Tiger (BMI)<br>BEST SELLING RECORD: Coasters, Atco 6087.   | 12        | 5              |
| <b>Second Ten</b>  |           |                |  |           |                |
| <b>11. Teenager's Romance</b><br>By Gillam—Published by Artec (ASCAP)<br>BEST SELLING RECORD: Ricky Nelson, Verve 10047.   | 10        | 6              | <b>16. School Day</b><br>By Chuck Berry—Published by Arc Music (BMI)<br>BEST SELLING RECORD: Chuck Berry, Chess 1653.<br>RECORD AVAILABLE: Big Tiny Little, Brunswick 55007; Don James, Eca 287.   | 14        | 11             |
| <b>12. It's Not for Me to Say</b><br>By A. Stillman & R. Allen—Published by Korwin Music (ASCAP)<br>BEST SELLING RECORD: Johnny Mathis, Col 40851.<br>RECORD AVAILABLE: Jane Morgan, Kapp 185.   | 18        | 6              | <b>16. Start Movin'</b><br>By D. Hill & B. Stevenson—Published by Sheldon (BMI)<br>BEST SELLING RECORD: Sal Mineo, Epic 9216.  | 14        | 6              |
| <b>13. I Like Your Kind of Love</b><br>By Melvin Endsley—Published by Acuff-Rose (BMI)<br>BEST SELLING RECORD: Andy Williams, Cadence 1323.<br>RECORD AVAILABLE: Melvin Endsley, Vic 20-6891.  | 16        | 4              | <b>18. Valley of Tears</b><br>By A. Domino & D. Bartholomew—Published by Travis (BMI)<br>BEST SELLING RECORD: Fats Domino, Imperial 5442.  | 2         | 4              |
| <b>14. Little Darlin'</b><br>By M. Williams—Published by Excellorec Music (BMI)<br>BEST SELLING RECORD: Diamonds, Mercury 71060.<br>RECORD AVAILABLE: Gladys, Escallo 2101.  | 8         | 16             | <b>19. I'm Gonna Sit Right Down and Write Myself a Letter</b><br>By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP)<br>BEST SELLING RECORD: Billy Williams, Coral 61830.   | -         | 1              |
| <b>15. Freight Train</b><br>By James & Williams—Published by Peter Maurice (ASCAP)<br>BEST SELLING RECORD: Rusty Draper, Mercury 71102.<br>RECORDS AVAILABLE: Charles McDevitt-Nancy Whiskey, Chic 1008; Margie Barburn, Liberty 55072; Liz Winters-Cort Skiffle, London 1742. | 13        | 6              | <b>20. Around the World</b><br>By Victor Young—Published by Victor Young Publications (ASCAP)<br>RECORDS AVAILABLE: Charlie Cal, Songbird 309; R. Charles Singers, M-G-M 12567; D. Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Bing Crosby, Dec 30120; Eddie Fisher, Vic 20-6677; Manny Lopez, Vic 20-6853; Mantovani, London 1746; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741; Victor Young, Dec 30262. | 25        | 3              |
| <b>Third Ten</b>   |           |                |  |           |                |
| <b>21. Come Go With Me</b><br>By C. E. Quick—Published by Gil-Fee Bee (BMI)<br>BEST SELLING RECORD: Del Vikings, Dot 15538.<br>RECORDS AVAILABLE: Federals, Deluxe 6112; Sunny Gale, Dec 30321.  | 17        | 17             | <b>25. Jenny Jenny</b><br>By Johnson-Tenneman—Published by Venice Music (BMI)<br>RECORD AVAILABLE: Little Richard, Specialty 606.  | -         | 1              |
| <b>22. Young Blood</b><br>By Leiber Stoller & Pomus—Published by Tiger (BMI)<br>RECORD AVAILABLE: Coasters, Atco 6087.   | 23        | 6              | <b>27. Over the Mountain Across the Sea</b><br>By Rex Garvin—Published by Arc (BMI)<br>RECORD AVAILABLE: Johnnie & Joe, Chess 1654.  | 29        | 3              |
| <b>23. C. C. Rider</b><br>By Chuck Willis—Published by Rush Progressive (BMI)<br>RECORD AVAILABLE: Chuck Willis, Atlantic 1130.  | 25        | 2              | <b>28. Fabulous</b><br>By Land Sheldon—Published by Mayland, Shalimar & Presley (BMI)<br>RECORDS AVAILABLE: Charlie Gracie, Cameo 107; Steve Lawrence, Coral 61834.  | 25        | 3              |
| <b>24. Gonna Find Me a Bluebird</b><br>By Marvin Rainwater—Published by Acuff-Rose (BMI)<br>RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12412.  | 25        | 5              | <b>28. I'm Walkin'</b><br>By Al Domino-D. Bartholomew—Published by Reeve (BMI)<br>BEST SELLING RECORDS: Ricky Nelson, Verve 10047; Fats Domino, Imperial 5428.   | 19        | 17             |
| <b>25. Girl With the Golden Braids</b><br>By Stanley Kahan-Eddy Snyder—Published by Roncom (ASCAP)<br>RECORD AVAILABLE: Perry Como, Vic 20-6904.   | 21        | 2              | <b>30. With All My Heart</b><br>By Marcucci-De Angelis—Published by Debar (ASCAP)<br>RECORD AVAILABLE: Jodie Sands, Chancellor 1003.   | -         | 1              |

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

# DEAN MARTIN

Orchestra and Chorus Conducted by Gus Levene

# BEAU JAMES

# WRITE TO ME FROM NAPLES

inspired by the new  
Bob Hope-Paramount picture  
"Beau James"



record no. 3752



# Movie Music and the McGuire

# INTERLUDE

From Universal - International Picture "Interlude"

With Orchestra  
Directed by  
SKIP MARTIN

CORAL  
61856  
9-61856



# Sisters Mean Money

The Outstanding Vocal Version

# AROUND THE WORLD

IN EIGHTY DAYS

From Michael Todd Production "Around the World in Eighty Days"

*the* **MCGUIRE  
SISTERS**

With Orchestra Directed by  
SKIP MARTIN

CORAL 61856 • 9-61856

**CORAL**  
RECORDS





# Best Sellers in Stores

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

FOR  
SURVEY WEEK  
ENDING  
JUNE 22, 1957

| This Week  | Last Week | Weeks on Chart | This Week   | Last Week | Weeks on Chart | This Week  | Last Week | Weeks on Chart |
|--|-----------|----------------|---|-----------|----------------|--|-----------|----------------|
| 1. LOVE LETTERS IN THE SAND (ASCAP) Pat Boone.....   | 1         | 8              | 11. JENNY, JENNY (BMI)—Little Richard   | 20        | 2              | 21. SCHOOL DAY (BMI)—Chuck Berry...<br>Deep Feeling (BMI)—Chess 1653 | 18        | 12             |
| BERNARDINE (ASCAP)—Dot 15570   |           |                | MISS ANN (BMI)—Specialty 606  |           |                | 21. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams.....             | -         | 2              |
| 2. BYE BYE LOVE (BMI)—Everly Brothers.....   | 2         | 6              | 12. START MOVIN' (BMI)—Sal Mineo...<br>LOVE AFFAIR (BMI)—Epic 9216            | 9         | 7              | Date With the Blues (ASCAP)—Coral 61830                              |           |                |
| I Wonder if I Care as Much? (BMI)—Cadence 1315   |           |                | 13. C. C. RIDER (BMI)—Chuck Willis...<br>Ease the Pain (BMI)—Atlantic 1130    | 13        | 4              | 23. FREIGHT TRAIN (ASCAP)—Rusty Draper.....                          | 21        | 5              |
| 3. SO RARE (ASCAP)—Jimmy Dorsey...<br>Sophisticated Swing (ASCAP)—Fraternity 755             | 3         | 12             | 13. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams.....                         | 11        | 4              | Seven Come Eleven (BMI)—Mercury 71102                                |           |                |
| 4. TEDDY BEAR (ASCAP)—Elvis Presley<br>LOVING YOU (BMI)—Vic 20-7000                          | 23        | 2              | Stop Teasin' Me (ASCAP)—Cadence 1323  |           |                | 24. MY DREAM (ASCAP)—Platters.....                                   | 29        | 2              |
| 5. SEARCHIN' (BMI)—Coasters.....<br>YOUNG BLOOD (BMI)—Atco 6087                              | 6         | 7              | 15. LITTLE DARLIN' (BMI)—Diamonds...<br>Faithful and True (BMI)—Mercury 71060 | 10        | 17             | I Wanna (BMI)—Mercury 71093  |           |                |
| 6. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson.....  | 4         | 9              | 16. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis.....                         | 26        | 6              | 24. SEND FOR ME (BMI)—Nat (King) Cole.....                           | -         | 1              |
| I'M WALKIN' (BMI)—Verve 10047  |           |                | Warm and Tender (ASCAP)—Col 40851   |           |                | MY PERSONAL POSSESSION (BMI)—Cap 3737                                |           |                |
| 7. DARK MOON (BMI)—Gale Storm...<br>Little Too Late (BMI)—Dot 15558                          | 7         | 9              | 17. OVER THE MOUNTAIN (BMI)—Johnnie & Joe.....                                | 19        | 6              | 26. GOIN' STEADY (BMI)—Tommy Sands<br>RING MY PHONE (BMI)—Cap 3723   | 21        | 4              |
| 8. ALL SHOOK UP (BMI)—Elvis Presley<br>That's When Your Heartaches Begin (ASCAP)—Vic 20-6870 | 5         | 7              | My Baby's Gone On, On (BMI)—Chess 1664  |           |                | 27. SUSIE Q (BMI)—Dale Hawkins.....                                  | -         | 1              |
| 9. WHITE SPORT COAT (BMI)—Marty Robbins.....   | 8         | 10             | 18. FOUR WALLS (BMI)—Jim Reeves...<br>I Know and You Know (BMI)—Vic 20-6874   | 15        | 5              | Don't Treat Me This Way (BMI)—Checker 863                            |           |                |
| Grown-Up Tears (BMI)—Col 40864   |           |                | 19. COME GO WITH ME (BMI)—Del Vikings.....                                    | 17        | 19             | 28. GIRL WITH THE GOLDEN BRAIDS (ASCAP)—Perry Como.....              | 26        | 2              |
| 10. VALLEY OF TEARS (BMI)—Fats Domino.....   | 12        | 5              | How Can I Find True Love? (BMI)—Dot 15558                                     |           |                | MY LITTLE BABY (BMI)—Vic 20-6904                                     |           |                |
| IT'S YOU I LOVE (BMI)—Imperial 5442  |           |                | 20. OLD CAPE COD (ASCAP)—Patti Page.....                                      | 13        | 4              | 29. LET THE FOUR WINDS BLOW (BMI)—Roy Brown.....                     | -         | 1              |
|  |           |                | WONDERING (BMI)—Mercury 71101   |           |                | Diddy-Y-Diddy-O (BMI)—Imperial 5439                                  |           |                |
|  |           |                |   |           |                | 30. ROCK YOUR LITTLE BABY TO SLEEP (BMI)—Buddy Knox.....             | -         | 2              |
|  |           |                |   |           |                | Don't Make Me Cry (BMI)—Roulette 4009                                |           |                |

# Most Played by Jockeys

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.

FOR  
SURVEY WEEK  
ENDING  
JUNE 22, 1957

| This Week  | Last Week | Weeks on Chart | This Week   | Last Week | Weeks on Chart | This Week   | Last Week | Weeks on Chart |
|--|-----------|----------------|---|-----------|----------------|---|-----------|----------------|
| 1. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....   | 1         | 8              | 9. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson.....                       | 11        | 5              | 17. FOUR WALLS (BMI)—Jim Reeves...<br>I Know and You Know (BMI)—Vic 20-6874   | 14        | 7              |
| Bernardine (ASCAP)—Dot 15570   |           |                | I'm Walkin' (BMI)—Verve 10047   |           |                | 18. WITH ALL MY HEART (ASCAP)—Jodie Sands.....                                | 15        | 3              |
| 2. SO RARE (ASCAP)—Jimmy Dorsey...<br>Sophisticated Swing (ASCAP)—Fraternity 755             | 2         | 9              | 10. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams.....                 | 22        | 3              | More Than Only Friends (ASCAP)—Chancellor 1003                                |           |                |
| 3. BYE BYE LOVE—Everly Brothers...<br>Cadence 1315 (BMI)                                     | 3         | 5              | Stop Teasin' Me (ASCAP)—Cadence 1323                                  |           |                | 19. VALLEY OF TEARS (BMI)—Fats Domino.....                                    | 19        | 4              |
| 4. OLD CAPE COD (ASCAP)—Patti Page.....  | 7         | 5              | 11. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis.....                 | 6         | 6              | It's You I Love (BMI)—Imperial 5442   |           |                |
| Wondering (BMI)—Mercury 71101  |           |                | Warm and Tender (ASCAP)—Col 40851                                     |           |                | 20. LITTLE DARLIN' (BMI)—Diamonds...<br>Faithful and True (BMI)—Mercury 71060 | 12        | 15             |
| 5. WHITE SPORT COAT (BMI)—Marty Robbins.....   | 4         | 10             | 12. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams.....              | 23        | 3              | 21. ROCK YOUR BABY TO SLEEP (BMI)—Buddy Knox.....                             | -         | 2              |
| Grown Up Tears (BMI)—Col 40864   |           |                | Dates With the Blues (ASCAP)—Coral 61830                              |           |                | Don't Make Me Cry (BMI)—Roulette 4009   |           |                |
| 6. SEARCHIN' (BMI)—Coasters.....<br>Young Blood (BMI)—Atco 6087                              | 10        | 5              | 13. FREIGHT TRAIN (ASCAP)—Rusty Draper.....                           | 9         | 5              | 22. COME GO WITH ME (BMI)—Del Vikings.....                                    | -         | 11             |
| 7. DARK MOON (BMI)—Gale Storm...<br>Little Too Late (BMI)—Dot 15558                          | 8         | 5              | Seven Come Eleven (BMI)—Mercury 71102                                 |           |                | How Can I Find True Love (BMI)—Dot 15558                                      |           |                |
| 8. ALL SHOOK UP (BMI)—Elvis Presley<br>That's When Your Heartaches Begin (ASCAP)—Vic 20-6870 | 5         | 13             | 14. TEDDY BEAR (BMI)—Elvis Presley...<br>Loving You (BMI)—Victor 7000 | -         | 1              | 23. GIRL WITH THE GOLDEN BRAIDS (BMI)—Perry Como.....                         | 13        | 6              |
|  |           |                |   |           |                | My Little Baby (BMI)—Vic 20-6904  |           |                |
|  |           |                |   |           |                | 23. WONDERING (BMI)—Patti Page.....   | 24        | 3              |
|  |           |                |   |           |                | Old Cape Cod (ASCAP)—Mercury 71101  |           |                |
|  |           |                |   |           |                | 25. SCHOOL DAY (BMI)—Chuck Berry...<br>Deep Feeling (BMI)—Chess 1653          | 18        | 11             |

# NEW RELEASES



SIXTEEN YEAR OLD

## JOY LAYNE

APPEARING JULY 17  
VIC DAMONE TV SHOW



GREAT BALLAD!

## MY SUSPICIOUS HEART AND SIXTEEN

MERCURY 71136



## BUDDY MORROW

AND HIS ORCHESTRA



IT'S SENSATIONAL!

## MIDNIGHT MARCH

MERCURY 71137



## DICK CONTINO



BEAUTIFUL!

## BY THE BEND OF THE RIVER

MERCURY 71146

### INTRODRUCING NEW MERCURY ARTISTS



## ROSE MARIE

### TWO DOLLARS PLEASE

AND  
CHENALUNA ROCK AND ROLL  
MERCURY 71144



## PITCH PIKES

### HOW WILL I KNOW

AND  
COME BACK TO ME  
MERCURY 71147



## CONWAY TWITTY

### MAYBE BABY

AND  
SHAKE IT UP  
MERCURY 71148



## NARVEL FELTS

### KISS-A-ME BABY

AND  
FOOLISH THOUGHTS  
MERCURY 71140



# MGM Records HITS!



JONI JAMES  
**SUMMER LOVE**  
 and  
**I'M SORRY FOR YOU,  
 MY FRIEND**  
 K12480 • MGM 12480

MARVIN RAINWATER  
**GONNA FIND ME  
 A BLUEBIRD**  
 K12412 • MGM 12412



CONNIE FRANCIS  
**EIGHTEEN**  
 and  
**FADED ORCHID**  
 K12490 • MGM 12490

The  
 Beautiful  
 Vocal Version

**AROUND  
 THE WORLD**

K12507 • MGM 12507

**RAY  
 CHARLES  
 SINGERS**

**CHUCK  
 ALAIMO  
 QUARTET**

**HOW I LOVE YOU**  
 and  
**LOCAL 66**  
 K12508

ART MOONEY & His Orch.  
**THE PARADE IS  
 PASSING ME BY**  
 and HONEST LOVE  
 K12503 • MGM 12503



LEROY  
 HOLMES  
 & His Orch. &  
 Chorus

**TELL MY  
 LOVE**  
 and  
**NEVER  
 AGAIN**  
 K12502

Big Sound  
 WILHELMINA  
 GRAY

**DON'T WAKE  
 ME UP  
 (LET ME DREAM)**  
 and  
**WHEN THE ONE  
 YOU LOVE  
 LOVES YOU**  
 K12500

GENE  
 KELLY

**THE HAPPY  
 ROAD**  
 and  
**MY BABY  
 JUST CARES  
 FOR ME**  
 K12501

HANK  
 WILLIAMS

**LOVE-  
 SICK  
 BLUES**  
 K10352



## Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 22

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

### Boston

1. Bye Bye Love  
Everly Brothers, Cdc.
2. Love Letters in the Sand  
Pat Boone, Dot
3. Start Movin'  
Sal Mineo, Epic
4. Queen of the Senior Prom  
Mills Brothers, Dec.
4. So Rare  
Jimmy Dorsey, Fty.

### Chicago

1. So Rare  
Jimmy Dorsey, Fty.
2. Bye Bye Love  
Everly Brothers, Cdc.
3. Love Letters in the Sand  
Pat Boone, Dot
4. I Like Your Kind of Love  
Andy Williams, Cdc.
5. With All My Heart  
Jodie Sands, Clr.
6. Start Movin'  
Sal Mineo, Epic

### Detroit

1. Bye Bye Love  
Everly Brothers, Cdc.
2. Teddy Bear  
Elvis Presley, Vic.
3. Young Blood  
Coasters, Atco.
4. Love Letters in the Sand  
Pat Boone, Dot
5. So Rare  
Jimmy Dorsey, Fty.
6. I'm Walkin'  
Ricky Nelson, Vrv.
7. I'm Gonna Sit Right Down  
Billy Williams, Cor.

### East Texas

1. Searchin'  
Coasters, Atco.
2. Young Blood  
Teddy Bear  
Elvis Presley, Vic.
3. Teenager's Romance  
Ricky Nelson, Vrv.
4. Dark Moon  
Gale Storm, Dot
5. C. C. Rider  
Chuck Willis, Atl.
6. Love Letters in the Sand  
Pat Boone, Dot

### Florida

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

### Los Angeles

1. So Rare  
Jimmy Dorsey, Fty.
2. Love Letters in the Sand  
Pat Boone, Dot
3. Teenager's Romance  
Ricky Nelson, Vrv.
4. Dark Moon  
Gale Storm, Dot
4. Little Darlin'  
Diamonds, Mer.

### New York & Newark

1. All Shook Up  
Elvis Presley, Vic.
2. Love Letters in the Sand  
Pat Boone, Dot
3. So Rare  
Jimmy Dorsey, Fty.
4. Little Darlin'  
Diamonds, Mer.

5. Come Go With Me  
Del Vikings, Dot
6. Start Movin'  
Sal Mineo, Epic.

### Northern New York

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

### Northern Ohio

1. Love Letters in the Sand  
Pat Boone, Dot
2. Dark Moon  
Gale Storm, Dot
3. Bye Bye Love  
Everly Brothers, Cdc.
4. White Sport Coat  
Marty Robbins, Col.
5. Teddy Bear  
Elvis Presley, Vic.
6. Teenager's Romance  
Ricky Nelson, Vrv.
7. So Rare  
Jimmy Dorsey, Fty.
8. Start Movin'  
Sal Mineo, Epic

### Philadelphia

1. Love Letters in the Sand  
Pat Boone, Dot
2. Bye Bye Love  
Everly Brothers, Cdc.
2. C. C. Rider  
Chuck Willis, Atl.
2. Over the Mountain  
Johnnie & Joe, Chs.
5. All Shook Up  
Elvis Presley, Vic.
5. So Rare  
Jimmy Dorsey, Fty.

### San Francisco-Oakland

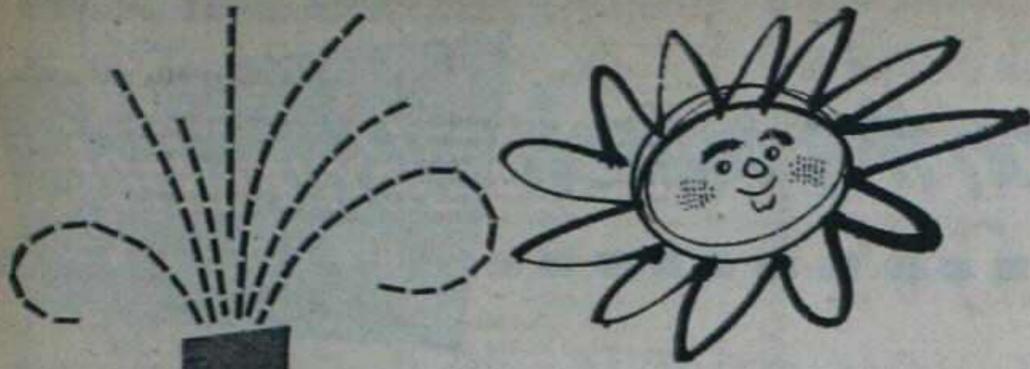
1. Bernardine  
Pat Boone, Dot
2. Love Letters in the Sand  
Teddy Bear  
Elvis Presley, Vic.
3. Over the Mountain  
Johnnie & Joe, Chs.
3. White Sport Coat  
Marty Robbins, Col.
5. School Day  
Chuck Berry, Chs.
6. Searchin'  
Coasters, Atco.
7. Teenager's Romance  
Ricky Nelson, Vrv.

### Southern Ohio

1. Loving You  
Elvis Presley, Vic.
2. Bye Bye Love  
Everly Brothers, Cdc.
3. Searchin'  
Coasters, Atco
3. Young Blood
3. Teenager's Romance  
Ricky Nelson, Vrv.
5. Shangri-La  
Four Coins, Epic
5. White Sport Coat  
Marty Robbins, Col.
7. I'm Gonna Sit Right Down  
Billy Williams, Cor.

### Washington-Baltimore

1. Searchin'  
Coasters, Atco
2. All Shook Up  
Elvis Presley, Vic.
3. C. C. Rider  
Chuck Willis, Atl.
3. Four Walls  
Jim Reeves, Vic.
5. Valley of Tears  
Fats Domino, Imp.



# Weather Forecast:

## Mercury Up!



**Patti Page**



**OLD CAPE COD**

ON BEST SELLING CHARTS  
MERCURY 71101



**Rusty Draper**



**FREIGHT TRAIN**

ON BEST SELLING CHARTS  
MERCURY 71102



**The Platters**



**MY DREAM**

ON BEST SELLING CHARTS  
MERCURY 71093



**The Diamonds**



**WORDS OF LOVE  
AND  
DON'T SAY GOODBYE**

LISTED-BEST BUY  
MERCURY 71128



**The Crewcuts**



**SUZIE-Q**

COMING UP STRONG  
MERCURY 71125



**The Del Vikings**



**COOL SHAKE**

COMING UP VERY FAST  
MERCURY 71132

MERCURY RECORD CORPORATION  
35 E. WACKER DRIVE • CHICAGO 1, ILLINOIS



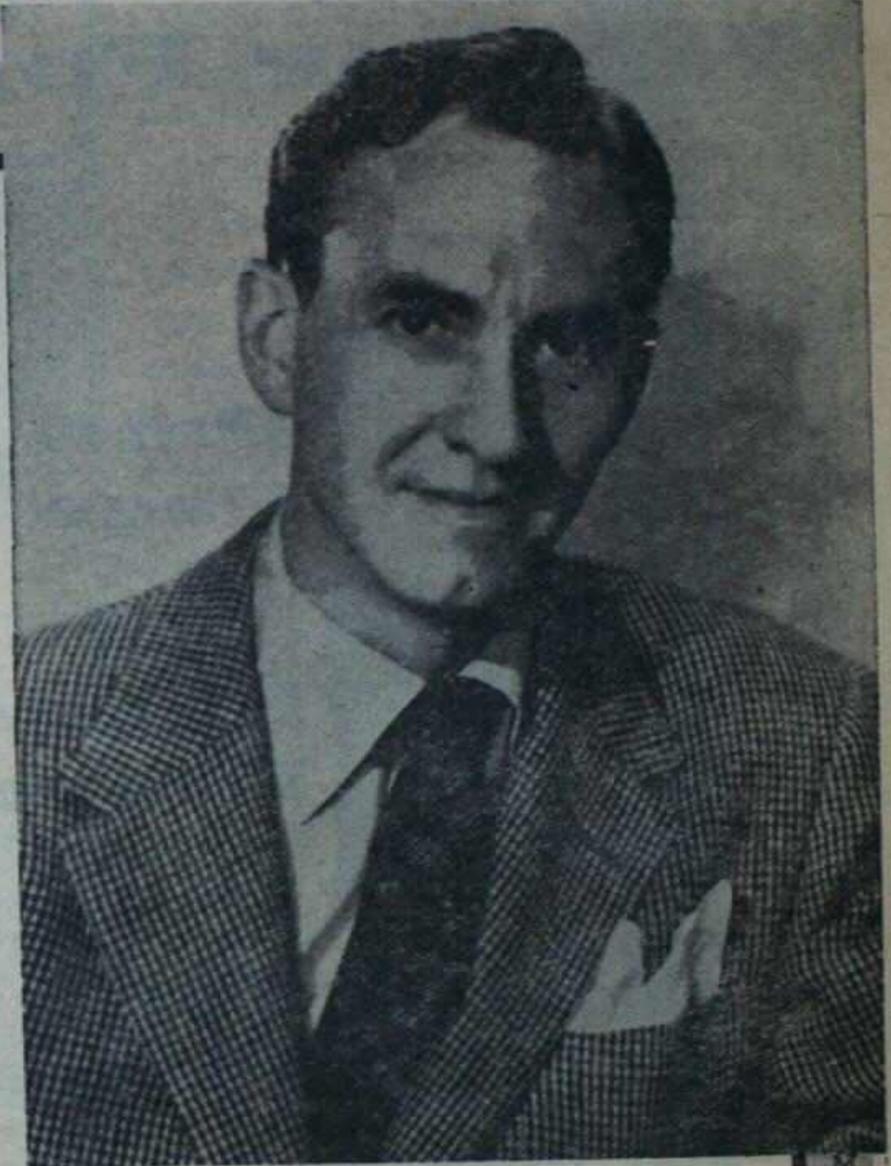


*Brunswick on the march*



**LARRY  
HOOPER**

*Leads the parade*

 The text 'Leads the parade' is written in a cursive font. Behind the text is an illustration of two rifles crossed at their barrels.


**JOHNNY  
TREMAIN**

**LIBERTY  
TREE**

Brunswick 9-55019

From the Walt Disney Motion Picture "Johnny Tremain"

**NEW RELEASES!!**

OTIS WILLIAMS AND HIS CHARMS

**UNITED**

b/w

**"DON'T DENY ME"**

Deluxe 6138

THE MIDNIGHTERS

**OH, SO HAPPY**

b/w

**IS YOUR LOVE FOR REAL**

Federal 12299

LITTLE WILLIE JOHN  
**IF I THOUGHT YOU**

**NEEDED ME** b/w

**YOUNG GIRL**

King 5066

ANNIE LAURIE  
**OUT OF MY MIND** b/w

**YOU'RE THE ONLY**

**ONE FOR ME**

Deluxe 6140

BONNIE LOU

**TEEN AGE WEDDING**

b/w

**RUNNIN' AWAY**

King 5063

**KING RECORDS**

**Busting Out All Over**

As Listed in Billboard R & B  
Best Buys

**"UNITED"**

Original Version

**THE LOVE NOTES**

HOLIDAY RECORD  
#2605

Holiday Records, Inc.

2294 8th Ave., N. Y.  
Phone: RI 9-6344

POLLARD MUSIC, INC.

Chess #1664

**"OH BABY DOLL"**

CHUCK BERRY

Chess Record Company

2120 S. Michigan Avenue  
Chicago 16, Illinois

All Phones: CAIumet 5-2770



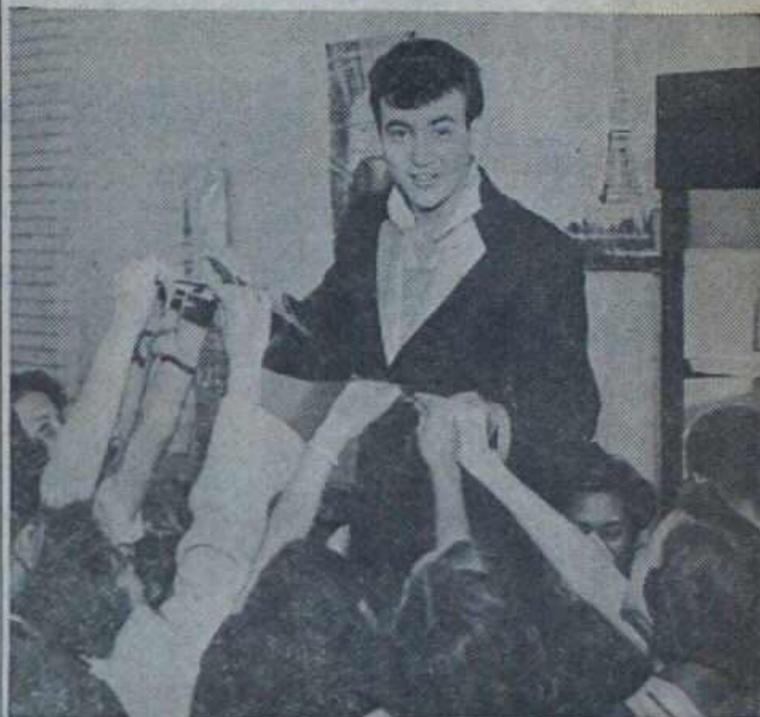
**The Top 100 Sides**

FOR SURVEY WEEK ENDING JUNE 22

A list of the top 100 record sides in the nation according to a tabulation of dealer unit sales. Its purpose primarily is to provide disk jockeys with additional programming material and to give trade exposure to newer sides just beginning to show action in the field. IT IS NOT A RECORD SALES CHART.

| Pos. | Song, Artist and Label  | Position Last Wk. |
|------|---|-------------------|
| 1.   | LOVE LETTERS IN THE SAND, Pat Boone, Dot                                    | 1                 |
| 2.   | BYE BYE LOVE, Everly Brothers, Cadence                                      | 3                 |
| 3.   | SO RARE, Jimmy Dorsey, Fraternity   | 2                 |
| 4.   | TEDDY BEAR, Elvis Presley, Victor   | 47                |
| 5.   | WHITE SPORT COAT, Marty Robbins, Columbia                                   | 5                 |
| 6.   | ALL SHOOK UP, Elvis Presley, Victor   | 4                 |
| 7.   | DARK MOON, Gale Storm, Dot  | 6                 |
| 8.   | SEARCHIN', Coasters, Atco   | 9                 |
| 9.   | TEENAGER'S ROMANCE, Ricky Nelson, Verve                                     | 8                 |
| 10.  | START MOVIN', Sal Mineo, Epic   | 12                |
| 11.  | I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence                            | 14                |
| 12.  | LITTLE DARLIN', Diamonds, Mercury   | 10                |
| 13.  | VALLEY OF TEARS, Fats Domino, Imperial                                      | 16                |
| 14.  | C. C. RIDER, Chuck Willis, Atlantic   | 29                |
| 15.  | FOUR WALLS, Jim Reeves, Victor  | 13                |
| 16.  | OVER THE MOUNTAIN, Johnnie & Joe, Chess                                     | 27                |
| 17.  | JENNY JENNY, Little Richard, Specialty                                      | 36                |
| 17.  | OLD CAPE COD, Patti Page, Mercury   | 7                 |
| 19.  | SCHOOL DAY, Chuck Berry, Chess  | 18                |
| 20.  | COME GO WITH ME, Del Vikings, Dot   | 23                |
| 20.  | IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia                             | 17                |
| 22.  | YOUNG BLOOD, Coasters, Atco   | 22                |
| 23.  | FREIGHT TRAIN, Rusty Draper, Mercury  | 11                |
| 24.  | I'M WALKIN', Ricky Nelson, Verve  | 37                |
| 25.  | GONE, Ferlin Husky, Capitol   | 24                |
| 26.  | FABULOUS, Charlie Gracie, Cameo   | 31                |
| 27.  | I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER), Billy Williams, Coral | 26                |
| 28.  | MY DREAM, Platters, Mercury   | 29                |
| 29.  | GOIN' STEADY, Tommy Sands, Capitol  | 19                |
| 30.  | SUSIE Q, Dale Hawkins, Checker  | 42                |
| 31.  | GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M                           | 34                |
| 32.  | ROCK-A-BILLY, Guy Mitchell, Columbia  | 45                |
| 33.  | ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette                        | 25                |
| 34.  | ROUND AND ROUND, Perry Como, Victor   | 27                |
| 34.  | WONDERFUL, WONDERFUL, Johnny Mathis, Columbia                               | 33                |
| 36.  | SHANGRI-LA, Four Coins, Epic  | 53                |
| 36.  | WITH ALL MY HEART, Jodie Sands, Chancellor                                  | 20                |
| 38.  | LET THE FOUR WINDS BLOW, Roy Brown, Imperial                                | —                 |
| 39.  | HE'S MINE, Platters, Mercury  | 48                |
| 40.  | GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor                             | 15                |
| 41.  | I'M WALKIN', Fats Domino, Imperial  | 48                |
| 42.  | DARK MOON, Bonnie Guitar, Dot   | 21                |
| 43.  | JUST TO HOLD MY HAND, Clyde McPhatter, Atlantic                             | 57                |
| 44.  | BERNARDINE, Pat Boone, Dot  | 37                |
| 45.  | FALLEN STAR, Jimmy Newman, Dot  | 42                |
| 45.  | SEND FOR ME, Nat (King) Cole, Capitol                                       | 67                |
| 47.  | LUCILLE, Little Richard, Specialty  | 67                |
| 48.  | FOUR WALLS, Jim Lowe, Dot   | 39                |
| 49.  | EMPTY ARMS, Ivory Joe Hunter, Atlantic                                      | 65                |
| 49.  | SHORT FAT FANNIE, Larry Williams, Specialty                                 | 87                |
| 51.  | LOVIN' YOU, Elvis Presley, Victor   | 81                |
| 52.  | EMPTY ARMS, Teresa Brewer, Coral  | 55                |
| 53.  | STARDUST, Billy Ward, Liberty   | —                 |
| 53.  | WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun                          | 70                |
| 55.  | CAN'T WAIT FOR SUMMER, Steve Lawrence, Coral                                | 46                |
| 56.  | WHY, BABY, WHY? Pat Boone, Dot  | 72                |
| 56.  | MISS ANN, Little Richard, Specialty   | —                 |
| 56.  | PARTY DOLL, Buddy Knox, Roulette  | 66                |
| 59.  | I JUST DON'T KNOW, Four Lads, Columbia                                      | 48                |
| 59.  | MAMA LOOK-A BOOBOO, Harry Belafonte, Victor                                 | 80                |
| 61.  | COCOANUT WOMAN, Harry Belafonte, Victor                                     | 61                |
| 61.  | IT'S YOU I LOVE, Fats Domino, Imperial                                      | 91                |
| 61.  | WIND IN THE WILLOW, Jo Stafford, Columbia                                   | 69                |
| 64.  | BILLY GOAT, Bill Haley, Decca   | 81                |
| 65.  | JUST BECAUSE, Loyde Price, ABC-Paramount                                    | 81                |
| 65.  | QUEEN OF THE SENIOR PROM, Mills Brothers, Decca                             | 48                |
| 67.  | AROUND THE WORLD, Bing Crosby, Decca  | 61                |
| 67.  | YES, TONIGHT, JOSEPHINE, Johnnie Ray, Columbia                              | 81                |
| 69.  | EVERYONE'S LAUGHING, Spaniards, Vee Jay                                     | —                 |
| 69.  | ISLAND IN THE SUN, Harry Belafonte, Victor                                  | 79                |
| 71.  | BUTTERFLY, Andy Williams, Cadence   | —                 |
| 71.  | FABULOUS, Steve Lawrence, Coral   | 81                |
| 71.  | FIRST DATE, FIRST KISS, FIRST LOVE, Sonny James, Capitol                    | 97                |
| 71.  | TAMMY, Ames Brothers, Victor  | —                 |
| 71.  | TOO MUCH, Elvis Presley, Victor   | —                 |
| 76.  | AROUND THE WORLD, Victor Young, Decca                                       | 44                |
| 76.  | ALMOST PARADISE, Roger Williams, Kapp                                       | 41                |
| 76.  | JIM DANDY GOT MARRIED, Laverne Baker, Atlantic                              | —                 |
| 76.  | MY PERSONAL POSSESSION, Nat (King) Cole, Capitol                            | 72                |
| 76.  | SHISH KEBAB, Ralph Marterie, Mercury  | 32                |
| 81.  | BYE BYE LOVE, Webb Pierce, Decca  | 91                |
| 81.  | NINETY-NINE WAYS, Tab Hunter, Dot   | —                 |
| 81.  | HYPNOTIZED, Drifters, Atlantic  | —                 |
| 81.  | PLEDGE OF LOVE, Ken Copeland, Imperial                                      | 59                |
| 85.  | AROUND THE WORLD, Mantovani, London   | 59                |
| 85.  | BLUE MONDAY, Fats Domino, Imperial  | 100               |
| 85.  | DEAREST, Mickey & Sylvia, Vix   | —                 |
| 85.  | HOUND DOG, Elvis Presley, Victor  | —                 |
| 85.  | LOVE IS A GOLDEN RING, Frankie Laine, Columbia                              | 76                |
| 85.  | MY LITTLE BABY, Perry Como, Victor  | 57                |
| 85.  | PARTY DOLL, Steve Lawrence, Coral   | 70                |
| 85.  | TEEN-AGE CRUSH, Tommy Sands, Capitol  | —                 |
| 85.  | WARM UP TO ME BABY, Jimmy Bowen, Roulette                                   | 76                |
| 85.  | YOUNG LOVE, Tab Hunter, Dot   | —                 |
| 85.  | DON'T CRY MY LOVE, Veeva Lynn, London                                       | 87                |
| 93.  | LOVE ME TENDER, Elvis Presley, Victor                                       | —                 |
| 95.  | SEND ME SOME LOVIN', Little Richard, Specialty                              | —                 |
| 95.  | WONDERING, Patti Page, Mercury  | 35                |
| 99.  | GONNA FIND ME A BLUEBIRD, Joyce Hahn, Cadence                               | 91                |
| 99.  | NEXT IN LINE, Johnny Cash, Sun  | —                 |

**DARIN'S DYNAMITE!**



**"TALK TO ME SOMETHING"**

and

**"MILLION DOLLAR BABY"**

ATCO 6092

**The Cash Box**

**Sleeper of the Week**

"TALK TO ME SOMETHING" (2:16) "MILLION DOLLAR BABY" (2:00)

[Duchess BMI-Darin, Kirshner] [Fisher ASCAP-Fisher, Rose] BOBBY DARIN (Atco 6092)

The Atco label currently enjoying great success in the pop field with both sides of its Coasters' waxing, "Young Blood" and "Searchin'", has another two-sided release that could land on the best seller list in the coming weeks. The disk is Bobby Darin's first effort for Atco and promises to be the stepping stone to a promising future. One half, "Talk to Me Something" is a melancholy romancer sentimentally set to a slow blues beat and chanted with great heart by the polished songster. Beautiful choral-orch accompaniment showcases the lad to best advantage. Equally exciting is the lad's great new treatment of the top drawer oldie "Million Dollar Baby." It's a tremendous revival treatment in today's rock and roll technique. The kids'll be wild about this half, too. Two "A" sides that'll do much for Darin and Atco.

**The Billboard**

● Review Spotlight on . . .

POP RECORDS 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.

● Review Spotlight on . . .

R&B RECORDS BOBBY DARIN  
Million Dollar Baby (Fisher, ASCAP)  
Talk to Me Something (Duchess, BMI)—Atco 6092—See review on Pop spotlight section.

**ATCO**

Atco Recording Corp., 157 West 57 Street, New York 19, N. Y.

the original record  
with the happy sound



# DAVE "FLAT GIT IT" GARDNER

SINGS

# WHITE SILVER SANDS

ORIGINAL!

ORIGINAL!

ORIGINAL!

ORIGINAL!

OJ#1002



1018 N. Watkins Ave.  
Memphis, Tenn.

FELLOWS-MELODY LANE PUBLISHING CO. (BMI)  
Murray Deutch  
General Professional Mgr.  
1619 Broadway, New York, N. Y.

# The Billboard Weekly Juke Box Programming Guide

FOR  
SURVEY WEEK  
ENDING  
JUNE 22, 1957

## POPULAR

**ALL SHOOK UP**  
★ ELVIS PRESLEY ★  
RCA Victor 6870

**THAT'S WHEN YOUR HEARTACHES BEGIN**

**BYE BYE LOVE**  
★ EVERLY BROTHERS ★  
Cadence 1315

**I WONDER IF I CARE AS MUCH**

**C. C. RIDER**  
★ CHUCK WILLIS ★  
★ EASE THE PAIN ★  
Atlantic 1130

**COME GO WITH ME**  
★ DEL VIKINGS ★

**HOW CAN I FIND TRUE LOVE!**  
Dot 15538

**DARK MOON**  
★ GALE STORM ★  
★ LITTLE TOO LATE ★  
Dot 15558

**I'm Gonna Sit Right Down and Write Myself a Letter**  
★ BILLY WILLIAMS ★  
★ DATE WITH THE BLUES ★  
Carol 61830

**FOUR WALLS**  
★ JIM REEVES ★  
★ I KNOW AND YOU KNOW ★  
RCA Victor 6874

**FREIGHT TRAIN**  
★ RUSTY DRAPER ★  
★ SEVEN COME ELEVEN ★  
Mercury 71102

**GIRL WITH THE GOLDEN BRAIDS**  
★ PERRY COMO ★  
★ MY LITTLE BABY ★  
RCA Victor 6094

**GOIN' STEADY**  
★ TOMMY SANDS ★  
★ RING MY PHONE ★  
Capital 3723

Note: Records temporarily arranged alphabetically except where and as subsequent changes distort such alphabetical arrangement. Thus, new best selling records have been inserted in place of those records that have faded in popularity.

**SEND FOR ME**  
★ NAT (KING) COLE ★  
★ MY PERSONAL POSSESSION ★  
Capital 3737

**LET THE FOUR WINDS BLOW**  
★ ROY BROWN ★  
★ DIDDY-Y-DIDDY-O ★  
Imperial 5439

**DON'T TREAT ME THIS WAY**  
★ DALE HAWKINS ★  
★ DON'T TREAT ME THIS WAY ★  
Checker 863

**I LIKE YOUR KIND OF LOVE**  
★ ANDY WILLIAMS ★  
★ STOP TEASIN' ME ★  
Cadence 1323

**ROCK YOUR LITTLE BABY TO SLEEP**  
★ BUDDY KNOX ★  
★ DON'T MAKE ME CRY ★  
Roulette 4009

**IT'S NOT FOR ME TO SAY**  
★ JOHNNY MATHIS ★  
★ WARM AND TENDER ★  
Columbia 40851

**JENNY JENNY**  
★ LITTLE RICHARD ★  
★ MISS ANN ★  
Specialty 606

**LITTLE DARLIN'**  
★ THE DIAMONDS ★  
★ FAITHFUL AND TRUE ★  
Mercury 71060

**LOVE LETTERS IN THE SAND**  
★ PAT BOONE ★  
★ BERNARDINE ★  
Dot 15570

**MY DREAM**  
★ THE PLATTERS ★  
★ I WANNA ★  
Mercury 71093

**OLD CAPE COD**  
★ PATTI PAGE ★  
★ WONDERING ★  
Mercury 711

**OVER THE MOUNTAIN**  
★ JOHNNIE & JOE ★  
★ MY BABY'S GONE ON, ON ★  
Chess 1654

**SCHOOL DAY**  
★ CHUCK BERRY ★  
★ DEEP FEELING ★  
Chess 1653

**SEARCHIN'**  
★ THE COASTERS ★  
★ YOUNG BLOOD ★  
Atco 6087

**SO RARE**  
★ JIMMY DORSEY ★  
★ SOPHISTICATED SWING ★  
Fraternity 755

**START MOVIN'**  
★ SAL MINEO ★  
★ LOVE AFFAIR ★  
Epic 9216

**TEDDY BEAR**  
★ ELVIS PRESLEY ★  
★ LOVING YOU ★  
RCA Victor 7000

**TEENAGER'S ROMANCE**  
★ RICKY NELSON ★  
★ I'M WALKIN' ★  
Verve 10047

**VALLEY OF TEARS**  
★ FATS DOMINO ★  
★ IT'S YOU I LOVE ★  
Imperial 5442

**A WHITE SPORT COAT**  
★ MARTY ROBBINS ★  
★ GROWN UP TEARS ★  
Columbia 40864

## C & W

Records eliminated if duplicated in Pop List.

**FALLEN STAR**  
★ JIMMY NEWMAN ★  
★ I CAN'T GO ON THIS WAY ★  
Dot 15574

**FRAULEIN**  
★ BOBBY HELMS ★  
★ HEARTSICK FEELING ★  
Decca 30194

**GONE**  
★ FERLIN HUSKY ★  
★ MISSING PERSONS ★  
Capital 3628

**GONNA FIND ME A BLUEBIRD**  
★ MARVIN RAINWATER ★  
★ SO YOU THINK YOU'VE GOT TROUBLES ★  
M-G-M 12412

**NEXT IN LINE**  
★ JOHNNY CASH ★  
★ DON'T MAKE ME GO ★  
Sun 266

Records eliminated if duplicated in Pop List.

**JUST TO HOLD MY HAND**  
★ CLYDE McPHATTER ★  
★ NO MATTER WHAT ★  
Atlantic 1133

**SHORT FAT FANNIE**  
★ LARRY WILLIAMS ★  
★ HIGH SCHOOL DANCE ★  
Specialty 608

**THE SUN IS SHINING**  
★ JIMMY REED ★  
★ BABY, WHAT'S ON YOUR MIND ★  
Vee Jay 248

**TIME YOU SEE ME**  
★ LITTLE JR. PARKER ★  
★ MY DOLLY BEE ★  
Duke 164

**UNITED**  
★ OTIS WILLIAMS & HIS CHARMS ★  
★ DON'T DENY ME ★  
Deluxe 6138

## OPERATORS BEST BUYS

Listed in alphabetical order according to name of artist. Records are listed if tabulations place them in Retail Best Buy and Coming Up Strong Charts.

**THE FIVE SATINS** . . . . . To the Aisle  
Wish I Had My Baby  
Ember 1019

**Don Ramo** . . . . . White Silver Seeds  
Steam Fell on Alabama  
Jubilee 5288

## OPERATORS BEST NEW RELEASES

Listed in alphabetical order according to name of artist. In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

**CHUCK BERRY** . . . . . Oh! Baby Doll  
Lalanda  
Chess 1664

**GEORGE JONES & VIRGINIA SPURLOCKE** . . . . .  
No, No, Never  
Flame in My Heart  
Mercury 79141

**THE CELLOS** . . . . . The Juicy Crocodile  
Under Your Spell  
Apollo 3606

**LITTLE WILLIE JOHN** . . . . .  
If I Thought You Needed Me  
King 5066

**TENNESSEE ERNIE FORD** . . . . . Ivy League  
In the Middle of the Island  
Capitol 3762

**MARVIN RAINWATER** . . . . . My Brand of Blues  
My Love Is Real  
M-G-M 32511

## RECORDS ELIMINATED FROM LAST WEEK'S PANEL

Listed in alphabetical order. These records are the ones that have been eliminated to make room for the NEW records spotted in the above charts.

**Fabulous/Just Lookin'** . . . . . Charlie Gracie, Cameo  
**He's Mine/T'm Sorry** . . . . . The Platons, Mercury

### How New Operator Buying Guide Works

This new method of publishing the juke box record buying guide has been designed to give operators a realistic national pattern of records falling in popularity as well as ones that are gaining. Because of the national strength of the records listed, operators will find that the average take from these records will warrant that they be placed on almost every 100-200 record machine.

Everyone out to sell more records and equipment will want to be absolutely sure to be represented in the July 15 Billboard.

It's the **NAMM CONVENTION**

**ISSUE** . . . wraps up the whole business of music merchandising . . . and gives dealers the low-down on how to develop more sales!

**Don't miss it!**

**LAST CALL TO TALENT AND MANUFACTURERS**

Deadline for your solid-selling ad is July 9. Rush your copy (we'll be glad to help prepare it). This big NAMM gives you 1,000 bonus circulation—distributed on the convention floor!

**THE BILLBOARD PUBLISHING COMPANY**

CHICAGO 1, ILL., 188 W. Randolph St. • Central 6-9818 • Cliff Strom  
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N. Y. 36, N. Y., 1564 Broadway • PL 7-2800 • Dan Collins, Bob O'Brien, Norm Wieland  
ST. LOUIS 1, MO., 812 Olive St. • Chestnut 1-0443 • Frank Joerling

**• Best Selling Sheet Music in U. S.**

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

| This Week  | Last Week | Weeks on Chart |
|--|-----------|----------------|
| 1. LOVE LETTERS IN THE SAND (Bourne) . . . . .     | 1         | 6              |
| 2. DARK MOON (Dandelion) . . . . .                 | 2         | 9              |
| 3. WHITE SPORT COAT (Acuff-Rose) . . . . .         | 3         | 9              |
| 4. FOUR WALLS (Springfield) . . . . .              | 5         | 8              |
| 5. SO RARE (Robbins) . . . . .                     | 8         | 5              |
| 6. BYE BYE LOVE (Acuff-Rose) . . . . .             | 13        | 2              |
| 7. AROUND THE WORLD (Young) . . . . .              | 14        | 2              |
| 8. OLD CAPE COD (Pincus) . . . . .                 | —         | 1              |
| 9. ALL SHOOK UP (Shalimar-Presley) . . . . .       | 4         | 12             |
| 10. IT'S NOT FOR ME TO SAY (Xerwin) . . . . .      | —         | 1              |
| 11. GIRL WITH THE GOLDEN BRAIDS (Roncom) . . . . . | —         | 1              |
| 12. SCHOOL DAY (ARC) . . . . .                     | 10        | 4              |
| 13. TEENAGER'S ROMANCE (Aztec) . . . . .           | —         | 1              |
| 14. LITTLE DARLIN' (Excellero) . . . . .           | 6         | 9              |
| 15. WONDERFUL, WONDERFUL (Marks) . . . . .         | —         | 1              |

**• Best Selling Sheet Music in Britain**

(For week ending June 22)

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

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

**• Best Selling Pop Records in Britain**

(For week ending June 22)

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

| This Week  | Last Week |
|--|-----------|
| 1. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa) . . . . . | 2         |
| 2. YES, TONIGHT, JOSEPHINE—Johnnie Ray (Philips) . . . . .               | 1         |
| 3. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol) . . . . .               | 3         |
| 4. AROUND THE WORLD—Ronnie Hilton (HMV) . . . . .                        | 5         |
| 4. LITTLE DARLIN'—Diamonds (Mercury) . . . . .                           | 6         |
| 6. WHITE SPORT COAT—King Brothers (Parlophone) . . . . .                 | 12        |
| 7. WE WILL MAKE LOVE—Russ Hamilton (Oriole) . . . . .                    | 13        |
| 8. ALL SHOOK UP—Elvis Presley (HMV) . . . . .                            | 29        |
| 9. BUTTERFLY—Andy Williams (London) . . . . .                            | 4         |
| 10. ROCK-A-BILLY—Guy Mitchell (Philips) . . . . .                        | 10        |
| 11. AROUND THE WORLD—Bing Crosby (Brunswick) . . . . .                   | 7         |
| 12. MR. WONDERFUL—Peggy Lee (Brunswick) . . . . .                        | 11        |
| 13. FREIGHT TRAIN—Chas. McDevitt Group (Oriole) . . . . .                | 8         |
| 14. AROUND THE WORLD—Gracie Fields (Columbia) . . . . .                  | 9         |
| 15. ISLAND IN THE SUN—Harry Belafonte (RCA) . . . . .                    | 18        |
| 16. FABULOUS—Charlie Gracie (Parlophone) . . . . .                       | 19        |
| 17. BUTTERFINGERS—Tommy Steele (Decca) . . . . .                         | 16        |
| 18. TOO MUCH—Elvis Presley (HMV) . . . . .                               | 14        |
| 19. CHAPEL OF THE ROSES—Malcolm Vaughan (HMV) . . . . .                  | 17        |
| 20. SCHOOL DAY—Chuck Berry (London) . . . . .                            | 22        |

**• Tunes With Greatest Radio-TV Audience**

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

| Radio   | Television  |
|---|---|
| A Face in the Crowd (R) (F)—Remick—ASCAP  | Around the World (R) (F)—Young—ASCAP  |
| A White Sport Coat (R)—Acuff-Rose—BMI   | Bernardine (R) (F)—Palm Springs—ASCAP   |
| Around the World (R) (F)—Young—ASCAP  | Bye Bye Love (R)—Acuff-Rose—BMI   |
| Bernardine (R) (F)—Palm Springs—ASCAP   | Calypso Joe (R)—E. H. Morris—ASCAP  |
| Bye Bye Love (R)—Acuff-Rose—BMI   | Chattanooga Cha Cha (R)—Songsmith—ASCAP   |
| Dark Moon (R)—Dandelion—BMI   | Do You Love Me (R)—Valley—BMI   |
| Don't Cry My Love (R)—B. F. Wood—ASCAP  | Forgotten Dreams (R)—Mills—ASCAP  |
| Fire Down Below (R) (F)—Columbia Pictures—ASCAP   | It's (R)—Chappell—ASCAP   |
| Four Walls (R)—Sheldon—BMI  | I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP |
| Gunfight at the O. K. Corral (R) (F)—Paramount—ASCAP                                    | Keyboard Serenade (R)—Champagne—ASCAP   |
| I Like Your Kind of Love (R)—Acuff-Rose—BMI   | Let the Light Shine on Me (R)—Valley—BMI  |
| I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP | Little Darlin' (R)—Excellero—BMI  |
| It's Not for Me to Say (R)—Korwin—ASCAP   | Love Letters in the Sand (R) (F)—Bourne—ASCAP   |
| Little White Lies (R)—Bregman, Vocca & Conn—ASCAP                                       | Mangos (R)—Redd Evans—ASCAP   |
| Love Letters in the Sand (R) (F)—Bourne—ASCAP   | Mu Cha Cha (R)—Stratford—ASCAP  |
| Mangos (R)—Redd Evans—ASCAP   | Old Cape Cod (R)—Pincus—ASCAP   |
| My Little Baby (R)—Gil—BMI  | On the Street Where You Live (R) (M)—Chappell—ASCAP                                     |
| Old Cape Cod (R)—Pincus—ASCAP   | One Day a Little Girl (R)—Vernon—ASCAP  |
| Round and Round (R)—Rush—BMI  | One for My Baby (R)—E. H. Morris—ASCAP  |
| Shangri-La (R)—Robbins—ASCAP  | Queen of the Senior Prom (R)—Carnegie—BMI   |
| Shenandoah (R)—Planetary—ASCAP  | Rock Bottom (R)—Vernon—ASCAP  |
| So Rare (R)—Robbins—ASCAP   | Rockin' Shoes (R)—Winneton—BMI  |
| Stars Fell on Alabama (R)—Mills—ASCAP   | Round and Round (R)—Robbins—ASCAP   |
| Summer Love (R)—Valando—ASCAP   | Stars Stars (R)—E. H. Morris—ASCAP  |
| Tear Drops in My Heart (R)—Southern—ASCAP   | Tree of Memories (R)—E. B. Marks—BMI  |
| Three Sheets to the Wind (R)—Sequence-Halsey—BMI  | Tammy (R) (F)—Northern—ASCAP  |
| White Silver Sands (R)—Fellows-Peer—BMI   | White Silver Sands (R)—Fellows-Peer—BMI   |
| Who Got Mon, Mom? (R)—Remick—ASCAP  |   |
| With All My Heart (R)—Debra—BMI   |   |
| Wonderful, Wonderful (R)—Marks—BMI  |   |

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THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

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

## This Week's Best Buys

FOR SURVEY WEEK ENDING JUNE 22

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.

**WHITE SILVER SANDS** (Fellow-Peer Intl., BMI)—Don Rondo—Jubilee 5288—The version by Rondo has taken a strong lead over the others and is preferred in a majority of the top markets. Other areas report that sales are building. Flip is "Stars Fell on Alabama" (Mills, ASCAP). A previous Billboard "Spotlight" pick.



## Recent Pop Releases Coming Up Strong

FOR SURVEY WEEK ENDING JUNE 22

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

- Around the World** . . . . . *Victor Young, Bing Crosby*  
(ASCAP) Decca 30262
- Cocoanut Woman** . . . . . *Harry Belafonte*  
(ASCAP) RCA Victor 6885
- Fallen Star** . . . . . *Jimmy Newman*  
(BMI) Dot 15574
- I Just Don't Know** . . . . . *Four Lads*  
(ASCAP) Columbia 40914
- Just to Hold My Hand** . . . . . *Clyde MacPhatter*  
(BMI) Atlantic 1133
- Shangri-La** . . . . . *Four Coins*  
(ASCAP) Epic 9213
- Short Fat Fannie** . . . . . *Larry Williams*  
(BMI) Specialty 608
- Stardust** . . . . . *Billy Williams*  
(ASCAP) Liberty 55071
- Whole Lot of Shakin' Goin' On** . . . . . *Jerry Lee Lewis*  
(BMI) Sun 267
- With All My Heart** . . . . . *Jodie Sands*  
(ASCAP) Chancellor 1003

## Review Spotlight on . . .

### POP RECORDS

- DON CHERRY** . . . Columbia 40958 . . . . . **FOURTEEN CARAT GOLD**  
(Peer, BMI)  
Cherry hasn't had a big one since "Band of Gold," but this wax, with a distinctly similar flavor to the latter, should have a strong chance. It's the same marital type message in a new, swinging dress. Cherry is in top vocal form and gets groovy backing. Flip is an easy-going ballad, "There's a Place Called Heaven" (Dartmouth, ASCAP).
- TENNESSEE ERNIE FORD** . . . Capitol 3762 . . . . . **IVY LEAGUE**  
(Snyder, ASCAP)  
**IN THE MIDDLE OF THE ISLAND** . . . (E. H. Morris, ASCAP)  
Much smart, well-waxed material has come from Ford's lusty pipes, but this is very close to the best. On top, it's a slickly written bit about the cat who tossed away the "blue suede shoes" for the pleatless Princeton trappings. Plenty of chuckles in this masterful job. The flip is an almost equally appealing bright ditty about a couple's doings on a lonely isle. Should be plenty of deejay action here and sales should follow.
- MARGIE RAEBURN** . . . Liberty 55088 . . . . . **MISSISSIPPI MOON**  
(Lansdowne, ASCAP)  
**THE GET ACQUAINTED WALTZ** . . . . . (Planetary, ASCAP)  
The new thrush bows with a pleasing and commercial pairing. The "Moon" side, a waltz with rock and roll triplets, has a "Carolina Moon" flavor and it sports a dainty, creamy thrushing job. The flip, another strong entry, is a saga of a dance-floor courtship, right up the teen-age alley. Two summery sides and either could catch on.

### POP TALENT

- ROBIE LESTER** . . . Liberty 55083 . . . . . **WHISPERING GUITAR**  
(Lido, ASCAP)  
**MY LOVE AND I** . . . . . (Warnow, ASCAP)  
Another important chunk of talent blooms here. First, Miss Lester pours out healthy emotion on the pretty tune with a strong lyric. Song has a tasty arrangement and it's in the teen groove. Flip is a charmingly charmed waltz. Sides are strong and the talent figures to move out on these and on future wax.
- SUE RANEY** . . . Capitol 3745 . . . . . **THE CARELESS YEARS**  
(Daywin, BMI)  
**WHAT'S THE GOOD WORD, MR. BLUEBIRD** (Bourne, ASCAP)  
Miss Raney has a husky-voiced style of the Julie London school and here she projects it in two attractive and contrasting sides. First, it's a slow, reflective ballad, with a simple but effective guitar-bass backing. The flip is a bright, medium-paced version of a seldom revived oldie.

### POP NOVELTY

- JOE FRISCO AND JOHNNY STANDLEY** . . . Capitol 3746 . . . . . **PETER PIPER**  
(Ardmore, ASCAP)  
**MOTHER'S TEARS** . . . . . (Ardmore, ASCAP)  
The old-time performer works his famous speech impediment bit on both sides for very funny results. Top side starts with Standley reciting the tongue-twister and Frisco getting in with asides and winding it up as a hilarious description of a horse race. Flip has Standley belting an old barroom type ballad with more comical comments from the stuttering Frisco.

### POP DISK JOCKEY PROGRAMMING

- ERROLL GARNER** . . . Columbia 40899 . . . . . **THE WAY BACK BLUES**  
(Parts I & II) (Octave, ASCAP)  
Pianist Garner contributes his usual quality performance on a moody blues with a haunting melody. Jazz jocks will like Garner's inventiveness, while pop spinners will find the platter a welcome instrumental addition to more discriminating mood music segs.
- THE KIRBY STONE FOUR** . . . Cadence 1328 . . . . . **S-S-S' WONDERFUL**  
(New World, ASCAP)  
Unusual novelty treatment of the great Gershwin standard, pegged on a new verse about a romance between two snakes, featuring a hissing gimmick on the title "S's." Most dialers should find the tricky vocal arrangement an amusing programming item. It could be a sleeper. Flip is "Raven" (Redd Evans, ASCAP).

## Reviews and Ratings

- ROY HAMILTON**  
The Aisle . . . . . 86  
EPIC 9224—A strong teen-slanted tune, with good melody and a powerful reading by the chanter. Has the lool look and could go. (Wemar, BMI)  
That Old Feeling . . . 84  
Hamilton really quivers and shakes to demonstrate the feeling. Standard gets a rock and roll backing for a nice effect. Could happen. (Feist, ASCAP)
- EILEEN RODGERS**  
Crazy Dream . . . . . 85  
COLUMBIA 40956—Things start slow with deep male chorus but Miss Rodgers sparks things up with big muscular style. Good blues, powerfully delivered. (Acuff-Rose, BMI)  
Third Finger—Left Hand . . . 85  
Tune has an "Old Smokey" waltz flavor but the message is strictly for the teenagers. Side has a big sound with chorus backing the chick's strong reading. Watch this. It could shake loose the lool. (Joy, ASCAP).
- DICK ROMAN**  
The Fountain of Youth . . . . . 83  
ABC-PARAMOUNT 9832 — An impressive performance by Roman on an effective r.&b. ballad which builds up to an exciting emotional pitch a la "Garden of Eden." Watch this one. (Harvard, BMI)  
Oh Boy . . . . . 65  
Okay vocal on a routine Italian-flavored ditty with a happy beat. Flip is much stronger side. (Montauk, BMI)
- SOMETHIN' SMITH & THE REDHEADS**  
You Always Hurt the One You Love . . . . 82  
EPIC 9211 — Exuberant schmaltz and nostalgia up-dated by sock tongue-in-cheek special lyrics, a la Smith's big hit, "It's a Sin to Tell a Lie." Great for jocks and jukes. (Pickwick, ASCAP)

(Continued on page 61)

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**UH-UH HONEY**

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BOB JAXON:

**BEACH PARTY**  
c/w  
**I'M HANGIN'  
AROUND**

47/20-6945



LOU MONTE:

**THE WIFE** (La Mogliera)

c/w

**MUSICA BELLA**

(The Beautiful Music of Love)

with Hugo Winterhalter's Orchestra  
and Chorus 47/20-6951



HANK SNOW:

**MY ARMS ARE  
A HOUSE**

c/w

**TANGLED MIND**

47/20-6955



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# VOX JOX

By JUNE BUNDY

**THIS 'N' THAT:** Jocks at WERE, Cleveland, are cracking down on interviews with visiting artists. Walt Henrich, Bill Randle and Carl Reese have banned chatter sets with artists completely, while Tom Edwards and Phil McLean still grant them, but are "very selective." Spinners at WDOK, Cleveland, including Norman Wain, instigated a "no interviews" policy some time ago. . . . At one time, song pluggers and promotion men considered Cleveland the hottest city in the country for setting up on-the-air interviews with wax talent.

## YESTERYEAR'S TOPS—

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

JULY 5, 1947

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

JULY 5, 1952

1. Kiss of Fire
2. Here in My Heart
3. I'm Yours
4. Blue Tango
5. Delicado
6. Auf Wiederseh'n Sweetheart
7. Walkin' My Baby Back Home
8. Half as Much
9. I'll Walk Alone
10. Guy Is a Guy

**GIMMIX:** Bob Elliot, KENT, Shreveport, La., recently finished a "flagpole sitting bit" for a local appliance dealer. Gag was that the jock had to sell 100 air conditioners and TV sets before he could leave his perch. Elliot stayed up from 5:30 a.m. of a Monday morning to 4:30 p.m. the following Saturday, during which time he suffered thru an electrical storm, high wind and sweltering heat. . . . Carl re Suze and John Bassett, WBZ, Boston, pulled plenty of mail last month with their four-week "Massachusetts Eats Out" contest. Housewives were asked to write, "Why I deserve to eat out once a week." Winner received a total of eight free meals in eight restaurants of her choice, plus free baby-sitting service on eight occasions.

## CHANGE OF THEME:

Dave Daniell, WTAW, Bryan, Tex., now divides his time between radio and KBTX-TV, same city. . . . "Economic reasons" have forced Bob Buck to leave KHUB, Watonsville, Calif. . . . New jock at WMNS, Olean, N. Y., is Bob Barry, formerly with WJOC, Jamestown, N. Y. . . . Lee Hargrave, started a new show, tagged "Summer Serenade," featuring "filtered pops (those without a rock and roll beat) mixed with standards."

Bill Quay, is leaving WESA, Charleroi, Pa., to join KBRZ, Freeport, Tex. in an early morning time slot. . . . Al Hallaman, WFMJ, Youngstown, O., who emcees an afternoon pop show, has acquired a new evening half hour ainer, featuring country and western and rockabilly and tagged "Hillbilly Hit Parade." . . . Larry Monroe has returned to KLIF, Dallas, as program director after a year and a half absence, during which he served as program director of WNOE, New Orleans.

**GIMMIX:** Record promotion gal, Cathy Furniss, who also serves as record librarian for the CBS San Francisco radio outlet, sent out 500 cards to record librarians in stations across the country for posting on their walls. Card reads: "This is be kind to your librarian week (whom you'd be dead without!). . . . An outdoor stage show, presented by WPTR, Albany, N. Y., recently played to 6,000 paid admissions in a local ball park. The show, staged to promote WPTR's new indie programming format, was co-emceed by the station's entire jockey roster, headed by Paul Flanagan, who joined WPTR last month after 12 years with a competing station. . . . Wes Hopkins, who emcees "Pop Concert" over KYW, Cleveland, celebrated Father's Day this month by playing "the tops in pops," a group of Daddy-O Ditties, Choirs for Sires, and Pater Platters," including "Oh My Papa," "My Heart Belongs to Daddy," "Old Man River" and "Pop Goes the Weasel."

**CHANGE OF THEME:** Al Vare, WMBR, Jacksonville, Fla., promoted to post of program director. . . . New morning man at WTNS, Coshocton, O., is Donn Kidwell, while Chuck Mertz is featured in a 9:30 a.m. to noon seg. and Hugh Williams retains his Saturday morning r.&b. show and two other afternoon and evening shows during the week. New program director at WTNS is Robert W. Bowen, who also pilots two disk shows on the station. . . . Hal Ball has joined WTUS, Tuskegee, Ala., with two pop shows and an r.&b. ainer across the board. . . . Howie Leonard, program director of WLOB, Portland, Me., is originating a nightly two and half hour record show from a drive-in theater, via a specially built dance floor and a broadcast booth. Station jocks alternate nightly from 6 p.m. to 9:30 p.m., sign off time. . . . Veteran deejay Bill Kelso has joined KERP-TV, El Paso, Tex.

## 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:

New York  
"Girl With the Golden Braids," Perry Como, RCA Victor

St. Louis  
"Tammy," Teresa Brewer, Coral

Grand Rapids, Mich.  
"I'm Gonna Sit Right Down and Write Myself a Letter," Billy Williams, Coral

Houston  
"Old Cape Cod," Patti Page, Mercury

Worcester, Mass.  
"Bye Bye Love," Everly Brothers, Cadence

Richmond, Va.  
"So Rare," Jimmy Dorsey, Externity

San Diego, Calif.  
"Love Letters in the Sand," Pat Boone, Dot

Baton Rouge, La.  
"You're Cheatin' Yourself," Frank Sinatra, Capitol

Eau Claire, Wis.  
"Shangri-La," Four Coins, Eplo

Chicago  
"Around the World," Jane Morgan, Kapp

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# Reviews of New Pop Records

Continued from page 58

**My Melancholy Baby**...76  
 This one just misses because Smith drops the verse out too long. Once he swings into the familiar chorus, the side has an infectious charm, but chances are listeners won't wait out the verse. (Vogel-Shapiro-Bernstein, ASCAP)

**THE JORDANAIRE**  
**Summer Vacation**...81  
 CAPITOL 3750—Group, best known for its appearances with Elvis Presley, tackles a pop-tune with theme that could have special appeal to teens. Strong beat in back helps. Look for some action here. (Ardmore, ASCAP)  
**Each Day**...79  
 Bright, spiritual-inspired tune, with tambourine, etc., backing the spirited vocal group. Strong coupling for today's market. (Monument, BMI)

**DORIS DAY**  
**Through the Eyes of Love**...80  
 COLUMBIA 40952—This song has something of the sound of a past Day hit called "It's Magic," but the pipes get the message out, it's still not certain to click big in the current market. (Pickwick, ASCAP)  
**Nothing in the World**...80  
 A slow and fairly sophisticated chunk of material that will appeal to some of the thrush's fans and hipper jocks. Pretty tune, danceable tempo and a smart backing by Frank DeVol. Not one of her most obvious entries. (Artists, ASCAP)

**DON CORNELL**  
**Mallman, Bring Me No More Blues**...80  
 CORAL 61854—Fine styling of a bright medium tempo blues that has also been done by Buddy Holly and Herb Jeffries. This version should score well. (Southern, ASCAP)  
**No Matter What You Do to Me**...77  
 Artist is almost as strong on a light ballad with medium-tempo rhythm backing. The last word of each phrase gets a sliding vocal effect. Sock selling on side could make it. (Bregman, Vocco & Conn, ASCAP)

**LEE DENSON**  
**Climb Love Mountain**...80  
 VIK 0281—Young chanter makes his best impression yet in a slow guitar backed ballad. Tune has a good idea and Denson's sincerity makes the most of it. Side will bear watching. (Sherman, BMI)  
**New Shoes**...72  
 Strong rockabilly side with Denson singing the frantic, breathless blues with down guitar backing. Has a great beat and sound, but in an overworked vein. (Sherman, BMI)

**ROY TANN**  
**Hot Rod Queen**...79  
 DOT 15595 — Sharp, well-conceived side. Sound effects, rhythm, personality-packed warble and the subject, all carry great promise. Tune is blues-patterned and beat has a Latin kick. (Herman, ASCAP)  
**Acapulco**...72  
 Cute item engagingly warbled to Latin beat with rock and roll feeling. Tells a little story. (Milbee, ASCAP)

**BONNIE LOU**  
**Teenage Wedding**...78  
 KING 5063—Well-constructed rock-and-roll ballad that carries thru an appealing teen theme. Thrusting is more than acceptable, and plugging could sell this. (Joy, ASCAP)  
**Rounin' Away**...75  
 Latest trend is reflected here—ricky-tick derived from rock and roll. Snappy, danceable orking and perky vocal by the chanteuse. Tune is a cousin to "Singing the Blues." (Mar-Kay, BMI)

**DICKEY LEE**  
**Dream Boy**...78  
 TAMPA 131—A slow and swingy side, with a haunting quality to Lee's vocal. Lyric is right in the teen-age groove. Watch it. (Webster, BMI)  
**Stay True Baby**...74  
 Country blues. Lee's vocal has the true sound, emotion packed and rhythmic. Side merits good exposure. (Webster, BMI)

**BUDDY MORROW ORK**  
**Midnight March**...77  
 MERCURY 71137 — Boogie-woogie instrumental has some of the flavor of "Night Train." Great for teen dancers and jocks. Can be a good, steady seller. (Judy, ASCAP)  
**Easy Does It**...74  
 Swing oldie is orked in semi-rock and roll fashion by the good big-band. Fine coupling for teens. (Pickwick, ASCAP)

**LUIS ARCARAZ**  
**An Affair to Remember**...77  
 RCA VICTOR 6952—There are several good instrumental versions of this lovely movie theme out, but this one is unusual enough to rate some concentrated spin-age. Lush instrumental features standout trumpet solo by Shorty Sherock. (Feist, ASCAP)  
**When I Fall in Love**...71  
 Pretty oldie, featured in "Istanbul" pic, is handed poignant instrumental treatment. Serviceable deejay wax. (Young-Northern, ASCAP)

**THE COUNTRY SINGERS**  
**Johnny Reb and Billy Yank**...77  
 VIK 0282—Attractive material inspired by the comic strip and previously cut by Gene Autry. Highly suitable gang singing and band clefting by Elliot Lawrence. Should get good play, and has moppet appeal, too. (Tobias & Lewis, ASCAP)  
**Lady, Lady (Will You Marry Me?)**...68  
 Folk-style tune with a life and drum backing and gang warble. Pleasant stuff, but with questionable commercial appeal. (Acorn, BMI)

**BILLY VAUGHN**  
**Johnny Tremain**...76  
 DOT 15598—Enthusiastic choral work and a manly march tempo highlights this folksy item (title theme of a forthcoming Walt Disney movie). Should reap spins on basis of film and TV promotion. (Wonderland, ASCAP)  
**Naughty Annetta**...73  
 Vaughn sets a mood of wistful gaiety on this lightly paced instrumental. Attractive summer season programming material. (Randy-Smith, ASCAP)

**LITTLE NORMAN**  
**Drag Strip Baby**...76  
 DECCA 30352—Norman Kaye turns in a strong rockabilly styling on a medium-tempo blues with strong backing from sax and assorted fretted strings. Good contemporary theme (speed cars) and a fine talent here. (Marlee, ASCAP)  
**Rat Race**...72  
 Styling is close to pure r.&b. on this one, also blues based. Material doesn't have quite the appeal of flip. (Midway, ASCAP)

**NARVEL FELTS**  
**Foolish Thoughts**...76  
 MERCURY 71140 — An intensely sung, fast-moving rockabilly job very close to the Presley style and sound. In spite of the close imitation, performance is good enough to jingle some coin. (Pure, BMI)  
**Kiss-a-Me Baby**...71  
 Latin-gaited rockabilly rendition in quivering, breathless fashion. Flip looks like a better action side. (Pure, BMI)

**TONY MARTIN**  
**Oh, Polly O'**...75  
 RCA VICTOR 6966—Attractive vocal with chorus support on a Latin-type, folksy theme should do fair biz. (Regent, BMI)  
**A "Miss You" Kiss**...75  
 Schmaltry ballad with a nostalgic theme gets a fine rendition with lush ork support. Fair chances. (Chappell, ASCAP)

**THE JACK HALLORAN SINGERS**  
**Liberty Tree**...75  
 DOT 15599—From Disney's "Johnny Tremain" comes a multi-verse tune with march rhythm. Appeal here could be to the "Davy Crockett" fans and such. Youngsters will like the rhythm on both sides. (Wonderland, BMI)  
**Shenandoah Rose**...74  
 Hugo and Luigi version of march-like opus has a big head start, but if any version is likely to give it a battle, this could be the one. Very well sung. (Planetary, ASCAP)

**THE MERRILL JAY SINGERS**  
**I'm Thinking Tonight of My Blue Eyes**...75  
 CABOT 105 — A swinging rickety-tickish arrangement with hopped-up piano and robust unison chorus, on a time-honored standard by the Jay Singers. Has a great sound for the jukes, and jocks may like it, too. (Peer Intl., BMI)  
**It's the Talk of the Town**...72  
 Medium-paced reading of another singable standard. The Jay group sings it with a full sound. Another good box nomination. (Joy, ASCAP)

**THE NEIGHBORS**  
**Wondrous Love**...74  
 ABC-PARAMOUNT 9747—Good material. Lyric is well-crafted and is set to a flashy melody with a Latin beat. Brightly sung. Definitely out of the common run. (Duchess, BMI)  
**Pattin' on the Style**...74  
 The chanters have a country-folk flavored one here. Lot of pep, with march tempo and a gang-sing effect. (Meridian, BMI)

**SONNY KNIGHT**  
**Insha Allah**...74  
 DOT 15597—A slow ballad of the tender type. The chick has made a green oasis for his love, says the Oriental-flavored lyric. (Prestige, ASCAP)  
**Lovesick Blues**...73  
 The standard gets a reading with considerable distinctive quality in the vocal. Disk has a live, bright sound. Merits exposure, altho Sonny James has the jump. (Mills, ASCAP)

**GEORGIE SHAW**  
**Too Proud to Cry**...74  
 DECCA 30359—Shaw belts out, this rhythm side with eclat and style. Backing by Jack Pleis is solid, and uses whistling effectively. (Mansey, ASCAP)  
**At the Get-Acquainted Dance**...73  
 A good song, very well chanted by Shaw. Jocks will find this kind of pop fare a good change of pace. (Shapiro-Bernstein, ASCAP)

**SAMMY DAVIS JR.**  
**Specially for Little Girls**...74  
 DECCA 30371—Fine material for jocks. Not at all in the common groove, yet likely to appeal to adults and deejays looking for quality material. Davis sings it with feeling. (Pickwick, ASCAP)  
**Don'cha Go 'Way Mad**...71  
 A swingy rhythm side, chanted by Davis in relaxed, effective fashion. Lyric has the touch of material. For his fans. (Advanced, ASCAP)

**THE RAY CHARLES SINGERS**  
**Around the World**...74  
 M-G-M 12507—A fine vocal reading of the big, pretty film tune. Popularity of the Victor Young tune has not ebbed, and deejays will find this well worth spinning. (Young, ASCAP)  
**Take a Trip to Memory Lane**...70  
 This side is a rhythm tune, with a slow, catchy beat and a nostalgic-drenched lyric. (Wendy, ASCAP)

**DAVID WHITFIELD**  
**I'll Find You**...72  
 LONDON 1740—The British tenor sings a film tune from the 20-Fox film, "Sea Wife." Plenty of class to his legit style, and plenty of production of the reading—with lush fiddles and chorus. (Robbins, ASCAP)  
**Dream of Paradise**...72  
 Like the flip, this pretty ballad will appeal to an older age group. Whitfield's lyric tenor is backed by the lush Roland Shaw ork.

**JERI SOUTHERN**  
**How Did He Look?**...72  
 DECCA 30343—Smooth, smart vocal of the old Joan Merrill vehicle with lush ork backing. Appealing vocal with fair prospects. For jocks. (Lincoln, ASCAP)  
**Fire Down Below**...71  
 Latin-flavored title tune from a forthcoming flick is attractively rendered with polished, lush orking. Chances similar to flip. (Columbia Pictures, ASCAP)

**POLLY TUCKER**  
**Another Woman's Man**...72  
 BAKERSFIELD 129 — Gal packs plenty of heartbreak into a plaintive weeper with good lyrics. If this gets any exposure it might show surprising results. (Chris, BMI)  
**From an Angel to Devil**...69  
 Lusty piping by Miss Tucker on a catchy tune with a deft beat and imaginative lyrics. (Golden West, BMI)

**KAY BROWN**  
**How I Feel**...72  
 DECCA 30304—A pretty waltz. Kay Brown sings it with a voice of fresh, youthful quality. Ork's backing never

is obtrusive and gives the best showcase to the vocal. (Abbott, BMI)  
**Sentimental Heaven**...69  
 Kay Brown sings a tasteful item, with a restrained rock and roll backing. (Feist, ASCAP)

**RUSS CARLYLE**  
**Beach Party**...72  
 ABC-PARAMOUNT 9833 — Light-hearted ballad (Bob Jaxon's waxing of same title is different tune) is recorded pleasant warbling job. Rock and rolled-styled side has teen-appeal and should pull some play. (Pineus, ASCAP)  
**Der Beckl**...67  
 Exotic theme is showcased in a striking arrangement with fine vibes solo work. Brief vocal, tho, is marred by banal lyric. Interesting off-beat jockey wax. (Pineus, ASCAP)

**PEREZ PRADO ORK**  
**Calyso Man**...71  
 RCA VICTOR 6960—Vigorous calyso effort gets a full ork treatment with screeching brass and masterful drum work. Side should find favor with the teens and others who like the dance. Vocal is by the Jays. (Peer Intl., BMI)  
**Cucara Cha Cha Cha**...71  
 Similar approach on a cha cha with the Jays again taking the vocal. Similar appeal and prospects. (Peer Intl., BMI)

**JUNE VALLI**  
**Street of Memories**...71  
 RCA VICTOR 6957—Tune is currently going well for Johnnie Ray. Mis Valli, however, presents a bright, attractive vocal that could collect a fair share of coin. (E. B. Marks, BMI)  
**Another Man Gone**...70  
 Expressive rendition of an interesting, "folksy-type" theme that tells of a construction worker's tragedy. Flip is stronger side. (Calyso, ASCAP)

**BILLY DEVROE**  
**Make It**...71  
 TAMPA 127 — Rockabilly performance. Song has a lyric with novelty appeal and there's a gospel-type handclapping accompaniment here. Devroe's vocal on this sound has more real feeling than on the flip. (Webster, BMI)  
**Buttercup**...67  
 Rockabilly side with typical string sound. Adequate, but just another one of many Presley imitations. (Webster, BMI)

**AL CAIOLA**  
**No Matter What You Do to Me**...70  
 CORAL 61855—Instrumental version of the tune recorded by Don Cornell. (Continued on page 62)

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# Reviews of New Pop Records

Continued from page 61

could do some business. (Bregman, Vocco & Conn, ASCAP)  
**Honky Tonk Parade**... 69  
 Instrumental, with Caiola on guitar, starts with a military drum roll and develops into a medium-beat dance tune, featuring a sparkling organ. So-so chances. (Bregman, Vocco & Conn, ASCAP)

**ED TOWNSEND**  
**Tall Grows the Sycamore**... 70  
 DOT 15596—Folk-type song gets energetic warble and orking from Townsend and friends. Interesting side that some jocks may favor. Repeated refrain is retentive. (4 Star, BMI)  
**My Need for You**... 65  
 On this slow ballad, Townsend sounds like a less convincing edition of Dean Martin. Flip is the more likely side. (Teri, ASCAP)

**CHUCK CRAYNE**  
**Suppressed Desire**... 70  
**GUYDEN 1043**—Crayne is highly impressive on a ballad with some rock and roll feeling in the group and ork backing. Very nice side that

may do some business if exposed. (Triumph, ASCAP)  
**It's a Cryin' Shame**... 64  
 Crayne does a good job belting this rock and roll-influenced tune. Litter isn't out of the ordinary, however. (Triumph, ASCAP)

**CHARLES NORMAN**  
**Same Time, Same Place**... 70  
**STARS 546**—Gentle weeper ballad sung in gentle, competent fashion. Some sleeper potential here. (Lowery, BMI)  
**Dream Do I**... 58  
 An exotic flavor here. The thing is simply too fancy for the average cat. (Lowery, BMI)

**HI-FI GUYS**  
**Pink Champagne**... 68  
**SALEM 1007**—Nice, easy rockin' beat on this, with hip duo vocal, go-sax and guitar. Blues oldie may get some spins in this version, tho it's not high voltage. (Venice, BMI)  
**Rock n' Roll Killed My Mother**... 66  
 Hip pair goes Homer and Jethro on this jany takeoff, set to a country, weeper waltz tune. Boys do a great job, but the lyrics could be much funnier. (Maurice, BMI)

**CHARLIE WATERMAN**  
**The Buffalo Skinner**... 68  
**SALEM 1009**—Folk ballad of the "16 Tons" type gets an okay warble. Rapidly strummed guitar backing is effective. (Bob-Cor, BMI)  
**The St. James Infirmary**... 66  
 An almost c.&w. approach on the tune made famous by Cab Calloway. Alternating rhythm in verses and choruses enhances the unique vocal. Jocks might find it interesting. (Mills, ASCAP)

**BILL JONES**  
**My Special Dream**... 68  
**KING 5060**—A slow, foxtrot-rhythm ballad. Jones' rendition lacks life and tho Earl Bostic backing is nice enough, it's slightly old-fashioned. Side would have dancing value only. (BMI)  
**Here Goes a Fool**... 66  
 Side has about the same pacing as flip except with a triplet, rock and roll backing. Has little to offer the present market. (Earl's, BMI)

**CLAUDE MAXWELL**  
**A Handful of Tears, a Heart Full of Rain**... 68  
**ABC-PARAMOUNT 9834**—An authoritative reading on a poignant ballad with an effective title. Merits spins. (Summit, ASCAP)  
**If I Could (I Surely Would)**... 65  
 Enthusiastic chanting on a fast-moving rhythm side with a catchy beat. (Pamco, BMI)

**DON COSTA ORK & CHORUS**  
**Tennessee Tulip**... 67  
**ABC-PARAMOUNT 9835**—Bright, gay tune gets a "Yellow Rose of Texas" approach. So-So chances. (Greta, BMI)  
**Bella Nanzata (Pretty Nancy)**... 67  
 Lush Latin-styled instrumental could find favor with jocks, but commercial appeal is limited. (Pamco, BMI)

**FRANK YORK ORK**  
**Until You Fall in Love**... 67  
**CORAL 61853**—Very pretty, class ballad, tastefully orked and warmly, if not distinctively, chirped by Connie Mitchell. Will need heavy plugging. (Hubert, ASCAP)  
**I'll Just Say Goodnight Once More**... 67  
 Another nice ballad, with more energetic conception, but about same commercial potential as flip. Gal gets some smart group support here, and is more at home in this tempo. (Sherwin, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

**TEDDY BART**—Sunshine and Rain/Guardian Angel—National 102  
**JESSE DALE**—You Will Always Be/You Are Mine—Fable 587  
**DIZZY GILLESPIE**—Tangorline Tango/Mayflower Rock—Verve 89173

# Pressers See No Sales Slump

Continued from page 25

the size of the runs indicates an expectancy of high sales levels.

With regard to expansion, Green-spon declared: "We've been expanding our pressing facilities every year for the past 10 years at our three plants in Bridgeport, Conn., Terre Haute, Ind., and Los Angeles, and we are continuing with that program this year."

Altho no direct figures could be obtained on the Decca picture, a new Decca pressing plant is now under construction in Pinckneyville, Ill. Other Decca plants are in Cloversville, N. Y. and Richmond, Ind. A spokesman said that full-scale production is being maintained in the Decca factories.

It was learned meanwhile, that the Capitol plants in Scranton, Pa., and Los Angeles have experienced a slight "drop-off," but the slowdown was described as strictly seasonal, "not as bad as in former years," and that production is now under a full head of steam. The first six months of this year are considerably ahead of the same

period in 1956 in terms of volume at both Capitol plants.

The M-G-M plant in Bloomfield, N. J., an important factor in the custom pressing picture, has had some let-up during April and May but there has been a noticeable upsurge in the past two to three weeks, according to a spokesman. Over-all, at M-G-M, which would include custom as well as the firm's own production, LP's are now accounting for about 25 per cent of total units pressed, which would indicate better than 50 per cent of dollar volume is now in LP's.

### Indie Trend Similar

The picture is similar with the indie, non-label-affiliated plants. Sun Plastics in Newark, N. J., for example, has just doubled production facilities via newly developed multi-platter presses. The firm is also enlarging its quarters and reports no slow-up whatever in orders.

Monarch Record Manufacturing, a Coast indie, has just added 15 hydraulic presses to its operation and will shortly go on a 24-hour schedule.

Many dealers queried in recent weeks have indicated that singles have slumped in a more pronounced way than albums. This is borne out in the continuing faith placed in albums by pressing people. Ratio of LP's to singles units produced continues to grow, with most plants echoing roughly, the M-G-M 25 per cent figure. All but one of the plants contacted, also indicated that production for the first six months of this year is substantially ahead of the same period a year ago. In the one exception, late figures were not available.

Since pressing orders ultimately have to be a reflection of sales trends, the pressing plant picture at the moment would thus tend to belie any serious industry slowdown, despite less optimistic retail indications.

## Victor Gets 'Angels' Track

HOLI. OOD—RCA Victor has acquired the soundtrack album rights to the Warner Bros. film, "Band of Angels." Pic stars Clark Gable and Yvonne De Carlo and is scheduled for release late this summer. Music for the film was penned by Max Steiner, with a title tune, with lyrics by Carl Sigman also set to be released by the diskery.

## Global Sweep

Continued from page 25

to quite large; but from a relatively small-income foreign area can come a very big song. Richmond points out. An American publisher, he feels, can realize most foreign income if he places his tune with a foreign publishing operation which stresses royalty accountings and payments directly from each individual licensed territory. This is more remunerative, according to Richmond, than the system whereby one foreign publisher buys all the foreign rights to an American copyright and sub-licenses in areas other than where he is located.

In different countries, different types of plugs are given top importance. In Britain, disks are the prime requisite. In Italy, performances are assured by dance orchestras, etc.

Richmond has been handling top pop copyrights for exploitation abroad — such as "Young Love," "Party Doll," etc. In addition to this form of activity, however, he is becoming increasingly active in acquiring important film scores for his overseas firms. Examples are the scores for "Men in War," "Bachelor Party" and "Trapeze."

**JOHNNY GUITAR**—Luigi's Rock 'n' Roll/Nickel's Worth of Nothing—Ace 114  
**TOMMY MARA**—My Kingdom for a Kiss/My Category Is Love—National 103  
**JOE MONTGOMERY**—Planetary Run/Since You Fell in Love—Liberty Bell 9019  
**THE SMITH TWINS**—Brass Band at the Station/Pink Plinka Plank Plunk—Verve 10060  
**CINO TERRY**—A Thousand Lies/Feeling So Fine—Cambria 1905

## Polka

**FRANKIE YANKOVIC**  
**My Favorite Polka**... 85  
**COLUMBIA 40950**—One of the best polka disk sounds recently heard. A good band and unusually well recorded. Good merchandise for the market. (Mills, ASCAP)  
**Let's Be Sentimental**... 78  
 Mixed chorus sings on this slow waltz. Message and tune are well suited for the romancers. Nice accordion solo work follows the vocal chorus. A good coupling. (Gala, BMI)

**EDDIE ZIMA ORK**  
**Pettycoat Polka**... 76  
**DANA 3267**—Okay, medium-paced polka with clarinets framed against accordion. Good for boxes or home terping consumption.  
**Polka Jamboree**... 73  
 Same general pacing here with tenor sax also in evidence. Okay for dancing but flip has a slightly brighter sound.

**JOHNNY PECOR ORK**  
**The Night That I Met You-Waltz**... 73  
**DANA 2123**—A pretty, lilting waltz melody. Message and Johnny offer simple harmonies in the vocal.  
**Rosalie**... 70  
 Paul Yanchar offers okay vocalizing on this polka-tempo revival of the motion picture standard.

## Spiritual

**SISTER ROSETTA THORPE**  
**Let It Shine**... 80  
**MERCURY 71133**—Happy, rockin' spiritual with rhythm organ and bright guitar support really satisfies. Miss Thorpe's fans should go for this. (Gospel, BMI)  
**Let's Be Happy**... 72  
 The artist is in grand form on a spirited spiritual with involved rhythm backing. Flip is the side that will attract. (Gospel, BMI)

## Sacred

**STATESMEN QUARTET**  
**Stop, Look and Listen For the Lord**... 75  
**VICTOR 6962**—A swiny rhythmic offering with Statesmen on the choruses and Hovie Lister offering the spoken verses. Can stir interest in its market. (Hill & Range, BMI)  
**God Is My Partner**... 70  
 Hovie Lister as the lead ranges from a choked-up sound to one of exultation on this side. Okay chanting but there've been better religious cliffings. (Alamo, ASCAP)

## Religious

**PAUL MICKELSON**  
**Onward Christian Soldiers**... 80  
**VICTOR 6961**—Instrumental version of standard sacred item is handled with strength and reverence by top-notch organist Mickelson, playing Madison Square Garden's Conn Organ. Merits spins by sacred jocks, but main sales weight is in LP market. (Fox, ASCAP)  
**Ivory Palaces**... 79  
 Another excellent solo rendition on the Conn instrument by the Billy Graham artist on a solemn theme. (Hill & Range, BMI)

C & W—POP HIT  
**JOHNNY CASH**  
**"NEXT IN LINE"**  
 and  
**"DON'T MAKE ME GO"**  
 Sun 268

ANDY'S GREATEST  
**"I LIKE YOUR KIND OF LOVE"**  
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# C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

| This Week | Last Week | Weeks on Chart | Title  | Label                              |
|-----------|-----------|----------------|--|------------------------------------|
| 1         | 1         | 12             | WHITE SPORT COAT (BMI)—Marty Robbins               | Col 40864                          |
| 2         | 2         | 10             | FOUR WALLS (BMI)—Jim Reeves                        | Vic 20-6874                        |
| 3         | 5         | 7              | BYE BYE LOVE (BMI)—Everly Brothers                 | Cadence 1315                       |
| 4         | 4         | 10             | GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater    | M-G-M 12412                        |
| 5         | 3         | 20             | GONE (BMI)—Ferlin Husky                            | Cap 3628                           |
| 6         | 6         | 14             | FRAULEIN (BMI)—Bobby Helms                         | Heartick Feeling (BMI)—Dec 30194   |
| 7         | 11        | 5              | FALLEN STAR (BMI)—Jimmy Newman                     | Dot 1289                           |
| 8         | 10        | 5              | BYE BYE LOVE (BMI)—Webb Pierce                     | Dec 30321                          |
| 9         | 8         | 13             | ALL SHOOK UP (BMI)—Elvis Presley                   | Vic 20-6870                        |
| 10        | 9         | 6              | NEXT IN LINE (BMI)—Johnny Cash                     | Sun 266                            |
| 11        | 7         | 15             | HONKY TONK SONG (BMI)—Webb Pierce                  | Dec 30255                          |
| 12        | 13        | 3              | WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis | Dot 1289                           |
| 13        | 15        | 3              | TOO MUCH WATER (BMI)—George Jones                  | Mercury 71096                      |
| 14        | 12        | 19             | WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline           | Four Man's Roses (ASCAP)—Dec 30221 |
| 15        | 14        | 23             | THERE YOU GO (BMI)—Johnny Cash                     | Sun 258                            |
| 15        | 1         | 1              | TEDDY BEAR (ASCAP)—Elvis Presley                   | Vic 20-7000                        |

# Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JUNE 22

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

| This Week | Last Week | Weeks on Chart | Title                                 | Label            |
|-----------|-----------|----------------|---------------------------------------|------------------|
| 1         | 1         | 10             | FOUR WALLS—Jimmy Reeves               | Vic 20-6174—BMI  |
| 2         | 2         | 12             | WHITE SPORT COAT—Marty Robbins        | Col 40864—BMI    |
| 3         | 3         | 8              | BYE BYE LOVE—Everly Brothers          | Cadence 1315—BMI |
| 4         | 6         | 19             | GONE—Ferlin Husky                     | Cap 3628—BMI     |
| 5         | 4         | 13             | GONNA FIND ME A BLUEBIRD—M. Rainwater | M-G-M 12412—BMI  |
| 6         | 5         | 7              | FALLEN STAR—Jimmy Newman              | Dot 1289—BMI     |
| 7         | 8         | 5              | BYE BYE LOVE—Webb Pierce              | Dec 30321—BMI    |
| 7         | 10        | 15             | HONKY TONK SONG—Webb Pierce           | Dec 30255—BMI    |
| 9         | 9         | 13             | ALL SHOOK UP—Elvis Presley            | Vic 20-6870—BMI  |
| 10        | 7         | 12             | FRAULEIN—Bobby Helms                  | Dec 30194—BMI    |
| 11        | 14        | 6              | NEXT IN LINE—Johnny Cash              | Sun 266—BMI      |
| 12        | 1         | 1              | FALLEN STAR—Ferlin Husky              | Cap 3742—BMI     |
| 13        | 3         | 3              | I'LL BE THERE (BMI)—Ray Price         | Col 40889—BMI    |
| 14        | 11        | 4              | MISSING YOU—Webb Pierce               | Dec 30321—BMI    |
| 15        | 15        | 4              | THREE WAYS (BMI)—Kitty Wells          | Dec 30288—BMI    |

# C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 22

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

## Birmingham

1. White Sport Coat, Marty Robbins, Col.
2. Four Walls, Jim Reeves, Vic.
3. Bye Bye Love, Everly Bros., Cdc.
4. Fallen Star, Jimmy Newman, Dot
5. Dynamite, Brenda Lee, Dec.

## Dallas-Fort Worth

1. Next in Line, Johnny Cash, Sun
2. I'll Be There, Ray Price, Col.
3. Woman I Need, Johnny Horton, Col.
4. White Sport Coat, Marty Robbins, Col.
5. Four Walls, Jim Reeves, Vic.

## Houston

1. Gone, Ferlin Husky, Cap.
2. Too Much Water, George Jones, Mer.
3. Honky Tonk Song, Webb Pierce, Dec.
4. Missing You, Webb Pierce, Dec.
5. Teddy Bear, Elvis Presley, Vic.
6. Dynamite, Brenda Lee, Dec.

## Memphis

1. Bye Bye Love, Everly Brothers, Cdc.
2. All Shook Up, Elvis Presley, Vic.
3. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
4. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
5. Gone, Ferlin Husky, Cap.

## Nashville

1. Bye Bye Love, Everly Brothers, Cdc.
2. Four Walls, Jim Reeves, Vic.
3. Fallen Star, Jimmy Newman, Dot
4. Fraulein, Bobby Helms, Dec.
5. Other Woman, Jean Shephard, Cap.

## New Orleans

1. White Sport Coat, Marty Robbins, Col.
2. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
3. Four Walls, Jim Reeves, Vic.
4. Is It Wrong? Warner Mack, Dec.
5. All Shook Up, Elvis Presley, Vic.

## Richmond, Va.

1. Try to Take It Like a Man, Carl Smith, Col.
2. Four Walls, Jim Reeves, Vic.
3. Bye Bye Love, Everly Brothers, Cdc.
4. White Sport Coat, Marty Robbins, Col.
5. Fraulein, Bobby Helms, Dec.

## St. Louis

1. Don't Make Me Go, Johnny Cash, Sun
2. White Sport Coat, Marty Robbins, Col.
3. Fallen Star, Jimmy Newman, Dot
4. Four Walls, Jim Reeves, Vic.
5. Honky Tonk Song, Webb Pierce, Dec.

# FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

Art Young, who formerly conducted the "South Park TV Barn Dance" for Chevrolet over WBEN-TV, Buffalo, from 1949 '51, has inaugurated a new program on WGR-TV, Buffalo, sponsored by Norge products of the United States and Canada. Billed as the "Norge International Barn Dance," show will be beamed every Saturday night, 11:30 to midnight, featuring square-dance groups from both sides of the border, as well as weekly guest artists. Young's own group, the Borderliners, includes himself, Lucky Ray, accordion; Frank Kowalik, bass and piano, the Tall Texan, fiddle, and Rose Austin, guitar. Young also appears on WXRA, Kenmore, N. Y., with a six-day-a-week country music record show.

Nashville writer, Kenny Marlow, reports that his "King of a Honky-Tonk Heaven," has just been released on Columbia by Cliff Johnson, new c.&w. singer. . . . Alice Brammer, a feature with Harry Peppel's Shenandoah Valley Rangers, of Philadelphia, has just signed a waxing pact with John W. Stephenson's Cowtown label, Fort Worth. Also new on the Cowtown label is Gene Day, of Columbia, S. C. . . . Orville Couch, of Route 2, Ferris, Tex., typewrites that copies of his first Starday release, "King for a Day" b.w. "You're Dreamin'," are available to deejays who'll drop him a line. . . . Sierra Creek Park, new country music funspot located in the Santa Monica Mountains, 30 miles from Los Angeles, made its bow June 23, with Al Rifle and Charlie Williams of KXLA, Los Angeles, at the helm.

Bill Wagon hopped from California to New York last week to confer with Screen Gems executives on "Ranch Party" syndication for fall release. . . . Dee Marais, manager of Werly Fairburn and Margie Singleton, recently visited with Paul Kallinger, who is back spinning the c.&w. wax on XERF, Del Rio, Tex. 6 p.m.-1 a.m. daily, after a two-week vacation in Florida. . . . Lee Hamblin is sending out samples of his new Novart recording, "Silently (Remember Me)" b.w. "If God Ever Gave Me a Girl Like You" to deejay who'll write him in care of Novart Records, 202 Kent Street, Rochester 6, N. Y. . . . Jimmy Copeland, of Waco, Tex., is back on WMTR-TV, Manchester, N. H., after an extended engagement in Montreal. He'll also be touring the New England area with his Texas Kids this summer.

Following their engagement at Thurston Moore's Verona Lake Park, Verona, Ky., July 7, Hank Snow and His Rainbow Ranch Boys hop northward to kick off an extended Canadian tour the following day. . . . Frank Evans, who has been holding forth with his Topnotchers on WHBO, Tampa, the past year, has a new release on Starday, "Pull the Shades Down Ma," b.w. "Would You Believe Me." . . . Slick Norris and his new bride, Betty, are handling all deejay promotion for Webb Pierce, and are currently concentrating on the latter's latest Decca offering, "Bye, Bye, Love" and "Missing You." Slick says he's also handling promotion on James O'Gwynn's new Mercury-Starday release, "Do You Miss Me?" penned by Jay Miller, and "I Cry," written by Luke McDaniel, as well as on

(Continued on page 65)

# This Week's C&W Best Buys

NO SELECTIONS THIS WEEK

## Review Spotlight on . . .

### C&W RECORDS

#### GEORGE JONES AND VIRGINIA SPURLOCK

Flame in My Heart (Starrite, BMI)  
No No Never (Starrite, BMI)—Mercury 71141—Another sock job by Jones, who receives a strong assist from canary Virginia Spurlock, his partner on both sides. "Flame in My Heart" features a powerful reading by the duo on a solid weeper, while the flip spotlights bright teamwork on a happy, up-tempo tune with amusing lyrics.

#### MARVIN RAINWATER

My Brand of Blues (Geronimo, BMI)  
My Love Is Real (Geronimo, BMI)—M-G-M 12511—Rainwater is still hot with "Gonna Find Me a Bluebird," and this one should kick off big across c.&w. counters. "My Brand of Blues" is a highly effective, dirge-like tune, with an insistent beat and subdued rockabilly flavor. Flip has a churchy quality and good lyrics. Rainwater sells both sides with maximum emotional impact.

## Reviews of New C&W Records

### WADE RAY

Burning Desire . . . 78  
"OT 15600—Ray chants moving love song with feeling and fervent sincerity. Vocal delivery is strictly country, while backing is slow-paced rock and roll. Could break in both fields. (Dandellon, BMI)  
Two Red, Red Lips . . . 74  
Ray packs powerful personality impact on this pop-ish up-tempo ballad. Infectious chorus chant repeat-lyric phrases on backing. Another potential two-market side. (Fairway, BMI)

### ROSE MADDOX

Old Man Blues . . . 76  
COLUMBIA 40948—Bright rendition of a rockabilly blues with poppy overtones. Artist presents a strong vocal that should attract many buys. (Cordial, BMI)  
Tomorrow Land . . . 72  
Inspirational waltz with chorus support gets an expressive and appealing vocal, but flip is stronger effort. (American, BMI)

### TABBY WEST

Send Me Somebody Like Joe . . . 74  
DECCA 30332—Slow waltz-weeper of the hill variety is effectively rendered. Mountain fiddlin' and guitar accompany. Fair chances. (Old Charter, BMI)  
Texas Millionaire . . . 70  
Bright honky-tonker with fancy fiddlin', swingin' guitar and rhythm support featured gets a spirited delivery. (Copar, BMI)

### RONNY WADE

Let Me Cry . . . 69  
KING 3061—A weeper. Lyric is typically country in thought, but the arrangement behind Wade's vocal is quite pop in quality. (Mar-Kay, BMI)  
Gotta Make Her Mine . . . 67  
Country blues. Wade's vocal style here is typical rockabilly. Adequately done. (Mar-Kay, BMI)

### DICK HART

Time Out for the Blues . . . 67  
COWTOWN HOEDOWN 778—Hart tells a traditional weeper with heart.

## Number of Releases This Week

| Label         | Pop | R&B | C&W |
|---------------|-----|-----|-----|
| ABC-PARAMOUNT | 5   | —   | —   |
| ACE           | 1   | —   | —   |
| ALADDIN       | —   | 3   | —   |
| ALLSTAR       | —   | —   | 1   |
| ARGO          | —   | 1   | —   |
| BAKERSFIELD   | 1   | —   | —   |
| BUDDY         | —   | —   | 1   |
| CABOT         | 1   | —   | —   |
| CAMBRIA       | 1   | —   | —   |
| CAPITOL       | 1   | —   | —   |
| CLIFF         | —   | 2   | —   |
| COLUMBIA      | 3   | —   | 1   |
| CORAL         | 3   | —   | —   |
| COWTOWN       | —   | —   | 1   |
| HOEDOWN       | —   | —   | 1   |
| DECCA         | 5   | 1   | 1   |
| DOT           | 5   | —   | 1   |
| EPIC          | 2   | —   | —   |
| FABLE         | 1   | 1   | —   |
| GEE           | —   | 1   | —   |
| GUYDEN        | 1   | —   | —   |
| KING          | 3   | 1   | 1   |
| LIBERTY       | 1   | —   | —   |
| LIBERTY BELL  | 1   | —   | —   |
| LONDON        | 1   | —   | —   |
| MERCURY       | 2   | —   | 1   |
| M-G-M         | 1   | —   | —   |
| NATIONAL      | 2   | —   | —   |
| NOVART        | —   | —   | 1   |
| PARIS         | —   | 1   | —   |
| RAMA          | —   | 1   | —   |
| RCA VICTOR    | 4   | 2   | —   |
| SALEM         | 2   | 1   | —   |
| STARS         | 1   | —   | —   |
| TAMPA         | 2   | —   | —   |
| TIME          | —   | 1   | —   |
| VERVE         | 2   | —   | —   |
| VIK           | 2   | —   | —   |
| TOTAL         | 56  | 18  | 17  |

breaking sincerity. Serviceable wax for anti-rockabilly jocks. (Cowtown Hoedown, BMI)  
Would It Make Any Difference? . . . 66  
Same comment. (Cowtown Hoedown, BMI)

### RED MANSEL

Love Starved . . . 66  
ALLSTAR 7162—Hill harmony on a medium-beat tune with chorus support. Side was cut in Texas, where it will probably have its greatest appeal. (Allstar, BMI)  
Thank You Very Much . . . 66  
Medium tempo country ballad is attractively styled. Same appeal and prospects as flip. (Allstar, BMI)

### MAC CURTIS

Say So . . . 66  
KING 5059—Young artist presents a pleasant rendition of a rockabilly with rhythm guitar and prominent drum-beat backing. Fair chances here. (Mar-Kay, BMI)  
I'll Be Gentle . . . 63  
So-so ballad with chorus support and rhythm backing gets a fair go. (Mel-lin-Lols, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

LUCKY BOGGS—You Can't Stop Her/I Never Cared for Candy—Buddy 110  
LEE HAMLIN—Silently (Remember Me)/If God Ever Gave Me a Girl—Novart 21

THE ONE YOU CAN'T HEAR

TOO MANY TIMES!

Wiley Barkdull's

TOO MANY

HICKORY 1065

### • This Week's R&B Best Buys

TO THE AISLE (Angel, BMI)—The Five Satins—Ember 1019—The platter has all the signs of becoming a smash. It's moving well in all of the key markets. Strong spots are Boston, Philadelphia, Baltimore and the Southern States. Flip is "Wish I Had My Baby" (Angel, BMI). A previous Billboard "Spotlight" pick.

### • Review Spotlight on . . .

#### R&B RECORDS

##### CHUCK BERRY

Oh Baby Doll (Arc, BMI)  
Lajaunda (Arc, BMI) Chess 1664—Two fine successors to "School Day," which is still high on the charts. "Baby" is a vigorous rocker slanted for teens that should pile up many sales. Flip, "Lajaunda," is an equally attractive side with a Spanish flavor. Bartt even spouts a bit of the lingo. Look for both sides to happen.

##### LITTLE WILLIE JOHN

Young Girl (Jay & Cee, BMI)  
If I Thought You Needed Me (Real McCoy, BMI)—King 5066—"Young Girl" has overtones of "fever" and is presented with the same sock delivery that made that platter a hit. "If I" is a medium-beat blues rendered with sincerity and expression. The artist really pours meaning into the lyrics. Both sides should go well.

##### THE CELLOS

The Juicy Crocodile (Bess, BMI)—Apollo 515—A very involved but highly salable rocker narrative with screams and other sound effects to add to the telling! The "Japanese Sandman" crew have come up with a zany, new smash. Flip, "Under Your Spell," is a slow romantic ballad that should attract sales. (Bess, BMI)

### • R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 22

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

#### Atlanta

1. Searchin', Coasters, Atco
2. Short Fat Fannie, Larry Williams, Sp.
3. Jenny, Jenny, Little Richards, Sp.
4. Please Send Me Someone to Love Moonglows, Ch.
5. Come Go With Me, Del Vikings, Dot
6. Just to Hold My Hand Clyde McPhatter, Atl.
7. Valley of Tears, Fats Domino, Imp.
8. Little Darlin', Diamonds, Mer.
9. School Day, Chuck Berry, Ch.
10. Whispering Bells, Del Vikings, Dot

#### Charlotte

1. Searchin', Coasters, Atco
2. Jenny, Jenny, Little Richard, Sp.
3. So Rare, Jimmy Dorsey, Fty.
4. Short Fat Fanny, Larry Williams, Sp.
5. Valley of Tears, Fats Domino, Imp.

#### Chicago

1. So Rare, Jimmy Dorsey, Fty.
2. Bye Bye Love, Everly Bros., Cdc.
3. Send for Me, Nat (King) Cole, Cap.
4. All Shook Up, Elvis Presley, Vic.
5. Next Time You See Me Little Jr. Parker, Duk.

#### Cincinnati

1. United, Otis Williams, Del.
2. C. C. Rider, Chuck Willis, Atl.
3. Everyone's Laughing, Spaniels, VJ
4. My Dream, Platters, Mer.
5. Send for Me, Nat (King) Cole, Cap.
6. Jenny Jenny, Little Richards, Sp.

#### Detroit

1. Send for Me, Nat (King) Cole, Cap.
2. C. C. Rider, Chuck Willis, Atl.
3. I Wanna Get Married, B. B. King, RPM
4. Johnny's House Party Johnnie Heatsman, Mcy.
5. School Day, Chuck Berry, Ch.

#### Los Angeles

1. So Rare, Jimmy Dorsey, Fty.
2. All Shook Up, Elvis Presley, Vic.
3. Over the Mountain, Johnnie & Joe, Ch.
4. Valley of Tears, Fats Domino, Imp.
5. Let the Four Winds Blow Roy Brown, Imp.
6. Jenny Jenny, Little Richard, Sp.
7. Love Letters in the Sand Pat Boone, Dot
8. Send for Me, Nat (King) Cole, Cap.
9. Little Darlin', Diamonds, Mer.

#### New York

1. Short Fat Fannie, Larry Williams, Sp.
2. Valley of Tears, Fats Domino, Imp.
3. C. C. Rider, Chuck Willis, Atl.
4. Miss Ann, Little Richard, Sp.
5. Over the Mountain, Johnnie & Joe, Ch.
6. Searchin', Coasters, Atco

#### New Orleans

1. C. C. Rider, Chuck Willis, Atl.
2. Over the Mountain, Johnnie & Joe, Ch.
3. It's You I Love, Fats Domino, Imp.
4. Come Go With Me, Del Vikings, Dot
5. Lucille, Little Richard, Sp.

#### Philadelphia

1. C. C. Rider, Chuck Willis, Atl.
2. What Can I Do, Donnie Elbert, Del.
3. Valley of Tears, Fats Domino, Imp.
4. Just to Hold My Hand Clyde McPhatter, Atl.
5. All Shook Up, Elvis Presley, Vic.
6. Over the Mountain, Johnnie & Joe, Ch.

#### St. Louis

1. So Rare, Jimmy Dorsey, Fty.
2. Sun Is Shining, Jim Reed, VJ
3. Valley of Tears, Fats Domino, Imp.
4. School Day, Chuck Berry, Ch.

#### Washington, D. C.

1. Searchin', Coasters, Atco
2. Short Fat Fannie, L. Williams, Sp.
3. C. C. Rider, C. Willis, Atl.
4. Susie Q, Dale Hawkins, Ch.
5. Young Blood, Coasters, Atco
6. Over the Mountain, Johnnie & Joe, Ch.
7. Valley of Tears, Fats Domino, Imp.
8. Just to Hold My Hand Clyde McPhatter, Atl.
9. So Rare, Jimmy Dorsey, Fty.

### • Reviews of New R&B Records

#### BIG "T" TYLER

**King Kong** ..... 78  
ALADDIN 3384—Novelty blues about the doings of the jungle King. Up-tempo, coupled with frantic instrumentation provides a showcase for Tyler's shouting. Likely to get action. (Aladdin-Bloor, BMI)  
**Sadie Green** ..... 74  
A rock and roller. Tyler shouts the lyric, backed with an arrangement which includes a galloping effect. Tune, incidentally, is not the old "Sadie Green, the Vamp of New Orleans." (Aladdin-Bloor, BMI)

#### THE PREMIERS

**Run Alone Baby** ..... 77  
RCA VICTOR 6958 — Authentic-sounding Deep South side (a bought master?) with exciting vocal by group and lead singer Leroy on a solid rhythm item with a pounding beat. If label reaches right outlets, this could go. (Ror-Ron, BMI)  
**Her, Miss Fancy** ..... 76  
Lead vocal by Sonny on this uninhibited side is charged with energetic showmanship and drive. Same comment on sales potential. (Ror-Ron, BMI)

#### AMOS MILBURN

**Thinking of You, Baby** ..... 76  
ALADDIN 3383—Slow and bluesy is the mood here. Milburn sings the pretty tune with a world of feeling. He's backed by a chorus, which lends a very pop-ish touch. Very nice, relaxed performance. (Aladdin, BMI)  
**If I Could Be With You** ..... 72  
The standard belted out to the accompaniment of a rollicking rhythm. Drums and tenor sax stand out behind the good chanting of Milburn. (Remick, ASCAP)

#### PIANO RED

**Please Don't Talk About Me When I'm Gone** ..... 75  
RCA VICTOR 6953—Piano Red belts across the oldie with vitality and primitive showmanship. Forceful juke fodder. (Remick, ASCAP)  
**Peachtree Parade** ..... 73  
Off-beat tune with erratic pacing is dressed up in a vigorous keyboard solo. (Hill & Range, BMI)

#### THE CLEFTONES

**See You Next Year** ..... 74  
GEE 1038—Teens may go for this pretty rhythm ballad. Expressive rendition by the lead with breathy support. Fair chances. (Kahl, BMI)  
**Ten Pairs of Shoes** ..... 71  
Medium rocker is capably delivered by the lead with okay assistance from the group and ork. Flip is slightly stronger. (Patricia, BMI)

#### WASHBOARD BILL

**Pot Likker** ..... 73  
KING 5062—Instrumental. Has the Deep Southern feeling, but differs from the flip in that it has more of that striding rhythm which has proven so successful in r.&b. instrumentals. This side has more commercial appeal than the flip. (Loh, BMI)  
**Washboard Story** ..... 71  
Southern blues, with a true primitive sound. Lovers of the blues will get a bang out of this instrumental. Considerable heart in the performance. Likely to do best in Deep South. (Bea Ghazi, BMI)

#### THE FLAMINGOS

**Let's Make Up** ..... 73  
DECCA 30335—Up-tempo blues. The Flamingos chant this one to a rollicking beat, abetted by swinging instrumentation. (Seabreeze, BMI)  
**The Ladder of Love** ..... 70  
A contrast to the flip. This side is ballad, slow in tempo, and of the tender sort. (Jason, BMI)

#### LLOYD GLENN

**The Vamp** ..... 72  
ALADDIN 3378—Instrumental featuring lacy, light-fingered piano work and an appealing beat on the drums. Side has a fine, relaxed quality, and will undoubtedly get plays from hip deejays. (Aladdin, BMI)  
**Ballroom Shuffle** ..... 72  
More of the same and very tasteful it is. As title indicates, there's a shuffle beat to this one, but like the flip, it's full of heart. (Aladdin, BMI)

#### CHICO CHISM

**Hot Tamales and Bar-B-Que** ..... 72  
CLIFF 102—Deep South item shouted with attractive agony and recorded under what sounds like primitive conditions. Could have some regional success. (Hiphill, BMI)  
**Romp and Stomp** ..... 71  
The primitive, out-of-tune rumbling on this wailing is bad enough to make it dangerous. It's a boogie instrumental blues. (Hiphill, BMI)

#### THE HEARTBEATS

**I Want to Know** ..... 72  
RAMA 231—Medium-tempo ballad with bright ork support is attractively styled. Side should do fair biz. (Kahl, BMI)  
**Everybody's Somebody's Fool** ..... 72  
Lead is strong on a pretty ballad with rhythm backing. Fine support from group. Side should go as well as flip. (Swing & Tempo, BMI)

### • R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

| This Week  | Last Week | Chart |
|--|-----------|-------|
| 1. SEARCHIN' (BMI)—Coasters                      | 1         | 8     |
| YOUNG BLOOD (BMI)—Atco 6087                      |           |       |
| 2. JENNY, JENNY (BMI)—Little Richard             | 2         | 3     |
| MISS ANN (BMI)—Specialty 606                     |           |       |
| 3. OVER THE MOUNTAIN (BMI)—Johnnie & Joe         | 3         | 7     |
| My Baby's Gone On, On (BMI)—Chess 1664           |           |       |
| 4. C. C. RIDER (BMI)—Chuck Willis                | 6         | 8     |
| Ease the Pain (BMI)—Atlantic 1130                |           |       |
| 5. UNITED (BMI)—Otis Williams & His Charms       | 7         | 2     |
| Don't Deny Me (BMI)—Deluxe 15410                 |           |       |
| 6. VALLEY OF TEARS (BMI)—Fats Domino             | 4         | 6     |
| It's You I Love (BMI)—Imperial 5442              |           |       |
| 7. SHORT FAT FANNIE (BMI)—Larry Williams         | 13        | 2     |
| High School Dance (BMI)—Specialty 608            |           |       |
| 8. SO RARE (ASCAP)—Jimmy Dorsey                  | 9         | 6     |
| Sophisticated Swing (ASCAP)—Fraternity 755       |           |       |
| 9. COME GO WITH ME (BMI)—Del Vikings             | 5         | 71    |
| How Can I Find True Love? (BMI)—Dot 15538        |           |       |
| 10. JUST HOLD MY HAND (BMI)—Clyde MacPhatter     | 11        | 10    |
| No Matter What (ASCAP)—Atlantic 1133             |           |       |
| 11. SCHOOL DAY (BMI)—Chuck Berry                 | 8         | 13    |
| Deep Feeling (BMI)—Chess 1653                    |           |       |
| 12. ALL SHOOK UP (BMI)—Elvis Presley             | 10        | 13    |
| That's Your Heartaches Begin (ASCAP)—Vic 20-6870 |           |       |
| 12. SUN IS SHINNING (BMI)—Jimmy Reed             | 14        | 2     |
| Baby, What's on Your Mind? (BMI)—Vee Jay 248     |           |       |
| 12. SEND FOR ME (BMI)—Nat (King) Cole            |           | 1     |
| My Personal Possession (BMI)—Cap 3737            |           |       |
| 15. LITTLE DARLIN' (BMI)—Diamonds                | 12        | 71    |
| Faithful and True (BMI)—Mercury 71060            |           |       |

### • Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JUNE 22

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

| This Week                                    | Last Week | Chart |
|--|-----------|-------|
| 1. C. C. RIDER—Chuck Willis                  | 4         | 10    |
| Atlantic 1130—BMI                            |           |       |
| 2. SEARCHIN'—Coasters                        | 1         | 8     |
| Atco 6087—BMI                                |           |       |
| 3. VALLEY OF TEARS—Fats Domino               | 3         | 6     |
| Imperial 5442—BMI                            |           |       |
| 4. SCHOOL DAY—Chuck Berry                    | 5         | 13    |
| Chess 1653—BMI                               |           |       |
| 5. YOUNG BLOOD—Coasters                      | 2         | 9     |
| Atco 6987—BMI                                |           |       |
| 6. MISS ANN—Little Richard                   | 10        | 2     |
| Specialty 606—BMI                            |           |       |
| 7. FALLEN STAR—Jimmy Newman                  |           | 1     |
| Dot 1289—BMI                                 |           |       |
| 7. MY DREAM—Platters                         |           | 5     |
| Mer 71093—ASCAP                              |           |       |
| 7. SITTING IN THE BALCONY—Eddie Cochran      |           | 1     |
| Liberty 55056—BMI                            |           |       |
| 10. COME GO WITH ME—Del Vikings              | 10        | 14    |
| Dot 15538—BMI                                |           |       |
| 10. STARDUST—Billy Ward                      |           | 1     |
| Liberty 55071—ASCAP                          |           |       |
| 10. PLEASE SEND ME SOMEONE TO LOVE—Moonglows |           | 1     |
| Chess 1661—BMI                               |           |       |
| 13. LET THE FOUR WINDS BLOW—Roy Brown        |           | 2     |
| Imperial—BMI                                 |           |       |
| 13. TEDDY BEAR—Elvis Presley                 |           | 1     |
| Vic 20-7000—ASCAP                            |           |       |
| 15. SEND ME SOME LOVIN'—Little Richard       |           | 9     |
| Specialty 598—BMI                            |           |       |

#### THE G-CLEFS

**Zing Zang Zoo** ..... 70  
PARIS 506—Bright rocker is delivered in vigorous fashion. Snappy rhythm backing equals the vocal effort. Tune, however, is too much like several others available. (Greta, BMI)  
**Is This the Way?** ..... 69  
Bass-baritone lead is attractive on a Latin-flavored tune. The group complements nicely. Flip is stronger side. (Gold-Pincus, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- DEAN ALLEN—Ooh-Ooh Baby/Rock Me to Sleep—Argo 5272
- LARRY DRAKE—I Wouldn't Take a Million Dollars/Every Little Wish—Fable 577
- TIPSIE LEE—Travelin' Love/How Could You?—Salem 1006
- PHIL MOORE & THE CHORDS—My Baby and Me/Little Angel—Time 101
- T. V. SLIM—Darling Remember/Flatfoot Sam—Chiff 103



ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

IT'S NEW . . . IT'S HOT!

Vee Jay #251

"Q-BOP, SHE-BOP"

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# Reviews and Ratings of New Jazz Albums

Continued from page 38

authentic Dixie feeling which give set pungent flavor. Lawson's consistently inspiring horn and the top-grade recorded sound are alone worth the price of admission. If shown, collection is certain to sell to traditionally inclined jazz buyer.

## A NIGHT AT EDDIE CONDON'S . . . 80

Decca DL 5281  
A representative collection of Condon reissues, reflective of what one might hear any night at Condon's New York club. Program is filled with Dixie standards and the blowing is spirited. J. Teagarden contributes set's finest solo moments as well as some fine singing; James P. Johnson is featured on one number. Generally top-drawer blowing and good sound will be attractive to Dixie buyers. Personnel listings on liner would have added appeal.

## THE FABULOUS FAT NAVARRO, VOL. 2 . . . 76

Blue Note 1531  
A valuable collection of Navarro performances culled from Blue Note files. Original takes previously released as singles, on 10-inch LP 5004 and 12-inch LP 1503, plus alternate takes never before released, give a full-ranging glimpse of this late trumpet talent. Navarro is heard here with H. McGhee group, with A. Eager and W. Gray, and B. Powell unit with Sonny Rollins. Essential to a well-rounded collection.

## ADVENTURE WITH CHARLIE . . . 72

Charlie Ventura (1-12")  
King 543  
As usual, tenorman Ventura has a tight, clean, swinging combo, and he continues to play with more taste than he exhibited in the days when he was at the height of his popularity. Set isn't up to his recent Baton package, but flashes some fine young talent in pianist J. Coates Jr., and guitarist Bill Bran. Ventura fans insure moderate sale.

# Reviews and Ratings of New Classical Albums

Continued from page 38

## DVORAK: SYMPHONY NO. 2 (1-12")

The Vienna Philharmonic Orch.; Rafael Kubelik, Cond. London LL 1606 . . . 77  
Kubelik's insight, some fine orchestral playing and good recording combine to make this the preferred offering of a not too frequently recorded work. Altho not so popular as his "New World Symphony," Dvorak's Second Symphony abounds in comparable qualities that can amass sales for dealers.

## SCHUMANN: WALDSCENEN; KINDERSCENEN (1-12")

—Clara Haskil, piano. Epic LC 3358 . . . 74  
Superb renditions recreate poetry and romantic moods of Schumann's miniature tone-paintings. Good piano reproduction projects Mme. Haskil's sensitive touch and phrasing, places disk among top offerings of this popular material.

## BRAHMS: SYMPHONY NO. 1 (1-12")

The Vienna Philharmonic Orch.; Joseph Krips, Cond. London LL 1608 . . . 73  
Despite the considerable virtues of conductor and recording, it will be difficult for this latest issue to displace strongly entrenched competition. It joins the top contenders, however, and should enjoy steady sales.

## MOZART: SYMPHONY NO. 39; SYMPHONY NO. 40 (1-12")

—The Concertgebouw Orch. of Amsterdam. Karl Bohm, Cond. Epic LC 3357 . . . 72  
Straightforward renditions of major

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## WAILING WITH LOU . . . 72

Lou Donaldson Quintet (1-12")  
Blue Note 1545  
Second Donaldson set for Blue Note in last two months. Tho the material and blowing is typically boppish, the straight-ahead, uncluttered feeling of the performances lend distinction. Donaldson, a competent disciple of the late Charlie Parker, has some fine moments here, but it is trumpeter Don Byrd who cops solo honors. Try "Move It" as best demo band.

## FIVE BROTHERS . . . 67

(1-12")  
Tampa TP 25  
An appealing but typical West Coast session that spots Red Mitchell, B. Enevoldson, tenor and trombone; and H. Harper, trombone, Mitchell, Harper, and particularly, guitarist Don Overburt turn in memorable solos. Not a world-shaking set, but one that has its kicks and could do well with fanciers of West Coast sounds.

## JOHNNY GUARNIERI PLAYS GUARNIERI . . . 67

(1-12")  
Golden Crest CR 3020  
Pianist Guarnieri is considerably better than his material—13 instrumental tunes penned by composer Guarnieri. Loyal Guarnieri fans may buy the package for the sake of their boy's tasteful, crisply-stated keyboard style, but the selections lack general appeal.

## DRUM STUFF . . . 60

George Jenkins and His All Stars (1-12")  
Tampa TP 18  
Set is concerned with drum solos by ex-Hampton drummer Jenkins, and bluesy blowing by a small group. It's kind of fun to listen to, might strike the fancy of those inclined to drums or bluesy playing, but is not likely to make any noise sales-wise or jazz market. If shown to rhythm and blues clientele, it stands a better chance.

# What's Problem?

Continued from page 34

than not, would develop into strong record collectors. The tenants in his building would object to the noise, however, and he hasn't been able to realize his plan.

### Accessory Sales

Joe Crosson regards the installation of a Walco "needle clinic" as a definite plus factor. He had always carried needles, but not too profitably. Then, the Walco salesman came in and convinced him that he had to inject a little merchandising into his accessory business. He took on the line, installed their microscope and is doing more than ever before in needle sales.

"I'm surprised," says Joe, "that people don't mind spending the time inspecting their needle under a microscope. And, when they do, they understand the reason for replacing their needle. Most important of all, they don't mind spending the money when they realize the facts about needle wear. They feel that the cost of the needle is justified."

Talking to Joe Crosson will impress anyone with the fact that the average retailer has a lot of problems. At the same time, he convinces the listener that the problems have solutions if they're worked on.

## CHAUSSON: SYMPHONY IN B FLAT MAJOR; BERLIOZ: BENvenuto CELLINI (1-12")

—L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris; Robert F. Denzler, Cond. London LL 1505 . . . 71  
Fine sound marks this issue of Chausson's moody but highly melodic symphony. However, good competitive versions by Paray and Fournet will share the retail market for the popular French composition.

## ELGAR: THE WAND OF YOUTH—SUITES 1 & 2 (1-12")

—The London Philharmonic Orch.; Eduard Van Beinum, Cond. London LL 1587 . . . 70  
Highly virtuosic playing of charming score is captured with remarkably effective engineering. Elgar's instrumentation of his fairy tale suites provides for easy introduction to composition that could be more widely known. Definitely hi-fi demonstration material.

## GLUCK: ALCESTE OVERTURE; SCHUMANN: MANFRED OVERTURE (1-12")

—L'Orchestre De La Suisse Romande; Karl Munchinger, Cond. London LL 1551 . . . 69  
Recoupling of discontinued 10-inch records combines Gluck and Schumann compositions with Handel's "Alcina" and "Berenice" overtures performed by Boyd Neel group. Altho grouped as "overtures," contents are dissimilar, ranging from classic suites to romantic tone-poem, and appropriately performed.

## OPERATIC HIGHLIGHTS FOR ORCHESTRA. VOL. 4 (1-12")

—Orch. of The Maggio Musicale Fiorentino; Gianandrea Gavazzeni, Cond. London LL 1600 . . . 69  
The fourth volume in London's series devoted to orchestral selections from operas explores unusual repertory for some unexpected rewards. Sources include: Mascagni's "Le Maschere" and "Guglielmo Ratcliff"; Catalani's "La Wally"; Donizetti's "Linda di Chamorisk" and Verdi's "Luisa Miller." Recorded sound is adequate.

## HINDEMITH: THE FOUR TEMPERAMENTS (1-12")

—Leon Fleischer, piano; Netherlands Chamber Orch.; Saymon Goldberg, Cond. Epic LC 3356 . . . 64  
Brilliant playing of modern work rich in ideas and craftsmanship. Record is completed by "Five Pieces for String Orchestra" and moving "Funeral Music" for viola and strings. Contemporary music of substance, but not for the neophyte.

## CLEMENTI: TRIOS (1-12")

—Trio Di Bolzano. Epic LC 3391 . . . 63  
Nicely realized, well-recorded works for piano, violin and cello on disks for the first time. Interesting as documentation of output of Mozart contemporary, but somewhat dry for wide acceptance today. Retail sales may be helped somewhat by fairly recent success of superior performances of Clementi sonatas by Horowitz.

## PALESTRINA: MISSA BREVIS; MISSA AD FUGAM (1-12")

—Netherlands Chamber Choir; George Stam, organ; Felix De Nobel, Cond. Epic LC 3359 . . . 60  
Pure, disciplined, unaccompanied choral performances of 16th century music by Palestrina, Lassus, and Handl account for the major portion of collection. Additional religious settings by Bach and Lotri have organ accompaniment. Excellent material for educational purposes and for specialists in early music.

# ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL  
By REN GREVATT

Roy Hamilton's re-emergence as a disk name to conjure with was highlighted by a smash one-nighter recently in Atlanta. The bill, which was headlined by the chanter with the emotional vibrato, also featured Lavern Baker, Nappy Brown, Little Willie John, the Cardinals and Bernie Peacock and his band. Reports indicated that the 5,500 in attendance came from as far away as 300 miles to get in on the doings. Hamilton, soon to appear at Carr's Beach, Annapolis, Md., has a new Epic disk out coupling solid versions of the standard, "That Old Feeling," with "The Aisle." . . . Douglass (Jocko) Henderson, whose "1280 Rocket Ship," rock and roll jockey show is aired nightly on WOV, New York, has been named by Athletics for the Blind, Inc., to chairman its 1957 "Helping Hands" drive which started its two-month campaign on June 15. Funds raised by Jocko's listeners will help send blind members to camp and maintain the group's New York recreation center.

Frankie Lymon and the Teen-Agers have returned from London and the provinces where they reportedly did smash business. The group will move into New York's Paramount Theater with Alan Freed's big rock and roll show starting July 1 and later will depart for a tour of the States. Gee Records will release a new single by the group next week. Meanwhile Joe Kolsky, of the Gee-Rama-Tico-Roulette group reports strong reaction to Hugo and Luigi's "Shenandoah," and the Heartbeats' "Everybody's Somebody's Fool." Buddy Knox's new disk has also taken a big spurt, he added.

Bill Haley and the Comets are busy on the summer one-nighter trail. Thursday (27) the crew appeared on Baltimore jockey Buddy

Deane's rock and roll show at the Coliseum there. Saturday (29) they worked with Lionel Hampton at an outdoor show in Bridgeport, Conn. Then on Friday (5) they'll be stomping at Convention Hall in Wildwood, N. J. Jolly Joyce, who books the Haley group, is now also setting up one-nighters for M-G-M Records' maestro, Leroy Holmes and band.

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# Folk Talent And Tunes

Continued from page 63

Johnnie Bailes' Decca waxing of "I Owe It to My Heart" and Bob Gallion's "Out of a Honky-Tonk." Deejays may obtain a copy of any of the aforementioned platters by writing to Slick at 4428 1/2 Jefferson, Houston 23.

Donn Reynolds, Baltimore yodeler, has just cut his first session for M-G-M in Nashville, with Wesley Rose, of Acuff-Rose, supervising. . . . Johnny Guitar, now working radio and TV in Prescott, Ariz., has cut a pair of rockabilies for Rio Records, that city. Tunes are "Wrong Or Right" b.w. "Out of the Night," both written by Guitar in collaboration with Billy Hughes. . . . Slim Cox, spotted with his band each Sunday at Lake Compounce, Bristol, Conn., has been signed to a waxing pact by Event Records. Cox is working under the guidance of Jim Small, Hudson, N. Y. . . . Lonzo and Oscar were Sunday's (30) feature at G Bar B Ranch, new c.&w. funspot at Collamer, Ind.

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## Herb Dotten

Russians at U. S. Expo

OUTDOOR news these days has an international flavor. One of the most outstanding of the notable exhibits of the Oklahoma Semi-Centennial Exposition in Oklahoma City is International House, which consists of exhibits of foreign countries.

It has been jammed almost constantly since the expo opened its 24-day run Friday (14). The general excellence and variety of the exhibits are partly accountable; the show is rated the finest of its



WAY, SHELBOURN, ZEALAND, COOPER

kind ever presented in the inland States. But the real reason for the heavy play is the Russian exhibit.

In setting up, the Russians did not stint. They occupy one of the largest areas in the building, and they put considerable effort into dressing up the display. Not surprisingly, it is designed to do strong propagandising.

Numerous large blow-ups showing the industrial advances the Russians claim to have made and large color pictures of Russia's achievements, including some of its subways, public buildings and opera, are prominently displayed.

There are many consumer products on exhibit—radios, hi-fi sets, furs, ceramics, candy, food stuffs, glassware, etc., on display. Significantly, there are no price tags on any of them.

International House also houses an exhibit by Belgium, which chose to use the exhibit to plug its 1958 world's fair in Brussels—a fair in which the U. S. and Russia will have exhibits of almost equal size, with the two spotted side by side.

### Let's Skip the Dancing

As yet, no firm plans have been announced for the U. S. exhibit. There has been talk that the U. S. will feature a demonstration of the development of the dance in the U. S. We take a dim view of this as a way to sell the U. S.

Better by far, we think, would be an exhibit of U. S. products bearing the retail price at which they are sold and the number of Americans who have such products.

As for a crowd-puller—and a salesman for our economy—we suggest a demonstration of what U. S. automobiles do.

This thought was driven home in a conversation with Basil Shelbourn, one of the four members of the Cytrix Troupe, the English motorcycle gymnasts and stunters currently playing U. S. fairs with Earl Newberry's Trans-World Daredevils.

"Europeans go wild over U. S. cars," Shelbourn said, in relating his experiences while touring West Europe in 1955 and 1956 with the Newberry thrill show.

"I don't think a European auto thrill show using European cars would succeed," Shelbourn continued.

### Opened, Closed in a Week

In corroboration, Leo Overland, who assisted Newberry in the European tour, interpolated, "One Englishman tried to do it; the show opened and closed in a week."

Americans show great enthusiasm for English motorcycles and English motorcyclists.

"Everyone, it seems, in England has either a motorcycle or push-cycle (the English term for our bicycle). Relatively few have automobiles and there are only a small number of U. S.-made cars in England. That's why the English expect an automobile thrill show to be American," Basil pointed out.

"In the U. S., on the other hand, there is a vast difference in number of motorcycles as contrasted to automobiles. Moreover, English motorcycles are designed for competitive events, such as scrambles (the cross country, over hill and dale, thru water type events). That is why many of your people come down from the stands to inspect our cycles or to ask us questions about them."

In its own country, the Cytrix troupe is rated so highly that twice it has given command performances. In the U. S., the show has clicked. It clicked so strongly last year when Newberry brought it over for the first time that he had no trouble in booking them solidly again this season.

The Cytrix troupe, besides Basil, consists of Ted Way, Allan Zealand and Brian Cooper. All of them have been riding cycles since they were youngsters. Together, they can go without a motor stop 35 minutes thru 47 gymnastic feats and stunts. Meanwhile, they hold the enthusiasm of an American crowd.

This should be the tip-off.

Give the European what they want to see—and what would really reflect this country—a demonstration of what U. S. cars and U. S. drivers can do.

## Matinees Up For Ringling; Nights Fair

Trubka to Replace Bale; Los Platos Girl Hurt in Fall

WINSTON-SALEM, N. C.—Business for Ringling Bros. and Barnum & Bailey Circus has shown improvement at some performances, mostly kids' matinees, and recent stands probably have made more profits than the first several indoor dates.

But local promotion people in some stands still are indicating that the business hasn't been as good as they had expected. The voicing opinions that the profits "could have been better" or attendance "was not what it should be," these people still were on the profit side of the ledger.

Hot weather hampered, and Paul Buck, manager at Charlotte Coliseum, noted that attendance tapered off after the first performance. He blamed the weather.

At Reynolds Coliseum, Raleigh, N. C., (17-20) the show opened with about 2,700, altho one estimate ranged up to 6,000. The building seats 11,000. The Wednesday matinee drew a better-than-half house in 93-degree weather. Night houses were less than half.

After Charlotte opened with a near-full house in the 13,500-

(Continued on page 73)

## Three U. S. Showmen To Build Permanent PNE Park, Midway

Mackey, Burtenshaw, Bollinger To Spend 300G in Initial Phase

VANCOUVER, B. C.—Three U. S. showmen have contracted to build a new midway and permanent amusement park on the grounds of the Pacific National Exhibition here.

The trio, organized as the Burrard Amusement Company, is headed by C. P. Mackey as president, with D. A. (Denver) Burtenshaw and R. (Bob) Bollinger as the other members.

An initial outlay of \$300,000 is to be made in 1958, when British Columbia will celebrate its centennial.

A Roller Coaster, which will be 72 feet high, is to be erected. It will be "considerably larger" than the coaster at the Canadian National Exhibition, Toronto, which currently is the largest in Canada, Mackey said. Carl Phare, coaster designer and builder, will plan and direct the construction of the ride.

Other attractions to be installed include a complete Kiddieland, 500 feet of covered concession stands, a swimming pool, picnic park, Fun-house, Arcade, Merry-Go-Round and big Ferris Wheel, a dance hall, and a drive-in type restaurant which is to be operated the year round.

"We are trying to improve the park and give people the most modern park it is possible to build," Prof. H. M. King, acting PNE manager, said.

"People," he added, "demand more entertainment to use up increasing amounts of leisure time."

All three principals in Burrard Amusement Company are experienced showmen. Mackey, a past president of the Pacific Coast Showmen's Association, operates concessions at Jantzen Beach Amusement Park at Jantzen Beach, Portland, Ore., has had concessions at the PNE for 29 years and always has operated concessions at major U. S. fairs, including those at Dallas, Memphis and Pomona, Calif.

Burtenshaw had been owner-operator of the Birch Bay Amusement Park in Washington and sold out several years ago. For the past seven years he has operated the PNE cafeteria. He also owns and operates cafes at Bellingham and Everett, Wash.

Bollinger is the owner of Oaks Amusement Park, Portland, Ore., which has been operated by the Bollinger family for 54 years. He has booked in rides at the PNE since 1949.

## EXHIBITS OVERWHELM SOONERS

### Okla. Expo. Midway, Grandstand Given Light Biz First Two Weeks

OKLAHOMA CITY — Attendance at the Oklahoma Semi-Centennial Exposition, which is slated to run 24 days, picked up in the second week, which ended Thursday (27), but grandstand and midway business continued light.

The expo's power-house exhibits again demonstrated their strength, with most patrons spending the greater part, if not all, of their time at the impressive exhibits.

International House, with its many foreign exhibits, including one by Russia, continued a strong magnet. Extra firemen had to be added to guide the crowds thru, and efforts were made to speed patrons thru by means of one-way traffic.

The other top exhibits, principally GM's mammoth and expensive showing, Ford's exhibit, a Science Show, a Style Show, and Boomtown, a re-created early-day Oklahoma town, all pulled strongly.

### A Free Event Pulls

A free show, a Folk Festival, presented in the State Fair's bandshell, opened Wednesday night and attracted large crowds.

"The front end (the exhibits) is too strong for the back-end (the grandstand and midway)," Jimmy Burge, exposition manager, said in explanation of the disappointing midway and grandstand business.

But others chimed in with added reasons. The expo's long run, some pointed out, argues against strong grandstand business. Others maintained that the gate price—90 cents for adults, 60 cents for kids—worked against heavy midway play. Still others held there were too many free attractions on the

grounds—Teen Town, the band shell attractions, the models and talent in some shows and exhibits.

Night grandstand business, which was extremely weak the first week, when Mickey Rooney and Dorothy Lamour headed the bill, picked up over the week-end when Patti Page moved in Friday (21) for three nights. But the Patti Page show was not a money-winner.

### Ray Tops Rooney

Johnny Ray followed Patti in and thru Thursday (27). Ray pulled better crowds than the Rooney-Lamour headed show but less than the Patti Page presentation.

The McGuire Sisters will be in for the final week. So, too, will Al

Hibbler's Rock 'n' Roll Show. The latter originally was set for matinee appearances, but a switch was announced, with both the McGuire show and the Hibbler offering to be presented at night in front of the stand. The McGuire show will go on early, the Hibbler show at 9:30 p.m. To build patronage for the Hibbler show, tickets for that offering also will be honored at the front gate for admission to the grounds provided they are presented shortly before show time.

### "Won't Lose"—McCrary

Matinee attendance which was extremely weak—practically nothing the first week—picked up somewhat when a substitute show, consisting of some 10 aerial acts, set in by the Hornbeck-Atterbury combination, opened for a week. The aerial thrillers garnered a world of publicity and the show was strong, yet it failed to pull anywhere near money-winning crowds.

On the midway the 20th Century Shows, greatly augmented for the stand, experienced better business the second week than it did the first, but ride, show and concession receipts were disappointing. E. D. McCrary, 20th Century Show owner, at the end of the second week allowed only that the show "would not lose money."

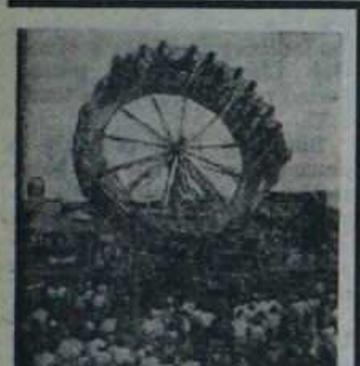
Independent concessions operated by Chuck Magid were given little play the first week but experienced some pick-up the second week. Magid was hopeful that the last 10 days, which will embrace two weekends and July 4, would provide sufficient play to enable him to break even.

## Fire Destroys Brody Bldg.

CHICAGO — Fire of undetermined origin Wednesday night (19) destroyed the store and warehouse facilities of M. K. Brody, veteran carnival jobber, at 1116 South Halsted Street. The fire started on the rear loading dock and swept thru the entire three-story building, and the roof and third story collapsed.

Brody, who has been in the carnival jobbing business for 43 years, occupied the building for 30 years. Temporary quarters have been established at 1122 South Halsted Street.

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## Hamid Acquires N. Y. Fair Site For Aquacircus

NEW YORK — George A. Hamid Sr. has taken over the Amphitheater at the old World's Fair grounds, Flushing Meadows, Queens, L. I., for the production of a show to be known as the Aquacircus, beginning July 3.

Choreographer Gae Foster has been signed to do the production numbers. Circus features will be used together with diving acts, water ballet and Sharkey the Seal. Facilities include a mammoth stage with revolving units, with a pool area in front in which attractions can also be displayed.

In recent years the amphitheater has been operated by Elliott Murphy. Lavish productions have been presented at moderate prices.

The Aquacircus will run thru Labor Day, presenting one performance each night at 8:30, seven days a week. Prices are 90 cents for children; \$1.40 for unreserved seats and \$2 for reserved seats. Dancing may be provided both before and after the performance.

Publicity and advertising for the Aquacircus will be handled by the John O'Malley Agency, which also handles publicity for Hamid's Atlantic City Steel Pier.

## New Official Tester Built by Cretors For Popcorn Group

NASHVILLE—A new official volume tester designed at the request of the Popcorn Processors Association has been developed by Cretors, manufacturer of popping equipment. The association had asked the maker to redesign the tester.

It replaces the original tester which was adopted in 1947. The new one measures the expansion of corn in terms of cubic inches per pound of raw corn. Redesign was required because of the great increase in popping expansion since 1947.

Under the new plan, processors will test corn by weight, with 150 grams as the standard. Expansion results after popping that amount are converted to cubic inches, ranging from 700 to 1,200 cubic inches per pound of raw corn. The old terminology of 32-to-1 or 34-to-1 has been discontinued.

Purpose of the testing is to enable a raw corn purchaser to determine the approximate dollar income per hundred-weight. This is accomplished by combining testing results with knowledge of the cubic contents of his container.

## Theme Village Opens in East

JEFFERSON, N. H. — A pioneer village, called Six-Gun City, has been opened three miles east of here.

Features include wagon rides, pony rides, a shooting gallery, a saloon, a village jail and a model of Daniel Boone's cabin.

The village is open all week, with a \$1 admission for adults and free admission for children.

Visiting the Buck Lucas Circus quarters recently at Columbus, O., were Duke and Peggy Hall, the Spitzer family, Jack Wright and Harry Cackley.

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## Sam Snyder Water Troupe Bows in Maine

BANGOR, Me. — Sam Snyder opened the first stand in his 25-city American tour at the 6,500-seat Civic Auditorium here recently with his Water Follies of 1957. The unit, recently returned from an Australian tour, offered an all-round show consisting of vaudeville and water acts.

Snyder used two pools. One is a swimming pool, 60 by 30, attached to a 35 by 35-foot stage; and a diving pool, 50 by 30 with two diving boards.

In the show are swimmers from Australia, England, Canada, South America and Florida, balanced with vaudeville acts and production numbers set by Buster Keim.

Running time is two and one-half hours, including an intermission. Featured is Eddie Rose, water comic and pianist, who also does a dry act with emcee Mal Thomas.

### Indian Entry

Follies opens with an Indian fantasy with 16 gals in redskin costumes, followed by Ivan and Lola, acrobatic dancers. Mary Dwight, world's champion synchronized swimmer, then comes on for pool work. Marion Moffat, soprano, sings light operetta numbers, backing up the water ballet. Chet Clark, harmonic virtuoso, is in his second year with the Follies. Emcee Thomas does a humorous piece with the girls parading in bathing suits dated from 1850 to the present.

Interspersed are the diving stars: Kevin Newall, Clive Dyson, Barbara McAulay, Roger Nadeau and Stanley Mitchell. Also in the production numbers are Australian girls Jackie Gatty and Diane Dewar.

Renald and Rudy do acrobatic balancing and Nadeau a novelty comedy pool act with impressions of Hollywood personalities and others. Rose highlights the finale with comedy falls off the diving board while the divers perform. Water ballet under special lights winds up the evening.

The 40-performer unit will make a tour of South Africa starting in November to chalk up a first for a water ballet group in that country.

## Sullivan Band Fair Dates

WORCESTER, Mass. — Sixteen fair dates have been set for Mickey Sullivan and band. The dates are Bangor and Presque Isle, Me.; Belleville, Ont.; Barton, Vt.; Hamburg, N. Y.; Lewisburg, W. Va.; Little Valley, N. Y.; Fredericton, N. B.; Knoxville, Tenn.; Shelby, Rocky Mount and Greensboro, N. C.; Orangeburg, S. C.; North Haven, Conn.; Framingham, Mass., and Wallingford, Conn. The season opens July 29 at Bangor.



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**ARENAS & AUDITORIUMS**

**Exhibitors Debate Changes At Giant Furniture Market**

By TOM PARKINSON

JUST winding up in Chicago now is the annual summer showing of the International Home Furnishing Market, a giant among industry shows. It centers in two major buildings, the American Furniture Mart and the Merchandise Mart, with a newcomer this year being the Exhibitors' Building. Hotel suites also are pressed into use by furnishing and appliance makers who offer their wares to retailers at the market.

At the American Furniture Mart alone there are 1,250 exhibitors, according to the management. They claim an amazing 2,000,000 square feet in the exhibit building that was erected in 1923.

A close count is kept on the gate and each year's summer showing brings 30,000 buyers and sellers to the building, which is closed to the public. There also is a major showing each January and its attendance normally is about 40,000. The events fill Chicago hotels to the overflow.

A SIGNIFICANT THING about this show is that the display space is leased to many of the exhibitors on a year-round basis, some of them on long-term leases. Moreover, they keep the space active all year. Between seasonal major and minor markets the building counts Fridays as market day and most of the displays are in operation then.

Turnover among exhibitors is relatively small, it is reported, but the Mart does maintain an active sales and leasing organization. Space is in the form of display rooms rather than suites or booths. The Mart is an operation connected with Arthur M. Wirtz, who also has the Chicago Stadium as well as major arenas in other cities.

There is no over-all organization controlling the markets at all buildings and hotels. But Gen. Lawrence H. Whiting is manager of the American Furniture Mart and Wallace Ollman heads the Merchandise Mart. There are various trade associations and other groups as well.

HISTORICALLY, THERE have been two shows or markets. But in recent years two minor markets have developed also, these in April and October. Within the furniture business there has been considerable dissatisfaction with this set-up.

And now another complication enters. Southern furniture manufacturers have developed another furnishings market at High Point, N. C., and buildings are being constructed and enlarged to handle it. Its showing coincides in time with the minor shows at Chicago's marts.

The Southern manufacturers take little or no part in the minor markets in Chicago. Some factions which display at Chicago and plump for the minor markets pay little attention to the North Carolina mart. It is the announced intention of at least one group in the latter class to build the April and October shows in Chicago at the expense of the simultaneous shows in Carolina and the January and June shows in Chicago.

OUTCOME OF THIS clash in dates and interests does not now seem apparent and the buildings which house the big show in Chicago are keeping neutral on most phases.

Meanwhile, despite its present or possible troubles, the Chicago furniture show continues as one of the biggest industry-market shows.

**Trenton Track Paved; Opening Attracts 10,000**

TRENTON, N. J.—The inaugural race meet at the new International Speedway on the New Jersey State Fair grounds Sunday (23) drew about 10,000 persons, considerably under capacity. Sam Nunis promoted the meet.

The feature event, the 300-mile Hamilton Township Sweepstakes, was won by Sam Hanks, winner of the Indianapolis 500-mile Memorial Day Classic. Hank's purse reportedly hit \$10,000. His time was 3:35.

Blistering heat probably held down the crowd. The new bleacher section, at the head of the home stretch and adjacent to the existing permanent grandstands, was jammed. The grandstands were only partially filled.

Elaborate ceremonies marked the opening of the full mile paved raceway. A detachment of Marines from the Trenton and Philadelphia recruiting centers and Keefer's Hamilton Township Band participated.

The ribbon was cut by Mrs. Joseph Jansen, wife of the Hamilton Township mayor. George A. Hamid Sr., resident of the Speedway and the State Fair, spoke, as did several public officials.

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**Christenberry Gotham GOP Mayor Choice**

NEW YORK — Robert K. Christenberry was named Republican candidate for mayor Thursday (28). He will oppose incumbent Robert Wagner in November.

Christenberry became known to many outdoor showmen during his many years as head of the Astor Hotel, the Broadway Association and the State Boxing Commission. In his youth he had some experience in outdoor show business. An expert speaker and story teller, he delighted in recounting his experiences at the annual banquet of the National Showmen's Association.

He gave his personal attention and participation to many of the NSA banquets held in the Astor. For the last two years he has been president of the Ambassador Hotel, a plush East Side hostelry.

**Mechanics Hall Lists Expos**

BOSTON — Mechanics Hall, purchased last April by the Prudential Insurance Company of America as part of a \$100,000,000 development, has announced dates for next year's exhibitions and shows.

This is in line with the move by the Massachusetts Charitable Association, which recently leased back the building from the insurance firm for three years. It had been thought that the structure would be immediately torn down.

George Laing, superintendent of Mechanics Hall, listed the following dates for 1958: New England Poultry Show, January 22-25; New England Sportsmen's & Boat Show, February 1-9; New England Home Show, February 14-19; Eastern Dog Show, February 22-23; New England Flower Show, May 9-15; Boston Furniture Market, March 24-27, and New England Electrical Show, April 23-25.

Larry Vogt, formerly of the Ringling-Barnum advance ticket department, has left the City Center Theater, New York, to work the box office of the Greek Theater, Los Angeles.

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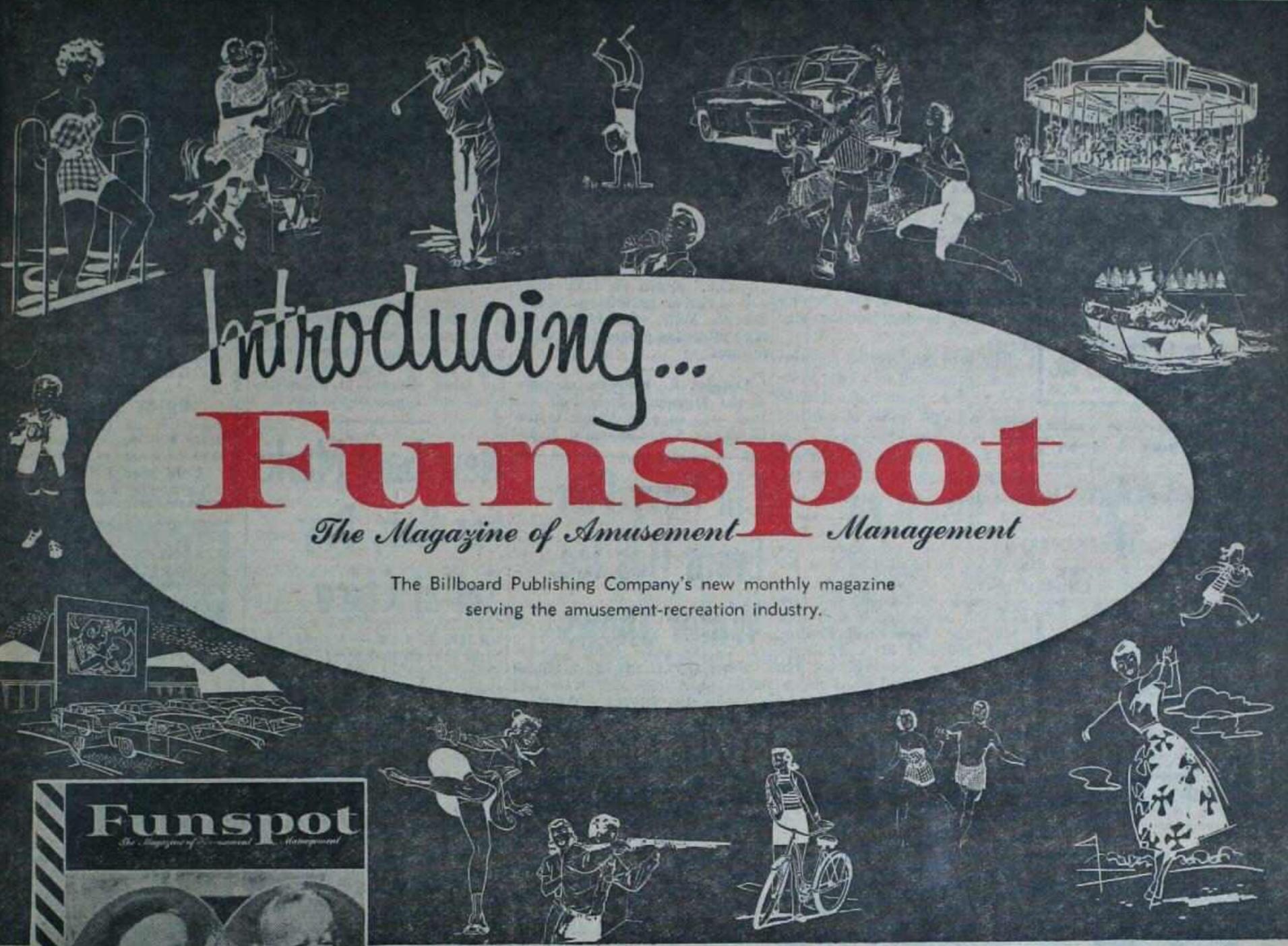
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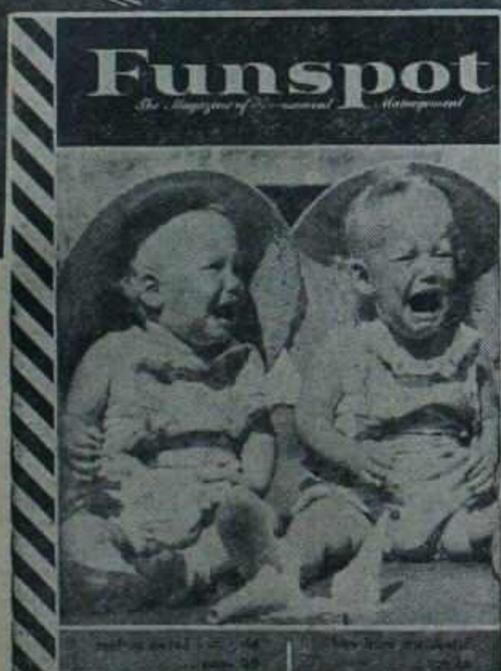
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## WINTER SPORTS

# Soldier Field To Become Ski Center

CHICAGO — Chicago's lake-front stadium, Soldier Field, will be the scene of a winter sports operation this coming winter, with skiing, tobogganing and possibly ice skating moving into the huge plant.

The local park district awarded a five-year permit to Winter Wonderland, Inc., to cover the stadium arena with 26 inches of artificial snow from mid-December thru March. The organization that will operate the spot is headed by Oscar A. Brotman, local attorney, who also heads up the Tower Cabana Club here, a swimming pool amusement area in the summer and a public ice skating rink in the winter.

Ski slides will be 60 feet high and will be equipped with rope tows. The slopes will descend about 150 feet at a 22-degree angle. There also will be four toboggan slides and plans are being discussed for an ice rink.

Admission will be \$1 per person, while skis, boots and poles will rent for \$4, Brotman said. The permit calls for the corporation to pay \$10,000 a year to the park district or 10 per cent of gross receipts, whichever is the larger.

# What They're Doing

New York State Fair, Syracuse, will have a one-day "Salute to Our Volunteer Fire Department" program, highlighted by a three-hour parade of uniformed firemen and auxiliaries and a demonstration of the latest in fire-fighting techniques.

Allegheny County Fair, Pittsburgh, was given a big build-up recently when KDKA-TV's new live 9:30-9:50 a.m. show, "On Location," visited the fair's office and carried an interview with Fair Director Kelly, who outlined the fair's attraction program and other features.

Douglas K. Baldwin, manager of the Minnesota State Fair, St. Paul, was an early visitor to the Oklahoma Semi-Centennial Expo-

sition, Oklahoma City.

Lennon Sisters have been signed to appear at the Mahoning County Fair, Canfield, O., September 1.

Smiley Burnette, Leon Mc-Auliffe and his Cimerron Boys, and Kenne Duncan will perform during classes at the Indiana State Fair's All-Western Horse Show in the fair's coliseum. Rin Tin Tin Troupe and Rip Masters also will be on the horse show bill.

Premium book of the West Virginia State Fair, Lewisburg, W. Va., is a record-breaker, having 148 pages, including two-color cover pages and an 8-page color insert, the latter devoted to attractions which will appear at the fair.



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# Chi Navy Pier Event Has Ice, Water Shows

CHICAGO — The Chicagoland Fair opened Saturday (29) and will continue thru July 14 at the Navy Pier behind a 90-cent adult and 50-cent children's gate.

All attractions on the pier are free. Chief among them are Tommy Bartlett's water thrill show, presented four times daily, in front of a 3,000 capacity stand and Ed and Wilma Leary's ice show, also on a four-a-day basis, in front of 1,500 seats.

Other free attractions include special events and TV and radio casts from a Radio-TV Hall of Fame.

# Sun Players Bucking Weather in Midwest

DES MOINES—The Sun Players, in their 10th season under canvas in the Iowa territory, are reportedly doing good business when stormy weather does not interfere. In the cast are Audry and Virginia Hardesty, Maureen Moe, Dave Castle, Carl Park, Red Henderson, Gilbert Walter, Jack Gersterberger and Dot and Jess Sun.

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# New Gate Marks For Run, Day Set at Chico

CHICO, Calif.—A completed audit showed that the 1957 Silver Dollar Fair set a new all-time single day record and ended its four-day run with a total attendance of 50,014, approximately 4,000 over 1956, Ed Warrenner, secretary-manager, said here.

The single day record of 18,562 was set on the second of the four-day run, May 24. Features of the day were a special children's program from 1 to 6 p.m., and the Jack Kochman Auto Daredevil show in the grandstand that evening. The Kochman attraction was reported to have played to standing room only.

Other fair features included world's championship wrestling matches on opening night with Lou Thesz and Enrique Torres the headliners. The event was promoted by Cal Herman of Marysville. Rodeo performances were featured on the closing two days with Dick Hemsted of Redding furnishing the stock. More than 100 cowboys from California and Oregon competed. The closing attractions were micro-midge races and \$1,000 fireworks display.

The flower show proved a traditional fair event. The seven gardens were featured along with African violet displays in addition to the usual array of cut flowers and plants.

Crowds attracted to the fair created a traffic and parking problem. The board of directors immediately began work to remedy the situation. A contract has been let for the bridging of a ditch to extend a roadway into additional parking area.

West Coast Shows first unit was featured on the midway. Cherry Millis handled publicity for the exposition.

# Ontario Arena Managers Meet

MONTREAL—Ontario Arena Managers' Association had a record attendance of 65 persons when it met here recently for the final session of the season. It was the first time the association had met in Montreal.

The group decided to combine its two booking committees, for larger and smaller buildings, into a single committee for all members. Jimmy Webb, Orilla, Ont., arena manager, is president of the association. Next meeting will be the group's annual session at the home of George Hipel, arena builder.

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Burdick's Greater: Bridgeport, Tex.; Driftwood 8-13.  
Burkhart: East Gary, Ind.  
Byer Bros.: Osceola, Ia., 3-4; Carroll 6-13.  
Capell Bros.: Hyrum, Utah.  
Capital City, No. 1: Stearns, Ky.; Williamsburg 8-13.  
Carpenter Bros.: Leipsic, O.  
Carroll's Greater: Madelia, Minn., 2-4; Silver Lake 5-7; Milaca 8-10; Staples 16-18.  
Central States: Neligh, Neb., 1-4.  
Cetlin & Wilson: Connellsville, Pa.  
Chanos, Jimmie: Fairborn, O.  
Cherokee Am. Co.: Pittsburg, Kan., 1-5; Springhill 6-10.  
Coleman Bros.: Boonville, N. Y., 1-3.  
Collins, Wm. T.: (Fair) Jamestown, N. D.; (Fair) Pessenden, 9-12.  
Continental: Corham, N. H.  
Cote Am. Co.: Pontiac, Mich.  
Crafts Expo.: Richmond, Calif., 1-4.  
Crystal Amusements: Trenton, S. C.  
Cumberland Valley: Tullahoma, Tenn.; Shelbyville 8-13.  
D. & D. Am. Co., No. 1: Iowa City, Ia., 3-4.  
D. & D. Am. Co., No. 2: Millersburg, Ia., 3-4.  
Deggeller Am. Co.: Toledo, O.; Cleveland 9-13.

Del Flore Am.: Irwin, Pa.; Carbon 8-13.  
Dixie Am. Co.: Independence, Ia., 1-4.  
Dobson's United: Wisconsin Rapids, Wis., 1-4; Rhinelander 5-7.  
Down River Am. Co.: Ecorse, Mich., 2-7; Dexter 9-14.  
Drago, No. 1: Hoopeston, Ill., 3-4; No. Judson, Ind., 8-13.  
Drago, No. 2: Walkerton, Ind.; Otterbein 8-13.  
Drew, James H.: Paintsville, Ky.; Muncie, Ind., 8-13.  
Dudley, D. S.: Brush, Colo.  
Dumont: Bardstown, Ky.  
Dyer's Greater: Peru, Ill., 2-7.  
Eastern Am. Co.: Houlton, Me.  
Eddie's Expo.: Fryburg, Pa., 1-4; East Butler 6-13.  
Empire State: Port Isabel, Tex.  
Emshoff: Rockton, Ill., 4-7; Middleton, Wis., 12-14.  
Evans: Rich Hill, Mo.; Hopkins 8-13.  
Fidler's United: Wilmington, Ill., 4-7; Ste. Genevieve, Mo., 10-13.  
Foley & Burk: Pleasanton, Calif., 1-5.  
Franklin, Don: Clinton, Ia., 2-7; Monmouth 9-13.  
Frontier: Prescott, Ariz., 2-7; Kanab, Utah, 9-13.  
Funfair: Mecosta, Mich., 2-4; Clifford 5-7.  
Funland: Salem, Mo., 3-6.  
Gala Expo.: Portia, Ark.  
G. & B.: Terra Alta, W. Va.  
Gem City: (Fair) Farmer City, Ill.  
Gentsch, J. A.: Martin, Tenn.; Huntingdon 8-13.  
Georgia Am. Co.: Franklin, N. C.; Sylva 8-13.  
Glades Am. Co.: Lively, Va.  
Gladstone Expo.: (Fair) Central City, Ky.; (Fair) Scottsville 8-13.  
Gold Bond: Antigo, Wis., 2-6; Madison 8-14.  
Gold Medal: Gary, W. Va.  
Golden Gate: Boyes Springs, Calif., 1-7.  
Gooding Am. Co., No. 1: Chillicothe, O.  
Gooding Am. Co., No. 2: Hillsdale, Mich.  
Gooding Am. Co., No. 3: Indiana, Pa.  
Gooding Am. Co., No. 4: Martins Ferry, O.  
Gooding Am. Co., No. 5: Elkhart, Ind.  
Gooding Am. Co., No. 6: Punxsutawney, Pa.  
Gooding Am. Co. No. 7: Springfield, O.  
Gooding Am. Co., No. 8: Woodville, O.  
Gooding Am. Co., No. 9: Battle Creek, Mich.  
Gooding Am. Co., No. 10: Hudson, Mich.  
Gooding Am. Co., No. 11: Kenton, O.  
Gooding Am. Co., No. 12: Youngstown, O.  
Gopher State: Annandale, Minn., 4; Menasha 13-14.  
Grand American: Oelwein, Ia., 2-4; New Hampton 6-7; Toledo 8-10; Wilton Junction 12-13.  
Great Western: Fort Bragg, Calif., 1-7.  
Hale's Shows of Tomorrow: Chariton, Ia., 4; Lenox 6.  
Hammond, Bob (Fair) Belton, Tex.  
Hannah's Am. Co.: Dawson, Pa.; Dunbar 8-13.  
Hannum, Morris: Levittown, Pa.; Pottsville 8-13.  
Happyland: Ypsilanti, Mich.  
Hartsock Bros.: Hurdland, Mo., 4; LaPlata 8-13.  
Heth: Connorsville, Ind.; (Fair) Stargis, Ky., 8-13.  
Hill's Greater: Rugby, N. D.  
Holiday Am. Co.: Peabody, Kan.; Williamsburg 8-13.  
Hottle, Buff, No. 1: Centralia, Ill.  
Hottle, Buff, No. 2: (Fair) Metropolis, Ill.  
Howard Bros.: Point Marion, Pa.  
Ideal Rides: Shelbyville Ill., 3-7; Indianapolis 9-14.  
Imperial: (Fair) Brownstown, Ill.; (Fair) Sparta 8-12.  
Inland Empire: Rupert, Idaho; Mountain Home 9-13.  
Johnny's United: Brazil, Ind.  
Ken-Penn Am. Co.: Springdale, Pa.  
Key City: La Porte, Ind.

Kile, Floyd O.: Licking, Mo.; Cabool 8-13.  
King Bros.: Pagosa Springs, Colo.  
Klein Am. Co.: Hastings, Minn., 1-4.  
Latin American: Falfurrias, Tex.  
Lawrence Greater: (Fair) Hartford, Ky.; (Fair) Paducah 8-13.  
Lindle: Mount Vernon, Ill.; Greenview 8-13.  
Lone Star: Amarillo, Tex.; Tulia 8-18.  
Lynn's Midway: Moose Lake, Minn., 3-7.  
McKenna's Rides & Am.: East Troy, Wis., 4-7; Ontario 12-14.  
Maddox Bros.: Lyndon, Kan., 3-5.  
Majestic Greater: Elwood, Ind., 2-6.  
Manning, Ross: Fort Campbell, Ky.  
Marvel: Mount Morris, Ill., 4-6.  
M. D. Am. Co.: Hazleton, Pa., 3-13.  
Meeker: Pendleton, Ore.; Walla Walla, Wash., 8-13.  
Mercury: Rolla, Mo.  
Merriam's Midway: Cannon Falls, Minn., 2-4; Blooming Prairie 5-7; Pine Island 12-14.  
Midway of Mirth: Trenton, Ill.; Pawnee 8-13.  
Mighty Interstate: Harlan, Ky.  
Mo.-Ark.: Norwood, Mo., 3-6.  
Monarch Expo.: (Fair) Madison, Ill.; (Fair) Jerseyville 8-13.

(Continued on page 72)

**Al Sweeney Honored On 25th Wedding Anni**

TOPEKA—Albert J. Sweeney, head of National Speedways, Inc., and his wife, Bernice, were tendered a party Saturday (29) at the Topeka Country Club by Maurice E. Fager, manager of the Kansas State Fair, in honor of the Sweeneys' 25th wedding anniversary. There were 25 invited guests, including newspaper, radio and TV people.

The party was a dual celebration, as Mrs. Sweeney June 22 completed her 25th year as a teacher in the Nettlehorst public school, Chicago. She was honored June 22 by the principal and faculty of the school at a dinner at the Sythoid Club at which she was presented with gifts.

Mrs. Sweeney has resigned her teaching job and will join the staff of National Speedways on a permanent basis as secretary-treasurer.

**Fireworks, Rhodins Set For LeSourdsville's 4th**

MIDDLETOWN, O. — Fireworks and the Rhodins, aerial act in for a six-day engagement beginning Tuesday (2), will be the special features arranged for July 4 by Manager Don Dazey at LeSourdsville Lake near here. Earl Holderman's band is set as the holiday attraction in Stardust Gardens, while Sammy Kaye's orchestra plays a one-nighter at the spot Saturday (6).

**Saskatoon Sees Dip**

SASKATOON, Sask. — Directors of the Saskatoon Exhibition have approved a budget in which they estimate revenue of \$340,000 on this year's operations as compared with an actual figure of \$358,600 last year. The budget provides for a drop in revenue in all fields except rentals and bond interest.

Some \$48,000 will be spent on improvements at the grounds this year. Work includes paving part of the midway area, new concession booths, new barn, extension of drainage and fencing, electrical work, new floor for the fire hall and new bleachers for the livestock show ring.

**Thugs Lift Gross**

DETROIT—A good weekend proved not so good at Edgewater Amusement Park when a burglar broke into the office early Monday morning to get into the safe. An estimated \$8,000 to \$10,000 of cash receipts was taken.

**Daytona Aud Slates Legit**

DAYTONA BEACH, Fla. — Henry DeVerner, manager, has announced that Peabody Auditorium has been booked for a summer series of Broadway plays by F & F Enterprises, Ltd., Shows will play Tuesday thru Sunday evenings with a Sunday matinee.

Policy will be to feature Broadway and Hollywood names as guest stars with a permanent supporting Equity company. First showing, week of June 25, was Edward Everett Horton in "The Reluctant Debutante," with Vivian Blaine in a revival of "Rain" to follow. Tickets are scaled from 90 cents to \$2.50. Auditorium seats 2,500 in orchestra and balcony.

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## Carnival Routes

• Continued from page 71

Moore's Modern: Creston, Ia.; (Fair) Barns, Kan., 8-13.  
 Motor State Expo., No. 1: Detroit, Mich.; Flint 8-14.  
 Motor States, No. 2: Bowling Green, O.  
 Motor States, No. 3: Lincoln Park, Mich.  
 Mound City, No. 2: Gillespie, Ill., 3-7; East St. Louis 12-13.  
 Mullins Royal Pine: Woodland, Me.  
 Nelson, Geo. W.: Exira, Ia., 2-4; Cumberland 5-6; Pearson 3-9; Leeds 11-13.  
 New England Am. Co.: Gloucester, Mass.  
 North American: Cloquet, Minn., 2-4; Cook 5-7.  
 Northern Expo.: Dickinson, N. D.; Wolf Point, Mont., 12-14.  
 Norton's Rides: Devils Lake, N. D.  
 Oklahoma Expo.: Perkins, Okla., 2-4.  
 Olson: Anderson, Ind.  
 Page Bros., No. 1: Eminence, Ky.; (Fair) Owenton 8-13.  
 Page Bros., No. 2: (Fair) Centerville, Tenn.  
 Page Combined: Wellsville, N. Y.  
 Pan American: Galax, Va.  
 Pan American Am., No. 1: Redwood City, Calif., 3-7; Los Gatos 10-14.  
 Pan American Am., No. 2: Watsonville, Calif.  
 Parada: Pineville, Mo., 3-4.  
 Penn Premier: Charleroi, Pa.; Follansbee, W. Va., 8-13.  
 Playland: Molalla, Ore., 1-7; Weiser, Idaho, 8-14.  
 Playtime Am.: Buzzards Bay, Mass.; Falmouth 8-13.  
 Powelson Am. Co., No. 1: Newton Falls, O.; New Washington 10-13.  
 Powelson Am. Co., No. 2: Centerville, O., 3-6; Hubbard 10-13.  
 Prell's Broadway: Riverhead, L. I.; Huntington 8-13.  
 Putska, A. H., Am.: Fox Lake, Ill., 3-7; Antioch 10-14.  
 Raines Am. Co.: Pawnee, Okla.  
 Rainier: Sedro Woolley, Wash.; Marysville 8-13.  
 Raley Bros.: Beaufort, S. C.  
 Reid's Golden Star: Haysi, Va.  
 Ritter's United: (Fair) Brea, Calif., 2-6; (Fair) Rialto 9-13.

Robinson's Greater: Perry, Ia., 2-4.  
 Rock City: Belvidere, Ill., 2-4; Plano 5-7; Joliet 9-14.  
 Roger Bros.: Bemidji, Minn., 1-4; Onamia 8-10; Cambridge 11-13.  
 Rohr's Modern Midway, No. 1: Rantoul, Ill.  
 Rohr's Modern Midway, No. 2: Streator, Ill.  
 Rose City Rides: Cape Girardeau, Mo., 4; Eminence 6-7.  
 Royal American: Brandon, Man.  
 Royal United: Cowrie, Ia., 2-4; Early 5-6; Graceville, Minn., 8-9; Starbuck 10-11; Osakis 12-14.  
 Rumble Greater: Shoals, Ind.; Orleans 8-13.  
 Schafer's Just for Fun: (Fair) Quincy, Ill.  
 Shorter's Greater: Hudson, Wis., 4-7.  
 Show of Shows: Chenoa, Ill.  
 Shugart & Sons: Pottsville, Tex.  
 Siebrand Bros.: Comb.: Butte, Mont.  
 Skerbeck Am. Co.: Manistee, Mich., 4-6.  
 Smiley Amusements: South Pymatuning, Pa.; Arnold 8-13.  
 Smith, Geo. Clyde: Six Mile Run, Pa.; Boswell 8-13.  
 Snapp Greater: Emporia, Kan.; Independence, Mo., 8-13.  
 Stanley, Wm. D.: Blue Earth, Minn., 2-4; Big Lake 5-7; Nevis 9-10; Silver Bay 12-14.  
 Stan-Nell's: Park River, N. D., 3-4; Northwood 5-6; Wishek 8-10.  
 Stephens, Otto: Belle Plaine, Ia., 2-5.  
 Stipe's: Forest Lake, Minn., 2-7.  
 Strates, James E.: Massena, N. Y.; Schenectady 8-13.  
 Strong's Am. Co.: Albion, Neb., 3-4; Plainville 5-7; Spencer 9-11.  
 Stumbo's Tri State: Hartshorn, Okla.  
 Sunset Am. Co.: Clear Lake, Ia., 1-4; Dubuque 6-14.  
 Tatham Bros. Combined: Sullivan, Ill.  
 Tassell, Barney: New Freedom, Pa.  
 Tennessee Valley Am.: West Baden Springs, Ind.  
 Thiess United: Sheridan, Ill., 1-4; Compton 6-7; Altona 9-10; Sherrard 12-14.  
 Thomas, Art B., No. 1: (Fair) Thief River Falls, Minn., 1-4; (Fair) Hallock 5-7; East Grand Forks 8-13.  
 Thomas, Art B., No. 2: Delano, Minn., 3-4; Mound 5-7; Mankato 8-11; Alden 12-13.  
 Thomas, W. A.: Logan, Ia., 2-4; Cedar Rapids, Neb., 7-8; Elm Creek 11-12; Ravenna 16-17.  
 Thomas Joyland: Spencer, W. Va.  
 Tidwell, T. J. Canadian, Tex., 3-7.  
 Tinsley, Johnny T.: Black Mountain, N. C.  
 Tip Top: Oshkosh, Wis., 1-4; Princeton 5-7.  
 Tivoli Expo.: Vienna, Ill. (Fair) 1-4; Griggsville (Fair) 8-13.  
 20th Century: Oklahoma City, Okla.  
 United States: Point Pleasant, W. Va.  
 Virginia Greater: Hyattsville, Md.; Seaford, Del., 8-13.  
 W.B.J., No. 1: Woodburn, Ind., 10-13.  
 W.B.J., No. 2: Olivet, Mich., 3-6; Nashville 10-13.  
 Wade Greater: (Fair) Lake Odessa,

Mich., 3-6; (Fair) Tecumseh 8-13.  
 Wade, W. C.: Brighton, Mich.  
 Wall, Alfred, Am.: Iroquois, Ill., 2-4; Onoriga 5-7; Watseka 9-14.  
 Wallace Bros.: Madison, Wis., 1-7.  
 West Coast, No. 1: Klamath Falls, Ore., 1-4; Medford 6-14.  
 West Coast No. 2: Stockton, Calif., 1-7; Alameda 8-14.  
 Western: Everett, Wash.  
 Wilson Famous: Henry, Ill., 1-4; Washington 6-8; Hamilton 10-13.  
 Wolfe Am. Co.: Cape Charles, Va.  
 World's Finest: Weyburn, Sask., 1-3; Estevan 4-6; Portage La Prairie, Man., 7-10; Carman 11-13.  
 World of Mirth: Middletown, Conn.  
 World of Pleasure: Sand Lake, Mich.  
 Young, Monty: Provo, Utah.

## Circus Routes

Albright: East Troy, Wis., 6-7.  
 Carson & Barnes: Whitefish, Mont., 1; Polson 2; St. Ignatius 3; Plains 4; Thompson Falls 5; Noxon 6; Sand Point, Idaho, 7.  
 Clyde Bros.: Austin, Minn., 3-4; Rochester 5-7; Albert Lea 8; Fargo, N. D., 10-11; Mankato, Minn., 13-14.  
 Cristiani Bros.: Glens Falls, N. Y., 1; Ticonderoga 2; Plattsburg 3; Tupper Lake 4; Malone 5; Potsdam 6.  
 Hagen Bros.: Des Moines, Ia., 1; Nevada 2; Fort Dodge 3; Boone 4; Webster City 5; Iowa Falls 6.  
 Hunt Bros.: Thompsonville, Conn., 1; Ludlow, Mass., 2; Ware 3; Southbridge 4; Whitinsville 5; Milford 6; Framingham 8.  
 Kelly-Miller: Sterling, Colo., 1; Fort Collins 2.  
 Mills Bros.: Elyria, O., 1; Parma 2; Wickliffe 3; Cleveland 4; Brecksville 5; Massillon 6; New Castle, Pa., 8; Wampum 9; South Greensburg 10; Clairton 11; Duquesne 12; Carnegie 13; Meadville 15.  
 Packs, Tom, Eastern: St. Louis, Mo., 1-4; Belleville, Ill., 6; Wichita, Kan., 11-14; Warren, O., 17.  
 Packs, Tom, Western: Portland, Ore., 2-6; Billings, Mont., 9-11; Miles City 13; Glendive 14; Sidney 15-16.  
 Polack Bros.: Eastern: Helena, Mont., 2-3; Kalispell 5-6.  
 Polack Bros. Western: Pasadena, Calif., 4; Del Mar 5-7; Eureka 11-13.  
 Ringling Bros. and Barnum & Bailey: Roanoke, Va., 2-3; Baltimore, Md., 6, 8-10.  
 Strong, John: (Fair) Vallejo, Calif., 5-14; San Mateo 17-27.

## Ice Shows

Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., July 1-Sept. 1.

## Miscellaneous

Jungleland Circus: Watsonville, Calif., 3-7.  
 Rabbit Foot Minstrels: Chattanooga, Tenn., 1.  
 Schaffner Players: Quincy, Ill., 1-7; Edina, Mo., 8-14.



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NAVY

## UNDER THE MARQUEE

Herman Joseph, writing from Mills Bros., reports that visitors included Fred Sloane, Vera Morin, Ruth Zimmerman, the Bert Wallaces, Jim Conley, Jack Sweetman and Chief White Eagle and family. A. S. Kany, of the Dayton Journal, was a guest of Jack Mills. Birthdays were celebrated by June Dewsbury and Karl Schmitz, while Christine and Paul Hudson celebrated their fourth wedding anniversary... Lew Meyers rejoined after spending some time with his mother, who is ill... Dale Tysinger, Zanesville theater owner, invited personnel to be guests at his theaters.

From Kelly-Miller comes word that relatives of the Kelly Millers visited in Englewood and Golden, Colo... Frank Ellis missed a matinee when his gorilla truck broke down in Denver... Russell Scott, CFA, visited... Col. Tim McCoy hosted visitors from the army's Fort Carson... The D. R. and Kelly Miller families got caught in a blizzard on Pike's Peak... The Glen J. James visited scenic and historic spots around Denver and Cheyenne.

Bob Orth caught the circus on the back end of the Pan American Carnival in California... Jimmie Ray, former show wrestler now ahead of Hagen Bros., writes that the Cedar Rapids (Ia.) Gazette carried a feature story about the Neil Schaffner Players... Dick and young son visited relatives in Chicago and Michigan. They were making stops on the way back to Sarasota so Dick could take feature pictures for his newspaper... H. H. Varner caught the Trans-World Thrill Show in Akron and visited with Wimpy the Clown...

From Tom Packs' Western show, Don Bey writes that a number of Gil Gray's people visited the Packs show in Pueblo... Nickolini got a bad eye injury when a chimp he was training turned the tables and hit him with a training stick. Viola McCall is working the Huskies while Mac McCall works the ponies at the same time... Harry Hammond rode into town on a cattle truck after he ran out of gas... On a Colorado to Wyoming jump, Dolly Jacobs had tire trouble and Dick Clemens had to put in a new motor and radiator. Johnny Guterrez suffered bruises when a car in which he was riding hit a bridge and overturned... Jack Poster, of Monarch Productions, visited... At Worland, Colo., the show was rained out of a night show but time was available for a rain-check date.

Mr. and Mrs. Otto Zange celebrated their 55th wedding anniversary Wednesday (26). He is a McKees Rock, Pa. circus fan of long standing.

C. S. Primrose, veteran contracting agent, is recuperating at Oak Park Nursing Home, 637 South Maple, Oak Park, Ill... Mr. and Mrs. Scott Hall have been in the Norfolk area while he had a movie and book pitch at three theater simultaneously... Jim and Sylvia Hirschberg are with the William T. Collins carnival, where he has the office wagon. They caught Ring Bros. Circus recently and visited with Matt and Mary Laurish and Enoch Bradford.

Charlie and Beverly Allen, of Aiden's Bears, opened their summer season Monday (24) at Sea Breeze, N. Y., for Al Martin... Among those visiting Ring Bros. in Minnesota were Wally and Mildred Hilberg, Dave and Beverly Hachett, Gary Davison, Hawthorne Attinger, Bill Arp and Ned Gardner. Among those on the Ring show are George and Ethel Foster, Bob and Caroline Hodgson, Carol

Hodgson, Lee Bradley, the De-Risky family and Franco Richards.

Tex Maynard, circus drummer, is back at work at the Galveston, Tex., Pleasure Pier after an emergency rush to a hospital for a week for treatment of ulcers... Fred D. Pfening is home from Europe, where he caught Knie, Chesington, Togni and Rebberrigg circuses... The Ernie Palmquists had their miniature circus in La-Grange, Ill., recently. They use a tent and two trucks for the unit and they have been playing shopping centers for the most part.

The Great Wallendas will be on the Ed Sullivan TV show July 28. They will join Tom Packs Circus August 5-17 for Southern dates and then play fairs for Barnes-Carruthers. On September 17 they re-join Clyde Bros. Circus at Shreveport, La.

Clown Charles Hilderra, who has been working the San Francisco, Bay area for the Bert Long agency, reports that he has been set by the Helene D. Mardin agency, Oakland, Calif., for several July and August fairs.

From Cristiani Bros. Circus, Barbara Fairchild writes that Mrs. Maude Den, former wardrobe lady on Ringling, visited at Newburyport, Mass., where she resides at the McCurdy Rest Home... Fan George Fuller Jr. showed circus movies for personnel... George L. Taylor, once 24-hour man for Robbins and Downie, visited three days... Barbara Fairchild went home to Galt, Ont., for a short visit and will rejoin the show.

Johnny Fulghum, head of World of Mirth, visited Eddie Dullum, and Jimmy Armstrong on the Beaty show and with Dick Coleman of the Coleman shows... The Paul M. Conaways visited Ringling-Barnum for two days at Charlotte, N. C... McGaw's Motor Circus was booked into Des Moines, Ia., for Saturday and Sunday (29-30).

R. T. (Bob) Bullock is agent for the Rabbit Foot Minstrel and writes that he visited with Charlie Campbell show, Marie O'Day's Palace Car.

Kitty Kelly Ronstrom writes from Polack's Eastern unit that the Great Alban, sway pole, joined for the outdoor dates... Fred and Evelyn Kursawe, of the Freilanis, (Continued on page 77)

## Wanted for Murder...

CANCER is the cruellest enemy of all. No other disease brings so much suffering to Americans of all ages.

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# THE FINAL CURTAIN

**CANZONA—Salvatore (Sam),** 87, "last" of the organ grinders in Chicago, Saturday, June 22, at Elgin (Ill.) State Hospital. He came from Naples to Chicago in the 1890's and worked the hand organ and monkey on Chicago's North Side. In 1948 he was spotlighted by the TV show "This Is Your Life." Shortly after his retirement two years ago, his life savings of \$6,000 was stolen from his home. Surviving are his widow, Theresa; a son, Anthony, Chicago, and four grandchildren.

**CHAPMAN—John W.,** 63, retired bingo operator of Chillicothe, O., who formerly trouped with the Gooding Amusement Company, recently in a New York hospital.

**DI MICHELE—Alexander, Jr.,** 28, son of the owner of the Hudson Fireworks Company, Hudson, O., June 20 of injuries sustained in an auto accident June 17. Burial in Hudson. Surviving are his parents and a brother, Donald.

**DYER—Gilbert,** employee of the Oakland Auditorium, Oakland, Calif., when

struck by a car June 8. Surviving are his widow and four children, his parents, and brothers and sisters.

**HAGG—Berly M.,** 51, carnival concessionaire with the American Beauty Shows, June 3 in an automobile accident near Delta, Ia. She was the niece of Harold Eutah, prominent concessionaire, also with the American Beauty Shows, who was driving a car in which she was riding when it was involved in a sideswipe collision with another automobile. She was crushed to death between the car driven by her uncle and the house trailer it was towing. A sister, Mrs. Ruth Noll of Philadelphia, besides her uncle, survives. Funeral services were held June 5 in Sigourney, Ia., with burial at Harrisburg, Pa.

**HALL—Joseph,** veteran pitcher, June 17 in New England while making a pitch. (Details in Pipes column.)

**HARMON—Denver,** 64, veteran animal trainer, Monday, June 24, of a heart attack while en route to Los Angeles for dates. He played circuses and fairs for years, usually with a chimp act. Harmon had run away from home 30 years ago to join a circus. Surviving are his widow, Josie; a daughter, Mrs. Louis Amrein; his mother, Mrs. Mary Harmon; two sisters, and a brother.

**KERSTETTER—Thomas E.,** for many years active in the amusement park business in the East, June 9 in Mount Rainer, Md. Survived by his widow.

**KESSLER—Pearl Louise,** 63, in Pittsburgh, April 18, it has just been learned. She had been with circuses some 20 years doing iron jaw and menage with such shows as Gentry, Sells-Floto and Christy. Husband is inside lecturer with the Pete Kortez Side Show on Royal Canadian Shows. Burial was in Pittsburgh.

**LIPPA—Leo,** 63, former carnival owner and outdoor showmen's association leader, June 24 in Detroit. (Details in Carnival section.)

**SETTLE—William Allen,** 67, former minstrel and vaude performer, June 22 in City-County Hospital, Bowling Green, Ky., of cancer after an illness of several weeks. He worked as an end man for the old Coburn Minstrels and also performed for many years in vaude with the University Four. Burial in Fairview Cemetery, Bowling Green. Survived by a daughter, Mrs. Malcomb Pech; two sons, W. A. Jr. and Gail, and a brother, B. Harlan, all of Houston.

**TANNER—Alfred Roy,** 69, for 15 years a concessionaire, June 17 in an auto accident. He made his home in Jesup, Ga.

**TOWNSEND—Glen,** member of the Circus Fans Association since 1928, at Battle Creek, Mich., Monday, June 17, after a heart attack. He wintered at Sarasota, Fla., living in a trailer park near circus quarters. Surviving is his widow, Anna. Burial at Battle Creek. Flowers at the services were arranged to form a sunburst circus wheel. The flowers included those from Freddie Freeman, Otto Griebing, Gene Lewis and Albert White, of the Ringling show. Townsend was active in the Griebing-Freeman Tent of the CFA.

**VERDIER—William Alexander** 62, magician, widely known professionally as Val Ray, June 26, of a heart attack in Winni-

peg, where he was appearing with the Dick Best Side Show on the Royal American Shows at the Red River Exhibition. Previously, he had been with many other outdoor shows, including the Ringling-Barnum circus. He also had appeared with the Dick Best Side Show at Riverview Park, Chicago. A daughter in Tampa, where he had lived, Details on funeral arrangements were unavailable.

**VOLLMANN—A. L.,** 70, retired promoter and producer of major pageants, June 14 in California after a long illness. He had retired about 12 years ago. He managed "The World a Million Years Ago" show at Chicago's Century of Progress and produced, among other pageants, "Cavalcade" which played many cities. His brother, E. G. Vollmann, retired manager of the Stockton (Calif.) Fair, survives.

## R-B Matinees Up

Continued from page 66

seater, houses dipped to the still-good level of about two-thirds, or 9,000. The three-day Charlotte gross was reported at \$59,000, which would mean about \$39,000 for the show.

Details on the Winston-Salem business were not immediately available, but the Wednesday afternoon show again was near capacity, this time in the 6,500-seat Memorial Coliseum. Wednesday (26) night was light.

Tiger trainer Trevor Bale completed his two-weeks' notice period Sunday (23) and closed. It was reported he expected to join the Boswell circus in South Africa after a stop-over in Sarasota.

In Winston-Salem, Art Concello, executive director, said the show was bringing Franz Tribka from Europe to take over the show-owned tiger act.

Olli Kristensen sustained fractures of the pelvis, arm, wrist, and ankle when she fell Sunday (23) from the aerial rigging where she and her husband were working as the Platos. Elizabeth Noek fell the day before from her tight wire and was out of the performance for a brief time.

Eddie Billetti, who has been in charge of erecting the show's rigging in each stand, has closed. Eddie Ward now is handling that chore. The Canestrelli act has returned.

## Arena Recaps

Remodel Half a House For S. Calif. Do-It Show . . .

LOS ANGELES — A "Better Living Home," demonstrated by the modernized half of a 35-year-old duplex, will be the theme exhibition of the Southern California Do-It-Yourself Show, July 18-28, at Pan Pacific Auditorium here. Producer is Ted Bentley.

Oakland Arena Hosts Roller Championship . . .

OAKLAND, Calif. — Oakland Arena will be host to the National Amateur Roller Skating Championships, July 21 thru July 28. The event is sponsored by the Roller Skating Operators' Association of America. Lin Lueddeke is manager of the Oakland building. First day is for practice skating; the championship competition begins July 22.

New Orleans Books Music for Summer . . .

NEW ORLEANS — Tommy Sands, pop singer, will head a show in the New Orleans Municipal Auditorium July 6-7, with Otis Guichet as promoter. Building follows up July 10 with Rippoll Robert's "Fabulous Rock 'n' Roll Show." Completing the month's show schedule is the summer pops concert of the Crescent City Concerts. W. Ray Shuering is manager of the New Orleans building.

# 1957 Rodeo Dates

**Alabama**  
Montgomery—Montgomery Rodeo, Sept. 3-7

**Arizona**  
Kingman—Mohave Co. Fair & Elks Rodeo, Aug. 31-Sept. 2  
Payson—Payson Rodeo, July 4-5 Chamber of Commerce  
Payson—Jackpot Roptings, July 6-7  
Payson—Payson Rodeo, Aug. 13-15  
Prescott—Frontier Days, July 4-7  
Show Low—LDS Rodeo, July 4-6

**Arkansas**  
Springdale—Springdale Rodeo, July 1-4  
Mace D. Howell

**California**  
Blythe—Blythe Rodeo, Oct. 11-13, R Seeley  
Boonville—Boonville Rodeo, Sept. 28-29  
Shirley Jones  
Lancaster—Lancaster Rodeo, Sept. 8. Clarence Shelter  
Plymouth—Plymouth Rodeo, Aug. 25  
Goula Wait  
Salinas—Salinas Rodeo, July 11-14, W I Bramers  
San Fernando—San Fernando Rodeo, Sept. 1-2, Max Schonfeld  
San Juan Bautista—San Juan Bautista Rodeo, July 7, G. Hackney  
San Luis Obispo—San Luis Obispo Rodeo, July 20-21, M. Avila  
Stockton—Stockton Rodeo, Aug. 16-20, R E Walker  
Torrance—Torrance Rodeo, July 27-28, Clifford Coover  
Twenty-Nine Palms—Twenty-Nine Palms Rodeo, Oct. 19-20, R. L. Kley  
Visalia—Visalia Rodeo, Oct. 19-20  
Yuba City—Yuba City Rodeo, July 26-27, Leon Saylars

**Colorado**  
Boulder—Boulder Rodeo, July 28-29, Rollie Leonard  
Boulder—Boulder Rodeo, July 28-29, Rollie Leonard  
Brighton—Brighton Rodeo, Aug. 10-11, Clyde Peterson  
Castle Rock—Castle Rock Rodeo, Sept. 14-15, Charles Kirk  
Cheyenne Wells—Cheyenne Wells Rodeo, Sept. 6-7, Byron Hudson  
Colorado Springs—Colorado Springs Rodeo, Aug. 8-10  
Durango—Durango Rodeo, Aug. 9-11, R Franklin McKelvey  
Eves Park—Eves Park Rodeo, Aug. 1-3, C A. Krenenak  
Greeley—Greeley Rodeo, July 3-4, Bob Davis  
Gunnison—Gunnison Rodeo, July 19-21, M J. Verziuh  
Holyoke—Holyoke Rodeo, Aug. 16-17, R E Ensminger  
Lamar—Lamar Rodeo, Aug. 10-31, Allan Pett  
Longmont—Longmont Rodeo, Aug. 15-17, Cal Maier  
Loveland—Loveland Rodeo, Aug. 11-13, Robt Palmer  
Monte Vista—Monte Vista Rodeo, July 30, Aug 1, John H. Beatty  
Norwood—Norwood Rodeo, Aug. 17-18, Gordon Palmer  
Pagosa Springs—Pagosa Springs Rodeo, July 4-5, Glen Edmonds  
Pueblo—Pueblo Rodeo, Aug. 23-25, W H Kittle  
Rocky Ford—Rocky Ford Rodeo, Sept. 4-5, Ted Ryan  
Trinidad—Trinidad Round-Up, Aug. 31-Sept 2, Thomas Murphy  
Woodland Park—Woodland Park Rodeo, July 19-21, Bill Rogers  
Yuma—Yuma Rodeo, Aug. 13-14, Frank Herman

**Idaho**  
Caldwell—Caldwell Night Rodeo, Aug. 6-10  
Fairfield—Legion Rodeo, July 26-27  
Filer—Filer Rodeo, Sept. 4-7, Thom Parks  
Grangeville—Grangeville Rodeo, Aug. 2-4, Dwyer Best  
Hailey—Wood River Round-Up, July 3-4  
Idaho Falls—Was Bonnett Round-Up, July 31-Aug. 3  
Jerome—Jerome Rodeo, Aug. 22-24, Elcanor Wiswall  
Lewiston—Lewiston Rodeo, Sept. 6-8, Joseph Skok  
Malad—Oneida Co. Night Rodeo, July 5-6  
Nampa—Snake River Stampede, July 16-20  
Pocatello—Pocatello Rodeo, July 16-18, Muriel Ruggles  
Preston—Preston Rodeo, Aug. 1-3

**Rupert—Rupert Rodeo, July 4-6**  
**Sidney—Sidney Rodeo, Aug. 20-24, Ralph Travis**  
**Territon—Territon Rodeo, Aug. 23-24, Della Cope**  
**Weiser—Weiser Rodeo, July 11-13, James Skow**

(Continued on page 83)

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Of Our Husband and Father  
**JOHNNIE L. JOHNSON**  
who passed away  
JULY 5, 1956.  
Gone but not forgotten.  
**ELSIE and ALICE JOHNSON**

In Loving Memory  
Of Our Dear Sister  
**Lillian Sheppard**  
Who went away June 22, 1947.  
We loved you so and miss you more each day.  
**Emily and Dave Friedenheim**

IN LOVING MEMORY  
Of My Husband  
**J. B. (BEE) BAYLESS**  
Who Passed Away July 4, 1952.  
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## Atlantic City Urged To Spend \$8 Million

### Civic Center, With Aquarium, Ice Rink Recommended by Committee

ATLANTIC CITY—An \$8,000,000 public improvements program to modernize Atlantic City, provide it with new attractions and improve the present economic conditions in the city has been unveiled. The seven-project program is included in the recommendations and report of the Joint Public Improvements Committee of the Greater Atlantic City Chamber of Commerce and the Atlantic City Improvement Association.

The list of projects follows: Modernization of Convention Hall, \$2,000,000; Master plan and urban redevelopment, \$1,000,000; new Boardwalk Civic Center, with an ice skating rink and aquarium, \$2,500,000; new boulevard entrance, \$1,800,000; Bader Field Airport modernization, \$100,000; charter bus terminal, \$50,000; lighthouse park development, \$150,000; contingencies, design, financing, \$400,000.

#### List Hall's Needs

The projects, except the modernization of Convention Hall, are not listed in order of priority.

In estimating the cost of Convention Hall improvements at \$2,000,000, the committee noted that with the exception of recent roof replacement practically no funds to modernize the big hall have been spent since 1929 when it was opened. The report states that large prospective convention business in 1959 makes it imperative that the necessary improvements be finished long before that year to be fully operative then.

The Convention Hall program includes: (1) Modernization of entrance lobby and two stores on each side, (2) installation of two new freight entrances, (3) new taxi entrance, (4) correcting ventilation in main auditorium by placing grilles on doors all along the side avenues, with large-diameter, big-volume exhaust fans at Pacific end of building, (5) meeting room partitions, (6) installation of modern booth equipment, (7) removal of sidewalks under balcony to provide more floor area, (8) conversion of existing freight elevators to passenger elevators, (9) enlarging of meeting rooms, (10) elimination of Georgia and Mississippi Avenue corridors, (11) modernization of and important additions to electrical system.

#### Sees Aquarium as Lure

A new Boardwalk Civic Center featuring an aquarium and ice rink was recommended by the committee at an estimated cost of \$2,500,000. This estimated cost, the committee states, would include land acquisition, demolition, new construction including an elevated deck, skating rink, recreational facilities and a parking area.

The committee suggests that the boardwalk half of a block near the

#### Spot Has Tie-In Act

BARNESVILLE, Pa. — Lake-wood Park featured Jesse Rogers (Ranger Joe) with his Saddle Buddies, June 23, booked by the Abe I. Feinberg Agency. A merchandise tie-up was made with the makers of "Ranger Joe" products.

#### Park Firm Okayed

BATON ROUGE, La. — Secretary of State Wade Martin has issued a charter to W. O. Holliday, Inc. New Orleans, to operate amusement parks. Authorized capital stock is 100 shares, no par value.

## Boston Boats Win Best June

BOSTON—The Wilson Line steamers Boston Belle and Sea Belle, chalked up the best June in several years, according to Peter T. McLaughlin, Hub general manager. Perhaps a good omen for the operation was the granting of higher fares for the Nantasket and Provincetown runs. Increases were gained in the one-way trip fare to Provincetown and a 25-cent raise in the over-all Nantasket fare.

Promotions have been emphasized this year, with a packaged vacation plan tied to Boy Scouts, the Boston Catholic Archdiocese and other organizations producing good results. Good will also is being built by this method, since charities are able to benefit from the promotion.

Promotion is under way with Station WBZ in which the station buys the Provincetown boat on several days thru the season. The first of these special trips proved highly successful, with big crowds taking the WBZ Sunliner Trip.

#### Bands Used

Two bands were used on the trips, and WBZ gave away 1,000 records and other gifts. WBZ works with the ship line, plugging the

(Continued on page 75)

Convention Hall should be used for the Civic Center.

The value of a sea aquarium as a public attraction was emphasized by the committee in pointing out that Steinhart Aquarium, San Francisco, which is very successful, is in a public park, while the modern Seaquarium at Miami is on public land and is rented on an attractive basis to a private corporation.

The committee reports that it has been in touch with the operators of the Miami Seaquarium, who said they would be interested in renting and operating such an attraction here if the city builds it.

An outdoor skating rink, the committee believes, would attract a growing number of visitors to the resort.

An elevator to carry tourists to the top of the Absecon Lighthouse was recommended in the report as a step toward capitalizing on this historic monument. "Many resort areas make greater tourist attractions out of lesser structures than this," the committee commented.

## Rockaways Ponders Cooling As High Temps Nip Takes

NEW YORK—In the midst of an early season record heat wave that made the midways of Rockaways Playland too hot for tender feet, Richard Geist, director, said air conditioning would have to be added to many of the park's concession units.

Group games and other units catering to a dozen or more people at a time will have to be glass enclosed and air cooled or refrigerated to realize their potential, he

## New Nantasket Dancery Hits

NANTASKET BEACH, MASS.—A successful opening was chalked up June 14 at the Surf Ballroom, first dance spot to be built in the area in 10 years. Guy Lombardo and His Royal Canadians set the handsome new spot in motion and attracted nearly 4,000 persons, including press and local dignitaries.

Operated by Bill Spence, as president, and Jack Scott, as manager, the South Shore spot is the first to offer name bands in the area in many years. It runs Friday and Saturday with name bands. On other nights, Larry Cooper, late of Vaughn Monroe's Meadows, leads the house band of 21 players. Ken Wenning, vocalist, shares the baton with Cooper.

Singing star Kitty Kallen headed the bill for Friday and Saturday (21-22). A South American dance night was held June 26. The Surf offers continuous dancing without intermission.

Manager Scott reported that the new ballroom spent more than \$10,000 in advertising for its opening alone. Good promotion stories were obtained thru newspapers and radio stations and attention was focused on the spot with several parades thru nearby towns.

said. Planning in this direction is a continuation of the park's effort to keep pace with the trend of the times and a further acknowledgment of the demands of the public, Geist added.

The need entice the public with comfort was pointed up on a recent weekend when hundreds of thousands of persons visited the shore. While park business was excellent, Geist noted that income was low considering the masses of people in the vicinity of the park. The 90-degree temperatures, which dropped only slightly in the late evening hours, resulted in people milling around the midway areas until 2 a.m.

It was the first time, Geist said, that heat had notably hurt the park's business. The crowds at all metropolitan beaches hit record proportions on both Saturday and Sunday. But the public's interest was in the water.

Business to date was described as excellent by Geist. He said that a continuation of the patronage and spending experienced to date could result in the best year in the park's history.

## Bob-Lo Alters Own Routine To Fit Picnickers' Schedules

DETROIT — By pinpointing promotional activities and timing operations to meet the requirements of special groups, Bob-Lo Park has been drawing some concentrated patronage late in the day that is helping to build total volume.

The park was host to a group of about 300 teenagers from the Birmingham, Mich., high school, 10 miles from the Detroit dock. School was dismissed a little early and youngsters were brought by chartered busses to the dock to catch the 4 p.m. steamer for the park. To meet the curfew requirements in Birmingham, the sailing time of the late boat was advanced

## JEFFERSON BEACH BUSINESS AHEAD

### Dime Gate Termed Highly Successful; Funspot Adds Rides, Western Music

DETROIT — Business is far ahead of last year for Jefferson Beach Amusement Park in St. Clair Shores, despite mixed weather conditions, according to Manager Harry Stahl. Picnic bookings and new attractions have helped to spark patronage.

New attractions installed this season include a Funhouse, Caterpillar and Spineroo, among the major devices, and five new-type kiddie rides designed and installed by W. O. King, of the King Amusement Company, who uses this spot as his display room for new rides which he is building.

The marina and boat harbor, started as an adjunct to the park about five years ago with 18 boatwells, has grown to become the largest boat harbor in Michigan, with facilities for some 400 cruisers and larger boats. On Saturday (22), the park received the deed from the State of Michigan for seven acres of former lake bottom which has been filled in, adding that much acreage to the park area. Negotiations are under way for lease of some additional filled-in land from the State. The park management is planning extensive construction here, including further development of the marina, an artificial lake, a high class tavern-cafe, and a \$40,000 gasoline service station.

The marina development represents a logical extension of activity for Jefferson Beach, when its bathing beach business was seriously hurt by the opening of the huge new publicly operated Metropolitan Beach nearby. The former bath house was converted into a marine service shop, while the ballroom is used during the winter for indoor boat storage.

#### Add Western Music

Starting this week, a new policy of Western music and dancing is being inaugurated in the ballroom, making this the only large ballroom in this area to offer this style of entertainment. Dances will be on Saturday nights only at present, but may be extended to other nights as well if the public response warrants. Danny Richards and the Gold Star Cowboys, featuring Les York, have been booked for the season.

School picnics have been an important factor in building park business since May 28. A switch to big industrial picnics was made with the Letter Carriers' Picnic Sunday (23), for the benefit of the mailmen's welfare fund. This was given a big-crowd appeal thru the give-

away of five new automobiles. Many other major picnics have been scheduled for the season, including some from Ford, Plymouth, Chevrolet and several large union groups.

Park advertising is being carried on at a steady pace this summer, with a consistent program in all three daily papers and on three local radio stations.

#### Add Dime Gate

A major change in park policy this year is a gate charge of a dime for the first time. No advance advertising was given to the new dime charge and there have been no customer complaints. Revenue-wise, it has been important for the park, taking in as much as the Roller Coaster to date.

Some teen-age problems have also been solved by this new fee. The groups that would formerly come in large gangs no longer show up, because it costs them something to come in. They now tend to come in smaller groups, and with definite plans for spending some time and some money. They are better behaved because they realize they can only get away from the park thru a few controlled turnstiles. This has also eliminated the problem of youngsters who would come into the park and return repeatedly to their cars for a drink cached there.

A car admission charge of 25 cents was imposed last year for the first time and proved acceptable. Stahl notes that this is, significantly, an admission and not a parking fee, thereby reducing required procedure as well as park responsibility.

## Scandinavian Parks Use Numerous Acts

COPENHAGEN — Amusement parks in Scandinavia are using a high grade of acts for free attractions and for revues and other park shows. During June the open-air stage in Tivoli is presenting Vivian & Tassi, team of jugglers; Lucienne, Bob & Astor, comedy-dance act; and Three Kims, acrobatics. Max Hansen's revue in the Tivoli Theater has Osvald Helmut, comedian; Tox & Denise, comedy-musical, and Birthe Wilke, recording artist.

Out in Dyrehavsbakken, the Circus Revue in a tent, has the Nicholas Bros., American dancers and singers; Vicky & Cocky, modern dance team; Vicky Alvarez, exotic dancers, and the 12 Tiller Girls, English dance troupe. Parks in Aalborg, Aarhus and Odense are offering similar acts.

In Sweden there are two big amusement parks and 250 folk parks which use good acts. In Stockholm Grona Lund Tivoli has the Deep River Boys as its feature free attraction, plus the Domenichis, acrobats; Katyanas, aerial flash; Lascos De Rocco, dancer, and Hal Monty's musical show.

Liseberg park, in Gothenburg, has the Two Theas, double trapeze, and the Columbia Trio, novelty balancing act, as free attractions. Liseberg's Cabaret Hall, has Buck Warren & Chic, Western novelty; Warren, Devins & Sparks, acrobatics; Sherrier, eccentric dancer; Adanos, juggler; Rosyane & Larrau, modern dance, and the Darmora Dancers.

from 9 to 8 p.m., getting the crowd safely back in their home town by 10:30. This gave them an activity-packed two and a half hours on the island, a day paid off particularly in excellent spending for souvenirs and meals, two major sources of revenue for this park.

Bob-Lo was host to the national convention of parking operators, with a trip to the island and dinner at the cafe there in the late afternoon timed right to be included in the convention program. Arrangements for these special group ties are under the direction of Ray Scheetz, general passenger agent and one-time show owner.

**ROLLER RUMBLINGS**

**Year-Round Operation Clicks for Fair Haven**

FAIR HAVEN, Mich.—Fair Haven Roller Rink, a summer operation in the resort area on the shores of Lake St. Clair for 30 years, has just completed its first season of year-round operation, racking up good grosses as the result of some carefully applied policies of business building. Winter operation had been tried in the past in this small community, but it usually lasted only a few weeks as business fell off.

"Having a program to offer" is the keynote of the boost in patronage, according to Paul Hildebrand of the rink staff. The rink, operated for some years by Mickey Dunn, was taken over by the present owners a year ago from Mrs. Olga Meldrum, who is now in another business in Fair Haven.

Owners are the Hildebrand family—Joseph H., his wife, Helen; their son, Paul, and his wife, Liz. All are skaters, and Paul and Liz have had extensive backgrounds as skating judges. All are active in

the rink operation, dividing the duties between them.

**In Summer Operation**

The rink shifted to its summer program, adding skating on Tuesday and Thursday nights, on June 15, and is enjoying the traditional resort patronage of this area.

The new winter season program gave patrons nightly skating on Wednesday, Friday, Saturday and Sunday, plus children's matinees on Saturday and Sunday, the latter proving popular with the small fry.

Regular admission was 50 cents, with 35 cents for the matinees, the same as for the summer sessions.

"You have to keep kids interested to keep business alive," says Paul Hildebrand. We have done this by offering a well diversified program each evening so that every type of skater will find part of the evening custom-tailored to his specific interests. This includes some periods of skate dancing, two intermission periods for free style skating, games, plus straight skating and couple numbers, backbone of the typical rink program.

An unusual amount of variety was introduced into games, among them the conga, a lucky corner trios innovation, hokey pokey, flashlight robbers and musical chairs, the latter rarely played on a rink floor. Prizes were given, usually something at the fountain, thus tying in this important department of the rink operation.

Saturday matinee were promoted as a welcome baby sitting service for parents who wanted to get away to do some household shopping or make a trip to the nearest large city. "Where else can you get a sitter for 35 cents?" was the idea stressed in the advertising, a theme which appealed to parent and at the same time assured the youngsters of a good time.

Special birthday parties were actively encouraged, particularly on Saturday afternoon, a good time for youngsters to inexpensively enjoy their day's celebration away from home. For these events, a special rate of 50 cents was made to the party group, including shoe skates and admission.

To diversify and stimulate interest, four exhibitions by leading skaters were given during the winter. Top skaters from Michigan and elsewhere were brought to Fair Haven to present outstanding exhibitions.

To build family interest, parents of skaters were given free admission and the opportunity to see some of the possibilities of skating. Parents who brought their youngsters to the rink were usually invited in as guests of the management and, if they wished, were permitted to skate without charge. Thus parents got some unexpected fun out of the visit and a chance to share enjoyment with their youngsters.

Club nights are held one night a month—usually the last Wednesday—on a year-round basis. Members of Fair Haven Skating Club and any of their guests are admitted on that night for 35 cents, and special events, such as games, are scheduled.

Further special appeal is pro-

**More New Tenants At Atlantic City**

ATLANTIC CITY — An unusual turnover in the operation of seasonal business establishments here was reported by Francis D. Kelly, city superintendent of mercantile licenses.

Kelly now has six to eight inspectors making a door-to-door canvass to list all mercantile establishments for the 1957-'58 licensing year which starts July 1. Approximately 6,000 accounts will be billed within the next few weeks.

The number of places under new management this year exceeds any previous year.

While there has been an increase in the number of motels, the mercantile taxes paid by them does not start to make up for the loss in Boardwalk game revenue.

vided with a party night one night a month, tied in with a holiday if possible. This event is strictly for pleasure, the program consisting largely of skating games. No fancy skating is on the program, but just the type that virtually every skater can personally participate in and enjoy.

With this well-rounded program, the Hildebrands have been able to note some satisfactory figures on the ledgers after their first try at year-round operation.

**Music for Happiness New Skating Diskery . . .**

CINCINNATI — Music for Happiness, a recording company specializing in roller and ice rink music, has been organized here by Richard Tackenberg and C. V. (Cap) Sefferino, manager of the local Price Hill Roller Rink.

It is the firm's intention to record ballroom music in skating tempos, and in doing so on its first eight sides it has utilized a 15-piece orchestra of local union musicians. The label is the culmination of a long-time desire by Sefferino to offer the trade the type of music which he believes is a necessity for successful rink operation. Sefferino will demonstrate the new sides at the convention of the Roller Skating Rink Operators' Association at Oakland, Calif., July 22-28.

**Memphis Fairgrounds Icey to Stay Open . . .**

MEMPHIS — According to President Charlotte Staub, the Memphis Figure Skating Club has won in its effort to keep Iceland open this summer. Mrs. Staub said officials of the fairgrounds skating rink agreed to the special summer session.

Officials previously had agreed to let the club charter the rink thru August if the club obtained 200 paid memberships for the season. They changed their minds after about 150 memberships were reported at a recent meeting, Mrs. Staub said. Only those paying the membership assessment will use the rink. The assessments are \$10 per person or \$20 per family. Fee includes instruction.

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Three Turnstiles—coin operated—10¢ slot. Contact EDgewater Park Amusement Co. 23500 West Seven Mile Rd. Detroit 19, Mich.

**Park Cuts Expenses, Improves Ducat Control**

WILLOW GROVE, Pa.—Rehashing that venerable practice of selling the same ticket more than once, to the financial dismay of management, has experienced a rough setback in recent years thru the use of centralized ticket operations and coin-operated turnstiles. Central ticket sales concentrate the operation in a minimum of locations rather than having a multitude of them. Turnstiling works on a cash basis, eliminating the use of tickets.

An extreme usage of the central ticket concept has all but eliminated leakage at Willow Grove Park in Pennsylvania, which offers novel units of interest in outdoor show business. First to be mentioned is the pari-mutuel-styled battery of ticket windows, 10 of them in a single structure, with railings to clarify the foot lanes leading to the windows.

**Boston Boats**

Continued from page 74

trips and awarding 51 free tickets each week to promote its giant 51 pop list to listeners who can identify nautical sounds.

During July, the station again will take over the Boston Belle and stage a battle of music with four bands, a giveaway plan and an audience participation set-up.

Regular band aboard the Boston Belle is Baron Hugo's, which alternates with a three-piece orchestra for dancing during the three-and-a-half-hour cruise. The same set-up also is used on moonlight cruises. A special promotion is being built around the Provincetown trip for June 30 when a big celebration will be launched to mark the opening of the new wharf there.

Food and liquor concessions this year are being run by the National Caterers, Inc., New York, in place of Ben Ford, who operated on the line several years. Manager is Arthur Von Wiegand, who makes the trip mostly on the Provincetown run.

Concessionaire John Earl Westray again is operating a horse race game and a merchandise wheel, with Jack Rubin as manager.

The season up to this point has had better weather than any year in the last several.

If the bank of windows resembles those at a race track, it is probably more than coincidence, for the park ownership includes the Jaco's Bros., who are involved in the operation of Pimlico, major Eastern running track. Under the old ticket system, as many as 34 persons were used to staff the booths. Now there are from five to 10, depending on the day.

Manager Joseph Helprin's idea of tamper-proof receptacles at the rides are metal canisters topped by slotted, clear plastic domes. Tickets are dropped into the slots and rest on a disk, which the operator turns to send the tickets into a canvas insert. The canisters are locked. There are no rerides, thereby preventing operators from touching tickets or money. Riders must get in line again to deposit tickets. Willow Grove has 25 of the canisters.

Helprin installed the central windows, at which tickets are machine-dispensed, in 1955, shortly after the park went to new ownership. He reports that rehashing has been cut down to almost negligible amounts.

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## CIRCUS REVIEW

## New 'Play 'Em Every Year' Theory Working Out Well for Hagen Bros.

By TOM PARKINSON

CICERO, Ill. — Hagen Bros. Circus has junked the concept that a town needs to be rested at least a year before a circus can repeat with top profits. Instead, the show where Howard Suesz is owner and Robert Gouls is manager now looks to its "perennials."

This show always has been able to repeat in the usual sense; it has many spots on the route that have been made five and six times. Now it is going back to those towns more regularly, annually in most cases. And management reports the plan is working well, that grosses are up in almost all of these test cities.

Combining the business with that done at other stands on the show's Midwestern route has given the Hagen show its best season. So far this year's gross is running ahead of the 1951 season, the best the show had experienced until now.

Among its key winners this spring were Jefferson City, Mo., three performances; Champaign, Ill., up; Kenosha, Wis., best of five appearances; Racine, Wis., fourth and best time in, and Green Bay, Wis., fourth year in and a good one. Chicago suburban stands were big, as usual. Now the show has jumped quickly to make Iowa time.

And what manner of circus is it that finds it succeeds by going back year after year to the same towns and same sponsors?

## Need Bigger Top

Show staffers declare they need a bigger top to handle the kind of business they have been getting. Now they have a 70 with three 40's, and when it's time for a new one, chances are it will be an 80 or more. There are blues and star-backs, three rings plus lion act's arena, and a truck for the electric organ, with a small bandstand alongside.

Out in front there is a Side Show with animals and platform acts, a pit show, novelty joint and candy stands. The circus moves on 18 motor units.

Hagen Bros.' performance is pleasing and more complete than most in the traditional or expected types of acts. That is, whatever a parent tells his youngster is to be seen at a circus is likely to be included in the Hagen showing. Thus, there is a lion act, bareback riding, wire walking, enough trapeze work to count, juggling, clowns, ponies, dogs and elephants.

Pacing the show is Col. Calvin Miller, decked out in red coat and black top hat as every equestrian director should be. Backing him up in the music department are George Vest, organist; George Bell, cornet, and a recently arrived drummer. This combination cuts the show in exceptional style.

## Cat Act Starts

Grand entry is well costumed and it displays enough people, lead stock and horses to be interesting. Capt. Eugene Christy's lions comprise the first act. The arena is set up at the back door and not moved during the day. People see the captain in contact with cats, and therefore it is adequate.

In the aerial ladder number are Shirley Lindemann Bently, Sonja Lindemann, and Minnie Paul. Patty Couls, daughter of the manager and an accomplished performer, works a three-pony drill, with Jenda Smaha in the background. Clowns are Scotty, Cecil Eddington and his wife, and Bozo Cooper;

they work the firecracker gag here. Bob Stanley appears in his wire act, using slack and tight wires at two levels and coming up with a good routine. This act, as well as every other one using a bottle as a prop, would be better if it cut the drink angle when performing for kids.

## Conleys, Miller, Lindemann

Showing up well in the next display are the Freddies (Conley), and Luczes (Conleys) in separate rollabolla turns in the end rings and the Skating Carlsons on a center platform.

Calvin Miller makes a nice flash with his dressage horse work. Just before leaving the Chicago area he bought another horse which is to be trained for menage. Miller's riding is followed by a clown bit in which a mule kicks balls to the audience for a good novelty and good laughs. Miller's concert announcement is next.

Shirley Lindemann is featured in her cloud swing number. It adds much to the aerial work on the show and it may be expected that she will do a single trap turn, too.

Louise Stanley and Patty Couls works dog acts in the end rings. Next are the Santiagos (Conleys) in a clean, well-routined juggling

display that earns good reception from the audiences. Clowns work the hairgrower bit.

## Smaha Son Scores

Jenda Smaha is the son of Tony Smaha, who is with Suesz's Clyde Bros. Circus and who has trained the new elephant and guanaco-camel acts on that show. The son is doing equal well here. First he shows the Liberty act using attractive black and white stock with neat plumes and harness. The act makes an unusually good impression.

Aerial number that follows has two webs and Shirley Lindemann in neck suspensions, for good results.

Then Smaha is back with the show's larger elephant, Elsie. In recent seasons, this bull has done nothing. Now it is working an act again and doing well enough. The show's second elephant, a small one, is not used in the performance.

The Riding-Freddies have the closing position. This is the Conley Family with changes in personnel. Their riding with four people and three horses is real circus, entertaining, and worth its featured position in this performance. Some

(Continued on page 77)

## Colorado Wind, Rain Hurt Kelly-Miller

GOLDEN, Colo.—An unusual string of six sponsored stands marked the stay of Al C. Kelly & Miller Bros. Circus in the Denver area. Show normally uses no auspices.

Rain and wind served to trim the turnouts in some of the stands. Business still was good, but it fell short of the high pace experienced earlier by the show.

Walsenburg, Colo. (17), had two half houses day and date against a local fiesta and on a lot three miles out.

Pueblo, typical of the larger towns Kelly-Miller is including on the route this year, did only moderately well by K-M standards. It had half and three-quarter houses. Weather was unusually hot. The date was sponsored by the Jaycees on Wednesday (19).

Canon City, Thursday (20), was sponsored by the sheriff's rodeo association, and business was big. Afternoon was nearly filled and the night house was a husky straw house, with people seated on the ground all around the top. The night show gave Col. Tim McCoy his best concert crowd of the season. Lot was dry, dusty and windy.

High wind continued at Colorado Springs on Friday (21). The show had a half house in the afternoon and a near-full crowd at night, with DAY auspices. The concession tops were blown down four times during the day; other tops stood.

In Englewood, Colo., a suburb of Denver, the Kelly-Miller show had half and three-quarter houses Saturday (22). Rain and high wind continued. Auspices was the county fair association.

## Visit Cody Grave

Sunday (2) at Golden, Colo., another Denver suburb, K-M had a three-quarter afternoon show. With no night show scheduled, K-M people had time to catch the

Bill McGaw Motor Circus at Denver. In addition, Col. Tim McCoy, Chief Keys and Glen J. James made a trip to the Buffalo Bill grave and monument, with the Denver Post covering.

McCoy and James have been mapping plans for after the circus season. Business here has them and the Millers well pleased, it was reported.

New seat wagons are working well mechanically and selling well to the public. Each of the four units has 140 numbered grandstand seats with backs and foot rests. These are sold for 75 cents and go first; the backside plank reserves are priced at 50 cents. One seat wagon also hauls the poles while another hauls chairs and the other two carry props. Four more are to be built soon.

## Staff of the show follows:

Obert Miller, general manager and president; Kelly Miller and D. R. Miller, co-owners; Arthur W. Miller, general representative; Glen J. James, business manager; Dale Miller, secretary-treasurer; Isla

## Raves Pour in for Cristiani; Manager Reports Good Grosses

FRANKLIN, N. H.—Cristiani Bros. Circus continues to reap abnormally good afternoons in virtually every town it plays. General Manager Lucio Cristiani said last week that the show has been doing "very nice business."

This was borne out by reports from four New England cities, where all night shows were pulling near capacity crowds.

Norwood, Mass., had three-quarter and near-full houses. Dover, N. H., Tuesday (18), with Kiwanis auspices and a door-to-door advance

## PLAN TO FILM LEITZEL YARN

HOLLYWOOD — A film biography of Lillian Leitzel, famous aerialist, is to be made by Universal-International Pictures. The movie will be based on a story by Robert Lewis Taylor which appeared in the New Yorker and in Taylor's recent book, "Center Ring."

## Beatty's Mother Sees Special Mills Showing

BAINBRIDGE, O.—Mills Bros. Circus saluted Mrs. Margaret Tong, mother of Clyde Beatty, with a special showing in her front yard while the show was playing here Friday (21).

Mrs. Tong, not feeling well enough to leave home, declined the show's invitation for her to attend the regular performance. So the show came to her. Jack Mills, co-owner of the show, brought the baby elephant into the Tong home. Outside, the performers included the Morrocans, Buck Leahy, June and Jeff Cachelis, Virgil and Rita Sagraves with Big Burma and Little Burma, and Pipo and Herman Joseph.

Earlier at Miamisburg, the show had quarter and half houses in hot weather.

## Ayres Davies Quits Benson

FRANKLIN, Ind. — Benson Bros. Circus played to a good afternoon and big night house here Thursday (20).

Ayres and Kay Davies, it was learned, have closed with Benson Bros. He was superintendent and she was in the office. The Davieses formerly had their own show.

Miller, social security; Pete Smith, general superintendent; Karen Kay Miller, front door; Syd Stevenson, auditor; Frank Ellis, legal adjuster and pit show; R. O. Scatterday, national advertising representative; Ione Stevens and Don McIntosh, concessions; Mr. and Mrs. John Long, privileges.

John Narfsky, menagerie superintendent; Keller Pressley, big top canvas; Guy Smuck, side show manager; Mrs. Smalley, wardrobe; Charles Cuthbert, band master; Freddie Logan, elephant superintendent; Dave and Deacon McIntosh, superintendents of transportation; Tom King, Harry Rooks and Frank Ellis, pit shows; and David Rutherford, press and TV.

## Carson-Barnes Buys New, Larger Big Top

KALISPELL, Mont.—A new big top, a 90 with three 40s, is being delivered here to the Carson & Barnes Circus. It was built by the U. S. Tent Company, Chicago, and rushed here to replace canvas that was damaged.

The circus opened the season with an old top and when it gave out, the show began use of canvas formerly used on Kelly-Miller. Carson Circus was sidewalling for three days while the new canvas, out of U. S. stock, was en route. The new tent is bigger than used earlier by the circus.

At recent stands the show has been getting rain and mud, but business has been good. Saco, Mont. (18), was played after the town had 10 days of rain and the regular lot was too soft. A downtown lot was substituted, but it allowed room only for the side show top, so the big show was given in the smaller tent.

Chinook, Mont. (21), had two strong houses despite cool weather. Sunday's matinee only (23) was near-full.

## CHS Sets New Meeting Site

RICHMOND, Ind. — Convention site of the Circus Historical Society has been changed, it was announced here by Secretary Robert King. The CHS now is scheduled to meet at Lansing, Mich., August 9-11.

Headquarters hotel will be the Olds. Conclavers will see Hagen Bros. Circus at nearby Grand Lodge, Mich., on August 9. The dates for the convention have been unchanged, King pointed out, but the location is new.

## Judge Compliments, Acquits Performers

BRANDON, Man.—Three circus performers came away from a court hearing here June 8 with the benefit of compliments from the judge, acquittal on all charges against them and continuance of assault charges against one of the local men who had been involved in a traffic altercation.

The troupers are Rellen Johnson and Robert Owen of the Johnson and Owen act, and Hubert Castle. The altercation took place in May and the hearing was delayed pending outcome of treatment of one of the local men who was hospitalized. That man appeared in court for the hearing and it was reported he had become deaf as a result of the mix-up.

The judge said he was impressed by the circus men and their demeanor. The troupers, acquitted, then dropped their charges against the injured man but continued charges against the second man who had joined the first in assaulting the performers. This happened when the performers' vehicle nicked the other man's car upon leaving a parking place.

John L. Sullivan, who resigned as president of the Circus Hall of Fame in Sarasota, has become director of publicity for that attraction and is readying national ad material for next season. The highway in front of the museum is to be completed in about two months, clearing the way for increased crowds again.

# UNDER THE MARQUEE

By TOM PARKINSON

Continued from page 72

demolished their old trailer and have a new one. . . Pinky Madison was visited by his cousin, Bill Smith and family. Harry Polack, Fort Madison, Ia., is visiting the show and spending time in the band top. . . The Boise Shriners hosted personnel of the show at a supper party. Dick Slayton emceed and floor show participants were Tommy, Struppi and Kay Hanne-

ford; Joanne and Walter Jennier Jr., Charley Cheer, Audrey Ching, Carmen Slayton, June Madison, Henry Kyes, and Kitty Ronstrom. Henry Kyes entertained Al Gish, former trouper, at a venison dinner in Boise.

The Sky High Alcidos complete their park dates July 1-7 at Nantasket Beach, Mass., and start fair dates at Wellston, O., July 17. A Paul Kelly elephant has been in Washington for the Young Republicans' convention. . . Four Amandis, teeterboard and tumbling act known in this country, stopped the show while with Circus Schumann in Denmark. . . It comes out in Europe that the London headquarters of Free French forces planning raids into Europe was in the quarters occupied by the Bertram Mills Circus before and after the war. A plaque is being unveiled. . . The German Circus Sarrasani includes the Camilio Mayer high wire act, formerly with Ringling; animal trainer Togare, and a revival of the Bola Mysteriosa spiral ascension act.

Visiting Mills Bros. at Camden, O., were George Churchill, of the old Cole Bros.; Malcolm Webb, formerly of Sparks; Everett Ashworth, who was with Gil Gray, last year; Frank D. Bland, and fans Robert and Agnes King, Floyd Gettinger, Jake Conover, and Harry M. Simpson.

From the Beatty show there is word that Ora O. Parks and Walter D. Nealand alternate on towns for press chores. Elsie Kitzman is the contracting agent, while Art Bitters manages the six-biller car. Frank Orman is handling press back and Eddie Dullum makes radio-TV.

Herman Joseph writes that Mills Bros. Circus people were guests of a circus fans' banquet at Brookville, Ind., and included were the Ed Mullinses, James Spaulding, James Smith, Bill Hare, Doc Huebner, Ed Mehmert, Jack Cushing, M. Langley, Fred Brandt, the Kissell brothers, Marion Silvernell, Fred Kissell, Olga Kissell, the Carl Spindlers, Shirley Green, Harold Green, Dorothy Brandt, Judy Brandt, and hosts John McClure and Bob Meltzer. From the show

were the Great Robys, Pipo, Buck Leahy and Herman Joseph. . . The Conovers, of Xenia, O., visited at Lima. . . June and Jeff Drewsbury spent a weekend with the Bob Kings. . . Ralph Chambers visited.

Mr. and Mrs. A. F. (Red) Davis caught the Cristiani show. . . Beatrice Dante writes that she and her new chimp are at Deer Forest, Coloma, Mich. for another season. Paperback book on newstands now is Stuart Palmer's "Unhappy Hooligan," which is about circus life and is dedicated to Felix Adler.

Herb Sommerville, the canvas man, sustained a broken arm while visiting Kelly-Miller in windy weather. K-M plays Colorado territory three weeks, then turns eastward. . . Mell Henry (Enrique De Mell), reports his leg and back in good condition and he has six new seals on order and will train them. He is in Puerto Rico. J. B. Todd writes that the Todd and Lytell dog and pony act was caught at the Memphis Sky-Vue Drive-In Theater by a Kroger Store executive, who has booked them for a tour of Kroger stores in three States. They supply six acts; the American Tobacco Company will add three clowns to the programs.

Carl H. Haussman, Lansing, Mich., caught the Famous Cole Circus in several spots and showed movies for personnel at one stand. The publication Grit carried a piece about Sgt. Robert R. Hayden and his miniature circus.

Stanley W. Wathon, who missed seeing the Ringling Circus at Madison Square Garden because of illness, will visit the show during its Richmond, Va., engagement. At the same time he will inspect the progress being made at his trailer court there.

George and Ann Hubler, Dayton, hosted troupers and fans Sunday (30), at an outdoor barbecue with acts, clowns, circus movies and miniature circuses.

Hugh Scott writes that he is in Chicago after having been with the Famous Cole Circus. . . The Davenport (Ia.) Democrat Times carried a page feature about the

Neil Schaffner Players. . . The Pomona, Calif., paper carried a feature article about Oscar L. Landmesser's circus collection. . . Mrs. Vicki King is returning to her retail work in Macon, Ga., again after taking time off to handle sales of a booklet written by Floyd King on operation of carnival concessions.

From the Capell Shop-O-Rama Free Circus the word is that the Bob Capells have a new trailer 41 feet long and the Bill Capells have a new one 40 feet long, while the Doc Capells' new trailer is 35 feet long and the Ed Lundgrens' new model measures 27 feet. The Lundgrens have two new trucks to carry their new Spitfire ride. The John Marketellos have concessions. Mr. and Mrs. Clarence Auskings have the show booked thru Labor Day and now are back on the show.

Barbara Fairchild writes the Zacchis on the show, and that Lolly Zacchini arrived from Sarasota to spend the summer. . . Vicki Cristiani has joined her parents for the summer. . . The Great Alfredo, balancing act, has joined to replace the trampoline act. . . Senior Carlos has requested to perform his fire dance in the big show. . . The (Swing and Sway) Ortons and Jo Anne Day visited. Elsie Zacchini and children joined. Huge and Elsie will replace Bill Corey in firing the cannon act while he is back in Tampa.

On the Polack Eastern show, the Bob Clarkes of Los Angeles motored to Provo, Utah, to visit the George Hannefords. Mrs. Elizabeth Hanneford Clarke drove overland with her brother, George Hanneford, to Rapid City, S. D., and, despite 70 years, made a "command performance" riding a bareback horse at a matinee. Later she flew back to Los Angeles.

Francisco and Dolores visited Polack after closing with Orrin Davenport. They will vacation in Las Vegas before returning to Park Ridge, Ill.

Norbert Kreisch, now in the Army, won first place in the Armed Forces All-Army Contest with his "gorilla" act and will appear on Ed Sullivan's TV show August 1 and on Sullivan's All Army Show.

More from Polack Eastern: Ralph Oysteth has a new convertible. . . June Madison celebrated a birthday with homemade cake for everyone. . . Fritz Freilani had a windshield and three trailer windows broken by hail in a recent storm. . . Rex Ronstrom had a big hailstone break his station wagon windshield. . . Richard Slayton Jr. and the Joanides children have new dogs for pets. . . Kitty and Rex Ronstrom were guests of Eddy and Charlene Kuhn for a steak fry.

Promoter Sam Ward completed some business in Memphis and returned to Chicago briefly before making Reno, Nev., to start a Polack promotion. . . Orrin Davenport is back home in Chicago after his circus season and a vacation at Las Vegas. . . Jack Guill, Wisconsin CFA, is raving about Hagen Bros.' Circus. He reports that Jake (Clown Cop Corrigan) Disch, Cudahy, Wis., has been ill and would enjoy mail.

Mike C. Piccolo visited Cristiani in Pennsylvania. . . Bill Rice, in New Orleans, reported that he caught Cristiani and Famous Cole and Benson Bros. while all of them were in the South this spring. He writes that Orlo Sparton is recovering from his eye ailment.

## 'Play-'Em-Every-Year' Theory

Continued from page 76

comedy is worked into the new routine and it goes over quite well. A Hershey pitch was being used between the elephant and riding acts, and this caused a break in the pace of the show that should have been avoided here. Other pitches were better located.

Concert, Side Show  
Concert is in the hands of Curly Miller. His wife and daughter offer sharpshooting, pony riding and other features. He comes thru with comedy dialog and Western singing. The singing and comedy of Minnie Paul also is in line with the Country and Western theme.

In the Side Show are Henry and Sandra Thompson, working Punch, impalement and other traditional Side Show acts which again serve to fulfill the list of things parents will have told their youngsters are to be seen at a circus. Also in the Side Show top are the two bulls, a buffalo, guano, llama, and a semi-trailer cage with compartments for lion, two bears, monkey and boar.

Staff of the show includes Bob Couls, manager; Mary Jo Couls, secretary; Little Bob Stevens, concessions; Mrs. Claude Banta, front door; Joe Applegate, boss canvasman; George Paul, boss props; Red Bently, No. 1 ticket box; Al Dean,

steward, with Jerry Leigh, Ray Holler and Bob Baker; Jim Zimmerman, mechanic; Bob Couzon, Side Show canvas, assisted by Walter (Cigar) Graham; Mrs. Stevens, novelties; Mrs. Clara Stevens, juice joint; Tracy, Pit Show with snakes, ostrich and alligator.

McMahon, Hill, La Pearl  
Advance includes Joe McMahon, general agent; Ed Hill, contracting agent; Jack LaPearl, press agent; Raymond Duke with three men and two trucks, billing; Frank Yagler, 24-hour man, and 12 promotion crews.

At Cicero, Ill., the show played three days for a Centennial committee. Business, including wagon sales, was good. City police, seeing the show on the first day, signed to sponsor it themselves next year.

Last town in the Chicago area was suburban Barrington, Ill., where a large advance sale was scored. Saturday (22) afternoon performance started with a full house but was halted by high winds and a tornado warning. Top was vacated and immediately the rain stopped. The performance was resumed, with about half a house staying and the others invited back at night. The evening show also was full.

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## Calif. Legislative Okay Seen for New State Plant

### Two Enabling Bills to Provide \$25,000,000 Are Expected to Pass

SACRAMENTO—Construction of the new California State Fair and Exposition on a new 1,050-acre site here is considered assured by the approval of the State Legislature of a pair of bills that will have the effect of providing \$25,000,000 in the next several years to finance the project.

One measure will allocate nearly \$3,750,000 from State horse racing revenue in each of the next two years for an immediate start on construction, announced Dudley T. Fortin, fair manager.

The other will allow the State Fair to borrow or issue revenue

bonds up to \$13,000,000 for the same purpose. This sum is also guaranteed by pari-mutuel returns.

#### Based on Survey

Both measures will allow the sale of land and buildings on the present 207-acre site, expected to bring an additional \$5,000,000. The half-century old fairgrounds in the heart of the city has been said to prove less adequate each year to handle the postwar boom in attendance and exhibits.

Success of the appropriation measures was due largely to a comprehensive survey, released in May by the Stanford Research Institute, Menlo Park, which showed that relocation on the new site would make the fair self-supporting for the first time in history.

The Institute estimated that a thoroughly revitalized fair on the new site could attract and accommodate up to 1,250,000 customers, plus more complete year-round activities.

Fortin said construction on the new site will probably start in the fall. The first fair on the new grounds, according to present estimates, will be in 1960 or 1961.

#### Broadened Program

The tract, located just north of

the present Sacramento city limits between Roseville Freeway and the American River, was acquired by the state for the fair eight years ago.

Altho the fair already has a broad interim activities program, the new site could be utilized for a greater variety of year-round activities — athletic, recreational, theatrical, industrial shows, and flower shows, among many others.

Describing the broadened scope of fair on its new site, the Stanford report said: "The fair should ideally attract representation of all industry. . . the fair must reflect California's pre-eminence in such diverse industries as aircraft manufacturing, electronics, apparel, food, petroleum, movies and entertainment. . . with dynamic exhibits that invite visitor participation."

"California is vacationland, play land, big industry, agriculture, commerce. It is home and people, modern design and comfortable living. It is lumber and movies and orange groves.

"It is an infinitely-varied place, with an absorbing history and an exciting future. The State Fair should be the place where California demonstrates this."

## DIRECTORS TAKE REINS AT THREE MASS. ANNUALS

BOSTON — Directors, rather than managers, will operate at least three fairs in Massachusetts this year. Brockton, Weymouth and Marshfield have announced they will run without the aid of fair managers. The move is particularly surprising at Brockton, where Carl Larsen was let go with one more year of his contract to run.

The new Brockton board of directors, headed by President George L. Carney Jr., will manage the fair, with Edward Wagner in charge of public relations. Weymouth will run under the direction

of President Daniel F. Raidy and his directors.

At Marshfield, which operated without a manager last year, Edward M. (Ted) Dwyer, along with the directors, will again function in the managerial capacity. Veteran publicist Floyd L. Bell will be publicity director for the twelfth year at Marshfield and for the seventh at Weymouth.

Advertising for both Weymouth and Marshfield will again be handled by Henry M. Frost Agency, Boston. This year at Weymouth, E. R. Burr's Playtime Amusement Company, of Quincy, Mass., will be on the midway, formerly held down by the Legasse Amusement Company, Haverhill, Mass. Burr again will be on the midway at Marshfield.

Several changes also are being made at Brockton. A complete refurbishing job, which calls for a new fence, new paint and a new corral and horse show ring, is in process. Cattle, goat, rabbit, poultry and flower shows already have been set. The horse show will be under the direction of Frank Flynn. A recent addition, the tropical fish display, a big attraction last year, will be back.

This year Brockton also will see the return of the 4-H Clubs, absent for the last two years. It will also be the setting for the State baton twirling championship. An innovation this year is the sponsorship by The Boston Herald and Traveler of 90 industrial exhibits, comprising the entire Home Show set-up.

It has not as yet been decided who will handle or what acts will be used for the grandstand show.

### NOSTALGIC

## 1-Room School Featured at Spooner, Wis.

AN OLD-FASHIONED one-room school house, rapidly disappearing from the American scene, proved to be one of the top attractions at last year's Washburn County Fair in Spooner, Wis., and with planned improvements and additions it is expected to become an even more popular feature this year and for years to come, according to William Dougherty, fair secretary.

The school, which was the last one to operate in the county, was closed last year. Dougherty and his fair board acquired the structure and had it moved to the fairgrounds by a commercial house mover.

All the old-time features were left intact, such as a pot-bellied stove, desks and blackboards. The only modern concession was electric lights. The building was spotted in a good location and its operation was turned over to the superintendent of schools, who used it as an exhibit.

This year the building, which is white, will be painted red to conform to the Little Red School House concept, and a search is being conducted to find old-fashioned globes and other effects to better illustrate the educational equipment of years ago.

The fair is also asking all county residents who received any of their early education at the school to register during the fair. These names will then be inscribed on a tablet, which will be prominently exhibited on the schoolhouse.

Not only did the fair provide a unique and nostalgic exhibit with its schoolhouse, but it also garnered much publicity in newspapers within its own county and even in neighboring counties. Best of all, however, the one-room temple of learning became a conversation piece throught the area and the fair was mentioned each time.

## San Antonio To Consider Exposition

SAN ANTONIO, Texas—Advisability of staging a Texas-Mexico exposition in San Antonio within the next three years will be studied by the Chamber of Commerce Board of Directors here.

The board unanimously approved a resolution proposing that such an exposition, to last approximately six months, be considered as a step toward solidifying and expanding present business and friendship relations with Mexico.

In making the resolution Director Jerome Harris pointed out: "San Antonio now stands in a favored position with Mexico, but it is time for the city to take definite action to maintain this relationship."

President Ben F. Givens said a special committee will be named to study the proposal.

## Detroit Revises Attraction Bill; Patti Page Off

DETROIT—The attraction program of the Michigan State Fair has been completed, with the signing of additional as well as substitute talent for the Coliseum and grandstand.

Eydie Corne, Billy Ward and His Dominoes, and Sammy Shore have been contracted for the fair's first weekend in the Coliseum. Others on the program will include Johnnie Ray, Bill Haley and His Comets, and the Hilltoppers.

Major shift was made for the second and closing weekend because of Patti Page's withdrawal due to a conflict with her new television show. Georgia Gibbs, the Fontane Sisters and the Harmonicats were signed for this segment and will be presented along with Billy Ward and Sammy Shore, who will hold over from the first week.

Jerry Lippiatt and His Racing Mules were contracted to complete the grandstand program, which also will offer Rin-Tin-Tin, Sgt. Rip Masters, and Rusty (Leo Aakers), for a total of 15 performances.

The Cavalcade of Canadian Hell Drivers, Ltd., managed by Danny Fleenor, have been pacted for the final weekend, fair manager Donald Swanson said. They will appear nights only, following auto races in the afternoon.

Swanson also announced the Women's Army Corps (WAC) Band has been secured to play as a free attraction in the outdoor band shell for the full run of the 10-day fair.

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## Happyland Notches 20% Gains in Mich.

YPSILANTI, Mich. — Happyland Shows, owned by John F. Reid, Saturday (22) closed a two-week stand in downtown Pontiac, Mich., after racking up an increase over last year. Show, in its 23d straight year here, was sponsored by the Elks and was spotted on a parking lot two blocks from the central downtown district. Weather was hot and there were several storms, none of which took deep cuts in business.

The show had substantial opposition the first week, with the V. G. Wade Shows playing on the edge of town. Heavy promotion was used by Happyland, using 14 paid spots on Station WPON during the two weeks.

### Play Repeat Dates

Playing a route consisting almost entirely of repeat dates, Happyland thus far this season has enjoyed an increase in business of about 20 per cent at each spot.

Opening with rides only at a downtown Royal Oak, Mich., lot under American Legion auspices,

## Circus Clicks For Blue Grass At Kokomo, Ind.

MARION, Ind. — The Blue Grass Shows, which moved in here the week of June 24, cashed in on its circus attractions at Kokomo, Ind., its previous stand.

Nancy, the elephant, made an appearance at the Kokomo Speedway the night before the show opened and was ridden there by Miss Indiana (Pat Doresett). The elephant also was given much attention on the downtown streets, as were daily calliope concerts by Leslie Bartlett.

Opening night was light, rain at the following night, but crowds were big Wednesday and Thursday nights, with over 4,700 paid admissions going thru the front gate Thursday night.

Mrs. Russell Groscurth has joined her husband for the summer, in company with their two sons, Randy and Rusty. A new 1957 Buick hard top sedan, equipped with all the extras, has been delivered to Owner C. C. Groscurth. Dick Sieman of the cookhouse has purchased a new trailer.

## Funfair Plays in S. E. Mich.; C. Stapleton and Duma Owners

DETROIT — The Funfair Shows, established last year by the Stapleton brothers, Charles and Milton (Pete), sons of the late senior Charles Stapleton, pioneer carnival supply dealer, are operating in Southeastern Michigan under the new ownership of Charles Stapleton and Chuck Duma.

Milton Stapleton, who is now in Los Angeles and plans to move to Japan, has sold out his interest to Duma, who formerly was a concessionaire at Sandy Beach Park, Russell's Point, O.

Funfair Shows carry 6 major, 3 kiddie rides and 17 concessions. Season's opening under the new ownership was at Wayne, Mich., May 10, with the unit coming out of winter quarters near Monroe with rides only for the date which

the show played three weekends, then moved to Middle Belt and Block Roads in Garden City, again

Visitors at Kokomo included Terrell Jacobs, under Legion auspices. Formal opening, with shows and concessions joining the rides for the first time, was in a 10-day stand for the Exchange Club at Mount Clemens, Mich. The show was the first show to play a downtown lot in the Bath City in 28 years, and business zoomed to give Reid the best opening in about six years.

Port Huron, Mich., week of June 4, provided chilly nights yet the gross was up over last year.

### Scooter Is New

Happyland carries 12 major rides and 4 kiddie rides, 40 concessions and 4 shows. Principal addition to the line-up is a new Scooter ride built by Lloyd Burge, of Oceanside, Miss., and equipped with Dodgem cars.

A new show front, designed and built by Francis (Buster) Anderson, provides muth flash. It spreads over a wide entrance area, is made of Plexiglas and aluminum and has six fluted columns of translucent Plexiglas, marking the completion of a three-year renovation program.

An important addition to personnel this season is Jerry Reid, 23-year old son of the show owner. Young Reid, who spent four years in the Air Force, mostly in Japan, and who had attended Florida Military Academy, recently completed his formal education at the University of Michigan. He will be joined on the show next season by his older brother, Bob, an Air Force officer now in Europe.

### Add Free Act

Happyland added a free act, the Paroff Trio, high-balancing ladder number here.

Happyland opened here Tuesday (25) on a downtown lot under American Legion auspices. The date, a fixture on its route for 26 years, runs thru July 6.

The following week the show will split into units, with one playing the annual Blue Water Festival at Port Huron, Mich., and the other the National Cherry Festival at Traverse City, Mich. Both units will merge again to return to the Detroit area for the Wayne (Mich.) Homecoming, which the show has played for 20 years.

From Wayne, Happyland starts its regular route of eight Michigan fairs, all of which have been

*(Continued on page 81)*

## Leo Lippa, Vet Showman, Club Organizer, Dies

DETROIT — Leo Lippa, 63, former carnival owner and show association leader, died here June 24 following a long illness.

A native of Boston, he entered show business at the age of 16 at Riverside Park, Chicago, and was subsequently with various shows. Later he formed his own carnival, the Lippa Amusement Company, and played Michigan, Wisconsin and Minnesota for 16 years until 1932 when he left the road to appear with his trained bear act in theaters. He also promoted numerous winter bazaars, dances and special shows. He subsequently organized a printing and office supply firm in Detroit, supplying forms to outdoor shows.

Lippa was founder and first president of the old Outdoor Showmen's Association, organized in Detroit in 1924, and became first president of the Michigan Showmen's Association when it was organized in 1934. He was a lifetime member of the Elks.

Survivors include his widow, Viola, who was secretary of his show and actively identified with the printing supply business, and two daughters, Mrs. Sallie Mae Smith and Mrs. Patricia Ford. Interment was in the MSA plot, Forest Lawn Cemetery, Detroit.

## Royal Canadian Biz Up At Regina Still Date

REGINA, Sask. — Altho business was far from being brisk, Royal Canadian Shows wound up a week-long still date at the fairgrounds here Saturday (22) ahead of last year. Weather most of the week was overcast and threatening, with some light showers, but it was better than in 1956 when the week was cold and wet.

Saturday's weather was excellent and afternoon play was good, with most attractions 5 cents for the moppets.

### Strong Back-End

Org. with four shows, 11 rides and 26 concessions, moves on 30 trucks. George C. Crawshaw, president, is sitting the season out

## Gross Soars For Continental At St. Albans

ST. ALBANS, Vt. — The Continental Shows concluded a good week here Saturday (22) with the ride gross reported up 20 per cent over last year. A new location, which made it possible for the show to be seen from the highway and provided better parking facilities, was credited in large part for the increases.

Roland Champagne, general manager, was taken ill Tuesday (18). He was admitted to Kerb's General Hospital, St. Albans, and remained there when the show moved to Newport, Vt. In his absence the show will be managed by Fred Fritz, his son-in-law, and Paul LaCross, general agent.

## Royal American Up 28% in First Four Days at Winnipeg

Gain Is Registered Despite Loss Of Night to Rain; Harlem Leads

WINNIPEG — Business for the Royal American Shows, which had been down in the States where the show had received much rain, climbed strongly here at the Red River Exhibition, the first of seven Canadian fairs on its routes.

Rain, however, continued to tag the show. Tuesday (25), third day of the seven-day event, was washed out. Yet, ride and show grosses thru Wednesday (26) were 28 per cent higher than for the corresponding period last year.

Opening day, Saturday (22), was big. Some 22,000 persons paid to attend the exhibit and all segments of the midway operation enjoyed business. Monday and Wednesday also yielded good grosses.

Thru Wednesday (26), the show operated nights only, excepting on opening day. Matinees were scheduled for the last three days of the run, with Friday afternoon (28) play expected to be especially strong because of a noon closing of schools.

Leon Claxton's Harlem in Havana, always a big grosser here, paced the shows thru the first-

day period. Clustered together in the scramble for No. 2 honors were Dick Best's Side Show, Lash La Rue's Western Show and the Green Door.

The Royal American Shrine Club held its annual party at the Shrine Crippled Children's Hospital here Thursday (27). Talent for the hospital show was recruited from Harlem in Havana, the Green Door, the Side Show and from acts booked into the exhibition by Barnes-Carruthers Theatrical Enterprises, Chicago.

Midway visitors here included Harry Frost, concession manager of the Minnesota State Fair, St. Paul, and his assistant, Harold Johnson.

## First 14 Weeks' Business Mixed For Crafts Unit

CONCORD, Calif. — Crafts Exposition Shows in a last minute switch set up here June 20 on Willow Pass Road opposite a new shopping center. Stand here was substituted for one in South San Francisco, which originally had been penciled in.

Fourteen weeks played previous to the engagement here gave the show mixed business. Big winner with a gross that topped that of last year was Las Vegas, Nev., and Novato, Calif., a new addition this year to the route. Taft, Calif., proved a flop. Receipts in the Ventura, Calif., area held to about '56 levels.

### Starts Fairs July 5

The show jumps from here to Richmond, Calif., for an eight-day stand that will end July 4. It will open its fair season July 5 at the Vallejo Fair.

Lee Brandon, general agent, is convalescing from a stroke suffered several months ago and has no immediate plans. James Lantz, assistant manager, spent several weeks tying up loose ends after Brandon was stricken.

### To Join With Funhouse

Patty Freedman, the youngest show owner ever to book with Crafts, is due to join with a new

*(Continued on page 82)*

## Alex Freedman Buys Trader Horn Novelty

SAN FRANCISCO — Sale of Trader Horn Novelty Company to Alex Freedman of Freedman Concessions, Los Angeles, for an undisclosed amount was announced here this week.

Freedman assumed charge of the business Monday (24) and in the future the firm will be known as the Freedman Novelty Company. The firm was purchased from the estate of Phil Horn, who died here late in May.

Contracts for novelties on the midways of the West Coast Shows, which Horn held for several years, were included in the deal, Freedman said.

Freedman will continue to operate his Freedman Concessions with Morry Levy continuing as manager. Among the fairs signed for the year by this firm is the California State Fair & Exposition, in Sacramento. Freedman has supplied novelties to

## I.T. Buys Round-Up

NEW YORK — The I.T. Shows have purchased a Round-Up from the Frank Hrubetz Company. Phil Isser, general manager, said the show hopes for delivery in time for its first fair at Middletown, N. Y., August 3-11.

Isser said an order for a Scrambler has been placed with the Eli Bridge Company. No delivery date has been set.

Both I.T. units have enjoyed an exceptionally good spring. All dates have been played in the metropolitan New York area.

# AMUSEMENTS of AMERICA

Can Place for ELLWOOD CITY (FRISCO), PA., Firemen's Celebration, week July 8; NEVILLE ISLAND, PA., week July 15. Parades, Contests, 2 Big Kids' Days, Fireworks, Ladies' Night. All Celebrations and Fairs closing Charleston, S. C., Nov. 9

|   |   |   |  |   |
|---|---|---|--|---|
| V. J. Week Celeb.<br>FALCONER, N. Y.<br>Aug. 5-10 | Genesee Co. Fair<br>BATAVIA, N. Y.<br>Aug. 12-17      | Monroe Co. Fair<br>ROCHESTER, N. Y.<br>Aug. 19-24       | Otsego Co. Fair<br>MORRIS, N. Y.<br>Aug. 24-29                     | Lehighon Fair<br>LEHIGHON, PA.<br>Sept. 2-7       |
| Tri-City Fair<br>LEAKSVILLE, N. C.<br>Sept. 9-14  | Iredell Co. Fair<br>STATESVILLE, N. C.<br>Sept. 16-21 | Lee Co. Fair<br>SANFORD, N. C.<br>Sept. 23-28           | So. Side Va. Fair<br>PETERSBURG, VA.<br>Sept. 30-Oct. 5            | Golden Belt Fair<br>HENDERSON, N. C.<br>Oct. 7-12 |
| Sumter Co. Fair<br>SUMTER, S. C.<br>Oct. 14-19    | Lancaster Co. Fair<br>LANCASTER, S. C.<br>Oct. 21-26  | Sumter Co. Col. Fair<br>SUMTER, S. C.<br>Oct. 28-Nov. 2 | Charleston Co. Col. Farmers' Fair<br>CHARLESTON, S. C.<br>Nov. 4-9 |   |

And 15 Big Weeks in MIAMI, FLA., including the South Florida State Fair in HOMESTEAD

CONCESSIONS: Age, Scales, Glass Pitch, Bear Pitch, Photos, Short Range, Ball Games, Hankies of all kind. RIDES: Scooter, Tilt, Scrambler, Round-Up, Dark Ride. SHOWS: Drome, Wild Life, Grind Shows with own equipment. Also want ROCK 'N' ROLL Colored Revue. We have complete outfit. TONY MASON can place Dancing Girls; also Talker. The following contact at once: Terry, Judy, Edna, Lola, Betty Lane.

Address JOHN VIVONA, Apollo, Pa., this week

## PLAYTIME SHOWS

Want for the following Top Money Fairs and Celebrations:

WEYMOUTH STATE FAIR  
AUGUST 11-17

MARSHFIELD FAIR  
AUGUST 18-24

TOPSFIELD FAIR  
SEPTEMBER 1-7

These are the BEST FAIRS in MASSACHUSETTS

PLYMOUTH, N. H., FAIR  
AUGUST 15-18

Multiple Sclerosis  
CHARITY FROLIC  
AUGUST 26-30

Multiple Sclerosis  
COMMUNITY CELEBRATION  
SEPTEMBER 7-14

Followed by THREE MAINE FAIRS till OCTOBER 12.  
HANKY PANKS, EAT and DRINK STANDS. Well Framed Shows.  
Ride Foreman for Wheel and Chairplane at once.

PLAYTIME SHOWS Box 206, Quincy, Mass., or as per route

## FAIR TIME SHOWS, Inc.

WANTS

RIDE HELP IN ALL DEPARTMENTS

Top Wages—Good Working Conditions

REDONDO BEACH, CALIF.

JULY 1-JULY 7 Inclusive, Emerald Street and the Waterfront

Contact: Chet Barker, Gen'l Supt., at the lot

## WANT FOR STEVENS COUNTY FAIR

COLVILLE, WASH., SEPT. 18-19-20

40,000 PEOPLE LAST YEAR

Will book Major Rides not conflicting. Also Shows of Merit.  
Can place Hanky Panks of all kinds, also 2 Flats.

Contact WES-LYN ADVERTISING

West 2008 Kiernan Avenue Spokane, Washington

## COUNT STORE AGENTS

Capable and reliable for excellent route of Montana Fairs and long season. Capable Bucket Store Agents, Nail Store Agents. Crash English and Curly Smallwood, contact Pat Mitchell. Also Hanky Pank Agents. All contact

STAN REED

Care Nortons Shows, Devils Lake, North Dakota, till July 6; then as per route.  
P. S.: Chuck Brown wants capable Six Cat Agent.

## REITHOFFERS SHOWS (Green Unit)

WANT WANT WANT

For Mammoth Legion Celebration at Hancock, N. Y., July 8 to 13.  
Concessions and Shows of all types. Everything works.

Replies to Wm. GOODMAN, Candor, N. Y., or come on in

## WANT TO BUY

FOR CASH

Small center Popcorn Trailer in A-1 condition. Wire at once.

IRENE MORRIS

c/o See's Old Reliable Shows as per route

## GRIND SHOW WANTED

Excellent Midway Location, 18' frontage, 23' deep. Must be in good condition. Nu-Pike, 281 West Pike, Long Beach, Cal. Contact MR. G. W. WORTHINGTON or ELMER VELARE. Phone Hemlock 2-7404

THANK YOU  
JOE AND SARA FARACCHIO  
Novelties and Ride Owners  
Amusements of America  
For your new IMPERIAL MOBILE HOME purchase.  
"Save Money With Johnny"  
JOHNNY CANOLE  
Altoona, Pa.  
Phones 9347 or 2-0003

## STAN-NELL'S SHOWS

Want Concessions that work for stock. Also want Monkey or Snake Show. Call or wire

STAN SYVERSON

Portland, N. D., July 1; Park River, 2-4; Northwood, 2-4; Wishek, 2-19.

## MIDWAY CONFAB

Harold Dan Housen, retiring after 19 years as a cookhouse operator, has sold his unit on the Wade Greater Shows to Bill Abraham. . . . Cameron Murray, Wade Greater manager, recently took delivery on a new Custom Royal Dodge four-door sedan. . . . Juanita Hanrahan's bird pitch with the same show was damaged in a high windstorm at East Detroit, Mich., and two days were spent repairing it. . . . Clark McCuen, independent ride owner, is recovering from the after-effects of being stung by a stinger ray in Florida, and will soon join Wade Greater.

First blessed event of the season on the Art B. Thomas Shows No. 2 occurred June 14 at Memorial Hospital, Minneapolis, when a son was born to Mr. and Mrs. Lloyd Shrewsbury.

Fred D. Sawyer is in McGuire Veteran's Hospital, Richmond, Va., and would like to hear from friends. . . . Mr. and Mrs. George Storti, formerly of the Dick Wilcox Shows and now concessionaires at Weir's Beach, N. H., recently took delivery on a new Richardson house trailer.

Sam Edstein, of the Hollywood Beach (Fla.) Hotel, has joined the Wilcox Shows with concessions. Dave Blotner is back with his ballgame on the show, as are Don Watson, ride foreman, and his wife, Jesse, concessionaire. . . . Charles Kelly, wire worker, has opened a booth at Weir's Beach, N. H.

Gregory Pilant, Arcade operator with the Happyland Shows, has purchased a Twister from Harold J. Lucas, who retains his other rides on Happyland. . . . William G. Dumas, who retired as partner in the Happyland operation in 1946 to make his home at Brandenton, Fla., has entered the hospital there with a stomach ailment.

Mrs. Bootsie Bennett, proprietor of Boots-Benny's cookhouse on the Thomas Joyland Shows, motored to Morgantown, W. Va., recently to attend the funeral of her only brother, Leslie Longanecker, who died of a heart attack in Cleveland.

Mrs. Esther Groscurth, wife of C. C. Groscurth, owner of the Blue Grass Shows, and other ladies on the show, recently held a baby shower for Mrs. Gill Simpson. Others in attendance were Marie Venner, Bertie Perrot, Ruth Connors, Billie Garber, Jackie Manzat, Rosalie Seigrist, Candy Conadera, Charlotte Schaeffer, Jackie Gray, Donna Seigrist, Nella Mae Stokes, Boots Backer, Freida Domego, Nina Groscurth, Tedda Loner, Violet Bramin, Rose (Spotsie) Mantell and Martha Randolph.

Walter B. Fox, veteran general agent, celebrated his 72d birthday in Mobile June 27. . . . Frank W. Peppers infoes—that business for his show has been up since it re-entered Alabama several weeks ago. The Peppers aggregation is headed toward Georgia tobacco markets, with Bobbie Sickels handling the advance.

## FLOYD O. KILE SHOWS

WANT FOR CABOOL, MO., DAIRY FAIR, JULY 8-13; TIPTON, MO., FAIR, 15-20

Can place Concessions—Water Games, Ball Games, Pitches, Age and Weight, Hi-Strikers, Coke, Spindles, Stock Concessions. SHOWS—Grind Shows, Funhouses must be neat and clean. This show plays Fairs and Celebrations till Nov. 11; Missouri—Iowa—Arkansas—Mississippi and Louisiana. All replies to

FLOYD O. KILE, Mgr., Licking, Mo.

## JAMES H. DREW SHOWS

AMVETS SUMMER FESTIVAL, MUNCIE, IND., July 8 to 13 Inclusive

Location: Cranor Show Grounds, 7th & Macedonia Ave.

COVINGTON FREE STREET FAIR, COVINGTON, IND., July 15 to 20 Inclusive

Will place legitimate Merchandise and Outright Sale Concessions of all kinds. Will place Dark Ride, Roundup and one more major ride for entire fair circuit. Note: We are now booking for the big Edgar County Fair, Paris, Ill., July 21 to 27, inclusive. All address this week:

JAMES H. DREW SHOWS

c/o WESTERN UNION, PAINTSVILLE, KY.

## PARAKEETS

65¢

CAGES 50c ea.

(Heavy metal—quick assembly)

FOB Los Angeles

24 Hr. Service

WELLS BIRD FARM

2143 S. Myrtle,

Monrovia, Cal.

EL 9-4591

## Girls Wanted Girls

Happyland Shows

Dancers for Revue. Feature that does Lover's Dance, or/and handle inside, \$150. Exotic, Fans, \$100. Inexperienced Girls considered. No matinee; pay sure. Transportation furnished after joining. Don't misrepresent. No has-beens.

E. H. MILLER

Ypsilanti, Mich., till July 6; next Port Huron.

## WANTED

Novelty Men with own Merchandise, Balloon Men, Saxophones, Dancing Dolls, all Specialties; also Scale and Age Agents for Hazleton, Pa., Centennial. Positively everything on main street.

SYD DANIELS

Altamont Hotel or Centennial Headquarters, Hazleton, Pa.

## FOR SALE

10 MUTOSCOPE SKYFIGHTER MACHINES

Mounted on 8x10 ft. tandem wheel, factory-built trailer. Opens on 4 sides. A-1 condition. Pull on lot, go to work in 10 minutes. Will sacrifice for \$1,000.00 cash. Stored in Central Illinois. Write CHARLES TEDTMAN c/o James E. Strates Shows Massena, N. Y.

## LUCIUS D. PEASE

Contact immediately—urgent

BOB WAITE

308 West Alfred Tampa, Fla.

## WANTED

Ride Help for Tilt-A-Whirl, Scrambler and Ferris Wheel. Reliable and sober.

Delgarian Amusement Co.

1733 N. Newland Ave., Chicago 33, Ill.

Phone: MErimac 7-2103

## AGENTS WANTED

For Hanky Panks of all kinds. Full route of fairs until November. Will be at Parkersburg, W. Va., City Park July 2-6. Can book for TIFFIN, OHIO, FAIR, AUG. 17-22, a few Concessions. Contact

RALPH HUNT

Box 46, Buckeye Lake, Ohio.  
P.S.: Agents, contact or come on to Parkersburg, W. Va.

## WANT

Merry-Go-Round and Wheel Man. Concessions for rest of season—Popcorn Wagon, Flows, BB Guns, Hi-Striker, Photos, Ball Games, etc.

W. B. JACOBS RIDES & SHOWS

Olivet, Mich., July 2-4; Woodburn, Ind., 10-12; #2 Unit, Nashville, Mich., 10-12

# SLA Plaque Fund Drive Plans Set

CHICAGO—Extensive plans have been laid for a concentrated fund drive to erect a bronze building fund memorial plaque in the new club rooms of the Showmen's League of America, Chicago.

Chairman Carl J. Sedlmayr, Al Sweeney, president of the Showmen's League of America, and Al Rossman, in charge of the drive on the Royal American Shows, worked up plans prior to the Royal American's move into Western Canada.

Sedlmayr and his co-chairman, J. W. (Patty) Conklin, will soon be furnished with special stationery imprinted with a replica of the bronze plaque on one side and the committee members on the other, Sweeney said following the meeting.

The huge plaque will be open to the names of present, deceased and male relatives of members of the Showmen's League of America, who donate \$100 toward the building fund plaque. Receipts from the drive will be used to retire

the mortgage on the new building.

To date over \$13,000 has been pledged, the bulk of which was raised thru the combined efforts of Sedlmayr and Conklin at the annual meeting held in Chicago in December. A goal of \$40,000 has been set by the committee heads, and from all indications this will be achieved before the next SLA annual meeting in December.

Both Conklin and Sedlmayr expect to concentrate their drives among showmen in late July and August, with Conklin to solicit Canadian members and Sedlmayr members on the American side of the border.

Many members are making personal drives among friends to place the name of former employers or that of a relative on the plaque. One member paid for the name of the first president, W. F. Cody (Buffalo Bill), while another is heading a one-man campaign to place the name of Joseph L. Streibich on the memorial. Widows of deceased members are others that have made contributions thus far.

# Happyland Gross Up 20%

• Continued from page 79

played for from 15 to 25 years. The show closes October 10, at the Oak Harbor (O.) Street Fair, and returns to winter quarters at Webberville, Mich.

Show's staff includes John F. Reid, owner-manager; Virgil L. Dickey, assistant manager; Ethel Stager, secretary; Paul Sprague, publicity; Walter (Wingy) Schafer, billposter; Tom Brady, electrician, with James A. Attenberger, assistant; Francis (Buster) Anderson, builder; Russell Stager, the Billboard agent and mail; Arthur Danton, searchlights.

Personnel of show-owned rides: Arthur Danton and Robert Seeley, ride supervisors; Merry-Go-Round, Albert E. Best, R. B. Dement and William Cooper; Tilt-a-Whirl, Russell Ballard; Twin Ferris Wheels, Even Sperry and Harold F. Dennison; Roll-o-Plane, Art Danton; Caterpillar, Julius Miller and Shawn Timothy O'Dell.

Virgil L. Dickey has six inde-

# Funfair Plays

• Continued from page 79

Both engagements were under VFW auspices. Business was good at Fair Haven.

The show moved next to Weidman and will go to School Section Lake, Mecosta, for the July Fourth celebration. A route of celebrations in Michigan follows, with one Ohio date late in August at the Wauseon Fair. Closing will be mid-October.

# Show Personnel

General staff includes Charles Stapleton, manager; Chuck Duma, secretary; Roy Jewell, ride superintendent; Earl Kelly, lot man.

Personnel for the show-owned rides include Merry-Go-Round, Robert Parrish, Sam Harley and Edward D. L. Washington; Ferris Wheel, Harry A. Mock; Kiddie Rides, Leland Robbins.

Concessioners include Johnny Quist, bear pitch, with Sam Soloff; Earl Kelly (5), with Charles J. Miles, Gene Kelly, Sammy Bird, Teddy Bird, Butch Plaz and Leona Plaz; Irvin Rubin (4), with Teddy Underwood, Harold O'Brien and Sam Gold; Earl Kelly, ball game, with Chuck Gamble and Richard Leach; Walter Irving, candy taffy; Frank Lackie, jewelry spindle; Marie Chesney, high-striker; Tony Silvester, candy floss; Charles Duma (5), with Sam Soloff and Blackie Blackman; Richard W. Bishop, popcorn.

pendent rides with Robert J. Dickey, Robert Cook, Robert Reid and Thomas Jenkins as operators of his kiddie rides; Melvin Whalon and Mrs. Melvin Whalon, handling the Ghost Town, and Wilfred Leadbitter supervising the Round-Up.

Harold J. Lucas owns three rides: a Scooter staffed by Leonard Jones, Flo Schafer and Eugene Johnson; a Rock-o-Plane operated by James Davis and Willard Shafer, and a Scrambler, with Jack Coley in charge. Staff for Granville Pilant's attractions includes: Twister, Clinton Marshall and Marlin Henderson; Penny Arcade, Alvin Beltz and Marguerite Pilant.

Shows include Motordrome, Frank Allen, owner-operator, with Frank Allen, Lloyd Dement, Curley Sayre, riders and Leo Heller, talker; "Rock 'n' Roll Sepia Revue," Joe Sciortino, owner; "Double Bubble Revue," Eddie Miller, owner-manager; Fun House, Virgil F. Dickey, owner, with Fred Gerard, manager.

Concessionaires include Paul Sprague (4), with Olive Sprague, Ray Story, Ardella Story, Van Dennis, Ervin Kolter and Ray Gaus; Frank Slivinski, string game, with Mary Slivinski; Max Feldman (4), with Joe Mercier, Bill Atkinson and Bob Miller; Clarence Rosenberg, French fries, with Kathrine Rosenberg.

Eddie Fitzsimmons, coil car, with Edna Fitzsimmons; Al Diamond; Russ Tossy (2), with Lettie Tossy and Jack Jones; Tom Brady, cigarette shooting gallery; Pete Norman (3), with Lillian Norman, Joe Galvin and Leonard LaPratt; Frank Allen (2), with Rita Allen and William Timko.

Homer Simons (3), with Lois Simons, Bobby Simons, Joe Ann Simons and Robert Ricker; Maynard Ostrow, tip-over Cokes, with Ann Rhea; George Stavros, popcorn; Russ Stager (2), with Marion Brady; Edor (Eddie) Burge, cigarette game, with Rex Allen, Kay Allen and Sully Sullivan; Eddie Miller (2), with Carol Miller;

Don Garner (2), with Brenda Garner and Harold Chase; Mae Halstead, cookhouse, with B. B. Buck, Frenchy Intrieri, Ann Intrieri, Thelma Miller and Dorothy Ballard; Ted Kelly, roll-a-ball; Al Slivinski, fish pond; Buster Anderson (4), with Pat Anderson, John Anderson, Lucille Smith and Thomas Brady; Mr. and Mrs. George Phillips, jewelry.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

Follansbee, W. Va., July 8-13, American Legion Celebration. Washington, Pa., Alpine Celebration, July 15-20

## CONCESSIONS

Can place Novelties, Short Range, Derby Racer, Glass Pitch, Fishpond, Hoopla or any other legitimate Concession. Now reserving space for Waynesburg and Indiana, Pa., Fairs. Space limited.

## AGENTS

Can place one Agent for office-owned Pin Store, Red Mack and Charley Allen can place Agents. Arthur McIntyre can place Cookhouse Help.

## SHOWS

CAN PLACE AT ONCE DROME OPERATOR AND MANAGER. ALSO PLACE MAN TO MANAGE MONKEY MOTORDROME. WE HAVE ALL EQUIPMENT. Can place Wildlife or any Shows not conflicting. Irene Burton, answer. Doc Tomb and Col. Jeffery want Acts for Sideshow, Pin Cushion, Magician and feature Freaks. Also Annex Attractions. Thelma Ward, Bunk Parnell, Penny Lau, Lucky and Kay, get in touch. Jimmy Simpson can place Candy Butchers at once. Also place Girls for Colored Revue and other useful Minstrel Show People.

## RIDES

Can place for our long string of fairs: Scrambler, Scooter, Roundup, RockoPlane or Flyoplane. Real proposition with low percentage.

## HELP

CAN PLACE SCENIC ARTIST. Must be sober and reliable and able to letter. Can use good Second Men on all rides who drive semis. Long season and bonus.

Address all mail and wires to LLOYD D. SERFASS, Owner; Harry (Buster) Westbrook, Bus. Mgr., Charleroi, Pa., this week

# Morris Hannum Shows

One of the Great Eastern Shows

## SHOWS

WANT for Tamaqua, Pa., July 8-13

Monkey Speedway and other family type shows. Augie, telephone me.

## RIDES

Will book complete set of Rides for 2 weeks starting July 22.

## CONCESSIONS

All straight sales, Bucket, 6-Cat, Swingers, 1 Wheel and Grind Store.

## HELP

Experienced Ride Men who drive. Art Spencer wants another Trick Rider for Motor Drome.

Show playing Levittown, Pa., this week, Tamaqua, Pa., next week. All replies

MORRIS HANNUM, 934 Murdoch Road, Philadelphia. Phone Chestnut Hill 7-8176

this week then Necho Allen Hotel, Pottsville, Pa., July 8-13

# BIG CITY SHOWS

AMERICAN LEGION CELEBRATION, FRENCH LICK, IND., JULY 1-6

This is Indiana's biggest and best Fourth Celebration, with something doing every day. Big parade on the Fourth, with bands from all of Southern Indiana. Sanctioned Horse Show with free fireworks. Better than 50,000 attendance last year, with free gate this year. Events are less than 300 ft. from the famous Sheraton French Lick Hotel.

RIDES: Can place any Flat Ride for this date and balance of season. SHOWS: Want Five-in-One, Colored Girl Show, any Novelty Show with or without equipment. Good opening for Class or Funhouse. CONCESSIONS: Hanky Panks at live-and-let-live prices. Novelties for this date, Age and Scale, Ball Games, Eating Stands and Nail Store. HELP: Want Man and Wife to take over Cookhouse. Also Electrician who can handle 8-ride show and have it lit up Monday night. Jay, get in touch. Want Foreman for Eli Wheel and Chairplane. Bob and Effie Bradshaw, Johnny Wilson, where are you? Can place Count and Peek Store Agents, Swinger and Bucket Workers. Agents for office Hanky Panks and P.C. Dealers. Always place useful Carnival Help.

Phone or wire, no time to write, JIMMY ACKLEY, Western Union, French Lick, Ind., or RALPH DECKER, West Baden Hotel, West Baden, Ind. P.S.: Want General Agent. Sleepy Johnson, A. J. Grey, get in touch with me.

## TO WHOM IT MAY CONCERN!

# AL HARRIS

One of the world's foremost slack wire performers and jugglers, is in the Veterans' Hospital, Kansas City, Mo., 4801 Linwood Blvd., suffering from a malignant brain tumor.

One time leading star of the "No, No, Nanette" show, took roping under Will Rogers back of Ziegfeld stage.

Maisie Harris

# MOTOR STATES EXPOSITION SHOWS

12 Rides—3 Shows

WANT for FLINT, MICH., now and thru July 14 (Becher District) and for balance of season. All Celebrations and Fairs with a continuous route of late Fall Fairs in Mississippi, Alabama and Louisiana.

HANKY PANKS of all kind. Will place one more Grind Show. Want Foreman for Ferris Wheel, Merry-Go-Round, Roller Coaster. Must drive. Top wages and bonus. Can place Scale Agents. Come on, will place you. All replies to Becher District, Flint, Mich., thru July 14; Bradner, Ohio, Street Celebration follows.

JOE FREDERICK, Owner-Manager

# CASEY SENS WANTS

Merry-Go-Round and Wheel Foreman, \$45.00 per week and more if you are the man.

## FOR SALE

10 Spitfire Planes with Wings and Tails \$ 350.00  
Cooper Big Adult Roller Coaster, 55x110 Feet 7,500.00

Terms to the Right Party.

2130 WEST 44TH AVENUE, GARY, INDIANA

Phone: Turner 4-6806

# WANTED—KIDDLAND OPERATOR—WANTED

To take charge of 3 new Rides booked on the Heth Shows. Will make good deal to experienced operator if acceptable to Mr. Heth. Must be married and have references and also have a crew of at least two men. 4 drivers needed. Other business is the reason for this ad. or will consider partner.

Contact C. A. GOREE, c/o HETH SHOWS  
CONNERSVILLE, IND., this week; STURGIS, KY., next.

# RIP WEINKLE

## WANTS

GRIDDLE MEN and FAST STEPPING WAITERS. Top salaries if you produce with

Cellin & Wilson Shows

Connellsville, Pa.

# Holiday Amusement Co.

Ride Men—Can use Foremen for Wheel, Octopus and Roll-o-Plane. Week of the 4th, Peabody, Kansas; week of the 8th, Williamsburg, Kansas.

FIELDING GRAHAM

# Rock-O-Plane Foreman

## WANTED

Other Miscellaneous Ride Help.

Contact C. W. DAVIS

World of Pleasure Shows

Sand Lake, Mich., July 1-6

# FOR SALE

Must sacrifice African Dip. Built on 2-wheel trailer. Easy set up and tear down. See it to appreciate. Reasonable. Write, wire or phone if interested.

JOHN FAILLO

141 North 20th Ave., Melrose Park, Ill. Filmore 4-1253

# Mound City Shows #2

## WANT

Concessions of all kinds.

Capable Ride Help.

Address: CLARENCE SLATEN, Mgr. (Phone: Woodriver, Ill. 4-4707) or per following route: Gillespie, Ill., July 3-7; East St. Louis, Ill. (Moose Celebration) 12-13; Bethalto, Ill., 19-21; then the Big Montgomery, Mo., Fair, July 25-27.

# Concessions Wanted

STOCKTON, ILLINOIS, ANNUAL

STREET CELEBRATION

July 18-19-20.

Sponsored by Lions' Club.

30 miles west of Freeport, Illinois.

FRANK C. NIEMEYER, Secy.

Stockton, Illinois

Phone: Main 70—Main 2

## DEGELLER AMUSEMENT COMPANY

CAN place legitimate Concessions including Long Range Gallery and Photos for 4th of July week and following 3 weeks.  
 CAN place one more show starting 4th of July week thru 10 Ohio fairs.  
 Have Monkey Motor Drome for sale. Can be seen in operation. Buyer can book on show.  
 NEED Foreman for new 8-car Octopus.  
 NEED Kiddie Ride Help.  
 Jackman & Laskey Rds., Toledo, Ohio, until July 7; Clifton Post-W. 220 & Brookpark Rd., Cleveland, Ohio, July 9-13.  
 Send all mail: 8062 Lewis Rd., Olmsted Falls, Ohio.

## AGENTS—ATTENTION—AGENTS

If you are capable and want to get with a real money-making show that has 15 bona fide fairs—the best fairs in the East—and will guarantee the grind stores will work at each and every one of them, contact me.  
 We are reorganizing now for the fair season. Will give head of store to capable pin store man with crew, or any capable agent I know. If you want to get with the finest show in the East, contact me. I will place you.  
 The following count store and pea store agents contact me at once: Leo Bergman, Morris (Rad) Lauer, China Jackson, Domino, Ray (Mac) McCaully, Dick Burns, Sammy Anscher, George Harris, Maurice Richby, Billie Bloom, Eddie Clark, Mike Gatto.  
**CONTACT MAX SHARP**  
 c/a Prall's Broadway Shows, Riverhead, L. I., N. Y., or phone me at the Henry Perkins Hotel, Riverhead.

## WANTED

FOR PONTIAC, MICH., JULY 4 AND LONG SEASON ENDING IN OCTOBER  
 Tilt-A-Whirl, Rolloplane, Spitfire or any other good Rides not conflicting. Also Kiddie Rides.  
 Want good Cookhouse or Grab.  
 Can use small Shows for Street Celebrations—those with something to offer, contact. Hanky Panks that work for stock. Drunks and busy-bodies, save your stamps.  
**COTE AMUSEMENT CO.**  
 Phone 2-1845 or write Box 15, Utica, Michigan

## CRAFTS 20 BIG SHOWS

Wants SHOWS AND CONCESSIONS  
 With Strong Route of Fall Fairs  
**ALL CALIFORNIA**

|                                |  |
|--------------------------------|--|
| Vallarta Fair, July 5-14       | Merced Fair, Aug. 21-25                |
| Santa Clara Fiesta, July 17-21 | California State Fair, Aug. 28-Sept. 8 |
| Santa Maria Fair, July 24-28   | Lodi Fair, Sept. 13-18                 |
| San Mateo Fair, Aug. 3-10      | Riverbank Community Fair, Sept. 18-23  |
| Woodland Fair, Aug. 15-18      | Watsonville Fair, Sept. 26-29          |
|                                | Fresno District Fair, Oct. 4-13        |

Contact **CRAFTS 20 BIG SHOWS, INC.**  
 as per route, or  
 7293 BELLAIRE AVENUE NORTH HOLLYWOOD, CALIFORNIA  
 Phone: Poplar 50909 or 50320

## MIDWAY OF MIRTH SHOWS

Want now and for fairs starting July 15  
 Bingo, also legitimate Concessions of all kinds. Shows with own outfits, Help for Root Beer Barrel and Eating Concession. Address:  
 Trenton, Ill., this week; Pawnee, Ill., next week; Farmersville, Ill., fair to follow.

## SCHAFER'S JUST FOR FUN SHOWS

WANT FOR QUINCY, ILLINOIS, 4TH OF JULY CELEBRATION  
 SHOWS: Monkey Show, Punk Show, Fat, Midget and Giel Show.  
 CONCESSIONS: Will book Ill-Striker, Bats, Novelties, Hunky Panks, Ice Cream and Custard, Hunky Pank Agents, come on  
 RIDE HELP, COME ON.  
 Contact: W. A. SCHAFFER, Quincy, Ill., Now.

## HELP! SPECIAL HELP!

FREAKS, NOVELTY ACTS, CURIOSITIES, TALKERS, TICKET SELLERS  
 for Conny Island. Pay Rain or Shine.  
 Salary no object if you merit same. All who have worked for me before please contact. Now forming number three unit. Long season on the road. People joining now given preference. Tall People, Giants, Midgets, or what are you? Need good Front Talker, Working Manager. State all via mail or phone.  
 FRED SINDELL, 1116 SURF AVENUE, BROOKLYN, N. Y. Esplanade 2-4847.

### STOCK TICKETS

|           |               |
|-----------|---------------|
| 1 Roll    | ..... \$ 1.50 |
| 5 Rolls   | ..... 4.50    |
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| 50 Rolls  | ..... 34.00   |
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### TICKETS

of every description.  
 Wheel tickets carried to stock for immediate shipment.  
**THE TOLEDO TICKET CO.**  
 Toledo 12, Ohio

### SPECIAL PRINTED

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| 2,000                 | ..... \$ 4.95 |
| 4,000                 | ..... 7.85    |
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| 8,000                 | ..... 9.60    |
| 10,000                | ..... 10.50   |
| 20,000                | ..... 19.30   |
| 30,000                | ..... 23.00   |
| 100,000               | ..... 33.00   |
| 200,000               | ..... 33.00   |
| 1,000,000             | ..... 33.00   |

Don't Order Dollars First

## BUCKEYE STATE SHOWS

Ashville, Ohio, July 3-4-5-6. Parades, Free Acts and Fireworks. 30th Annual Celebration. The following week, New Holland, O., July 9-13, American Legion Homecoming on the streets.  
 Want Hunky Panks of all kinds, Ride Help of all kinds, First and Second Men; must drive 12 big rides. Come on, top salaries and bonus for all men.  
**FATS VANDERGRIFT, Manager**

## MICKEY STARK

# Gold Bond Owner Qualifies as Builder

MICKEY STARK, owner of Gold Bond Shows, is a builder.

Versatile, with a flair for things mechanical, the physical appearance and operation of his show is of paramount importance. But he's also a builder of routes and grosses, and the record indicates he's equally successful in that field.

Since 1946, when the Gold Bond title first appeared as an entity, the rides, shows and rolling stock have been steadily up-dated and replaced, and by the same token, the route has improved, and each year the show has outgrossed the previous one.

Running a carnival is a far cry from Stark's first job in a candy factory. Born 51 years ago in Chisholm, Minn., Mickey was one of seven children who spent four years of their early lives in an orphanage.

When Mickey was 14, the children left the orphans' home and moved to Milwaukee, where he got his first job, that of making candy. His natural bent for things mechanical showed up, however, and he became a machinist's helper and then switched to a plant that built gasoline station pumps and tanks.

### Showbiz Enters

At that time Henkie Bros. Shows played the Milwaukee neighborhood where Stark lived. Here were mechanical devices with glamour and this was for him. He joined as driver of a calliope truck, but quickly turned to rides, where his skill as a builder and rebuilder was soon apparent.

This led to the concession business, and with his brother-in-law, Ray Balzer, he operated a string of games on Billy Snapp's railroad show, D. D. Murphy, Morris

& Castle, and Dodson's World's Fair Shows. He later went out on his own, took his string to Buckeye State, Johnny R. Ward and Arrowhead Amusement Company. Stark's first love was rides, however, and along the line he purchased a double Loop-o-Plane and a Penny Arcade which he took to the Ellman Shows.

In early 1942 the war interrupted the budding showman's climb. He joined the U. S. Army Air Force, where he served as a carpenter and aircraft woodworker. While in the service he bought a Flying Skooter and put this and his Loop-o-Plane into a Fort Wayne, Ind., park. Mustered out in June, 1945, Stark kept his two rides in the park until Labor Day, when he loaded them up and joined Ernie Farrow's Wallace Bros. Shows for the remainder of the fair season.

### Gold Bond Formed

That winter he moved his equipment to Little Rock, added more and launched the Gold Bond Shows with six rides. Since then the line-up has been built up to 15 rides, 8 shows and 27 trucks.

Two years ago the hard-working Stark took time out to do something he had long desired—fly an airplane. Typical of his drive to get things done, he had a license in 60 days and owned a used airplane. Two planes later, he now pilots a new Cessna four-place job which is used for business but mostly for pleasure.

Mickey, who has always said he doesn't want a big show, feels that he's gone a long way in getting what he wants. He's first to admit, however, that he couldn't have done it without the help of his wife, Mary, who has been, to quote Stark, "My right arm since our wedding in 1940."

## Royal Canadian Biz Gain

Continued from page 79

M. Burns' torture show and a fun-house. Major rides are Tilt-a-Whirl, Ferris Wheel, Octopus, Rolloplane, Roller Coaster and Merry-Go-Round. Children's rides are Skippy, Autos, Rockets, Animal Ride and Jolly Caterpillar.

A Scrambler, Roundup and three children's rides, Boats, Whip and Swan are to be added in time for fair dates, opening at Swift Current, Sask., June 29.

The Boat Ride and Whip, formerly with the now defunct Model Shows, were bought from Patty Conklin during the Regina date.

Royal Canadian's season opened in Vancouver's Central Park April 29 to May 1 with fair biz, about the same as last year. New Westminster, B. C., May 2 to 4, marked the first appearance of a carnival in five years and the play was "very good." Grand Forks, B. C., May 8 to 7, was fair, the same as last year; Trail, B. C., May 8 to 1, was good, same as last year, and Castlegar, B. C., May 13 to 15, played for the first time in two years, also was "very good."

Creston, B. C., Apple Blossom Festival, May 16 to 18, was up slightly over last year and highly satisfactory. Tabor, Alta., rodeo was played May 20 and 21 and rain fell on the first day, a holiday, but biz was up on last year. Weather was good at Calgary, May 22 to 29, and business was fair; St. Paul, Alta., rodeo, May 31 to June 1, was good.

At Edmonton, Alta., the org played Diamond Park June 3 to 8 and encountered rain on the last two days. Business was good. From June 10 to 13 the shows were on the Boyle Street grounds

in Edmonton and business was good.

Long haul to Regina made for a late arrival and only a few of the units operated on opening night.

By the time of the Regina date there had only been three days of rain along the route. Business on the whole was "much better than last year," Jerry Cravshaw reported.

Org left for two days at Melville, Sask., and two days at Gravelbourg before going to Swift Current. It plays the Pacific National Exhibition, Vancouver, August 21 to September 2, and winds up its season in Vancouver September 28 after playing a date under Optimist Club auspices.

## Crafts Unit

Continued from page 79

Funhouse. She is the daughter of Mr. and Mrs. Al Freedman, novelty concessionaires. Harry and Viola Bryant have the Penny Arcade.

Staffers, besides Brandon and Lantz, are Roger Warren, manager, and Etta Kotarakos.

Ride and operating personnel include Merry-Go-Round, Joe Duran and Ruben Ruetta; Ferris Wheel, George Kotarakos and Kenneth Flower; Skooter, James Walton, Finish Rippy; Tilt-a-Whirl, Joe Booth, Walter Mertz; Octopus, Harley Larson, Charles Holmes; Rock-o-Plane, Cecil Melvin, Harvey Summers; Kid Rides, Charles Vella Everett Grimes; Towers, Ruic Flanery; mechanic, Capers Cummings; lot man, Ralph Robinson; electrician, Tony Correria.

## PARAKEETS

75¢ each

10,000 Birds on Hand  
 Quality at Best Price  
 24-Hour Service

Ship same day order received.  
 17 years same location.

## CONRICK BIRD FARM

8914 So. Western, Los Angeles 47, Calif.  
 PL 1-6394—PL 6-0254

## WANTED

Swinger and G-Cat Agents for rodeos and other celebrations, with 3 rides and 12 concessions. Playing 3 a week. Glen Cummings no longer here. If you can stay sober, there's money here. Following is our route: Leader, July 3; Climax, 5; Vanguard, 8; Murraydale, 10; Kenaston, 12-13; Jackfish Lake Aquadec, 15-27, 10,000 last year; Wood Mountain, 19-20. Others to follow. All Saskatchewan, Canada. Then P. N. E., Vancouver, on Labor Day. Contact **VIRGIE WATERS, Per Route P.S.** Also can use P. C. Dealers.

## JACK FLYNN and BOB MEYERS

Want for Centralia, Ill., and balance of season  
 Agents for Count Store, Peek Store, Skillo, Buckets and Swinger.  
 Contact us at Centralia, Ill., now.

## RUMBLE GREATER RIDES

WANT FOR ORLEANS, IND., AMERICAN LEGION CELEBRATION ON THE STREETS, JULY 8-13.  
 Stock Concessions, all shows. Can place Wheel and Spitfire Foreman. All replies c/o Western Union, Shoals, Ind., this week.

## RIDE HELP WANTED

FOREMEN AND SECOND MEN.  
 No cars, please.  
**IMPERIAL SHOWS**  
 Bill Gullette, Mgr.  
 Brownstown, Ill., this week;  
 Sparta, Ill., fair follows.

## ROD LINK

WANTS HANKY PANK AGENTS  
 Also Bucket and Swinger Agents for one of Ohio's best July 4 spots. Contact **ROD LINK, Woodville, Ohio**, or if you have been with me before, come on in.

## WANT CONCESSIONS

For the 66TH ANNUAL OLD SETTLERS' REUNION to be held in Louisville, Mo., on July 23-24. See or write **Harry W. Atchley**, Louisville, Mo. Prices Reasonable.

## Want Dark Ride Foreman

Need reliable, industrious, sober man to operate large dark ride at fairs. Top salary if you qualify.  
**W. O. KING**  
 P. O. Box 305 Mt. Clemens, Mich.

## FERRIS WHEEL WANTED

Will buy No. 5 EII Wheel or another make wheel about this size. Need immediate delivery.  
**W. O. KING**  
 P. O. Box 305 Mt. Clemens, Mich.

All the news of your industry every week in The Billboard...

# 1957 Rodeo Dates

Continued from page 73

**Illinois**  
Chicago—Chicago Rodeo, Oct. 9-20. M. E. Thayer.  
Kankakee—Kankakee Rodeo, Sept. 6-8. F. F. Lotsella.

**Iowa**  
Albia—Albia Rodeo, Aug. 6-7.  
Cedar Rapids—Cedar Rapids Rodeo, Aug. 16-17. Andrew Hanson.  
Clear Lake—Clear Lake Rodeo, Aug. 7-9. Harold Currier.  
Fort Madison—Fort Madison Rodeo, Sept. 7-8. J. C. Patterson.  
Sidney—Championship Rodeo, Aug. 20-24. Ralph Travis.

**Kansas**  
Great Bend—Great Bend Rodeo, July 19-21. Kent Collier.  
Mound City—Mound City Rodeo, Aug. 22-23. John Morse.  
Phillipsburg—Phillipsburg Rodeo, Aug. 1-4. W. C. Sullivan.  
Pretty Prairie—Pretty Prairie Rodeo, July 16-18. L. C. McCubbin.  
Wichita—Frontier Days Rodeo, Sept. 19-22. Harry Shepler.

**Kentucky**  
Louisville—Louisville Rodeo, Sept. 6-9.

**Louisiana**  
Alexandria—Alexandria Rodeo, Aug. 27-31. James Thompson.  
West Monroe—West Monroe Rodeo, Sept. 2-6. Herber Land Jr.

**Missouri**  
Camdenton—Camdenton Rodeo, July 9-14. Harry Nelson.  
Chillicothe—Chillicothe Rodeo, Sept. 13-15. Frosty Rose.  
Sikeston—Sikeston Rodeo, Sept. 12-15. Bruce Hampton.  
West Plains—Lions Club Rodeo, July 4-6. J. R. Smoot.

**Montana**  
Baker—Baker Rodeo, Aug. 24-25. E. R. Hoff.  
Billings—Billings Rodeo, Aug. 13-17. Harry L. Fitton.  
Bozeman—Bozeman Rodeo, Aug. 9-11. J. Jensen.  
Dodson—Dodson Rodeo, Aug. 10-11. William Black.  
Forsythe—Forsythe Rodeo, Aug. 20-22. Lucille Borer.  
Great Falls—Great Falls Rodeo, Aug. 6-10. Leo C. Dailey.  
Lewiston—Central Wyoming Rodeo, Aug. 1-3. James Schultz.  
Missoula—Missoula Rodeo, July 19-21. Gary Gallagher.  
Plains—Plains Rodeo, Aug. 24-25. Garth Howser.  
Shelby—Shelby Rodeo, July 25-28. Clifford Coover.  
Wolf Point—Wolf Point Rodeo, July 12-14. W. C. Reichert.

**Nebraska**  
Burwell—Burwell Rodeo, July 31-Aug. 3. H. D. DeLashmitt.  
Crawford—Crawford Rodeo, July 2-4. Thomas Moody.  
Gordon—Gordon Rodeo, Sept. 6-8. George Comer.  
Lewellen—Lewellen Round-Up, Sept. 1-2. A. Klein.  
Omaha—Omaha Rodeo, Sept. 20-29. J. J. Isaacson.  
Seward—Seward Rodeo, Aug. 5-6. Paul Colburn.  
Sidney—Sidney Rodeo, Aug. 4-6-17. L. W. Lindell.  
Wahoo—Wahoo Rodeo, Aug. 22-24. Dorothy Lindley.

**Nevada**  
Elko—Elko Rodeo, June 29-30. Oren Probert.  
Fallon—Fallon Rodeo, Aug. 31-Sept. 2. Chris Madsen.  
Las Vegas—Las Vegas Rodeo, Aug. 2-4. W. R. Scheihagen.  
Reno—Reno Rodeo, July 4-6. Ray Peterson.

**New Mexico**  
Albuquerque—State Fair Rodeo, Sept. 28-Oct. 6. Leon H. Harms.  
Cimarron—Cimarron Rodeo, July 4. W. D. Littell.  
Las Vegas—Las Vegas Rodeo, Aug. 2-4. W. R. Scheihagen.  
Santa Fe—Santa Fe Rodeo, July 11-14. A. C. Green.  
Socorro—Socorro Rodeo, Sept. 7-8. Glenn Chadwick.

**North Dakota**  
Dickinson—Dickinson Rodeo, July 4-5. Wilbur Schnell.  
Mandan—Mandan Rodeo, July 2-4. Art Olson.  
Wahalla—Wahalla Rodeo, July 2-4. L. A. Jackson.

**Oklahoma**  
Ada—Ada Rodeo, Aug. 13-17. Douglas Smith.  
Chickasha—Chickasha Rodeo, July 16-19. J. H. Winder.  
Claremore—Claremore Rodeo, July 2-6. Cecil F. Ray.  
Duncan—Duncan Rodeo, July 3-Aug. 2. James Taylor.  
Elk City—Elk City Rodeo, Sept. 2-4. Geo. Peeler.  
Hinton—Hinton Rodeo, July 8-10. Dean Rader.  
Lawton—Lawton Rodeo, Aug. 2-6. James Dawes.  
McAlester—McAlester Rodeo, Sept. 5-8. Lawrence Clements.  
Vinita—Vinita Rodeo, Aug. 28-Sept. 1. P. C. Goodpastei.

**Oregon**  
Cottage Grove—Cottage Grove Rodeo, July 13-14. John Wells.  
Elgin—Elgin Rodeo, July 20-21. Ted Keefe.  
Eugene—Eugene Rodeo, Aug. 2-4. Dick Langton.  
Halfway—Halfway Rodeo, Sept. 1-2. D. D. Peterson.  
Joseph—Joseph Rodeo, July 26-28. Bonnie Tucker.  
Lebanon—Lebanon Rodeo, July 26-29. J. A. Cain.  
Molalla—Molalla Rodeo, July 3-7. Ernest W. Clark.  
Moro—Moro Rodeo, Sept. 14-15. M. O. Coons.

Myrtle Point—Myrtle Point Rodeo, Aug. 16-17. J. H. Clarno.  
Pendleton—Pendleton Round-Up, Sept. 11-14. Dick Purchase.  
Prineville—Prineville Rodeo, Aug. 9-11. Clyde Gumpert.  
Redmond—Redmond Rodeo, Aug. 24-25. Norman Swanson.  
St. Paul—St. Paul Rodeo, July 2-4. Gene Smith.

**South Dakota**  
Faith—Faith Rodeo, Aug. 10-11.  
Belle Fourche—Belle Fourche Rodeo, July 3-5. Joe Koller.  
Deadwood—Deadwood Rodeo, Aug. 2-4. Nell Ferrigouze.  
Mobridge—Mobridge Rodeo, July 2-4. Jim Rothstein.  
Nemo—Nemo Rodeo, July 28. Fred Roth.  
Rapid City—Rapid City Rodeo, Aug. 15-18. Kenneth Roberts.  
Sioux Falls—Sioux Falls Rodeo, Aug. 16-18. Sturgis—Sturgis Rodeo, July 13-14. Malcolm Cooper.

**Tennessee**  
Memphis—Memphis Rodeo, Sept. 20-28. Boyd Arthur.

**Texas**  
Belton—Belton Rodeo, July 4-6. W. F. Hamner.  
Carthage—Carthage Rodeo, Aug. 1-3. W. H. Clabaugh.  
Coleman—Coleman Rodeo, July 10-14. Robt. O'Hair.  
Dalhart—XII Rodeo, Aug. 2-3. Nick P. Craig.  
Dublin—Dublin Rodeo, Aug. 28-31. C. E. Leatherwood.  
Orange—Orange Rodeo, Aug. 29-31. Tommy Sorrets.  
Rusk—Rusk Rodeo, Aug. 7-10. L. A. Pledger.  
Texarkana—Texarkana Rodeo, Sept. 16-21. Leon Arnold.  
Weatherford—Weatherford Rodeo, July 24-27. Herman Carr.

**Utah**  
Logan—Logan Rodeo, Aug. 15-17. M. R. Hovey.  
Nephi—Nephi Rodeo, July 11-13. Lorin Christensen.  
Ogden—Ogden Pioneer Days, July 19-24. Price—Price Rodeo, Aug. 8-10. Elvin Chapman.  
St. George—St. George Rodeo, Sept. 12-14. Clayton Atkin.  
Salt Lake City—Days of '47 Rodeo, July 18-24. Lee Neilson.  
Vernal—Vernal Rodeo, July 18-20. Jack Boren.

**Washington**  
Auburn—Auburn Rodeo, July 20-21. Glenn Dallas.  
Ellensburg—Ellensburg Rodeo, Aug. 31-Sept. 2. Art Driver.  
Kennewick—Kennewick Rodeo, Aug. 23-25. H. C. DeHaven.  
Monroe—Monroe Rodeo, Aug. 31-Sept. 2. Robert Folis.  
Moses Lake—Moses Lake Rodeo, Sept. 7-8. Ivan Cole.  
Newport—Per Orelle Co. Rodeo, July 27-28. Joseph Berendt.  
Olmah—Olmah Rodeo, Aug. 10-11. Gordon Lacey.  
Sedro Woolley—Sedro Woolley Rodeo, July 4-5. Betty Atione.  
Spokane—Spokane Rodeo, Aug. 14-17. Bob Miller.  
Walla Walla—Walla Walla Rodeo, Aug. 30-Sept. 1. Milton Loney.

**Wisconsin**  
Hammond—Hammond Rodeo, Aug. 3-4.  
Spooner—Heart of the North Rodeo, July 13-14. Harold Haynes.

**Wyoming**  
Casper—Casper Rodeo, July 31-Aug. 3. Robt. L. Honey.  
Cody—Cody Stampede, July 4-5.  
Cheyenne—Frontier Days, July 23-27. Jack Mabce.  
Evanston—Cowboy Days Rodeo, Aug. 31-Sept. 1.  
Guernsey—Old-Timers Rodeo, July 3-4.  
Guernsey—Labor Day Rodeo, Sept. 2.  
Lander—Lander Rodeo, July 3-4. James Farthing.  
Pinedale—World Championship Steer Roping Contest, Aug. 2.  
Sheridan—Sheridan Rodeo, July 12-14.  
Tensleep—Tensleep Rodeo, July 4-5.  
Thermopolis—Thermopolis Rodeo, Sept. 1-2.

## WANT-CONCESSIONS-WANT

- BROWNSTOWN, IND.** July 15-20. **HOMECOMING AND REUNION ON MAIN STREET** Can place Hanky Panks of all kinds
- LOGANSPORT, IND.** July 21-27. **CASS COUNTY FAIR** Can place Hanky Panks of all kinds
- MADISON, IND.** July 23-27. **JEFFERSON COUNTY 4-H FAIR** Can place Hanky Panks of all kinds
- ELNORA, IND.** July 29-Aug. 2. **DAVISS CO. FAIR** Can place Confections and Hanky Panks of all kinds

APPLY BY LETTER ONLY TO  
**GOODING AMUSEMENT CO.**  
1300 NORTON AVE. COLUMBUS 8, OHIO

## AL BROWN'S TRI-STATE SHOWS

Granite Falls, Minn., Kilowatt Days, this week; Canistota, S. D., Sports Days; Arlington, S. D., Kingsbrook Days; Dell Rapids, S. D., Cootie Days; Belview, Minn., Popcorn Days, then 14 fairs to follow, starting July 22, including Wabasha, Howard Lake, Montevideo, Worthington, Morris, Wheaton, Willmar and Pipestone, all Minnesota; Vermillion and Parker, S. D., Bloomfield, Nebr. Best Labor Day in this area, Wagner, S. D.

**WANT** RIDES: Will book one Major and one Kid Ride for fairs. Will book five Pony Ride for balance of season.  
**WANT** SHOWS: Girl, Athletic, 10-in-1, Mechanical, Monkey or any Show of merit. Commit-tee money.  
**WANT** CONCESSIONS: Short Range, Coke Bottles, 6-Cat, Buckets, Glass Pitch, Bear Pitch, Penny Pitch, Pea Ball, Break Records, Age and Scale, Derby, Ball Games or any others not conflicting. Will book Diggers with Hanky Panks. Contact as per route.

## MIGHTY INTERSTATE SHOWS

**WANT** SHOWS: Want Man to take complete charge of Monkey Show. Want Manager with Acts for Side Show. Will book any Grind Show not conflicting.  
**WANT** CONCESSIONS: All Hanky Panks open. Also Photos, Jewelry, Novelties, Long Range, Short Range, Pitches of all kinds.  
**WANT** RIDES: Will book any Flat Rides or Kiddie Rides not conflicting.  
**WANT** RIDE HELP: Foremen for Wheel, Tilt, Second Men on all Rides. Want A-1 Mechanic with tools to join on wire. Don't misrepresent for you won't last. Replies to

**H. B. ROSEN**  
Care Western Union, Harlan, Kentucky.

## WANTED

Custard, Ball Games, Pitch-Till-You-Win, 6-Cat, Cork Gallery, Hoopla, Buckets, Slum Spindle, Glass Pitch, Photos and Swinger. Want Sideshow, Girl Show, Monkey Show and Snake Show. Want Pony Ride, Tilt and Octopus. Agents for office Hanky Panks. Merry-Go-Round Foreman, Chairplane Foreman, Truck and Tractor Drivers.

All replies to  
**GEO. CLYDE SMITH SHOWS**  
6 Mile Run, Pa., this week; Boswell, Pa., next week.

## JAMES E. STRATES SHOWS, INC.

**15-BIG FAIRS-15**  
Starting July 29 at Clearfield, Pa.

Want 2 Grind Shows with Capable Showmen.  
Want Chorus Girls (paid out of office.)  
Help wanted. Ride Men, Drivers, Shop Men and Carpenters.  
Address Massena, N. Y., July 1-6; Schenectady, N. Y., July 8-13

## RALEY BROS.' EXPOSITION SHOWS

Want for largest Fourth of July Celebration in the South, 70,000 attendants, Beaufort, S. C.

RIDES—Any thrill rides not conflicting.  
CONCESSIONS: Any type Hanky Panks. No gift.  
SHOWS—Vicky Renzulli wants Girls; Steve and Ginger, contact.

## GARDEN STATE RIDES

Mountainville Memorial Association Annual Fair, Allentown, Pa., July 8-13, and American Legion Convention, Palmerton, Pa., week of July 15-20.

Want Shows with own outfits. Rides: Tilt-A-Whirl and Octopus. Concessions: Milk and Coke Bottle, Basketball, Record, Glass and Bear Pitches, Cigarette, Pan Game, Long, Short and Cigarette Galleries, Hoopla, String, Hi-Striker, Age and Scale, etc. What have you? All address:

**R. H. MINER, GARDEN STATE RIDES**  
TREMONT, PA.

## GOLD BARR SHOWS

**NEW FREEDOM, PA., JULY 1-6**

Want Ride Help for 10 office-owned Rides, 5 of them brand new. Foreman for Ell No. 5, \$60.00. Foreman for 32-foot 2-abreast Merry-Go-Round, \$50.00. Foreman for Tilt-A-Whirl, \$75.00. Foreman for Roll-o-Plane, salary and P.C. Foreman for Roller Coaster, good pay. Also want couple to handle 3 Kiddie Rides. Semi Drivers and Second Men on all Rides. If married, can place wives on concessions or sell tickets. Jonah and Francis Burgess, Slick and Dosa Williams, contact at once; Dick wants you. Can place a few more Hanky Panks, positively no flats. From now on only Celebrations and Fairs until last of November.

**All mail and wires MANAGER, GOLD BARR SHOWS**

**Blue Ribbon PARAKEETS**

**50¢ To 85¢ Each**

**BLUE RIBBON PARAKEET FARM**

2814 Adams St.  
Hollywood, Florida  
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**PARAKEETS**

**75c**

Birds of top quality.  
Minimum Order, 40 Birds.

**CAGES 50c EACH**

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**Durkee's Bird Farm**  
8967 E. Galatin Rd., Pico, California  
Phone: OXford 9-5210

**WANTED**

**For Second Unit**

SIDE SHOW PEOPLE, ACTS, TICKET SELLERS, TALKERS, BALLY GIRLS, MAGICIAN THAT PITCHES.

Contact—Immediately  
**TONY MORENO**  
Palace of Wonders  
125 West Pike, Long Beach, Calif.

**WANTED**

Scale and Age Agents for Lowell, Mass., Celebration; Harrington, Del., Fair; West Virginia State Fair; Richmond, Va., Fair, and six more large State Fairs. Also want Man to run Floss Machine for Rin-Tin-Tin Rodeo starting July 10 at Erie, Pa.; Dayton, Binghamton, N. Y.

Write to  
**A. HYMES**  
c/o General Delivery of Western Union, Lowell, Mass.

**WANT DROME RIDERS**

Trick and straight. Top salary and tips. Closing date in Florida.

**EARL PURTLE**  
c/o Cotlin & Wilson Shows  
Connellsville, Pa., now; Uniontown follows.

**PAGE BROS.' SHOWS NO. 1 UNIT**

Want Bingo, Lead Gallery, Scales, Jewelry, Ice Cream, Arcade, Hanky Panks of all kinds. Girls for Girl Shows. Grind Shows. Want Wheel Foreman—top salary. Eminence, Ky., Fourth of July Celebration now; Owenton, Ky., Fair, next week.

**RIDE HELP**

Want Foremen for Ferris Wheel and Tilt-a-Whirl, Second Men on all Rides. Must drive.

**FIDLER UNITED SHOWS**

Wilmington, Ill., July 4-7; Ste. Genevieve, Mo. (Limestone Grounds), July 10-13.

**FOR SALE—DODGEM**

King Mfd. Mobile. Two Trailer Unit.  
For information contact  
**P. F. MANLEY**  
9014 Cressley Detroit 39, Michigan  
Phone: KENwood 5-6512

# CLUB ACTIVITIES

## Pacific Coast Showmen's Association

### Ladies' Auxiliary

A committee headed by Emily Bailey and Blanche Henderson served dinner to approximately 75 members, the parent body and friends June 24, the affair adding \$150 to the treasury. Assisting were hostesses Clara Zeiger, Regina Fink, Lucille Dolman, Berta Harris, Mary V. Taylor and Marie Tait.

Following dinner the regular auxiliary meeting was held, presided over by President Berta Harris. About 35 members attended, plus all officers except Vice-President Helen Vaughn. Mail was received from Katherin Doolan, Helen Newland, Emma Blash and Nancy Meyers. Emily Bailey reported Clara Delbosq seriously ill in St. John's Hospital, Santa Mon-

ica, Calif. Others on the sick list are Peggy Steimberg, Lullabelle Williams, Julia Smith and Marie Mead, who is critically ill.

The president greeted Carmela Carvey, Grace Merkel, Elsie Sheldon and Madison Hopes Dew, who attended for the first time in several months. Bank night awards were won by Elsie Kennedy and Dorothy Eodfield, while door prizes went to Marie Tait, Stella Dolman, Maree Rhodes and Regina Fink. Prizes were donated by President Harris, Blanche Henderson, Clara Little, Esther Carley, Ethel Smith and Babe Gardner.

Dinner prizes were won by Elmer Hanscom, Emily Friedenheim, Trudie Di Santi, Harry Seber, Rose Rosard, Grace Merkel, Clara Zeiger, Berta Harris, Lucille Dolman, Elsie Kennedy and Mary Baciagaluipi. A ticket on the Cadillac to be awarded by the parent club was won by Eliza Matthews.

# COMING EVENTS

- Alabama**  
Tuskegee—Booker T. Washington Picnic, June 30-July 6. Booker Washington Centennial Commission, Booker Washington Birthplace, Va.
- Arizona**  
Flagstaff—Indian Powow, July 4-8. Prescott—Celebration, July 4.
- Arkansas**  
Booneville—South Logan Co. Livestock Show, Sept. 2-7. Glen M. Catlett. Hope—Third Dist. Livestock Show, Sept. 23-28. Bob Daniels. Little Rock—Ark. Livestock Expo. & Rodeo, Sept. 30-Oct. 5. Clyde E. Byrd. Mammoth Springs—Soldiers, Sailors & Marines Reunion, Aug. 12-17. E. E. Sterling. Pine Bluff—S. Ark. Livestock Show, Sept. 9-14. George Hestand. Portia—Celebration, July 4.
- California**  
Del Mar—Southern Calif. Expo. June 28-July 7. Los Angeles—Southern Calif. Do It Yourself Show (Pan Pacific Aud.), July 18-22. Ted Bentley. 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 18-21. Edward G. Van Cleave, 715 Santa Barbara St. Stockton—Legion Celebration, July 4.
- Colorado**  
Denver—Food-O-Rama (Coliseum), Aug. 29-31. Continental Enterprises, 416 Mercantile Bldg.
- 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.
- Illinois**  
Ashland—Centennial, July 15-20. Calumet City—Celebration, Aug. 29-Sept. 2. Lou Allen, Room 814, 22 West Randolph, Chicago. Chicago—Associated Variety & Novelty Mfrs. Show (Hotel Morrison), Aug. 4-8. Chicago—Chicagoand Fair (Navy Pier), June 28-July 4. Geraghty, Chicago Assn. of Commerce, 1 N. La Salle St. Cicero—Centennial, June 17-Sept. 22. Clifton—Centennial, July 17-21. Davis—Centennial, July 24-27. Geneseo—Celebration, July 3-8. VPW Post 5093 S. State St. Greenville—Centennial, July 8-13. Hardin—Legion Picnic, July 4-7. Howard Devine. Madison—Celebration, July 1-8. Mark—Celebration, July 4-7. Sam Menchen, Lakeshore Amusements, 11 W. Division St., Chicago. Maywood—Italian Festival of Chicagoland, July 24-Aug. 4. Joseph De Serto, 1615 N. 18th Ave. Paimyra—Terry Park Industrial Fair & Rodeo, July 14-18. Oral H. Cooper. Quincy—Celebration, July 4. Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson. Springfield—Land of Lincoln Centennial, July 1-8. Stockton—Street Carnival, July 18-20. Frank Niemeyer.
- Indiana**  
Brazil—Celebration, July 4. Brownstown—Homecoming, July 18-20. Columbus 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 28-Aug. 2. W. O. Randol, Markle. Indianapolis—Celebration, July 9-14. Kingman—Merchants Street Fair, July 10-13. Linton—Celebration, July 4. Paragon—Celebration, Sept. 2. Reelsville—Homecoming, July 17-20. Shoals—Railroad Centennial, July 1-6. Sanford A. Deekard, Shoals News. Terre Haute—Miners' Picnic, Aug. 2-4. Jack Wilton. West Baden—Legion Celebration, July 1-5. Dow S. Henson, Box 91. Veedersburg—Old Settlers' Day, Aug. 21.
- Iowa**  
Clear Lake—Celebration, July 2-4. 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. Red Oak—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. Lyndon—Celebration, July 1-5. Booster Club.
- Kentucky**  
Louisville—Homecoming, July 1-5. Dr. E. J. Tisko. Paintsville—Celebration, July 1-8.
- Louisiana**  
Tallulah—Centennial, Aug. 28-30. M. C. Stone.
- Maine**  
Woodland—Celebration, July 4.
- Maryland**  
Baltimore—National Home Week Expo., Sept. 24-29. Patrick J. O'Toole, 1910 St. Paul.
- Massachusetts**  
Lowell—Celebration, July 1-4. Legion Post 87. New Bedford—Firefighters' Free Charity Circus, July 8-13.
- Michigan**  
Adrian—Celebration, July 2-4. Battle Creek—Celebration, July 2-7. Chesaning—Showboat, July 15-21. Detroit (Madison Heights)—Celebration, July 1-4. Eise—Centennial, July 18-20. Fowler—Centennial, Aug. 21-24. Harbor Beach—Street Fair, July 24-27. Manistee—Celebration, July 4. Mecosta—Celebration, July 2-4. Mio—Celebration, July 2-7. Newaygo—Celebration, July 4. Peikie—Baraga Co. Dairy Show, Aug. 7. Donald Lehto. Pontiac—Celebration, July 4. E. G. Anderson, P. O. Box 15, Utica.
- Minnesota**  
Cloquet—Celebration, July 2-4. Cook—Cook Timber Days, July 5-7. Edgerton—Dutch Festival, July 17-18. Clifford H. Peterson.
- Mississippi**  
Houston—Chickasaw Co. Livestock Show, Aug. 28-31. Mrs. A. J. Harrington.
- Missouri**  
Gallatin—Davies Co. Jr. Livestock Show, Aug. 26. Geo. H. Schmitt. Gerald—4-H Livestock & Home Economics Show, July 4-5. Raymond Kestler. 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. Licking—Celebration, July 4. Lucerne—Lucerne Stock Show, Aug. 29-31. K. K. Blanchard. Mound City—Centennial, Aug. 23-25. Mrs. E. K. Griffith. Montgomery City—Centennial, Aug. 30-Sept. 2. M. E. Anderson. St. Charles—Celebration, July 4-7. Salem—Celebration, July 1-6. St. Joseph—Interstate Jr. Dairy Show, Aug. 2. Webb Embrey. St. Joseph—Buchanan Co. Dairy Show, July 27. Webb Embrey.
- Nebraska**  
Bellevue—Sapry Co. Centennial, Aug. 5-10. Harold Pfander. Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P. O. Box 5. Grand Island—Centennial, July 1-8. Jerry Anderson, 1114 N. Eddy St.
- New Hampshire**  
Gorham—Celebration, July 4.
- 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. Wellsville—Centennial, July 4.
- North Carolina**  
Black Mountain—Celebration, July 4.
- North Dakota**  
Dickinson—Celebration, July 1-8.
- Ohio**  
Ashville—Celebration, July 1-4. Campbell—Archangel Michael's Greek Orthodox Church Bazaar, July 22-27. Cincinnati—Food and Home Show (Zoo), Aug. 13-26. J. F. Heusser.

(Continued on page 88)

## Midway Confab

**DETROIT NOTES** — Sam Stone, former concessionaire and now a stagehand, is in Doctor's Hospital with an ulcer condition. . . . Edgar McMillan, veteran showman, is reported in critical condition in Receiving Hospital. . . . Pete Norman, concessionaire, who underwent an abdominal operation, rejoined the Happyland Shows at Ypsilanti, but will take things easy on the road during further convalescence. . . . The Michigan Showmen's Association has purchased a portable television set which is being placed at the disposal of hospitalized members.

Mr. and Mrs. Pete Kortez and their Side Show joined Royal Canadian Shows in early June at Edmonton, Alta. Front talker is Doug Davy. William (Doc) Kessler is inside lecturer and does magic and vent. Others with the show are Billy Beauchamp, electric chair and sword box; Madame Jean, mentalist; Denis and Ethel, midgets; Althea, monkey girl; Eko and Iko, sheep-headed men; Vicki Gust, Spidora, annex attraction. Attracting attention on Royal Canadian Shows is Chuck Brucker's hillbilly show with the Pine Mountain Boys. Line-up when caught at Regina, Sask., was Buzz Lundgren, featured singer and guitar player; Al (Zeke) Tippe, comic and fiddle; Ray Tippe, bass, and George Ledeaux, steel guitar.

# A bullet for Charlemagne



The thickset Caco general got slowly to his feet. Behind him, in the darkness, stood an ugly back-drop of a hundred Haitian outlaws. At his

feet, a woman stirred a small fire. Confronting him, the tattered young man in blackface disguise saw the fire-gleam on his white silk shirt and pearl handled pistol and knew this was the murderous chieftain, Charlemagne Masena Peralte. The man he'd come for, through a jungle and a 1200-man encampment, past six hostile outposts, risking detection and certain death. Charlemagne squinted across the fire. "Who is it?" he challenged in Creole.

There was no alternative; Marine Sergeant Herman Hanneken dropped his disguise, drew an automatic, and fired.

The night exploded into gunflame, most of it from Hanneken's second-in-command, Marine Corporal Button, and his handful of disguised Haitian gendarmes. But the shot that killed Charlemagne was the one which would finally end Caco terror and bring peace to Haiti.

Sergeant Hanneken is retired now—as Brigadier General Hanneken, USMC, with a Silver Star for Guadalcanal, a Legion of Merit for Peleliu, a Bronze Star for Cape Gloucester, a Gold Star, and a Navy Cross. And, for his incredible expedition against Charlemagne, November 1, 1919, the Medal of Honor.

The Herman Hannekens are a rare breed, it is true. Yet in all Americans there is much of the courage and character which they possess in such unusual abundance. Richer than gold, greater, even, than our material resources, it is the living wealth behind one of the world's soundest investments—United States Savings Bonds. It backs our country's guarantee: safety of principal up to any amount, and an assured rate of return. For real security, buy Bonds regularly, through your bank or the Payroll Savings Plan. And hold onto them!

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CAN PLACE RIDE HELP FOR PARK LOCATED IN FORT WORTH, TEXAS. WILL BOOK A FEW LEGITIMATE CONCESSIONS. WILL BOOK OR BUY FUN HOUSE IN GOOD CONDITION. Contact BILL HAMES, Brady, Tex., this week

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First in as Usual—Best Spot After July 4. 9 DAYS—START SATURDAY, JULY 4, TO SUNDAY, JULY 14. CONCESSIONS: Reg. privilege. Want Hunky Panks, Balloon Dart, Cork Gallery, Cakes Pitch, etc. Exclusives open on Photos, Parakeet, Glass, Lamp Pitches, Arcade, Custard, Need Half and Half and Acts for Side Show. Geek with Talker. WANT RIDE HELP. Must have chauffeur's license.

**SUNSET AMUSEMENT CO.**  
CLEAR LAKE, IOWA, JULY 1-4; DUBUQUE FOLLOWS.

**DRAGO AMUSEMENTS**

Want to book all kinds of Hunky Panks except Popcorn for Amo, Ind., Centennial. Also would like to book Merry-Go-Round or some major Ride for this spot, July 17-20. Also would like to book for No. 1 Show: Hi-Striker, Jewelry, African Dip, Custard of Ice Cream for the biggest Fourth of July spot, Hoopston, Ill., and the rest of the spots, Fairs and Celebrations until the second week in October. Wire

**PAUL DRAGO**  
Hoopston, Ill., the week of July 4, and North Judson, Ind., the following week.

**FOR SALE—CHEAP**

SPITFIRE—in Park, Atlantic City, N. J. Got to make room for other Rides.

**SAM TASSELL**  
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**SKERBECK'S GREAT NORTHERN SHOWS**

Want Ferris Wheel Foreman—must be able to put Wheel up and take it down. Sober on the job or I pay off. Good salary, place to eat and sleep. Can use Hunky Pank Agents. Fred White (Polack), call me collect. Also can use five more Hunky Pank Concessions. All Fairs and Celebrations till we close. Call or wire

**PAULINE SKERBECK**  
MANISTEE, MICH., OR AS PER ROUTE.

**TRUCK MECHANIC**

Want capable, sober man to handle small fleet and get over the road. Equipment in good condition. Top salary to qualified man. All replies to

**STEVE DECKER, BEAM'S ATTRACTIONS**  
SLIGO, PA.

**AMERICAN BEAUTY SHOWS**

Want for Rushville, Ill., Big July 4th Celebration and Fair Combined, July 3 thru 7; Waverly, Ill., Fair to follow; then all Fairs and Celebrations

RIDE HELP: Foremen for Tilt-A-Whirl and Roll-O-Plane. Second Men on all Rides. CONCESSIONS: Can use a few more Hunky Panks. Joe Sharp needs Agents for Six-Cats and Buckets. CAN PLACE PONY RIDE FOR SALE: Super Roll-O-Plane with or without transportation. All replies to  
H. W. BARTHOLOMEW OR JOE SHARP, RUSHVILLE, ILL.

**LAWRENCE GREATER SHOWS**

**LAST CALL FOR PADUCAH**

All Concessions open. Girl Show with own outfit or any Grind Show. Electrician who understands Caterpillar Diesels. Leo Huet and Homer Hughes, contact. Ferris Wheel, Caterpillar and Flyplane Foreman, salary \$75 and percentage; Tex Martin and Joe Cole, contact. Man to take care of Kiddieland.

**SHIRLEY LEVY** Phone 34-4, Hartford, Kentucky

**HEDY JO STAR**

Wants Sideshow People. Get in touch with me at once. Want Fire Eater, Magician, Inside Talker and Good Freak to feature. Could use reliable Half and Half. Also A-1 Talker for Side Show. Want Ticket Sellers and General Help who can up and down show. Have 125 ft. banner line and 110 ft. top

Also would like Feature Girls for Hollywood Revue. Girl Show Talker for Small Girl Show.

All replies care Gem City Shows, Farmer City, Ill., this week.

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Your Triple Play For Profit

BIG AS EVER AT THE HANDOUT

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## MERCHANDISE TOPICS

Bowles Manufacturing Company, P. O. Box 3256, Beaumont, Tex., claims to have the pitchmen's dream in its Black Devil Seal-Tite which makes every car owner a prospect. This product, to be sold only to pitchmen and demonstrators, repairs tubeless tires in less than a minute without deflating or demounting tire from the car. A dramatic demonstration may be given simply by driving a 10-penny spike into a tire, removing it and repairing the tire. The company says a child can do the job and that the item sells on sight. It is a \$2 retailer. Price of the kits are designed especially for demonstrators at \$72 per gross and each gross case is outfitted with demonstrating material. The firm will send you a free sample.

Name brand waterproof watches are offered by Nathan Cohen, 720 Sansom Street, Philadelphia 6. Bulova, Benrus and Elgin watches with stretch bands for men and women are offered at prices of \$8.75 and \$9.75. Also offered are special deals on Bulova, Benrus and Elgin watches with stretch bands, guaranteed and reconditioned like new, from \$7.50. Walthams, Gruens and Wittnauers are also offered from \$6 each, and new 17-jewel Swiss waterproofs with stretch bands may be had at \$8. The firm says you will be delighted with these watches and backs them up with a money-back guarantee. A 25 per cent deposit is required on c.o.d. orders. Send money order or certified check to avoid delay.

Women's full-fashioned sheer or medium-weight hosiery is offered direct from the mill by Reading Hosiery Company, 34 South Fifth

Street, Reading, Pa. You can get two pairs for \$1 in any quantity, and the firm requests you add 25 cents for postage and handling. State size and preference—light, medium or dark beige. Also to be had are women's full-fashioned No. 51130 stretch hosiery of first quality at \$5 a dozen. Sizes come in small, medium and tall in suntan shade.

An offer which is good only until July 6 is being made by Levin Brothers, Terre Haute, Ind. Prices of the items are said to be so low that you must order at once to get prompt and complete shipment. Included in the list are the following items: Jap leis at \$1.45 a gross, 13/8-inch picture comic buttons at \$1.45 per hundred, eight-inch celluloid dolls at \$1.60 a dozen, 10-inch fur monkey at \$1.65 a dozen, aluminum bottles at \$1.65 each, 29-inch paper parasols at \$2.25 a dozen, balloon darts at \$4 a gross, No. 4 dart balloons at \$7.50 for 10 gross, and tins flying birds at \$7.50 a gross. All orders are shipped f.o.b., Terre Haute, and postage is extra. A 25 per cent deposit is required on c.o.d. orders.

A good demonstration item at fairs and other outdoor events is the Parachute Shooter manufactured by Acme Toys, 2333 Abbey Avenue, Cleveland 13. For 24 years this parachute has been one of the most fascinating and fast-moving toys ever offered the trade, according to Acme. Made as economically as possible by a company with experience and proven materials, it is simple and foolproof in operation and can be used indoors as well as outside. Made in three ways at low prices, it offers heavy profit margins. Contact the firm for details.

## PIPES FOR PITCHMEN

By BILL BAKER

NEWS NOTES . . . by Joe Joblots, writing from New York: The Semi-Centennial in Oklahoma City is the biggest celebration ever worked by Paul Revere Enterprises of Cleveland. Lefty (the Beak) Shapiro is in charge of novelties at the affair. All agents of Novelty Enterprises of Cleveland are grossing tremendous money there, and it seems they will have the winter bankroll early. . . . Maxie the Hat Man has been offered a contract to wrestle during the winter. . . . Duffy of Park Row has retired from the novelty business. . . . Ruben Bluestein and Pete Laurie teamed up and had a red one at the Puerto Rican Festival at Randall's Island, New York. . . . Jimmy Piccolo has booked a berth on the Mayflower for its return trip to England. . . . Red Lux has been doing well in Oklahoma City with his 12-inch pretzel locations. . . . Bill (Horse-thief) Weiss will be advance man for the Joe Marks Amusement Company. . . . Seymour Braunschwer, recently married, has bought a home in New York. . . . Cy (Diego) Stern has flown to Los Angeles to take over the management of Al Friedman Enterprises. . . . Morrie Levy is the fat man in the Side Show on Crafts Show. . . . Al (the Beak) Heller, mayor of 14th Street, New York, is looking for a location at which to work some of his new merchandise.

A. FURVEYOR . . . of glass cutters for more than 30 years on the New England and New York State circuit of fairs, Joe Hall died June 17 while making a pitch, according to word from

George Davis, of the E. P. Fitzpatrick Company, Wilmington, Del. Hall had also worked Webb City, St. Petersburg, Fla., for many years. Mrs. Hall, who survives, is a patient in the Patrice Convalescent Home, Hartford, Conn.

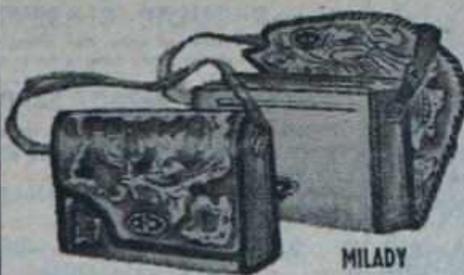
SAM FREED . . . trade paper worker for the past 30 years, is currently working upper New York State to good take.

### Five Years Ago In Pitchdom

Working mice to good takes in Texas were Len Meeks and George Gun. . . . Fred Hudspeth was also doing well with jewelry in the Lone Star State. . . . Marjorie Weith was working thru the East and doing well with sequins. . . . Jean Haney had been chalking up big takes with peelers, rad and mice in Kansas City, Mo. Her husband, George, had just completed a click engagement with gadgets in Toledo.

E. S. Holland had his unit on tour in Virginia. . . . Henry H. Amer was getting back in shape by working three days a week around Akron. . . . Curley Bartok's Bardex Medicine Show was playing to good business in Chattanooga. . . . Working Pennsylvania locations were George Collins, med; Jimmy Phillips, med; Harry King, needle threaders; Tommy Jones, auto polish; Walter Hicks, tooth powder; Joe Krouse, ring puzzles; Harold J. Woods, humpty dumpty, and Joe Brown, sheet.

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6"x9" . . . . . \$ 8.90 ea.  
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If one only \$1.00 extra Milady actually gets two different color purses in one. Just turning the flap around, she will have a different color purse. Made in many different color combinations.

## Half Moon Leather Purses

Hand Tooled—Hand Laced. Finest Heavy Saddle Leather. They Come in Six Different Sizes.

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25% with order, balance C.O.D.

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Novelties — Binoculars — Bronze Horses — Inflated Toys — Straw Hats, all sizes — Plush — Bombers — etc.

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3-4" Stuffed Dogs . . . . . \$9.00 gr.

F.O.B. N.Y.C. 25% deposit, bal. C.O.D. if not rated. FREE: NEW 44-9999 catalog of 400 plush and carn. items.

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All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95.)

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Reconditioned and Guaranteed. Expansion Bands included

5-Day Money-Back Guarantee.  
25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

*You Always*  
**GET A BETTER DEAL AT**  
**WEINMAN'S**  
182 S. Main St., Memphis, Tenn.

**ONE OF 1,000'S—PRICE RIOT**  
**5 PEN POCKET SECRETARY SETS.**  
Full size secretary with memo pad and 5 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 F.O.B. N.Y. Complete set and 1957 catalog \$1 prepaid.

**MILLS SALES CO**  
Cut-Rate WHOLESALERS Since 1916  
889 BROADWAY, New York 3, N. Y.

## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

**1** Type or print your copy in this space:

**2** Check the heading under which you want your ad placed:

|  |   |
|--|---|
| <input type="checkbox"/> Acts, Songs, Parodies             | <input type="checkbox"/> Instructions, Books, Cartoons    |
| <input type="checkbox"/> Agents and Distributors           | <input type="checkbox"/> Magical Apparatus                |
| <input type="checkbox"/> Animals, Birds, Pets              | <input type="checkbox"/> Miscellaneous                    |
| <input type="checkbox"/> Business Opportunities            | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes     | <input type="checkbox"/> Partners Wanted                  |
| <input type="checkbox"/> Food and Drink Concession         | <input type="checkbox"/> Personals                        |
| <input type="checkbox"/> Supplies                          | <input type="checkbox"/> Photo Supplies and Developing    |
| <input type="checkbox"/> Formulas                          | <input type="checkbox"/> Printing                         |
| <input type="checkbox"/> For Sale—Secondhand Goods         | <input type="checkbox"/> Salesmen Wanted                  |
| <input type="checkbox"/> For Sale—Secondhand Show Property | <input type="checkbox"/> Scenery, Banners                 |
| <input type="checkbox"/> Help Wanted                       | <input type="checkbox"/> Tattooing Supplies               |
|  | <input type="checkbox"/> Wanted to Buy                    |

**3** Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.  
(14 agate lines to the inch)

**4** Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard,  
2160 Patterson St.,  
Cincinnati 22, Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name.....  
Address.....  
City..... State.....

### ACTS, SONGS & PARODIES

50 COMMERCIAL RECORDS OF YOUR own song custom made at low cost. Sterling Records, 35 Beacon Bldg., Boston, Massachusetts.

**MOST ORIGINAL MAGIC SHOW FOR SALE.** Many tricks never seen before. No catalog stuff. Can be split for Television, Night Clubs, etc. Box NY-157, c/o The Billboard, New York, N. Y.

**NEED COMEDY MATERIAL? THEN YOU need Show-Biz Comedy Service.** Serving every phase of show business. Write "Show-Biz" (Dept. BB-24), 1613 E. 29th St., Brooklyn 29, New York.

### AGENTS & DISTRIBUTORS

**ATTENTION, HOSIERY: LOW PRICES FOR** jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. jyl

**ATTENTION, MERCHANTS! FIRST QUALITY** Zippers, Dress-Skirt, 5 dozen, \$4; Sample dozen, \$1. Guaranteed Zipper House, 120 W. Main, Chattanooga, Tenn.

**AUTOMATIC LIGHTERS, DOZEN \$3.75.** Dollar Ballpens, dozen \$1.20. Rainhats, gross \$7.20. Samples, catalog 1,001 bargains, \$1. Millisales, 889 Broadway, New York. ch-deb

**BALL POINT PENS, \$12.50 PER 100.** Refills, \$1 dozen. Low price imprinting. Your name, address, ad. Write. Sample order, 5 Pens, \$1. TopVal, Lyndhurst, N. J. jyl

**500 LABELS, \$1; 150 STATIONERY, 100** Envelopes, 50 Correspondence Cards, 50 Mail Ads, all for \$2.95; Decals, TopVal, Lyndhurst, N. J. jyl

### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches ..... \$1.75 dz.  
Stoned & Tailored Earrings ..... 1.75 dz.  
Pierced Earrings on Display ..... 1.25 dz.  
Charm Bracelets, asst. .... 1.50 dz.  
Lord's Prayer Necklace, boxed ..... 3.00 dz.  
Children's Jewelry, boxed, asst. .... 2.95 dz.  
Asst. Tie Slides, carded ..... 1.00 dz.  
Summer Sets, boxed ..... 7.20 dz.  
Tie & Cufflinks Set, asst. .... 3.50 dz.  
4-Pc. Rhinestone Sets, boxed ..... 18.00 dz.  
Summer Earrings, asst. .... 12.00 gr.  
Pearl Necklaces (domestic) ..... 1.45 dz.  
Necklaces, asst. .... 0.60 dz.  
Neck & Earrings, asst., boxed ..... 1.95 dz.  
Cufflinks, carded, asst. .... 1.50 dz.  
Necklaces, asst. .... 1.50 dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions.  
20% deposit with order, balance C.O.D.  
**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St., Providence, R. I. jyl

**EARRINGS — ASSORTED STONED AND** tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 134 Empire St., Providence, R. I. jyl

**MEN'S WALLETS — PLASTIC-ALLIGATOR.** Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. jyl

### FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted ..... \$6.50 gross  
The Bars, carded ..... 3.60 gross  
Charm Bracelets ..... 7.20 gross  
Stoned Pins ..... 7.20 gross  
20% deposit with order, balance C.O.D.

### SAMUEL SILVERMAN & CO., INC.

1820 Westminster St., Providence, R. I.

**RUN SPARE-TIME GREETING CARD AND** Gift Shop at home. Show friends samples of our new 1957 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. B, Ferndale, Mich. ch-se16

### SHELL EARRINGS, HAND MADE

These are not the ordinary; over 100 patterns at the new low price of \$40.00 gross prepaid. Sample doz., \$4.80. For resale only.

### RAY'S DIST. CO.

412 W. Lafayette St., Tampa 4, Fla.

### PITCHMEN-SIDE LINE SALESMEN — EXCELLENT

demonstration item. Instant acceptance, needed by every woman. Write for details. Mastercraft, 223 Tyler, Trenton, New Jersey. jyl

### SIGN LETTERS—MANY STYLES, LARGE

sizes, tempered Masonite. Master outline letter patterns, brushes, etc. Circulars free. Eyerly Co., Newton, Iowa. jyl

### ANIMALS, BIRDS, PETS

**ATTENTION, CARNIVAL MEN—GET YOUR** ducklings from us. Can supply weekly shipments by parcel post. Write or phone us today. Phone Vanique, Ohio, EV 7-3222. Hill Duck Farm, Dept. 3, Carey, Ohio. jyl

**BABY ELEPHANT, 3 YEARS, DOES** standard set, anyone can handle, very gentle, \$3,000 cash. F.O.B. Box 956, New Westminster, B. C., Canada, LA 2-5536, or Seattle, Washington. jyl

**CAMEL — DROMEDARY MALE, TAME,** \$1,500; Llama, male, tame, \$350; Himalayan Bear, \$300 each; one burro, female, in foal, tame, \$125; Scotch Calf, yearling, \$150; Wallaby Kangaroo, collar and chain broken, tame, \$350; Red Deer, males, \$150 each; female red-face Apes, tame, 20 pounds, \$100; 1 Mandrill, good color, 30 pounds, \$350; Drills, young, \$100 each; Parakeets, good healthy stock, \$1.35 each. All f.o.b. N. Y. Trefflich's, 228 Fulton St., N. Y. C.

**CAPUCHIN MONKEYS, \$40 EACH; SPIDER** Monkeys, \$35 each; Woolly Monkeys, full grown, \$125 each; Baby Rhinos, \$50 each. One full grown Black Spider Monkey, tame, \$50; 1 tame Pigtail Monkey, 40 pounds, \$100; young Pigtail Monkeys, \$75 each. "All C.O.B." N. Y. Trefflich's, 228 Fulton St., N. Y. C.

**CHIMPANZEES, CAGE ANIMALS WEIGH-** ing 32, 38, 42 pounds, \$400 each, f.o.b. Los Angeles. Chimpantees, weighing 75, 16, 80 pounds, \$500 each, f.o.b. N. Y. 1 female Chimp, 40 pounds, one hand deformed, otherwise perfect, \$330, f.o.b. N. Y. Baby Chimpanzees, \$600 each, up. Trefflich's, 228 Fulton St., N. Y. C.

**CHIMP—FEMALE, GENTLE 3 1/2 YEARS** old, 55 pounds, trained for riding 2-wheel bicycle, somewhat, walking on stilts. Quick sale, leaving country, \$750. Tokayer, 90 Cedar Lane, East Rutherford, New Jersey. Geneva R-1443, between 10 a.m. to 12 noon.

**FOR SALE—ORGAN GRINDER MONKEY,** takes money with both hands, puts in pocket, tips hat. Fred Wirtzler's, Sac City, Iowa.

### CAGES FOR ANIMALS

**Collapsible Good Show Cages, 4'x4'x4'**  
**SPECIAL \$50 each**  
F.O.B., N. Y.  
**TREFFLICH'S**  
228 Fulton St., New York City

**GIANT CHACMA BABOON \$125. TAME** White Wolf \$75. Ant Eaters, Monkeys, Trained Chimpanzee, Blz Snakes, Swan, Geese, Pheasants, Deer, Armadillos, many others. Riggs Bird Farm, P. O. Box 145, Rockville, Md.

**HEALTHY SNAKES ALL KINDS, HORNED** Toads, Alligators, Chuckawallas, Gila Monsters, Terrapins, Ringtail Cats, Acouiti, Fox Cubs, Prairie Dogs, Armadillos, Peafowl, Monkeys, Guinea Pigs, Rabbits, Rats, Squirrels, White Doves, Ringneck Doves, Ferrets, Geordized Skunks, Owls, Badgers, Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex. jyl

**PARAKEETS, 50¢ UP; MINIMUM ORDER** 25 Birds; Cages, \$4.80 doz.; Canaries, Flash Cages, Rats, Mice, Immediate shipment. Terms: part cash, balance c.o.d. National Pet Supply, St. Louis 3, Mo. su19

**SEA ELEPHANTS, CALIFORNIA SEA** Lions, Seals, Main suppliers roos and circuses entire world. Marine Enterprises, Inc., P. O. Box 233, Hermosa Beach, Calif. su12

**WANTED TO BUY—TRAINED DOGS, THE** younger the better. Send full details. Box A192, Billboard, 1520 N. Gower, Hollywood 28, Calif. jyl

**WANTED TO EXCHANGE 1 PALOMINO** Mare, 7, Parade & Hunter for 1 High School Horse. Send pictures and information to Carlton Shreve, New Church, Va. jyl

### BUSINESS OPPORTUNITIES

**ATTRACT CROWDS AND COIN MONEY** with portable electric machine baking new grasseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minnesota. np

**ELECTRO FREEZE FROZEN CUSTARD** MACHINES in factory built trailer, fully equipped, beautiful outfit, cheap. Tom Thornton, Gratuity Road, Grotton, Mass.

**FOR SALE 60 FASCINATION TABLES**  
With complete equipment. In first-class condition, ready to run; sign, T. A. system with booth, electrical conduit wiring system. Call or write

**GENE THOMAS**  
Casino & Pool, Seaside Heights, N. J.  
Phone Seaside Park 9-1100.

**\$100 WEEKLY SPARE TIME WITH A TAPE** Recorder! Proven facts free. Dixieland Publishers, Asheboro 50, N. C. jyl

### COSTUMES, UNIFORMS, WARDROBES

**FANS—3 PERFECT PAIRS, 18 STICK, RED,** \$125 pair, 14 stick, pink, \$100. Aqua and white combination, \$100. C. Guyette, 346 West 45 St., N. Y. C. 26, N. Y.

### CONCESSION SUPPLIES FOOD AND DRINK

**PURCHASE YOUR SNOW CONE** MACHINES direct from the mfr. All prices and make P. O. Box 7803, Dallas, Tex. B-8

**POPCORN AND CANDY APPLE CONCESSION** (18x19) complete, ready to operate. 1950 Chevrolet Truck (one ton). Body built to haul same. Snow Ball Equipment, some Stock, Box 5304, South Gate Station, Sarasota, Fla.

**POPCORN, BOXES, SUPPLIES—NEW POP-** corn Machines, Popcorn Cones, Gold Medal Flava Machines, Sno-Kone Machines and supplies. Pre-Pop Popcorn "Ready to Eat". New Electric Drink Dispensers. Carmel Corn Wheels. National Popcorn Supply Company, 107 Commonwealth Avenue, Buffalo 16, New York.

### FOR SALE SECONDHAND GOODS

**ABOUT ALL MAKES OF POPPERS, CARAMEL** Corn equipment, Flava Machines, replacement Kettles for all Poppers. Krippy Korn, 120 S. Halsted, Chicago, Ill. jyl

**FOR SALE—PORTABLE SKATING RINK,** everything complete, first-class condition. 100 pair shoe skates. Write Fred Alexander, 325 River Blvd., Marion, Ind. jyl

**ROLLER RINK—PORTABLE—WE HAVE** complete equipment, including: Tent, Maple Floor, Masonite to cover, Underpinning, 150 pairs of Skates, Sound Equipment and Records. Size 42x56 feet. All in good condition. Can be moved in a few days and set up ready to start making money for you. Full price \$4500. Abts Agency, Realtors, Winona, Minnesota. Phone 4242.

**SNO, POPCORN, 4-WAY AWNINGS, NEW** Paint, Peanut Warmer, All A-1 condition. \$250. Foster, Main St., St. Martinville, La.

**SPECIAL #12 TWO CONDUCTOR RUBBER** Sheated Cable; portable, can be used for direct burial; 54 ft., 100 and 250 lots. Mail check, M. C. Solon, 407 E. Superior, Duluth 2, Minn. jyl

**USED CHICAGO RENTAL SHOE SKATES—** Men's and ladies', all sizes, 250 pair, all in good condition. Make offer on all or part. Real's Skating Rink, phone Express 34022, Olney, Ill.

### FOR SALE—SECONDHAND SHOW PROPERTY

**BICYCLES FOR SALE—TWO UNICYCLES,** two Juvalis, two Trick Bicycles, Comedy Wheels and Parts, \$65. I. H. Wells, Greensburg, Ind., R. R. 1.

**BUILD KIDDIE RIDES—TESTED PLANE:** Auto, Airplane, \$100. Chairplane, Slender Rocket, coin-operated Horses, \$5 each. Free 72 page catalog. Brill, Box 875, Peoria, Ill.

**DIESEL LIGHT PLANT, 60 KW., GENERAL** Motors, 6-71 complete mounted in F-7 Ford enclosed, drop sides. All wire, junction boxes, etc. All excellent. Bargain. Sumter Electric Rewinding Co., Box 308, phone Spruce 3-7347, Sumter, S. C. jyl

**FOR SALE—SPILLMAN 40-FT. 3-ABREAST** Merry-Go-Round, \$5000. Will trade for smaller machine. Ball-o-Plane in good condition, \$1,800. Wingate Cain, Henrietta, N. C. Phone OI 7-6195.

**FOR SALE—THREE KIDDIE RIDES AVAIL-** able immediately. Ferris Wheel, Rocket Ride, Chairplane. Also 14-foot stake body Truck, all in A-1 shape, \$2,350. Thomas Felasch, 419 E. Lutton St., New Castle, Pa. su12

**KING TRAIN—FIRST CLASS CONDITION,** 1956 model Ticket Box, can be seen in operation week July 4th, Ashville, Ohio. Celebration Harold Thury, home address, Hillsboro, Ohio.

**Sherman MASTER PAINTERS PRODUCTS**  
**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 4 gallon cans to carton, \$1.50 per gallon.

**SHERMAN MASTER PAINTERS PRODUCTS**  
Rubberized, concrete, porch and floor enamel. Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$2.40 per gallon.

**3-PIECE PAINT BRUSH SET.** Pure bristles, vulcanized in rubber. Self-display window front hat, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose. Individually boxed. Packed 12 boxed sets to master carton \$1.00 per set. 25% dep., money order or bank check. Bal. C.O.D. F.O.B. Chicago.

**COOK BROS.** 916 S. Halsted St. Chicago, Ill.

**DIRECT FROM**  
**Costume Jewelry Manufacturer**

Per Doz.  
Miracle Prayer-Crosses, boxed \$4.25  
Men's 3-Rhinestone Rings, boxed 2.75  
Ladies' Rhinestone Ad. Rings, boxed 2.00  
Ladies' Bridal Ring Set, individual boxed 1.80  
Tailored & Rhinestone Earrings 1.50  
DeLuxe Hollywood Styled Earrings 3.00  
Scatter Pins, boxed 3.00  
Bracelets, Tailored 3.00  
Necklace, Earring Sets, boxed 4.50  
Pin Earring Sets, boxed 4.00  
Necklace, Bracelet & Earring Sets, boxed Each 1.00  
5-Piece Sets—gold plated, beautifully boxed Each 1.75

**SEND FOR FREE CATALOG**  
48 Illustrated Pages.  
25% Deposit on C.O.D.'s.

**PACKARD JEWELRY CO.**  
48 W 25th St., Dept. B, N. Y. 10, N. Y.

**JEWELRY CLOSEOUTS**

E1—Tailored Earrings, Asst. Gr. ... \$18.00  
E2—Stone Earrings, Asst. Gr. ... 21.00  
E3—Pierced Hoop Earrings, Gr. ... 8.50  
E4—Stone E/Rings, Etc., Asst. Gr. 12.00  
T1—Tailored Tie Sets, Bxd. Dz. ... 3.50  
T2—Asst. Tie Sets, Bxd. Dz. ... 5.75  
O1—Odd Lot Neck & Brace Gr. ... 13.00  
R1—Bracelets, Asst. Gr. ... 24.00  
W1—Men's 5-Piece Watch Set ... 3.95  
W2—Ladies' 5-Piece Watch Set ... 6.25  
W3—Men's Stone Dial Watch ... 3.50  
W4—Men's 10-Piece Watch Set ... 7.50  
R3—Gents' Stone Rings, Asst. Gr. 2.75  
R164—Religious Medallions, Bxd. Dz. 6.75  
2160—Stone Neck & Ears, Bxd. Dz. 7.50  
2164—Stone Neck & Ears, Bxd. Dz. 9.00  
2256—5-Piece Pearl Set, Bxd. Dz. 8.50

Try samples of any items at reg. prices. 20% dep., bal. C.O.D. Free catalog.

### NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. B, Prov. 9

**PLUSH BEARS**

**26" BEAR**  
\$24.60 Dozen Milwaukee  
\$22.00 Dozen F.O.B. K.C.

**29" BEAR**  
\$30.00 Dozen Milwaukee  
\$27.00 Dozen F.O.B. K.C.

Complete Assortment of All Plush Toys  
—Dolls—Concession Merchandise.

**Wisconsin Deluxe Co.**  
1902 No. 3d St., Milwaukee 12, Wis.

**FOR ENGRAVERS**

**Necklaces and Bracelets**  
Boy Alone — Girl Alone  
Or Combination

Made of Aluminum and Gold or Nickel Plated.

**MILLER CREATIONS**  
With It Since 1927  
7729 So. Avalon Ave., Chicago 19, Ill.  
Phone: WAterfall 8-8815  
DAY AND NIGHT SERVICE

**ALL-WEATHER Plastic Pennants**

Durable—Tough—Bright!  
48 assorted color—18-inch Plastic Pennants sewed on a 1-inch, heavy tape 100 ft long ONLY \$4.95 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

Careful Decorations of All Kinds.  
Write for Free Catalog.

**A & A NOVELTY CO.**  
Cincinnati 28, Ohio

**Hawaiian "TI" PLANT LOGS**



Bagged in polyethylene...  
**KEEP LONGER, SELL FASTER!**  
 Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

**LAVENDER SACHET BASKETS**  
 Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

**LOWEST PRICES ANYWHERE**

**Sherfy's**  
 5601 University Way Seattle, Wash.

**BAZOOKA RANGE**  
 4 GUNS, EXCELLENT CONDITION.  
 016 Westinghouse Air Compressor, automatic balloon filler attachment, mounted. Spare Parts, Canvas Back Drop, COMPLETE. Good price. Located in Buckeye Lake Park. Write A. J. LEMON, Box 511, Hebron, Ohio  
 Phone 3935

**TENT STAKES "FORD AXLES"** 1,500 stock, 31 each, F.O.B. Dallas, G. B. Wilard, 1321 2nd Ave., Dallas, Tex. #e2

**USED KIDDIE AND ADULT RIDES** taken in trade and repossessions. Write for new list. King Amusement Co., Mt. Clemens, Mich. #j8

**MAGICAL APPARATUS**  
 NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 500 wholesale. Sub-miniature radiohone for mentalist easily concealed. Brochure, prices on request Nelson Enterprises 336 South High Columbus O #j1

**MISCELLANEOUS**  
 ESTABLISH CREDIT ANYWHERE. OUR approved Banker's Credit Card solves credit inconvenience. Only \$1. H. R. Greenfield, 363 Altamont Ave., Schenectady, N. Y.

**OLD MUSICAL AND MECHANICAL ITEMS.** Antique Nickelodeons, Orchestrons, Circus Calliopes, Barrel Organs, Hardy Gurdies, Mechanical Musical Toys, rare Music Boxes, Amusement Items, Flip Picture Machines, Organs, Player Piano and Rolls. If it plays music we have it. We buy and sell. Send photos, description and price. Park View Antique Shop, 3159 Los Feliz Blvd., Los Angeles 39, Calif. Phone Normandy 5-0188.

**M. P. FILMS & ACCESSORIES**  
 16MM-35MM FILMS EXCHANGED, \$5. Bought, sold, Bryant Supply Co., Emporia, Va #p

**TRADE YOUR MOVIES FOR NEW ONES**—8mm., 16mm. Information sent in plain, sealed envelope. Write Studio Exchange, Box 382, Lima, Ohio.

**MUSICAL INSTRUMENTS, ACCESSORIES**  
**CALLIOPE MUSIC RECORDS**  
 45 R.P.M. extended play, 30 minutes playing time. Fourteen full length, old-time favorite selections, played on a genuine circus calliope.  
 Two ultra high fidelity records in an attractive album, \$5.00. Single copy, seven selections. \$3.00 postage prepaid.  
**DEMO RECORDS**  
 1421 N. 21st Street, Milwaukee 2, Wis.

**PARTNERS WANTED**  
 PARTNER WANTED BY SHOW ARTIST for unusual show. I am now planning to play State Fairs and Expositions. Reliable person only need answer. Geo. Edwards, 28 W. Euclid, Detroit, Mich.

**PERSONALS**  
 AM VERY ANXIOUS TO LOCATE FRED Richmond Dwyer, formerly with Mohr Production, Phoenix, Arizona. Reply to Box C-128 c/o Billboard Magazine, Cincinnati 22, Ohio. #j1

**PHOTO SUPPLIES DEVELOPING—PRINTING**  
 COMIC FOREGROUNDS AND BACKGROUND. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties Miller Supplies, 1535 Franklin, St. Louis 6, Mo #p

**PHOTO BOOTHS, CAMERAS, D.P. PAPER.** Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. #b-10

**PRINTING**  
 A-1 TESTED SHORT RANGE TARGETS, \$5 per 100; one day service. Free samples. Fine Arts Press, 1016 Donald, Peoria Ill. #j8

200 B&X11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mailo Press, 767-B Leith St., Flint 3, Mich. #j15

**SALESMEN WANTED**  
 ESTABLISHED SALESPERSON ONLY. Part time. Does \$180 weekly interest you? Sales promotional advertising. No investment. Substantial front money. Rapid repeats. Box 44, Department E, Rochester 1, New York #j4

**GOLDMINE OF 600 MONEY MAKERS**—Free copy. Specialty Salesman Magazine. Desk 22-B, 307 North Michigan, Chicago 1. #ch-10

**TATTOOING SUPPLIES**  
 A-1 TATTOOING MACHINES — WORLD'S finest; best design, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. #a5

**NEW MALLEABLE TATTOOING MACHINES.** Artistic designs. Complete outfit. Bright colors, concentrated black ink. Catalog free. Mill Zelo, 728 Lesley, Rockford, Ill. #j6

**WANTED TO BUY**  
 FLEA CIRCUS—STATE LOWEST PRICE and all paraphernalia. Bob V. Drake, 9624 Elmora St., Norfolk, Va.

**LOOKING FOR NOVELTIES** RANGING IN price from \$1 to \$100. Can be electric, for cars, or for the home. Avon Novelty and Gadget Co., 3115 West McNichols Rd., Detroit, Mich.

**WANTED—FUN ON THE FARM OR MAGIC** Carpet Fun House, Write P. O. Box 308, Mount Clemens, Mich. #j8

**WANTED TO BUY—ESCAPE ACT AND** Magic Tricks. E. D. Green, 453 Floc St., Providence 7, R. I.

**HELP WANTED**  
**REGULAR CLASSIFIED ADS** . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4 CASH WITH COPY.

**Forms Close Wednesday for the Following Week's Issue**

**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. #h

**MANAGER WANTED—BY PROFESSIONAL** Actress, age 34, interested in TV, have photos. Write: Maurine Dillinger, c/o 390 Arcade Bldg., St. Louis, Mo.

**ORCHESTRA—5 TO 7 PIECES, DINNER &** dance, 12 weeks room and meals furnished, vacation hotel. Write, give full instrumentation violin & accordion suggested. State wages expected and phone in 1st letter. Box 1211, 1474 Bway., N. Y. C. #h

**PIANIST — ABOVE AVERAGE, SOCIETY** combo experience, read, fake, shows, no characters. Locations top salary for fight man, others write. Box C-189, c/o The Billboard, Cincinnati 22, Ohio. #j22

**AT LIBERTY ADVERTISEMENTS**  
 5c a Word Minimum \$1  
 Remittance in full must accompany all ads for publication in this column. No charge accounts.  
**Forms Close Wednesday for the Following Week's Issue**

**DRAMATIC ARTISTS**  
 PROFESSIONAL DRAMATIC ACTRESS—Age 34, interested in TV, have photos. Write: Maurine Dillinger, c/o 390 Arcade Bldg., St. Louis, Mo.

**PARKS & FAIRS**  
 ANIMAL ACTS & VARIETY NOVELTY Acts of all description, Phone H-1196, Address 2015 Oliver St., Variety Artists, Ft. Wayne, Ind.

**ATTENTION — FAIRS, PARKS, CELEBRATIONS,** Performing Elephant, outstanding Acrobatic Acts, complete program. William's Circus Attractions Beatrice Neb. Telephone 3-2989. #j1

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COMING EVENTS

Continued from page 84

Clyde - Sandusky Co. Cherry Festival, July 2-4. Fairboro - Celebration, July 4. Legion and Jaycees. Olbionburg - Firemen's & Legion Homecoming, July 24-28. Al Schles, V. Fire Dept. Jamestown - Lions Club Celebration, July 4-8. George Smith, 24 1/2 E. Market St., Kent, O. Leipsic - Centennial, July 2-4. Martins Ferry - Celebration, July 2-4. Nelsonville - Parade of Hills, Aug. 28-31. Turlington - Firemen's Celebration, July 15-20. Wadon - Street Celebration, Aug. 14-15. Oklahoma Dewey - Celebration, July 13-15. Oklahoma City - Semi-Centennial Expo., June 14-July 7. James C. Burge, Box 3111, Parley Station. Pawnee - 101. Round-Up Cavalcade, July 25-28. Clarence Paden, 1305 Brenner. Wright City - Radio & Old Settlers' Reunion, July 2-4. James Lawborn. Pennsylvania Arnold - Firemen's Celebration, July 8-12. Carbon - Firemen's Jubilee, July 8-12. Charleroi - Celebration, July 1-4. Irwin - Celebration, July 1-4. Huntington - Centennial, July 1-4. Huntington - Stone Creek Lions Club Fair, July 13-20. Howard W. Service, c/o Swartz Jewelry Store. Hyndman - Lions Club Street Fair and Celebration, July 1-4. Norman B. Poorbaugh. Leavittown - St. Michael's Church Fair, June 24-July 8. Lyons - Firemen's Celebration, July 3-7. Mansfield - Centennial, July 3-7. Mickey Perceil, 909 Main St., Williamsport. Oliphant - Northeastern Pa. Vol. Firemen's Federation, Aug. 26-Sept. 2. J. Chichilla. Ship - July 4 Celebration & Old Home Week, July 1-6. Rhode Island Bristol - Celebration, July 4. South Dakota Aberdeen - Jaycee Sportsmen's Show, Aug. 4. Cotton - Horse Show, Sept. 2. Deadwood - Days of '58, 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 20-23. Kadoga - Celebration & Barbecue, Sept. 1. Lead - Celebration, Sept. 2. Mitchell - 4-H Achievement Days, Aug. 14-15. Mitchell - 4-H Show & Sale, Sept. 10-11. Mitchell - S. D. Market Hog Show, Sept. 24. Newell - Celebration, Sept. 2. Newell - Western S. D. Stud Ram Show & Sale, Sept. 20-21. Stanton - Kiwanis Horse Show, Sept. 1. Vermillion - Days of '58, Aug. 22-23. Wagner - Celebration, Sept. 2. Wyanooket - Celebration, July 4. Texas Brady - Brady Jubilee, July 4-8. Jim Mark-rider.

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. Holcombs. 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. 18-17. Virginia Culpeper - Tri-County Farm Show, Sept. 4-7. Herb Hauser, Box 104. Galax - Celebration, July 4. Lively - Celebration, July 1-3. Washington Bothwell - Celebration, July 4. Edmonds - Celebration, July 4. Everett - Celebration, July 4. Ferndale - Old Settlers' Picnic, July 25-27. Forks - Celebration, July 4. Forks - Wranglers Horse Show, Sept. 2. Issaquah - Celebration, Aug. 21-Sept. 1. Issaquah - Celebration, Sept. 1-2. Monroe - Celebration, Sept. 1-2. Morton - Loggers Jubilee, Aug. 11-Sept. 1. Okanogan - Nat'l Guard Exhn. and Fireworks, July 4. Port Angeles - Centennial, Aug. 25-Sept. 1. Seattle - Rose Show, June 25. Sedro Woolley - Loggerdom Celebration, July 1-4. West Virginia Gary - Celebration, July 4. Pennsboro - Legion Celebration, July 4-8. Nathan Dull. Ripley - Celebration, July 4. Don Fisher, Box 4. Terra Alta - Celebration, July 4. Wisconsin Appleton - Centennial, June 24-July 7. Burlington - Legion Celebration, July 3-7. Younger. Madison - Celebration, July 8-14. Ladysmith - Water Regatta & Fair, July 20-28. Milwaukee - St. Rita Street Fair (N. Cass & E. Pleasant), July 11-14. Father Zanon. Ontario - Centennial, July 12-14. Waukesha - Celebration, July 2-7. Reddick - Dairy Festival, Sept. 12-14. Earl Skinner. Wyoming Daniel - Green River Rendezvous, July 1. Lander - Celebration, July 1-7. Sheridan - All-American Indian Days, Aug. 2-4. Thermopolis - Gift of the Waters Indian Pageant, Aug. 10-11. Laramie - Laramie Jubilee Days, July 11-14. CANADA Ontario Oakville - Oakville Centennial, June 29-July 6. Tom Ringler, Box 345. Waterloo - Centennial, June 28-July 2.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Col. Chris Church (Special Delivery) PACKAGES \$1.07 Smith, James E. 104 Adams, Ray N. Adams, Peggy (Mrs. Mike) Adams, W. J. (Candy) Adams, Sidney Adams, Johnnie Alder, James Alexander, Mrs. Ruby Allen, Bob Allen, Julia Ann Althausen, Wm. Anderson, F. & E. Andrews, Mrs. Effie Andrews, Mrs. J. Andrews, Guy C. Andrews, Sr. Raymond N. Jack X. Van Buren Angelo, Mrs. Inez April, Mrs. Arthur Archer, H. L. Armer, Mrs. Bonnie Atkins, Carl Athill, Ollie D. Bader, Bill Bailey, Alfred E. Barnett, Joe Bass, Linda Behler, Emory Bennett, E. W. Benson, E. W. Bernard, Victor Bingo, Miller Blackburn, Hedgie Bix, Edw. Bomberry, Herman B. Bonner, Ernest R. Bordenan, Ernest Bowers, Virginia May Bownon, Cornelius F. Brady, Martin Broedie, H. J. Brod, Mrs. Ruth Brooks, Nicky Brown, Arthur Brown, Mr. Elma Brown, Tom Browned, Theresa Brownfield, Chas. Bruckner, John Buchanan, Thos. E. Burns, Lawrence Burton, Rod Cain, Herman Campbell, Elsie Carden, Catherine L. 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# VENDING MACHINES

JULY 1, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

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## CMA ANNUAL OUTING AT LAURELS COUNTRY CLUB

SACKETT LAKE, N. Y.—A record 326 members of the Cigarette Merchandisers' Association, their guests and representatives of cigarette and vending machine firms, attended the 21st annual CMA outing at the Laurels Country Club here Friday thru Sunday (21-23).

Perfect weather greeted the operators, who golfed, swam, took speedboat rides and relaxed. The CMA banquet was Friday night, and the champagne party Saturday night.

John J. Purcell, deputy commissioner of the New York State Miscellaneous Tax Bureau, cited the co-operation of CMA members in displaying names, addresses and telephone numbers on each machine and advising tax officials in enforcement problems.

CMA officers are Sidney Bruck, president; Max Weiss, first vice-president; George Geier, second vice-president; Morris Kahan, secretary, and Jackson Bloom, treasurer. Directors are John Porco, Melvin Chasen, Harold Gottlieb and Sol Leventhal. Morris Weintraub is managing director, and Mervin Pollak is attorney.

## 1956 Vending Machine Production Up 15% Over Previous Year: U. S.

Confection & Food Units Lead With 64% Increase; Beverage Venders 2d

WASHINGTON—A sizable increase in the manufacture of vending machines from 1955 to 1956 was pointed out by the Commerce Department last week (25) when it issued a report on manufacturers' shipments of machines. According to the report, shipments of venders totaled \$105.2 million in 1956—an increase of 15 per cent over 1955 shipments of \$91.7 million.

Biggest gain was made by "vending machines for confections and foods," which increased 64 per cent—from \$10.2 million in 1955 to \$16.7 million in 1956. Beverage vending machines were also high on the list, with 1956 shipments valued at \$61.3 million, compared with \$58 million in 1955.

Commerce based its report on information supplied by "all known manufacturers" of venders. Figures represent shipments of venders from reporting establishments, including products shipped on consignment.

### Candy Bar Venders

In its breakdown of "vending machines for confections and foods," Commerce lists manufacturers' shipments of candy bar machines at a value of \$5.3 million in 1956, compared with \$4.0 million in 1955. Packaged chewing gum venders are valued at \$293 thousand, compared with \$211 thousand in 1955. Shipments of cookie, cracker and biscuit ma-

chines jumped from a value of \$709 thousand in 1955 to \$3.1 million in 1956. Value of hot food machines was set at \$1.6 million, with no earlier figures available for comparison.

Shipments of ice cream machines in 1956 were valued at \$3.4 million, compared with \$3.3 million in 1955. Commerce lumped into one category manufacturers' shipments of multiple unit, sandwich and pastry and "other" vending machines for confections and foods.

The category is valued at \$1.8 million, compared with \$953 thousand in 1955. Shipments of bulk machines, however, decreased from a 1955 value of \$945 thousand to a 1956 level of \$917 thousand.

### Beverage Units

In the beverage vending machine breakdown, Commerce lists increases in manufacturers' shipments for all types of machines except bottled soft drink venders and hot and cold (combination) beverage venders. Shipments of bottled soft (Continued on page 90)

## Milw. Cig Ops Meet On 1c Pack State Hike

MILWAUKEE, Wis.—An emergency meeting called by the dominant Milwaukee Cigarette Operator's group to discuss the new one-cent State tax on cigarettes revived the organization and drew a big turnout to the Wisconsin Hotel, Tuesday evening, June 18.

"The largest gathering of cigarette vending machine operators we've had in many years," according to Nick Novasic, County Venders, who presided at the meeting. Working with Novasic in setting up the conclave were Herb Geiger, Geiger Automatic Sales, and Nick Stacy, Stacy Vending.

Passage this week by the Wisconsin legislature, followed by signing of the bill by Gov. Vernon Thomson, cinched the proposed one-cent per pack cigarette tax. The added levy will raise the wholesale cost of cigarettes 35 cents per thousand, or seven cents per carton.

### Vend Price Up

According to a survey taken at the meeting, virtually all operators present indicated their intentions to up their selling price for smokes as the result of the new tax.

"After figuring it out," said Novasic, "we realized that the new price setup should be at least 28 cents per pack for regular cigarettes and 30 cents for king size and filters. To try to make out at any price below that is economically unsound."

Many operators are switching over to a straight 30-cent price tag, noted Novasic. Balance of the State territory, outside of the Milwaukee region, has for some time been on a 30-cent straight basis, according to reports, he said.

Plans for a dinner meeting for the reactivated trade group were okayed at the session. The date was set for Thursday evening, July

25, with the location to be announced very shortly.

Operators who attended included: Mel Curro, Nick Stacy, John Tavic and son, Ray Emster, Herb Wagner; Dick Pavic, Schiller Rakow, Kenneth Wolf, Ken Kulow, Ed Milner, Bill Orenstein, George Anton, Jim Schmit, Cy Schmidt, Herb Wagner; Dick Pavlic, Schiller & Wright; Mr. Chernoff, Nick Novasic and Erv Beck.

Refreshments following the gathering were provided by the Rowe Manufacturing Company. Midwest Sales manager for Rowe, Ralph Emmett, Chicago, Ill., also attended.

## Fedam Preps Sales, Service Expansion

RIVER GROVE, Ill.—Fedam Company has kicked off a new program of expansion designed to broaden their sales and service facilities thruout the United States, Canada and Europe with the appointment of a new sales manager and eight new factory representatives.

In what is a new policy for the firm, each of the representatives will have a complete stock of Fedam parts in the field along with a staff of factory trained field serv-

icemen. The firm has started a program whereby all representatives, service personnel and mechanics will be called into the factory for a full week of training prior to working in the field.

Named as sales manager is Richard J. Skiera, former Chicago area representative, who has been associated with the firm since its inception. He was named Chicago area representative February 1, relinquishing that post for his current appointment.

Factory representatives named were: Ben D. Palastrant, Boston, who will handle the New England States of Maine, Vermont, New Hampshire, Connecticut, Rhode Island and Massachusetts.

James McDevitt and Paul Stamford, Philadelphia, will handle Eastern Pennsylvania, Maryland, Delaware and all of New Jersey (Continued on page 91)

## State Cigarette Taxes

| State and rate per package    | Gross amount of taxes** | Packages taxed during March |                | Per cent change from 1956 | Packages taxed January thru March |                | Per cent change from 1956 |
|-------------------------------|-------------------------|-----------------------------|----------------|---------------------------|-----------------------------------|----------------|---------------------------|
|                               |                         | 1957 (add 000)              | 1956 (add 000) |                           | 1957 (add 000)                    | 1956 (add 000) |                           |
| Alabama (4).....              | 801,326                 | 20,033                      | 19,126         | + 1.0                     | 62,088                            | 55,782         | + 11.3                    |
| Arizona (2).....              | 193,891                 | 9,695                       | 8,758          | + 10.7                    | 30,356                            | 27,346         | + 9.9                     |
| Arkansas (6).....             | 587,100                 | 9,890                       | 9,340          | + 5.9                     | 30,980                            | 28,180         | + 9.9                     |
| Connecticut (3).....          | 742,644                 | 24,755                      | 22,997         | + 7.6                     | 72,384                            | 75,591         | - 4.2                     |
| Delaware (3).....             | 129,447                 | 4,315                       | 4,111          | + 5.0                     | 12,187                            | 12,056         | + 1.1                     |
| District of Columbia (2)..... | 179,100                 | 8,955                       | 8,288          | + 8.0                     | 25,426                            | 25,706         | - 1.1                     |
| Florida* (5).....             | 2,290,461               | 45,809                      | 44,062         | + 4.0                     | 137,870                           | 124,113        | + 10.5                    |
| Georgia (5).....              | 1,254,546               | 25,091                      | 26,617         | - 5.7                     | 79,800                            | 75,059         | + 6.3                     |
| Idaho (4).....                | 161,658                 | 4,041                       | 4,474          | - 9.7                     | 12,945                            | 12,772         | + 1.4                     |
| Illinois (3).....             | 2,761,849               | 92,062                      | 87,073         | + 5.7                     | 277,095                           | 265,531        | + 4.4                     |
| Indiana (3).....              | 1,132,182               | 37,739                      | 38,689         | - 2.5                     | 120,289                           | 118,266        | + 1.7                     |
| Iowa (3).....                 | 588,167                 | 19,606                      | 19,067         | + 2.8                     | 59,808                            | 57,993         | + 3.1                     |
| Kansas (3).....               | 554,877                 | 18,496                      | 16,686         | + 10.8                    | 51,273                            | 45,763         | + 12.0                    |
| Kentucky (3).....             | 691,151                 | 23,038                      | 23,111         | - 0.3                     | 72,093                            | 69,211         | + 4.2                     |
| Louisiana (0).....            | 1,789,225               | 22,365                      | 21,010         | + 6.4                     | 69,806                            | 62,681         | + 11.4                    |
| Maine (5).....                | 431,418                 | 8,628                       | 7,937          | + 8.7                     | 26,866                            | 26,357         | + 1.9                     |
| Massachusetts (5).....        | 2,339,000               | 45,961                      | 47,481         | - 3.2                     | 136,831                           | 134,168        | + 2.0                     |
| Michigan (3).....             | 2,039,522               | 67,984                      | 68,156         | - 0.3                     | 216,098                           | 212,635        | + 1.6                     |
| Minnesota (4).....            | 984,269                 | 24,607                      | 22,959         | + 7.2                     | 75,584                            | 71,801         | + 5.3                     |
| Mississippi (5).....          | 630,823                 | 12,616                      | 11,972         | + 5.4                     | 37,019                            | 35,226         | + 5.1                     |
| Missouri (2).....             | 831,768                 | 41,630                      | 47,707         | - 12.7                    | 113,904                           | 122,676        | - 7.2                     |
| Montana (4).....              | 262,839                 | 5,250                       | 6,132          | - 14.4                    | 16,924                            | 17,793         | - 4.9                     |
| Nebraska (3).....             | 318,779                 | 10,626                      | 11,089         | - 4.2                     | 31,164                            | 32,995         | - 5.6                     |
| Nevada (3).....               | 96,028                  | 3,201                       | 2,801          | + 14.2                    | 9,591                             | 9,372          | + 2.3                     |
| New Hampshire (3-3)††.....    | 214,955                 | 6,794                       | 6,686          | + 1.6                     | 19,985                            | 19,643         | + 1.5                     |
| New Jersey (5).....           | 2,578,728               | 51,575                      | 54,953         | - 6.1                     | 158,952                           | 158,591        | + 0.2                     |
| New Mexico* (5).....          | 277,050                 | 5,581                       | 6,130          | - 9.0                     | 16,944                            | 17,966         | - 5.7                     |
| New York (3).....             | 5,039,054               | 167,935                     | 162,121        | + 3.6                     | 496,218                           | 484,740        | + 2.4                     |
| North Dakota (6).....         | 237,360                 | 3,956                       | 3,773          | + 4.9                     | 12,067                            | 11,729         | + 2.6                     |
| Ohio (3).....                 | 2,663,666               | 88,789                      | 87,923         | + 1.0                     | 263,156                           | 251,685        | + 4.6                     |
| Oklahoma (5).....             | 783,637                 | 15,673                      | 17,537         | - 10.6                    | 51,300                            | 56,305         | - 9.2                     |
| Pennsylvania (5).....         | 4,592,354               | 91,847                      | 82,945         | + 10.7                    | 274,619                           | 259,646        | + 5.8                     |
| Rhode Island (3).....         | 257,460                 | 8,582                       | 9,382          | - 8.5                     | 27,246                            | 26,666         | + 2.2                     |
| South Carolina (3).....       | 441,213                 | 14,707                      | 14,282         | + 3.0                     | 45,815                            | 43,426         | + 5.5                     |
| South Dakota (3).....         | 164,840                 | 5,072                       | 4,214          | + 20.4                    | 14,161                            | 13,918         | + 1.7                     |
| Tennessee (5).....            | 1,158,991               | 23,178                      | 22,407         | + 3.4                     | 70,316                            | 65,620         | + 7.3                     |
| Texas (5).....                | 3,614,003               | 72,280                      | 74,606         | - 3.1                     | 222,574                           | 214,220        | + 3.9                     |
| Utah (4).....                 | 167,335                 | 4,183                       | 3,962          | + 5.6                     | 12,481                            | 11,836         | + 5.4                     |
| Vermont (4).....              | 154,720                 | 3,118                       | 4,201          | - 25.8                    | 10,454                            | 10,414         | + 0.4                     |
| Washington (3-7).....         | 995,650                 | 19,163                      | 21,084         | - 9.1                     | 64,882                            | 65,113         | - 0.7                     |
| West Virginia (5).....        | 726,183                 | 14,524                      | 13,355         | + 8.8                     | 48,499                            | 44,987         | + 7.8                     |
| Wisconsin (4).....            | 1,108,896               | 27,722                      | 26,756         | + 3.6                     | 89,629                            | 86,732         | + 3.3                     |
| Wyoming (2).....              | 56,227*                 | 2,836                       | 2,723          | + 4.1                     | 8,651                             | 8,458          | + 2.3                     |
| TOTAL.....                    | \$46,993,592            | 1,214,808                   | 1,198,683      | + 1.3                     | 3,686,199                         | 3,565,538      | + 3.4                     |

Number of States showing increase in volume from: March, 1956..... 27 January thru March, 1956..... 26  
Number of States showing decrease in volume from: March, 1956..... 16 January thru March, 1956..... 7

Total taxing States including District of Columbia..... 43

NOTE: Above data compiled from reports received from State tobacco tax administrators.

\*\* Represents the face value of the cigarette, stamps and meter impressions sold within the month and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, Montana, South Carolina and Utah in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained.

\* A part of the State imposed cigarette tax here shown is returned directly to the political subdivision of the State. The figure here shown includes both the State and the local shares of the gross value of stamps sold within the month.

† A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.

†† Preliminary figure.

## Bulk Gum Sales Holding Up Well

UNION CITY, N. J.—Leo Leary, executive vice-president of H. K. Hart Confections, manufacturer of ball gum for the bulk vending trade, said that 1957 spring sales have kept pace with the record volume of a year ago.

Leary added that the introduction of many successful charm items had a lot to do with the sales increase last year. This year, said Leary, fewer new charms have been introduced, but sales are holding up anyway.

After the Fourth of July weekend, Leary leaves for a four-week sales trip. He will cover all States east of the Mississippi.

## AMC Markets Slide Vender

NEW YORK—A color transparency vender, designed for resort locations, amusement parks and Arcades, is currently being marketed by AMC, Inc., here. The firm has exclusive distribution for the unit which is being manufactured by the CSI Corporation in Brooklyn.

Total capacity is 1,000 color slides, with eight selections of 125 each. Machines are currently on location at the Conrad Hilton Hotel and the Field Museum in Chicago and the Woolworth store in 45th Street and Broadway in New York.

The purchaser makes his selection (Continued on page 93)

## Bulk Operators Advised to Lower Legs on Stands

NEW YORK—Members of the New York Bulk Vendors' Association agreed that breakage on outdoor locations could be reduced by shortening legs on stands for bulk vending machines.

Several local operators reported losses due to outdoor charm or ball gum machines tipping over. The shortening of the stand legs lowers the center of gravity and reduces the possibility of an accident.

The next meeting of the NYBVA is tentatively set for July 10. It will probably be a dinner meeting.

GIMMICKS CHARMS CHARMS GIMMICKS



**ROCKET WATER JET-SHOOTER**  
**TREMENDOUS**

\$6.50 per 1,000  
3,000 and up  
F.O.S. Jamaica, N. Y.  
Free Advertising Labels

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I. N.Y.

the new **OAK'S "PREMIERE"**



vends Ball Gum and Picture Card both for 1¢

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.

**oak**

**oak's "GOLD MINE" tab gum selector**

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

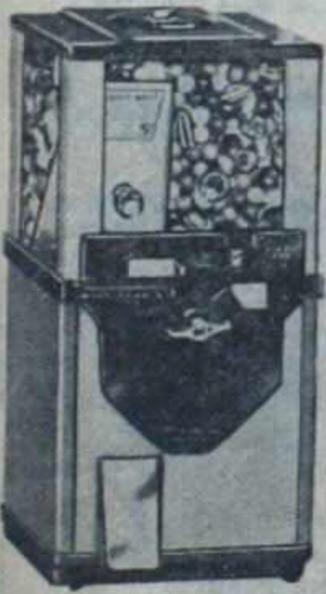
contact your DISTRIBUTOR or

West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Avenue, Los Angeles, California

East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

**DAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave., Culver City, California

**ATTENTION: BULK VENDORS**



**SUPERMART VENDORAMA**



**PLAY BALL**

If you operate as many as 200 1c ball gum and charm machines, or 5c capsule vending machines, you can most assuredly save money by writing for our price list of Victor Vending Machines.

We have available for immediate shipment all Victor Machines and currently are doing a big job with Play Ball and Supermart Vendorama.

**A FEW FACTS ABOUT US**

- We're headquarters for new and used vending machines of all types.
- Over 300 different charm items in stock for capsule and ball gum vending.
- We carry only the best items from all manufacturers and importers.
- We have grown to be the world's largest charm distributor because we have helped others to grow.
- We ask that you compare our merchandise and price with any other source.

WRITE TODAY FOR OUR PRICE LIST AND FREE SAMPLES.

**GRAFF VENDING SUPPLY COMPANY**  
2817 W. Davis Street  
Dallas 2, Texas  
Phones: WHitehall 8-7117 (18)

**'56 Vending Prod.**  
• Continued from page 89

drink machines in 1956 were valued at \$27.9 million, compared with \$29.9 million in 1955. Shipments of hot and cold (combination) beverage machines in 1956 were valued at \$1.1 million, compared with \$1.4 million in 1955.

Coffee machines, refrigerated and non-refrigerated were valued at \$10.5 million in 1956, against \$9.9 million a year earlier. Bulk or cup milk vending machines reached a value of \$611 thousand in 1956, compared with a 1955 tally of \$468 thousand.

Shipments of indoor packaged milk machines jumped from a value of \$6.5 million to \$6.7 million during the same period. Outdoor packaged milk machines jumped from a 1955 value of \$614 thousand to a 1956 value of \$805 thousand. Manufacturers' shipments of post mix cup soft drink machines were valued at \$5.2 million last year, compared with \$4.9 million in 1955.

**Soft Drinks**

Pre-mix soft drink cup machines were valued at \$7.6 million last year, with no earlier figures available for comparison. Other beverage vending machines, including fruit and vegetable juice vendors, were valued last year at \$552 thousand, with no figures available for comparison.

Commerce combined figures for pre-mix soft drink cup machines and "other" vendors in 1955, and valued the category at \$4 million. Commerce gives a value of \$27.1 million to its category labeled "all other vending machines," compared with \$23.4 million in 1955. Cigarette machines are included in the category, with a value in 1956 of \$21. million, against \$18 million in 1955.

Ice vending machines jumped from a 1955 value of \$1.2 million to a value of \$1.6 million in 1955. Ice vending machines jumped from a 1955 value of \$1.2 million to a value of \$1.6 million last year. Manufacturers' shipments of stamp vending machines dropped last year to \$497 thousand, from a 1955 value of \$851 thousand. All other vending machines are listed with a value of \$3.8 million last year, compared with \$3.2 million in 1955.

Commerce points out that the

**J. SCHOENBACH**  
Distributor For  
**oak Manufacturing Co., Inc.**  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

**VICTOR Standard TOPPER 1c BALL GUM VENDOR**  
\$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER**  
As High as \$6.00 Per Machine on VICTOR TOPPERS  
Send Us Your List.

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

dollar values listed are F.O.B. plant, after discounts and allowances. Figures also exclude freight charges and excise taxes.

**GENUINE SILVER KING GLOBES**

1.75 ea.  
1.60 ea. per case of 12  
FOB Chicago

**King and Company**  
2700 W. Lake Street, Chicago, Illinois

**FINEST RECONDITIONED VENDORS**

|   |          |
|---|----------|
| Silver King, 1c or 5c                         | \$ 8.50  |
| Acorn, 5c                                     | 10.00    |
| N. W. Model 49, 1c or 5c                      | 12.50    |
| Master, 1c and 5c                             | 8.50     |
| 3 Col. Hot Nut                                | 22.50    |
| Asco Hot Nut                                  | 7.50     |
| Victor Model V                                | 8.50     |
| Du Grenier 6-Col., 1c Tab.                    | 14.50    |
| Atlas Master, 5c                              | 8.50     |
| Mills 6-Col., 1c Tab.                         | 17.50    |
| Ball Gum Hunter Machine                       | 12.50    |
| Factory Reconditioned "Pop-corn Ser" Machines | \$125.00 |
| Victor Super Vend                             |          |
| Capsule                                       | 10.00    |
| Victor Baby Grand, 1c, B/C                    | 10.00    |
| Victor Rocket, 5c                             | 7.50     |
| Victor Super Marl, used 2 wks.                | 19.50    |

Send for 1957 Catalog-Misc. List! All machines completely checked and ready for location. Order with complete confidence.  
1/3 Deposit, Balance C.O.D.

**Rake Coin Machine Exchange**  
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

**MANDELL GUARANTEED USED MACHINES**

|                              |         |
|------------------------------|---------|
| N.W. Model 49, 1c or 5c      | \$12.00 |
| N.W. Deluxe 1c & 5c Comb.    | 12.00   |
| N.W. 29 1c Parc.             | 7.95    |
| N.W. 22 1c Parc. B.C.        | 4.50    |
| Columbus 3c Bulk             | 6.50    |
| Silver King 1c B.C. or Mide. | 7.43    |
| A.B.T. Gum                   | 38.00   |
| Acorn, 1c or 5c              | 9.50    |

**MERCHANDISE & SUPPLIES**

|                              |        |
|------------------------------|--------|
| Pistachio Nuts, Jumbo Queen  | \$ .49 |
| Pistachio Nuts, Large Tulip  | .48    |
| Pistachio Nuts, Vendor's Mix | .47    |
| Pistachio Nuts, Shell        | .43    |
| Cashew Whole                 | .44    |
| Cashew Butts                 | .45    |
| Peanuts, Jumbo               | .37    |
| Peanuts                      | .37    |
| Mixed Nuts                   | .37    |
| Tabby-Lath, 500 ct.          | .28    |
| Rainbow Peanuts              | .33    |
| Boston Baked Beans           | .22    |
| Jelly Beans                  | .28    |
| Licorice Gems                | .38    |
| Leaflets, 650 ct.            | .40    |
| M & M, 550 ct.               | .50    |
| Hershey-418                  | .43    |

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
486 W. 36th St., New York 18, N. Y.  
LOngacre 4-8467

Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH..."**

**Northwestern**

**VENDING EQUIPMENT"**  
PROVE IT TO YOURSELF!

Just try a Model 49 all-product vendor on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
2771 ARMSTRONG STREET MORRIS, ILLINOIS

**"THE CRY BABY RATTLE"**



Kids will want 'em for laughs. They'll kid one another by saying, "Quit Crying! Here's Your Rattle, Cry Baby!"

ASST'D COLORS, TWO-TONE PLASTIC \$10.50 per M

Labels available at your distributor or:

**paul a. PRICE co. inc.**  
55 Leonard St., N. Y. 13, N. Y. COrlandt 7-5147-B

**PENNIES PAY OFF**



with greatest money making scale on the market

\$20 deposit puts it to work for you

Good indoors or out

Produces up to 200% profit

Wins Customers for Locations

Two machines in one—weights, tells fortunes

YOUR FORTUNE  
WEIGH YOUR FATE

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel moldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St., N.W., Washington 7, D. C.

Send more details  Send scale   
\$20 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**GIVE TO DAMON RUNYON CANCER FUND**

GIVE TO DAMON RUNYON CANCER FUND



**VICTOR'S SUPERMART VENDORAMA®**

All-Capsule Vendor . . . 3c or 10c play . . . with that sensational LOOK-SEE VIEWER that really gets the BIG REPEAT PLAY. Capacity: 460 Capsules with Viewer—465 Capsules without Viewer.

No Federal Tax On Capsule Vendors See Billboard June 24 Issue

**VICTOR'S New Sensational "V" CAPSULE**



Will not come apart in vending. Easy to fill . . . easy to assemble . . . holds more mds. Will vend perfectly in all capsule vendors. The cap comes in assorted colors and is unbreakable. Use "V" CAPSULES in your vendors exclusively.

See Your Nearest VICTOR Distributor QUICK.

**Victor Vending Corp.**  
5701-13 W. Grand Ave.  
Chicago 39, Ill.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- STONER 8-COLUMN CANDY, 160 capacity, prowar model... \$110.00
  - STONER 6-COLUMN CANDY, 102 capacity, prowar model... 80.00
  - STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
  - ROWE 8-COLUMN CANDY, 120 capacity..... 60.00
  - NATIONAL CANDY, 9 column..... 75.00
  - ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb... 97.50
  - DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column..... 87.50
  - UNEEDA 8-COLUMN "E" CIGARETTE, King Size..... 45.00
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit balance C.O.D.

**NATIONAL**

**VENDING SERVICE CO.**  
308 Furman St. Brooklyn, N. Y.  
TRiangle 5-1857



- TEST TUBE QUALITY
- PRECISION UNIFORMITY
- BRILLIANT COLORS
- RESISTANT FINISH

Ask your distributor to stock Cramer's "STAR-BRITE" for you . . . Save money! 210, 170, 140 BALL GUM.

Also Cramer's "KING" 7/8" SOLID BALL SIZE

**CRAMER GUM CO. INC.**  
150 Orleans Street  
East Boston 28, Massachusetts  
Member of National Vendors' Assn.

GIVE TO DAMON RUNYON CANCER FUND

**Fedam Expansion**

Continued from page 89

except the four New Jersey counties bordering New York City.

Lloyd S. McCall, Jr., Charlotte, N. C., will cover Virginia and North and South Carolina. A. M. Glezerman, Cleveland, will handle West Virginia, Western New York State, Western Pennsylvania and Ohio.

Frank Luckower, Snak Bar Company, Mount Vernon, N. Y., will represent the firm in Eastern New York State. Ray Robinson, Select Drink, Inc., St. Louis, will handle Southern Illinois and Missouri.

Vendomatic Ltd., Toronto, will represent the firm in Canada. R. H. Belam, Inc., New York, will handle all exports for Western Europe.

Skiera said Fedam will announce additional appointments of factory representatives in the near future. Slated for coverage are Chicago, Twin Cities, Detroit, New Orleans, Florida seaboard and the mountain States.

Skiera was associated with a magnetic tape recording and industrial sound systems company (Musicon Corporation—Chicago) before joining the firm. Prior to that time, he was an agent and later sales manager for Western and Southern Life Insurance Company. He is 35, married with four children, and lives in Chicago.

**J. SCHOENBACH**

For Victor Vending Corp.  
Machines, Parts, Globes  
Charms, Merchandise Supplies  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
PResident 2-2900  
PHONE or WRITE FOR PRICES

**Ball and VENDING GUMS**

LOW Factory Prices

BUBBLE • CHICLE  
CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. . . . . 27¢ lb
- Chicle Ball Gum, 130 ct. . . . . 25¢ lb
- Chloro-Vend Ball Gum . . . . . 48¢ lb
- Chloro-Vend Chicks, 320 ct. . . . . 40¢ lb
- Chicle Chicks, 320 & 320 ct. . . . . 36¢ lb
- Bubble Chicks, 320 & 320 ct. . . . . 37¢ lb
- Tab (short stick) 100 ct. . . . . 38¢ box
- 5-Stick Gum, 100 packs . . . . . \$1.90

F.O.B. Factory. 150 Lb. Lots  
AMERICAN CHEWING PRODUCTS  
4th & Mt Pleasant • Newark 4, N. J.

**Victor's Money Maker PLAY BALL**



Delivers a million dollars worth of fun and a ball of gum for every penny.

**19.75** ea.

Holds 12 lbs. of 210 Ball Gum.

**JULY SPECIAL**  
Spanish Peanuts, 30 lb. bulk, 30¢ lb.

Time payments available on all Victor models.

**PIONEER VENDING SERVICE**

Syd Rubenstein  
590 Albany Ave. Brooklyn 3, N. Y.  
PResident 4-5358

**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 perfums.

OUR 25th YEAR!

**SHIPMAN MFG. CO.**  
LOS ANGELES 23, CALIF.



**Great Time-Saving PENNY WEIGHING SCALE**

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL BASE.  
TIN SCOOP.  
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.  
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

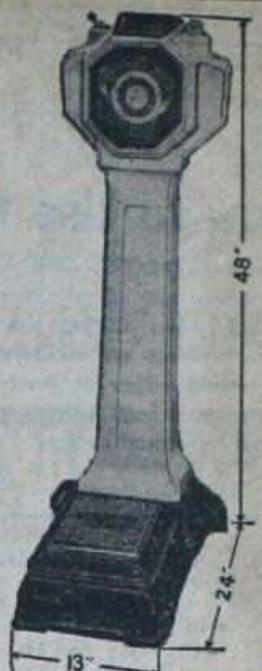
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.



**\$18.50**

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
Distributors, Write for Prices.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.  
PResident 2-2900



**\$25 DOWN**

Balance \$10 Monthly  
ALL WEATHER SCALE  
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

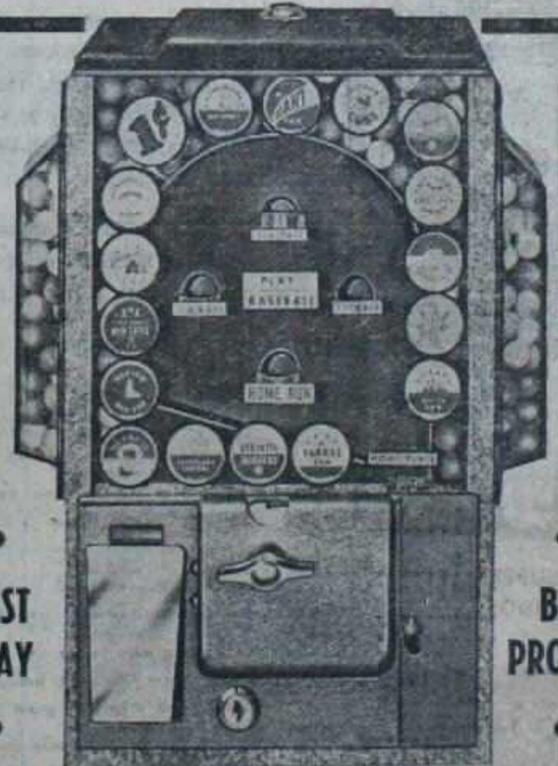
WRITE FOR PRICES.  
Invented and Made Only by  
**WATLING**

Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

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

**COIN SPECIALTIES**

**BASEBALL VENDOR**



FAST PLAY

BIG PROFITS

Kids will stand in line waiting to drop pennies into this exciting and colorful vendor which delivers a ball of gum with every pitch . . . and every penny. Attractive front shows emblems of 16 American and National League ball clubs.

Vendor Holds 15 Lbs. of 210 Ball Gum

Takes in . . . . . \$31.50  
Cost of Gum . . . . . 4.30  
Pay Location 25% 7.88  
Pour Profit is . . . 19.12

CALL, WRITE OR WIRE TODAY!

Price Only **\$24.00** each

Packed and sold two machines to the carton. F.O.B. factory.

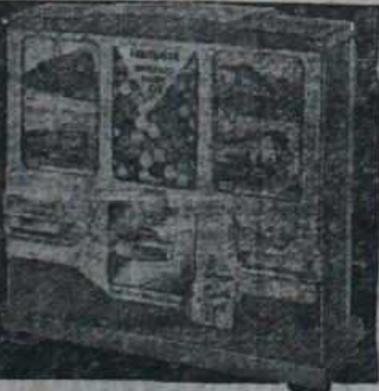
- Holds 15 lbs. of 210-count ball gum
- Vendor takes in \$31.50 when empty
- Three-view showcase display window attracts attention
- Proven trouble-free mechanism & flipper
- Size: 14" high, 10 1/2" wide, 9 1/2" deep

**KING & COMPANY**  
2700 W. LAKE STREET CHICAGO 12, ILL.

EXCLUSIVE DISTRIBUTOR

**OAK'S "PREMIERE"**

STANDARD SPECIALTY CO.  
5115 E. 14th St.  
Oakland, Calif.



**OLDTIMERS BARBER POLE**

Colorful red, white and blue stripes with a big golden dome on top! Vacuum plated to sparkle on any collector's bracelet.

**\$12.50**  
Per M for 5 M or more

**SURE-LOCK**, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



Send 35¢ For SAMPLE KIT OF CHARMS

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.  
World's Largest Selection of Miniature Charms  
NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES



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 24, 1957)

### MUSIC MACHINES

|                                      | High     | Low      | Mean Avg. |
|--------------------------------------|----------|----------|-----------|
| <b>AMI</b>                           |          |          |           |
| <b>AMI</b>                           |          |          |           |
| Model A (46) 40 sel., 78 RPM         | \$ 99.50 | \$ 35.00 | \$ 69.50  |
| Model B (48) 40 sel., 78 RPM         | 149.50   | 65.00    | 95.00     |
| Model C-40                           | 150.00   | 85.00    | 125.00    |
| Model C (50) 40 sel., 78 RPM         | 135.00   | 109.50   | 109.50    |
| Model D-80 (51) 40 sel., 78 RPM      | 345.00   | 145.00   | 295.00    |
| 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   | 350.00    |
| 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   | 395.00   | 495.00    |
| <b>ROCK-OLA</b>                      |          |          |           |
| 1434 (50-51) 50 sel., 78 RPM         | \$300.00 | \$149.50 | \$225.00  |
| 1434 Fireball                        | 275.00   | 275.00   | 275.00    |
| 1436 A-153) 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    |
| <b>SEEBURG</b>                       |          |          |           |
| HM-100-A Hideaway                    | \$275.00 | \$189.00 | \$245.00  |
| M-100-A (49) 100 sel., 45 RPM        | 245.00   | 150.00   | 225.00    |
| M-100-B (51) 100 sel., 45 RPM        | 450.00   | 345.00   | 410.00    |
| M-100-C (53) 100 sel., 45 RPM        | 525.00   | 445.00   | 495.00    |
| M100C (54) 100 sel., 45 RPM          | 650.00   | 545.00   | 625.00    |
| M-100-R                              | 725.00   | 650.00   | 725.00    |
| M-100-W                              | 625.00   | 575.00   | 595.00    |
| HF-100-G                             | 645.00   | 545.00   | 625.00    |
| <b>WURLITZER</b>                     |          |          |           |
| 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   | 100.00   | 125.00    |
| 1400 (51) 48 sel., 45 or 78 RPM      | 195.00   | 125.00   | 165.00    |
| 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    |
| 1550-A (53) 104 sel., 45-78 RPM Mix. | 345.00   | 245.00   | 285.00    |
| 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   | 575.00    |
| 1800 (2/55)                          | 775.00   | 595.00   | 675.00    |
| <b>PINBALL GAMES</b>                 |          |          |           |
| <b>BALLY</b>                         |          |          |           |
| Atlantic City (5/52)                 | \$ 50.00 | \$ 35.00 | \$ 45.00  |
| Beach Beauty (1/55)                  | 350.00   | 295.00   | 295.00    |
| Beach Club (2/53)                    | 200.00   | 40.00    | 110.00    |
| Beauty (11/52)                       | 65.00    | 45.00    | 55.00     |
| 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   | 325.00   | 350.00    |
| Dude Ranch (9/51)                    | 250.00   | 60.00    | 115.00    |
| Frolic (10/52)                       | 135.00   | 40.00    | 90.00     |
| Gayety (3/55)                        | 115.00   | 45.00    | 105.00    |
| Gaytime (6/55)                       | 210.00   | 145.00   | 195.00    |
| Hi-Fi (6/54)                         | 235.00   | 50.00    | 130.00    |
| Ice Frolics (1/54)                   | 95.00    | 40.00    | 65.00     |
| Miami Beach (9/55)                   | 225.00   | 185.00   | 210.00    |
| Nite Club (3/56)                     | 455.00   | 375.00   | 410.00    |
| Palm Beach (7/52)                    | 65.00    | 55.00    | 55.00     |
| Palm Springs (11/52)                 | 235.00   | 49.50    | 120.00    |
| Spot Lite (1/52)                     | 55.00    | 40.00    | 55.00     |
| Surf Club (3/54)                     | 95.00    | 75.00    | 75.00     |
| Variety (9/54)                       | 135.00   | 105.00   | 115.00    |
| Yacht Club (6/53)                    | 65.00    | 45.00    | 60.00     |

|                                  | High     | Low      | Mean Avg. |
|----------------------------------|----------|----------|-----------|
| <b>CHICAGO COIN</b>              |          |          |           |
| Basket Ball Champ (10/49)        | \$175.00 | \$135.00 | \$135.00  |
| <b>EVANS</b>                     |          |          |           |
| Saddle & Turf Club Model (10/53) | \$150.00 | \$145.00 | \$145.00  |
| <b>GOTTIEB</b>                   |          |          |           |
| Chinatown (10/52)                | \$ 75.00 | \$ 40.00 | \$ 75.00  |
| Coronation (11/52)               | 85.00    | 50.00    | 85.00     |
| Crossroads (5/52)                | 75.00    | 45.00    | 60.00     |
| 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    |
| Duette (3/55)                    | 265.00   | 185.00   | 225.00    |
| Easy Aces (12/55)                | 225.00   | 125.00   | 175.00    |
| Frontiersman (11/55)             | 245.00   | 194.50   | 210.00    |
| 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)                | 65.00    | 45.00    | 50.00     |
| Harbor Lites (2/56)              | 215.00   | 195.00   | 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     |
| Quintette (3/53)                 | 99.00    | 60.00    | 95.00     |
| Score-Board (3/56)               | 275.00   | 225.00   | 265.00    |
| Shindig (9/53)                   | 120.00   | 55.00    | 90.00     |
| 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 (17/55)         | 250.00   | 165.00   | 175.00    |
| Toreador (6/56)                  | 295.00   | 275.00   | 275.00    |
| Tournament (8/55)                | 275.00   | 245.00   | 275.00    |
| Twin Bill (1/55)                 | 225.00   | 125.00   | 185.00    |
| Wild West (8/51)                 | 265.00   | 250.00   | 250.00    |
| <b>UNITED</b>                    |          |          |           |
| ABC (3/52)                       | \$350.00 | \$325.00 | \$350.00  |
| Cabana (3/53)                    | 150.00   | 35.00    | 50.00     |
| Caravan (1/56)                   | 295.00   | 235.00   | 275.00    |
| Circus (8/52)                    | 85.00    | 45.00    | 50.00     |
| Havana (2/54)                    | 70.00    | 45.00    | 60.00     |
| Hawaii (6/54)                    | 75.00    | 45.00    | 60.00     |
| Leader (10/54)                   | 115.00   | 75.00    | 85.00     |
| Manhattan (4/55)                 | 345.00   | 110.00   | 249.50    |
| Mexico (3/54)                    | 75.00    | 60.00    | 60.00     |
| Nevada (8/54)                    | 65.00    | 35.00    | 60.00     |
| Pixie (9/55)                     | 195.00   | 135.00   | 175.00    |
| Singapore (10/54)                | 195.00   | 65.00    | 110.00    |
| Stardust (4/56)                  | 275.00   | 215.00   | 235.00    |
| Starlet (11/55)                  | 225.00   | 175.00   | 215.00    |
| Triple Play (8/55)               | 150.00   | 125.00   | 135.00    |
| Tropicana (1/55)                 | 115.00   | 100.00   | 110.00    |
| Tropics (7/55)                   | 75.00    | 45.00    | 50.00     |
| Zingo (10/51)                    | 65.00    | 65.00    | 65.00     |
| <b>WILLIAMS</b>                  |          |          |           |
| C. O. D. (9/53)                  | \$175.00 | \$ 75.00 | \$115.00  |
| Colors (11/54)                   | 195.00   | 129.50   | 169.50    |
| Dealer '21' (2/54)               | 125.00   | 65.00    | 110.00    |
| Deluxe Baseball                  | 125.00   | 89.50    | 125.00    |
| Disk Jockey (11/52)              | 75.00    | 40.00    | 75.00     |
| Four Corners (11/52)             | 80.00    | 65.00    | 80.00     |
| Fairway (6/53)                   | 90.00    | 49.00    | 90.00     |
| 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)                    | 60.00    | 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   | 265.00    |
| Race the Clock (1/55)            | 210.00   | 155.00   | 210.00    |
| Rainbow 5 Ball (11/48)           | 125.00   | 80.00    | 110.00    |
| Regatta (10/55)                  | 195.00   | 135.00   | 175.00    |
| Screamo (4/54)                   | 155.00   | 85.00    | 135.00    |
| Silver Skates (2/53)             | 80.00    | 75.00    | 75.00     |
| Singapore (10/54)                | 85.00    | 50.00    | 65.00     |
| Sky Way (9/54)                   | 80.00    | 65.00    | 80.00     |
| Spitfire (2/55)                  | 125.00   | 65.00    | 80.00     |
| 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     |
| Wonderland (5/55)                | 209.50   | 145.00   | 195.00    |

### SHUFFLE GAMES

|  | High     | Low      | Mean Avg. |
|--|----------|----------|-----------|
| Ace Bowler (CC) (9/50)                             | \$125.00 | \$ 85.00 | \$110.00  |
| <b>American Bank</b><br>(American Shuffleboard)    |          |          |           |
| (5/52)   | 250.00   | 225.00   | 225.00    |
| Banner (U) (8/54)                                  | 135.00   | 105.00   | 115.00    |
| Bikini (K) (6/54)                                  | 130.00   | 75.00    | 75.00     |
| Blue Ribbon Bowler (B)                             | 250.00   | 195.00   | 250.00    |
| Bonus Bowler (K) (3/54)                            | 190.00   | 75.00    | 125.00    |
| <b>Bonus Score Bowler (CC)</b><br>(4/55)           |          |          |           |
|  | 395.00   | 275.00   | 345.00    |
| Broadway Alley (U)                                 | 395.00   | 325.00   | 375.00    |
| Capitol (U) (6/55)                                 | 215.00   | 195.00   | 210.00    |
| Carnival (K) (5/53)                                | 185.00   | 145.00   | 185.00    |
| 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   | 185.00    |
| <b>Clipper Deluxe (U)</b><br>(5/55)                |          |          |           |
|  | 425.00   | 225.00   | 325.00    |
| <b>Clover Shuffle (U)</b><br>(1/53)                |          |          |           |
|  | 75.00    | 35.00    | 35.00     |
| Club (K) (4/53)                                    | 50.00    | 45.00    | 50.00     |
| <b>Comet Targette (U)</b><br>(11/54)               |          |          |           |
|  | 95.00    | 95.00    | 95.00     |
| <b>Comet Deluxe (U)</b><br>(11/54)                 |          |          |           |
|  | 345.00   | 125.00   | 245.00    |
| <b>Criss-Cross (CC)</b><br>(11/53)                 |          |          |           |
|  | 135.00   | 95.00    | 110.00    |
| <b>Criss-Cross Targette</b><br>Regular (CC) (1/55) |          |          |           |
|  | 85.00    | 75.00    | 75.00     |
| Crown (CC) (4/53)                                  | 150.00   | 45.00    | 85.00     |
| Diamond (K) (5/53)                                 | 160.00   | 160.00   | 160.00    |
| Domino (K) (5/53)                                  | 60.00    | 60.00    | 60.00     |
| Feature (CC) (7/54)                                | 275.00   | 125.00   | 185.00    |
| <b>Fifth Inning Deluxe (U)</b><br>(6/55)           |          |          |           |
|  | 395.00   | 225.00   | 295.00    |
| Fireball (CC) (11/54)                              | 225.00   | 150.00   | 225.00    |
| Flash (CC) (9/54)                                  | 335.00   | 195.00   | 195.00    |
| Gold Cup (CC) (7/53)                               | 155.00   | 75.00    | 115.00    |
| Gold Medal (B) (3/55)                              | 250.00   | 175.00   | 195.00    |
| <b>Holiday Match Bowler (CC)</b><br>(9/53)         |          |          |           |
|  | 95.00    | 75.00    | 75.00     |
| Hollywood (CC) (5/55)                              | 225.00   | 175.00   | 185.00    |
| Imperial (U) (9/53)                                | 90.00    | 50.00    | 55.00     |
| Jet Bowler (B) (8/54)                              | 350.00   | 175.00   | 200.00    |
| <b>League Bowler (U)</b><br>(1/54)                 |          |          |           |
|  | 135.00   | 95.00    | 100.00    |
| Lightning (U) (2/55)                               | 185.00   | 145.00   | 165.00    |
| Magic (B) (12/54)                                  | 165.00   | 125.00   | 145.00    |
| Mars Deluxe (U)                                    | 195.00   | 195.00   | 195.00    |
| Match Pool (GE) (2/54)                             | 95.00    | 85.00    | 95.00     |
| Mercury (U) (12/54)                                | 165.00   | 150.00   | 150.00    |
| Olympic (U) (8/54)                                 | 70.00    | 70.00    | 70.00     |
| Pacemaker (K) (9/53)                               | 80.00    | 80.00    | 80.00     |
| <b>Playtime Bowler (CC)</b><br>(10/54)             |          |          |           |
|  | 295.00   | 175.00   | 275.00    |
| <b>Rainbow Shuffle Alley</b><br>(U) (8/54)         |          |          |           |
|  | 125.00   | 80.00    | 80.00     |
| Royal (U) (8/54)                                   | 80.00    | 55.00    | 8         |

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Baby; CC—Chicago Cola; Ev—Evans; Ex—Exhibit; G—Game; Gb—Gottlieb; K—Keeney; M—Inf; Mst—Mastoscope; N—Novels; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecola; U—United; W—Williams; Wa—Wahing.

|                                   | 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   | 295.00   | 295.00    |
| Baseball, 2 Player (G) ..         | 175.00   | 125.00   | 145.00    |
| Basketball (G) ..                 | 225.00   | 185.00   | 195.00    |
| Basketball Champ (CC) ..          | 195.00   | 195.00   | 195.00    |
| Bat-A-Score (Ev) (8/48) ..        | 145.00   | 105.00   | 105.00    |
| Bat-A-Score, Sr. (Ev) (8/48) ..   | 65.00    | 65.00    | 65.00     |
| 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   | 275.00    |
| Bingo Roll ..                     | 150.00   | 125.00   | 150.00    |
| Bonus Deluxe (U) ..               | 350.00   | 300.00   | 325.00    |
| Bonus Gun (U) (1/55) ..           | 245.00   | 225.00   | 245.00    |
| Card Vendor (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    | 29.50    | 50.00     |
| Defender (B) ('40) ..             | 125.00   | 125.00   | 125.00    |
| Derby, 4 Player (CC) (3/52) ..    | 145.00   | 99.50    | 145.00    |
| Drivemobile (M) (7/54) ..         | 195.00   | 175.00   | 195.00    |
| Flash Hockey (Coinex) (9/46) ..   | 225.00   | 199.50   | 225.00    |
| Football (K) ..                   | 85.00    | 85.00    | 85.00     |
| Goalie (CC) (1/46) ..             | 90.00    | 65.00    | 90.00     |
| Harvard Metal Typer ..            | 125.00   | 125.00   | 125.00    |

|   | High     | Low      | Mean Avg. |
|---|----------|----------|-----------|
| Heavy Hitter (B) ..                     | \$ 50.00 | \$ 35.00 | \$ 35.00  |
| Hi-Ball (Ex) (2/38) ..                  | 95.00    | 95.00    | 95.00     |
| Hockey (CC) ..                          | 85.00    | 39.50    | 75.00     |
| Home Run, 6 Player (CC) (3/54) ..       | 200.00   | 170.00   | 195.00    |
| Jet (B) ..                              | 105.00   | 85.00    | 95.00     |
| Jet Fighter (W) (10/54) ..              | 225.00   | 225.00   | 225.00    |
| Jet Gun (Ex) (12/51) ..                 | 150.00   | 110.00   | 110.00    |
| Kicker & Catchers ..                    | 52.50    | 20.00    | 20.00     |
| K O Fighter ..                          | 325.00   | 275.00   | 325.00    |
| Lite League (W) (2/54) ..               | 75.00    | 75.00    | 75.00     |
| Lord's Prayer (M) (6/56) ..             | 349.50   | 200.00   | 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   | 99.50    | 125.00    |
| Photomatic (M) (1/50) ..                | 350.00   | 295.00   | 350.00    |
| Pitch'm & 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) ..                   | 135.00   | 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   | 125.00   | 150.00    |
| Silver Bullets (Ex) (11/49) ..          | 125.00   | 125.00   | 125.00    |
| Silver Gloves (M) ..                    | 225.00   | 165.00   | 225.00    |
| Sky Gunner (G) (9/53) ..                | 145.00   | 100.00   | 125.00    |
| Sky Gunner (CC) ..                      | 145.00   | 100.00   | 125.00    |
| Sky Rocket (G) (5/55) ..                | 260.00   | 235.00   | 245.00    |
| Space Gun (Ex) ..                       | 95.00    | 55.00    | 95.00     |
| Space Ship ..                           | 350.00   | 200.00   | 325.00    |
| Sportland (Ex) (11/51) ..               | 175.00   | 125.00   | 165.00    |
| Sportsman (K) (11/54) ..                | 195.00   | 125.00   | 195.00    |
| Standard Metal Typer F S ..             | 325.00   | 100.00   | 275.00    |

|                               | High     | Low      | Mean Avg. |
|-------------------------------|----------|----------|-----------|
| Submarine (K) (1/42) ..       | \$125.00 | \$125.00 | \$125.00  |
| Super Home Run (CC) (3/54) .. | 250.00   | 125.00   | 225.00    |
| Super Slugger (U) (7/55) ..   | 395.00   | 295.00   | 350.00    |
| Telequiz (1/49) (T) ..        | 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     |

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     |
| Electro (8 Col.) ..             | 95.00    | 95.00   | 95.00     |
| Electro (10 Col.) ..            | 125.00   | 125.00  | 125.00    |
| Keeney Cigarette Vendor ..      | 99.50    | 50.00   | 85.00     |
| Master 1c & 5c Bulk ..          | 8.50     | 8.50    | 8.50      |
| Master 5c Bulk ..               | 6.50     | 6.50    | 6.50      |
| Mills Candy (5 Col.) ..         | 65.00    | 65.00   | 65.00     |
| Mills Tab Gum (6 Col.) ..       | 17.50    | 13.95   | 17.50     |
| National M-8A (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 ..     | 6.95     | 6.50    | 6.50      |
| Northwestern 49, 1c ..          | 12.50    | 8.50    | 12.00     |
| Northwestern Deluxe, 1c & 5c .. | 12.00    | 12.00   | 12.00     |
| P X (8 Col.) ..                 | 85.00    | 85.00   | 85.00     |
| P X (10 Col.) ..                | 110.00   | 110.00  | 110.00    |
| P X Electric ..                 | 95.00    | 75.00   | 85.00     |
| Rowe Candy (8 Col.) ..          | 60.00    | 60.00   | 60.00     |
| Rowe Candy Merchant (7 Col.) .. | 165.00   | 165.00  | 165.00    |
| Rowe Crusader (8 Col.) ..       | 97.50    | 97.50   | 97.50     |
| Silver King, 1c ..              | 8.50     | 7.45    | 7.45      |
| Silver King 1c Ball Gum ..      | 8.50     | 7.45    | 7.45      |
| Silver King 1c Mdse. ..         | 8.50     | 7.45    | 7.45      |
| Silver King, 5c ..              | 9.95     | 7.45    | 8.50      |
| Stoner Candy (6 Col.) ..        | 125.00   | 80.00   | 80.00     |
| Stoner Candy (8 Col.) ..        | 165.00   | 110.00  | 110.00    |
| Uneda Model E (8 Col.) ..       | 80.00    | 75.00   | 75.00     |

VICTOR IS CHAMPION with PLAY BALL!



A ball of gum and a ballgame... all for a penny!

19.75

Holds 12 lbs. of 210 ball gum.

Takes in ..... \$25.20  
Cost of Gum ..... 3.40  
35% to Location ..... 4.30  
YOUR NET PROFIT ..... 15.30

1/3 deposit, bal. C.O.D.

CHAMPION NUT COMPANY

1194 Tremont St. Boston 20, Mass.

SUPPLIES IN BRIEF

Orange Concentrate

Output of frozen orange concentrate in Florida was 81.4 million gallons on June 1, down 3 per cent from a year earlier, according to Agriculture Department. With the large remaining supply of oranges, however, total output by the end of the season is expected to exceed the 70 million gallons of 1955-56.

Confectionery Sales

Sales of confectionery and competitive chocolate products by manufacturers in April were estimated at \$84,194,000, 7 per cent below sales for the preceding month, but 15 per cent above last year's April total, according to Commerce Department. Sales of manufacturer-wholesalers at \$61,523,000 were 11 per cent below March, 1957, but 7 per cent above April, 1956. Manufacturer-retailers' sales were 111 per cent above March, 1957, and 133 per cent

above April, 1956. Sales by chocolate manufacturers, however, were 50 per cent below March, 1957, and 19 per cent below April, 1956. During the first four months of the year, sales of bar goods increased 7 per cent in poundage value and 6 per cent in dollar value. Sales of bulk goods by manufacturers increased 2 per cent in poundage value and 3 per cent in dollar value during the same period.

Milk Production High

Farm production of milk in May reached a record high of 13,122 million pounds, 2 per cent more than May, 1956, and 6 per cent above the 1946-55 average for the month, according to Agriculture Department. Production during the first five months of this year totaled 54.7 billion pounds, compared with 54.3 billion pounds for the same period last year.

Peanut Supply Heavy

Supply of peanuts held in off-farm positions on May 31, includ-

ing shelled oil stock, totaled 618 million pounds of equivalent uncleaned, unshelled peanuts, according to Agriculture Department. Supply was nearly 7 per cent above that held in similar position a year earlier. Shelled peanuts used in making peanut butter, including peanut butter sandwiches, totaled 256 million pounds thru May 31, 2 per cent more than used in the corresponding period last season. Peanuts used in making candy, at 105 million pounds, were up 13 per cent, while the 122 million used for salted peanuts were up 8 per cent.

AMC Markets

Continued from page 89

tion by pressing a button. The slide to be vended is illuminated in a stereoscopic viewer so the buyer sees what he is buying before the transaction is completed. The U-View Slide Vender operates on quarters only. Dimensions are 18 inches wide, 21 inches high and 18 inches deep. Weight is 52 pounds. List price is \$295, with delivery promised in two to three weeks.

**COIN MARKET PLACE**  
CLASSIFIED ADVERTISING  
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 20c a word—Minimum \$4.00.

**CASH WITH ORDER**  
In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATES: \$1.00 a line—\$14.00 per inch.  
**CASH WITH ORDER**  
Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, Ohio

**CHARMS—Miniature Cigarette Lighter—It Works!**  
Will vend with 210 ball gum. Body designs: Chrome; Plaid & Mesh. Packed one dozen in a box. \$2.50 per doz.; \$27.50 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.

**EVCO MERCHANDISERS**  
397 Cortland Ave. San Francisco, Calif.  
Leon "Hi-Ho" Silver, Gen. Mgr.

**VEND—PUBLISHED BY THE BILLBOARD**  
HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES  
Candy Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St. Cincinnati 22, Ohio

Yes—Please sign me up for Vend for  
 1 year \$5.  3 years at \$10.  
(Foreign rate, one year, \$5)

Name .....

Address .....

City .....

Occupation .....

**Puzzlerooos**

Real Ball-Rolling PUZZLE-GAMES

\$15.00 per thousand assorted

at your distributor or ...

**Karl Guggenheim**  
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N.Y.C. 3, N.Y. • AL. 5-8393

**Used Coin-Operated Equipment**

Candy—Cigarette—"Swami"  
—1c Quiz Napkin Holder—  
U-Select-It Candy Mercury & Royal Cigarette Machines, Watling Slashes, White's Lates & Comb Machines & refills.  
Texas Associated Enterprises  
P. O. Box 1848 Amarillo, Texas

FOR SALE — FACE AND ROCK-OLA  
Scales. Priced to sell. No charge for crating. G. H. Scale Service, Farrell, Pa. 371

SHIPMAN DUPLEX STAMP MACHINES,  
\$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 160 Grand, Waterbury 3, Conn. 372

VENDING MACHINES—PARTS, ALL SUPPLIES: Ball Gum, all sizes; 1/2 Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 or 320 ct. Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, House Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2708 West Lake St., Chicago 12, Ill. 373

60 CIGARETTE MACHINES, ALL LATE model Nationals; 60 Juice Boxes; twenty 10c Seaburgs and Wall Boxes; 10 Shuffie Alley's; 20 Maple Tables; 50 mec. Games; \$5,000 in Parts and Records. All for \$75,000, will carry one half. Briscoe Novelty Co., 720 S. Locust St., Denton, Tex. 374

3 MILLS LOBBY PENNY WEIGHING Scales, A-1 shape, \$25 ea. Geo. Lind, 909 So. 55th St., Omaha 6, Neb. 375

**Wanted to Buy**

ALL TYPES USED VENDING MACHINES wanted. 49¢ Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Bake, 609C Spring Garden St., Philadelphia 23, Pa. ch-176

USED VENDING MACHINES WANTED—We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. 378

This is a  
DISPLAY CLASSIFIED AD  
Your Advertisement displayed in this space this size will cost only  
\$14 per insertion

## Ops Give Split Reactions to 50c Chutes & Accumulators

Pricing Experiment Pros & Cons; Jumbo Chute Seen Aid to 10c Play

It is interesting to note the apparent tie-in between the use of the 50-cent chute and credit accumulators. In Miami, where operators are opposed to the jumbo chute, the credit accumulators are considered a must. However, in Milwaukee and Denver, where the 50-cent chute has enjoyed at least a modicum of success, the operators are adopting a "wait-and-see" attitude toward the accumulators. Many feel that with the jumbo chutes, the accumulators aren't needed, since customers will drop the single large coins in favor of several small ones. Also worthy of note is the apparent geographic distribution. It is common knowledge that "silver" is more commonly used in the West than on the East

Coast. Significantly, the 50-cent chute has made a hit in such Western and Midwestern cities as Denver, Milwaukee, Los Angeles and Memphis (The Billboard, June 17), where the silver coinage is more apt to be handy. In Miami, an Eastern City, operators noted that "the half-dollar just wasn't a common enough coin to attract juke box use." One notable exception was Boston (The Billboard, June 17), where operators hailed the 50-cent chute as a big help. However, here, an offsetting factor could well be the fact that operators are in the process of converting to dime play and are using the 50-cent to soften the blow, giving one tune per dime, and anywhere from seven to 10 for a half dollar.

**MILWAUKEE**—Local operators are carefully studying various pricing techniques thru which they'll be able to augment their dwindling incomes. And agreement is general in operating and distributing circles that the 50-cent chutes are destined to play the major role in this area.

EP's, another source for multiple pricing, have failed to gain ground during the past year. Operators, in the main, claim that there is small reason for giving the customers the extra minutes of music when there is little demand for it.

However, while the jumbo chute is now found on but approximately 5 per cent of local machines on location, distributor sources report a definite upturn in the buying pattern toward their use.

One distributor estimated that 90 per cent of the machines leaving his shop are so equipped. "While they haven't been out long enough to realize their potential," he said, "there is no question the 50-cent chute is gaining in popularity."

Income Up 10-20%

Of operators using the device, most report increases in income anywhere from 10 to 20 per cent. Also, most are using it to take the sting out of dime play. Pricing is generally set at one play for a dime, five for a quarter and 10 for a half. Still other operators are cutting even farther, one play for a dime, three for a quarter and seven for a half.

According to one operator, Jerome (Red) Jacomet, of Red's

(Continued on page 98)

**MIAMI**—Local operators are not too optimistic that multiple pricing in any form could help their business. Neither the 50-cent chute nor EP's (with or without dual pricing) have met with any notable acceptance.

Credit accumulators, on the other hand, are generally looked upon as an important part of the juke box mechanism. Most operators insist they are a must, and if they have to pay extra to get them, they will. Where there is no credit accumulator, too many complaints are registered about lost coins.

The average large operator has about 5 per cent of his machines with the 50-cent chute, "not because he wanted them, but because

(Continued on page 98)

**DENVER**—The 50-cent chute has gained uniform and enthusiastic acceptance thruout the Denver area, but only a few operators are using EP's, and most of these for classical selections. There has likewise been very little interest in credit accumulators, since operators are waiting to see how the jumbo chute works out before the accumulators are installed.

Almost every operator who has purchased new phonographs equipped with 50-cent chutes reports his volume up from 20 to 30 per cent. Even tho it is felt that price of conversion kits for 50-cent play is too high and involves an additional service load, more than a dozen operators plan to

(Continued on page 98)

## Juke Ops Zero in Big Target: Costs

Move to Pare All Costs Except Disks To Hike Income, Step Up 'Step-Downs'

• Continued from page 1

selection category of equipment, only 57.6 per cent do with 200-selection machines.

And over twice as many have a guarantee plus a percentage with 200-play juke boxes as do with machines offering fewer selections.

Finally, a growing number of operators have agreements providing for a predetermined amount to be taken from the machine's collections to go toward operating divided between location owner and proprietor.

Again, these kinds of commission arrangements are being used more on 200-selection equipment than on machines offering fewer selections.

Besides working toward more equitable commission basis, operators are also making each new juke box purchased felt thruout their entire routes.

They do this largely thru the trade practice of "stepping-down equipment," which means simply that after installing a brand-new juke box in a given location, the machine formerly in that location is moved to another one, and so on down the line.

The best revenue producing locations get the best equipment, graduating to the weakest revenue producing locations which get the poorest equipment. Stepping-down, then, simply means transferring newer and better equipment on down the route to provide, in addition to the location getting the brand-new machine, all or most locations with better equipment.

This is a very time-consuming job and costly in terms of service

(Continued on page 98)

## Consent Decree Ends AMI-U. S. Suit

Juke Box Manufacturer Sees 'No Significant Change in Distribution'

**GRAND RAPIDS, Mich.**—The government filed civil anti-trust proceedings against AMI, Inc. in the Federal District Court here, Friday (28). At the same time, a consent decree was agreed to by both parties, terminating the case.

The government's complaint charged that the defendant had engaged in an unlawful combination and conspiracy with its distributors, the purpose of which was to allocate territories and customers among distributors.

The complaint alleges that each of the firm's distributors agreed to refuse to sell to persons selling to operators "or others located in the sales territory of another distributor."

Assistant Attorney General Victor R. Anton, head of the antitrust division commented, "The judgment entered today prohibits AMI from restricting, or limiting, persons to whom its machines may be sold. Further, it prohibits restrictions or limits by AMI on territories in which their distributors may sell coin-operated machines."

It also bars the cancelling of any distributorship franchise because of the failure, or refusal, of a distributor to limit or restrict his sales or the territory in which he may choose to sell.

Anton said, "The defendant, AMI, also is prohibited from maintaining a list of purchasers or serial numbers of coin-operated machines purchased from its distributors, and using such lists for the purpose of restricting or limiting the territories or the persons to whom distributors may choose to sell AMI products."

## Marvel Extends Equipment Line, Preems Speaker

**CHICAGO**—Marvel Manufacturing Company introduced a new wall speaker to its music equipment line this week.

Other music equipment handled by the firm consists of plastic replacement parts for juke boxes. Marvel has been primarily active in coin game field in past years, but is steadily expanding its music equipment line.

The new speaker, according to Ted Rubenstein, Marvel owner, is eight-inch size, and eight ohm. It is a wide-range, wall-type speaker with lined oak finish and gold-toned grill cloth. Packaged two to a carton, each speaker lists at \$11.95.

## Wurlitzer Launches Op Service School

**EAGLE RIVER, Wis.**—Key service personnel representing operating firms from all over the Midwest spent a busy week learning fundamentals at Eagle Rivers Resort, June 17-22, attending the Wurlitzer service school.

Wurlitzer representatives on hand to act as faculty during the week-long sessions were Reid Whipple and Henry Petite, territorial factory engineers; Joseph Hrdlicka and A. D. Palmer, Wurlitzer advertising manager. Also checking in for several days was

(Continued on page 98)

**GRAND RAPIDS, Mich.**—AMI filed a formal answer here, in United States District Court, explicitly denying all allegations that it had violated the antitrust statutes. The answer was filed prior to the firm agreeing to a consent decree terminating the government's anti-trust complaint.

AMI spokesmen said they "chose to consent to the decree rather than expend the considerable amount of time and money probably required in testing the action."

Principal issue, said AMI, was the allocation of exclusive territories to distributors. The effect of the decree is to free AMI distributors with respect to their right to resell.

The decree also reserves for AMI the "right from time to time to choose and select its distributors and customers and to designate geographical areas in which such distributors shall respectively be primarily responsible for promoting the sale and distribution of coin operated phonographs."

AMI added they did not consider that the decree would "require any significant change in its distribution practices." They said in due course, all distributors would be furnished a copy of the decree by the firm.

## Wis. Ops Mull 10c Progress At June Meet

**GREEN BAY, Wis.**—A discussion on dime play progress plus a clarification for members of State and federal legislation highlighted the agenda of the Wisconsin Music Merchants' Association, June meeting, held in the Cooper Coin Room of the Beaumont Hotel, June 17.

The meeting drew one of the largest and most representative turnouts of the season.

According to reports, dime play is continuing to spread at an accelerating pace thruout the State territory. Surveys by association members indicated that the Stevens Point-Wisconsin Rapids area has experienced an estimated change-over to dime play in 60 per cent of the locations.

In the Green Bay section, operators at the meeting reported a

(Continued on page 98)

## OPS RAINED OUT

## Weather Cripples Minn. Collections

By JACK WEINBERG

**MINNEAPOLIS**—Freakish weather spawning tornados, floods, high winds and endless rain, has put the summer coin machine business in this area out on a limb, with the branch showing signs of breaking under the weight.

Operators serving Minnesota's vacationland area report that resort business in their territory has taken a sharp nose-dive because of the turbulent weather conditions which have held this part of the country in its destructive grip for weeks.

Distributors feel the pinch, too, as operators faced with a wet and windy season, taper off on buying. Almost daily rain has kept vaca-

tioners away. Then 10 days ago serious flood in the area of which Marshall, Minn., was the focal point, in Southern Minnesota, raised hob in that part of the State as millions of dollars of damage was inflicted by the rampaging rivers over-running their banks.

This was followed up less than a week later by a tornado which struck Fargo, N. D., on the northwestern border of Minnesota, spilling its debris over into adjoining Moorhead, Minn. The tornado left 10 dead in its wake along with damage conservatively estimated at 15 million dollars as it cut a wide swath thru the town.

The next day two funnel-shaped

(Continued on page 98)

**LAKE PLACID, N. Y.**—Wurlitzer launched the first of two regional operator service seminars with the opening of a week-long training session here, June 9. A similar session was held for Midwest operators and servicemen at Eagle River, Wis., June 17-22 (see separate story).

The schools are the first of their kind ever held by Wurlitzer for operators or servicemen. Previous sessions have been held for distributor personnel only.

Students for the schools were

(Continued on page 98)

It gives you the most advanced combination of music-selling, money-making features ever offered operators. This juke box puts you years ahead of competition . . . protects you against obsolescence for years to come . . . makes yours the safest, surest investment. Here, for the first time is dramatic, exciting Show Stage Lighting! A completely new concept in juke box lighting to attract and hold attention to your music—no matter where the ShowBox "H-200" is placed on location. Here is years-ahead cabinet design. Sleek, slick, clean-lined contemporary design that sells music—gives locations the kind of juke box they want—gives you the one juke box that *can't be bumped!*

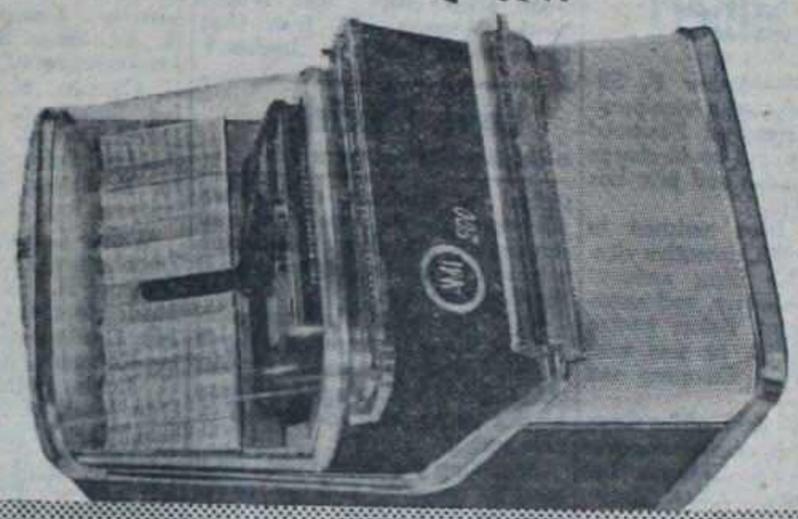
And, as you'd expect *only* from AMI, the ShowBox "H-200" gives you the *extra* earning power of these AMI engineering achievements:

The fastest record changer—by far . . . the easiest, simplest selection system. No drums to turn, no books to page. Instant, eye-level visibility of all 200 titles—all of the time . . . widest expanse of unobstructed crystal clear glass wrap-around of *any* juke box. Complete accessibility, unrivaled ease of service . . . and by far the simplest mechanism and fewest parts, again giving you—as AMI always has—the most dependable juke box ever made.

Here is all the tune-selling of Music Hall Sound—true high fidelity from *exclusive multi-horn* reproducers and rugged professional components.

Here too is pocket-level play and big coin, half-dollar pay right in the same coin chute with quarters, nickels and dimes. No other juke box offers you a wider choice of programming . . . a wider choice of pricing. Begin a new era of profits today by seeing and hearing the *one* juke box capable of putting you in *musical showbusiness*—the ShowBox "H-200."

THIS IS THE SHOWBOX "H-200"!



**AMI** Incorporated  
1500 Union Ave., S. E.,  
Grand Rapids 2, Michigan

Originators of the automatic selective juke box in 1927 . . . known by operators for coin-operated music instruments of unrivaled dependability since 1909.  
LICENSEE: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oleer Steeby, A/S, 5 Palatinsgade, Copenhagen K., Denmark.



Arthur F. Silbert

## Stand. Financial Names Silbert

NEW YORK—Arthur F. Silbert has been elected a vice-president of the Standard Financial Corporation. He will be in charge of the coin machine and juke box financing division.

Silbert had been assistant to Edwin B. Meredith, executive vice-president of the firm; assistant treasurer and secretary, and assistant vice-president. Before joining Standard Financial, he was with the Colonial Trust Company and Hazel Bishop.

SFC has its main office here. The firm and its subsidiaries also maintain offices in Chicago, Los Angeles, Atlanta, Dallas, Rome, Ga., and Elmira, N. Y.

Silbert is a graduate of the University of Oklahoma. During the Korean War he served as an Army Medical Service Corps officer. He lives in New Rochelle, N. Y., with his wife and two children.

## Eagle River

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Harry Jacobs Jr., United, Inc., Milwaukee, Wis., State distributor for Wurlitzer.

Regional Wurlitzer distributors who co-operated in encouraging their operator accounts to send their ace mechanics to the school included Angott Distributing Company, Detroit, Mich.; T. & L. Distributing Company, Cincinnati, O.; Century Music Company, Columbus, O., and United, Inc., Milwaukee, Wis.

Mechanics and service managers from the Wisconsin area in attendance, included: Ed Gronowski, Red's Novelty Company, West Allis; Bob Doherty, Rapids Coin, Wisconsin Rapids; Roland Tonnell, Cigarette Service, Appleton; Jerry Davidson, Bookmeier Sales, Green Bay; Bob Martin, Vogue Music, Kenosha; "Copper" Norman, Berquist Amusement, Ironwood, Mich.; Bill Gestner, Wright Music, Wausau, and Ivan Cox, Pierce Music Company, Brodhead.

## Lake Placid

• Continued from page 94

picked by Wurlitzer distributors. All expenses for operators and servicemen attending the session were shared by the distributors and Wurlitzer factory.

A. D. Palmer, of Wurlitzer, commented the sessions were so well received that the company was going ahead with plans for future schools to be held in the fall or next spring.

Attending the Lake Placid meet were 22 operators and servicemen from the East Coast.

### Instruction

For instructional purposes, the group was divided into three parts. Training on mechanism and selector were conducted by Hank Peteet. Remote equipment sessions were handled by Reid Whipple,

while Joe Hrdlicka, Wurlitzer service manager who was in charge of the school, conducted slide sessions of schematic drawings covering all phases of operation.

Operators got a chance to combine business with pleasure, as classes ended at 4 p.m. with the remainder of the day turned over to golf, fishing, swimming and sunbathing along the Mirror Lake and Lake Placid resort areas. The group was housed in Caribou Lodge on the grounds of Mirror Lake Inn.

The sessions were concluded with a banquet Friday evening (14), with diplomas and silver tie-bars presented to the group.

### Operators

Attending the Lake Placid seminar were Alexander Afienko, of Globe Automatic, Quincy, Mass.; Nick Barra, of Suffolk Nassau Amusement Company, Freeport, Long Island; Robert J. Baxter, of Denby Amusement, Canandaigua, N. Y.; Ernest P. Bruno, of Bruno Novelty Company, Canastota, N. Y.; Steve Buoname, of Bel-Air Amusement Company; Anthony R. Comella, of Bilotta Distributing Company, Newark, N. Y.; David Conrad, of Conrad Music Systems, Suffern, N. Y., and Walter B. Corey, of Triboro Maintenance, Inc., New York City.

Walter L. Dudley, of O'Connor Distributors, Inc., Richmond, Va.; William H. Evans, of B & C Music Company, Wayland, Mass.; Ben Gordon, of Valley Distributing Company, New Britain, Conn.; G. Louis Hoffman and William Olin Jones, of O'Connor Distributors, Inc., Richmond, Va.; Joe Kazimir, of M & M Amusement Company, Walden, N. Y.; Arnoff Pantelides, of Virginia Novelty Corporation, Portsmouth, Va.

Norman Perry, of Esmond, R. I.; Mark Pietrandrea, of Superior Music Company, Hartford, Conn.; George Rode, of Rode Music Company, Terryville, Conn.; Jerry Sofchak, of High Grade Music

## Wis. Ops Mull

• Continued from page 94

switch to dime play in an estimated 75 per cent of their spots; while the Neenah-Menasha region is estimated to have dime play in 60 per cent of the locations.

Paul Jacobs, of Stevens Point, Wis., in his report on dime play experiences of his own firm, stated: "I was prepared for a drop in receipts in the places in which we changed over to dime play—at least for the first month or two. Instead, I have been very pleased to find that receipts have gone up, in almost every instance."

Frank Chervosky, Chirp Sales, Kewaunee, Wis., attended the meeting as a new member of the group.

Among those attending the Green Bay meet were Norman Boettcher, Al Durand, Mel Malcore, Adolph Germain and Cliff Bookmeier, all of Green Bay; Herb Tonnell and Vince Kraus, Appleton; Bill Miller, Menasha; Dewey Wright, Wausau; Ed Dowe, Beaver Dame; Mr. and Mrs. Clint Pierce, Brodhead; Paul Jacobs and Katherine Malig, Stevens Point; Mrs. Lillian Williams and her son, Stanley, Bailey's Harbor, and Woody Johnson, Milwaukee.

The next meeting of the Wisconsin Music Merchants' Association will be held Monday, July 15, at Schmidt's Gazeboes Resort, in Bailey's Harbor, Door County, Wisconsin.

Company, Roebing, N. J.; Victor Van der Leenden, of Central Island Vending, West Islip, L. I., and Anthony Wilkas, of Wilkas Music Company, Inc., West Hartford, Conn.

## Ops Zero In

• Continued from page 94

time. But it can pay dividends to an operator who is seeking to increase his income to keep it in pace with costs. In effect, it can multiply the advantage of providing a brand-new juke box to one location by as many locations as are affected by stepping-down.

Today, nearly eight out of 10 operators are stepping-down equipment every time they buy a new machine, a significantly higher figure than the average number up to now.

Latest figures by The Billboard show that out of 270 operators surveyed, 211—or 78.1 per cent—always step-down equipment. Of the remaining 59—or 21.9 per cent—many of these do occasionally.

Interestingly, it has been found that in successfully converting a location to dime play, providing a newer or brand-new machine is almost a necessity. And installing a 200-selection machine has a slight edge over a machine with fewer selections. Of 210 operators questioned, 119—or 56.7 per cent—said they found installing a 200-play machine "more helpful" in converting to dime play.

## Sugar Distribution

Distribution of sugar for U. S. consumption totaled 2,024,000 tons thru the middle of April, 200,000 tons less than at the same time last year, according to Agriculture Department. Spot price of domestic raw sugar at New York averaged 6.18 cents per pound during the first half of April and 6.20 cents for the year to date, or .29 cent above the 1956 average thru mid-April. Wholesale refined sugar price at New York has been 9.10 cents per pound during the year to date, or .45 cent above the 8.65 cents price in 1956.

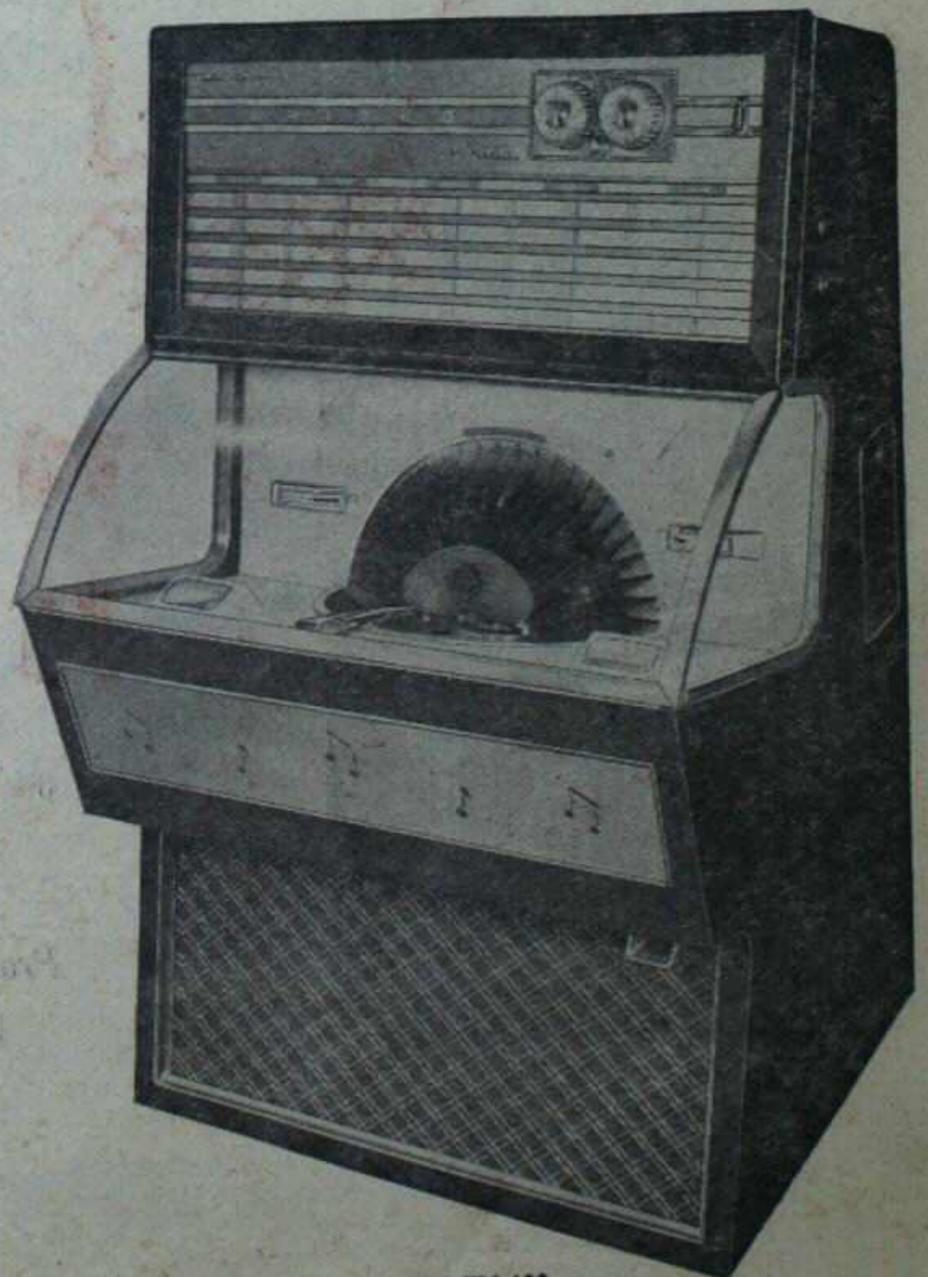
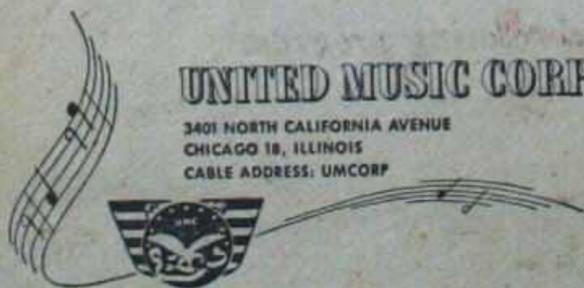
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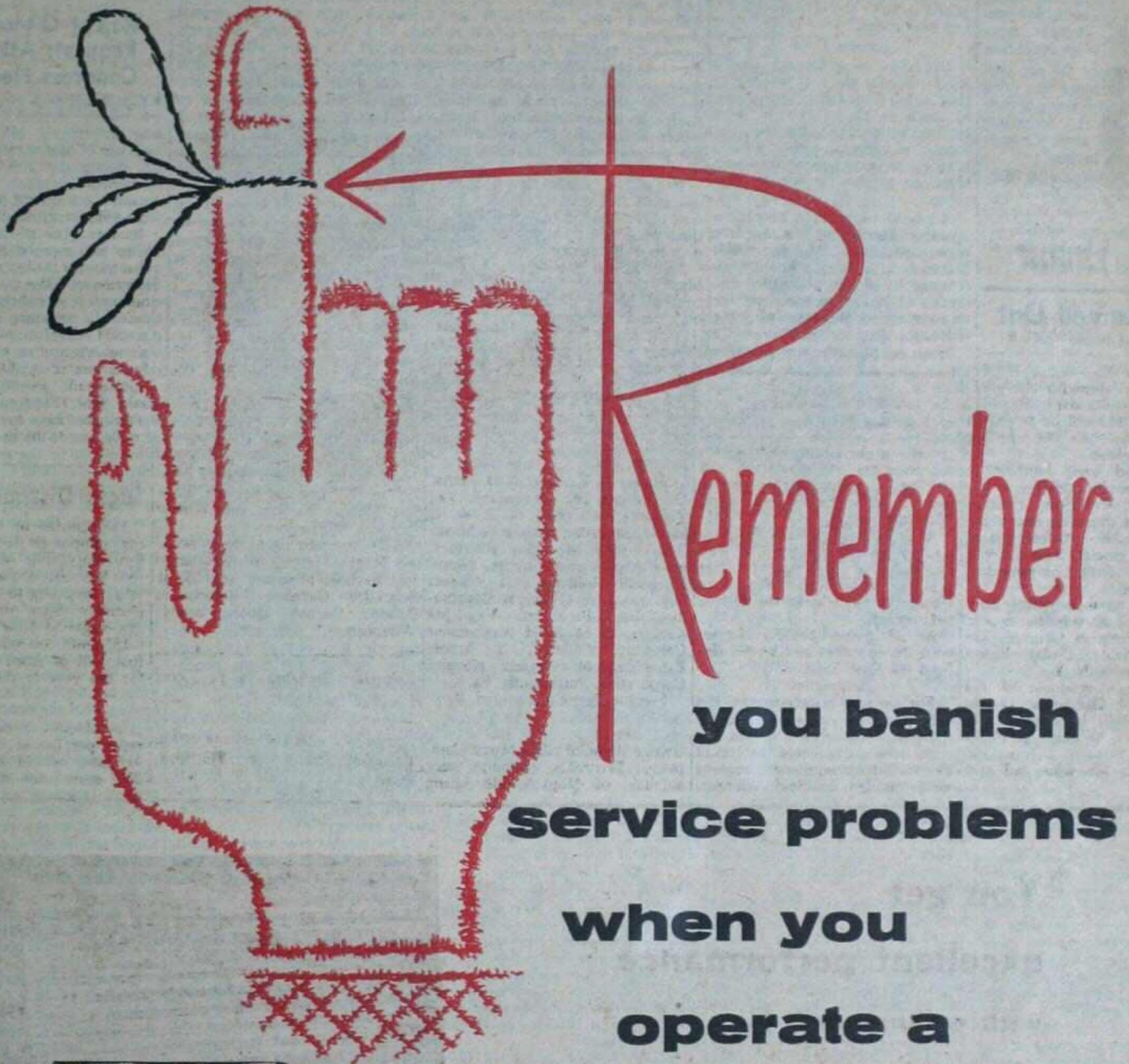
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# Ops' Split Reaction to 50c Chutes

## Milwaukee

Continued from page 94

Novelty Company in West Allis, who represents the general thinking, the jumbo chute helped considerably in hiking income, especially after dime play was installed.

"At present about 20 per cent of our music machines are using them," he says. "Our receipts have definitely benefited, increasing from 10 to 15 per cent wherever the large chute is in use."

Jacomet said that earlier they had experienced difficulty in getting volume on three for a quarter or five for a quarter, but the use of the 50-cent mechanism has alleviated most of this trouble.

## Ops Rained Out

Continued from page 94

clouds were sighted about 35 miles from the Twin Cities, but luckily enough they did no damage. But the torrential rains and the high winds hit the area hard. Last weekend more floods, these closer to the Twin Cities, took four lives and did considerable damage.

## Jukes Feel Pinch

The daily rains and threatening weather played hob with coin machine business in the Twin Cities area, too, operators reported. Activity has been on the downgrade for some time, especially in taverns. The bad weather kept even many of the regulars from visiting these juke box stops with the result there was little action in the machines.

Fighting the trend to air conditioners in homes—also there is little need for them thus far this season—plus television and night baseball at two new stadiums in Minneapolis and St. Paul, tavern owners have been waging a losing battle to hold on to whatever trade they have had.

Dime play in the juke boxes has failed to produce the revenue its proponents here anticipated. Most of the equipment is on dime play here, but some operators are wondering whether or not they might do just as well going back to straight nickel and attracting more coins in their cash chutes.

## Games Hurt

Pinball games in the Twin Cities are all but a curious oddity these days. Machines were yanked out some 18 months ago following a ruling by Miles Lord, State attorney general, that games paying off with free replays were illegal. The ruling subsequently was upset by District Judge John Weeks in Minneapolis, but an appeal is pending in the State Supreme Court and operators are pessimistic as to the final decision.

The large bowlers got good play from operators and customers for a while but their popularity has leveled off considerably, jobbers report. After an un-explained up-

## Miami

Continued from page 94

cause he recently bought some new phonographs and they happened to have the chute as standard equipment."

## Income Lags

Operators using the mechanism report that for the first few weeks they found half dollars comprising as much as 15 per cent of their total collections. But after that, the number of halves dropped steadily, until the average now seems to be about six to eight halves per machine.

A spot check of some 15 leading operators showed only about five conversion kits used for the entire Miami area. Not that operators are opposed to 50-cent play, they just don't feel it pays to spend money on conversion kits for the few extra halves the machine will take in.

Most machines in the area are set to give one play for a dime, three for a quarter and seven for a half. Tho the customers feel they're getting a bargain at three plays for a quarter, they don't share the same sentiments about seven plays for a half.

## Halves Uncommon

But as one operator pointed out, even this didn't seem to be the key. He felt rather that the half dollar just wasn't a common enough coin to attract much juke box use.

He didn't feel customers were really looking for bargains, but found it more convenient to drop a quarter in the machine to avoid getting up every few minutes to play a tune.

But while most people generally have several quarters in their pockets, the half dollar is not as prevalent in these parts. Thus the customer would have to get change from the location, and if the owner is busy, this isn't apt to happen.

Toward EP's, the enthusiasm is waning. Currently, few if any operators are using EP's, and there is no apparent evidence of dual pricing.

The extended play disk seemed to have its heyday during the Miami dime-play conversion. Operators loaded more than half of their machines with the six-minute disks in an effort to soften the blow for the higher price. Now with the public generally accustomed to paying a dime for a tune, the EP's are fast disappearing from the scene.

One leading record one-stop dealer, who caters to operators in the Miami area, reported he doesn't sell 10 EP's a week and intends to discontinue carrying them altogether.

surge, pool tables, too, have fallen back as money-takers.

"We're looking for something that will keep us in business," one operator said. "It's no longer a question of getting by; it's one of survival."

## Denver

Continued from page 94

change over at least 35 per cent and up to 50 per cent of their routes, using the kits.

Toward EP's and credit accumulators, the picture is not so optimistic. Only a few are using the extended play records, and these only in so-called class locations where patrons take to classical, mood and show-tune type music. Where the EP's are used, the price is usually 15 cents per play.

Regarding accumulators, most operators feel that use of the 50-cent chute "may or may not" make them unnecessary. At any rate they plan to wait and see.

Sam Keyes, owner of Apollo Music Company, has put 25 per cent of his locations on 50-cent play, and recommends that the 50-cent chute be used wherever teen-age and college-age customers congregate, instead of exclusively adult locations.

Thus far, he's had a 25 per cent gross increase across the board. He finds that posting a sign atop each machine, announcing that it accepts half dollars, is a big booster. His pricing is set at three for 25 cents and seven for 50 cents.

Keyes reports that there was some location resistance which quickly evaporated when the increased play showed up. He isn't offering EP's and points out that with the same numbers available on ordinary records, there hasn't been much demand for long play varieties.

John Hubbard, veteran music operator, is converting his entire string to 50-cent chute equipment, altho at present only 10 phonographs are thus equipped, with locations in power income districts. Hubbard is pricing music at 10 cents, four for 25 cents and nine plays for 50 cents, the latter representing a bargain appeal which has boosted volume by more than 20 per cent in every instance.

## Nine for 50 Cents

He sees no need for credit accumulators with the 50-cent chute in the picture, and uses no EP records on his routes. Nine plays at 50 cents, he reports, is close to the old nickel value and appeals to tavern customers who have objected to the recent Denver decision to go to 10 cents on all but a few locations.

Johnny Knight, owner of Skyland Music Company in Denver, believes that a 30 per cent increase in recent months is due to a combination of prices and choices, all based on the 50-cent chute.

He offers EP's at a straight 10 cents on most of his 50-cent machines, and finds that the play, in combination with half-dollar equipment, is well worth while. EP's show a heavy play on about half of his locations.

Around 20 per cent of Skyland's machines are 50 cents equipped and the rest will be changed over as the phonographs are replaced with new models.

In Cheyenne, Wyo., operator Jim Pennington, of Jim's Amusement Company, reports location returns increased wherever he has installed 200's with 50-cent chutes. There has been no location resistance at all, Pennington said, and what new phonographs he buys will be 50-cent chute models.

## Teens Pool Change

Pennington asks waitresses and bartenders to suggest to younger customers that they pool their change to capitalize on the 50-cent chute bargain. Response is invariably good. Pennington's pricing methods call for 10 cents, four for 25 cents and nine for 50 cents in the Wyoming capital, this combination showing best results since November.

The same price scale is being used by Frank Huber, of Century Supreme Music Company, which

## FIRST 1-STOP GAL

# V. Foster Quits 17-Yr. Disk Job

MINNEAPOLIS—The jukebox industry's first one-stop record girl, Mrs. Vera Foster Schwarz, has called it a career after nearly two decades spent filling the disk needs of music machine operators.

Known thruout the industry as Vera Foster, she retired June 1 after spending 17 years as manager of Acme Music Company, a subsidiary of Lieberman Music Company here.

Record distributors in the Twin Cities, recognizing Vera as one of their best customers and biggest boosters of disk sales, joined in honoring her at a dinner June 4 in Charlie's Cafe here. She was presented with a cash gift from them.

Her immediate plans call for long vacation, taking it easy at one of Minnesota's 10,000 lakes this summer.

She first went to work as a record girl when Murray Kirschbaum originated the one-stop service idea for music machine operators back in the mid-1930's, opening his one-stop at Silent Sales Company then owned by the late Billy (Splinx) Cohen.

Six years later Vera left Silent Sales to launch Acme Music Company for Ted Bush, now a Miami Beach coin machine distributor, but then in the same business here in Minneapolis. When Bush subsequently sold out to Lieberman before moving to Miami Beach, Vera went along with Acme Music "as part of the deal."

During the last several years she and Irving Gosen have shared duties in managing the Acme operation, which went into greatly expanded quarters about two months ago. Gosen continues as Acme manager.

"Few people ever were of greater help to juke box operators than Vera Foster," Gosen said. "We miss her already."

operates radio equipped service trucks in servicing a wide suburban area. The nine for 50 cents offer works fine in lower-income areas, Huber reports. He has 25 per cent of his route equipped with 50-cent chutes and is replacing older machines with new 200's.

Far from encountering location resistance, Huber has found that his customers are asking for 50-cent machines and aggressively suggesting use of the half-dollar chute to their customers. Huber uses very few EP's and has not missed them. He doesn't use credit accumulators.

Jack Arnold, American Amusement Company, Aurora, Colo., uses EP's extensively, as much as 25 per cent of the music menu in good locations, on a dual pricing set-up at 15 cents. He reports that in better income suburbs such as his area, there is always a good demand for EP's in classics, and consequently the percentage on his boxes has increased steadily.

He changed over to 10-cent play at the end of 1956 and reports profits up overall, and that 10-cent play helped to increase appeal of EP's at 15 cents. Currently none of his equipment is supplied with 50-cent chutes, but Arnold is ordering several sets of conversion kits for his 200's. He sees a place for credit accumulators in the picture, but will experiment with 50-cent chutes first.

Bill Trout, operator from Cheyenne, Wyo., has put 10 new machines on location with 50-cent chute and reports himself surprised at the reaction. With play at 10 cents, four for 25 cents and nine for 50 cents, the 10 new machines have set records wherever they are used.

# 'No ASCAP Compromise' States MOA

## Reject O'Mahoney Request; Ask for Congress Hearing

Continued from page 29

was determined after a general meeting of the membership, May 22, during the MOA convention, in which "members unanimously agreed there should be no meeting with ASCAP officials."

It was also pointed out that Miller had circulated a questionnaire to over 30 leaders in the industry, who "directly or indirectly expressed the opinion of several thousand operators in their regions." General opinion expressed was against any meeting with representatives of ASCAP.

Going into specifics, the letter stated that, "Thousands of small businessmen have invested millions of dollars over the past 50 years in full reliance on the exemption contained in the 1909 Copyright Act."

He charged ASCAP with failing to succeed in Congress to obtain a revision in the laws, and turning to the "device of compromise" to put MOA in a bad light.

He said, however, "Their persistence in asking for one (a compromise) does not create any greater equity for their case."

"If an utter stranger approaches a small businessman and demands half his income under threat of lobbying against his legitimate interests, does the constant insistence of the stranger entitle him to any compromise?"

He stated the payment of royalties "would not help the poor novice, average songwriter," as ASCAP claimed, but "would be distributed to the rich, well established and firmly entrenched songwriter and the dominating dozen publishing firms."

He charged ASCAP with "patently unfair and inequitable distribution of royalties," pointing to "recent upheavals within the group itself."

Summing up, the letter stated, "This bill (S 197) is as objectionable to us as were all its predecessors going back some 30 years. It certainly indicates no softened or compromise attitude on the part of ASCAP, and its associates. On the contrary, it is another bold attempt at obtaining complete repeal of the exemption without fixing any ceiling on the amount of royalties which might be demanded by the performance rights societies."

# AMI Names Far Eastern Export Firm

GRAND RAPIDS, Mich. — AMI has appointed Duarte International Sales Company, Inc. (DISCO) as export agent for the Far East for phonographs and related equipment. E. R. Ratajack, AMI director of sales said the appointment was effective July 1.

DISCO is headed by Joseph S. Duarte, who formerly headed the export division of Badger Sales Company, AMI distributors for Southern California.

DISCO will represent AMI in the Malayan Federation, Viet Nam, Burma, Thailand, Hong Kong, Dutch East Indies, Indonesia, Sarawak, British North Borneo, Guam, Korea, Singapore, Formosa, Okinawa, Japan and the Philippines. William J. Suter, Far Eastern representative for AMI will work closely with the exporting firm.

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## Court Grants Injunctions Against Al Cohen, Jim Caggiano, Local 465

RCIA Local Held Legal Union for Coin Workers; Judge Scores 'Extortion, Fraud'

New York—Supreme Court Justice Arthur Markewich has granted an injunction against Al Cohen, James Caggiano and other officers of Local 465. The injunction prevents the union and its officers from organizing the coin machine industry and also prevents the local from continuing in business under a name similar to the one it possessed as an affiliate of the Retail Clerks International Association.

The injunction had been sought by Fred A. Ammend, RCIA regional trustee. Prior to the decision, RCIA had been granted a stay, which had the effect of a temporary injunction against the defendants.

Under Justice Markewich's ruling, the Local 888 division of Local 433 is currently the only union in this area covering coin machine employees.

### Other Defendants

In addition to Cohen and Caggiano, injunctions were granted

against Lou Lasky and Al Pfeffer, officers of unions affiliated with the United Independent Unions. All injunctions were part of the same action.

Lasky was described as a friend

## SHUFFLE ALLEY'S ROLE IN CULTURE IS ESTABLISHED

NEW YORK—The coin-operated bowler's place in American culture is now firmly established. Until now, it was generally thought that the amusement device was a plaything of the beer-drinking middle classes.

But the front cover of a recent issue of that paragon of sophisticated journalism, The New Yorker magazine, shows a group of 17th century-clad gnomes, obviously representing characters from Washington Irving's "Legend of Sleepy Hollow," not bowling on the green but playing shuffle alley, 20th century style. The scenery on the cover is obviously the Catskills, where shuffle alleys are replacing pinballs this year because of the Statewide pinball ban.

of Johnny Dio, prominent underworld figure. Pfeffer is currently doing three years in the Federal Penitentiary at Atlanta.

In handing down the decision, Justice Markewich said the defendants were "guilty of extortion, fraud, racketeering, exploitation and intimidation."

### Hails Decision

Stephen C. Vladeck, RCIA counsel, hailed the decision as a milestone in the labor movement's effort to keep its own house clean.

The court held that the defendants had auctioned off the names of workers to union organizers and that they had intermingled funds of the RCIA union with those of their own locals.

Two of the defendants, Cohen and Caggiano, are both former officials of RCIA locals. Cohen took a leave of absence from Local 433 and attempted to form his own juke box local under a UIU charter. He was suspended by RCIA.

Caggiano originally headed Local 465, an independent coin machine union. When the union joined RCIA, it became Local 433 and Caggiano remained as head. Three months ago, RCIA suspended the charter of Local 433, but Caggiano attempted to keep control of the local by having it revert to its status as Local 465.

## EDITORIAL

### How to Do It

Nobody's going to quarrel with the fact that the 50-50 commission split is as outdated as the buggy whip. How to change it to a fairer split for the operator is another story.

Elsewhere on this page is an article detailing a plea by Al Schlesinger, managing director of the National Coin Machine Distributors Association, for a universal 75-25 commission split.

We think he touches on the core of the whole problem by mentioning costs. We feel that until operators are able to determine their costs and plan them, there is little hope for them offering a salable argument to the location owner for a better commission arrangement.

It is the "how" of dumping the 50-50 commission, rather than the fact that it should be dumped, that demands the attention of operators. And the key to the "how" is facts and figures. We don't mean a comparison of costs to the nickel cup of coffee or phone call. This convinces few people. We do mean specific facts an operator can come up with on his operation.

For the answer that is needed is commission arrangements tailor-made by operators for each of their locations. This will come only when operators have the facts they need to determine what commissions should be to return a fair profit.

## Minn. High Court: Free Plays Legal

Judge Says Ruling Does Not Conflict With U. S. Supreme Court Pin Decision

By JACK WEINBERG

ST. PAUL—Free-play pinball games today were declared legal by the Minnesota Supreme Court here in a unanimous decision upholding the January, 1956, ruling of Hennepin District Judge John A. Weeks of Minneapolis.

The decision, written for the full court by Justice William P. Murphy, was regarded as a stunning prestige blow to Miles Lord, Minnesota Attorney General, who in December, 1955, virtually ended pin game operation in the State with an order to all municipal law enforcement authorities in Minnesota to confiscate such machines because they were "gambling devices" constituting a "lottery."

Justice Murphy wrote that any other decision than the one given unanimous support by the entire court would "conflict with the expressed will of the Legislature."

He explained that the Minnesota high tribunal gave close scrutiny to the recent decision by the United States Supreme Court that pin games giving the player the option of receiving money instead of free games are gaming devices subject to a federal tax. But the federal ruling, Murphy said, does not apply to the Minnesota case because only free games are awarded to winners.

The Minnesota jurist discussed Lord's anti-gambling proposal to the 1956 Legislature which failed to pass it. That measure would have included "pinball machines" by name in the definition of "professional gambling" and would have deemed "the right of replay" a thing of value. "While this suggested amendment was contained in a proposed omnibus or comprehensive bill which may have failed for one of a number of reasons," Justice Murphy wrote, "the fact remains that the Legislature has been aware of the problem and has not seen fit to disturb the defini-

(Continued on page 101)

## Long Bowlers Hold Up Well During Slump

NEW YORK — Long bowlers are taking some of the curse off the summer game slump here, but not enough to satisfy most operators. Collections in the New York area have traditionally been way off during July and August, but this year the slump began a month early.

The average weekly collection running here is about \$15 on a shuffle alley and from \$20 to \$25 on a long bowler, the operator's end. That's just about enough to keep the route going, but not enough to make any money.

One operator, Al Koondel, of Empire Automatic, reports his long bowlers are averaging close to \$25 a

(Continued on page 101)

## U. S. Charges 6 Pin Stops On \$250 Tax

CHICAGO — Criminal suits were filed by the U. S. Attorney's office here against six location owners last week for failure to buy \$250 federal gambling stamps for in-line pinball games.

Bench warrants were being issued at press time. Three of the defendants are in Lake County, three in Cook County.

Donald M. Lonchar, assistant U. S. Attorney, said the cases had been pending for some time. He said that the government's action does not indicate a change of policy because of the Supreme Court's decision in the U. S. vs. Korpan case. Lonchar said it always had been the government's position that the subject pinball machines were taxable at \$250 annually, and that the high court's decision now supports that position.

Location owners named were: Martin Stack, Earl Richards, George Woods, Steve Kalinowski, Matthew Little, Frank Zemitz, and Lawrence J. Randa.

## N. Y. Operators to Form State Coin Association

ROCHESTER, N. Y.—Executives of four leading New York State coin machine operators' associations were guests of the Rochester Amusement Machine Operators' Association last week at an organizing meeting for a State-wide operator association.

Some 12 leading amusement game and music operators drew up preliminary plans for an association which would maintain a lobby in the State Legislature in Albany.

Participating in the meeting were Jack Wilson, Tom Greco and Lou Werner, counsel, for the New York Operators' Guild, which covers the Hudson Valley; Carl Pavesi and Malcolm Wein, counsel, of the Westchester Operators' Guild; Tony Catanese and Buckie Van Wyck, of the Rockland County Coin Machine Association; Mike Garramone, of the Northern New

York Coin Merchants' Association (Albany area), and Barney Rapp and Lindy Nardone, of the Rochester group.

### Section 982

Primary object of the embryo group will be to amend or revise Section 982 of the gambling code. This section deems illegal any de-

(Continued on page 101)

## Urges National Op Rate Of 25% Commissions

CHICAGO — It's time for a change in operator commission arrangements, says the June 30 issue of Distrib's Digest, National Coin Machine Distributors Association semi-monthly. It recommends a nation-wide move to 25 per cent commissions to locations.

Says the article: "The 50-50 basis of operation in the coin machine business is as out-dated as the buggy whip. A united national effort is needed to change the commission rate."

"We should establish a national universal rate of commission to the location of 25 per cent on games and music."

The publication recommends that charts should be set up to show costs and operating expenses on all types of equipment. Many operators, it says, have no idea about costs.

### Difficult Task Ahead

The article recognizes the fact that such a change is not going to be easy: "It is going to take months and years of hard effort to eventually establish a national commission rate of 25 per cent. Location pressure to maintain the 50-50 commission rate will be

terrific. Locations need all the additional revenue they can get today. The pressure on the operator in view of current conditions will be even greater."

The present unrealistic commission basis also has its effect on distributors and manufacturer. Instead of growing and expanding,

(Continued on page 102)

## N. Y. State Ops Rename Slate

BEACON, N. Y.—The entire officer slate of the New York State Operators' Guild has been re-elected. Officers are Tom Greco, president; Jim Haley, first vice-president; Nick Kuprych, second vice-president, and Mrs. Gertrude Browne, secretary-treasurer.

Board members will be elected at the next regular meeting, July 17, at the Governor Clinton Hotel, Kingston, N. Y.

## S-N Pinball Exports to Europe on Increase

NEW YORK—At least one local coin machine distributor is reaping an export harvest from the New York State ban on pinball machines. In Freeport, L. I., the Suffolk-Nassau Sales Company, which buys games for shipment to European operators, has been snapping all the pins it can lay its hands on.

During June, Suffolk-Nassau shipped 265 games to Europe, mostly pins which New York State operators unloaded. Most of these

units were sent to Holland, Italy and Greece for transshipment to other countries on the Continent.

Gabe Forman, S-N executive, said the firm has been demanding and getting from 20 to 25 per cent with the order, with the balance paid by the time the boat leaves the dock.

### Depends on Banks

Forman explained that he usually deposits the equipment on the docks at least three days before

(Continued on page 102)

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Genco Champ, Baseball 245.00  
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State Tops for same \$65.00

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## Minn. Court: Free Play Legal

Continued from page 100

tion as set forth in the laws of 1947.

"It was clearly the legislative intent that the use of machines such as the one involved in this case was not to be banned by the gambling statutes now in effect. However much we might agree with the objectives the State seeks to accomplish, we are required to take the statutes as we find them.

"It is not for the court to encroach upon the legislative field by an interpretation which would in effect rewrite a statute so as to accomplish a result which might be desirable and at the same time conflict with the expressed will of the Legislature. The present law has been in effect since 1947. The Legislature could have in the meantime, as the State of New York has done, prohibited by statute this kind of free-play machine."

Justice Murphy's ruling was in the specific case involving John R. McNeice, operator of a downtown Minneapolis Arcade. After Attorney General Lord issued his ruling that free replay machines were illegal, Thomas R. Jones, then Minneapolis police chief, on Dec. 15, 1955, ordered all such equipment confiscated.

McNeice appealed Jones' order to Hennepin County District Court and the case was heard by Judge Weeks who handed down his order enjoining the city of Minneapolis and all its police officers from enforcing Chief Jones' confiscation order.

The City and the State appealed. Robert W. Garrity Assistant State Attorney General, argued the case in the high court for Minneapolis and Minnesota. He contended that a free-play pin game "is by reason of its character a gambling device," calling attention

to "social implications which are said to make its use one which is in violation of the gambling laws."

Altho Minneapolis police were restrained from disturbing operation of the pin games giving free replays, few were in operation there and none were on location in St. Paul as well as thruout most of the State.

Lord's ruling had set off a series of severe setbacks to the coin machine business which found numerous operators turning in pin games for music and legal-type amusement games. Many operators sold out and left the business. Lord's decision was followed by a drive spearheaded by George E. MacKinnon, United States Attorney here, charging some 50 or 60 operators with violating the Federal Gambling Tax Stamp Law in that they failed to list their devices as gambling equipment and buy the proper federal tax stamp. Large sums of money were paid by the owners in fines levied in Federal Court here and in Minneapolis.

But today's decision by the Minnesota Supreme Court opened up the first new vista for comment in nearly two years. Every coinman contacted called the Supreme Court ruling a "victory"; one that "apparently gives us the right to operate free-play pinball machines under local municipal licenses."

In St. Paul, Robert F. Peterson, public safety commissioner, said he plans to meet with the City Attorney and with the City License Inspector to determine St. Paul's next move in the matter.

Municipalities in Minnesota took a terrific revenue loss as result of Lord's now-faulty interpretation of State law, ruling free-play pin games gambling devices. Cities such as St. Paul, Minneapolis and Duluth had permitted the devices to operate at varying license fees which went into the municipal treasuries.

Most operators in the Twin Cities area were without such pin games in stock. Many distributors had disposed of the devices outside Minnesota or stored numerous units in warehouses pending outcome of the high court appeal. When the free-play machines return into active operation in locations thus became a matter of deep interest to operators who have complained that they were being squeezed to the wall by lack of proper equipment. The Supreme Court decision might be the tonic they long have sought, one operator declared.

### Cigarette Production Up

Cigarettes manufactured in April totaled 34,908,899,215, an increase of 7.34 per cent over the same month a year earlier. Cigarette consumption increased 6.64 per cent during the month to a total of 34,780,347,370, according to Treasury Department.

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BRyant 9-4477

## N. Y. Operators

Continued from page 100

vice which may be converted to free play.

Under interpretations of this section, games which have no free-play features have been picked up by overzealous enforcement officers.

The group is also looking for a business manager to handle the association's affairs on a full-time basis.

Operators wishing to join the organization may do so by writing Tom Greco at Box 94, Glasco, N. Y.

The organization will not be an affiliation of local groups, but regional associations are expected to co-operate with the State group. The State association, in turn, will assist local groups with their problems.

## Long Bowlers

Continued from page 100

week after commissions. About half of his games are long bowlers. In order to come out ahead, Koondel figures he should pull in from \$30 to \$35 per week per machine. However, many operators here will gladly break even during the summer, for they know that the profit months are September thru May.

Locations seem eager to acquire the long bowlers. In several cases, New York and Brooklyn tavern owners have pulled out booths and made alterations to provide room for the long games. This situation occurs when the tavern next door gets a long bowler, and the location owner feels he must have one to compete for the bar business.

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Gottlieb FLAGSHIP \$325.00  
Gottlieb GLADIATOR 275.00  
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Gottlieb DAISY MAE 125.00  
Gottlieb LADY LUCK 110.00  
Gottlieb HAWAIIAN BEAUTY 105.00  
Gottlieb CHINATOWN 65.00  
Gottlieb HAPPY DAYS 65.00  
Gottlieb SKILL POOL 65.00  
Gottlieb SHINDIG 65.00  
Gottlieb QUINTETTE 65.00  
Gottlieb CROSSROADS 55.00  
Williams 4 CORNERS 65.00  
Williams HAYBURNER 35.00

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Chi Coin 6 PLAYER SKI BOWL 395.00  
Genco 6 PL. SKILL BALL 395.00

### BASEBALL

Williams 4 BAGGER \$345.00  
United STAR SUPER SLUGGER 325.00  
Genco HI-FLY BASEBALL 225.00  
Genco CHAMPION BASEBALL 225.00  
United 5th INNING 195.00

### GUNS

Genco CIRCUS Write  
Genco STATE FAIR GUN \$350.00  
Genco RIFLE GALLERY 150.00  
Keeney SPORTSMAN GUN 175.00

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| AMI C-80            | 695.00   | Genco Davy Crockett     | Write    |
| AMI F-120           | 595.00   | Genco Deluxe Skill Ball | \$475.00 |
| AMI F-120           | 395.00   | Round the World Trainer | 425.00   |
| AMI Model B, 45 RPM | 149.50   | Kiddie Whips            | 350.00   |
| AMI Model A, 45 RPM | 99.50    | C.C. Derby              | 95.00    |
| WURLITZER 2000      | 825.00   | Ex. Ringer Ball         | 195.00   |
| SEEBURG BL          | 450.00   | C.C. Steam Shovel (new) | Write    |
| SEEBURG C           | 495.00   | C.C. Twin Hockey        | 275.00   |
|                     |          | Ex. Big Brunco          | 395.00   |

| BOWLERS                   |          |
|---------------------------|----------|
| UN. Regulation            | \$295.00 |
| C.C. Championship         | Write    |
| Bally Cold Medal          | 195.00   |
| C.C. Bonus Score          | 195.00   |
| C.C. Triple Strike        | \$160.00 |
| C.C. Starlite             | 95.00    |
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| C.C. Ski Bowl             | 395.00   |
| Genco 2 Player Ski Ball   | 295.00   |

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**DO YOU HAVE ANY COIN ANTIQUES?**

CHICAGO—Do you have any coin-operated museum pieces?  
Each week, The Billboard gets request from readers for names of dealers in coin-operated antiques. Specific pieces of equipment are often asked for.  
For example, last week, one reader wanted to know where he could buy a Mills Violano Virtuoso and a Seeburg 10-in-1 Band.  
In order to broaden our services in directing such requests to the right people who have them, we'd like to hear from all readers who either have coin-operated oddies or who know of someone who has.

To each person contributing information, The Billboard will send a complete list of names, the equipment they have, and tell also, whether it's for sale. Write: Hilmer Stark, The Billboard, 188 W. Randolph Street, Chicago 1.

**Cigar Production**

Production of large cigars during April totaled 479,838,115, an increase of 10,699,914 over April, 1956. Output of small cigars dropped 991,115 to a total of 4,556,485, according to Treasury Department.

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| Beauties      | Hi-Fi                     |
| Beach Beauty  | Ice Fractions             |
| Beach Club    | Key West                  |
| Big Show      | Miami Beach               |
| Big Time      | Nite Club                 |
| Broadway      | Palm Springs              |
| Double Header | Parade                    |
| Dude Ranch    | Show Time (NEW!)          |
| Fractions     | Show Time (Slightly Used) |
| Gayety        | Surf Club                 |
| Gay Time      | Variety                   |

Call or Write Today!

**Ships Bowling Converter Unit**

FLINT, Mich.—S. & S. Manufacturing Company, headed by Stanley Piotraczk here, begins regular shipment this week of Big Ball Bowler, a conversion piece which enables operators to transform a shuffle game into a ball-bowler.  
The Big Ball Bowler consists of a new cabinet in three sections totaling 20 feet long, new pin trip mechanism and a 4½-inch Brunswick Mineralite ball. Only soldering required is on coin chute, according to Piotraczk.

The conversion is designed especially to fit shuffles produced by United or Chicago Coin. List price is \$479.  
Another conversion available is 11 ft., 7 in.; 14 ft., 7 in.; or 18 ft. length, and uses a three-inch rubber ball. This type has been in shipment for several weeks, listing at \$389.50.

**S-N Exports**

Continued from page 100

sailing time. If the bank doesn't clear payment by the time the boat sails, the equipment goes back to the shop.

According to Forman, even an irrevocable letter of credit carries an element of risk for the coin machine exporter. He explained that the letter of credit usually requires that the shipment go to its destination before payment may be made. With this loophole, Forman said, a \$10,000 payment may be held up because of a \$20 difference in freight charges. For example, a shipment may be delivered to Paris, when the destination is actually a suburb of the city. The buyer can claim the terms have not been met, and payment may be refused.

This fall, Forman plans to take a three-week trip to Europe, visiting Amsterdam, Rome and Athens.

**25% Commission**

Continued from page 100

we have been witness to approximately two-thirds of our operators leaving us for other fields in the last three decades."

The article points to lack of initiative, fear of competition, taxation, poor bookkeeping records of costs and expenses, a failure to be realistic and co-operate with one another as the causes of the present situation.

**PHONOGRAPHS!!!**

- |               |       |                |       |
|---------------|-------|----------------|-------|
| SEEBURG V 200 | \$795 | SEEBURG C's    | \$495 |
| SEEBURG R     | 695   | WURLITZER 1800 | 595   |

**14 FT. BOWLERS!**

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**6 POCKET POOLS . . . \$265**  
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| DERBY DAY        | TWIN BILL      | JOCKEY CLUB     |
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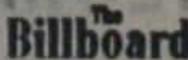
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| BIG TIME     | \$175.00 |
| BEACH BEAUTY | 275.00   |
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| MANHATTAN    | 95.00    |
| PIXIE        | 135.00   |
| STARDUST     | 195.00   |
| STARLET      | 175.00   |
| NITE CLUB    | 365.00   |
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| BIG SHOW .....      | 495   | SOUTH SEAS .....  | 245   |
| DOUBLE HEADER ..... | 425   | CARAVAN .....     | 235   |
| NITE CLUB .....     | 375   | STARLUST .....    | 215   |
| BROADWAY .....      | 325   | STARLET .....     | 175   |
| MIAMI BEACH .....   | 185   | PIXIES .....      | 150   |
| BIG TIME .....      | 185   | TRIPLE PLAY ..... | 125   |

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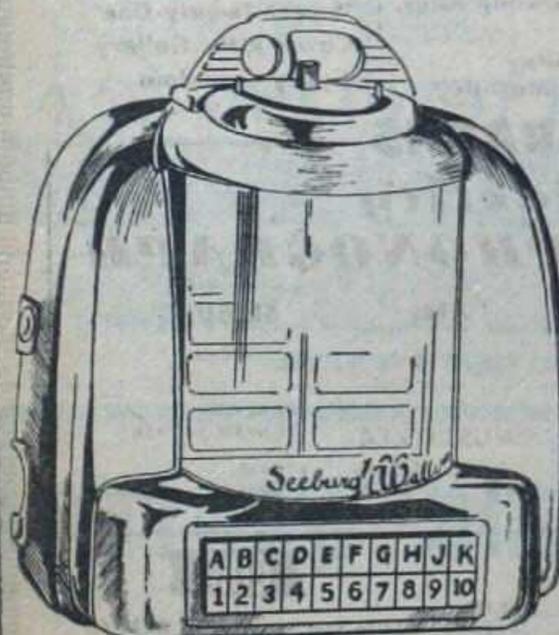
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**Coinmen You Know**

**Memphis**

By ELTON WHISENHUNT

The annual stock car races with leading drivers from all over the nation, headed by Clarence A. Camp, president of Southern Amusement Company, was held recently at Lehi, Ark., near Memphis. Camp, a racing enthusiast, is president of the track association. . . . George Sammons, president of Sammons-Pennington Company, Seeburg distributors, was on a swing thru Arkansas.

Robert Beaver, sales representative for United Manufacturing Company, was in Memphis recently on a good-will trip. He's promoting the new high score bowler United has out. Beaver called on Cotton Pennington, George Sammons and Bob Coad at Sammons-Pennington Company, and others.

Memphis operators expressed regrets on hearing of the recent death of Wallace Liddell, partner in Douglas-Liddell Music Company at New Albany, Miss. He suffered a heart attack. Liddell was a frequent Memphis visitor and customer of several Memphis distributors. . . . Bob Goad, president of Game Sales, Inc., reports he's selling a lot of long bowlers to Memphis and Mid-South operators.

Gil Semion, service engineer for J. P. Seeburg Corporation, held a service school in Memphis recently on the new Seeburg phonographs. Some two dozen maintenance and servicemen from Memphis and the surrounding territory attended.

Parker Henderson, general manager of Southern Amusement Company, reports Memphis operators are using more and more used phonographs and games now than in previous years. It takes more

to produce the same income as several years ago, he says. . . . Edward H. Newell, owner of Ormatt Amusement Company, active outdoors these days with Boy Scouts, with summer weather here. He's vice chairman of the Southeastern District of Boy Scouts of America.

A report circulating about town is that Drew Canale, Canale Amusement Company, Jack Canipe, Canipe Amusement Company, Johnny Novarese, Poplar Tunes Record Shop, and Edward H. Newell, Ormatt Amusement Company, will take on the Wurlitzer distributorship on a partnership basis. The report is unconfirmed and no decision has been reached yet by the four. Wurlitzer has no distributor in Memphis at present. R. E. Williams gave it up two years ago.

Mid-South operators in Memphis shopping for equipment and supplies: Pete Adams, Adams Music Company, Forrest City, Ark.; Louis Jack Berger, Berger Amusement Company, West Memphis, Ark.; Henry Hitchcock, Jonesboro Music Company, Jonesboro, Ark.; Lavaughn Johnson, Johnson Amusement Company, Corinth, Miss.; Joe Tierce, Tierce Amusement Company, Greenwood, Miss.; Bill Forsythe, Forsythe Music Company, Millington, Tenn.; Robert Smith, Smith Bros. Amusement Company, Dyersburg; Elgie Foster, Foster Amusement Company, Bolivar, Tenn.; Harold Young, Broadway Music Company, Caruthersville, Mo.; Clarence Spain, Spain Amusement Company, Tunica, Miss.; Guy Taylor, Taco Music Company, Oxford, Miss.; Nathan Wheelless, Service Amusement Company, Jonesboro, Ark.

**New York**

By AARON STEINFELD

Irving Kaye reports that he is now making deliveries on his El Dorado pool game and that sales on his Bumper Pool and six-hole conversion are holding up well. . . . Recent visitors on 10th Avenue were Marvin Brothers, Chester, N. Y.; John Bullock, Loch Sheldrake, N. Y.; Martin Shalita, Liberty, N. Y.; Ray Gilleaudeau, Mon-

**Colorado Ops, Union, Sign Labor Pact**

DENVER — The first labor agreement between coin machine operators and servicemen has been signed here between members of the Colorado Music Merchants Association and Local 105 of the Building Services Employees.

Signing of the contract was announced June 24 by Lee Wycaver, president of the coin machine group. The new contract will cover nearly all servicemen in the area.

Journeymen employees were given a guaranteed work week of 44 hours, which may be worked out in five days. A scale of \$95 weekly was set. Fringe benefits to include sick leave, vacations and holidays were also agreed upon.

All coin machines, including music machines, operated by members of the association will display union labels and servicemen covered by the one-year agreement will repair only machines bearing that label. Under a cooperative effort, the association and union are making plans to inaugurate an apprenticeship training program.

ticello, N. Y., and Bucky Van Wyck, Nyack, N. Y.

New members of the Associated Amusement Machine Operators of New York are Benjamin Fish, Stanpaud Amusement, who bought his route from Elvin Landman and Herbert Kaplan, Hee Amusement; Julius Reiner, who bought a route from Joe Rae, Bay Ridge Amusements; George Nagel, ABC Amusements, who bought his route from Art Herman, Kings Amusements, and G & M Amusements, which bought out Machine Amusements. Murray Kaye, Atlantic - New

York, combined business with pleasure on a recent trip to the Catskills. . . . Hedda Gleicher,

**Blue Ribbon Buys**

- Wurlitzer Model 1700 . . . \$ 685
- Wurlitzer Model 1800 . . . 785
- Wurlitzer Model 1900 . . . 875
- Wurlitzer Model 2000 . . . 1,020

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- Wurlitzer Model 1700 . . . \$695
- Wurlitzer Model 1800 . . . \$795
- Wurlitzer Model 1900 . . . \$875
- Seeburg Model V-200 . . . \$875

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 WURLITZER MODEL  
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 WURLITZER MODEL  
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secretary at the Music Operators of New York, leaves for a vacation next week. . . . Joe Young, Young Distributing, reports that the firm plans to move back to 10th Avenue in a month or so. For the last two years, Young Distributing has been on 11th Avenue, a block off Coin Row. . . . Bob Slifer and Allie Goldberg, of the Young sales staff, have been spending one day a week at the office. Slifer comes in Fridays, while Goldberg comes in Tuesdays. . . . Al Koondel, Empire Automatic, is spending the Fourth of July weekend at Ocean Beach, New London, Conn.

**Boston**  
 By CAMERON DEWAR

David J. Baker, Melotone Vending Company, Inc., Arlington, is combining business and pleasure this weekend. He is attending a meeting of cigarette venders at the Laurel Country Club, Monticello, N. Y. His wife and children went along to relax for a bit in the Catskill Mountain resort. . . . Phil Swartz, Winrox Vending Company, Brookline, has returned from a trip thru Europe. Phil and his wife picked up their son, who is with the Army in Italy, and toured half a dozen countries.

Saul Robinson and Henry Gladstone, of Paramount Music Company, have taken over the music route of Red DeCarlo, of Revere. . . . Ralph Lackey, of Karel Music Company, Roxbury, busy these days starting to line up the program ad book for the Music Operators' Association of Massachusetts. Altho the banquet isn't until November 10, the operators believe in getting an early start.

Tony DeLuca and Don Zirol, infrequent visitors in the Hub, dropped in this week from Providence, R. I., for a look at the new music machines. . . . Al Levine, of the sales force of Redd Distributors, is resting comfortably in the hospital after an operation. He is expected back to work in two or three weeks. . . . Mrs. David S. Bond, wife of Dave Bond, of Trimount Automatic Sales Corpora-

tion, is receiving congratulations on being re-elected president of the National Hadassah.

Jack Sager, right-hand man for Jerry Flatto at Boston Record Distributors, is having a little summer diversing. Jack and His Dixieland Band played for the WBZ radio cruise to Provincetown this week and is doing a summer stint nights at a beach night club. . . . Hub operators feeling happier about gains in dime play which have been mounting steadily lately.

Barney Blatt, of Atlas Distributors, improving rapidly with the coming of warm weather. Brother Louis says juke box sales are picking up in the Northern territory. . . . Fine summer days are bringing operators into town in droves. Visiting were: Adolph Dugas, of Webster; Tony Casali, of Portland, Me.; Jack Aurcotte, of Williamansett; Edward Lutrop and Raymond A. Silvia, of Oak Bluffs; Raymond Shea, of Worcester, and Al Dolins, of Hyannis.

Ed Ravreby, of Associated Amusements, Inc., has begun his weekly summer pilgrimage to Hyannis on Cape Cod. The family is taking extra good care of daughter Ruth Mae, who will be presenting Dick Mandel, general manager, with his first child shortly. Ed finds operators anxious for good Arcade pieces as well as phonographs.

Bob Jones and Silas Redd, of Redd Distributors, both enjoying long weekends on Cape Cod. They're taking a breather after their annual inventory sale. . . . Marshall Caras, of Trimount, reports one of the best years for Arcade pieces. . . . Salesmen Dan Brown and Dave Riskin meeting with good response on New England tours with the new Seeburg machines. . . . Head shipper Donald Murray is back from his honeymoon in New York State.

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| PARADE ..... 325.00        | PALM BEACH ..... 60.00 |
| NIGHT CLUB ..... 375.00    | HAVANA ..... 60.00     |
| BROADWAY ..... 325.00      | MEXICO ..... 60.00     |
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| GAY TIME ..... 185.00      | PIXIES ..... 150.00    |
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| V200 ..... \$795.00 | C200 ..... Write    | 3W1 (Chrome) ..... \$55.00     |
| HF100R ..... 695.00 | G120 ..... \$695.00 | 50¢ Conversion Kit ..... 79.50 |
| M100C ..... 525.00  | F120 ..... 595.00   | 6" Wall Speakers ..... 8.50    |
| M100B ..... 425.00  | E120 ..... 395.00   |                                |
| HF100C ..... 595.00 | <b>WURLITZER</b>    |                                |
|                     | 1900 ..... \$795.00 |                                |
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**ARCADE**

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| Deco Grandma ..... \$450.00                | Deluxe Baseball ..... \$125.00       |
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| Harvard Metaltypier ..... 275.00           | Peppy ..... Write                    |
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| Brazil ..... \$395   | Miami Beach ..... \$195 |
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| Caravan ..... 250    | Gaytime ..... 160       |
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 Seeburg V-200 ... \$ 875

## MID-WEST DISTRIBUTORS

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action it triggered. July 1 has been set as the deadline for ticket reservations for the baseball party sponsored by the Badger Candy Club, during their Candy Carnival, August 16-17, according to President Joe Ritt.

## Detroit

By HAL REVES

Ken Luxton, of Detroit, is operating the new Penny Arcade on the Down River Shows, touring Southeastern Michigan this summer. His traveling show, which played Plymouth last week, includes a very representative cross-section of many familiar machine types, kept in attractive-appearing condition. His staff includes James Clendenin and Mitchell Allard.

The R & J Vending Company is being established on the West Side by William A. Moyer, a toolmaker, and John A. Imhoff, a salesman, to operate a route of penny gum and peanut vendors. They plan to expand into other fields of vending later as business trends dictate.

Leroy B. Pope, of the Pope Vending Company, and Taylor H. Cooper, of the Cooper Cigarette Service, who have operated independent candy and cigarette routes for a number of years, are merging their operations in the Cooper-Pope Vending Company, Inc., with a capitalization of \$100,000. They plan to pool experience, with Cooper handling office operations and Pope servicing the route more efficiently thru the merger. According to Cooper, they plan to go into complete vending service.

William C. Owen and Sigfred Hansen, who were both formerly connected with the coin machine business in other cities, have teamed up to form the Michigan Games Vending Company on the West Side. They plan to operate all types of vending equipment as well as games.

Frank Colburn, well known to the vending trade as a Michigan factory representative of the Mail Pouch Tobacco Company, is in Room 310, Bon Secours Hospital, Grosse Pointe, Mich., following a second lung operation, and is expected to have a prolonged period of convalescence before being able to return to his post.

## New York

By AARON STERNFIELD

A large segment of the coin machine industry spent the weekend at the Laurels Country Club for the three-day outing of the Cigarette Merchandisers' Association. While the outing was primarily for cigarette operators, several prominent CMA members are also well known in the automatic phonograph field.

Among the guests at the Laurels were Al Denver, Lincoln Service, who is also president of the Music Operators of New York; George Holtzman, former president of the Associated Amusement Machine Operators of New York, and Al Miniacci, Paramount Cigarette Corporation, who is also one of the largest music operators in the area.

Largest contingents were from Rowe and Continental. The Rowe group included Dick Gleuck, Jack Hopson, Pat Mahoney, Sal Sparacino, Ed Wachter and Bud Kloppe. Continental men at the outing were Dan Carr, Al Kahan, Howard Bressack, Artie Bressack, Dave Hoffman, Lee Jenkins, Tom Cola, Max Roth, Herb Sternberg, Claire Gans, Murray Wiener, Dave Roth, Jack Bloom and Harry Eisenstein.

Other guests included George Karnal, Philip Morris; Irv Channin, Maryland Match; Matty Forbes, Harrogh Corporation; Dick Gibbs and Dan Thomas, both of Du Grenier; Bill La Porte, National Vendors; George Gross, Ezra Schwartz and J. E. Codey, all of P. Lorillard; Sam Yolen, Modern Tobacco; M. Oharsky and Irv Bell, both Massachusetts operators; Jack Levine, Eastern Electric; Jack Arkick, R. J. Reynolds; Eddie Beresth and Hy Beresth, Connecticut operators, and George Hamilton, South Jersey Cigarette Guild.

Winners of the golf tournament were Morris Kahan, low net, and Bernie Weiner, gross net. The following firms took care of the entertainment tab: Continental, Rowe, Du Grenier, R. J. Reynolds, American Tobacco, Brown & Williamson Tobacco, Liggett & Myers.

(Continued on page 108)

## BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

|                   |          |                  |          |
|-------------------|----------|------------------|----------|
| KEY WEST .....    | \$545.00 | GAY TIME .....   | \$190.00 |
| BIG SHOW .....    | 500.00   | VARIETY .....    | 110.00   |
| NITE CLUB .....   | 400.00   | GAYETY .....     | 90.00    |
| BROADWAY .....    | 350.00   | YACHT CLUB ..... | 60.00    |
| MIAMI BEACH ..... | 210.00   |                  |          |

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**HI-HAND 5 BALL NOVELTY**



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6-PLAYER REGULATION BOWLER

## FEATURING:

- TOTAL TEAM SCORING! ☆ Jam-Proof Ball Lift
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- ☆ Colored Reels for Team Scoring
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HAND-HIGH BALL RETURN BUTTON!  
 National Slug Rejector Coin Mechanisms

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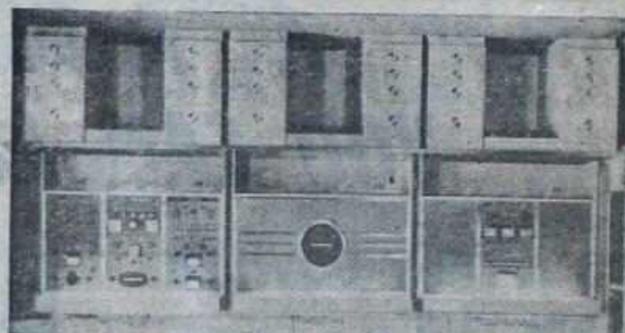
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| <b>WURLITZER</b>          |          | <b>ROCK-OLA</b>     |          |
| MODEL 2000 (200 SEL)..... | \$695.00 | 1438 COMET .....    | \$395.00 |
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| <b>AMI</b>                |          | <b>SEEBURG</b>      |          |
| G-120 .....               | \$595.00 | HF100R .....        | \$725.00 |
| F-120 .....               | 495.00   | HF100G .....        | 625.00   |
| D-40 .....                | 149.50   | M100C .....         | 525.00   |
|                           |          | M100B .....         | 425.00   |



## SEEBURG 3W1 100 Wall Box Special

Chrome Covers  
 New Buttons  
 Completely Reconditioned  
 New Instruction Plates

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- Seeburg V 200 ..... 674.50
- Seeburg 3 W 1's, as is ..... 39.50
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 2775 W. Pico Blvd., Los Angeles, Calif.  
 Exclusive Wurlitzer Distributors for  
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# COINMEN YOU KNOW

Continued from page 107

S. L. Gelband Insurance, P. Lorillard, Lion Match, Maryland Match, Universal Match, Philip Morris and the Harrough Corporation.

Most popular spot during the day was the swimming pool. Continental and Rowe took turns providing pool-side refreshment service, so

the operators were never dry, either in the pool or out of it. This year's outing was really a family affair, as the operators who took the wife and kiddies outnumbered those who didn't. About the only one who left early was Dan Carr, of Continental, who had to be in Toronto Saturday for the Canadian vending show.

## Washington

By DELORES NEWCOMB

Michael Bushdid, operator of the Game Room at Washington's National Airport, says vacationers are flocking to the Room and keeping the games busy. National Amusements, a company in which Bushdid holds an interest, was recently awarded a contract to place juke boxes in Greyhound restaurants east of the Mississippi.

Roger Squitro, treasurer of Hirsh Coin, says business is "not bad," despite the usual summer slump. The company's gross is up, he says. Roger recently returned from a vacation in New York. President Hirsh de La Viez visited Fred Waring at Shawnee-on-Delaware earlier this month. Business at Kwik Kafe is back on an even keel, now that the effects of the recent fire are gone. Manager James Bowen is pleased with the newly-painted surroundings. Coffee sales are off, he says, due mostly to Washington's summering heat. Sales of milk are picking up, however.

## Coffee Imports Down

U. S. imports of green coffee during April totaled 204 million pounds, 15.7 per cent under those of the preceding month, according to Commerce Department. For the first four months of the year, imports totaled 1,030 million pounds, only slightly less than the first four months of 1956.

FOLLOW THE LEADERS!

BUY from LEW JONES!

THE BEST FOR LESS!

### MUSIC

AMI

F-120, like new (choice of colors) ..... \$545.00

### SEEBURG

- V-200 ..... \$690.00
- M-100R ..... 650.00
- M-100C ..... 450.00
- M-100B ..... 375.00
- M-100A ..... 169.50

### WURLITZER

- 2000 ..... \$925.00
- 1900 ..... 850.00
- 1800 ..... 650.00
- 1700 ..... 545.00
- 1100 ..... 60.00

### WALL BOXES

- Seeburg 100 Sel. Chrome .. \$ 42.50
- Seeburg 100 Sel. Hammer-loid Finish ..... 30.00
- AMI 40 Sel. .... 1.95
- Wurlitzer 4851 ..... 10.50
- Wurlitzer 3020 ..... 2.50
- Wurlitzer 5205 ..... 42.50

### 5 BALL

- Williams Race the Clock ... \$140.00
- Quartet ..... 45.00
- Jolley Joker ..... 65.00

### BINGOS

- Hawaii ..... \$ 45.00
- Saddle & Turf ..... 145.00
- Havana ..... 45.00
- Tropic ..... 45.00
- Singapore ..... 65.00
- Miami Beach ..... 195.00
- Big Time ..... 195.00
- Variety ..... 115.00
- Gayety ..... 85.00

### BOWLERS

- United Banner ..... \$105.00
- United Imperial ..... 50.00
- United Leader ..... 75.00
- Bally Jets ..... 85.00
- Conversion Kit for Your Old Shuffle Boards, Complete 169.50

Be sure and see the new CHICAGO COIN SUPER BOWLER

TELEQUIZ WITH FILM ..... \$65.00  
OXYGEN MACHINE ..... 75.00

1/4 down, balance C.O.D.

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# FOR A BOWLER THAT IS WAY AHEAD!

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# from ANY ANGLE... you can't beat GENCO'S

Sensational NEW

# "SWEET TWENTY ONE"

## ROLL-DOWN GAME...

### for 1 or 2 PLAYERS!

Prove it to yourself...

SEE your GENCO Distributor Today!

CABINET  
6 ft. LONG - 2 ft. WIDE  
FITS ANY LOCATION

... REGULAR OR REPLAY!

### MEMO

#### Tip To Mr. Operator!

Here's something refreshingly new. A game especially designed for competitive player appeal and climax! It's beautiful in appearance and packs the punch of a firecracker. It must be seen and played to be appreciated.



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Featuring Mysterious "CRAZY BALL" and "SAD SAM" Targets

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**REGULATION BOWLING**  
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1 to 6 CAN PLAY

**NEW DIRECT SCORING SPEEDS PLAY**

MORE GAMES PLAYED PER HOUR  
MEANS  
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**PERFECT GAME SCORE 4500**  
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Great for COMPETITIVE PLAY

**DIRECT SCORES TALLIED INSTANTLY EACH FRAME**

SPARES  SCORE 200  
STRIKES  SCORE 300  
THROUGH 9TH FRAME



**TENTH FRAME DOUBLE SCORES**

FOR SPARES AND STRIKES WITH TENTH FRAME FEATURE  
(CAN SCORE 1800 IN TENTH FRAME)

OPTIONAL 8TH AND 9TH FRAME DOUBLE SCORES



UNITED'S **HI-SCORE BOWLING ALLEY** is the **FASTEST BOWLER** ON THE MARKET

UNITED'S **BOWLING ALLEY** IS ALSO AVAILABLE IN **REGULAR AND TEAM MODELS**. SEE UNITED'S GREAT IN-LINE GAME **PLAYTIME** NOW AT YOUR DISTRIBUTOR

**3 SIZES:**  
18 FT. LONG  
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SECTIONAL CONSTRUCTION FOR EASY INSTALLATION AND HANDLING

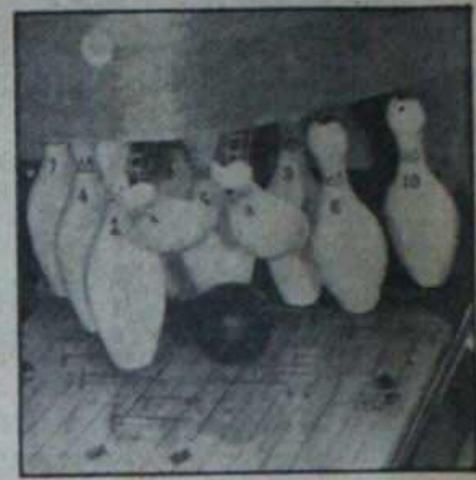
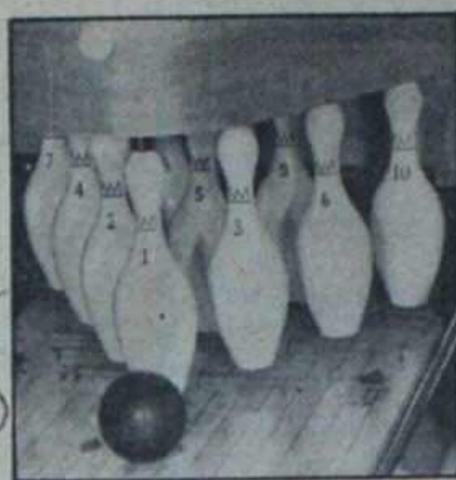
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**Balls plow smack into pins**



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.

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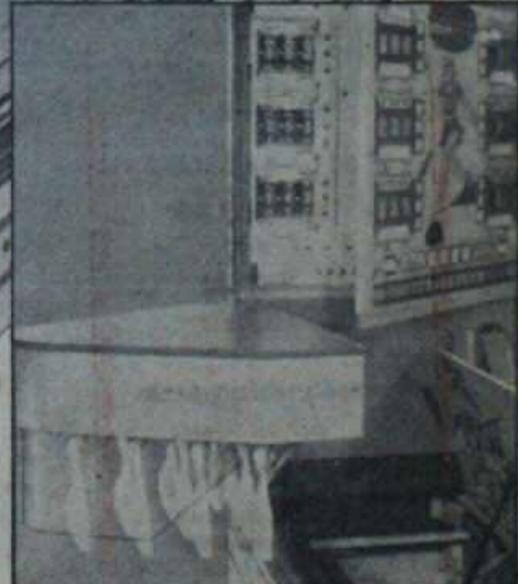
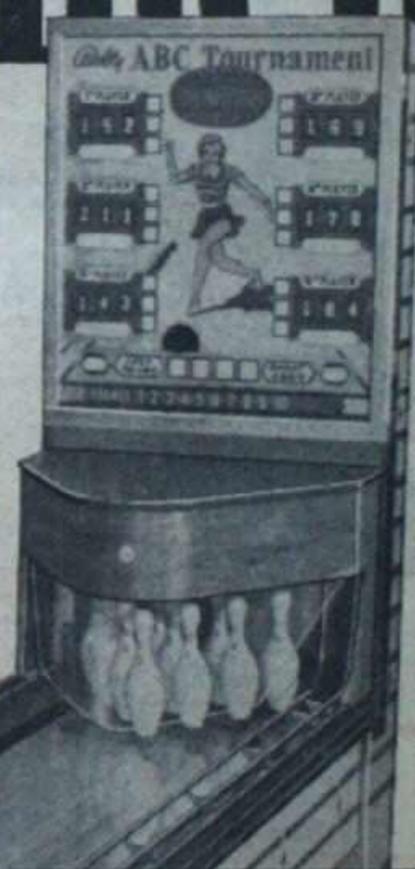
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**OFFICIAL BOWLING RULES**  
 PLAYED WITH 3 1/2 IN. BALLS  
 STRIKES — SPARES — SPLITS  
 STRAIGHT BALL • HOOK BALL • BACK-UP BALL

12 1/2 ft. and 14 ft. long  
 18 IN. HIGH ALLEY  
 SECTIONAL CONSTRUCTION

*Free*  
 TOURNAMENT PROMOTION KIT WITH EACH GAME

See balls actually plow into pins that appear to be resting on surface of the alley—not hanging in air—and you see why Bally ABC TOURNAMENT—with real gutters—"plank-striped" alley—big brilliantly illuminated backglass—polished metal ball-return rails—lightning fast pin-setter and totalizers—out-earns every bowling-game ever built. Get your share! Get ABC TOURNAMENT today.



Convenient swing-out pin-assembly permits serviceman to check alley-cabinet and back-cabinet in one operation. No heavy top to push up. Simply raise playfield for under-alley inspection.



NOW AT YOUR *Bally* DISTRIBUTOR WITH SHOW-TIME, BALLYRIDES  
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UNITED'S

# HI-SCORE

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**REGULATION BOWLING**  
•  
1 to 6  
CAN PLAY

**NEW DIRECT SCORING**

### SPEEDS PLAY

MORE GAMES PLAYED PER HOUR  
MEANS  
MORE COINS PER HOUR  
FOR YOU

**PERFECT GAME SCORE 4500**  
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Great for  
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**DIRECT SCORES  
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SPARES  SCORE 200  
STRIKES  SCORE 300  
THROUGH 9TH FRAME

**TENTH FRAME**

### DOUBLE SCORES

FOR SPARES AND STRIKES  
WITH  
TENTH FRAME FEATURE  
(CAN SCORE 1800 IN TENTH FRAME)

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