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IAAM Agenda Lists All Show Business

New Developments Highlight Auditoriums' Part in All Phases of Booming Field

By TOM PARKINSON

NEW YORK — Managers of more than a hundred big-capacity arenas and auditoriums conventioning in New York this week will take part in what amounts to a symposium of modern show business. Their formal session subjects and hallway conversations will touch on show business in a scope as all-encompassing as their giant halls.

They are members of the International Association of Auditorium Managers, and they look upon their buildings, both municipal and privately-owned, as not only a big factor now but also as an answer to nearly everything to come to show business.

Arenas and auditoriums, they point out, take part now in virtually every established phase of the business. They go to figure prominently in many new developments as well.

Their activities—those that do business in the nation's big capacity buildings—represent entertainment in the modern sense that includes participating sports, other sports events, and the booming field of trade shows and expositions.

Industry's show business bulks large in the new-day thinking typified by arena managers. They are looking not only for the booth-display shows in which industries exhibit their new products, but also for the elaborate stage productions with which industry entertains its employees, inspires its sales forces and enthralls its dealers. Right now the building managers are pitching for the big volume of business generated by model-in-production shows being produced by the auto manufacturers for the fall season.

Variety of Reps

A representative of the American

Meet to Get Graham Report

NEW YORK — When a top staffer from the Billy Graham organization appears at the convention of Auditorium Managers here it will be to tell, in effect, "how the other half lives."

IAAM leaders point out, of course, that this does not involve how either the saints or the sinners are making out.

Instead, the managers of auditoriums and arenas in the U. S. and Canada will hear from the Graham organization a first-hand account about large-capacity buildings which are available in other parts of the world, particularly Europe, where the evangelist has conducted his crusades.

TV AIMS FOR CONTINENTAL FALL FACADE

Television stars, directors, producers and staffers are exiting the country in greater numbers than ever before, combining summer vacations with the search for new talent and properties. The 13-week hiatus has become an industry treasure hunt concentrated in Western Europe.

The Ed Sullivans and Steve Allens, logical voyagers in search of variety acts, have been joined by the brass of every kind of format with one exec predicting the result of "more Continental faces and scripts debuting this fall than in all of TV's seasons put together."

The classic situation of running into no one but friends from back home in exotic European locales is already recurring in talent centers like London, Paris, Rome and Vienna, with asking prices spiraling for names as yet completely unknown here.

For example, Dilys Lay, British musical comedy ingenue, had a small role on Broadway two seasons ago in "The Boy Friend." When it closed, she couldn't get \$75 a week here and returned home. Now, she is being wooed with offers of \$1,500 per week and \$2,500 per guest shot, after being "discovered" in a West End revue.

Still distrustful of TV perhaps, European writers, directors and performers never fail to include round-trip passage as first provision of the contract.

Bowling Congress is to be one of the IAAM's speakers; ABC's annual tournament is big-show business for the arena field. The American National Theater Academy will have a man at the convention to confer with building managers about the possibilities of framing a new route for stage-shows. Such agencies as the Music Corporation of America will take part in the IAAM program, and discuss package shows of recording artists and booking of music units.

The wide interest of arena-auditorium managers quickly includes conventions—which are important as users of show talent and as customers of shows in the cities where they meet. The IAAM therefore will be trading information with the International Association of Convention Bureaus at the New York convention.

Hockey continues as a big part of the business done by several arenas, and amateur hockey will be represented on the IAAM dias. Sure to come up for discussion, too, is the recent court decision about the International Boxing Club, Madison Square Garden, and other arenas controlled by the IBC owners. IAAM members will be trading opinions on what this anti-trust action might mean to their own buildings in the way of more decentralized fight promotion.

Managers will be taking formal note of the continued boom in building more arenas and auditoriums. Pointing up this trend will be the new faces among the IAAM members themselves. Veteran sec-

(Continued on page 60)

Pilot Films From Amateur Volunteers Pepper TV Market

Outside Financing Estimated at 3 Mil Loss for Current Season

By LEON MORSE

NEW YORK — Television has joined the older forms of show-business as a prime target for "unsolicited" outside capital. As in the case of the music business which creates amateur songwriters, and the theater which has its legion of sugar daddies to call on for capital, TV is finding that it, too, has a multitude of followers outside the business who volunteer readily to get into the fiscal act. They finance pilot films, on which the total estimated loss this season is running well over \$3,000,000. On a few occasions, they decide to become program producers, in addition to their regular occupations.

A case in point is that of a Philadelphia attorney, Joseph N. Corcoran. He has spent at least six years and \$35,647 in developing a live property for TV. Now in the pilot stage with no buyers evident yet, the quiz program is titled "Fortune in a Name." It is owned by the American Features Company, a firm set up by him and his backers to finance the venture.

Idea Hatched in '51

The 53-year-old attorney, bald and distinguished, got the idea for the show back in 1951. Names were his hobby, having studied them for 20 years, during which he collected a library of books about names. In his lectures on the subject, he found that audiences

were entranced with it and consequently reasoned that there might be a TV show in the idea.

Corcoran prepared a small brochure about names and sent it to advertising agencies. His next step was to obtain a live try-out on WFIL-TV, Philadelphia, which was not well received. The lawyer is quick to take the blame on himself for the failure of the show, blaming it on his lack of experience with the medium.

After the blow, Corcoran took his time about his next move, but in 1953 made a kinescope of still another version of the show on the same station. At the same time, he sent an expanded prospectus 57 pages long to the major advertising agencies in the country and found them receptive to the material.

First Pilot Unsuccessful

This, the first pilot, was also unsuccessful because Corcoran acted as the interviewer and expert all in one. However, he peddled the property from agency to agency and found they believed it still had the makings of a good program.

Still undaunted Corcoran then called on a program consultant who agreed the property had value but decided it needed improvements in its format and slicker presentation. Under the consultant's guidance a tape transcription was made in 1956 with Johnny Olson as the emcee and Bill Rogers as announcer and reworked later that year. And in 1957 a kinescope was again made with the same talent. In this one Corcoran functions only as the expert. Tho it was an im-

(Continued on page 6)

NEWS OF THE WEEK

Sullivan-Allen Rating Duel Hides Facts of "Grasshopper Audience" . . .

Minute-by-minute Nielsen study shows leadership exchanged up to 14 times or more during hour as audience tune the cream acts on Sullivan and Allen variety programs. . . Page 2

Station Groups' Unit-Buying Brings Some Basic Changes to TV Industry . . .

More joint buying of big time vidfilm series by station groups seems to be a trend in the making in the industry, based on several such deals just concluded. . . . Page 10

Opening Day Newport Jazz Concert A Sellout; Granz Picks Up Tab . . .

Success assured for four-day jazz spectacular at Newport. Opening day concert a sellout. Impresario and diskier Norman Granz picks up talent tab of \$36,000. . . . Page 23

Indie Disk Field Grows Rougher; Tough to Maintain Fluid Economy . . .

A tightening up of the indie disk field has been noted. Some operators have folded, others have switched to making masters and turning them over to other labels. A chief obstacle in this slow season is the difficulty of obtaining ready money—with distributors favoring the "hot" lines. . . . Page 20

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Chi Agencies More Helpful

NEW YORK—Are the agencies here or in Chicago more receptive to sales pitches from packagers outside the industry? Joseph N. Corcoran, producer of "Fortune in a Name," reports that in Chicago a mere phone call could secure an interview with top level agency personnel.

Corcoran also states that Chicago agency personnel had more specific suggestions for improvements in the program. Their suggestion covered talent, music and format. They were also willing to discuss price they would pay for his program. New York agency talent, however, he maintains tend to be more cursory in their evaluation of his program. They are more inclined to want to see the program in its perfected form.

MINUTE-BY-MINUTE CHANGES

Audience Plays Leapfrog Between Sullivan and Allen

By CHARLES SINCLAIR

NEW YORK—Any concept of network audience loyalty becomes virtually a joke during the Sunday-night hour in which the Ed Sullivan and Steve Allen variety shows are battling it out, research now shows.

Even though "average audience" ratings of both emcees are in the top brackets, special minute-by-minute analyses by A. C. Nielsen Company reveal a startling backstage picture. As often as 14 times within the hour, audiences leap back and forth between the two shows, like spectators on an electronic midway. First Sullivan will hold the lead. Then Allen. Then Sullivan, and so on. "Loyalty" average is—hold your hats—a little more than four minutes.

So serious is the problem that the familiar network practice of slotting "look-alike" shows against each other may well be a matter for serious advertiser questioning at NBC and CBS executive echelon levels.

Changing Peaks

Underlining the fact that comparisons of "average" or "total" audiences on the two shows tell only a partial story was a typical mid-season Sullivan-Allen duel in which Sullivan was a winner for the night on "average audience." Allen, however, made a major spurt during the middle of the show, as audiences jumped in from the Sullivan show, scoring a momentary peak rating of 34.6. Sullivan's high point for the same rating duel: a lower 33.5, earlier in the program.

Nielsen's minute-by-minute curves, which reflect viewing of some 35% of the nation's TV homes in the 14 cities where Nielsen measures full-scale three-network competition, show other dangers of programming a variety show against a variety show.

Even when Sullivan is loaded

'Lady Tiger' Intrigues CBS

NEW YORK—CBS-TV is evincing interest in "The Lady or the Tiger," new live daytimer from Screen Gems. Host would be Robert Q. Lewis, Gene Rayburn, Monte Hall or Bobby Sherwood.

The quiz would have half-right contestants (there are 10 questions—choose between two doors, one concealing big money gifts, the other a conductor of stunts. "Lady," inspired by the famous Frank Stockton short story, also has a home participation gimmick.

for bear against Allen, and can command a lead during most of the show, there's no guarantee the audience won't desert to Allen the minute the star act is over.

Sudden Desertion

In another minute-by-minute study of the Allen-Sullivan duel, Sullivan managed to hold a fair lead over Allen for a total of 42 minutes out of the hour, peaking a momentary 35.8 rating at one point against Allen's 24.7. But with the star's exit, the audience demonstrated its fickleness—by deserting wholesale to Allen for the last portion of the show, giving him a sudden peak of 35.5 to Sullivan's 29.0. In the same show, there were a total of five exchanges of leadership spot, despite Sullivan's 42-minute hold on the top position.

There's little doubt that the pendulum swings of the two shows are caused by Sunday-night audiences dialing back and forth during variety performances to catch the cream acts on both shows. Ratings for the competitive "Amateur Hour" on ABC are almost rock-steady, with a gentle-but-steady decline during the hour, with the rating at mid-point virtually equaling the average for the program. In almost every case the loss of Sullivan audience exactly equals the gain in Allen's, and vice-versa.

Checkup on other Nielsen minute-by-minute studies shows that variety ratings are far steadier when the opposition consists of dramatic or situation comedy shows, which cannot be "sampled" readily, thus affording better continuity of viewing and commercial attention.

ANSWER TO ATTACKS

ARB Says Survey Backs L. A. Ratings

NEW YORK—Still smarting under cancellations from four of the seven Los Angeles video outlets, plus WPIX and WCBS-TV in New York, for having shown daytime TV rating figures noticeably lower than competing research firms, American Research Bureau officials are now facing up to the threat of more defections by firing off a counter-blast of their own.

To charges that ARB's diary-sample methods are "deflating daytime viewing," ARB is now replying with details of a \$2,500 survey conducted in Los Angeles which shows a 90 per cent correlation between ARB's diary findings and those of a special coincidental study done for ARB involving over 60,000 interviews.

Admitting "the issue is clear and it poses a question of tremendous importance to both buyers and sellers of television," ARB officials sympathized with the Los Angeles stations who found the low numbers hard to sell with, but had no sympathies for the sharp station-originated critiques of ARB's methods.

In a special field test conducted during the May 6-10 period, ARB found that the weekday Los Angeles daytime TV viewing average between 2 and 5 p.m. came out at 12.7 on a "personal coincidental" study, 12.8 on a "telephone coincidental" and a closely-correlated 11.4 on the regular ARB diary. All three were noticeably lower—and more accurate, according to ARB

—than Pulse's roster recall method which showed a 21.6 level.

Method Checkups

A similar correlation showed up in checking average daytime TV program ratings for the week by the diary-personal-telephone trio of methods.

ARB also checked the "personal coincidental" and "telephone coin-

(Continued on page 10)

NBC RECLAIMS 1½ DAYTIME HRS.

Billings Soar, With 58½ Slots Sold, So Affiliates May Give Up 1-2:30 P.M.

NEW YORK—Indications are that NBC-TV aims to recapture an hour and a half of daytime—1-2:30 across the board—from its affiliates for network programming. Last NBC move of this kind was a switch in which the affiliates allowed the network to program 2:30-5:30 p.m. instead of 3-6 p.m.

The NBC expansion into more daytime hours is being considered because the web's daytime billings have soared this year. Last July, 28½ quarter hours were sold, exclusive of the participation business in "Home." At the moment, the web has 58½ quarter hours sold, out of a possible 100. The figure will rise to 120 quarter hours when "Home" is replaced shortly with Arlene Francis and "Treasure Hunt."

The network has already sold a sizable number of quarter hours for the fall and expects to begin September with about 70 quarter hours sold. It hopes during the fall to sell as many as 30 quarter hours more, to move it into an even stronger billings position. Indications are that it may have to return Tuesday 10:30-11 p.m. to its affiliates because of dwindling sponsorship interest.

NBC currently has two co-op shows 1-2:30 across the board, Tex and Jinx and "Club 60," which are carried on about 79 outlets. All signs point to the fact that they will be replaced by others which

MAY GET REPRIEVE

General Foods Finds 'Point' A Live Corps

NEW YORK—The ramparts of General Foods are being stormed by the West Point Corps of Cadets.

So effective is the neatly-aimed barrage that the big food firm is now thinking of retreating from its previously held position, in which Ziv's "West Point" series has already played a command performance before the firing squad.

The Kaydets have sent over 1,000 "save-our-show" dispatches to General Foods, CBS, their Congressmen, and just about everyone in sight. Academy officials are spearheading the pubserve charge on GF with intelligence data that the show has pulled "over 10,000 applications from high school students in the past nine months—400 per cent over normal" and that the USMA is now attracting "8,000 visitors per week—eight times over normal" as a direct result of the show.

According to Ziv-TV, which wants to maintain its network beachhead with "West Point," General Foods is now willing to continue the show for another season—if a suitable time slot can be found. Its present slot, Fridays at 8 p.m. on CBS-TV, is already due for fall tenancy by a Western, "Trackdown," under Socony-American Tobacco co-sponsorship, so that's out.

There's Ziv talk of slotting the show for GF on Mondays at 7:30 p.m. on ABC-TV, but this was denied last week by the web. Offer of a firm contract from GF, however, might change the military situation.

GM, Shell Mull NBC's 'Salute To Air Force'

NEW YORK—General Motors and Shell Oil are considering sponsorship of NBC-TV's "Salute to the Air Force," a 90-minute special scheduled between 3 and 6 p.m. July 28. Time and talent cost will run about \$270,000, with program costs about \$144,000.

The live-and-film show, marking the golden anniversary of military aviation, will have as host either Jimmy Stewart, Bob Consigned or Gen. Jimmy Doolittle. Air power, from glider to jet, will be stressed from the viewpoints of speed, history and the military.

Libby-O-Ford Buys 'Mason'

NEW YORK—CBS-TV last week moved closer to its 11:30 p.m. time status when it sold an alternate half hour of "Perry Mason" to Libby-Owens-Ford. Alternate hours of the mystery series, which is slotted Saturday 7:30-8:30 p.m., have already been bought by Purex.

Libby-Owens-Ford was considering alternate half hours of "The Californians," NBC-TV Tuesdays 10-10:30, but the deal fell thru. The sponsor, however, has purchased one-quarter of the National football package from NBC. Fuller, Smith & Ross is the agency.

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Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUbar 1-6460
New York 36, 1564 Broadway
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Phone: PLaza 7-2860
Chicago 1, 188 W. Randolph St.
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Phone: CHichest 1-0643
Washington 5, 1426 G St., N.W.
News Bureau
Phone: NATIONAL 4-4749

Advertising Managers

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Circulation Department

B. A. Bruns, Director Cincinnati
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Marlboro Top Buyer of CBS Grid Package

NEW YORK — CBS-TV has moved a long way toward full sponsorship of its National Professional League Football package, with the big buyer Marlboro cigarettes. The football games will be presented September 8 to December 22. Two of the 18 telecasts will be presented on Saturday afternoons, the rest on Sundays.

Sponsorship lines up this way: Pittsburgh Steeler games, Duquesne Brewing and Marlboro, co-sponsors; Baltimore Colts, one-half sponsorship National Brewing; Chicago Card and Bears (one unit), Marlboro, Fallstaff and Standard Oil of Indiana, each one-third; Green Bay Packers, Marlboro, Pabst and Standard Oil of Indiana; Detroit Lions, Goebel Brewing, Speedway Oil, and perhaps Marlboro, and San Francisco Forty-Niners and Los Angeles Rams (one unit), Marlboro and Fallstaff Brewing have each bought one-third.

Marlboro has bought one-third of the New York Giants, with four of the 15 commercial positions bought by Ballentine, the identical sponsorship commitments already made for the Philadelphia Steelers. Each of the teams will be fed out to a regional network of stations.

Selling on CBS-TV's Saturday afternoon package of National Hockey League games is just commencing. They will be telecast from November 2 thru March 22.

RKO Lot May Be on Block

HOLLYWOOD — Is Tom O'Neill planning to unload the studio lot of RKO in order to finance new telefilm production? This oft-repeated possibility took on new significance late last week with O'Neill's arrival here for huddles on the long holiday weekend with L.A. brass of General Tele-radio.

On O'Neill's slate, it's reported, are meetings with Desilu, currently one of the major rental producers on the sizable RKO lot. Altho Desilu already owns studio properties, Lucy and Desi have been eyeing larger space on which to shoot their burgeoning list of telefilm properties—"I Love Lucy," "Those Whiting Girls" and up-coming pilots. Thus, Desilu may be first in line for a disposal of the RKO lot.

Eigen Gets WBNQ Show; Eyes Web

CHICAGO — Jack Eigen, controversial interviewer last seen kissing Cleo Moore coast-to-coast, has gotten his own TV show here. Eigen's colorcast, Tuesdays 10:30-11 p.m., over WBNQ, debuted two weeks ago and is now being eyed by NBC-TV as a network possibility.

Bobby Breen Set For Comedy Pilot

NEW YORK — Bobby Breen, currently on the upbeat after several years of comeback troubles, will star in a pilot film of "Bobby," situation comedy with songs being scripted by Eli Basse, top name writer of night club material. Producer is Bob Kroll. Shooting starts here August 5.

IKE'S KRU-CUT DRAWS A REPLY

WASHINGTON — CBS President Stanton ad libbed a retaliation last week for President Eisenhower's dubbing the network's Khrushchev interview a "commercial matter." Asked at the National Press Club luncheon (2), why CBS did not give full televised coverage to Presidential news conferences, Stanton said dryly: "That's a matter of news judgment."

'Annie Oakley' Clients to Get Flexible Deal

NEW YORK — CBS Television Sales is marketing "Annie Oakley" along network lines, but stressing flexibility and offering available alternate week in as many as 118 and as few as 76 markets. Potential sponsors can pick and choose their markets as long as they select the minimum number. Continental Baking has signed for alternate weeks in the 76 markets.

The packing program cost of \$19,802 per alternate week includes free prints, shipping, integration of commercials, production of six one-minute commercials, contest prizes, Annie Oakley billboard and point-of-sale endorsements, and double exposure in New York and Los Angeles. Available markets include seven first-run, 19 second-run, and New York,

READY—IF IT HAPPENS

Report ABC Bid For Toll Outlets

CHICAGO — American Broadcasting-Paramount Theaters is reported here to have filed 10 applications for pay-as-you-see TV outlets, with the other networks about to follow suit. The story was broken by Janet Kern, columnist-critic for the Chicago American, as direct information from Leonard Goldenson, AB-PT president.

Goldenson and most web execs have been outspoken in their opposition to toll TV, but are preparing for the eventuality, Miss Kern stated in an interview on WBKB, the ABC-TV owned-and-operated station here. The interviewer quickly changed the subject.

In March, AB-PT approved "exploratory investigation" of toll TV by its subsidiary, Interstate Circuit, Inc., which has scheduled showings of new feature films in a

for which 20 episodes are first and six are second-run

A cost-per-thousand projection for next season, based on Nielsen ratings and homes of last season, uses the gross time cost of \$27,060 for a total gross cost of \$46,862. Based on Nielsen studies, CBS Film expects an average rating of 23.1, with audience composition evenly divided between adults and children, and a cost-per-thousand of \$1.79, lower than most of the top-rated web shows.

"Annie" in its current markets is scheduled mostly between 5:30 and 7 p.m.

number of Texas markets this fall, as its chief test of the "box office in the home" concept. The first major test of toll TV takes place in a few weeks when Video Independent Theaters offers movies in Bartlesville, Okla. Both trials are utilizing closed circuit facilities.

ABC-TV brass has admitted that successful tests would result in applications by stations in the web line-up for licenses from the Federal Communications Commission to transmit toll TV shows. This spring, reports filtered from AB-PT sanctums that the web and its parent company would soon unveil a system of transmitting two pictures at once within the same spectrum, often called multiplexing.

Such a device would allow the web to schedule pay TV shows without additional channels, merely by selling or supplying unscramble attachments to home sets.

Welch Weighs 'Queen,' Adds To NBC Time

NEW YORK — Welch Grape Juice and Sandura will add more NBC-TV daytime this fall. Welch is expected to go for an alternate quarter hour of "Queen for a Day," Fridays, beginning November 8. It will shift its alternate quarter hour sponsorship of "Comedy Time," Thursdays to Fridays starting in September so it can gain the advantages of contiguity.

Sandura, which now has an alternate quarter hour of "Queen for a Day" Wednesdays, will add another Wednesday daytimer later this year.

'Oswald Rabbit' Slotted on WABC 5 Times Weekly

NEW YORK — "Oswald Rabbit," which started here as a once-a-week portion of a strip, moving to twice and then three times a week, has become a five-a-week strip on WABC-TV in the 6-6:30 p.m. slot. The cartoon package displaces "Jungle Jim" and "Hawkeye and the Last of the Mohicans." Highest rated of the station's 20-odd cartoon shows, "Oswald" follows ABC-TV's "Mickey Mouse Club."

WILL USE LOCAL TALENT


Godfrey to Do Show From 2 Coast Cities

NEW YORK — Arthur Godfrey is once again hitting the hinterland trail for CBS-TV. The TV personality will spend two weeks in San Diego, Calif., at the end of July, and then go north to Seattle, Wash., for one week in August.

Godfrey plans to originate both "Talent Scouts," his Monday night show, and his daytime strip from the West Coast cities. Not only will talent from both cities be utilized, but the redhead will originate via remotes from points of interest in the localities. Local entertainers will get their big chance to break

into big time as they will be featured on "Talent Scouts."

The reason for the West Coast junket is Godfrey's appearance at the Fiesta Del Pacifico in San Diego. He will appear there with Goldie, his show horse, and execute dressage. Godfrey has traveled sporadically in the past, his visit to Lake Placid being his most recent remote. He does, however, intend to visit another six cities during the coming season. The trips should provide a unique opportunity for Godfrey's clients to feature local promotions in these cities.



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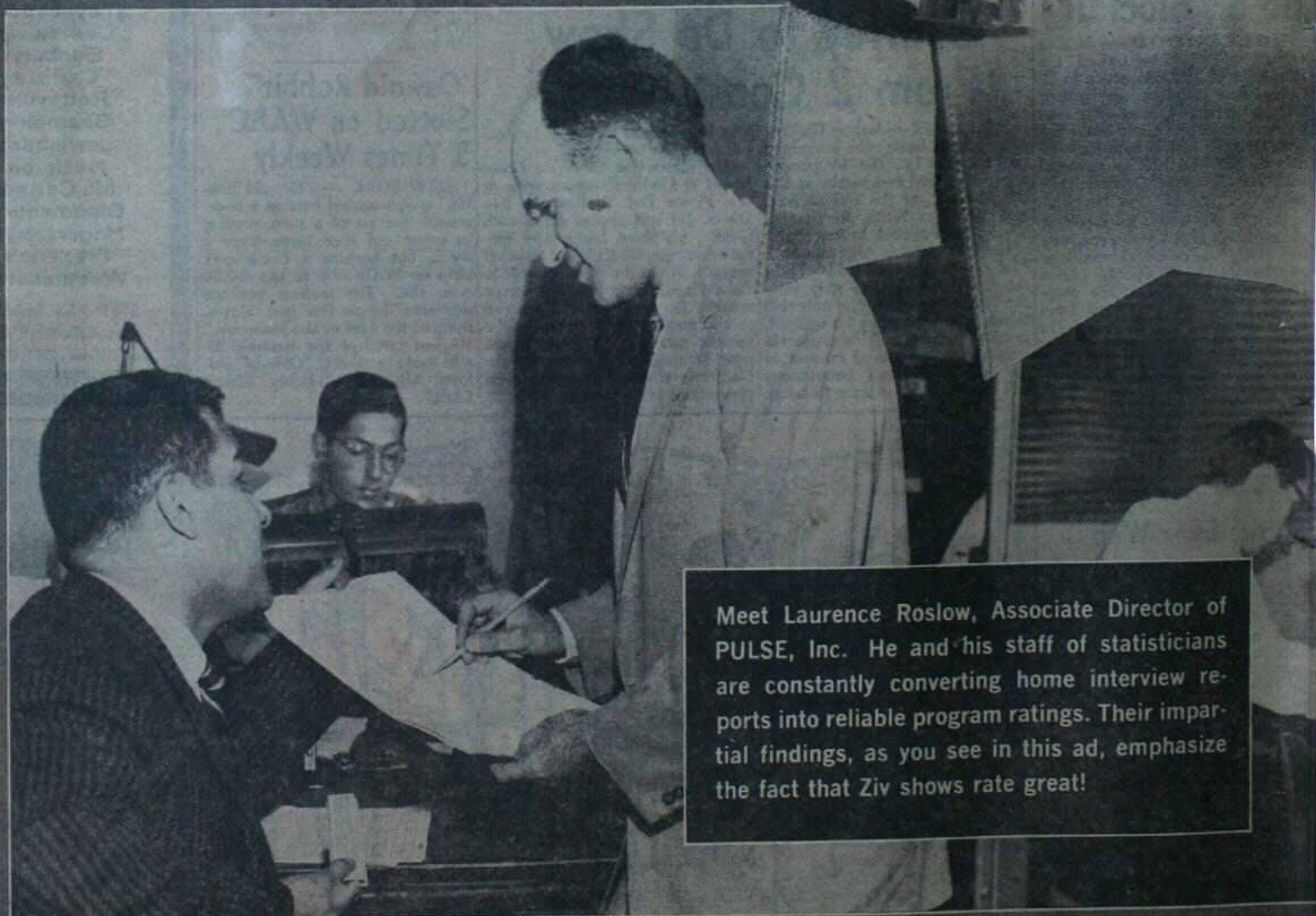
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FALL

38.2

#1 in Cleveland

BEATS: Ed Sullivan, Climax, Perry Como, Dragnet and many others.

ARB—Oct., '56

SPRING

36.1

#1 in Nashville

BEATS: Ed Sullivan, Dragnet, Jack Benny, Bob Hope and many others.

ARB—Mar., '57

WINTER

38.7

#1 in Seattle-Tacoma

BEATS: Ed Sullivan, I Love Lucy, Groucho Marx, \$64,000 Question and many others.

ARB—Feb., '57

SUMMER

35.3

#1 in Detroit

BEATS: I Love Lucy, Perry Como, Groucho Marx, Dragnet and many others.

ARB—June, '56



"MAN CALLED X"

Starring
BARRY SULLIVAN

**1st AMONG ALL
SYNDICATED SHOWS
AGAIN AND AGAIN!**

FALL

30.7

#1 in Baltimore

BEATS: Ed Sullivan, Perry Como, Groucho Marx, Playhouse 90 and many others.

ARB—Oct., '56

SPRING

24.3

#1 in Providence

BEATS: Wyatt Earp, Danny Thomas, Ozzie and Harriet, Studio One and many others.

PULSE—MAY, '56

WINTER

34.3

#1 in Birmingham

BEATS: Dragnet, Lawrence Welk, Playhouse 90, Wyatt Earp, and many others.

PULSE—Feb., '57

SUMMER

27.2

#1 in Dayton

BEATS: Ed Sullivan, Lawrence Welk, Disneyland, Phil Silvers and many others.

ARB—July, '56



"SCIENCE FICTION THEATRE"

Your host
TRUMAN BRADLEY

**1st AMONG ALL
SYNDICATED SHOWS
IN MARKETS LIKE
THESE:**

FALL

49.8

#1 in Portland

BEATS: \$64,000 Question, Perry Como, Bob Hope, Playhouse 90 and many others.

ARB—Nov., '56

SPRING

26.5

#1 in Chicago

BEATS: Groucho Marx, Dragnet, Wyatt Earp, Sid Caesar and many others.

ARB—April, '56

WINTER

50.7

#1 in Omaha

BEATS: Perry Como, Groucho Marx, Jack Benny, Dragnet and many others.

ARB—Feb., '56

SUMMER

39.5

#1 in Jacksonville

BEATS: Groucho Marx, Dragnet, Wyatt Earp and many others.

PULSE—July, '56



ZIV'S NEWEST CHALLENGER FOR
NO. 1 RATING POSITION!

"THE NEW ADVENTURES OF MARTIN KANE"

starring Academy Award Winner
WILLIAM GARGAN!

For an eye-opening audition and an eye-popping sales plan, wire or phone ZIV today. You will be the most happy fella with the No. 1 show in your market!

TIME AFTER TIME . . .



CBS PRESTIGE SHOW

Perelman to Script '7 Arts' Love Study

NEW YORK—CBS-TV is moving ahead with "Seven Lively Arts," its prestige Sunday afternoon property of next fall...

The first show is indicative of the tenor of upcoming presentations, which will take a popular approach to the arts and combine name value wherever possible with social study.

Ray Bradbury is already writing a script titled "2,000 A. D." which will show the part machines will play in the life in the future.

"Seven Lively Arts" already has

Amateurs Aim For TV Gold

Continued from page 1

provement, he feels that still another kine will bring the project to the point where strong sales interest can be developed and yet another kine has already been scheduled for the near future.

So again more money must be invested. Where was the money consumed? Kinescopes and tapes cost about \$19,000 and the rest went for travel and miscellaneous expenses including a reverse index in which names are cataloged according to their meanings.

The low budget show, \$22,500 weekly, questions three contestants about their names, with prizes starting at \$250 and running to \$1,000.

'Bowie' Rates First in Period

NEW YORK—"Adventures of Jim Bowie," on the verge of a fall sale, racked up its strongest ratings to date last month.

American Chicle continues as alternate week sponsor next season, with sale of the other half imminent, Fridays, 8-8:30 p.m.

Report Gen. Cigar Turning to Locals

NEW YORK—General Cigar is reportedly shifting its TV advertising focus into local station programming.

filmed a number of scenes of a show titled "The Evangelist" which will study the sociological implications of the breed.

erts, with the final wrap-up being on Graham.

Another program in work is "Jazz Concert," which will run the gamut from blues to rock and roll.

WBC Covers NEA Via Direct Wires, Delayed Tapes

PHILADELPHIA — Westinghouse Broadcasting Company covered the centennial convention of the National Education Association here last week...

The sixth major education conference covered by WBC in

'Dub' Rogers Named Head of TV Pioneers

WASHINGTON—W. D. (Dub) Rogers Jr., has been elected president of the Society of Television Pioneers.

the past two years, the convention aired the problems of 20,000 teachers and school board members.

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...

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...

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

GENERAL DRAMA SHOWS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various shows like Playhouse 90, Kraft Theater, Studio One, etc.

COMEDY SHOWS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists comedy shows like December Bride, I Love Lucy, Father Knows Best, etc.

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COMING COST PER THOUSAND ANALYSES:

Next Week: Variety and Musical Shows, Quiz and Panel Shows.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Sponsor Groups

FOOD & BEVERAGE CIGARETTE & TOBACCO

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs...

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...

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.

FOOD & BEVERAGE SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various food and beverage sponsors and their associated TV shows.

CIGARETTE & TOBACCO SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists cigarette and tobacco sponsors and their associated TV shows.

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Anna Magnani Pilot Film Set

ROME — Anna Magnani will make a pilot film here next week of "Angelica," romantic drama series being prepped by Kaufman-Lerner, Italian reps for William Morris Agency.

Furniture Firm In Big Coast Buy

SAN FRANCISCO — Biggie Furniture Company has bought a nightly show, a weekly show and 300 spots per month on KGO-TV here, called "the largest 52-week Bay Area buy on a single station."



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.



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

COMING COST PER THOUSAND ANALYSES:

Next Week: Toiletary & Toilet Goods—Sponsors, Drug & Remedy Sponsors.

Telemeter Guns Wired-TV Race

WASHINGTON — The war is on for closed-circuit wired pay television service. International Telemeter Corporation told the Communications Commission last week (3) that it was going in for "large scale" use of subscription television on a wired basis, which requires no authorization. Telemeter says it will gladly go to its originally proposed on-the-air "scramble" technique if and when the FCC finally authorizes the pay service.

Telemeter beat the gun on the July 8 deadline set by the agency for answers to its lengthy toll TV questionnaire (The Billboard, May 27). Other pay proponents, Zenith, Skiatron, and rival wire-advocate Jerrold Electronics, have waited for the final hour. Reply comments will be allowed up to July 22.

In its reply to the FCC questions, Telemeter advocates that: 1. The FCC should not hesitate any longer to classify subscription TV as a broadcast service. 2. Pay TV should be authorized immediately on a permanent basis—"No test of the system in operation is required." 3. Telemeter believes its large-scale use of pay TV on a wired basis will furnish much data on potentials of the service for broadcasters.

Telemeter would offer the pay service to as many stations, in as many cities, and to as many subscribers as asked for it—"To guarantee a true cross-section of the country." It says most test stations would be relying on regular sponsored free-TV income, and so would not be able to give "excessive amounts of time" to the pay programming.

Altho Telemeter has put itself

in wide open competition for wired service, the firm is pushing hard for authorization of broadcast-by-air pay TV. Telemeter claims that a "for keeps" basis is the only way to truly test the service, and cites previous FCC history to prove that it hasn't authorized any other broadcast services on any temporary basis. Technically, Telemeter says, the pay service meets FCC requirements of non-interference with free, availability to the public, and no hardship on station operation.

Telemeter outlines its wired operation, which it claims is tested and ready to roll, and "now in the process of negotiating franchises for selected territories." Price per home will tally \$100 for the whole operation, which Telemeter says compares favorably with current cost of \$400 per seat for regular movie theater. For territories already wired, Telemeter has a "pay-as-you-see" attachment which can be installed at a cost of \$50 per home.

Three Channels

There will be three channels in its system—providing for three pay programs ("best movies, plays, sports, concerts and other special events")—or two pay and one public service channel. Telemeter says its wired pay-TV will pave the way to on-the-air pay service by showing broadcasters the route to more programs and more revenue. (Commissioner Craven recently made the same point in warning free TV that it couldn't hide from new competitive developments even if pay television went only by wire.)

Pay service will constitute an equidistance between ultra and very high stations, Telemeter believes.

Toll TV Would 'Short-Change' Public: Stanton

WASHINGTON — CBS President Frank Stanton said last week that pay TV would mean "short-changing the public," with pay viewers setting the pace and pay TV "siphoning off" program talent from free service.

The comment came in answer to questions after Stanton addressed the National Press Club (2) on the duty of television in hard news coverage and its need to bring the "presence and words of world leaders" to Americans. CBS also has "FCC authorization to editorialize," but would move very slowly in this area. If and when the network does decide to editorialize, Stanton told newsmen the method would be for "management to express its editorial views in its own name."

In further comment on toll TV, Stanton told newsmen that fights and new movies seemed to him the only new aspects offered by pay—that is, until it got going. Stanton pointed out the temptation to talent and writers in free programming to go over to pay. "If one-tenth the present viewers of the Ed Sullivan show paid half a dollar to see it on pay TV, the show would make four to five times as much as the sponsor now

(Continued on page 17)

The wired-in pay service will provide a "ready-built" audience for ultra high stations when subscription TV is authorized, putting the ultras on the same plane as the very high, as far as pay programming goes.

Promotions Pay Off For 'Silent Service'

NEW YORK—Inherent promotional possibilities in "The Silent Service" have helped establish good ratings early for the California National Productions series. Working with the United States Navy, its recruiting posts and veterans' groups, local stations have successfully whipped up exploitation excitement resulting in increased publicity and higher ratings.

In Chicago, the submarine show's first American Research Bureau figure of 17.4 placed it third among syndicated shows. In Baltimore, with a 17.2 ARB, it stands second; in Cleveland and Seattle, fifth. In Tulsa, "Service" scored a 25.5 in its first report.

Submarine visits and underwater screenings, parades, weapon displays, interviews with hometown heroes and with living heroes of episodes from the series, commendations from Congress and Naval officials, nautical giveaways and recruiting campaign tie-ins have lent a "class and dignity" note to the hoopla.

"Such possibilities in a property are better than a star name in the

cast," says Robert Cimader, programming veepee for CNP. "Stars are seldom available for local market debuts and tend to wear out their welcome in the living-room much faster."

CNP sees similar potential in "Union Pacific," its next debut, along transportation and historical lines.

'Wire Service' Decision Near

NEW YORK—With R. J. Reynolds favoring the Sunday 8:30-9 p.m. slot and ABC-TV favoring Monday 8-8:30, a decision on the future of "Wire Service" is expected this week. The cut version of the hour-long melodrama will return if web and sponsor agree on a time period. The show's most recent Nielsen share-of-audience was 25.2, an improvement of about 25 per cent over its last share-of-audience.

A Sunday berth following Kaiser Aluminum's "Maverick" buy would make "Wire" a key part of ABC's new push to crack CBS-TV Sunday dominance. The current "Wire" slot, Monday at 7:30 p.m., remains open for the fall, tho "Do You Trust Your Wife?", "West Point Story," and the Jack Carson show have been offered as candidates.

TvB Opens Western Office; McNiff Heads

SAN FRANCISCO—Television Bureau of Advertising has opened Western Division offices here, headed by Walter McNiff, newly-named division director. The offices will serve TvB members in the 11 Western states and Western advertisers and ad agencies.

Frederick W. Ford Named for FCC Post

WASHINGTON — Frederick W. Ford, Republican of West Virginia, and one-time communications counsel with the FCC, has been proposed by the President for Commission membership. Appointment will not be final until approval by the Senate Commerce Committee.

Seek Web Slot For 'Rangers'

NEW YORK — The Sweets Company of America is shopping for a network berth for its "Tales of the Texas Rangers," a property which it leased from General Mills for the 1957-'58 season. The advertiser thought he had wrapped up Tuesday 7:30-8 on NBC-TV, which he would sponsor alternate weeks, but the deal fell thru last week. Screen Gems produces.

GE Appliances to Seek Web Show

NEW YORK — The General Electric major appliance division is beginning to think about shopping for a fall network show. The GE division, whose last video property was "Broken Arrow" on ABC-TV, has found sales slumping without the benefit of the hypo that network TV can give. Young & Rubicam is the agency.

COMMERCIAL CUES

BEST TELEBLURB

Playhouse Pictures has walked off with first place in the Advertising Association of the West's annual TV commercials competition for the best local teleblurb. The winning entry was a 60-second animated commercial for Frank Taylor Ford, aired over KTLA, Hollywood. Playhouse also won an honorable mention award for its animated commercial, Dream Whip (General Foods), produced for Young & Rubicam in the national category. Story and design for both commercials were by Chris Jenkins and Sterling Sturtevant; director, Bill Melendez, and animator, Bill Higgins.

THE LAST WORD

On the program dealing with the uses and abuses of the English language, "The Last Word," Dr. Bergen Evans and John Mason Brown decided "like" as used in William Esty's "Win-stons taste good 'like' a cigarette should," was not correct from a semantic viewpoint. Some time later, inspired by the show, the Esty company plotted a new

film pitch substituting "as" for "like." In the updated sales plug, a scholarly looking gentleman interrupts the commercial and insists that "as" should replace "like." CBS now proudly announces that its how, "The Last Word," came to the ad boys' aid "like (oops) . . . as a good grammar show should."

DYNAMIC PROGRAM

Dynamic Films, independent film producers, will film "Don Campbell's attempt to break the 'water barrier' at Lake Canandaigua, N. Y., later this summer with his speedboat. Dynamic, which has filmed other sports events such as the Indianapolis "500," the "Grand Prix," etc., will have a crew covering the five weeks of trials prior to the final attempt. In addition, Dynamic will shoot several industrial films for manufacturers interested in the scientific aspects dealing with the performance of their products under the tremendous strain generated by the record try, as well as Campbell's testimonials on various products.

IN WICHITA HUTCHINSON ALL OF KANSAS....



KTVH IS FIRST IN PROMOTION

Thank you most sincerely, judges, for another outstanding national award for KTVH—this one for General Audience Promotion among three-station television markets in Billboard's 19th Annual Promotion Competition.

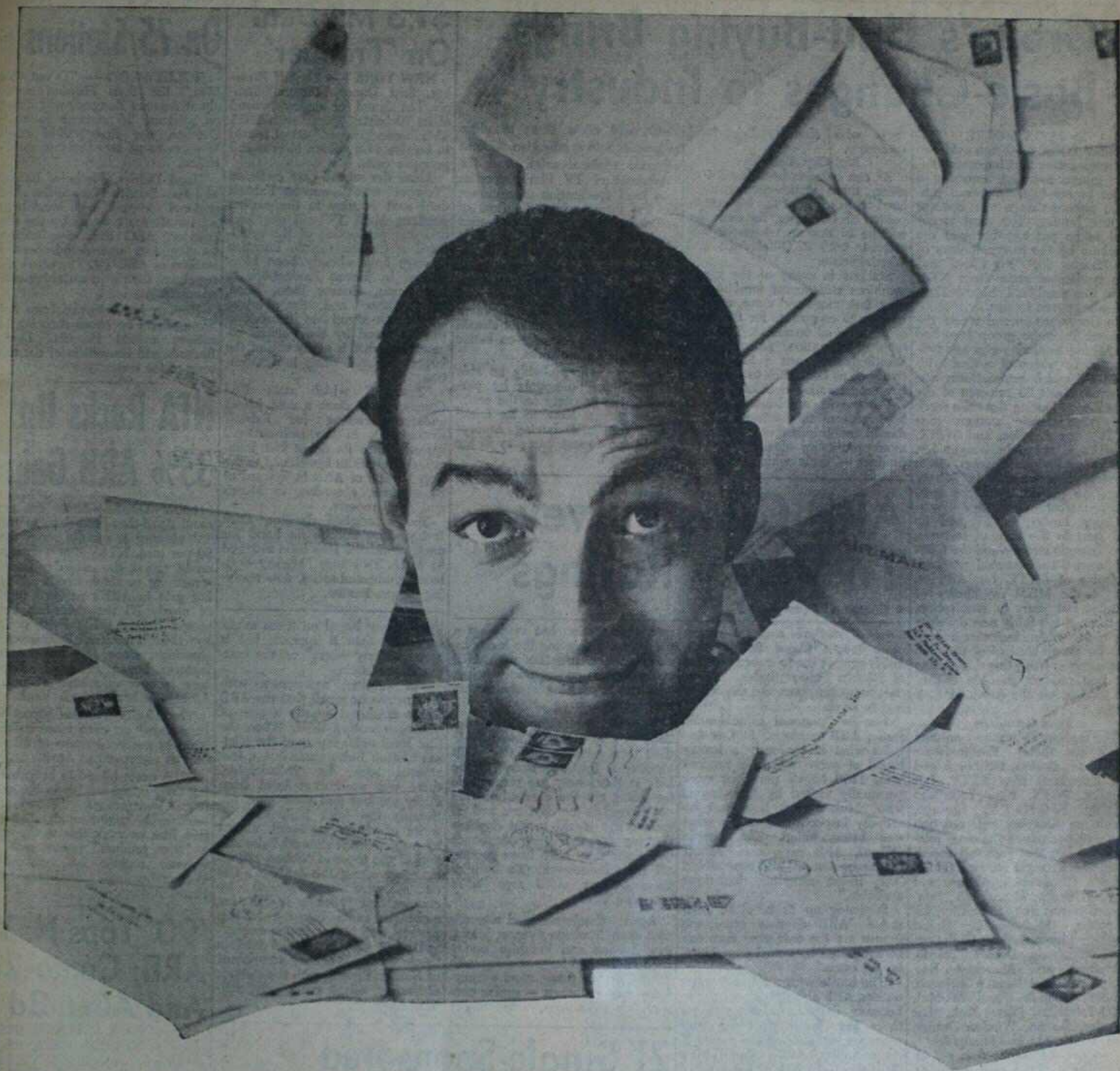
We're proud, of course, to be the only Kansas station to win such an award... to be first in our market, and to tie for third place nationally!

We pledge to continue to deliver the best in television—and to back it with the kind of promotion know-how that gets the big, sales-winning audience.

Wichita-Hutchinson, Kansas

KTVH
CHANNEL
12

★ CBS Basic
★ Represented by H.R. Television, Inc.
★ Howard D. Peterson, General Manager



“YOU’RE WELCOME”

They say the nicest things, A.A.P. stations. “Certainly appreciate your help on national sales,” writes Robert M. Reuschle, General Sales Manager, WLAC-TV, Nashville, Tenn. “I can confirm these spots to you . . . thanks,” remarks Mike Shapiro, Managing Director, KTVX, Tulsa. “We certainly appreciate the efforts of your National Sales Department in signing accounts for us,” adds Robert N. Ekstrum, Commercial Manager, WCCO-TV, Minneapolis, Minn.

These comments are typical replies to our letter

announcing the latest sales made for stations by our National Sales Department. Through its efforts, two prominent toy companies purchased two participations a week in A.A.P.’s Popeye cartoons—*wherever they’re shown, from coast to coast.*

To harness the pulling power of A.A.P. feature and cartoon programs with the extra strength of this unique selling team, write, wire or phone:

a.a.p. inc.

Distributors for Associated Artists
215 Madison Ave., MURRAY HILL 6-2323
75 E. Wacker Dr., DEARBORN 2-2020
1511 Bryan St., RIVERSIDE 7-8553
9110 Sunset Blvd., CRENSHAW 6-5396

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

STORER DEAL POINTS UP TREND

Group's Unit-Buying Brings Basic Changes to Industry

By LEON MORSE

NEW YORK — Fresh evidence is accumulating that important station groups are fast becoming a major power in the national program picture thru a new concept of unit buying. The most recent deal to be put together was the purchase by the Storer stations of the "Rocket 86," "Big Fifty," and five syndicated series from NTA, with the combined film billings exceeding seven figures.

In the recent several weeks the General Teleradio group launched the Mickey Spillane series into syndication by virtue of a deal with MCA-TV which automatically underwrote about 20 per cent of the show's cost. During the same week the Westinghouse stations plus KTTV, Los Angeles, and WPIX, New York, not only bought but took a profit participation via a substantial investment in "Casey Jones" to push it onto the local station market.

Group buying in TV had its real start in the area of features. The Triangle stations and the CBS-TV owned-and-operated stations, exclusive of KNXT, Los Angeles, bought the MGM-TV library of features last year. In syndication, however, it is a fairly new development, one which indicates a decision for group stations of common ownership to band together to buy the best product possible if they are to fight off the threat of their rivals.

Main Combines

The leading TV station combines today are these: Westinghouse (Cleveland, Boston, Pittsburgh and San Francisco) plus KTTV, Los Angeles, WPIX, New York and possibly WGN-TV, Chicago, which, on occasion, will function as a unit because of the close relationships between their top executives; the Triangle stations (Philadelphia, Binghamton, Altoona and New Haven); Time, Inc., stations (Denver, Salt Lake City, Indianapolis, Minneapolis, Grand Rapids); Storer stations (Wilmington-Philadelphia, Detroit, Toledo, Cleveland, and Manchester-Boston); Crosley stations (Cincinnati, Dayton, Columbus and Atlanta); RKO-Teleradio (New York, Los Angeles, Boston, Windsor-Detroit, Palm Beach, Fla. and Memphis).

This list, of course, does not include many of the smaller groups, such as Meredith, Gene Autry, Du Mont, Cox and the Herb Jacobs-represented combine of 85 small outlets. Also missing, but a potent competitive group-factor, are the ABC, CBS and NBC owned-and-operated stations, all of which are in the top cities of the country. They are being pushed more and more into group buying in spite of resistance from many station man-

agers who cherish their local autonomy.

Big City Collisions

As can be seen from the list of cities, these station-groups meet head on in many of the big metropolitan areas. Storer, for example, will be in Boston, where he will compete with RKO-Teleradio and Westinghouse.

Stations in many of the group combines still accent local autonomy, but, more and more, are beginning to co-operate for the good of the over-all operation. The new type of operation, pioneered by Westinghouse, uses a top executive such as Dick Pack to supervise key programming decisions.

What will accelerated station buying mean to the industry? It should enable distributors to make more profitable deals for their product — deals which, in many

cases, will allow them to place properties into syndication without advance regional sales. And the movement of TV film properties into local syndication is insurance for the future when the flow of feature film dries up and new product is needed to replace it.

Joint buying policy also allows stations to get better vidfilm shows, to place more and better promotion behind them, and to supervise production more closely in line with their needs. Better product should enable them to compete on better terms with the networks.

Sponsors will probably be able to get bigger discounts by purchasing the property on the entire station group. Now in its initial stage, the joint buying concept should come more into play in the years ahead.

ARB Cites Survey To Verify Ratings

• Continued from page 2

cidental" methods over the course of a month (April 28-May 25, 1957) against the four-week diaries of Nielsen Station Index. Again, the competing service showed a higher level.

For its "personal coincidental" study, ARB employed in Los Angeles what is obviously a luxury brand of surveying. In a random area, 1150 homes per hour were personally visited by interviewers who checked each home set by actually inspecting it to see what was being tuned. The sample utilized, ARB says, was "almost five times normal" and represented "the finest sampling technique available."

Summing up its rebuttal, ARB stated "ARB daytime sets-in-use figures are the only ones that can be supported by actual experimental evidence."

The hassle with the Los Angeles outlets, ARB also stated, was partly because daytime viewing levels there are "lower than in many other markets throughout the country." As examples, ARB pointed to a set-use average in L.A. for April of 12.8, whereas in Chicago it was 20.2, in Philadelphia 25.0, in Detroit 20.6, Cincinnati 26.8 and Seattle-Tacoma 21.0.

Station Charts

On the other side of the fence, the four defecting outlets—KNXT (CBS o&o), KRCA (NBC o&o) and indies KTTV and KTLA—are sticking to their original charges that ARB's sets-in-use figures are incor-

rect. One station has made up a set of charts showing the levels by various research outfits with ARB at the bottom on daytime viewing, which it is pitching at timebuyers and agency men.

It is the contention of the stations — who claim to have made their own interviews — that ARB viewing is lower because (1) the kids in the family are responsible for filling out the diaries, and are not around in the daytime, and (2) women are afraid to list daytime viewing for fear their husbands will think they have been goofing off from housework. (To both of these charges, ARB says "utter nonsense.")

Agency timebuyers and research men along Madison Avenue, Michigan Avenue and Wilshire Boulevard are by and large sticking with ARB. For one thing, most agencies—unlike stations — prefer conservative TV ratings, on the theory

21 Single-Sponsored 1/2-Hours Set for ABC

NEW YORK—Against the general trend toward multiple sponsorship because of rising costs, ABC-TV has already locked in 21 half-hours of full sponsorship for the coming season, highest figure in the web's history. CBS-TV has

Falstaff in \$1.6 Mil Deal On 'Trooper'

NEW YORK — Falstaff Brewing, thru Dancer-Fitzgerald-Sample, has signed for a second round of its 70-market spread with MCA TV's "State Trooper." Deal is said to involve \$1.6 million in time and program costs.

Altho the second-year cycle, of "Trooper" won't unroll for Falstaff until next January in the earliest markets, MCA TV will start second-year production of the syndicated series this month. Location lensings have already been blueprinted by Revue Productions in Las Vegas, Hoover Dam, Reno, Lake Tahoe and the Mojave Desert. Go-ahead on production was triggered by the Falstaff renewal on what is easily one of the largest regional deals in syndication.

"Trooper," which stars Rod Cameron, has done a neat job of audience-attracting for Falstaff commercials in the near-national spread. Since its debut last January, the teleseries has climbed to the Top 10 lists of ARB in upward of 60 markets, according to March and April reports.

Show's original director, Dick Irving, may not be on hand for meggung chores. He's been assigned to MCA TV's new "Mickey Spillane" syndicated series, now readying for production.

that "a buy based on them might be better than it appears, but it won't be any worse" on the cost-per-M yardstick.

For another, agency men with long memories recall that the ARB hassle is almost exactly a case of history repeating itself. When the first local radio report of the Nielsen Station Index came out, a few seasons back, for Philadelphia, there was an instant howl from Philly stations and their reps, noticeably the John Blair firm. A series of charts appeared, almost by magic, which showed Pulse ratings at the top and Nielsen ratings dragging along the bottom. The charts were accompanied by charges that "Nielsen is deflating nighttime radio listening by his method, and his method is wrong."

Upshot of the original Nielsen hassle was wide agency acceptance of Nielsen figures, with the stations ultimately, albeit grudgingly, falling in line.

'26 Men' to Go On 75 Stations

HOLLYWOOD — "Twenty-Six Men," the Russ Hayden series about Arizona Rangers, will debut on at least 75 stations in mid-October, the first period adult Western to go into first-run syndication.

Hood Dairies, Freihofer Baking and Mrs. Smith's Pies are the chief regional sponsors, with local buys set for alternate weeks by the distributor, ABC Film Syndication, on the five owned-and-operated stations of ABC-TV. The o&o's are supplying their own matching half-sponsors.

Hayden just returned from Arizona, where he chose shooting locations around Phoenix. Decca Records will issue disks of the title song of the series.

NTA Racks Up 33% ARB Gain

NEW YORK—Altho the seasonal April-thru-June drop in total TV viewing is usually more than 20 per cent, NTA's film web is already giving the cabled networks something to think about. A rating gain in ARB's national report of nearly 33 per cent has been scored during this fall-off period by the "Premiere Performance" showings, since the once-a-week features began in April. Exposure is now calculated at nearly 4,000,000 homes each week.

The 15-city Trendex report for June shows an even more striking jump in audience share of 82 per cent as compared to April.

NTA execs intend to keep backing their rating winner in the audience sweepstakes. Second 13-week cycle begins on the 134-station film network this week, with a "new product" policy and no summer repeats for bankrollers Warner-Lambert, Sunbeam and Hazel Bishop.

'90' Tops N. Y. ARB; Como 2d And Allen 3d

NEW YORK — Local differences in network viewing tastes are sharply underlined in the June ARB report for New York, which shows viewers in the country's largest video market preferring their telefare on the sophisticated side, as compared to the country at large.

Topper among network offerings in the New York area proved to be "Playhouse 90" with a 40.5 in ARB, with Perry Como and Steve Allen hour-long musical variety packages following with 39.9 and 38.9 respectively. "Chevy Show," national leader, fell down in New York exposure with a fourth place 36.9. "Person-to-Person," an also-ran nationally, was in fifth place in New York. Other Top Ten leaders: "Line-Up," "Twenty One," "Skellton," "Lucy," and "Climax!"

2 Clients Needed

NEW YORK — Last week's story in The Billboard about Connecticut General Insurance buying one quarter of NBC-TV's "Omnibus" package on Sunday afternoons was premature. The insurance firm walked away from the deal, and the web is faced with the problem of finding two advertisers to go along with Union Carbide and Carbon, and Aluminum, each having bought one quarter of the show.

'GEE!' "Lunchtime Little Theatre" is Chicago's TOP Daytime Show!

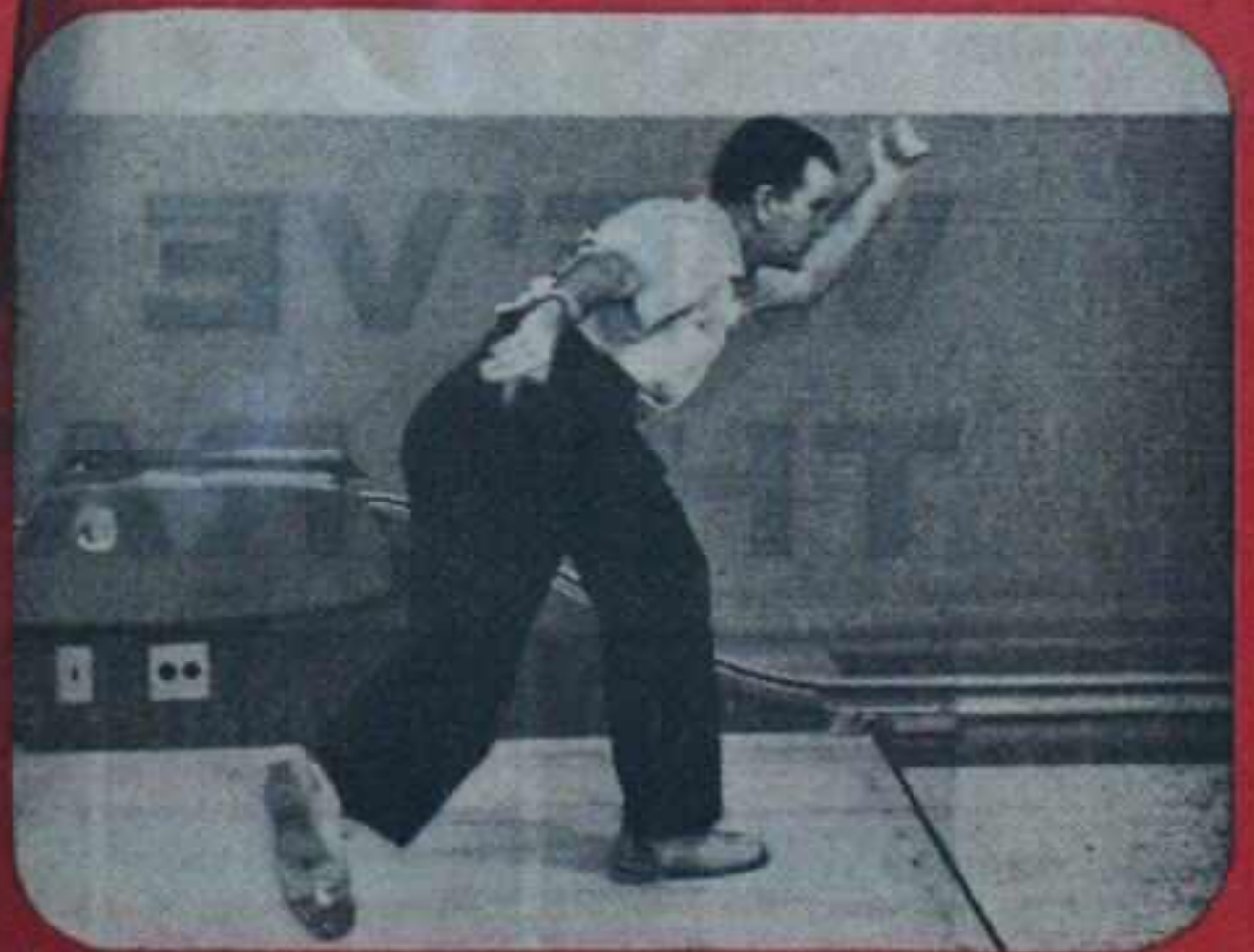
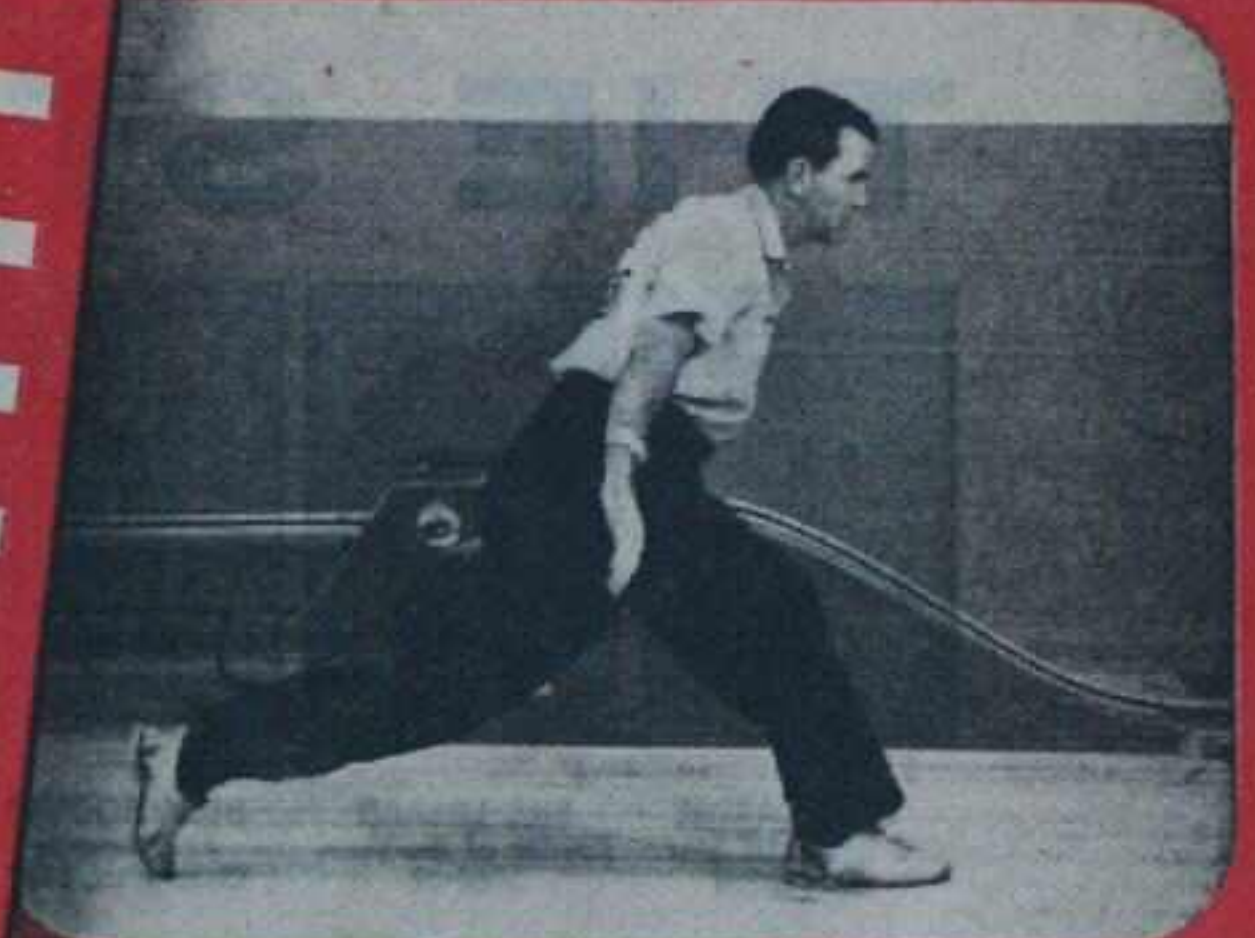
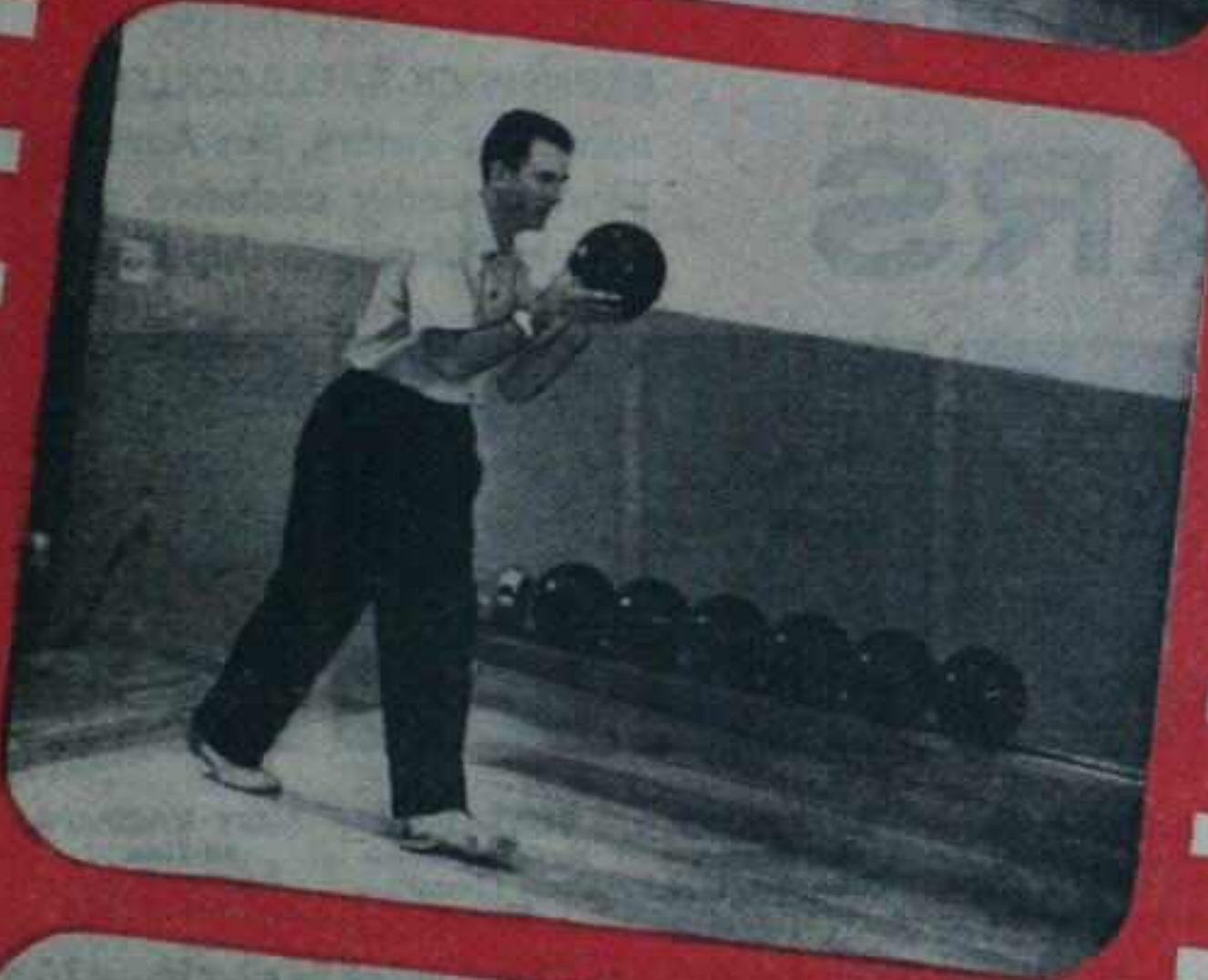
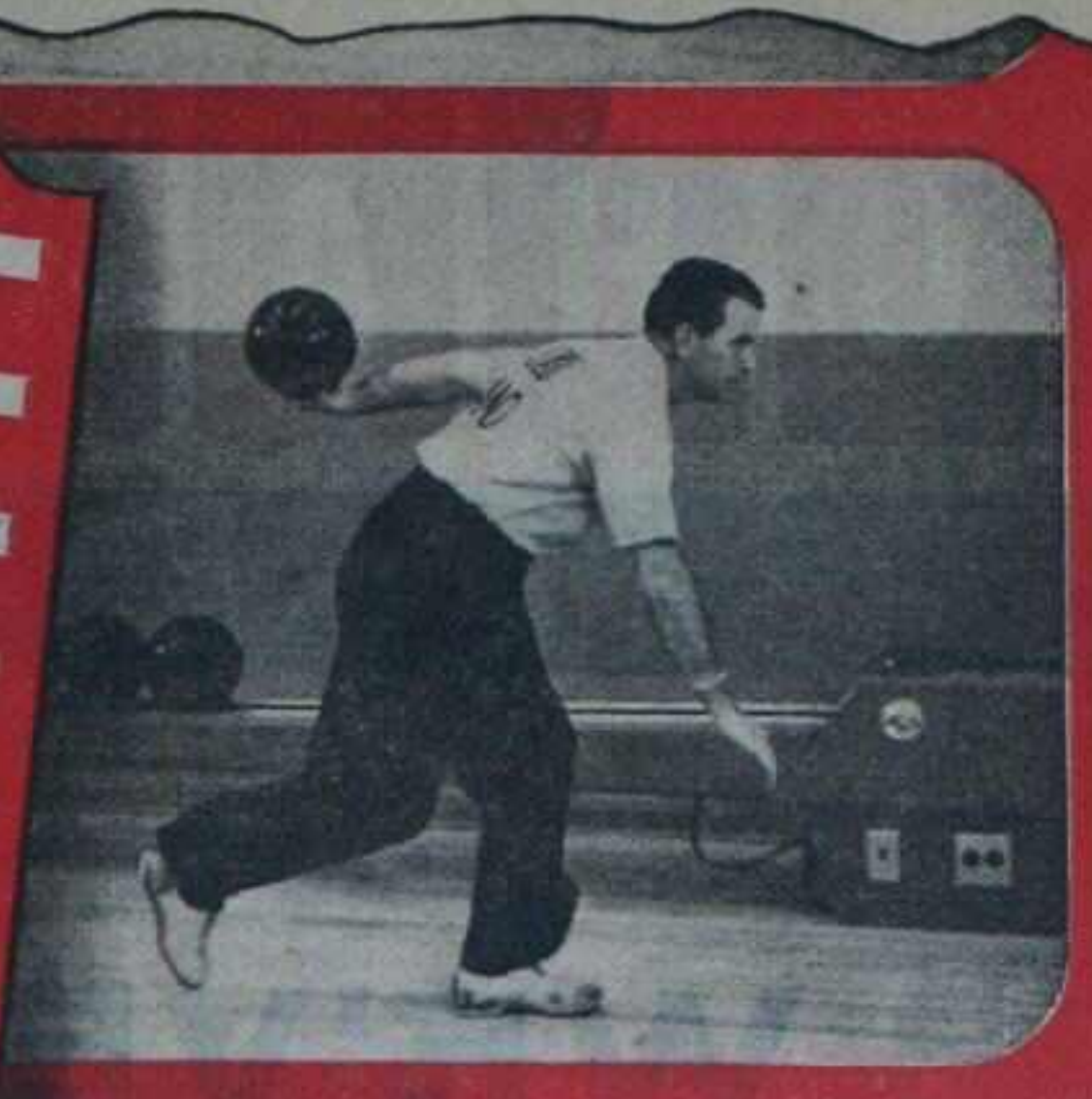
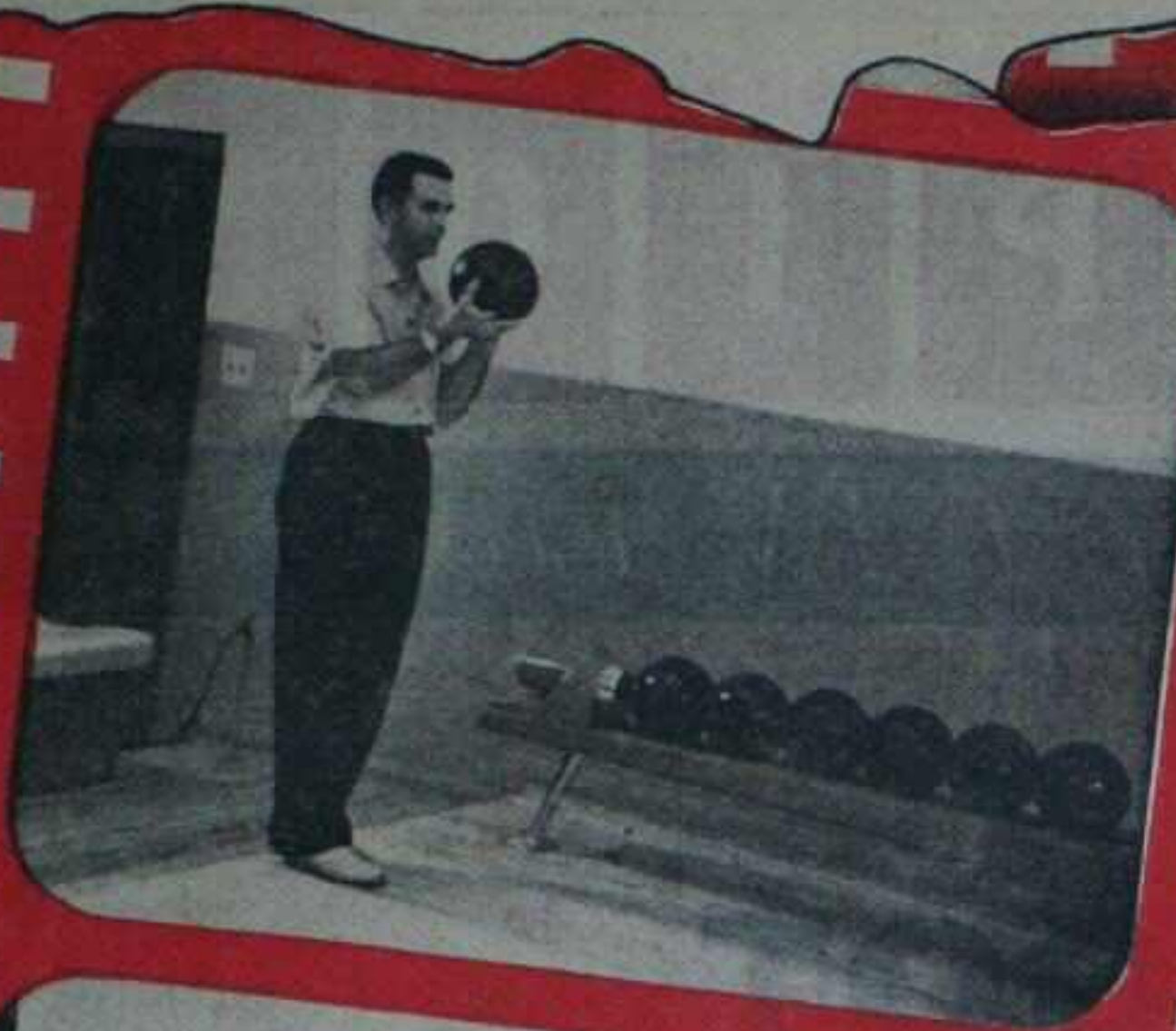


Yes, WGN-TV's Noontime "Lunchtime Little Theatre" topped all other daytime programs, network or local, with an average quarter hour rating of 8.3 in the June ARB . . . more than 195,000 homes tuned in per quarter hour!

It is just one of the many programs WGN-TV offers, and that's why Top Drawer Advertisers use WGN-TV. Let our specialists discuss your sales problems and fill you in on other high-rated availabilities.

Put "GEE!" in your Chicago sales with

WGN-TV
CHANNEL 9—CHICAGO



No. **1**
IN TV SPORTS



*Buddy Bomar In Action

CHAMPIONSH

America's No. 1 TV Film Sport Series

WE'VE GOT THE STARS

BRUNSWICK-BALKE-COLENDER, the top name in Bowling, has America's leading Bowlers under exclusive contract. Seen only in "Championship Bowling."



DON CARTER
3 times All Star
Champion

BILL LILLARD
Bowler of the Year,
1956-57

DICK HOOVER
ABC Masters
Champion, 1957

JOE WILMAN
Hall of Fame.
Winner of 4 ABC
Championships

BUZZ FAZIO
ABC Masters
Champion, 1955

STEVE NAGY
National Match
Game Champion,
1954-55

ANDY VARIPAPA
All-Time
Bowling Great
ABC Hall of Fame

JIM SPAULDING
ABC 1957 All-Events
Champion

SEE — Lou Campi, Buddy Bamar, Ned Day, Tom Hennessey, Pete Carter, Thurman Gibson, Ray Bluth, Stan Giffard, and all the other famous Brunswick stars in action!

WE'VE GOT THE RATINGS

Look at this typical cross-section of recent ratings coast-to-coast; and remember, these are all in fringe time periods.

CINCINNATI	MILWAUKEE	FORT WAYNE	MINNEAPOLIS	LOUISVILLE	ROCHESTER
WKRC-TV	WTMJ-TV	WKJG-TV	WCCO-TV	WAVE-TV	WROC-TV
28.9	15.7	40.4	22.6	22.7	30.0

"CHAMPIONSHIP BOWLING" GETS AND HOLDS THE TOP RATINGS. Regular Pulse audience studies in BILLBOARD show "Championship Bowling" is No. 1 with the men among syndicated film shows; No. 8 with women and No. 8 with children.

Twice winner of the Billboard Poll as America's No. 1 TV film

IP BOWLING

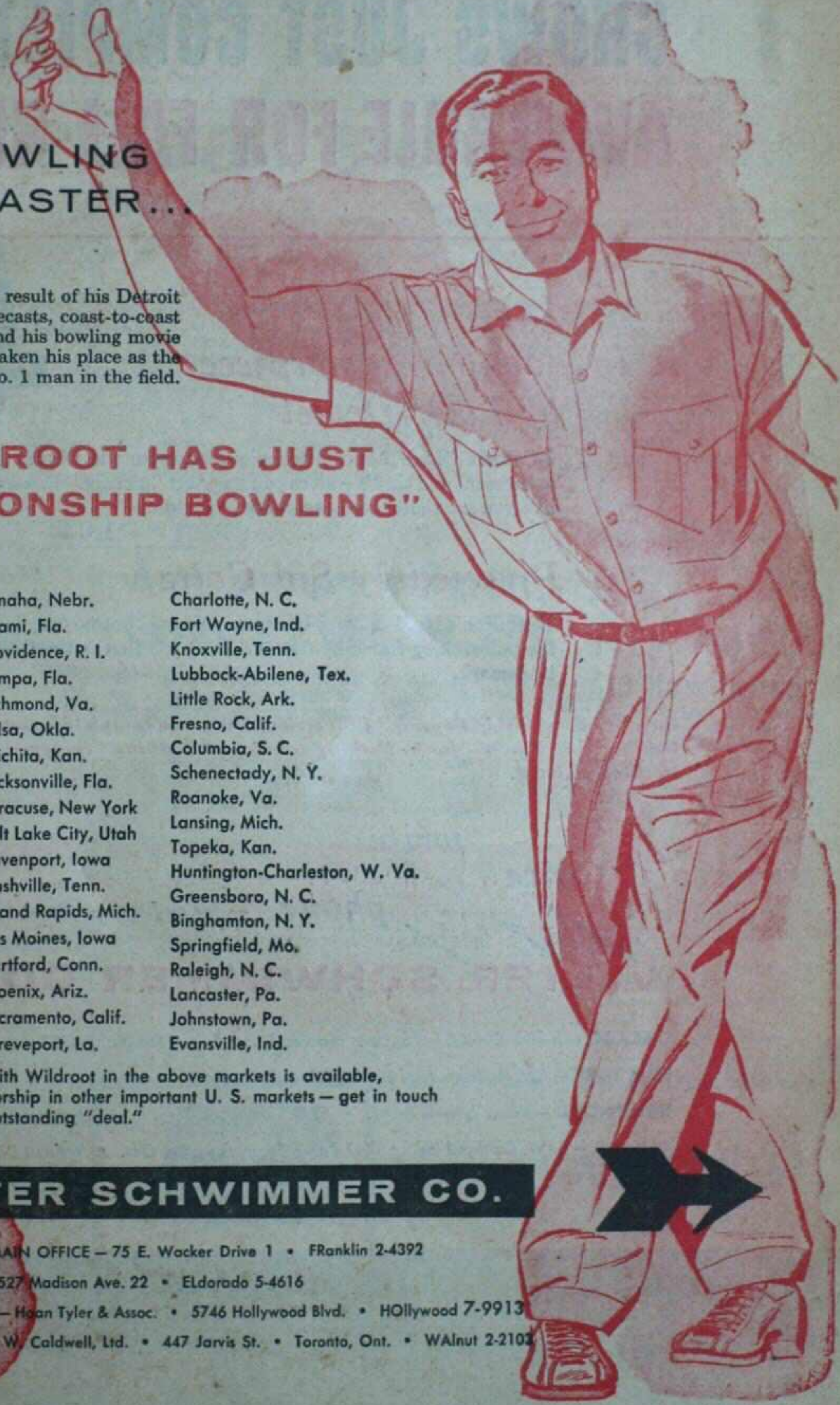
...Now going into its 4th BIG year!

WE'VE GOT THE
WORLD'S No. 1 BOWLING
SPORTSCASTER...



Fred Wolf

Since 1945, as a result of his Detroit (WXYZ-TV) bowling telecasts, coast-to-coast bowling sportscasts, and his bowling movie shorts—Wolf has taken his place as the No. 1 man in the field.



FLASH! WILDROOT HAS JUST BOUGHT "CHAMPIONSHIP BOWLING" IN 73 MARKETS*

- | | | | |
|-----------------------|----------------------|----------------------|-------------------------------|
| New York, N. Y. | Minneapolis, Minn. | Omaha, Nebr. | Charlotte, N. C. |
| Chicago, Ill. | San Diego, Calif. | Miami, Fla. | Fort Wayne, Ind. |
| Los Angeles, Calif. | Cincinnati, Ohio | Providence, R. I. | Knoxville, Tenn. |
| Philadelphia, Pa. | San Antonio, Texas | Tampa, Fla. | Lubbock-Abilene, Tex. |
| Detroit, Mich. | Kansas City, Mo. | Richmond, Va. | Little Rock, Ark. |
| Baltimore, Md. | Denver, Colo. | Tulsa, Okla. | Fresno, Calif. |
| Cleveland, Ohio | Atlanta, Georgia | Wichita, Kan. | Columbia, S. C. |
| Washington, D. C. | Memphis, Tenn. | Jacksonville, Fla. | Schenectady, N. Y. |
| Boston, Mass. | Indianapolis, Ind. | Syracuse, New York | Roanoke, Va. |
| St. Louis, Mo. | Columbus, Ohio | Salt Lake City, Utah | Lansing, Mich. |
| San Francisco, Calif. | Louisville, Ky. | Davenport, Iowa | Topeka, Kan. |
| Houston, Texas | Norfolk, Va. | Nashville, Tenn. | Huntington-Charleston, W. Va. |
| Milwaukee, Wisc. | Portland, Ore. | Grand Rapids, Mich. | Greensboro, N. C. |
| Pittsburgh, Pa. | Birmingham, Ala. | Des Moines, Iowa | Binghamton, N. Y. |
| New Orleans, La. | Rochester, N. Y. | Hartford, Conn. | Springfield, Mo. |
| Buffalo, N. Y. | Toledo, Ohio | Phoenix, Ariz. | Raleigh, N. C. |
| Dallas, Texas | Dayton, Ohio | Sacramento, Calif. | Lancaster, Pa. |
| Seattle, Wash. | Oklahoma City, Okla. | Shreveport, La. | Johnstown, Pa. |
| | | | Evansville, Ind. |

*Co-sponsorship with Wildroot in the above markets is available, as well as sponsorship in other important U. S. markets—get in touch with us for an outstanding "deal."

WALTER SCHWIMMER CO.

- CHICAGO — MAIN OFFICE — 75 E. Wacker Drive 1 • FRanklin 2-4392
 NEW YORK — 527 Madison Ave. 22 • ELdorado 5-4616
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Sport Series!



"CHAMPIONSHIP BOWLING" NOW HAS 26 BRAND NEW FULL-HOUR FILM SHOWS JUST COMPLETED AND AVAILABLE FOR FALL RELEASE

A Production Masterpiece by Peter Demet

6-Camera "Live Action" technique extracts the utmost in excitement and thrills — gives you a perfect "picture." It seems like you are right there, watching in person.

Directed by Sid Goltz

Television's No. 1 Sports film expert. No one, but no one, does the painstaking frame-by-frame editing job that is the Goltz trademark.

Only "Championship Bowling" film series gives you a complete 3-game bowling match in one hour. Nothing telescoped. Nothing "recapped." Nothing omitted.

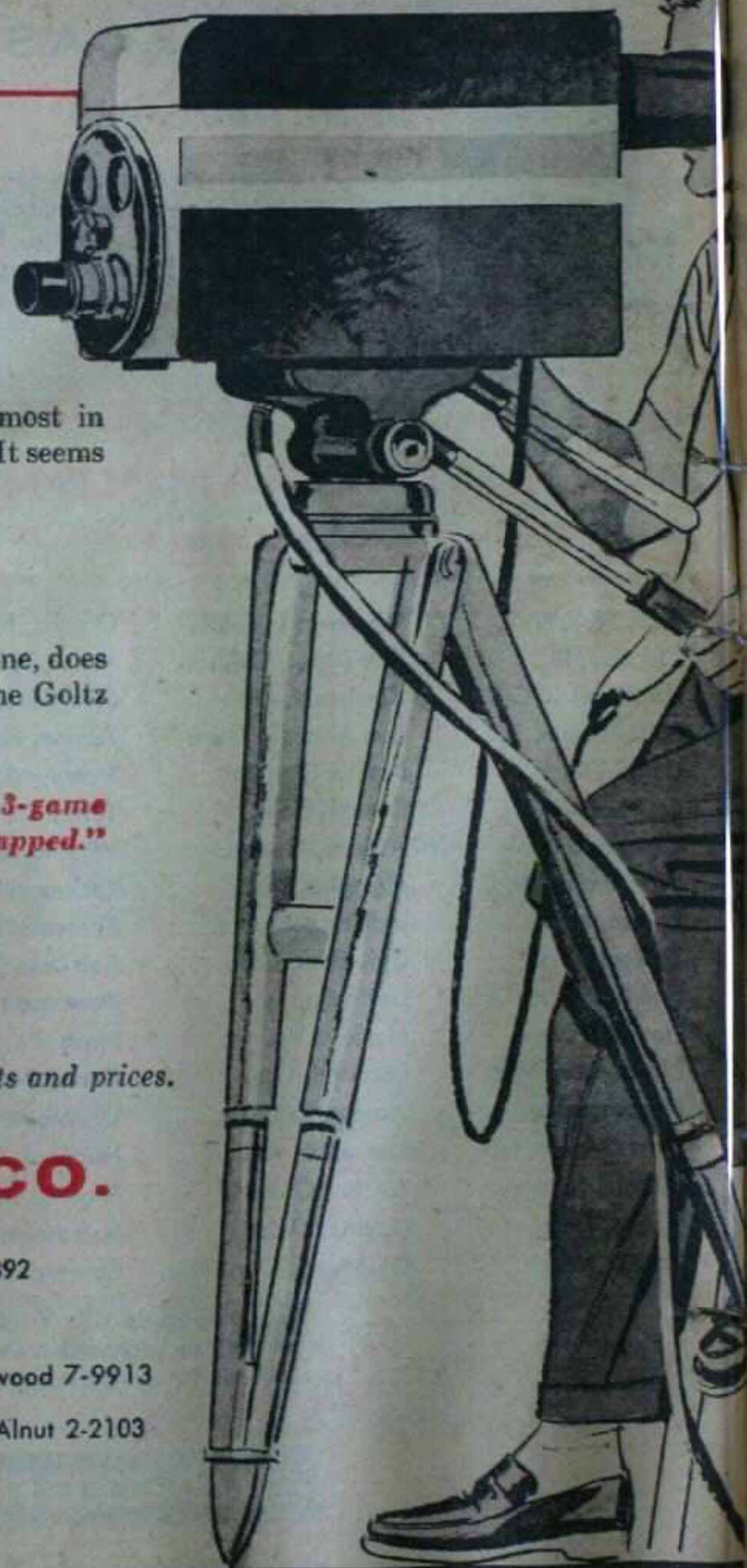
wire *write*
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"CHAMPIONSHIP BOWLING" is the Quality "Blue Chip" film series for America's top TV stations and advertisers

New TV Spot Campaigns

Contracts Set in Every Region in Two Weeks Ending June 22

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

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

On Eastern Stations

Bobbi Home Permanent, Tont thru Tatham-Laird (Part.)
 Boy-Ar-Dee, Amer. Home Foods thru Young & Rubicam (Part.)
 Coronet Magazines, Esquire thru Grey (Ann.)
 Crisco, Procter & Gamble thru Compton
 Decaf, Nestle thru Dancer, Fitzgerald & Sample (Part.)
 Employment Recruiting, Gen. Elec. thru Hoag & Provandis (Ann.)
 Frenchette Salad Dressing, Amer. Diet-ads thru Harry B. Cohen (Ann.)
 Helene Curtis Spray Net thru Earle Ludgin (Ann.)
 Hellman's Mayonnaise, Best Foods thru Dancer, Fitzgerald & Sample (Part.)
 Hood's Ice Cream thru Kenyon & Eckhardt (Ann.)
 Hush, Tom thru Tatham-Laird (Ann., Part.)

Ipana Toothpaste, Bristol-Myers thru Benton & Bowles
 Lestoll, Adell Chemical thru Jackson (Ann.)
 Lipton Tea, Lever thru Young & Rubicam (Ann.)
 M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)
 Movies, Twentieth Century-Fox thru Chas. Schlaifer (Part.)
 Mum Mist, Bristol-Myers thru Dancer, Fitzgerald & Sample (ID)
 Polident, Block Drug thru Grey (Part.)
 Post Cereals, Gen. Foods thru Benton & Bowles (Part.)
 Race Track, Narragansett Racing thru Chambers & Wisel (Ann.)
 Rolalids, Amer. Chicis thru Ted Bates (Ann.)
 Schaeffer Beer thru BBD&O (ID, Prog.)
 Wonder Bread, Continental Baking thru Ted Bates (Ann.)
 ZBT Baby Powder, Sterling thru Centaur, Caldwell (Ann.)

On Southern Stations

Clo-White Bleach, Coastal Chemical thru Pidcock, Shi and Whitson (ID)
 Halo Shampoo, Colgate-Palmolive thru Carl S. Brown (Ann.)
 Instant Maxwell House Coffee, Gen. Foods thru Benton & Bowles (ID)
 Ipana Toothpaste, Bristol-Myers thru Benton & Bowles (ID)

Ko-Kem Starch, Coastal Chemical thru Pidcock, Shi & Whitson (ID)
 Lilt, Procter & Gamble thru Grey (Ann.)
 Nabisco Crackers thru McCann-Erickson (Ann.)
 Sunshing Products thru Cunningham & Walsh (ID)
 Theradan, Bristol-Myers thru DCS&S (Ann.)

On Midwestern Stations

Ban, Bristol-Myers thru Benton & Bowles (Ann., ID)
 Busch Bavarian thru Gardner (Ann.)
 Charmin Tissues, Procter & Gamble thru Campbell-Mithun (Ann.)
 Clear, Procter & Gamble thru Young & Rubicam (Ann.)
 Crisco, Procter & Gamble thru Compton (Ann., Part.)
 Dri-Zit Oven Magic thru Long (Ann.)
 Eskimo Pies, Fairmont Foods thru Allen & Reynolds (ID)
 Fruit Freeze, Merck thru Chas. W. Hoyt (Part.)
 Helene Curtis Spray Net thru Earle Ludgin (Ann., Part.)
 Hi-C Orange Juice, Minute Maid thru J. R. Pershall
 Instant Maxwell House Coffee, Gen. Foods thru Benton & Bowles (ID)
 Ipana Toothpaste, Bristol-Myers thru Benton & Bowles (Ann., ID)
 Ivory Soap, Procter & Gamble thru Compton (Ann.)
 Jif, Procter & Gamble thru Leo Burnett (Ann.)
 Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
 Karvin Parfums thru North (ID)
 Lectric Shave, J. B. Williams thru J. Walter Thompson (Ann.)

Lilt, Procter & Gamble thru Grey (Ann., Part., ID)
 Lipton Tea, Lever thru Young & Rubicam (Ann.)
 Maybelline thru Gordon Best (Part.)
 Morton House Meats, Otoe Foods thru Buchanan & Thomas (Ann., Part.)
 Oral Roberts thru C. L. Miller (Prog.)
 Polident, Block Drug thru Grey (Part.)
 Prell, Procter & Gamble thru Benton & Bowles (Ann., Part., ID)
 Rayco Seat Covers thru Emil Mogul (Ann., ID)
 Rival Dog Food thru McCann-Erickson (Ann., Part.)
 Rolalids, Amer. Chicis thru Ted Bates (Part.)
 Tartan Lotion, McKesson & Robbins thru Dancer, Fitzgerald & Sample
 Terry's Frozen Foods thru Aubrey, Finlay, Marley & Hodgeson (ID)
 Texaco Gasoline thru Cunningham & Walsh (Part.)
 Theradan, Bristol-Myers thru DCS&S (Ann.)
 Toni thru North (Ann.)
 Vel Beauty Bar, Colgate-Palmolive thru Carl S. Brown (Ann.)
 Wings of Healing thru Dave Jack (Prog.)
 Zest, Procter & Gamble thru Benton & Bowles (Ann., Part.)

On Southwestern Stations

Cheer, Procter & Gamble thru Young & Rubicam (Ann.)
 Hotshot Insecticide, Amer. Snuff thru Sinton & Gwynn (Ann., ID)
 LDM thru Dancer, Fitzgerald & Sample (Ann.)
 Lectric Shave, J. B. Williams thru J. Walter Thompson (Part.)

Polident, Block Drug thru Grey (Ann., ID)
 Prell, Procter & Gamble thru Benton & Bowles (Ann.)
 Texaco Gasoline thru Cunningham & Walsh (Ann.)
 Theradan, Bristol-Myers thru DCS&S (Ann., Part.)
 Uncle Ben's Converted Rice thru Ted Bates (Part.)

On Rocky Mountain & West Coast Stations

Bank of Nevada thru Merchandising Factors (Ann., ID)
 Bar S, Seattle Packing thru Miller, Mackay, Hoock & Hartung (Ann., Part.)
 Bread, Lanacendorf thru Compton (Prog.)
 Burgermeister Beer thru BBD&O (Ann., Part.)
 Flitz, Blue Jay thru Leo Burnett (Part.)

Lilt, Procter & Gamble thru Grey (Part.)
 Milwaukee Sausage thru Advertising Counselors (ID)
 Mum Mist, Bristol-Myers thru DCS&S (ID)
 Prell, Procter & Gamble thru Benton & Bowles (Part.)
 Toni thru North (Part.)

Chunky Takes Legion Reruns

NEW YORK—Proving its satisfaction with the property, Chunky Chocolates last week bought reruns of "Foreign Legionnaire" in 17 Eastern and Midwestern markets. Chunky sponsored the same property over 14 stations last fall.

In six of the markets to use the series this fall, Chunky will buy the show directly from the station. In New York the sponsor will double expose "Legionnaire" on W.A.B.C.-TV, the days being Wednesdays and Saturdays. Other markets include Kansas City, Indianapolis, Boston, Cincinnati, Pittsburgh, Cleveland and Chicago. Charles Goit represented TPA. Grey is the Chunky agency.

Bracken Buys Piece of NTRI

NEW YORK—Eddie Bracken has bought a half interest in National TV Station Representatives, Inc., the fledgling film distribution firm now selling a 13-title package of budget-priced British features.

Announcement of the deal came from George Litto, president of Bracken Productions, which recently made a deal with Matty Fox for the latter to distribute a filmed puppet show, "Willy Wonderful," packaged by Bracken.

Actor-producer's wide-ranging economic ventures now range from financing Broadway shows to owning a hi-fi loudspeaker firm.

HUGE N. Y. IMPACT

Film Series Get To 70% of Homes

NEW YORK—Advertisers spotting commercials in a feature film "stripped" up to 16 times in a single week are scoring commercial impact on as much as 70 per cent of the total TV homes in the course of a month.

Feature film shows in the seven-channel New York area, a special study by A. C. Nielsen Company in this market reveals, add up to a tremendous impact even in a week's time. One or more of the seven top feature showcases studied on the New York channels was scanned by 81.3 per cent of the total TV families. Importance of this figure can be measured by the fact that there were 4,128,000 TV homes in the 29-county New York video area at the time of the study.

The cumulative ratings scored by the stripped feature films compare very favorably with anything the weekly network shows, even the leaders, are getting in the same city. A once-a-week network show has to score an almost-impossible Nielsen in New York of 40.0—and not cost the advertiser, proportionately, more than \$4,047 weekly for the New York share of total costs—to begin to be competitive with the weekly cumulative rating of WOR-TV's "Million Dollar Movie" in terms of straight market penetration.

Competing feature film strips in New York do not murder each other in a ratings contest, Nielsen's

figures also show. Viewers apparently look over advance program listings and plan their viewing, since the two best-known New York multi-exposure feature operations—"Million Dollar Movie" and WATV's "Famous All-Star Movie"—have been making out nicely in sharing the same large audience back and forth.

"Million Dollar Movie" was caught by 42.4 per cent of New York video families in an average week, Nielsen reckoned. But WATV's feature strip was caught by 38.4 per cent of New York TV homes in the same week (58 per cent of the WOR-TV audience), and 24.5 per cent of all TV homes caught both shows at some time during the week on different nights.

Secret of the broad exposure is the same thing that has made many a radio strip a good buy. The sizable cumulative ratings are piled up by the fact that there is lots of audience turnover between scannings of the same feature.

This fact is not reflected directly in published ratings, which tend to average out at only a 2.5 or so for a typical quarter-hour segment, and which cause some Madison Avenue time buyers to go scouting for a participation in "the best night." Actually, there's no such thing. With little repeat viewing between showings of the same feature, the turnover begins and thus the cumulative rating starts to pile up and up.

Best way to cash in on the cumulative ratings, the Nielsen study would suggest, is to buy across-the-board exposure as added showings produce additional audience, not added frequency.

NTA 'Big 50' In New Sales

NEW YORK—National Telefilm Associates has been scoring several sales on its "Big 50" feature package in smaller market stations, as well as with powerhouses like Boston's WBZ-TV, New York's WCBS-TV and the Storer stations.

In the past week, the package was signed by WAKR-TV, Akron; WOOD-TV, Grand Rapids; KBOI-TV, Boise, and KFVS-TV, Cape Girardeau, Mo., among others.

Total markets sold with the package is now about 30 in less than a month.

HEFTY 'SUSIE'

Ann Sothern's Reruns Gross \$3 Mil for TPA

NEW YORK—Television Programs of America has already grossed \$3,220,000 in reruns with the retitled version of "Private Secretary," now known as "Susie," according to Mickey Sillerman, executive vice-president of the firm. The Ann Sothern vehicle was placed in syndication back in January of 1956 after the 104 shows in the series were bought for a \$1,000,000 down payment plus a percentage of the profits to Jack Chertok and Sothern.

On a first rerun basis, "Susie" was seen in numerous markets under the sponsorship of between 190 and 200 clients, including a large number of beer brands—Schlitz, Drewrys, Bosh and Hudepohl—and such local advertisers as the Mast Optical, Hill Tailoring and Humpty Dumpty Food stores.

A big chunk of money was

earned this spring when Lever Bros. and Sheaffer Pen bought it for rerun on CBS-TV and paid \$440,000 for a 20-week deal. It has recently been bought by NBC for rerunning in its "Comedy Time" strip, which should add a minimum of \$250,000 more to the already hefty earnings of the property.

Still largely untapped are the possibilities for stripping the property in syndication. The sales technique used by TPA was to get the maximum financial mileage out of the vehicle, which was the reason it was not first moved into syndication as a stripping vehicle. This last sales approach might have produced large revenues immediately, according to Sillerman, but would have dissipated the other financial wells, all of which were ultimately tapped.

AAP 'Popeye' Circus Opens Big in Stores

NEW YORK—Associated Artists Production is taking its self-liquidating Popeye merchandising circus on tour.

On the heels of a successful stand at Macy's, in which more than 5,500 children and moppets crowded the Herald Square and Garden City stores to buy Popeye record albums, T-shirts, flashlights, beach balls and suchlike, franchised in connection with the syndicated "Popeye" cartoon series, AAP has lined up a July 13 play-date at Newark's Bamberger's.

Frog-voiced Harry Foster Welch will portray the cartoon character

for moppet shoppers, who are already making the merchandising offshoot of AAP, headed by Paul Kwartin, pay off nicely.

Kwartin is now mapping "Popeye Weeks" at other department stores across the nation.

modern careers



WGR-TV SELLS BUFFALO!

ABC AFFILIATE CHANNEL 2

Get LOW, LOW, COST/M from Peters, Griffin, Woodward, Inc.

On COFFEE BREAK SELECTED HOLLYWOOD FILMS

- ★ Adventure
- ★ Mystery
- ★ Romance
- ★ Western

11:30 A.M.—12:30 P.M. MON. thru FRI.

The Billboard Scoreboard

PRIVATE EYE SERIES

'Richard Diamond' Good Summer Fare

By LEON MORSE

Richard Diamond, Private Eye (Net)
Stars: David Janssen. Cast includes Regis Toomey, Christopher Dark, and William Erwin. Writer-director, Richard Carr. Presented by General Foods thru Benton & Bowles.
(CBS-TV, 9:30-10 p.m., EDT, July 1.)

"Richard Diamond," the video version of the old radio series, is a fairly orthodox mystery series featuring a private eye. As a summer replacement, it should get its share of the audience, but the property doesn't seem to have the attractiveness for the long pull.

David Janssen, a newcomer, stars as Diamond and handles himself fairly well. His role would be enhanced, however, were he to give it more individuality in the playing.

The story started off excitingly, but petered out soon. It concerned a thug cornered by the police who holds an old woman hostage so that he can get to Diamond.

He's about to die, but he wants Diamond to protect a woman friend who he says is a "nice girl" from his partner. Diamond's gal-

Person to Person (Net)

CBS-TV, 10:30-11 p.m., EDT, June 28 (Caught again).

Having caused an electronic upheaval on Friday nights in a total so far of 676 homes of leading citizens, Ed Murrow chose to ring down the curtain on this season's "Person to Person" visits by picking Messrs. A. C. (Art) Nielsen, the ratings pundit, and humorist H. Allen Smith as numbers 677 and 678. Together they added up to a nicely balanced and frequently absorbing half-hour visit.

Nielsen, who opened the show, proved himself as much at ease in front of the houseful of cameras as behind an IBM calculator. Describing his handsome Winnetka, Ill., home as "an athletic club with auxiliary housing facilities," he showed off his private squash court with an electric roll-up cover, did the usual tour of the house, and wound up in the living room with a portion of the large Nielsen family.

Quizzed by Murrow on whether it was true that a sour Nielsen rating could knock a show off the air, Art replied that it was essential for advertisers to know what they were reaching, even tho ratings were "unfortunately" used to judge popularity. Nielsen wound up a nicely capped rundown on how Nielsen measurements are made by giving viewers a rare close-up look at a Nielsen Audimeter in action, and discussed the "40,000 one-minute impressions of viewing" recorded on each of its film tapes. Another juicy tidbit of information: Art's first job was with a wholesale fish importer, whose product often got a bit gamey in the summertime.

Smith, once termed by Fred Allen "The Screwballs' Boswell," rounded out the interview session with a tour of his Mount Kisco home—complete with swimming pool and "breezeway"—and some pleasant banter about the problems of being a professional humorist. One chief problem: Since he maintains a big reference library, patrons at a nearby bar call Smith at all hours to settle bets on questions such as "Who was the captain of the Graf Spee?"

Commercials for Amoco and Life Magazine, co-sponsoring, were simple but effective, with the "reason-why" slant in th Amoco plugs for its unloaded gasoline being particularly compelling, if obviously competitive. Charles Sinclair.

lantry invoked, he goes to protect the girl, gets slugged, and the plot curdles as the bad guy gets his.

Since most of the stories and the plot twists in a series such as this are fairly routine, it might be wise for the producer to concentrate on making the private eye more of an individual. Viewers might then believe in him, if not in the stories, and the character would contain some compensatory values. But undoubtedly most of the filming in this series has already been done. Production was good.

Maxwell House Instant Coffee continues to stress its flavor bud theme. The idea was a good one, but something fresh in the way of a commercial slant is indicated. Too much is enough already.

Jimmy Dean Show (Net)

Star, Jimmy Dean. Producer, Edwin S. Friendly Jr., for CBS-TV, in association with Connie B. Gaye. Director, Clark Pangle. Sponsor, Hazel Bishop thru Raymond Spector.
(CBS-TV, 10:30-11 p.m., EDT, June 29.)

Looking like the young Bing Crosby and with the same easy-going charm, Jimmy Dean brought his early morning country music strip to nighttime television with mixed success. It was a delightful half-hour for those who don't care about pace or wit.

Dean chatted and sang amiably, allowing generous time to his cast of singers, instrumentalists, ventriloquist and guest star George Hamilton IV. The show rambled casually from number to number and could have been started or stopped at any given moment. This kind of slow charm could grow on you after a while.

The calypso commercials for a new shade of Hazel Bishop lipstick were topical and refreshingly short, with a vibrant unnamed girl delivering effective messages in a lush Caribbean atmosphere.

Bob Bernstein.

Let's Take a Trip

(CBS-TV, Sunday (30) 12-12:30 p.m., EDT (Caught again).

"Let's Take a Trip" went a-roamin' last week for its most pleasant journey this year, a visit with ex-President Harry Truman. The occasion was a preview of the new Truman library in Independence, Mo., scheduled to be dedicated and opened to the public on July 6.

The visit also has a useful purpose—to educate the youngsters as to the functions and importance of the Presidential office. The six major functions of the Presidency were elaborated by the ex-President as he walked along from building to building and chatted with Sonny Fox and Jimmy and Joan.

An interesting part of the library is a replica of the office Truman occupied during his Presidency. In the office, the kids played with a dagger given Truman by King Ibn Saud of Saudi Arabia, saw a slogan he had on his desk—"The Buck Stops Here"—and were told how he and Mrs. Truman shook hands with 2,700 people in two and a half hours on one occasion. The ex-President also played snatches of Paderewski and Mozart for the youngsters.

Truman was his relaxed self and chatted pleasantly with the kids. Joan wanted to know if he thought a woman could ever be President and received a positive reply from him. Fox was extremely effective as the children's companion.

Leon Morse.

Georgia Gibbs Show (Net)

Cast: Georgia Gibbs, and guests. Producer-director: Tom Naud. Writer: Bill Weich. Orchestra: Eddie Sefranski. Sustaining.
(NBC-TV, Monday 7:30-7:45 p.m., EDT, July 1.)

"Keep moving when that little red light is on the camera," someone must have told songstress Georgia Gibbs at rehearsal. Which is just what she does. She hops. She twists. She fidgets. She rolls her eyes and twists her hands in an accurate if unconscious imitation of Ed Sullivan.

It is when she settles down to the serious business of vocalizing that this live capsule showcase for her considerable talents becomes effective. On the premiere, her renditions of "Around the World," "Ballin' the Jack" and "Gonna Sit Right Down and Write Myself a Letter" were stylish and well-handled, against backgrounds of simple props (such as a globe of the world or an album cover of Fats Waller, who sat down 20 years ago to write his letter to himself). Her male trio guests were strictly routine, and not up to her vocal class.

The "Georgia Gibbs Show" is likely to shape up as one of the summer season's most tuneful entries—if someone can only persuade Her Nibs to be as relaxed between numbers as she is during them.

Commercial positions were used for an audience promo spot for NBC's "21" and a pubservice plug for the Red Cross.

Charles Sinclair.

Nat King Cole Show (Net)

Star, Nat King Cole. Producer, Bob Henry. Cast, Nelson Riddle, Randy Van Horne Singers and guests.
(NBC-TV, 10-10:30 p.m., EDT, July 2.)

With more time added to the "Nat King Cole Show," the result was more of a good thing. Not much has changed in the switch from Monday to Tuesday and the additional quarter-hour. And that's as it should be since it's not necessary to gimmick up an excellent performer who is, in addition, a charming, likable and warm person.

Guest on the summer series debut was Frankie Laine, who should be asked back often. Laine and Cole engaged in an amusing bit of lyrical satire based on next season's heavy program of singing stars. Laine's solo contribution was "Without Him," very effectively done with some echo-chamber assist. Cole played a bit, laughed a bit, and sang, among other songs, "Love Letters in the Sand," in his own inimitable soft style. Show also featured the Randy Van Horne singers, who didn't get too much to do this time around. Nelson Riddle and his ork provided a smooth musical background.

Charlotte Summers.

Valiant Lady (Net)

CBS-TV, Wednesday (3), 12-12:15 p.m., EDT (Caught again).

Living on borrowed time from extension to extension, "Valiant Lady" is making valiant attempts to wind up and then extend its story line with each reprieve. Author Robert J. Shaw is currently heavily dependent on significant looks from the actors to imply suspense and conflict.

The excellent cast continues to feature Flora Campbell in the title role, with Robert Webber and Joy Hodges especially good as a mismatched couple shadowing her life. Herb Kenwith's direction is inventive and lends a different air from the average soap opera, a theater quality in the movement and gestures. This pleasant approach is

NETWORK REVIEW

'Bride & Groom' Back, Full of Human Interest

By BOB BERNSTEIN

Bride and Groom (Net)
Hosts, Frank Parker and Robert Paige. Director, Dick Schneider. Package-producer, John Reddy. Sponsors, participating.
(NBC-TV, 2:30-3 p.m., EDT, July 1.)

On the wings of Wagner, Mendelssohn, flowers, vaulted arches and the emotional response called up by weddings, "Bride and Groom" returned to TV last week with its successful, homey version of "You Are There."

There is nothing hallowed or tender about the interviews, plugs and heavy traffic, but the human interest quotient is high and the excitement of a wedding sustains the format thru commercials and the rehearsed questions and answers.

Frank Parker and Bob Paige make friendly, capable hosts, with Parker warbling "I Love You Truly" engagingly. The premiere stanza went off smoothly, with the bride, a New Jersey schoolteacher, displaying cool nerves and an articulate tongue. The minister, unfortunately, was caught crawling below camera range during the processional. And viewers got unexpected merriment when Paige's farewell "Now you start your honeymoon" was immediately followed by "This is a moment of panic in a woman's life," a tune-in trailer for "Panic," another NBC show.

Those Whiting Girls

Cast: Margaret and Barbara Whiting, Mable Albertson, Jerry Paris. Written by John Green, Peggy Chantler, Ben Gershman. Directed by Norman Tokar. Produced by Bert Granet for Desilu Productions. Sponsored by General Foods and Max Factor thru Young and Rubicam and Anderson McConnell.
(CBS-TV, 8-8:30 p.m., PDT, Monday, July 1.)

A considerably more sophisticated version of "Those Whiting Girls," first aired two Summers ago, made its debut Monday (1), and, despite difficulty getting under way, turned out to be a cute show.

The four regulars in the cast form a strong base for the series. Barbara Whiting has matured into an excellent comedienne. Mabel Albertson has always been a scene stealer, and good-looking Jerry Paris carries his part off with verve and dash. Margaret, altho she wasn't given enough singing to do in the opener, is a trouper who needs no introduction.

Opening episode had Barbara studying Geriatrics, decided that her mother needed to be put out to pasture. This produced some chuckles and led to the high spot of the show, the Whitings going out and doing a bit as a trio in a night club.

It's light, enjoyable fare for Summer viewing, but the program has a built-in problem: What to do with three femmes, no matter how individually, week after week. It's feared that, as the series progresses, the atmosphere in the Whiting residence will come to resemble more and more that of a hen-house, and, given enough time, any hen is going to start laying eggs.

Production by Desilu was excellent, but episode was loaded down with a laugh track that sounded as if it had been produced by Frankenstein jumping on Gildersleeve's stomach.

Bob Spielman.

echoed in the sets and costumes of the Leonard Blair production.
Bob Bernstein.

John Reddy's sturdy property remains an entertaining strip, despite carping, and looks to be around for as long as people enjoy watching the march down the aisle.

Westerns Not On Target in West Ratings

NEW YORK—Examination of the local rating behavior of telefilm Westerns may well cause some of the ageacymen and clients who have decided to go that-a-way this fall on the 40-program Western bandwagon to wonder if they jumped too soon.

Latest ARB reports on California National's "Frontier" reruns show a pattern almost exactly the reverse of what many admen feel is the basic popularity of the oaters—that is, a brand of escapist entertainment primarily popular with armchair dudes in the large metro markets of the East.

In Salt Lake City, a "Frontier" scored a 26.7 rating to edge its nearest competition by almost 10 points. In El Paso the series drew a 31.4 to a 15.6 for Spike Jones, with same pair operating on a 35.0 to 25.6 margin in Colorado Springs. It led opposition shows in Tulsa, Amarillo, Hutchinson (Kan.) and Pueblo, and other Western markets. Viewing was primarily adult, with over 70 per cent of the audience in the senior category.

Problem posed by this pattern does not affect the sponsor whose product is consumed mainly outside the giant TV centers, or whose product—like a cigarette—is so universally consumed that a sound rating average on the network will insure plenty of purchasing.

But the advertiser whose product line finds its customers primarily in major cities—such as Bromo-Seltzer, which scores 75 per cent of its sales in the fast-paced leading 25 markets starting with New York—might find that a good Western average rating does not spell the proper consumer audience.

Theaters Get AAP Bloc as Stations Wait

NEW YORK—Associated Artists Productions will be making a neat theaters-to-television switch September 15 on the package of 52 Warner titles held back for theatrical distribution or possible remake.

Product, which consists of four titles out of each 13-title Warner group, has been eyed hungrily by station film execs, since it consists almost literally of the cream of the big Warner backlog. Stations signed up with AAP are already planning fall-winter exposure of the films, which include blockbusters like "Casablanca," "Jezebel," "Adventures of Robin Hood," "The Big Sleep" and "Mildred Pierce."

Meanwhile, AAP, thru its Dominant Pictures theatrical subsid, has been making a fair amount of summertime hay by dangling the big packages simultaneously before telestation executives and theatrical exhibitors.

British Unions Give Ultimatum On U. S. Crews

LONDON—The recent call by the Association of Cine Technicians for their members to stop work on all motion pictures being made here by American companies outside the British Film Producers Association again spotlights a charge that British film and TV labor unions are anti-American. This charge is vigorously denied by all the 14 unions concerned in the manufacture of motion pictures and TV films.

Their beef, they claim, is only against pictures for both screens whose prime personnel are American—and yet still get 100 per cent British classification under the complex quota law here.

Altho the current ACT threat is aimed at motion pictures, it is known that the combined 14-union Negotiating Committee in TV has declared that all will call out their members unless reasonable safeguards guarantee a fair British percentage in all categories which aim at full British classification.

In effect this means that an American TV series made here, solely for release in the States, will be welcomed without any labor limitations. But most such series make a prior deal with the TV contractors here, who put up part of the money or loan the studios in return for a showing of the resulting series. In these cases they claim such a series is 100 per cent British, because it was made in England—regardless of the proportion of American personnel involved.

Now the unions' Negotiating Committee has worked out the percentage of British work and personnel they feel should be employed on a series to give it full British classification. It has sent a letter to Sir Robert Fraser of the Independent Television Authority warning him that any infringement of these conditions will be taken as action against the full 14-body organization, which will counter with combined strike action.

In practice this means that all American companies setting up series here should realize that if they do not fulfill the union's basic requirements, they may have difficulty in selling the series to the British contractors—few of whom would be interested in picking up TV films made here for which they have to hand over some of their limited 'foreign allowance'.

WABC Live Shows Top 8 A.M. Rivals

NEW YORK — WABC-TV is topping network competition here with its two live morning shows, "Tinker's Workshop" and "Time for Fun," according to American Research Bureau figures for June. "Tinker" scored a 5.0 average locally against 3.2 for CBS-TV's "Captain Kangaroo" and 1.9 for NBC-TV's "Today" in the 8-9 a.m. slot.

"Fun" earned a 6.0 against 5.8 for NBC's "Tic Tac Dough" and a 3.0 for CBS' soap operas, "Valiant Lady" and "Love of Life," in the 12-12:30 p.m. period.

INTERNATIONAL

Guild Goes Overseas in Major Move

NEW YORK—Now it's Guild Films that's making a major overseas plunge.

A new subsidiary, Guild Television International S. A. — a Panama corporation — has been formed to "produce, distribute, sell and license" Guild properties. Arthur Gross of Guild will serve as managing director of the new subsidiary, with Guild Prexy Reub Kaufman serving on the board.

Guild has already scored sales of telefilm product in five Latin American markets, Australia and Japan in the Far East, and in England. Two series—"Captain David Grief," shooting in Mexico, and "The Michaels in Africa"—are already being leased on outside-U. S. locations.

Guild Internacional is mapping a sales and-or production structure to operate out of Panama City, London, Rome and Dusseldorf, in addition to New York.

Caracas Buys 'Father' and Renews 'Rin'

NEW YORK — Radio Caracas has bought "Father Knows Best" and renewed "Rin-Tin-Tin" from Screen Gems for Venezuela telecasting. Screen Gems' "Circus Boy" has been sold to WAPA-TV in Puerto Rico.

The distributor's package of 39 "A" pictures "Hollywood Premiere Parade," is now being seen in 75 markets, with the addition of WBZ, Boston; WDSU, New Orleans; WXIX, Milwaukee and others. Its second package, "Hollywood Movie Parade," is currently seen in 130 markets.

Toll Television

• Continued from page 8

pays to put it on," Stanton said. "So one-tenth the regular free show viewers would tip the scales to pay."

Ultimately, the commercial programming service might be no better or worse, if both stations and nets convert to toll, said Stanton. But who would pay the \$7 million it costs CBS annually for coast-to-coast news and public service broadcasts? Stanton doesn't think toll would pick up the tab. On the culture front, he doubted that pay promoters would sacrifice an audience pulled by a Monroe or Mansfield in order to put on a ballet.

In further answers to questions, Stanton said there was "nothing to" rumors that CBS and Westinghouse were thinking of merging. Asked about a House resolution banning broadcast interviews with Red leaders unless cleared thru State Department, Stanton said "it would be a dark day if this comes to pass," and would be a step toward denial of freedom of the press not only to television but to newspapers.

PLAN YOUR FUTURE IN FLORIDA
MERRITT ISLAND
 ON THE ATLANTIC OCEAN—EAST OF TITUSVILLE
 HOMESITES — 50x100 — HOMESITES
 IN THE HENRY FORD SUBDIVISION
\$50⁰⁰ DOWN — \$20.00 PER MONTH
TOTAL PRICE \$350 EACH
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"SELLING FLORIDA TO THE REST OF THE WORLD"

NEW

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NOW

AVAILABLE!

BOWLING STARS

THE ONLY HALF-HOUR ALL-BOWLING SHOW ON TV
A BOWLING "SPECTACULAR" SURE TO SCORE BIG!

The greatest stars of bowling Every week, for 26 weeks, two top-ranking bowlers meet in a three-game singles match to determine the champion of the week. The winner stays on, new stars step up, each determined to beat the current champion and cash in on the big money prizes.

Bowling's greatest thrills right on camera Never before, on any TV Bowling Show, have scores and competition been so terrific. You'll see a 300 perfect game bowled—a rare sport's spectacle which builds up tremendous suspense, frame after frame. Every program is a big match for big prizes—a spectacular show sure to hold audience attention.

Builds up tremendous suspense You'll see the nation's best men bowlers and women title holders in top-scoring action. The MC is Joe Wilson, one of bowling's most popular sportscasters, who keeps his audience in suspense by his distinctive whispering technique as he describes the exciting drama of play by play.

Sponsors: Here's a sure-fire format Twenty-six shows are now available—on a first-come, first-served basis—sure to attract millions of viewers. Here's a great show for all sponsors of products where quick customer response is important. And remember this show will pull 35% of its audience from the gals... more than any other sports program.

WIRE NOW FOR COMPLETE INFORMATION
ABOUT THIS TOP-QUALITY FILM PRODUCTION

Wire: **CHAMPIONSHIP PRODUCTIONS, INC.**
5961 N. RIDGE AVE.
CHICAGO 26 ILL.

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 Comedy Shows

APRIL RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	Life of Riley (NBC)	19.9
2.	Great Gildersleeve (NBC)	10.1
3.	Amos 'n' Andy (CBS)	9.3
4.	Stu Erwin Show (Official)	7.5
5.	My Little Margie (Official)	7.0
7.	Mickey Rooney Show (Screencraft)	6.7
7.	Susie (TPA)	5.9
8.	Ray Milland Show (MCA)	4.4
9.	Life With Elizabeth (Guild)	3.7
10.	Meet Corliss Archer (Ziv)	3.1

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Life of Riley (NBC)	80
2.	Ray Milland Show (MCA)	77
3.	Great Gildersleeve (NBC)	76
3.	Amos 'n' Andy (CBS)	76
5.	Stu Erwin Show (Official)	74
5.	My Little Margie (Official)	74
7.	Mickey Rooney Show (Screencraft)	64
8.	Meet Corliss Archer (Ziv)	62
9.	Life With Elizabeth (Guild)	61
10.	Susie (TPA)	58

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Beulah (Flamingo)	89
1.	My Little Margie (Official)	89
3.	Life of Riley (NBC)	85
3.	Life With Elizabeth (Guild)	85
3.	Mickey Rooney Show (Screencraft)	85
3.	Stu Erwin Show (Official)	85
3.	Susie (TPA)	85
8.	Ray Milland Show (MCA)	84
9.	Great Gildersleeve (NBC)	82
10.	Amos 'n' Andy (CBS)	81

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Mickey Rooney Show (Screencraft)	37
2.	Amos 'n' Andy (CBS)	35
3.	Meet Corliss Archer (Ziv)	31
3.	Life of Riley (NBC)	31
5.	My Little Margie (Official)	30
6.	Great Gildersleeve (NBC)	29
7.	Susie (TPA)	25
8.	Beulah (Flamingo)	20
9.	Ray Milland Show (MCA)	16
10.	Stu Erwin Show (Official)	14

Syndicated Film Mystery Shows

APRIL RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	City Detective (MCA)	19.7
2.	Highway Patrol (Ziv)	18.8
3.	Code 3 (ABC)	11.8
4.	Badge 714 (NBC)	11.4
5.	Boston Blackie (Ziv)	10.5
5.	San Francisco Beat (CBS)	10.5
7.	Mr. District Attorney (Ziv)	8.7
8.	Public Defender (Interstate)	7.8
9.	Racket Squad (ABC)	7.3
10.	Lone Wolf (MCA)	5.3

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	The Whistler (CBS)	85
2.	Highway Patrol (Ziv)	84
3.	Mr. District Attorney (Ziv)	81
4.	Mr. and Mrs. North (Schubert)	80
5.	City Detective (MCA)	79
5.	Code 3 (ABC)	79
5.	Lone Wolf (MCA)	79
5.	Public Defender (Interstate)	79
5.	San Francisco Beat (CBS)	79
10.	Racket Squad (ABC)	77

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	90
2.	Mr. and Mrs. North (Schubert)	87
2.	Mr. District Attorney (Ziv)	87
2.	San Francisco Beat (CBS)	87
5.	Public Defender (Interstate)	85
6.	Boston Blackie (Ziv)	83
6.	City Detective (MCA)	83
8.	Code 3 (ABC)	82
9.	Badge 714 (NBC)	81
9.	The Whistler (CBS)	81

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	54
2.	Highway Patrol (Ziv)	39
3.	Boston Blackie (Ziv)	35
4.	Crosscurrent (Official)	27
5.	City Detective (MCA)	24
5.	Sherlock Holmes (Guild)	24
7.	Code 3 (ABC)	23
8.	San Francisco Beat (CBS)	22
9.	Lone Wolf (MCA)	20
9.	Mr. and Mrs. North (Schubert)	20

STATION SIGNALS

Public Service Programming: Westinghouse Broadcasting Company is distributing a 32-page brochure devoted to the public service programming of WBC during the last two years. Entitled, "To Meet a Challenge," it's available to broadcast industry leaders, government officials and community leaders. . . . KRON-TV, San Francisco, has been extended a near-unanimous vote of thanks from its viewers for having televised hearings of the House Un-American Activities subcommittee recently. . . . Public demand was responsible for the re-tecast of "People, Politics and Law, 1957" over WHCT, Hartford, Conn. . . . WCHS-AM-TV, Charleston, W. Va., has kicked off a saturation-type schedule of spots for highway safety, with safety messages in all regularly scheduled programs plus promotion "stunts." And in Lincoln, Neb., KOLN-TV, is conducting a special safety contest to attack the problem of traffic safety for children. . . . WBZ-TV, Boston, pre-empted regular programming last week to feature the rerun of "City in a Shadow," a portrayal of the need for a strong urban renewal program in

the Greater Boston area. Philip Merryman, WICC-TV, Hartford, Conn., president, has been named to the board of directors. . . . Revolving Doors: Royden Mike Meise is leaving the Salisbury, Md., Times, to join WBAL-TV as assistant news director of the station. . . . Three new staffers at KIMA-TV, Yakima, Wash., are Karen Webster, director of continuity; Ted Cooley, assistant studio production, and Donna Deshazo, assistant in sales promotion and public relations. . . . New staffers at WCHS-TV, Portland, Me., are Jack Siulinski in the photo department, Scott Lovejoy as cameraman and assistant production man, and Duane Dow on the announcing staff. . . . William A. Slater is leaving WJHP-TV, Jacksonville, Fla., to join WFGA-TV, Jacksonville, as a staffer in the sales department. . . . Lee J. Hornback has been named assistant special broadcast service director of WLW-AM-TV, Cincinnati. Hornback produced and directed "Midwestern Hayride" for the NBC net and the local news show, "Three City Final." . . . Don Hayes, assistant manager of KEPR-TV, Pasco,

PULSE LOCAL RATINGS FOR MAY

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

BIRMINGHAM

2 TV STATIONS—148,900 TV HOMES
 Population—612,700 (31st in U. S.)
 Buying Income—\$889,479,000 (41st)
 Retail Sales—\$607,803,000 (44th)
 Food Sales—\$142,033,000 (40th)
 Drug Sales—\$16,699,000 (53d)
 Automotive—\$141,745,000 (32d)
 Above figures include following counties: Jefferson

TOP NETWORK SHOWS

1.	Hey! Jeannie, WBRC, S.	44.3
2.	G. E. Theater, WBRC, Su.	43.5
3.	Alfred Hitchcock, WBRC, Su.	43.0
4.	\$64,000 Challenge, WBRC, Su.	42.3
5.	\$64,000 Question, WBRC, T.	41.8
6.	Ed Sullivan, WBRC, Su.	40.8
6.	I Love Lucy, WBRC, M.	40.8
8.	Oh! Susanna, WBRC, S.	40.3
9.	Perry Como, WABT, S.	39.8
10.	What's My Line? WBRC, Su.	39.3

TOP MULTI-WEEKLY SHOWS

1.	CBS News, WBRC, T-Th.	26.0
2.	News, Sports, Weather (6 p.m.), WBRC, M-F.	23.2
3.	Crosscurrent, WABT, W-Th.	20.0
4.	Mystery Playhouse, WBRC, M-W, F.	19.3
5.	Dinner Theater, WABT, M-F.	19.2
6.	Mickey Mouse Club, WABT, M-F.	18.0
7.	Circle 6 Theater, WBRC, M-F.	17.0
7.	NBC News, WABT, T, Th, F.	17.0
9.	Circle 6 Ranch, WBRC, M-F.	16.1
10.	Edge of Night, WBRC, M-F.	15.5
10.	News, Sports, Weather (6:30 p.m.), WABT, M-F.	15.5

TOP FEATURE FILMS

Once-Weekly		
1.	Academy Theater, WBRC, Su.-4:00-5:30	20.9
2.	Premiere Performance, WBRC, Su.-2:00-3:30	17.4
3.	Film Feature, WABT, Su.-9:30-10:30	17.1
4.	Luncheon Matinee, WBRC, Su.-12:00-1:00	15.8
5.	Million \$ Movie, WBRC, S.-10:30-12 mid.	15.5

Multi-Weekly		
1.	Hollywood Hit Parade, WABT, M-F-11:00-12:30	6.5
1.	Channel 13 Theater, WABT, M-F-3:30-5:00	6.5

TOP SYNDICATED FILMS

1.	State Trooper (MCA), WBRC, T-8:30	39.0
2.	Sheriff of Cochise (NTA), WBRC, F-8:30	34.3
3.	Whistler (CBS), WBRC, F-8:00	32.8
4.	San Francisco Beat (CBS), WBRC, Th-9:00	29.3
5.	Whirlybirds (CBS), WBRC, Th-8:30	28.8
6.	Highway Patrol (Ziv), WBRC, T-9:30	28.0
7.	Stage Seven (TPA), WBRC, Th-8:00	27.8
7.	Unexpected (Ziv), WBRC, S-9:30	27.8
9.	Man Called X (Ziv), WBRC, T-7:00	27.3
9.	Men of Annapolis (Ziv), WABT, Th-9:30	27.3
11.	Science Fiction Theater (Ziv), WBRC, Th-7:30	25.8
12.	Dr. Christian (Ziv), WBRC, W-10:00	25.5
13.	Rosemary Clooney (MCA), WBRC, F-10:00	25.0
14.	Badge 714 (NBC), WBRC, M-10:00	22.3
15.	Death Valley Days (U. S. Borax), WABT, S-9:00	21.5
16.	Code Three (ABC), WBRC, Th-10:30	20.8
17.	Crosscurrent (Official), WABT, W-10:00	20.0
18.	Waterfront (MCA), WABT, W-10:30	19.0
18.	Stories of the Century (Hollywood), WBRC, Su.-3:30	19.0

DAYTON, O.

2 TV STATIONS—149,900 TV HOMES
 Population—526,700, 144th in U. S.
 Buying Income—\$1,072,359,000 (34th)
 Retail Sales—\$674,145,000 (39th)
 Food Sales—\$151,343,000 (38th)
 Drug Sales—\$21,540,000 (36th)
 Automotive—\$138,619,000 (35th)
 Above figures include following counties: Greene, Montgomery

TOP NETWORK SHOWS

1.	Gunslinger, WHIO, S.	43.3
2.	Playhouse 90, WHIO, Th.	43.1
3.	\$64,000 Question, WHIO, T.	41.8
4.	I Love Lucy, WHIO, M.	39.8
4.	I've Got a Secret, WHIO, W.	39.8
6.	Climax! WHIO, Th.	39.3
6.	Red Skelton, WHIO, T.	39.3
8.	Millionaire, WHIO, W.	38.8
9.	Godfrey's Talent Scouts, WHIO, M.	38.3
10.	Phil Silvers, WHIO, T.	37.3

TOP MULTI-WEEKLY SHOWS

1.	Front Page News (10 p.m.), WHIO, M-F.	29.6
2.	Mickey Mouse Club, WLW-D, M-F.	20.7
3.	Soblo Reporter, Sports (11 p.m.), WHIO, M-F.	17.7
4.	Three-City Final (11 p.m.), WLW-D, M-F.	16.9
5.	Wild West Show WHIO, M-F.	15.1
6.	Guiding Light, WHIO, M-F.	14.6
7.	50-50 Club, WLW-D, M-F.	14.3
8.	Search for Tomorrow, WHIO, M-F.	14.0
9.	Love of Life, WHIO, M-F.	13.8
10.	NBC News, WLW-D, M-F.	13.7

TOP FEATURE FILMS

Once-Weekly		
1.	Sunday Matinee, WHIO, Su.-2:30-4:00	18.5
2.	Academy Theater, WHIO, S.-11:45-12 mid.	14.0
3.	Middletown Movie, WHIO, F.-11:15-12 mid.	13.0
4.	Premiere Performance, WLW-D, F.-11:15-12 mid.	9.5
5.	Sun-Up Trail, WLW-D, S.-6:30-8:00 a.m.	1.8

Multi-Weekly		
1.	Evening Theater, WHIO, M-Th-11:45-12 mid.	13.0
2.	Movie Matinee, WHIO, M-F-4:00-5:00	11.4
3.	First-Run Theater, WLW-D, S., Su.-11:45-12 mid.	10.0
4.	Movietime, WLW-D, M., T., Th.-11:30-12 mid.	6.3

TOP SYNDICATED FILMS

1.	Highway Patrol (Ziv), WHIO, T-8:00	36.3
2.	Silent Service (NBC), WHIO, S-9:30	30.0
3.	Science Fiction Theater (Ziv), T-9:30	29.8
4.	Range Rider (CBS), WHIO, Th-6:00	27.0
5.	State Trooper (MCA), WHIO, W-6:30	26.5
6.	Men of Annapolis (Ziv), WHIO, F-9:30	26.3
7.	Superman (Flamingo), WHIO, T-6:00	26.0
8.	Wild Bill Hickok (Kellogg), WHIO, W-6:00	25.8
8.	Frontier Doctor (Hollywood), WLW-D, S-10:00	25.8
10.	Isky King (Nabisco), WHIO, M-6:00	25.0
11.	Annie Oakley (CBS), WLW-D, T-7:30	24.5
11.	Badge 714 (NBC), WHIO, S-10:30	24.5
13.	Whirlybirds (CBS), WHIO, W-10:30	22.3
14.	Great Gildersleeve (NBC), WHIO, Th-10:30	21.8
15.	Police Call (NTA), WHIO, M-10:15	21.5
16.	Rosemary Clooney (MCA), WHIO, T-10:30	20.5
17.	Death Valley Days (U. S. Borax), WLW-D, M-10:00	20.3

HOUSTON-GALVESTON

3 TV STATIONS—305,900 TV HOMES
 Population—1,076,200 (15th in U. S.)
 Buying Income—\$1,937,585,000 (15th)
 Retail Sales—\$1,340,018,000 (16th)
 Food Sales—\$308,506,000 (15th)
 Drug Sales—\$40,807,000 (17th)
 Automotive—\$281,344,000 (14th)
 Above market statistics are for Houston only and include the following county: Harris

TOP NETWORK SHOWS

1.	Perry Como, KPRC, S.	34.2
2.	I Love Lucy, KGUL, M.	31.7
3.	Bob Hope, KPRC, Su.	30.0
3.	Wyatt Earp, KTRK, T.	30.0
5.	Broken Arrow, KTRK, T.	28.5
6.	\$64,000 Question, KGUL, T.	28.2
7.	Boxing, KTRK, W.	28.1
8.	What's My Line? KGUL, Su.	27.5
9.	Playhouse 90, KGUL, Th.	27.3
10.	Burns and Allen, KGUL, M.	27.2

TOP MULTI-WEEKLY SHOWS

1.	My Little Margie, KGUL, M-F.	17.8
2.	City Detective, KGUL, M., T., F.	16.0
3.	Queen for a Day, KPRC, M-F.	12.1
4.	Mickey Mouse Club, KTRK, M-F.	12.0
5.	Roy Rogers, KPRC, M-Th.	11.1
6.	World at Large, Sports (6 p.m.), KPRC, M-F.	10.9
7.	NBC News, KPRC, M-F.	10.8
8.	Newsreel, Weather (6:15 p.m.), KPRC, W-F.	10.7
9.	Late Show, KGUL, M-Th.	9.5
10.	Today, KPRC, M-F.	9.4

TOP FEATURE FILMS

Once-Weekly		
1.	Premiere Performance, KTRK, S.-9:30-11:30	17.9
2.	Sunday Movietime, KTRK, Su.-4:30-5:30	13.6
3.	Star Movietime, KPRC, Su.-10:00-11:30	12.6
4.	Weekend Theater, KGUL, F.-10:30-12:00 mid.	11.3
5.	Million \$ Movie, KPRC, Su.-12:30-2:00	10.9

Multi-Weekly		
1.	Late Show, KGUL, M-Th, S., Su.-10:30-12:00 mid.	9.5
2.	Movietime, U. S. A., KTRK, M-Su-10:00-11:00	8.7
3.	Movie Spectacular, KPRC, T., Th.-11:00-12:00 mid.	6.6
4.	Early Show, KGUL, M-F-3:00-4:30	6.3
5.	Movie Date, KPRC, M-F-11:00-12:30	4.6

TOP SYNDICATED FILMS

1.	Highway Patrol (Ziv), KGUL, T-8:30	27.5
2.	San Francisco Beat (CBS), KTRK, T-9:00	25.9
3.	State Trooper (MCA), KTRK, M-8:30	21.9
3.	Celebrity Playhouse (Screen Gems), KTRK, M-9:00	21.9
5.	Stage Seven (TPA), KPRC, W-8:30	21.3
6.	Dr. Hudson's Secret Journal (MCA), KPRC, Su-9:00	20.2
7.	Sheriff of Cochise (NTA), KPRC, S-9:00	19.9
8.	Wild Bill Hickok (Kellogg), KTRK, T-8:30	19.5
9.	Waterfront (MCA), KPRC, S-5:30	18.9
10.	My Little Margie (Official), KGUL, M-6:00	17.5
11.	Annie Oakley (CBS), KPRC, S-4:30	17.2
11.	Susie (TPA), KPRC, Su-8:30	17.2
13.	Captain David Grief (Guild), KPRC, F-9:00	16.4
14.	City Detective (MCA), KGUL, T-10:00	16.0
14.	Eddy Arnold Time (Schwimmer), KTRK, S-9:00	16.0
16.	Star and the Story (Official), KPRC, S-9:30	14.9
17.	Dr. Christian (Ziv), KPRC, F-10:00	14.7

WCHS Buys Block Of 1,000 Old-Time Movie Comedies

PORTLAND, Me.—WCHS-TV here has acquired from Governor Television Attractions a package of 1,000 comedy films starring old-time greats such as Buster Keaton, Billy Gilbert, Howard and Shelton, Charlie Chase and Harry Langdon. The cartoons and two

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

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

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

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

MEMPHIS

3 TV STATIONS—141,200 TV HOMES
Population—534,400 (42d in U. S.)
Buying Income—\$847,549,000 (44th)
Retail Sales—\$678,403,000 (137th)
Food Sales—\$140,470,000 (142d)
Drug Sales—\$18,391,000 (145th)
Automotive—\$148,541,000 (129th)
Above figures include following counties: Shelby Co., Tenn.

TOP NETWORK SHOWS

- 1. I Love Lucy, WREC, M. 45.3
2. Playhouse 90, WREC, Th. 36.1
3. Godfrey's Talent Scouts, WREC, M. 35.5
4. Ed Sullivan, WREC, Su. 34.4
5. Bob Cummings, WREC, Th. 34.2
6. Boxing, WHBQ, W. 33.5
6. Line-Up, WREC, F. 33.5
8. Wyatt Earp, WHBQ, T. 32.7
9. Zane Grey, WREC, P. 31.4
10. Disneyland, WHBQ, W. 30.0

TOP MULTI-WEEKLY SHOWS

- 1. Range Rider, WREC, M-F. 21.8
2. Mickey Mouse Club, WHBQ, M-F. 20.7
3. Popeye Playhouse, Misc., WHBQ, M-Th. 20.6
4. Million \$ Movie, WHBQ, M-F. 14.5
5. Late Movie, WREC, M-F. 14.2
6. Little Rascals, Misc., WHBQ, M-F. 13.4
7. Arthur Godfrey, WREC, M-Th. 13.3
8. Garry Moore, WREC, M-F. 12.6
9. Guiding Light, WREC, M-F. 12.3
10. Search for Tomorrow, WREC, M-F. 12.1

TOP FEATURE FILMS

- Once-Weekly
1. Command Performance, WHBQ, Su. 8:00-10:00 28.5
2. Family Theater, WHBQ, S. 8:00-9:30 16.7
3. Million \$ Playhouse, WREC, S. 10:00-11:30 15.3
4. Western Theater, WHBQ, S. 3:30-4:30 14.6
5. Early Movie, WREC, S. 3:45-5:00 14.1

Multi-Weekly

- 1. Million \$ Movie, WHBQ, M-F, S. 9:30-11:30 23.2
2. Late Movie, WREC, M-Su. 10:30-12:00 mid. 14.2
3. Early Movie, WREC, M-F, Su. 3:00-4:30 9.0
4. Academy Theater, WMCT, T-Su. 10:30-12:00 mid. 7.3
5. RKO Playhouse, WHBQ, M-F, Su. 2:00-3:30 7.1
5. Million \$ Movie, WHBQ, M-F. 12:00-2:00 7.1

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), WREC, Th. 9:00 31.5
2. State Trooper (MCA), WHBQ, T. 8:00 27.5
3. Dr. Hudson's Secret Journal (MCA), WHBQ, T. 8:30 27.2
4. Stage Seven (TPA), WREC, T. 8:30 26.2
5. Range Rider (CBS), WREC, M. 6:00 21.8
6. Popeye (Assoc. Artists), WHBQ, M. 6:00 20.6
7. Captain David Grief (Guild), WREC, W. 10:00 18.0
8. Esso Golden Playhouse (Official), WREC, Su. 10:00 17.2
9. Dr. Christian (Ziv), WREC, M. 10:00 16.9
10. Ramar of the Jungle (TPA), WHBQ, S. 4:30 16.5
11. Badge 714 (NBC), WHBQ, S. 6:30 16.0
12. Highway Patrol (Ziv), WMCT, Su. 8:30 15.9
13. Amos 'n' Andy (CBS), WREC, F. 10:00 15.0
14. Soldiers of Fortune (MCA), WMCT, S. 9:00 14.5
15. Public Defender (Interstate), WMCT, S. 9:00 14.0
16. Susie (TPA), WHBQ, Su. 6:30 13.9

MINNEAPOLIS-ST. PAUL

4 TV STATIONS—364,800 TV HOMES
Population—1,247,690 (13th in U. S.)
Buying Income—\$2,361,633,000 (12th)
Retail Sales—\$1,637,379,000 (13th)
Food Sales—\$337,686,000 (14th)
Drug Sales—\$54,010,000 (14th)
Automotive—\$290,446,000 (113th)
Above figures include following counties: Anoka, Dakota, Hennepin and Ramsey Cos., Minn.

TOP NETWORK SHOWS

- 1. Bob Hope, KSTP, Su. 33.7
2. I Love Lucy, WCCO, M. 33.5
2. \$64,000 Question, WCCO, T. 33.5
4. Ed Sullivan, WCCO, Su. 33.4
4. Jack Benny, WCCO, Su. 33.4
6. Burns & Allen, WCCO, M. 32.5
7. Bosing, WTCN, W. 31.3
8. I've Got a Secret, WCCO, W. 30.0
9. Perry Como, KSTP, S. 29.9
10. Godfrey's Talent Scouts, WCCO, M. 28.9

TOP MULTI-WEEKLY SHOWS

- 1. News-Ingram (10 p.m.), KSTP, M-F. 21.4
2. Mickey Mouse Club, WTCN, M-F. 17.3
3. Weather, Sports (10:15 p.m.), KSTP, M-F. 16.5
4. News (10 p.m.), WCCO, M-F. 13.0
5. Art Linkletter, WCCO, M-F. 12.6
6. Queen for a Day, KSTP, M-F. 11.9
7. News, Weather, Sports (10:15 p.m.), WCCO, M-F. 11.7
8. News (6 p.m.), KSTP, M-F. 11.5
9. Movietime U. S. A., KMGM, M, T. 11.4
10. Cartoon Carnival, WTCN, M-F. 11.3

TOP FEATURE FILMS

- Once-Weekly
1. Command Performance, WCCO, Su. 2:00-3:30 23.5
2. M-G-M Showcase, KMGM, Th. 9:00-11:00 10.8
3. Premiere Performance, WTCN, W. 10:00-12 mid. 9.3
4. Red Owl Theater, KMGM, W. 9:00-11:30 9.0
5. Theater Tonight, KSTP, S. 11:00-12 mid. 8.3

Multi-Weekly

- 1. M-G-M Time, KMGM, F, S. 9:00-10:30 13.0
2. Movietime U. S. A., KMGM, M, T. 9:00-10:30 11.4
3. Big Movie, KMGM, M-Su. 10:30-12 mid. 8.9
4. Hollywood Playhouse, WCCO, M-F. 10:30-12 mid. 8.0
5. Early Movie, WTCN, M-Su. 10:00-12 mid. 7.4

TOP SYNDICATED FILMS

- 1. Championship Bowling (Walt Schwilmer), WCCO, Su. 10:00 23.3
2. Death Valley Days (U. S. Borax), WCCO, S. 6:00 19.9
3. Studio 57 (MCA), KSTP, W. 9:30 19.5
4. I Search for Adventure (Bagnall), WTCN, M. 9:30 19.2
5. Wild Bill Hickok (Kellogg), WCCO, S. 5:30 19.0
6. Sheriff of Cochise (NTA), WCCO, S. 9:30 18.9
7. Annie Oakley (CBS), WCCO, S. 5:00 16.2
7. Superman (Flamingo), WCCO, Su. 4:30 16.2
9. State Trooper (MCA), KSTP, T. 9:30 15.9
10. Men of Annapolis (Ziv), WCCO, Su. 4:00 15.2
11. Buffalo Bill Jr. (CBS), WCCO, S. 11:30 a.m. 14.9
12. Highway Patrol (Ziv), KSTP, Th. 10:30 13.7
13. Dr. Hudson's Secret Journal (MCA), KSTP, F. 7:30 13.3
14. Sky King (Nabisco), WCCO, S. 11:00 a.m. 13.0

SAN ANTONIO

4 TV STATIONS—141,300 TV HOMES
Population—580,500 (36th in U. S.)
Buying Income—\$764,766,000 (50th)
Retail Sales—\$631,713,000 (41st)
Food Sales—\$138,155,000 (45th)
Drug Sales—\$17,422,000 (50th)
Automotive—\$126,944,000 (43d)
Above figures include following counties: Bexar

TOP NETWORK SHOWS

- 1. Gunsmoke, KENS, S. 40.4
2. I Love Lucy, KENS, M. 39.7
3. Boxing, KONO, W. 38.5
4. Ed Sullivan, KENS, Su. 37.0
5. Perry Como, WOAI, S. 36.3
6. Lineup, KENS, F. 33.5
7. December Bride, KENS, M. 31.5
7. Godfrey's Talent Scouts, KENS, M. 31.5
9. Bob Hope, WOAI, Su. 31.3
10. Playhouse 90, KENS, Th. 31.1

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KONO, M-F. 22.8
2. News (10 p.m.), WOAI, M-F. 16.4
3. Backyard Theater, KENS, M-F. 16.1
4. News (10 p.m.), KONO, M-F. 16.0
5. Guiding Light, KENS, T-F. 14.5
6. Love of Life, KENS, M-F. 14.3
7. Search for Tomorrow, KENS, M-F. 14.1
8. Tennessee Ernie, WOAI, M-F. 14.0
8. Valiant Lady, KENS, M-F. 14.0
10. Arthur Godfrey, KENS, M-Th. 13.9
10. Queen for a Day, WOAI, M-F. 13.9

TOP FEATURE FILMS

- Once-Weekly
1. 1st Run Theater, WOAI, Su. 8:30-9:30 23.0
2. Studio 12 Mystery, KONO, T. 9:00-10:00 22.2
3. Sunday Matinee, KENS, Su. 1:00-2:30 19.5
4. Sneak Preview, KONO, S. 9:00-10:00 10.5
5. Western Trails, WOAI, S. 2:00-3:00 10.3

Multi-Weekly

- 1. Backyard Theater, KENS, M-F. 3:30-5:00 16.1
2. Western Theater, KONO, S, Su. 12:00-5:00 12.2
3. 1st Run Theater, WOAI, M-S. 10:15-11:30 12.0
4. 20th Century Theater, KONO, M-Su. 10:15-12 mid. 11.8
5. Afternoon Movietime, WOAI, M-F. 11:00-12:30 10.5

TOP SYNDICATED FILMS

- 1. State Trooper (MCA), KENS, F. 9:30 31.5
2. Death Valley Days (U. S. Borax), KENS, S. 9:30 29.9
3. Sheriff of Cochise (NTA), KONO, T. 8:30 26.7
4. Highway Patrol (Ziv), WOAI, Th. 7:00 26.0
5. Soldiers of Fortune (MCA), WOAI, S. 9:30 23.9
6. Man Behind the Badge (MCA), KENS, Th. 9:00 23.5
7. Badge 714 (NBC), WOAI, M. 8:30 21.4
8. Waterfront (MCA), WOAI, W. 9:00 19.4
9. Wild Bill Hickok (Kellogg), KENS, M. 6:00 19.0
10. Annie Oakley (CBS), KENS, Th. 6:30 18.9
11. Sky King (Nabisco), KENS, S. 10:30 18.0
12. Tracer (Minot), KENS, Su. 10:00 16.9
12. Whirlybirds (CBS), KENS, W. 10:00 16.9
14. I Search for Adventure (Bagnall), KENS, F. 10:00 16.7
15. Rosemary Clooney (MCA), WOAI, Su. 9:30 16.5

SAN DIEGO

3 TV STATIONS—270,200 TV HOMES
Population—826,200 (19th in U. S.)
Buying Income—\$1,551,950,000 (20th)
Retail Sales—\$882,813,000 (26th)
Food Sales—\$199,062,000 (25th)
Drug Sales—\$26,708,000 (29th)
Automotive—\$182,503,000 (25th)
Above figures include following counties: San Diego

TOP NETWORK SHOWS

- 1. I Love Lucy, WFMB, M. 48.5
2. Jack Benny, KFMB, Su. 37.5
3. Boxing, KFMB, W. 35.5
4. Lassie, KFMB, Su. 34.9
5. Bob Hope, KFSD, Su. 34.6
6. Perry Como Show, KFSD, S. 34.2
7. Climax, KFMB, Th. 33.4
7. December Bride, KFMB, M. 33.4
9. Ed Sullivan, KFMB, Su. 32.4
10. Jackie Gleason, KFMB, S. 30.8

TOP MULTI-WEEKLY SHOWS

- 1. This Day '57, KFMB, M-F. 25.0
2. Popeye Cartoons, KFSD, M-F. 15.4
3. Gene Autry, Misc., KFSD, T, Th. 15.3
4. Roy Rogers, KFSD, M, W, Th. 14.1
5. Queen for a Day, KFSD, M-F. 14.0
6. Big Movie, KFSD, M-Th. 13.6
7. J. Downs Express, Misc., KFSD, M-F. 13.5
8. Mickey Mouse Club, XETV, M-F. 12.8
9. NBC News, KFSD, M-F. 12.3
10. Art Linkletter, KFMB, M-F. 12.1

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Performance, XETV, Su. 7:30-9:00 14.9
2. Movie Spectacular, KFSD, F. 10:00-12:00 mid. 14.3
3. Strep Movie, XETV, S. 10:30-12:00 mid. 10.4
4. Premiere Theater, KFSD, Su. 1:00-2:00 9.9
5. Saturday Night Movie, KFSD, S. 11:00-12:00 mid. 8.9

Multi-Weekly

- 1. Million \$ Movie, KFMB, S, Su. 3:15-4:30 18.0
2. Big Movie, KFSD, M-Th. 6:00-7:30 14.1
3. Late Show, KFMB, M-S. 10:30-11:30 10.3
4. Pantry Playhouse, KFSD, M-F. 2:00-3:30 10.2
5. Early Show, KFMB, M-F. 4:00-6:00 10.1

TOP SYNDICATED FILMS

- 1. Men of Annapolis (Ziv), KFMB, W. 9:30 27.9
2. Sheriff of Cochise (NTA), KFMB, S. 9:30 27.0
3. Star Performance (Official), KFMB, Th. 7:00 21.2
4. Highway Patrol (Ziv), XETV, F. 9:30 20.0
5. Code Three (ABC), XETV, T. 9:30 19.4
6. Captain Midnight (Screen Gems), KFMB, S. 6:00 18.7
7. Dr. Hudson's Secret Journal (MCA), KFMB, F. 9:30 18.2
8. Wild Bill Hickok (Kellogg), KFMB, M. 6:00 17.2
9. Science Fiction Theater (Ziv), XETV, F. 8:30 16.5
10. Annie Oakley (CBS), KFMB, Th. 6:00 16.2
11. Star Performance (Official), KFMB, T. 10:00 15.5
12. Popeye (Assoc. Artists), KFSD, M-F. 5:45 15.4
13. Star Performance (Official), KFMB, Su. 4:30 15.4
14. Gene Autry (CBS), KFSD, M-F. 4:30 15.3
15. Doug Fairbanks Presents (ABC), KFMB, M. 10:00 15.2
16. Stories of Jack London (Guild), KFSD, F. 8:30 14.9

SEATTLE-TACOMA

4 TV STATIONS—311,600 TV HOMES
Population—777,800 (24th in U. S.)
Buying Income—\$1,628,460,000 (19th)
Retail Sales—\$1,071,272,000 (22d)
Food Sales—\$219,877,000 (22d)
Drug Sales—\$32,967,000 (24th)
Automotive—\$165,873,000 (27th)
Above figures include following county: King

TOP NETWORK SHOWS

- 1. Boxing, KING, W. 41.7
2. Warner Brothers, KING, T. 37.5
3. Disneyland, KING, W. 34.6
4. Wyatt Earp, KING, T. 33.5
5. Bob Hope, KOMO, Su. 32.6
6. Perry Como, KOMO, S. 32.3
7. Lawrence Welk, KING, S. 31.7
8. Twenty-One, KOMO, M. 27.9
9. Ed Sullivan, KTNT, Su. 27.0
10. Top Tunes and New Talent, KING, M. 26.0

TOP MULTI-WEEKLY SHOWS

- 1. Early Edition, KING, M-F. 24.6
2. Mickey Mouse Club, KING, M-F. 20.7
3. All Star Movie, KTNT, M-F. 15.8
4. S. Boreson, KING, M-F. 13.8
5. World, Harwood (10:30 p.m.), KING, M-F. 12.6
6. King's Performance, KING, M-F. 12.2
7. Cartoon Festival, KING, M-F. 12.1
8. NBC News, KOMO, M-F. 11.8
9. Curtain Time, KOMO, M, T. 10.9
10. Wunda, Wunda, KING, M-F. 10.6

TOP FEATURE FILMS

- Once-Weekly
1. Andy Hardy Theater, KING, S. 9:30-11:00 16.5
2. Premiere Performance, KTNT, S. 10:30-12:00 mid. 13.7
3. Major Studio Preview, KOMO, S. 10:00-11:30 12.6
4. Midday Matinee, KING, S. 3:00-4:30 10.4
5. Bar 5 Theater, KING, S. 1:00-3:00 10.3

Multi-Weekly

- 1. All Star Movie, KTNT, M-F. 9:30-11:00 15.8
2. King's Performance, KING, M-Su. 10:45-12:00 mid. 12.0
3. Telescope, KING, M-F. 9:00-10:00 a.m. 7.1
4. Queen's Movie, KING, M, T, Th. F. 10:00-11:30 a.m. 5.7
5. King's Kamera, KING, M-F. 12:00-2:00 5.3

TOP SYNDICATED FILMS

- 1. I Search for Adventure (Bagnall), KING, W. 7:00 31.7
2. Silent Service (NBC), KING, W. 7:30 27.9
3. Highway Patrol (Ziv), KOMO, Th. 7:00 27.7
4. Wild Bill Hickok (Kellogg), KING, Th. 6:00 22.8
5. Whirlybirds (CBS), KING, Th. 8:30 22.0
6. Death Valley Days (U. S. Borax), KOMO, Th. 8:00 20.4
7. Superman (Flamingo), KING, T. 6:00 20.3
8. Code Three (ABC), KING, Su. 10:00 19.5
9. Badge 714 (NBC), KING, Su. 9:30 19.0
10. Last of the Mohicans (TPA), KING, M. 6:00 18.4
10. Sheriff of Cochise (NTA), KING, M. 7:00 18.4
12. Waterfront (MCA), KTNT, F. 9:00 18.2
13. Studio 57 (MCA), KING, F. 7:00 17.3
14. Soldiers of Fortune (MCA), KING, S. 6:00 17.0
15. Men of Annapolis (Ziv), KOMO, F. 9:00 16.7
16. Sky King (Nabisco), KING, S. 5:00 16.5

SHORT SCANNINGS

Ed Sullivan has been unanimously elected president of the National Academy of Television Arts and Sciences. Harry Ackerman, president of the Los Angeles chapter, was elected first vice-president. ... Dick Irving, yet motion picture and TV director, has been signed by Revue Productions to direct the new Mickey Spillane series to be distributed by MCA-TV. ... Daniel Potter has moved over to Norman, Craig & Kummel to head up the radio-TV department. He was formerly with William Esty's TV department.

John B. Dalton, formerly an account executive for the NBC net sales department, has joined CBS-TV Film Sales in the same capacity. ... Yasha Frank, writer-director, and Herb Moss, TV producer, have been inked by Talent

Associates to adapt Frank's stage version of "Pinochio" to TV for the NBC spectacular scheduled in the fall. ... For the second consecutive year, International Poster Annual has selected six posters created for on-the-screen promotion of CBS-TV programs by Georg Olden, director of the net's graphic arts department, for inclusion in the 1956-'57 issue.

Five former agents of the OSS visited the set of the "O.S.S." TV show currently in production by Flamingo Films at the National Studio in London. ... Marjorie Duhan Adler, copywriter for Young & Rubicam, is having her second drama, "But When She Was Bad," presented on Matinee Theater, July 11, on NBC. ... Edna Muller, publicity department production head of the Kudner

Agency, was honored with a luncheon and mink stole on the occasion of her 25th year in the advertising business. ... Ben Levine has joined A.A.P. as film expediter. He was formerly with Columbia Pictures.

Joan Lemmo and Marshal Izen debuted their moppet production, "Leopard and the Puffie," on CBS-TV's "Captain Kangaroo" show on July 6. ... Jack Miller and Marvin Josephson are in Los Angeles negotiating co-production deals for Kees-an-Miller Enterprises. ... "Suspicion" is the new title for NBC-TV's hour-long series originally called "Crisis." ... Neil Doe Simon and Irvin Graham have been signed as co-writers for the "Guy Mitchell Show," which will be seen over the ABC-TV net. ... Winifred McKay of ABC-TV weds Lt. Riles, Metro Syndicate TV editor, in Tampa, Fla., on July 10.

JOLLY JOYCE Presents America's Most Exciting Group SONNY TIL and His ORIOLES with THE MUSICAL KINGS 9 Artists in All Just Completed 24 Weeks with Cab Calloway's Club Harlem Show Over-a-Million Sales Hit "CRYING IN THE CHAPEL" Opening July 4 to 11, Weeko's Cafe, Atlantic City Personal Mgt. Kitty DeHarrold BOOKING DIRECTION JOLLY JOYCE Theatrical Agency In New York City: 234 W. 48th St. Phone: PLaza 7-1786 Circle 6-8800 WRITE WIRE PHONE In Philadelphia: 1001 Chestnut St. Phone: WALnut 2-4677 WALnut 2-3172

TOTAL SELL-OUT AT NEWPORT

Weatherman Gets Annual Jazz Fiesta Off to Big Start

By BILL SIMON

NEWPORT, R. I.—Success of the Fourth Annual Newport Jazz Festival was assured this year before the first note was blown. Talent tag for the four-day spectacular, staged Thursday (4) thru Sunday (7), ran around \$36,000, of which 75 per cent would be picked up by Norman Granz, covering any of the acts he recorded on-the-spot for his Verve disk label.

Opening night concert, for the first time, got a break from the weather, and the result was a completely sold-out park. Advance sale indicated that, barring actual storms, the next two evening concerts would equal the initial take. Frebody Park, where the concerts and symposiums were held, seats 10,000. Seats were scaled at \$3, \$4 and \$5.

The two scheduled Sunday concerts, which were to include an afternoon presentation of gospel singing, in advance, were completely unknown quantities — with both the Sabbath scheduling and the gospel material essayed for the first time at a Newport bake.

Artistically, opening night was another thing again. Louis (Satchmo) Armstrong, who was being feted on the occasion of his 57th birthday, threw a monkey wrench into the proceedings by failing to co-operate with the producers, and dragged the program level down to the level of his standard, endlessly-repeated night club act. At the first public symposium held the following morning (5), he was soundly criticized for his "consistent disappointing of festival audiences."

Armstrong Monkey Wrench Armstrong, with his regular

combo, followed the climactic Ella Fitzgerald during the second half of the show, and launched immediately into the same succession of numbers he plays at all appearances. He himself played well, but since all this repertoire had already been waxed by other labels, Granz suspended recording. Jack Teagarden, Ella, the ancient veteran and New Orleans sidekick, Kid Ory, tunesmith-warbler Johnny Mercer, and others were on hand to share bits of business with the honored maestro, but he would have none of it.

The show opened auspiciously with the surprisingly satisfying

"old" New Orleans group headed by clarinetist George Lewis. This was fine old ensemble wine such as most of the college kids, who made up the majority of payees, had never been exposed to. They responded handsomely. Lewis was supported by Joe Robichaux, piano; Joe Watkins, drums; Alcide (Slow Drag) Paveageau, bass; Bob Thomas, trombone, and Jack Willis, trumpet. Next came a good, but hardly outstanding example of Harlem piano by the recently rediscovered Bobby Henderson. Since Henderson played Fats Waller tunes which he recently re-

(Continued on page 26)

Indies Feel Money Pinch Despite Hits

Ready Cash Lack Blamed on Some Distributions; Must Follow One Smash With Another

NEW YORK—There are signs of a general tightening up in the indie record field. Some labels have folded; others have curtailed their operation; and in some cases disk men have dropped the major part of their operation in order to concentrate on the making of masters—which they turn over to other companies. All this despite the fact that a glance at the best selling charts indicates that any number of indies have the capacity to occasionally land a big one.

A number of indies state that in spite of the apparent thriving condition of their business, they are hard pressed for ready money. Some blame distributors, claiming that the average distrib meets his bills promptly only on those lines he needs—lines which are currently hot. Often an indie, when he needs money most, gets back a flock of records instead. One trade source close to the picture stated that the surest way for an indie to get paid off on sales is to follow with a second smash record. In this case, the distrib must meet his obligations on the first disk before he can get delivery on the second. Distributions, on the other hand, are in a similar squeeze with dealers. Later, in a slow season, are inclined to pay off promptly on merchandise or labels they must have.

Much of the present condition, it is felt, may be due to the slack selling season, and much of the aggravation may be dissipated once fall buying gets underway.

But there's no doubt now that some of the labels are hurting.

According to the office of Harry Fox, publisher's agent and trustee, the squeeze among indies is not confined solely to the smallest labels, but is being felt among several of the more important indie diskeries — those which have already achieved a measurable amount of stability in the trade. Music Performance Trust Fund execs also state that marginal labels, currently, are having a rougher time, with several having a lot of money outstanding.

The idea of setting up a central

(Continued on page 24)

Tops Eyes Broader Mart Via Expansion

HOLLYWOOD—Tops Records, the \$1.49 package goods line, will immediately embark upon a series of expansion plans aimed at further broadening its market, with label Prexy Carl Doshay predicting a volume of five million LP's at year's end.

Firm has purchased additional property here to house its operations, which include the parent Tops firm, and the manufacturing subsidiary, Cavendish Records. New quarters will give the label approximately 44,000 square feet of space for its pressing, plating and printing operations. Firm is currently running 60 presses, with space for an additional 40 if

INTERNATIONAL TRIPLE PLAY

HOLLYWOOD—Atco Records' Herb Abramson came up with a play that topped the Tinkers-Evers-Chance routine recently, the oddly enough it was only a pair of trousers that started the triple play.

It all started when a member of the Coasters vocal group had his jacket swiped while playing at The Apollo in New York. Rather than destroy the value of four uniforms, Coasters manager Les Sil, headquartered here, instructed the now mis-matched singer to have his trousers shipped here in an effort to match a coat to them.

After a month's delay, the trousers finally arrived last week. They came via Milan, Italy, however. Seems as if the Atco shipping clerk sent the trousers to a customer in Italy who had ordered records, who in turn found a note from Abramson advising that the trousers be sent to Sil.

Did the guy in Milan ever get his records?

Cap Sales, Brass Meet For Confab

HOLLYWOOD — Capitol Records' six district sales managers will convene here July 8-12 for a series of talks. The firm's fall plans will be on the agenda.

In attendance will be Andy Mieli, New York; Larry Owens, Detroit; George Gerken, Chicago; Wade Pepper, Atlanta; Bill Michaels, Dallas, and Bob Camp, Los Angeles. The meetings will be helmed by Capitol's top brass, including prexy Glenn Wallichs, Lloyd Dunn, Mike Maitland and Gordon (Bud) Fraser.

Major Decca Focus on Pic LP's, Singles

NEW YORK—Decca records continues to focus major attention on films as source material for disk releases. This week, in addition to new pic package units, the company has a stepped up sked of pic-based singles in release.

For example, in addition to two separate sound track disks from "Sweet Smell of Success," the diskery is now issuing a single direct from one of the tracks, featuring Elmer Bernstein conducting "The Street" and "Toots Shor's Blues." Both are Bernstein cleftings and the former is the pic's main title. The second single is "Goodby Baby" by Singer Mark Murphy. Tune is from the second track, composed by Fred Katz, Chico Hamilton and William Engvick.

Still another pic single is Sonny Burke's disk of the "Main Title," from the Jerry Lewis Paramount film, "The Delicate Delinquent." The flip of this is "The Pride and the Passion Bolero," a theme from the United Artists release of the same name. Lewis himself now has a single disk of "By Myself," an Arthur Schwartz, Howard Dietz tune, also featured in the pic.

For the third consecutive week, the company is also releasing pic based albums. From France comes a package of selections from the film "Folies Bergere," which fea-

(Continued on page 24)

Col. Switches Sales Staffers

NEW YORK—Columbia Records last week set three changes in sales personnel, it was announced by Hal Cook, vice-president in charge of the department. Gene Block, Columbia's district sales manager for the Northwestern States, has been appointed sales promotion manager of Columbia pop singles, effective July 1. He reports to singles sales chief Dick Link and will headquarter in New York.

Paul McKimmie, sales manager of Columbia's San Francisco Distributor, the H. R. Basford Company, has been appointed district sales chief for the Northwest sector, effective August 1. He reports to national sales manager Bill Gallagher, and will headquarter in San Francisco.

Bob Burrell, sales promotion manager of Columbia c.&w. singles, will move his base of operations from Atlanta to New York, effective July 1. Burrell will continue to handle the promotion of all c.&w. artists, reporting to Linke.

Dot Continues LP Expansion With 6 Pkgs.

HOLLYWOOD—Dot Records' expansion of its album division activity continued this week with six packages set for release this month. Latter include works by Eddie Peabody, Al Anthony, Milt Rogers, Charles Dorian, Roger Massenet with the Priam Keith orchestra, and "The Story of Moby Dick" narrated by actor Thomas Mitchell.

Album a.&r. chief Tom Mack, production manager Robert Wilhelm and Midwest promotion man Rocky Rolfe will convene at the NAMM convention in Chicago next week, representing the Dot diskery.

Tape Debut Highlight of Merc's Summer P'kaging

CHICAGO — Mercury Records summer package goods plan is highlighted by the label's debut in the pre-recorded stereophonic tape field, with an initial release of 12 items in the classical, popular and jazz lines.

All are seven-inch reels containing 1,200 feet of tape running at the standard seven-and-one-half i.p.s. The label will produce stacked (inline) tape only (for playback on stereo equipment with stacked heads).

Research among leading retail accounts and among leading ster-

eophonic playback equipment manufacturers," said a Mercury spokesman, "indicate the swing to stacked-head equipment." In line with this, RCA Victor recently announced that henceforth, it would produce stacked tape only.

Retail price on the Mercury tapes is \$12.95, sold on a non-returnable basis at all selling levels. The tapes will be on the markets July 18, backed by an extensive promotional and advertising campaign, highlighted by special display material (four color easels and

(Continued on page 24)

New Col Post For McClure

NEW YORK — John McClure has been appointed executive assistant in Columbia Records' Masterworks department, according to an announcement by David Oppenheim, director.

McClure for the past five years has been tape editor in the diskery's engineering department, and has had a broad musical experience, including membership in the Dessoff Choirs. His responsibilities will range thruout the Masterworks operation.

Victor to Gamble On Ballad Trend

NEW YORK—"The kids have been getting nothing but the Big Beat for almost five years, and it has been indicated that they are ready for good ballads. We're going to gamble on this, and we're making ballads with everybody."

Joe Carlton, pop artists and repertoire head for RCA Victor, presented this view last week, but made clear that by the term "ballad" he was not referring exclusively to slow songs. Rather, the term is used in a general sense to

indicate "professional" material that doesn't depend entirely on a "stark, uninhibited performance." Carlton stated that he would not record "ballads just for the sake of cutting ballads," but that he was ready to cut material that is well-crafted, and has good lyric content.

Carlton told The Billboard: "We have a responsibility as business people and as parents to condition the teen-agers to mature values. Of course, we must cater to them, but we must not give them com-

(Continued on page 26)

FAIRWAY CATS KICK OFF TOURNAMENT JULY 22-29

NEW YORK—Over 200 golfers will kick off the First Annual Disk Industry Golf Tournament during the qualifying week, July 22-27. Top golf courses across the country are co-operating for qualifying play.

Co-ordinating area competition will be the following sectional chairmen, according to Henry Onorati, chairman of the tournament committee:

NEW ENGLAND, Harry Carter, Music Suppliers of New England, 263 Huntington Avenue, Boston, Mass. COpley 7-1170.

PENNSYLVANIA-LOWER N. J., Ed Barskey, Edward Barskey, Inc., 2522 North Broadway, Philadelphia. BALdwin 3-9650.

NEW YORK-UPPER N. J., Henry Onorati, Dot Records, 157 West 57th Street, New York. ClRcle 6-8220.

MIDWEST, Sellmann C. Schulz, Decca Records, 153 West Huron Street, Chicago. MOHawk 4-4800. Co-Chairman, Maynard Reuter, The Billboard, 188 West Randolph Street, Chicago. CEntral 6-9818.

SOUTHEAST, Hirsh de La Vize, 1320 Rhode Island Avenue, N. E., Washington. HObart 2-3170. Co-Chairman, Wesley Rose, Acuff-Rose Publications, 2510 Franklin Road, Nashville. NASHville 9-8591.

WEST AND SOUTHWEST, Bob McCluskey, The Billboard, 1520 North Gower, Hollywood. HOLlywood 9-5831. Co-Chairman, Jack Devaney, Cash Box, 62-72 Sunset Boulevard, Hollywood. HOLlywood 5-2129.

Following the qualifying week, match play will take place during the summer to determine regional winners. They will then compete in the finals to be held October 6-7 at the Shawnee-on-Delaware, Pa., Country Club.

Those who have not yet entered the tournament may do so by contacting their area chairman prior to the start of qualifying play, July 22. Annual membership dues in the Disk Industry Scholarship Corporation (DISC—a non-profit organization) are \$10. Twenty-five per cent of all membership dues are automatically set aside for annual scholarship awards.

Pickwick Sights On Adult Market

NEW YORK — Pickwick Sales Corporation, up to now concerned primarily with the production and sale of children's records, is about to break into the \$1.49 LP field on a big scale. This is just one of several new projects to be launched by Pickwick prexy, Cy Leslie, at the upcoming NAMM show.

Pickwick's \$1.49 label is tagged "Design," and according to Leslie, the 12-inch LP's will be aiming at standard \$3.98 quality. Crave-garde vinylite pressings, four-color laminated jackets using custom photography, and name artists will be part of the push. The first release will list 24 packages, and this will be followed in 60 days by an additional 24 sets.

Like the other Pickwick lines, Design will be sold thru all possible channels, including regular

'57 Sales Cue Boom Year For Elektra

NEW YORK—Elektra Records has done 12 per cent more business in the first half of this year than it did during all of 1956, according to Jack Holtzman, exec of the firm. He also indicated that June was the largest month for sales in the company's history. Increased business is chalked up to wider distribution — 29 distributors will be handling the line by August — and the discontinuance of the label's 10-inch line.

Twenty-three new 12-inch LP's were released between January and June, with 20 more scheduled for the balance of the year. New releases include Volume Two of the label's best-selling "When Dalliance Was in Flower," with balladeer Ed McCurdy and packages by folk artists Theo Bikel, Tom Kines, Shep Ginandes and Susan Reed. Other releases include a pop package by Glenn Yarbrough and a group of modern jazz disks. Meanwhile, the label's new "Folk, Pops and Jazz Sampler," has had strong initial reaction, according to Holtzman.

WANTS JUKES TO CARRY SACREDS

TORONTO — Religious music for juke boxes has been suggested by a minister.

A retired medical missionary, Rev. Wallace Crawford of Lambeth, addressing a conference of the United Church, suggested that some music of good inspirational value should be included in restaurant juke boxes.

He said the average person spends 10 per cent of his income on leisure.

The church should take some responsibility for providing religious music in places where church members spend part of their leisure.

Club Owners Not Singing Jazz Blues

NEW YORK — Reports that jazz is dying at the box office evidently aren't discouraging all promoters and club owners.

One of the largest clubs in the East, the Bolero at Wildwood, N. J., has converted to a jazz policy. Thrush Chris Connor opened there last week with the Dizzy Gillespie band. The Village Vanguard in New York, which recently converted, brought in the Jimmy Giuffre Trio last week, continuing a new top-combo policy which has proved eminently successful.

Also in Manhattan, Bourbon Street, a new supper club, opens this week on the East Side, with an all-Dixieland policy to go with [\(Continued on page 26\)](#)

STATESIDE STARS

Statesiders' All-Out British Invasion

By REN GREVATT

NEW YORK—Stateside artists identified with pop, rock and roll and jazz are in the midst of a wholesale invasion of England and the Continent and the traffic figures to become heavier than at any time in recent years, this fall and winter. The trend is a reflection of the increasing importance of the British market to American record product.

The Willard Alexander office this week revealed a number of important bookings, highlighted by a confirmation of the return to England of Count Basie and his band. Basie will open a three-week tour in London on October

17, following his widely-acclaimed trek there of this past spring.

Sarah Vaughan is definitely slated for fall bookings of three weeks at the Olympia in Paris, four weeks in Stockholm and three TV appearances and four concerts in England.

Wild Bill Davison will tour Britain with an all-star group this fall.

[\(Continued on page 26\)](#)

Big Takes By Miller Band On U. S. Tour

NEW YORK — The Glenn Miller band, under the direction of Ray McKinley, has followed up its recent smash European trek with a road tour here where percentages have been hit in 18 out of 21 one-nighters. The impressive grosses were racked up largely in the Midwest in spite of constant threats of tornadoes, storm warnings and heavy rains. Climax of the tour came Tuesday night (2) when the band pulled 4,492 fans in Sylvania, O.

Representative grosses include: Green Bay, Wis., \$3,482; St. Paul, Minn., \$3,711; Mankato, Minn., \$2,891; Monticello, Ind., \$2,599; Walk Lake, Mich., \$2,739 and Omaha, \$2,577. According to Vice-President Jack Green of the Willard Alexander office, the band will return to Europe next February, for a three-week concert tour of Britain.

Feller Exits Am-Par as A&R Chief

NEW YORK—Sid Feller has resigned as artist and repertoire director of ABC-Paramount Records, effective August 1. Don Costa, co-a.&r. chief of the label, will take over complete a.&r. direction for the firm, with no replacement planned for Feller.

Feller plans to free-lance as an arranger-conductor and to produce records for indie diskeries. He will also work on a free-lance basis as a conductor for ABC-Paramount.

Prior to joining Am-Par in July 1955, Feller did most of the arranging for Jackie Gleason's Capitol albums and the Jane Froman TV show. He also served as Eastern a.&r. head and musical director for Capitol Records.

Query Elman As Front for Dorsey Band

HOLLYWOOD — Phil Braunstein, business manager of the late Tommy Dorsey, has approached Ziggy Elman to front the Tommy Dorsey band this fall. It is understood that no commitments have been made thus far, and plans are to hold talks with other musicians closely identified with the late Maestro. The idea of touring the T. D. band has also been broached to Music Corporation of America and General Artists Corporation.

Meanwhile, Elman has signed a disk pact with Liberty Records whereby he is available to that label both as an artist and as musical director.

No Shut-Down In Bloomfield

NEW YORK—M-G-M Records will continue production right thru the summer at the plant in Bloomfield, N. J. Generally, the plant shutters for a two-week vacation period. This summer, vacation schedules are being staggered because of the volume of business.

Label is still racking up good sales on the Marvin Rainwater disk, "Gonna Find Me a Bluebird," and on a number of lesser, tho profitable, sides, such as Joni James' "Summer Love," Connie Francis' "Eighteen" and David Rose's "Una Casa Portuguesa."

POP HIGHWAY NARROWS

C.&W. Cleffers Spot Six Tunes on BB's H. R. of H.

NEW YORK — Country and western cleffers are continuing to make inroads on the pop market, with six tunes by c. & w. writers on the Honor Roll of Hits last week—four in the top 10.

Acuff-Rose alone had four songs on the Honor Roll — "Bye, Bye Love," by Felice and Boudleaux Bryant; "White Sport Coat," by Marty Robbins; "I Like Your Kind of Love," by Melvin Endsley, and "Gonna Find Me a Bluebird," by Marvin Rainwater. Also listed were "Dark Moon," by Ned Miller, in Dandelion, and "Four Walls," by Texan cleffer George Campbell and Marvin Moore, in Sheldon Music.

Endsley and the Bryants have had a total of 46 recordings of their songs released since the first

of the year. The Bryants have had at least 10 waxings of their tunes released within the last month, making a total of 28 to date for 1957.

Endsley tune output and artists recording same include "Love Me to Pieces," sliced by Janis Martin and Jill Corey; "Knee Deep in the Blues," cut by Marty Robbins, Guy Mitchell and Bruce Adams; "It Happens Everytime," by Don Gibson; "I Like Your Kind of Love," by Andy Williams and Endsley; "Bringing the Blues to My Door," by Richard Hayes and Endsley; "I Love You Still," by Bud Deckelman, Four Voices and Don Gibson; "Down With the Blues," by Billy Worth; "I Ain't Gettin' Nowhere With You," "Is It True?" "Keep [\(Continued on page 26\)](#)

Coming next week . . .

THE BILLBOARD'S NAMM ISSUE

Dated July 15

- Everyone out to sell more records and equipment will want to be absolutely sure to read this issue.
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GISELE MACKENZIE
Oh, Pain! Oh, Agony!
b/w
The Waltz That Broke My Heart
VIK X/4X-0274



VIKki NELSON
Like a Baby
b/w
I Was a Fool for Leaving
VIK X/4X-0282



LEE DENSON
Climb Love Mountain
b/w
New Shoes
VIK X/4X-0281



THE COUNTRY SINGERS
Johnny Reb and Billy Yank
b/w
Lady Lady
VIK X/4X-0273



JACK DUPREE
Rocky Mountain
b/w
Old Time Rock and Roll
VIK X/4X-0279

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'TRUE LOVE' IN TOP SPOT ON ANNUAL PEATMAN TAB

NEW YORK — "True Love," published by Buxton Hill, scored top spot in the Peatman Annual Survey of Songs with the largest radio and TV audience. Survey covers the period from July 1, 1956 thru July 1, 1957. Follow up tunes, in the order named, are Chappell's "I Could Have Danced All Night," Rush Music's "Round and Round," Chappell's "On the Street Where You Live," and Acuff-Rose's "Singing the Blues." It will be noted that Chappell's two songs in the top five are from "My Fair Lady." In the top 35 pops, Chappell scores with five tunes. Other publishers with multiple places on the list are E. B. Marks and Trinity Music.

In the standard recap of 35 tunes, Harms' "Tea for Two" scored first, followed by Ardmore's "Autumn Leaves," Harms' "Just One of Those Things," Berlin's "White Christmas" and Harms' "Begin the Beguine."

The list of 35 top pops follows:

1. True Love—Buxton Hill
2. I Could Have Danced All Night (1956)—Chappell
3. Round and Round—Rush
4. On the Street Where You Live (1956)—Chappell
5. Singing the Blues—Acuff-Rose
6. Banana Boat Song—E. B. Marks-Bryden
7. Marianne—Montclare
8. Love Me Tender—Presley
9. Canadian Sunset—Meridian
10. Young Love—Lowery
11. Friendly Persuasion—Feist
12. Whatever Will Be Will Be (1956)—Artists
13. Just Walkin' in the Rain—Golden West
14. I've Grown Accustomed to Your Face (1956)—Chappell
15. Butterfly—Mayland-Presley
16. Cindy Oh Cindy—E. B. Marks
17. Mutual Admiration Society—Chappell
18. Hey! Jealous Lover—Barton
19. Allegheny Moon (1956)—Oxford
20. Two Different Worlds—Princess
21. Blueberry Hill—Chappell
22. Don't Forbid Me—Roosevelt
23. Chantez Chantez—Chantez
24. Green Door—Trinity
25. I Dreamed—Trinity
28. Just in Time—Stratford
29. Do I Love You (Because You're Beautiful)—Williamson
30. Hound Dog—Presley & Lion
31. Love Letters in the Sand—Bourne
32. Little Darlin—Excellorec
33. Happiness Street—Planetary
35. My Prayer—Shapiro-Bernstein

WESTMINSTER HIGHLTS REPACKAGED 'FIRSTS'

NEW YORK — Westminster Records LP releases this month features several significant "firsts" along with 13 re-mastered, repackaged versions of previously issued material.

Of special interest is the first LP version of Meyerbeer's opera "Les Huguenots," in a two-disk package. Cast includes Renee Doria and Jeanne Riella, sopranos; Simone Condere, mezzo; Guy Fouché, tenor; and Charles Cambon, baritone, and Jean Allain conducting.

Also on tap is Volume 6 of Carl Weinrich's projected complete organ works of Bach. This one includes five Preludes and Fugues, played on the organ of Varfrukyrka, Skanninge, Sweden.

Works by the contemporary composer Honegger make up another new set by the London Philharmonic, Herman Scherchen conducting. One number here, the well-known "Pacific 231" is re-issued from earlier disks, and the

remaining five works are newly cut. From imported Soviet tapes, there's a disk of operatic and film excerpts by Spendiarov and Sarian, by the Armenian Philharmonic. Material is compared to "Scheherazade."

Heading the re-issue list are chamber works by Mendelssohn and Schumann. Mendelssohn's complete "Songs Without Words," by pianist Ginette Doyen, which formerly occupied three 12-inch disks, are now available on two. Several Schumann piano works are played by Jeorg Demus and Paul Badura-Skoda on other disks. The Schumann cycle, "Frauenliebe Und Leben" along with the "Liederkreis," sung by Sena Jurinac, has been re-mastered also. The soprano is scheduled to make her debut with the Metropolitan Opera this coming season.

The list of 18 LP's this month does not include any popular releases.

NAC DEBS NEW FLACK SERVICE

NEW YORK — National Artists Corporation has introduced a new publicity service—a complete listing of long-play recordings by the firm's artists. The service highlights the importance of disks in connection with artists' personal appearances. NAC suggests that the listing be retained for possible publicity tie-ins with local record shops and stations. Record shops, it is pointed out, will appreciate being notified in advance of artists appearing in their neighborhoods and will enable dealers to have on hand an adequate supply of disks.

Goodwin Exits Famous; Full Time to DuBC

HOLLYWOOD—Bernie Goodwin has resigned as an officer of Famous Music, Paramount subsidiary. Goodwin has also resigned from all activities in connection with Paramount Pictures. He will devote his activities solely to DuMont Broadcasting Corporation, of which he is president.

The resignation of Goodwin from Famous automatically raises the question of a successor to his position on the publisher wing of the board of the American Society of Composers, Authors and Publishers. At press time neither Goodwin nor ASCAP execs were available. Goodwin, late Friday, stated the

CONOVER EMSEES NEWPORT JAZZ

NEWPORT, R. I.—Willis Conover, deejay with the Voice of America, emceed all concerts at Newport. He impressed the assemblage as a very knowledgeable cat who digs all facets of the jazz scene—from the blues to real cool.

Victor Debs First-Tape Catalog

NEW YORK—RCA Victor this week will bring out its first official catalog for pre-recorded tapes. The booklet is a 20-page affair, illustrated, and listing all repertoire categories and both monaural and stereo-orthophonic reels. It includes all releases thru July.

Each listing is coded with prefixed letters indicating the approximate playing time and price, category, and whether or not it's stereo. For example, the first letter may be from "A" to "C"; "A", on a monaural reel, would indicate a \$6.95 price and a maximum playing time of 32 minutes. On a stereo reel, it would indicate the same price, but 16 minutes. "C" would mean 92 minutes monaural or half that stereo, at \$18.95.

The second letter would be either "P" for popular, or "C" for classical. The third letter would apply to stereos only, and would be "S" for stacked.

The catalog lists 42 classical stereos and two pop stereo packages. There are 50 classical monaural reels and 53 pop. Latter category includes jazz, Latin and folk music.

Col.-Engineer Hassle Still In Abeyance

NEW YORK — At press time there had been no settlement of the hassle between striking recording engineers and Columbia Records. Engineers, members of the International Brotherhood of Electrical Workers (AFL-CIO), Local 1212 (New York) and Local 1220 (Chicago) struck following expiration of contract on June 30.

Goddard Lieberman, Columbia president, stated:

"Union demands took the form of a union-written contract presenting not only a multiplicity of the customary 'money' demands such as increased wages, overtime pay and vacations, but a number of new provisions in the field of work regulation, enlarged jurisdiction, regulation of experimental work and restrictive clauses claimed to be necessary for 'protection' of Union and job security."

"The Company's offer of extended jurisdiction and a wage increase that would bring the engineers to the highest level in the industry have been summarily rejected. Nothing in the history of company-union working experience warrants the exaggerated 'protective' clauses sought by the union. Any fair evaluation of the union's demands must define them as excessive and unreasonable."

question of a successor on the board would be up to ASCAP. At Famous, he indicated that present execs would continue, with Arthur Israel, executive assistant to Barney Balaban, overlooking the operation.

CANDOR, WIT & KNOWLEDGE

Panels Offer High Spots At Newport Festival

NEWPORT, R. I.—As regular patrons of the Newport Jazz Festival have come to expect, the morning panel discussions provided some of the best moments of the entire show.

On Friday a.m. (5), a group of experts on various phases of the jazz industry discussed "working conditions for jazz musicians: past and possible." Nat Hentoff was the excellent moderator, and participants included Norman Granz of Verve Records and Jazz at the Philharmonic; George Avakian of Columbia Records; Bert Block of Associated Booking Corporation, musicians Gerry Mulligan and George Shearing, and Shearing's manager, George Levy.

For candor, wit, articulateness and solid working knowledge, the panel had been ideally selected. An audience of approximately 350 listened with rapt attention. Obviously many of these were young musicians.

Night clubs, concerts, festivals, recording employment, personal managers, agencies and the musicians themselves all came in for their share of criticism, much of it illuminating and constructive.

Block discounted recent claims in the trade press that jazz was pricing itself out of the festival or club fields. As with all types of clubs, jazz clubs are opening and closing constantly. He was optimistic about the future club picture. Granz, on the same subject, accused New York jazz festival impresario Don Friedman of "sour grapes" for claiming recently in print that prices of acts were making it impossible for promoters to make any money.

Granz did acknowledge a decline in the number of "small-city" concert bookings. "As with promoters of any type of theatrical tour," said Granz, "one learns where his best markets are and concentrates on them." Granz differed with the suggestion that over-production and selling of jazz disks has cut the spending power of the kids for concerts. If anything, jazz albums increase interest in concerts, he maintained.

Musician Mulligan pursued the theme that much of jazz is presented in places that are too big for the medium; that it should be scaled to more intimate stagings, preferably theaters. Both Mulligan and Levy filed complaints against

club owners "who probably used to run a small bar or sell groceries" and now book jazz. In the majority of clubs, they said, poor lighting and sound persists, dressing facilities are nil and pianos aren't tuned. The three best clubs in the country said Levy, and he wasn't contested, are the Blue Note in Chicago, Storyville in Boston, and Baker's Lounge in Detroit.

Granz placed some of the responsibility for this negligence of club owners on the booking agencies who, he insisted, could demand certain things in their contracts.

On the subject of personal management, Levy and Shearing emphasized that a manager of a jazz act had to be a fan, because of the limiting 5 per cent commission rule imposed by the American Federation of Musicians. "Either you have to handle a lot of acts, or a single who commands a tremendous price." Capable people, according to Shearing, can't afford to get into jazz management under the AFM restrictions.

NEWS REVIEW

Atlantic's New Series Impressive

NEW YORK — Atlantic Records has issued an impressive set of six LP's containing outstanding sides by the label's top rock and roll and blues artists: Ray Charles, Joe Turner, Laverne Baker, Clyde McPhatter, Ruth Brown and Ivory Joe Hunter. Cover design on all packages is similar, thus giving the dealer an opportunity to display the packages as a set and rack up extra sales. For instance, a buyer of Laverne Baker will be tempted to purchase a companion package of Ruth Brown, and a blues aficionado who springs for Ray Charles may also wish to acquire packages of Turner, Hunter, etc.

This set of six has current sales potential, for many of the sides have been recent smash hits. But the set also has significance for the collector and the jockey. Much that has happened in American pop music during the last several years is documented and contained in these grooves. Additionally, there are a number of sides which reach back to an earlier period in the career of the artist. And these performances, particularly on the Ray Charles, Joe Turner and Ruth Brown wax, will prove of more than ordinary interest. This is true not only with regard to the development of vocal styles, but also with regard to changing fashions in musical arrangements.

"Clyde McPhatter and the Drifters," "Ruth Brown," "Joe Turner," "Ray Charles," "Laverne Baker," "Ivory Joe Hunter"—(6-12) Atlantic 8003-8008.

Paul Ackerman.

Veepee Title For Callisan

HOLLYWOOD—Max Callisan, national sales manager of Capitol Records Distributing Corporation, has been named a vice-president of the firm. He will continue in his national sales spot, operating out of New York. The election of Callisan to the veepee post was made by Capitol proxy Glenn Wallichs.

Pianist's Biog in July McCall's Mag

NEW YORK — Ruth Slenczynska, Decca's longhair pianist patee, is the subject of a biographical piece in the July issue of McCall's Magazine.

The piece is a condensation of an autobiography by the one-time wonder child, written with music critic Louis Biancoli, which will be published by Doubleday in October under the title "Forbidden Childhood."

The artist currently is represented on disks by a best selling two-disk collection of the Chopin Etudes.

New Victor Thrush On Promotion Trek

NEW YORK — Pat O'Day, newly pacted RCA Victor thrush, will be accompanied by top company brass on her first promotion trip, starting today (8). The artist will plug her new platter, "Three Roads," in nine cities. For the first leg, her escort will be sales planning chief Harry Jenkins, and thereafter it will be Jack Burgess, head of the Victor single records division.

Liberty Puts 9 LP Pkgs. On July Sked

HOLLYWOOD—Liberty Records set a schedule of nine LP's for release this month, topped by its widely heralded jazz package, "Escapade Reviews the Jazz Scene." Latter set features Bobby Troup, Howard Rumsey, Jack Teagarden, Ziggy Elman, Jack Costanzo and Johnny Otis.

Other albums included are "Dom Frontiere Plays the Classics," "Double or Nothin'" by Howard Rumsey and the Lighthouse All-Stars, the original sound track from "Hot Rod Rumble," "Driftwood and Dreams" by Hank Mancini, "Happy Pierre in Hi-Fi," "Remember Waikiki" by the Ray Kinney ork, "Just Meg and Me" by Meg Myles, and a longhair set by the Leningrad State Philharmonic Orchestra.

Decca Focus

• Continued from page 20

tures Roger Roger and his ork. Another package, titled "This Is Kim as Jeanne Engels," is dedicated to the star of the pic, Kim Novack, rather than to the personality whose life is depicted in the film. The album features Morris Stoloff and the Columbia Pictures ork and chorus and includes music from the score as well as a brace of familiar standards.

THE SOCK NOVELTY!

SEVEN NIGHTS A WEEK

LEO FEIST, INC.

2 BIG ONES FROM BMI

Bill Haley and the Comets
"YOU HIT THE WRONG NOTE
BILLY GOAT"

and

"ROCKIN' ROLLIN' ROVER"

DECCA 9-30314

DANBY-SEABREEZE MUSIC COMPANIES

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NEW YORK, N. Y. | CHESTER, PA.

Dean Martin CAPITOL
Lenny Eversong CORAL
I CAN'T GIVE YOU ANYTHING BUT LOVE
Doris Allen MADE
Jo Ann Campbell ELDERBROOD

MUSIC FROM THE GREAT CATALOG OF MILLS



LONDON RECORDS

THE CAT NEVER HAD IT BETTER

MT. KISCO, N. Y.—Bill Simon, who works during the week as associate music editor and resident jazz critic at The Billboard in New York, operates as a weekend saxophone player in this upper Westchester area. Recently he was booked for the local high school graduation prom and brought in a real pro, Don Elliott, as guest star with the Simon combo.

The leader-critic was holding his own thru most of the slow-paced standards, but then someone requested "One o'Clock Jump." Came time for Simon's chorus and he found himself in "a key I didn't know existed."

While he goofed pathetically thru two choruses, Elliott stepped in front of him, fixed an icy eye on him and exclaimed, "You bum—I'd like to be reviewing you now!"

Grand Award Repped in 14 Foreign Mkts.

NEW YORK — Grand Award Records last week set up distribution in Japan, Australia and New Zealand, thus bringing its line into a total of 14 foreign markets.

Next week, the label's artist and repertoire man, Enoch Light, will preview 15 new albums at the NAMM show. During the coming year, the company has scheduled 50 new packages. A new catalog and a large line of point-of-sale material, browser boxes, etc., will be made available to dealers and distributors.

Light will meet with his distributors Tuesday (16) at the Palmer House, where he has arranged a cocktail party and buffet supper.

Merc Packaging

• Continued from page 20

streamers) and a national advertising campaign in consumer record publications. Details of an accompanying sales program will be announced shortly.

On the basis of an eight-month research of the tape field, Mercury has devised a simplified package number coding system, and has packaged each of the first 12 tape releases in a different full-color laminated cover, marking the first time this has been done in the tape field, according to a Mercury exec. The boxes will also carry detailed technical information on when, where and how tapes were cut.

Mercury's binaural-only tapes will be released in two categories: Living Presence Stereophonic for classics and Mercury Verified Stereophonic for pop and jazz.

The initial release includes "Great Songs From Great Shows," Sarah Vaughan; "Havana in Hi-Fi," Richard Hayman; "Let's Dance," David Carroll; "Music From the Big Top," Carl Stevens Ork; "Moods in Music," the Clebanoff Strings; "Music for Hi-Fi Buds," Pete Rugolo Ork; "Harry Janos Suite," by Kodaly, Minneapolis Symphony conducted by Antal Dorati; "Adventures in a Perambulator," by Carpenter, Eastman-Rochester Symphony conducted by Howard Hanson; Bizet's "Carmen Suite" and "L'Arlesienne Suite No. 1," with Detroit Symphony and Paul Paray; "Strauss Waltzes," with Sir John Barbirolli leading the Halle Orchestra of Manchester, England; "Boardwalk Pipes," by Robert Elmore at the Atlantic City Ballroom Organ, and "A Night on Bald Mountain," by the Halle Orchestra with George Weldon.

Monroe-Agent Amicable Split After 10 Yrs.

NEW YORK—Vaughn Monroe and Willard Alexander, his agent for the past 12 years, are splitting. The break is amicable, and will be effective as of September 1.

Monroe, who has not designated a replacement, will make his legit stage debut this week in a summer stock production of "Annie Get Your Gun" in the War Memorial Auditorium, Dayton, Ohio, and then will take a short vacation.

The Monroe-Alexander association dates back to the former's bandleader days. He has been a single act for nearly 10 years.

San Francisco Label Offers Dealer Disc't

SAN FRANCISCO—San Francisco Records will offer dealers and distributors a 10 per cent discount on all orders placed before July 25, with the deal applicable on the firm's entire line except its last release and its standard "Oom-Pah-Pah."

Dealers will receive one free package for every 10 purchased as part of the label's summer sales plan.

Firm also unveiled its first dealer promotion effort, huge window display blowups of the 12 packages in the firm's catalog. Latter are being made available to all dealers free of charge.

Pacific Jazz Unveils Lower Priced Line

HOLLYWOOD — Pacific Jazz launched its new, lower-priced jazz line last week, the Mark IV series scheduled to retail at \$3.98. New line will feature name jazz artists, with the first release, "Just Friends" with Bill Perkins, Art Pepper and Richie Kamuca out this week.

Label topper Dick Bock returned from his European tour, and will remain in New York for several weeks helping new recording activity. While abroad, Bock made several adjustments in the firm's foreign sales policy, as well as recording the Gerry Mulligan Quartet, the Bud Shank-Bob Cooper group, and Gary Crosby.

Tops Expansion

• Continued from page 20

Quartet, Lillian Roth, Bill Lawrence, Dick Stabile, Irving Fields, Jack Costanza and Matty Matlock. Generally, Doshay said, royalty agreements call for 2 or 3 per cent, tho the firm is in a position to give an artist a guarantee of 50,000 LP's.

Label has been operating via its own string of salesmen thruout the country, with 40 men currently on the road. Doshay plans on substantially adding to the staff, putting on an additional 20 men this fall with plans for a sales force of 100 by the end of the year. Tops services such chain outlets as Woolworth's, Newberry, S. H. Kresge, Thrifty and Sears, Roebuck, in addition to several hundred local outlets from branch offices in New York and Chicago. All merchandise is guaranteed, with the locations enjoying a mark-up of approximately 30 per cent.

Firm will shortly embark upon a nationwide advertising campaign, with Tops slated to go to disk jockeys for the first time. Diskery may come out with a line of pop singles this fall thru regular disk distributors.

Eldorado Readies Del Viking Album Plus Group Single

NEW YORK — Eldorado Records, the Buchanan and Goodman label, is readying an album by the Del Vikings, featuring nine sides cut by the group last October. Eldorado also plans to release two sides from the LP as a single.

The Eldorado LP by the Del Vikings — now under contract to Mercury — has an interesting history. DeeJay Barry Kaye, WJAS, Pittsburgh, cut the nine sides last year when the boys were doing personal appearances with him. The tapes, including the original version of the group's current best seller "Come Go With Me," were rejected by several major labels, including RCA Victor and Atlantic at that time.

Fee Bee Records, owned by a Pittsburgh distributor, finally recut "Come Go With Me" last December and the master was sold to Dot a couple of months later. The Del Vikings then in the service supposedly were able to sign with Mercury because all but two of the boys were minors. Thus the current Del Vikings have two new members, while the two lads over-21 are still under contract to Fee Bee.

Decca Brass On Sales Trek

NEW YORK — Sydney N. Goldberg, Decca Distributing Corporation's veepee in charge of sales, leaves in company with national sales manager Claude Brennan Monday (8) for a tour of the firm's divisions in Los Angeles, New Orleans, Chicago, Cleveland and finally New York. They'll present the company's fall promotion plans to branch managers and salesmen in each territory.

Indie Money Pinch

• Continued from page 20

clearing agency to take care of billings has on occasion been suggested as one of the ways to ease the burden of the small indie, and on several occasions Harry Fox has been approached to act in this capacity. Latter, however, has never felt that such an operation could tie in with his representation of publishers.

The indie's plight is often overlooked in the generalization that it requires very little money to get into the disk business. In a sense it does require little money. The majors and large pressing plants drop ship for the indie and extend him facilities to master his product. The indie doesn't even need a warehouse. But getting payment, when he really needs it, is another thing. Too, indies which have had several hits feel the necessity to expand, which again poses a host of problems.

It has been noted by some seasoned tradesters that some of the younger indies, caught up in a flush of competition on one song or another, will overextend themselves on such matters as free records and guaranteed sales. Often these deals will boomerang.

Despite this, the ingenuity and capacity of the indie to find good songs, good artists and come up with hits is apparently unending.

Deutsch Exits RKO Music for Own Pubbery

NEW YORK—Irving Deutsch has resigned his post as general professional manager of RKO Music. Deutsch, formerly associated with his brother Murray in the Southern Music axis, left the latter firm in January to take the job at RKO.

Marty Machat, general counsel for RKO Music, stated that a replacement would be named shortly to take over the reins by August 1. Meanwhile, according to Machat, Al Calder, assistant to Deutsch, will remain with the firm and will hold the same post when the new manager enters the picture.

At presstime, Deutsch was vacationing in Atlantic City and could not be reached, but Machat said Deutsch would shortly set up a publishing partnership with bandleader Russ Morgan. The two are reportedly negotiating for the purchase of a catalog containing a number of standards.

WALKIN' THE FLOOR OVER YOU

GEORGIA GIBBS

RCA Victor

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

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

BIG MAYBELLE—ALL OF ME (SAVOY)
ANN LEONARDO—LOTTERY (CAPITOL)
THE BUDDIES—LOTTERY (DECCA)
BOURNE, INC.—ABC MUSIC CORP.
156 W. 52 St. N. Y. C.

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

WHO DOT MON, MOM?

Columbia #40917
REMICK MUSIC CORP.

IT'S NEW... IT'S HOT!
Vee Jay #251

"Q-BOP, SHE-BOP" The Dells

VEE-JAY Records, Inc.
4747 Cottage Grove Ave. Chicago
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COBRA STRIKES AGAIN—3 BIG HITS

Cobra #5012

"MESSED UP"

HARROLD BURRAGE

Cobra #5013

"ALL YOUR LOVE"

MAGIC SAM

Cobra #5015

"LOVE THAT WOMAN"

OTIS RUSH

COBRA RECORD CORPORATION

3346 W. Roosevelt Road
Chicago, Ill.

ALL PHONES: NEVada 8-2325

Jubilee's BIG 3



Don Rondo

goes all the way with

WHITE SILVER SANDS

Jubilee 5288



Bill Darnel

sings

RAINBOW

B/W

DO YOU CARE

Jubilee 5290



Bob Whalen

sings

ME AND MY IMAGINATION

Jubilee 5289

THIS WEEK'S BEST BUYS—
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.

FROM THE BILLBOARD JULY 1, 1957

jubilee

records

1650 BROADWAY, N. Y. C.
 COLUMBUS 5-8335

BLUE CHIP

THAT FABULOUS INSTRUMENTAL

"ECHO, ECHO, ECHO"

by

Don Lee

BLUE CHIP 0013

JOSIE

The Cadillacs'

LATEST HIT

"MY GIRL FRIEND"

JOSIE 820

JOSIE

BRAND NEW

The Original Cadillacs'

"LUCY"

JOSIE 821

WINLEY

2 BIG ONES ON WINLEY LABEL

Charlie White

'SWEETIE BABY'

#219

The **JESTERS**

'SO STRANGE'

#218

*Products of JAY-GEE RECORD CO., INC.

NATIONAL

WEATHER REPORT—

from

COAST TO COAST...

Teddy Bant



1697 Broadway
New York 19, N. Y.
JUdson 6-7550

A Subsidiary Co. of NATICK RECORDING CORP.

Total Sellout at Newport

• Continued from page 20

corded for Vanguard, he was not recorded here.

Jazz — Metropole style — came next. This was the group of hardy perennials fronted by trumpeter Red Allen, and including Cozy Cole, J. C. Higgenbotham, Claude Hopkins, Arvel Shaw and Buster Bailey. The veterans put on their usual loud, ebullient show, emphasizing Dixieland in its raw, ribald and showmanlike aspects.

Teagarden Intros Ory
Jack Teagarden received a special introduction, played and sang well and sustained audience interest. Then "Big Tea" himself brought on the great, original Kid Ory, who played and sang like a happy kid (this was before he got the brush from Armstrong).

The three trombones, Ory, Teagarden and Higgenbotham, led the crew thru an all-out version of "High Society."

Miss Fitzgerald came on right after intermission, backed by Don Abney, piano; Wendell Marshall, bass, and Jo Jones, drums. Included in her new material were "Body and Soul," "I'm Gonna Sit Right Down and Write Myself a Letter" and "Too Close for Comfort," all of which will make fine additions to her disk repertoire. As usual, the artist provided the high spot of the evening, artistically and audience-wise.

Friday afternoon's concert featured the Gigi-Gryce-Donald Byrd Jazz Lab Group, Tohiko Akiyoshi Trio, Mat Mathews-Ruby Braff Octet with Pee Wee Russell, Bernard Peiffer Trio, Leon Sash Quartet and Julian (Cannonball) Addersley Quintet.

The Friday evening bill listed Bobby Hackett Sextet, Carmen McRae, George Shearing Quintet, Stan Gets, Erroll Garner Trio, Stan Kenton Ork, and all-star group with Roy Eldridge, Coleman Hawkins, Pete Brown and Joe Jones.

Saturday afternoon, it was the Horace Silver Quintet, Jimmy Smith Trio, Kai Winding Septet,

Rolf Kuhn, Eddie Costa, Jackie Paris, Cecil Taylor Trio, Don Elliott Quartet, Farmingdale High School Band.

Saturday evening, Sonny Stitt Quartet, Chris Connor, Dave Brubeck Quartet, Turk Murphy Band, Billie Holiday, Gerry Mulligan Quartet, Dizzy Gillespie Band, Mary Lou Williams and Eartha Kitt dance group.

Sunday afternoon show was introduced by John Hammond, and headliners were Mahalia Jackson and Clara Ward Singers. In the evening it was to be the Wilbur De Paris Band, Teddy Wilson Trio, Sarah Vaughan, Jimmy Giuffre Trio, Oscar Peterson Trio, Jimmy Rushing, and the Count Basie band. Norman Granz planned to fly in Illinois Jacquet, and to hold Roy Eldridge over to record several numbers with Basie, along with Rushing.

Club Owners

• Continued from page 21

the food. Between now and October, the club will feature such as Louis Armstrong, Turk Murphy, Billy Butterfield, Wild Bill Davison, Max Kaminsky, Winky Manone, Stan Rubin, Bob Scobey and Jack Teagarden, Basin Street, which shuttered when the Rose-land building was torn down, has re-opened in the Village.

In Southampton, Long Island, for the fourth season in a row, Herb McCarthy will present regular Monday night Dixie concerts, and Don Friedman, who co-produced the New York Jazz Festival on Randall's Island last summer, is doing the repeat solo. Dates are August 23 and 24. Promotion already is under way on the lake.

The Friends of American Jazz, producers of the Great South Bay Jazz Festival, set for July 19, 20 and 21, have signed Nat Hentoff, noted jazz authority, as commentator at all concerts.

C.&W. Cleffers

• Continued from page 21

"A-Lovin' Me Baby" and "Lonely All Over Again," cut by Endsley on Victor.

The most recent platters released on Bryant tunes (see The Billboard, June 3 for other 18 titles) are "Crazy Dream," by Eileen Rodgers and Eddy Arnold; "After All We've Been Through," by George McCormick; "Too Many," by Wiley Barkdull and Ocie Smith; "Pay Day," by Porter Wagoner; "It Always Ends Too Soon," by George Morgan; "I'll Never Believe It" and "Living Doll," by Thelma Blackmon; and "Making the Rounds" by "Little Jimmy" Dickens.

Victor Gambles

• Continued from page 20

plete responsibility for our musical standards."

He pointed out that in his recent promotion trip he found station managers putting the pressure on jocks to keep the adult audience in mind for purely commercial reasons, and he believes that his new policy will find ready support from the majority of spinners.

A ballad trend, according to Carlton, can help bring back girl singers. The nature of most rock and roll lyrics has not been suited to expression by the chicks, and some stations had been spinning nothing but boy singers to quite monotonous effect.

Carlton also noted that much of the best ballad material around today comes out of the country field, but that the kids who are beginning to buy don't even think of it as "country." They're hearing melodies for a change and lyrics that say something.

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	—	—
ACCENT	1	—	—
ACE	—	1	—
APOLLO	—	1	—
BALLY	2	—	—
BLUE HEN	—	—	1
BRUNSWICK	1	—	—
CADENCE	2	—	—
CAPITOL	6	—	—
CENTRAL	—	1	—
CHECKER	—	1	—
CHES	—	1	—
COLUMBIA	6	—	2
CORAL	1	—	—
DECCA	7	—	1
DE LUXE	—	1	—
EMBEE	1	—	—
END	1	—	—
EPIC	1	—	—
ERA	1	—	—
EXCEL	—	—	1
FINE	2	1	—
GEE	1	—	—
GONE	—	1	—
HICKORY	—	—	1
IMPERIAL	1	1	—
JAY	1	—	—
KEY	1	—	—
KING	—	1	—
KRC	—	1	—
LIBERTY	3	—	—
LONDON	2	—	—
MERCURY	2	—	1
M-G-M	4	—	3
NASCO	—	2	—
RCA VICTOR	2	1	1
REQUEST	1	—	—
REV	—	—	1
RIM	1	—	—
RKO UNIQUE	2	—	—
RUBY	1	—	—
SAVOY	1	—	—
SPECIALTY	—	2	—
STARS	1	—	1
TAZ	1	—	—
THALIA	1	—	—
UNIVERSAL	1	—	—
VERVE	4	—	—
V. I. P.	2	—	—
TOTAL	66	17	13

Stateside Stars

• Continued from page 21

Kai Winding is set for February bookings there and Buddy De Franco and his group will do two months on the Continent topped off by two weeks in England later in the year. The Modern Jazz Quartet will open in London on November 30 for a three-week stay and Jack Teagarden appears set for a British tour in September, in the company of Wingy Manone, Peanuts Hucko, Earl Hines, Jack Lesberg and Cozy Cole. A jazz package is also being built around June Christy for a tour of Europe either this fall or early next spring.

Meanwhile, Mel Torme opens a nine-week British tour July 22, during which he will do several TV shows, including "Sunday Night at Blackpool," and "Saturday Spectacular."

Judy in Fall

Judy Garland will return to London's Dominion Theater in September, while rock and roller Charlie Gracie opens there August 12. Gracie will also do the TV show, "Sunday at the Palladium." There is talk also that Carmen McRae will do a tour of Britain, probably late in November. Discussed, but not yet confirmed are fall visits to England by the Hi-Lo's and rhythm and blues star, Little Richard. The latter's reported entry into the field of Evangelism may, however, upset these plans. A gospel package highlighting Clara Ward and The Ward Family Singers is also definitely in the works for Britain late this year.

The "across the pond" travel, moreover, has not been a one-way street. Earlier this year, Ted Heath and Mantovani both enjoyed highly successful Stateside tours. Other British acts who have appeared here in major showcases include the Beverly Sisters, Lonnie Donegan, Nancy Whiskey and Charles McDevitt, skiffles stars here now, who appeared on the Ed Sullivan CBS-TV show last Sunday (30) and who will also do the Alan Freed ABC-TV show, July 12.

COLUMBIA'S SUMMER HIT—

IT'S THE NEWEST!

Rock-a-hula

TONY BENNETT



IN THE MIDDLE OF AN ISLAND



b/w
I AM

40965 • 4-40965

COLUMBIA  RECORDS

© "Columbia" ® & ℗ Maroon Reg

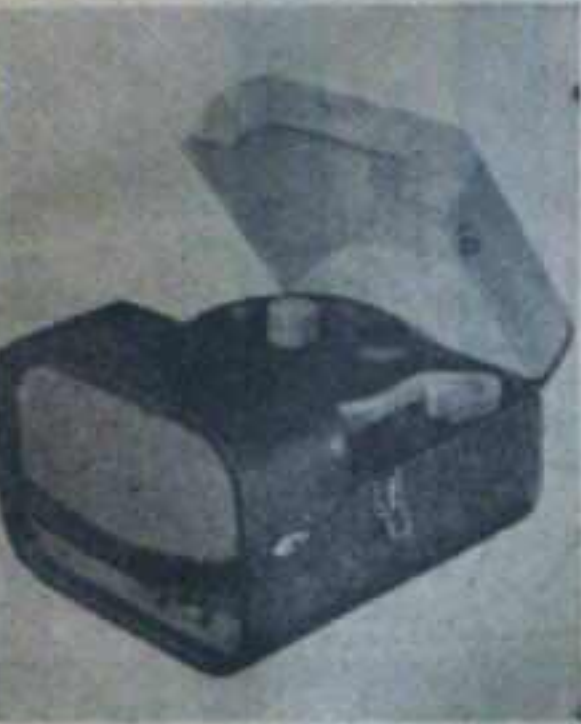
THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

SYMPHONIC DEBUTS A 45 PORTABLE . . .

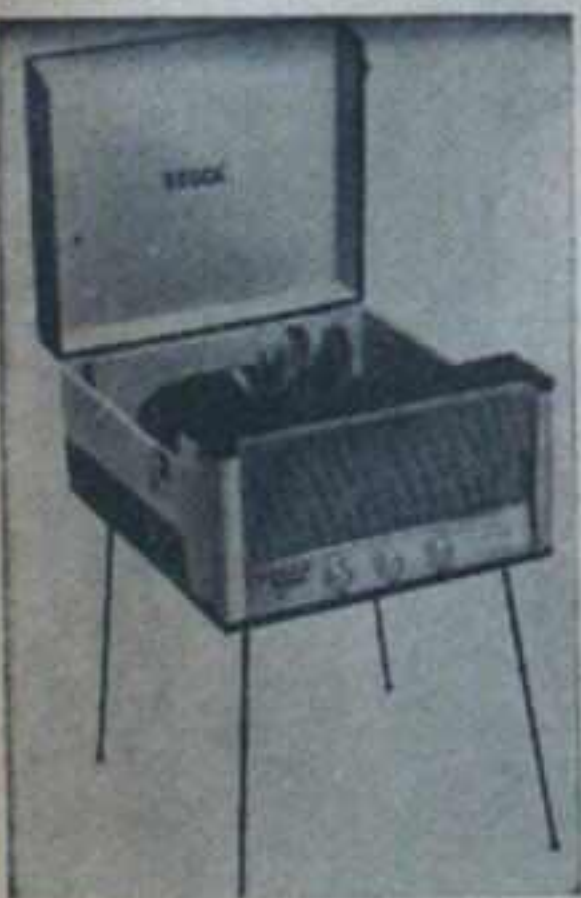
The Model 1247 is Symphonic Radio & Electronic Corporation's entry in the 45 portable class. Retailing at \$42.95, the 1247 is completely automatic and plays



12 disks with the cover closed. It has a single 5 1/4-inch speaker, front mounted. Covered in pyroxylin-coated leatherette, the 1247 is available in three color combinations, green and white, toast and white and grey and white.

SPECIAL FEATURES IN NEW DECCA PHONOS . . .

The Livingston (Model DP 233) is one of the interesting units from Decca's high-powered 1957-'58 line. It's a portable which may be converted to a chairside with the addition of wrought-iron legs. The legs are detachable and may be carried in a special com-



partment inside the phono next to the changer. It has a four-speed changer, frequency response of 20 to 20,000 cps., and two 5 1/4-inch matched speakers. It lists at \$79.95.

The Riverside (Model DP-207) console carries a tag of \$199.95. It has four 8-inch, heavy-duty matched speakers, 15-watt amplifier, with a frequency response of 20 to 20,000 cps., and a special four-position presence control for additional bass or treble



boost. The Riverside is available in three finishes, mahogany, limed oak and fruitwood.

TWO NEW PORTABLES FROM BOETSCH BROS. . . .

The Birch Radio-Phono RCA 57 is a \$79.95 seller. Containing a V-M de luxe four-speed changer, the unit has dual sapphire stylis. The four-inch heavy-duty speaker



is powered by a three-watt amplifier. It is style-engineered, with decorative grill and side-posts of brass. The mounting plate is oyster-white and gold and the outside cover is blue rawhide.

The model A637 is a twin-speaker portable phono with a V-M four-speed changer. The three-watt, three tube amplifier is guaranteed to produce a fre-



quency range of 90 to 15,000 cps. The unit has three controls—bass, treble and loudness. It weighs 49 pounds and retails for \$69.95.

ANTIQUÉ TACTICS

Dealer Charms 'Em Into Disk Buying

By RALPH FREAS

If quaint surroundings will sell records, the Music Shed, Inc., Litchfield, Conn., disk outlet, will take top sales honors. The Shed is housed in one of a group of 18th century brick buildings that form a shopping center called Cobble Court on Trader Lane. The buildings are beautifully restored and all fixtures are in keeping with the antique charm of the center.

Jean Ross, a long-time Litchfield resident, manages the Music

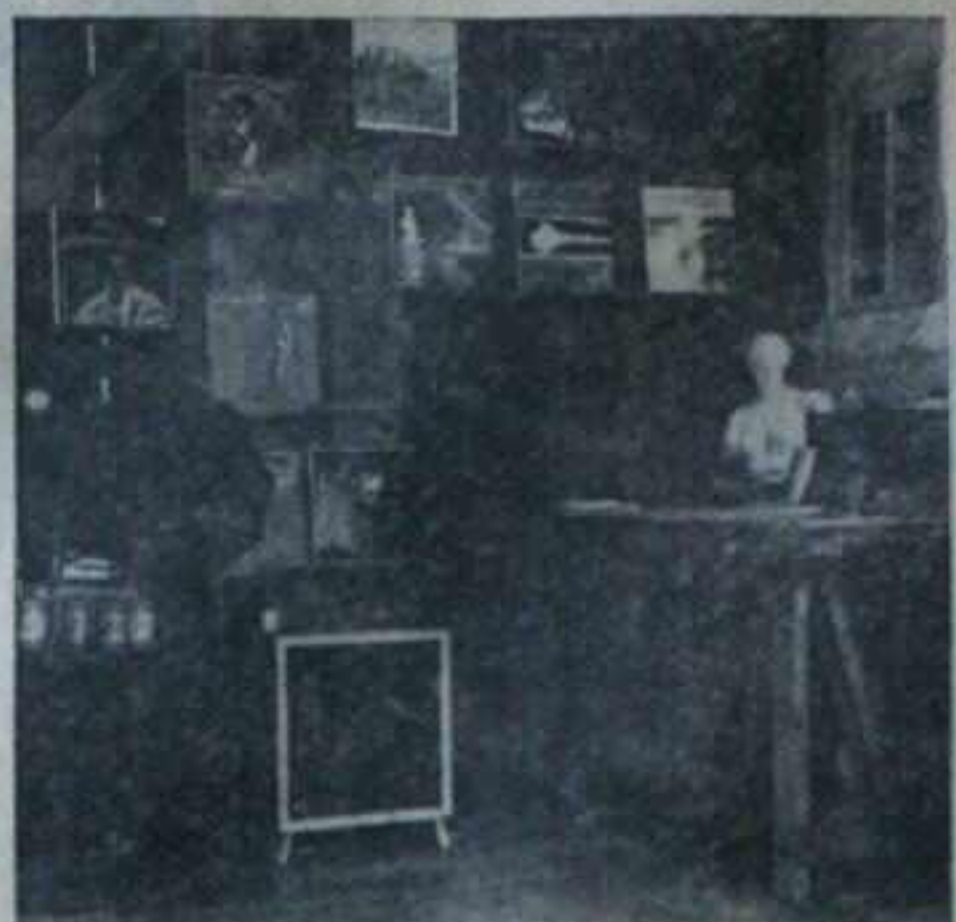
Shed for its owners, Doc Chase, who also owns the Hi-Fi Salon in nearby West Hartford, and William Erhart, owner of the Erhart Music store, also in West Hartford. Miss Ross told The Billboard that the Music Shed is the only record shop that Litchfield has had in 15 years. The previous attempt at operating a disk outlet ended after a three-month trial.

The fact that the Music Shed has operated at a profit for a little more than a year points up several important facts for anyone

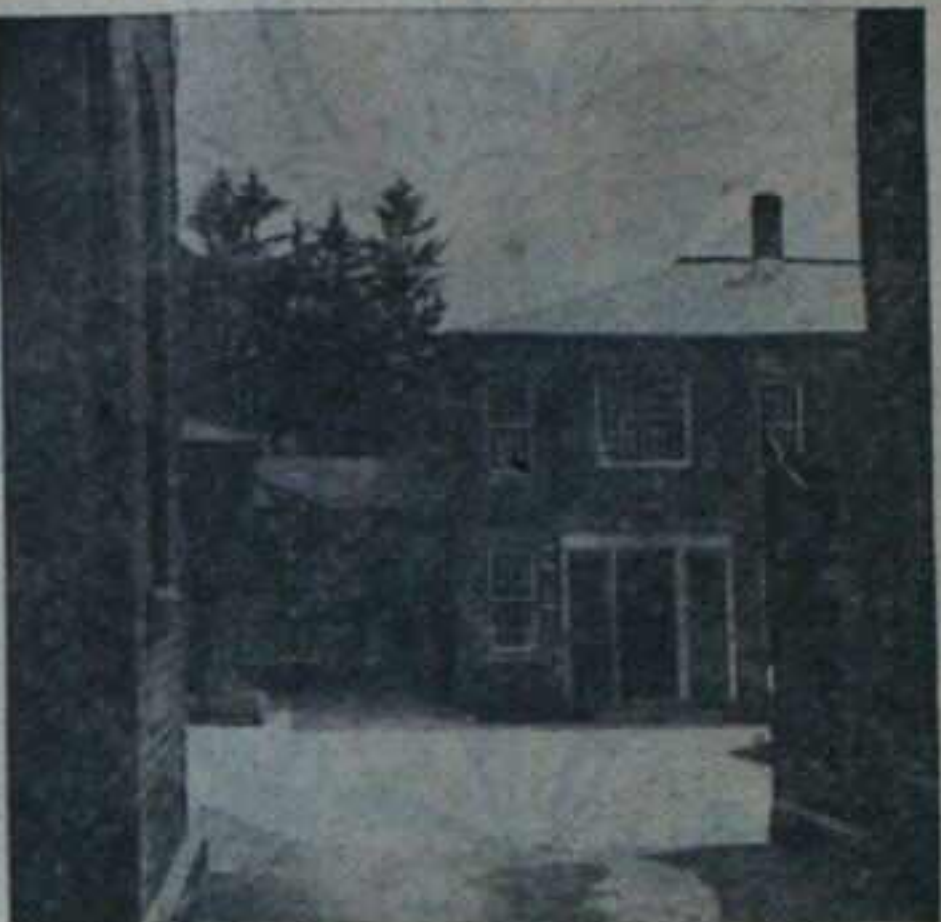
with a taste for retailing theories. First, while modern fixtures may be more efficient, it's better to gear your operation to the tastes of your clientele. Secondly, times change and 15 years can make a lot of difference in public buying habits. Third, two owners take much less risk than a single owner, particularly when they have profitable operations elsewhere.

Buying for the Music Shed was tricky at first, but after the first year certain seasonal buying habits were noted. Classical and general pop (dance) music moves best in summer. During fall and winter, the trend changes to jazz and rock 'n' roll. Main reason for the swing in taste is the presence in town of the Forman Prep School. While school is in session, the Forman students are best customers of the Shed.

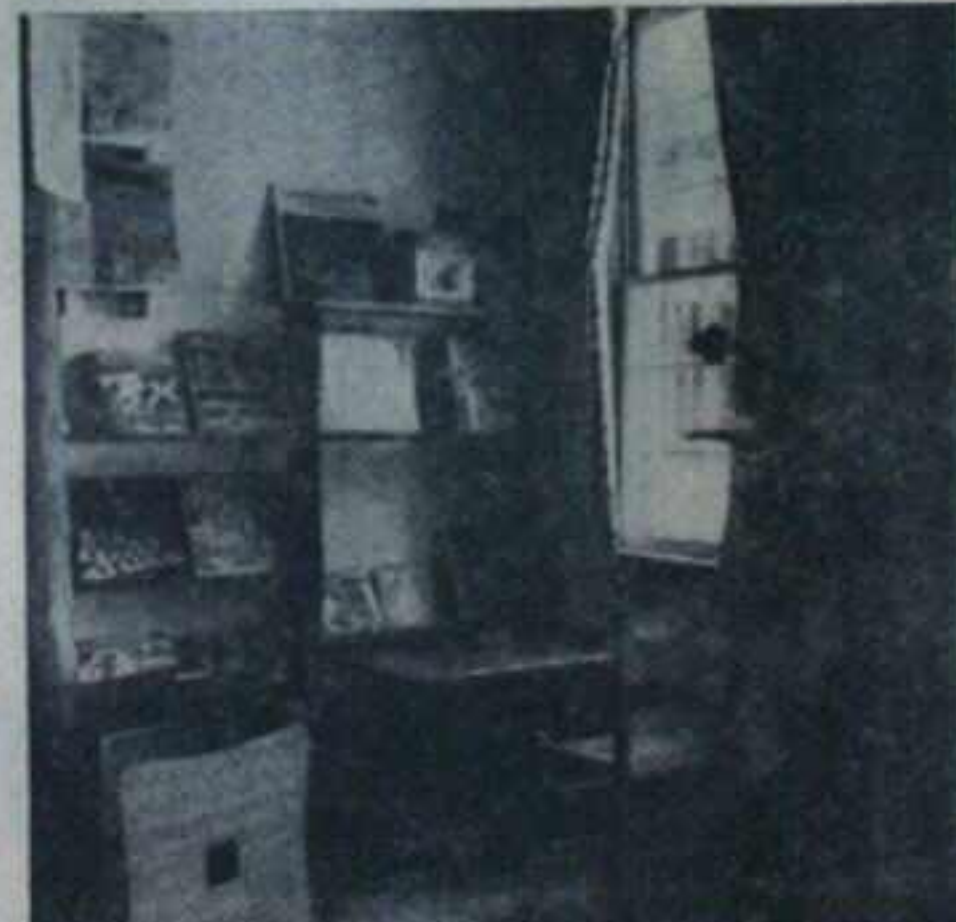
Pictures tell the Music Shed story best. See below.



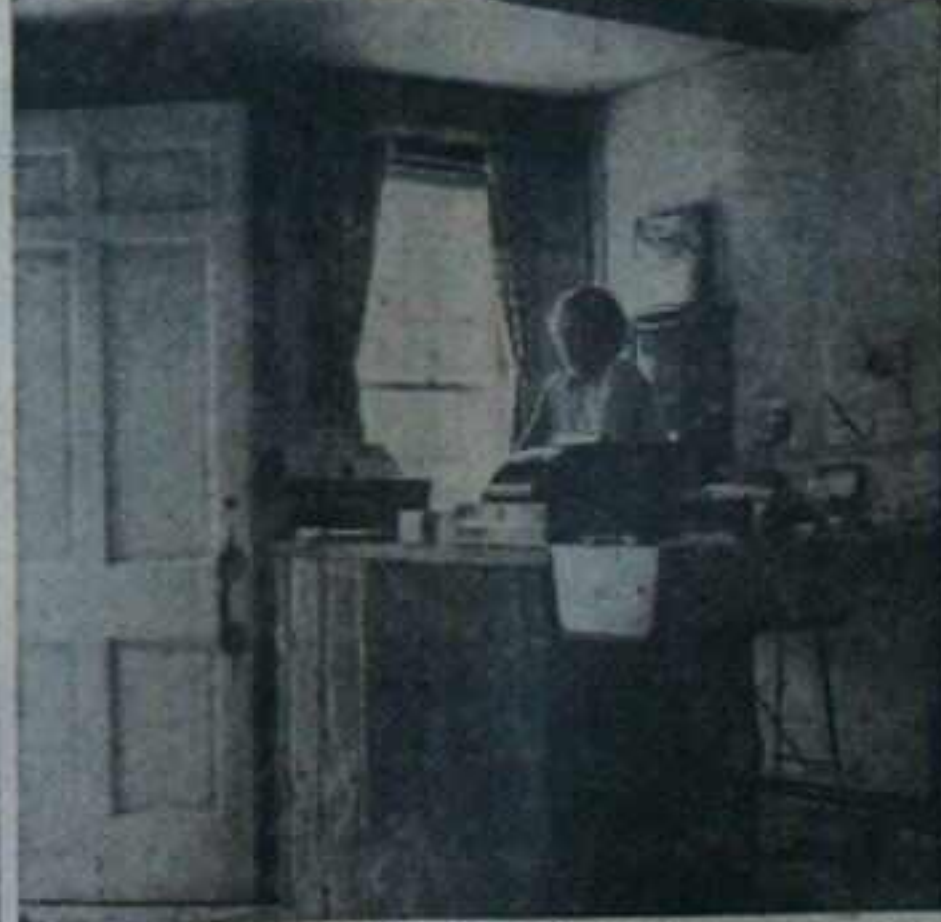
Antique fixtures and decor contrast sharply with modern album covers and electronic equipment. Yet the over-all effect is a pleasing one. The Edison phonograph with morning-glory horn (at left) still plays.



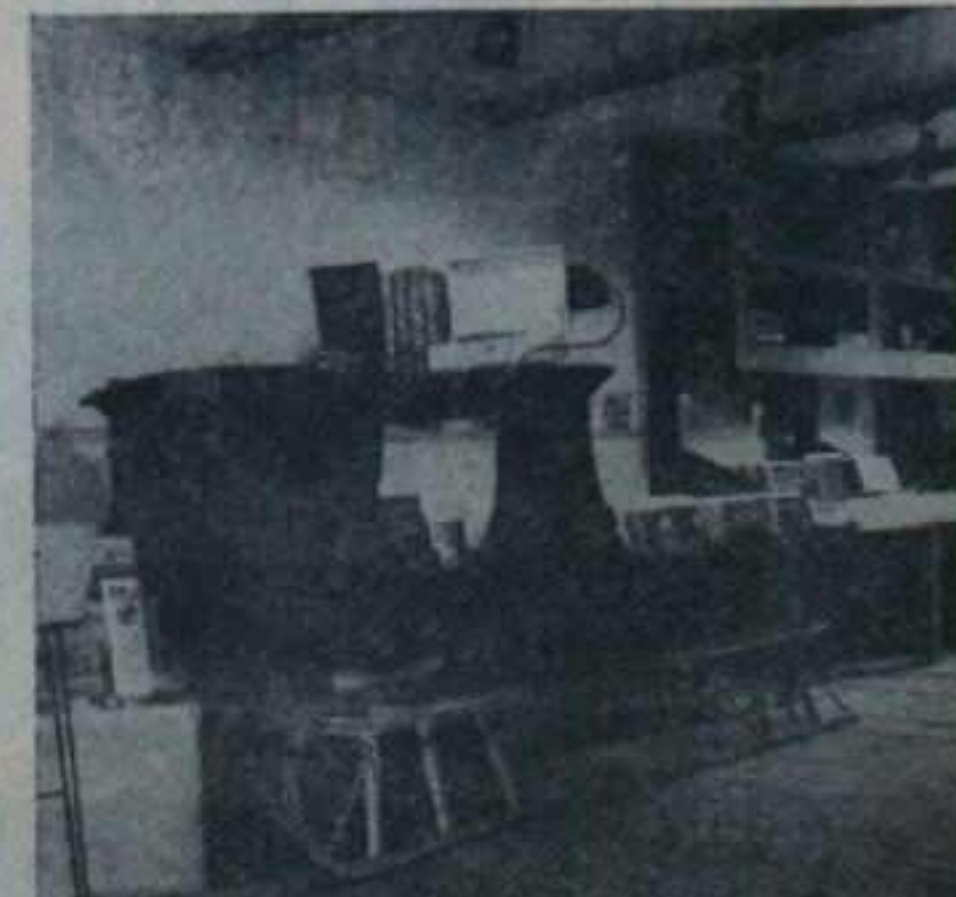
This exterior view shows Cobble Court, around which several shops are already operating. All shops have maintained the period flavor. Note the sign, "The Music Shed, Inc.," over the doorway. The second floor is being converted into a sound room for hi-fi rigs.



The Children's Corner provides play area for small fry while mother or dad shops for latest records. Toys are provided and kiddie records displayed. Impulse sales often result at the kiddie level. That crank phone on post at right is authentic.



Jean Ross, manager of the Music Shed, keeps an eye on things from behind the checkout counter. Accessories are behind the counter, and latest pop single hits are kept in browser right on the counter. Notice the wide plank floors and rough planks in counter.



Dig that crazy browser box! Owners of Cobble Court didn't know what to do with the old sleigh on the property. The Music Shed bid for it and now has what is probably the most unique browser box in the disk business. Dynavox phonos are displayed on the seat.



Stairs lead to loft which is being converted into a sound room for display and auditioning of hi-fi equipment. White-painted brick walls have an ultra-modern appearance. Note beamed ceilings. Stromberg-Carlson hi-fi line is best selling among phonos.



A SWEETHEART OF A COUPLING
BY MISS T.V.—

DOROTHY COLLINS

Sings

"SOFT SANDS"

and

"SING IT CHILDREN, SING IT"

Orchestra and Chorus directed by DICK JACOBS

Coral 9-61865 (61865)



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling
Pop Albums

FOR SURVEY WEEK ENDING JUNE 29

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. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
3. A SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
4. MANTOVANI FILM ENCORES.....London LL 1700
5. SPIRITUALS—Tennessee Ernie Ford.....Capitol T 818
6. HYMNS—Tennessee Ernie Ford.....Capitol T 756
7. MY FAIR LADY—Original Cast.....Columbia OL 5090
8. THE KING AND I—Sound Track.....Capitol W 740
9. THE EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
10. STEADY DATE WITH TOMMY SANDS.....Capitol T 848
11. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
12. *PEACE IN THE VALLEY—Elvis Presley..RCA Victor EPA4054
13. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
13. **JUST A CLOSER WALK WITH THEE—Pat Boone.....Dot DEP 1056
15. DANCE TO THE MUSIC OF LESTER LANIN...Epic LN 3340

* Not available as a Pop Album. Available only on RCA Victor EPA 4054.

** Not available as a Pop Album. Available only on Dot DEP 1056.

Pop Albums
Coming up Strong

FOR SURVEY WEEK ENDING JUNE 29

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- About the Blues.....Julie London
Liberty LRP 3043
- Fair and Warmer.....June Christy
Capitol W 838
- Jazz Impressions of the U. S. A.Dave Brubeck
Columbia CL 984
- The Roaring '20's, Vol. 3...Charleston City All Stars
Grand Award GR 33-353

• Most Played by Jockeys

FOR SURVEY WEEK ENDING JUNE 29

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

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

SCRAPBOOK: THE VOICES OF WALTER SCHUMANN (1-12)—RCA Victor LPM 1465
Here's a potpourri of types of material highlighted in various past albums by the Schumann group, and it again emphasizes the unique versatility of the singers. Here are folk songs, operatic adaptations and songs of the heart, all done with equally handsome mixed choral effects. A welcome change from the all-too-familiar packages of one mood or one approach, which usually are lacking in pacing. Cover shot of old-fashioned scrapbook and paste pot is artful and displayable. A top-notch job that will get on-the-air action as well as counter demand.

Jazz Albums

JUST FRIENDS (1-12)—Bill Perkins, Art Pepper and Richie Kamuca. Pacific Jazz M-401
Superlative blowing by Perkins, Pepper and Kamuca, a well-married rhythm section that adds flavor and extremely functional, meaty arrangements. Sharp, cohesive quality of collection should convince any who doubt the ability of West Coasters to play heatedly and with conviction. . . . Try "All of Me" as demo-brand. Disk is in label's new \$3.98 series.

CHRIS CONNOR SINGS THE GEORGE GERSHWIN ALMANAC OF SONG (2-12)—Atlantic 2-601

Here's a handsomely packaged, top-drawer album fare well sales-wise in both the pop and jazz fields. Backed by a line-up of top jazz names, the canary thrushes with tasteful perception on 30 Gershwin evergreens, including a "Porgy and Bess" medley, "Liza," etc. Double-fold cover has sock display potential, with insert page of notes and photos, also a sales-plus. Sarah Vaughan and Ella Fitzgerald have Gershwin packages out, but this one can hold its own in market.

New Jazz Talent

AMERICAN JAZZMEN PLAY ANDRE HO-DEIR'S "ESSAIS" (1-12)—Various Artists. Savoy MG 12104

An auspicious American record debut of the compositions of Hodeir, one of France's leading lights both in the composing and criticism of jazz. His work essays great respect for

tradition yet is of an adventurous bent. The combination results in rhythmically exciting, melodic and harmonically colorful jazz writing. Performance of nine-piece band, including H. McKusick, I. Sulieman, D. Byrd, E. Costa, F. Rehak, etc., is tops, and enhances stature of writing. Set should do well with jazz coterie.

Religious Album

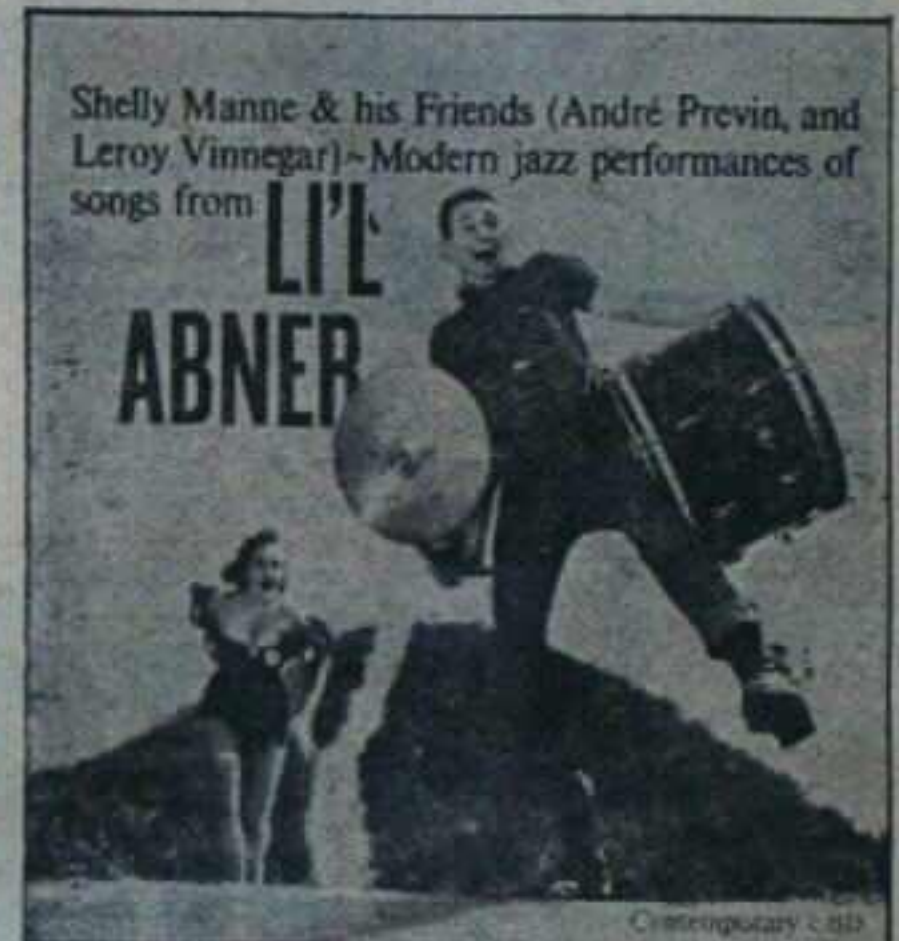
SWEET HOUR OF PRAYER (1-12)—Roy Rogers and Dale Evans. RCA Victor LPM-1439

The Mr. and Mrs. team of movie Western and TV fame sing together and solo with deep feeling and reverent sincerity on a group of familiar hymns—"What a Friend We Have in Jesus," "The Old Rugged Cross," etc. Ork and choral backing by Jack Hayes and Paul Mickelson is lush and, at times, pop-ish. A strong entry for both the sacred and family pop market.

Sound

No selections this week.

— Album Cover of the Week —



LIL ABNER, Contemporary C 3533. Clever cover, with Shelly Manne in one of the popular comic strip character's enviable situations, is an amusing idea and one that will certainly spark buys. The design, of course, ties in with the contents. Cover credits: W. Claxton, photo; R. Guild-Tri Arts, design.

• Reviews and Ratings of New Albums

Popular

ECHOES: THIS IS FEYER (1-12).....85
Vox SFP-1

\$1.98 sampling from the extraordinarily successful "Echoes" series by pianist George Feyer. This release should follow the pattern of London's Mantovani sample disk in attracting new customers to substantial catalog of proven attraction. Record itself represents fine value and should draw heavy sales in every type of store.

HI-LO'S ON HAND (1-12).....80
Starlite ST 7008

A dozen slicings pulled from the can by the Hi-Lo's' former label. The group has two Columbia albums current, but this has the same vocal style, top-notch recording job and sharp Frank Comstock arrangements. Album can sell well if distribution allows. Jocks are certain to plug it.

A MILLION MEMORIES (1-12).....75
Ted Lewis (1-12)
RKO Unique ULP 122

The old "tragedian of song" follows up his first album of the hi-fi era, released last summer, with another selection of typical Lewis fare like "I've Got a Million Wonderful Memories," "My Little Girl," etc. Good cover of the top hatted songman can bring a measure of interest that can make the package a profitable follow-up. All stores should stock at least limited quantities.

(Continued on page 32)

Classical

THIS IS NOVAES (1-12) Vox SNP-1. 85
\$1.98 disk offers "cross-section" from Mme. Novaes' recordings, including seven complete short works by Chopin, Brahms, Schumann, Debussy and Bach, and three movements from larger works by Greig, Beethoven and Mozart. Excellent packaging which highlights her albums, along with other top merchandise on label, should help dealers win repeat sales.

THE ART OF BIDU SAYAO (1-12).....77
—RCA Camden CAL-373

Superb singing by the Brazilian soprano in reissue of older recordings of operatic and more popular works. Program includes "Caro Nome" and "D'h vien, non tardar" together with Spanish, Portuguese and French selections. Altho orchestral accompaniments sound dated, voice remains exciting in sheer sound, control and artistry. Vocal collectors will ensure retail activity. Price is \$1.98.

BRAHMS: VIOLIN CONCERTO (1-12).....76
—Erica Morini. Westminster XWM 18600

First-rate performance to join, but not displace, versions by Heifetz, Milstein, Oistrakh, Stern and others. Erica Morini's special attributes here are accuracy, control and fine taste rather than opulent sound or drama. Accompaniment by Rodzinski and recording are effective counterparts to solo effort.

WAGNER: HIGHLIGHTS FROM THE RING OF THE NIBELUNGS (1-12)—The N.W.D.R. Sphy. Orch., Hans Schmidt-Isserstedt, Cond. Capitol F 18047.....71

Familiar orchestral excerpts from "Das

(Continued on page 35)

Jazz

LIL ABNER (1-12).....86
Shelly Manne & His Friends (1-12)
Contemporary C 3533

Set shows the inventiveness of this group featuring Manne on drums, Andre Previn, piano, and Leroy Vinnegar on bass. A modern jazz interpretation of selections from the Broadway show, there's a world of mirth, superb musicianship and top sales appeal here. Previn literally lights the package via fantastically well-co-ordinated "melody" on such aces as "Jubilant T. Cornpone" and "Druthers." A follow-up to their hot "Fair Lady" set, the tunes aren't as well accepted. Solid eye-catching cover art too.

BASIE RIDES AGAIN (1-12).....83
Count Basie Orch. (1-12)
Verve MG V 8108

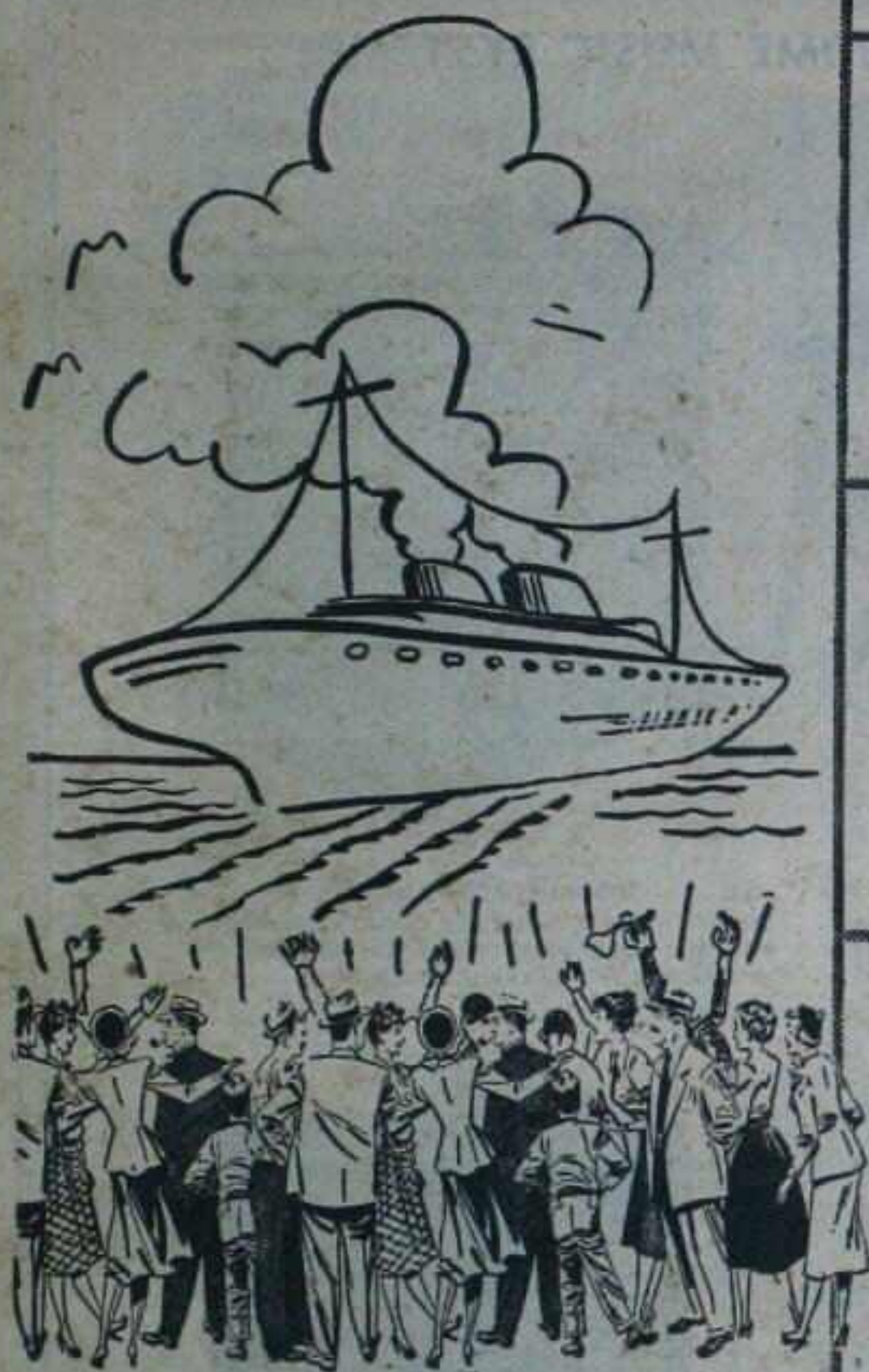
Despite the age of some of these reissued tracks, they nevertheless show the spark and imagination of a real swingin' band. There are two vocal classics by Al Hibbler, "Goin' to Chicago" and "Sent for You Yesterday"; in addition to a guest performance by Oscar Peterson on "Be My Guest" and "Blues for Count and Oscar," with Basie on organ on the latter. There's an almost Glenn Miller-ish quality on several sides. A superb batch of Basie—a must for all jazz aficionados.

OSCAR PETERSON AT THE STRATFORD SHAKESPEAREAN FESTIVAL (1-12).....81
Oscar Peterson Trio (1-12)
Verve MG V 8024

One of the best Peterson sets in a

(Continued on page 32)

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• Reviews and Ratings of New Popular Albums

• Continued from page 30

A NIGHT AT POPPA JOHN'S73

Foppa John Gordy (1-12")
RCA Victor LPM-1424
A delightful experience of colorful, ragtime piano with excellent banjo, sax and rhythm backing. The fine assortment of rick-tick stylings include a standout "The Old Piano Roll Blues," "Linger Awhile" and "Good-night Irene." The sound here is really something. Lovers of this romping style of piano will find this a treat.

COME TO THE SEA73

David Andrews (1-12")
Era 20011
A well planned and well executed package of organ music, with songs of the sea as the central theme. Less reliance on gimmicks and more on the music and mood is a good selling feature here, tho "Victory at Sea," replete with radar warnings and the simulated sound of depth-bombs is superbly done. The "Off Shore" track is beautiful.

BING IT TO THE MARINES69

Monica Lewis (1-12")
Verve MGV-2071
Monica Lewis, who at one time sang it to the Marines and servicemen in general via Armed Forces Radio, this time does the same bit via her first Verve LP. She sings "I'll Be Seeing You," "All Alone," etc., with a good deal of brightness and charm, but the multitude of this type of waa may provide tough sledding. Thrush's appearance in Jack Webb's pic, "The D.L." could stir some activity but caution would be advisable.

YOU'RE MY THRILL68

Song for Anita Ekberg by Artie Wayne (1-12")
RKO Unique ULP 123
Cover shot of Anita Ekberg in a flame-red negligee can move some copies of this. Wayne himself, formerly on both Mercury and Capitol,

exhibits a pleasing, lusty baritone that has touches of Tony Martin on this selection of romance-inspired songs like "Take Me in Your Arms," "Time After Time," etc. Chanting is pleasing, but no standout.

Polka

BEAUTIFUL DOLL POLKA81

Gene Wisniewski and His Harmony Belle Orch. (1-12")
Dana DLP 1235
Polish polkas toned down to more general pop appeal via fairly familiar repertoire and a few English vocals by the maestro, including his recently issued single, "Chantex Chantex." Prime appeal still in Polish-American nabes, but some general sale possible if dealer isn't already overstocked on similar fare.

POLKA TIME81

Ray Henry (1-12")
Dana DLP 1236
The flood of polka LP's from Dana continues. Henry's ork is one of the best and most popular in the bright, shrill Polish style and will do best in Polish sections. However, all-instrumental program insures appeal in pop sectors too. Two obereks included, to which the squares can do a waltz. A good bet if the dealer doesn't already have too many similar sets. Try "Accordion Polka."

HI FI POLKA PARTY74

Ole Svenson & the Polka Dots (1-12")
Verve MGV 2066
A fairly attractive polka dance package, tho lacking in the spontaneity the music suggests. Lure here is the five "dedicated" numbers, e.g., "Lawrence Welk Polka," "Whoopie John Polka," "Six Fat Dutchmen Polka," etc., all of which will bait polka fans.
(Continued on page 34)

• Reviews and Ratings of New Jazz Albums

• Continued from page 30

long while, with the buoyant pianist framed by Ray Brown on bass and Herb Ellis on guitar in "concert." A loose, relaxed feeling pervades, with subtle ensemble changes giving way to moments of emphatic solos. "Flamingo" has an almost funky atmosphere, and "Falling in Love With Love" is another d.m.o gem.

JAZZ LABORATORY VOL. 280

Hall Overton (1-12")
Signal S 102 Volume 2
Sheet music dealers, "educational" music vendors and instrument shops, as well as jazz disk shops, can do a job on this excellent set. Like Vol. 1, issued a couple of years back, there's a solo horn (Phil Woods here) with top-notch name rhythm section on one side, and same thing minus

the soloist on flip, for student participation. Drawback is lack of lead line and chords as provided in MMO "do-it-yourself" series, but Woods' solos are a tremendous plus for listening and learning both.

CHET BAKER BIG BAND79

(1-12")
Pacific Jazz 1229
Set reveals a more dynamic, outgoing Baker, obviously inspired by simulated big-band context. Numerically, supporting groups here—nine and 11 pieces—are not big bands by today's standards, but deft arranging captures big band sound and feel, retaining flexibility associated with small groups. Lusty-sounding Baker, interesting program plus high-level soloing by A. Pepper, pianist Bobby Timmons and tenorist P. Urso make this an interesting item for jazz buyer.

FLUTE SUITE78

Various Artists (1-12")
Savoy MG 12102
Set spots A. K. Salim's flowing, blues-oriented writing, flutes of H. Mann and F. Wess and an all-star cast; F. Rehak, J. Wilder, H. Jones, etc. Attractive flute-led ensembles and top-grade solos should arouse interest of jazz buyer if demonstrated. Try "Miltown Blues" as demo-band; Joe Wilder's solo is a gem. Added bait of track from Savoy set, "Jazz for Playboys" is good sales gimmick.

NICE DAY77

Buddy Collette (1-12")
Contemporary 3531
Versatile Buddy Collette displays his many talents on clarinet, alto, flute and tenor on a collection of standards and originals that complement his work superbly. The opener "A Nice Day" is a smooth, tender piece for clarinet that shows best. Take note of the pianistics of Don Friedman on "Over the Rainbow." A fine mood album.

PRESENTING THE ART TATUM TRIO76

(1-12")
Verve MGV 8118
One of the last packages cut by Tatum before his death, and a set worthy of one of the true giants in jazz. Tho Red Callendar and Jo Jones ably support the sprightly 88'er, there's little doubt that Tatum leads all the way. "Blue Lou" and "Isn't It Romantic" are must listening, and excellent demo tracks for dealers and DJ's alike.

Cecil Payne70

(1-12")
Signal S 1203
On the jazz scene since the mid
(Continued on page 57)

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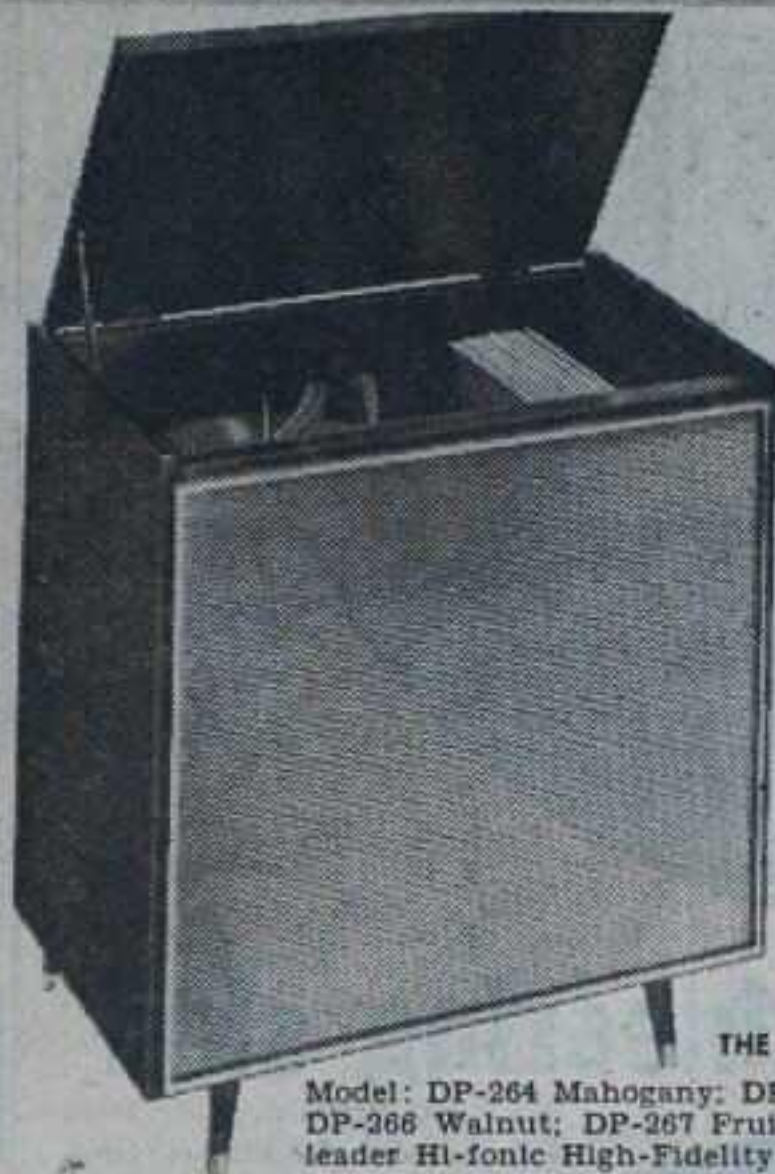


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• Reviews and Ratings of New Popular Albums

• Continued from page 32

Cover art is eye catching and makes for good display material.

SINGIN' THE BLUES 75
Otis Blackwell (1-12")
Davis JD-109

Blackwell, who wrote "Don't Be Cruel," "All Shook Up," and "Start Movin'," warbles 14 of his own tunes on this LP, which has considerable appeal for the rhythm and blues and folk market, and could be a sleeper in the pop field with the right exposure. Blackwell's performance is marked by ingratiating vitality and sincerity on an effective line-up of slow blues, jump blues and folk-blues. Standout selection: "Daddy Rollin' Stone."

Specialty

THE PRIDE AND THE PASSION 83
Sound Track (1-12")
Capitol W 873

Superior sound track epitomizes drama of film in terms of Spanish musical idiom. Composer Antheil stays close to folk music for material, develops it in wide range from guitar-accompanied flamenco song to De Falla-Turina styled tone poems. Dealers can slant package for Spanish content as well as toward important film audience. Good sound.

OMAR KHAYYAM 75

Sound Track, Paramount Pictures Orch., Victor Young, Cond. (1-12")
Decca DL 8449

Smoothly written score with fine potential as exotic fare in popular manner. Pseudo-Oriental music bows deeply to Borodin, Rimsky-Korsakov

and Khachaturian. Amfitheatro's sound track for "The Mountain," occupying reverse side, is closer to the general field of "movie music."

Spoken Word

THE MARQUIS DE PORTAGO 83
(1-12")

Riverside RLP 5007

This "memorial tribute" to the playboy-racing driver Marquis, killed in a much-publicized racing accident last May, has powerful appeal for the morbidly curious, since it features prophetic commentary about the death in the victim's own words. However, the package also packs plenty of authentic attraction for sports car fans, via quality production, interesting conversation (by three top sports car racing stars and the Marquis). This album should chalk up record-sales returns for Riverside's "Sports Car Special" LP series.

Folk

CARIBBEAN CALYPSONGS 73

Various Orchestras (1-12")

Vox 25 420

Collection of authentic Bahamian melodies should find favor with those who go for the "true" calypso sound and to those who have been fortunate enough to sample the material during visits to the Caribbean. Artists include Vincent Martin and the Bamamians, Count Desire Otk, John Chipman Otk and Guy Du-

(Continued on page 35)

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• Reviews and Ratings of New Classical Albums

• Continued from page 30

Rheingold," "Die Walkure," "Siegfried" and "Die Goetterdaemmerung" assembled in impressive summary. Conductor keeps music in motion, achieves suggestion of monumental structure. Recording could gain from greater precision in definition of instruments.

HAYDN: CONCERTO IN D MAJOR; BACH: CONCERTO IN D MINOR (1-12)—Sylvia Marlowe, Harpsichord and Conducting the Concert Arts Chamber Orch. Capitol P 837570
Very clear recording and favorable balance toward solo instrument mark these versions of two popular harpsichord works. Sylvia Marlowe is more than competent in her dual role as soloist and conductor. Opposition is plentiful for the Bach Concerto, rather less for the Haydn.

MOZART: PIANO CONCERTOS NOS. 17, 25 (1-12)—Denis Matthews, piano; London Mozart Players, H. Blech, Cond. Capitol P 1804868
Finely scaled, fluent, objective readings by Matthews are well integrated with accompanying London Mozart players. Both piano and modest-sized orchestra benefit from exceptionally clear well-rounded sound. Rather heavy competition on record.

CONTEMPORARY PIANO SONATAS: BARTOK; PROKOFIEV; ROSA (1-12)—Leonard Pennario, Piano. Capitol P 837668
Brilliant pianism by Pennario in modern works especially congenial to his talent. All three sonatas have dissonant strength, rhythmic energy, technical virtuosity that will interest buyers with modernist bias. Lively recorded sound.

MENDELSSOHN: SONATA IN D; STRAUSS: SONATA IN F MAJOR (1-12)—Andre Navarra, cello. E. Lush, piano. Capitol P 1804566
Beautiful playing and excellent recording of early and late romantic cello works. Navarra combines exuberance and grace in infrequently recorded selections. Fine addition to rather limited repertory for instrument will interest chamber music buyers.

RAVEL: SONATA; HINDEMITH: SONATA; PROKOFIEV: SONATA, FIVE MELODIES (1-12)—J. Szegedi, Violin. Columbia ML 517865
Three sonatas from a "Twentieth-Century Sonata Cycle" which Szegedi has been performing in concert during the past year. The violinist has a special affinity for these selections and his performances are among his best in recent years. While the Ravel has been recorded several times, the other works receive disk premieres. Recording and blending of violin and piano are outstanding.

BRAHMS: THREE RHAPSODIES; VARIATIONS AND FUGUE ON A THEME BY HANDEL (1-12)—Victor Schöler, piano. Capitol P 1804964
Solid performances of large-scale solo piano works. Demanding "Handel Variations" are traversed with authority, rate
(Continued on page 57)

Audio Books Sell!

<p>GULLIVER'S TRAVELS by Jonathan Swift told by Hal Gerard One 16 rpm record \$1.49 list</p>	<p>Three Series: Religious, Great Literature, Children's Stories Send for Catalog</p>
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• Reviews and Ratings of New Popular Albums

• Continued from page 34

rosier—all natives of the isles. A thoroughly enjoyable and entertaining set.

Semi-Classical

I HEAR AMERICA SINGING77
John Charles Thomas (1-12")
RCA Camden CAL-367
The group of reissued favorites by the artist adds up to a very pleasant and listenable collection that should attract sales from his fans. Selections include a beautiful reading of "The Lord's Prayer," "Oh What a Beautiful Morning" and the album's title song. The set should move fairly well at the \$1.98 tag. A natural for racks.

Novelty


DINNER MUSIC FOR PEOPLE WHO AREN'T VERY HUNGRY82
Spike Jones Orch. (1-12")
Verve MGV 4005
As a novelty item, this set should be a big one. The Jones aggregation never was better, and if ever a record had the kitchen-sink thrown in, this is it. Such gems as "Wyatt Earp Makes Me Burp," "Duet for Violin and Garbage Disposal" and the standard "Chloe" and "Cocktails for Two" abound. Good for laughs.

NEW SINGLE RELEASES:



THE SMITH TWINS

"BRASS BAND AT THE STATION"
B/W
"PLINK PLINKA PLANK PLUNK"
Orchestra conducted by Buddy Bregman
V-10060X45




TONY TRAVIS

"RED SHUTTERS"
B/W
"FOOTSTEPS"
Orchestra conducted by Buddy Bregman
with the Bill Thompson Singers
V-10061X45



DON, DICK 'N JIMMY

"BE SWEET TO ME"
B/W
"BUILDING A PARADISE"
Orchestra conducted by Ruby Raksin
V-10062X45



JEFF ALLEN

"GUILTY MIND"
B/W
"THAT'LL BE THE DAY"
Orchestra conducted by Barney Kessel
V-10064X45

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending June 29

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Love Letters in the Sand By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Vienne, V.I.P. 1003; Mae Wiseman, Dot 15578.		1 9	6. White Sport Coat By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Marty Robbins, Col 40864. RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don James, Esta 287.		5 12
2. So Rare By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.		2 13	7. Old Cape Cod By Rogh Rock-Wakus-Jeffrey—Published by George Pincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.		9 5
3. Bye Bye Love By B. Bryant & P. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.		3 6	8. It's Not for Me to Say By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORD AVAILABLE: Jane Morgan, Kapp 185.		12 7
4. Teddy Bear By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000.		8 2	8. Four Walls By Marvin Moore & George Campbell—Published by Sheldon (BMI) BEST SELLING RECORD: Jim Reeves, Vic 20-6874. RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Jim Lowe, Dot 15569; Bill Monroe, Dec 30327.		7 9
5. Dark Moon By Ned Miller—Published by Dandelion (BMI) BEST SELLING RECORD: Gale Storm, Dot 15558. RECORDS AVAILABLE: Bonnie Guitar, Dot 15550; Hawkshaw Hawkins, Vic 20-6910.		4 12	10. Searchin' By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6087.		9 6
Second Ten					
11. Around the World By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORD: Mantovani, London 1746. RECORDS AVAILABLE: Charlie Carl, Songbird 309; R. Charles Singers, M-G-M 12567; D. Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Bing Crosby, Dec 30120; Eddie Fisher, Vic 20-6677; Manny Lopez, Vic 20-6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741; Victor Young, Dec 30262.		20 4	16. Wonderful, Wonderful By Raufleigh & Edwards—Published by Edwin Marks (BMI) BEST SELLING RECORD: Johnny Mathis, Col 4-40784. RECORDS AVAILABLE: Jan Peerce, Vic 20-6916; Denny Vaughn, Glory 256.		29 3
11. All Shook Up By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: Elvis Presley, Vic 20-6870. RECORD AVAILABLE: David Hill, Aladdin 3359.		6 15	17. Valley of Tears By A. Domino & D. Bartholomew—Published by Travvy (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5442.		18 5
13. Teen-Ager's Romance By Gilliam—Published by Artec (ASCAP) BEST SELLING RECORD: Ricky Nelson, Verve 10047.		11 7	18. Little Darlin' By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.		14 17
14. I'm Gonna Sit Right Down and Write Myself a Letter By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORD AVAILABLE: Larry Storch, Roulette 4010.		19 2	19. Shangri-La By Sigman-Malmeck-Robert Maxwell—Published by Robbins (ASCAP) BEST SELLING RECORD: Four Coins, Epic 9213.		- 1
15. I Like Your Kind of Love By Melvin Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1323. RECORD AVAILABLE: Melvin Endsley, Vic 20-6891.		13 5	19. Start Movin' By D. Hill & B. Stevenson—Published by Sheldon (BMI) BEST SELLING RECORD: Sal Mineo, Epic 9216.		16 7
Third Ten					
21. Over the Mountain Across the Sea By Rex Garvin—Published by Arc (BMI) RECORD AVAILABLE: Johnnie & Joe, Chess 1654.		27 4	25. Freight Train By James & Williams—Published by Peter Maurice (ASCAP) RECORDS AVAILABLE: Rusty Draper, Mercury 71102; Charles McDevitt-Nancy Whiskey, Chic 1008; Margie Rayburn, Liberty 55072; Lia Winters-Cort Skiffle, London 1742.		15 7
21. Young Blood By Leiber Stoller & Pomus—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.		22 7	25. Short Fat Fannie By Mary Williams—Published by Venice (BMI) RECORD AVAILABLE: Larry Williams, Specialty 608.		- 1
23. C. C. Rider By Chuck Willis—Published by Rush Progressive (BMI) RECORD AVAILABLE: Chuck Willis, Atlantic 1130.		23 3	28. Come Go With Me By C. E. Quick—Published by Gil-Fee Bee (BMI) RECORDS AVAILABLE: Del Vikings, Dot 15538; Federals, DeLuxe 6112; Sunny Gale, Dec 30321.		21 18
23. Girl With the Golden Braids By Stanley Kahan-Eddy Snyder—Published by Roncom (ASCAP) RECORD AVAILABLE: Perry Como, Vic 20-6904.		25 3	28. Send For Me By Allie Jones—Published by Winneton (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3737.		- 1
25. Jenny Jenny By Johnson-Tenneman—Published by Venice Music (BMI) RECORD AVAILABLE: Little Richard, Specialty 606.		25 2	30. Loving You By Lieber—Published by Presley (BMI) RECORD AVAILABLE: Elvis Presley, Vic 20-7000.		- 1
			30. School Day By Chuck Berry—Published by Arc Music (BMI) RECORDS AVAILABLE: Chuck Berry, Chess 1653; Big Tiny Little, Brunswick 55007; Don James, Esta 287.		16 12

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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.

*Dot's***PARADE of BEST SELLERS**

- 15570—**LOVE LETTERS ^{IN} THE SAND—BERNARDINE** — PAT BOONE
 15558—**DARK MOON** — GALE STORM
 15592—**WHISPERING BELLS—DON'T BE A FOOL**
 15574—**A FALLEN STAR**— JIMMY NEWMAN — THE DEL VIKINGS
 15569—**FOUR WALLS—TALKIN' TO THE BLUES** — JIM LOWE
 15594—**A FALLEN STAR—FOOTSTEPS** — THE HILLTOPPERS
 15598—**JOHNNY TREMAIN—NAUGHTY ANNETTA** — BILLY VAUGHN
 15586—**REBEL—WHIRLPOOL OF LOVE** — CAROL JARVIS
 15550—**DARK MOON** — BONNIE GUITAR
 15587—**IF YOU SEE MY LOVE DANCING** — BONNIE GUITAR
 15600—**TWO RED RED LIPS—BURNING DESIRE** — WADE RAY
 15593—**YOU'VE GOT ME LYIN'** — HOWARD CROCKETT

NEW RELEASES

- 15603—**THEME SONG FROM "THE MONTE CARLO STORY"** — Dino Rossi
 EIFFEL TOWER BLUES and his orchestra
 15601—**FROM A JACK TO A KING** — Ned Miller
 PARADE OF BROKEN HEARTS
 15604—**RHYTHM IN MY HEART** — Bill Talapan
 THE CRYIN' SIDE OF TOWN
 15605—**PAGES OF MY SCRAPBOOK** — The Five Playboys
 WHEN WE WERE YOUNG

BEST SELLING ALBUMS

- DEP-1056—**A CLOSER WALK WITH THEE** — Pat Boone
 Music From the Sound Track of CECIL B. DE MILLE'S
 DLP-3054—**"THE TEN COMMANDMENTS"**
 DLP-3050—**"PAT"** — Pat Boone

Dot

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THE NATION'S BEST SELLING 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 29, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEDDY BEAR (ASCAP)—Elvis Presley LOVING YOU (BMI)—Vic 20-7000	4	3	10. JENNY, JENNY (BMI)—Little Richard. MISS ANN (BMI)—Specialty 606	11	3	20. START MOVIN' (BMI)—Sal Mineo... LOVE AFFAIR (BMI)—Epic 9218	12	8
2. BYE BYE LOVE (BMI)— Everly Brothers.....	2	7	10. OVER THE MOUNTAIN (BMI)— Johnnie & Joe.....	17	7	21. LITTLE DARLIN' (BMI)—Diamonds. Faithful and True (BMI)—Mercury 71060	15	18
I WONDER IF I CARE AS MUCH (BMI)—Cadence 1315			My Baby's Gone On, On (BMI)—Chess 1664			22. SHANGRI-LA (ASCAP)—Four Coins... First In Line (ASCAP)—Epic 9213		1
3. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....	1	9	10. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams.....	13	5	23. WONDERFUL, WONDERFUL (BMI)— Johnny Mathis.....		4
BERNARDINE (ASCAP)—Dot 15570			Stop Teasin' Me (ASCAP)—Cadence 1323			When Sunny Gets Blue—Col 40784		
4. SO RARE (ASCAP)—Jimmy Dorsey... Sophisticated Swing (ASCAP)—Fraternity 755	3	13	13. OLD CAPE COD (ASCAP)— Patti Page.....	20	5	24. COME GO WITH ME (BMI)— Del Vikings.....	19	20
5. SEARCHIN' (BMI)—Coasters..... YOUNG BLOOD (BMI)—Atco 6087	5	8	WONDERING (BMI)—Mercury 71101			How Can I Find True Love? (BMI)—Dot 15538		
6. IT'S NOT FOR ME TO SAY (ASCAP) Johnny Mathis.....	16	7	14. ALL SHOOK UP (BMI)—Elvis Presley. That's When Your Heartaches Begin (ASCAP)— Vic 20-6870	8	8	25. FOUR WALLS (BMI)—Jim Reeves... I Know and You Know (BMI)—Vic 20-6874	18	6
Warm and Tender (ASCAP)—Col 40851			15. DARK MOON (BMI)—Gale Storm... Little Too Late (BMI)—Dot 15558	7	10	26. SCHOOL DAY (BMI)—Chuck Berry... Deep Feeling (BMI)—Chess 1653	21	13
7. WHITE SPORT COAT (BMI)— Marty Robbins.....	9	11	16. TEENAGER'S ROMANCE (ASCAP)— Ricky Nelson.....	6	10	27. SUSIE Q (BMI)—Dale Hawkins... Don't Treat Me This Way (BMI)—Checker 663	27	2
Grown Up Tears (BMI)—Col 40864			I'M WALKIN' (BMI)—Verve 10047			27. JUST TO HOLD MY HAND (BMI)— Clyde McPhatter.....		1
8. VALLEY OF TEARS (BMI)— Fats Domino.....	10	6	17. C. C. RIDER (BMI)—Chuck Willis... Ease the Pain (BMI)—Atlantic 1130	13	5	No Matter What (ASCAP)—Atlantic 1133		
IT'S YOU I LOVE (BMI)— Imperial 5442			18. SHORT FAT & ANNIE (BMI)— Larry Williams.....		1	29. WITH ALL MY HEART (ASCAP)— Jodie Sands.....		3
9. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams.....	21	3	High School Dance (BMI)—Specialty 608			More Than Only Friends (ASCAP)— Chancellor 1003		
Date With the Blues (ASCAP)—Coral 61830			19. SEND FOR ME (BMI)— Nat (King) Cole.....	24	2	29. COCOANUT WOMAN (ASCAP) Harry Belafonte.....		1
			MY PERSONAL POSSESSION (BMI)— Cap 3737			ISLAND IN THE SUN (ASCAP)— Vic 20-6885		

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
JUNE 29, 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	9	9. DARK MOON (BMI)—..... Little Too Late (BMI)—Dot 15558	7	9	17. ROCK YOUR BABY TO SLEEP (BMI)—Buddy Knox.....	21	3
Bernardine (ASCAP)—Dot 15570			10. IT'S NOT FOR ME TO SAY (ASCAP) —Johnny Mathis.....	11	7	Don't Make Me Cry (BMI)—Roulette 4009		
2. SO RARE (ASCAP)—Jimmy Dorsey... Sophisticated Swing (ASCAP)—Fraternity 755	2	10	Warm and Tender (ASCAP)—Col 40851			18. YOUNG BLOOD (BMI)—Coasters... Searchin' (BMI)—Atco 6087	15	2
3. BYE BYE LOVE (BMI)— Everly Brothers.....	3	6	11. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams.....	12	4	19. GIRL WITH THE GOLDEN BRAIDS (BMI)—Perry Como.....	23	7
I Wonder If I Care as Much? (BMI)— Cadence 1315			Date With the Blues (ASCAP)—Coral 61830			My Little Baby (BMI)—Vic 20-6904		
4. OLD CAPE COD (ASCAP)— Patti Page.....	4	6	12. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams.....	10	4	20. WONDERFUL, WONDERFUL (BMI) ... Johnny Mathis.....		3
Wondering (BMI)—Mercury 71101			Stop Teasin' Me (ASCAP)—Cadence 1323			When Sunny Gets Blue (BMI)—Col 40784		
5. WHITE SPORT COAT (BMI)— Marty Robbins.....	5	11	13. ALL SHOOK UP (BMI)—Elvis Presley. That's When Your Heartaches Begin (ASCAP)— Vic 20-6870	8	14	20. FOUR WALLS (BMI)—Jim Lowe... Talking to the Blues (BMI)—Dot 15569		3
Grown Up Tears (BMI)—Col 40864			14. FREIGHT TRAIN (ASCAP)— Rusty Draper.....	13	6	22. GOIN' STEADY (BMI)—Tommy Sands... Ring My Phone (BMI)—Cap 5723		2
6. TEDDY BEAR (ASCAP)—Elvis Presley. Loving You (BMI)—Vic 7000	15	10	Seven Come Eleven (BMI)—Mercury 71102			23. AROUND THE WORLD (ASCAP)— Victor Young.....		1
7. SEARCHIN' (BMI)—Coasters..... Young Blood (BMI)—Atco 6087	6	6	15. VALLEY OF TEARS (BMI)— Fats Domino.....	19	5	Around the World (Vocal) (ASCAP)— Decca 30262		
8. TEENAGER'S ROMANCE (ASCAP)— Ricky Nelson.....	9	6	It's You I Love (BMI)—Imperial 5442			24. START MOVIN' (BMI)—Sal Mineo... Love Affair (BMI)—Epic 9218	26	5
I'm Walkin' (BMI)—Verve 10047			16. WITH ALL MY HEART (ASCAP) Jodie Sands.....	18	4	25. DARK MOON (BMI)—Bonnie Guitar... Big Mike (BMI)—Dot 15550	15	10
			More Than Only Friends (ASCAP)— Chancellor 1003					

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SCHOOL DAY
Chuck Berry

CHESS 1653

BIG CHART RECORD

SUSIE Q
Dale Hawkins

CHECKER 863

BIG CHART RECORD

PLEASE SEND ME SOMEONE TO LOVE
The Moonglows

CHESS 1661

BIG CHART RECORD

OVER THE MOUNTAIN
Johnnie & Joe

CHESS 1654

CHESS - CHECKER

AND STILL ERUPTING!

BRAND NEW AND GREAT!

OH BABY DOLL

Chuck Berry

CHESS 1664

The Billboard
July 1, 1957

• **Review Spotlight on . . .**
R&B RECORDS

CHUCK BERRY
Oh Baby Doll (Arc, BMI)
Lajumda (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 "Lajumda" is an equally attractive side with a Spanish flavor. Bert even sports a bit of the lingo. Look for both sides to happen.

BRAND NEW AND GREAT!



LONG LONELY NIGHTS

Lee Andrews and the Hearts

CHESS 1665

BRAND NEW AND GREAT!

ROCK ME TO SLEEP

Dean Allen

ARGO 5272

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- ARGO 2120 South Michigan Ave., Chicago 16, Illinois—CA lumen 5-2770

MGM Records HITS!



Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 29

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Bye Bye Love, Everly Brothers, Cdc.
I'm Gonna Sit Right Down
Billy Williams, Cor.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
Queen of the Senor From
Mills Brothers, Dec.
So Rare, Jimmy Dorsey, Fly.
Start Movin', Sal Mineo, Epic
Teddy Bear/Loving You
Elvis Presley, Vic.
White Sport Coat, Marty Robbins, Col.

CHICAGO

Bye Bye Love, Everly Brothers, Cdc.
Freight Train, Rusty Draper, Mer.
Goin' Steady, Tommy Sands, Cap.
Love Letters in the Sand
Pat Boone, Dot
Rock-A-Billy, Guy Mitchell, Col.
So Rare, Jimmy Dorsey, Fly.
Start Movin', Sal Mineo, Epic
White Sport Coat, Marty Robbins, Col.

DETROIT

Bye Bye Love, Everly Brothers, Cdc.
Gonna Find Me a Bluebird
Marvin Rainwater, M-G-M
I Like Your Kind of Love
Andy Williams, Cdc.
I'm Gonna Sit Right Down
Billy Williams, Cor.
Love Letters in the Sand
Pat Boone, Dot
Shangri-la, Four Coins, Epic
So Rare, Jimmy Dorsey, Fly.
Start Movin'/Love Affair
Sal Mineo, Epic
Teddy Bear, Elvis Presley, Vic.
Young Blood/Searchin', Coasters, Atco

EAST TEXAS

C. C. Rider, Chuck Willis, Atl.
Dark Moon, Gale Storm, Dot
Jenny, Jenny, Little Richard, Spe.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
Searchin'/Young Blood, Coasters, Atco
Teddy Bear, Elvis Presley, Vic.
Teenager's Romance, Ricky Nelson, Vrr.

FLORIDA

It's Not for Me to Say
Johnny Mathis, Col.
Just Because, Lloyd Price, Pmt.
Over the Mountain, Johnnie & Joe, Cha.
Searchin'/Young Blood, Coasters, Atco
Shangri-la, Four Coins, Epic
So Rare, Jimmy Dorsey, Fly.
Tammy—Ames Brothers, Vic.
Teddy Bear—Elvis Presley, Vic.

LOS ANGELES

Bye Bye Love, Everly Brothers, Cdc.
Dark Moon, Gale Storm, Dot
Gone, Ferlin Husky, Cap.
Island in the Sun/Cocanut Woman
Harry Belafonte, Vic.
Little Darlin', Diamonds, Mer.
School Day, Chuck Berry, Cha.
So Rare, Jimmy Dorsey, Fly.
Teddy Bear, Elvis Presley, Vic.
Teenager's Romance/I'm Walkin'
Ricky Nelson, Vrr.
White Sport Coat, Marty Robbins, Col.

NEW YORK AND NEWARK

All Shook Up, Elvis Presley, Vic.
Bye Bye Love, Everly Brothers, Cdc.
I Like Your Kind of Love
Andy Williams, Cdc.
It's Not for Me to Say
Johnny Mathis, Col.
Little Darlin', Diamonds, Mer.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
So Rare, Jimmy Dorsey, Fly.
Wonderful, Wonderful
Johnny Mathis, Col.

NORTHERN OHIO

Be Careful With a Fool
B. B. King, RPM
Bye Bye Love, Everly Brothers, Cdc.
Love Letters in the Sand
Pat Boone, Dot
Searchin'/Young Blood
Coasters, Atco
So Rare, Jimmy Dorsey, Fly.
Teddy Bear, Elvis Presley, Vic.
Valley of Tears, Fats Domino, Imp.
White Sport Coat, Marty Robbins, Col.

PHILADELPHIA

C. C. Rider, Chuck Willis, Atl.
Jenny, Jenny, Little Richard, Spe.
Just to Hold My Hand
Clyde McPhatter, Atl.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
Little Jr. Parker, Duke
Next Time You See Me
Little Jr. Parker, Duke
Send for Me, Nat (King) Cole, Cap.
So Rare, Jimmy Dorsey, Fly.
Stardust, Billy Ward, Lbt.
Valley of Tears, Fats Domino, Imp.
What Can I Do? Donnie Elbert, Del.

ST. LOUIS AND KANSAS CITY

Bye Bye Love, Everly Brothers, Cdc.
Everyone's Laughing, Spaniels, VJ
I'm Gonna Sit Right Down
Billy Williams, Cor.
Just to Hold My Hand
Clyde McPhatter, Atl.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
Send for Me/My Personal Possession
Nat (King) Cole
So Rare, Jimmy Dorsey, Fly.
Teddy Bear, Elvis Presley, Vic.

SAN FRANCISCO AND OAKLAND

Bernardine/Love Letters in the Sand
Pat Boone, Dot
I Like Your Kind of Love
Andy Williams, Cdc.
Jenny, Jenny, Little Richard, Spe.
Over the Mountain, Johnnie & Joe, Cha.
Searchin', Coasters, Atco
Teddy Bear/Loving You
Elvis Presley, Vic.
Teenager's Romance, Ricky Nelson, Vrr.
White Sport Coat, Marty Robbins, Col.

SOUTHERN OHIO

Bye Bye Love, Everly Brothers, Cdc.
Build Your Love, Johnnie Ray, Col.
I'm Gonna Sit Right Down
Billy Williams, Cor.
Love Letters in the Sand
Pat Boone, Dot
Old Cape Cod/Wondering
Patti Page, Mer.
Rockin' Shoes, Ames Brothers, Vic.
Searchin'/Young Blood, Coasters, Atco
Shangri-la, Four Coins, Epic
Start Movin', Sal Mineo, Epic
Teddy Bear/Loving You
Elvis Presley, Vic.
With All My Heart, Jodie Sands, Clr.

WASHINGTON AND BALTIMORE

All Shook Up, Elvis Presley, Vic.
Bye Bye Love, Everly Brothers, Cdc.
C. C. Rider, Chuck Willis, Atl.
Dark Moon, Bonnie Guitar, Dot
Four Walls, Jim Reeves, Vic.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
Over the Mountain, Johnnie & Joe, Cha.
Searchin'/Young Blood, Coasters, Atco
Short Fat Fannie, Larry Williams, Spe.
Teddy Bear/Loving You
Elvis Presley, Vic.
Valley of Tears, Fats Domino, Imp.
White Sport Coat, Marty Robbins, Col.

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

RAY
CHARLES
SINGERS

Beautiful
Vocal Group
Version
**AROUND
THE WORLD**
K12507 • MGM 12507

ART
MOONEY
& His Orch.



**THE PARADE IS
PASSING ME BY**
and
HONEST LOVE
K12503 • MGM 12503

HOW I LOVE YOU
and
LOCAL 66
K12508

CHUCK
ALAIMO
QUARTET

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

FOUR SPICES
(I'm Tellin' the Birds
I'm Tellin' the Bees)
**HOW I
LOVE YOU**
and
WILD FLOWER
K12510

HANK
WILLIAMS
**LOVE-
SICK
BLUES**
K10352

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SUMMER
SIZZLERS!

SWINGING PARTNERS

AND

FASCINATION

From The Motion Picture "LOVE IN THE AFTERNOON"
Starring: GARY COOPER, AUDREY HEPBURN, MAURICE CHEVALIER

MERCURY 71152

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DAVID
CARROLL



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by

CLYDE

McPHATTER



b/w

HEARTACHES

ATLANTIC 1149

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



TOP 100 SIDES

FOR SURVEY WEEK ENDING JUNE 29

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Table listing 100 songs and their chart positions, including 'LOVE LETTERS IN THE SAND', 'BYE BYE LOVE', 'SO RARE', etc.

NEW ON
RCA VICTOR
AND
HEADED
FOR A HIT!

PAT  DAY

with

THREE
ROADS

B/W

TURNABOUT

47/20-6965



RCA VICTOR
RADIO CORPORATION OF AMERICA





FRANK DE VOL

Frank's got a lush rendition of the theme and title song from what could easily be the year's biggest picture.

Love in the Afternoon (title song from the new Allied Artists Picture) b/w Venice

Frank De Vol and His Orchestra
4-40953



JILL COREY

Lead side on this disc is both title song and featured number for the July 15th "Studio One Summer Theatre" TV show. Composer Melvin Endsley has dished up another hit to follow his success, "Singing the Blues!"

Love Me to Pieces (title song from July 15th "Studio One Summer Theatre" production) b/w Love with Jimmy Carroll and His Orchestra
4-40955



DON CHERRY

Fourteen Karat Gold b/w There's a Place Called Heaven with Ray Conniff and His Orchestra
4-40958



KENNY BOWERS

Mr. Versatility, Kenny has a wide range of successes in theater, radio and TV. To cap off a smash record debut he wrote the lead side. Here's another sure-fire winner on the Columbia roster.

Half a Mind b/w How Come? with Jimmy Carroll and His Orchestra
4-40959



GENE AUTRY

Half Your Heart b/w Darlin' What More Can I Do? with Carl Cotner's Orchestra
4-40960-c



DICK RICHARDS

Blue-Jean Baby b/w We've Got a Right to Love with Eddie Zack and His Dude Ranchers
4-40957-c

THE SURE-FIRE HITS ARE ON
THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS

A DIVISION OF CBS
© "Columbia" Ⓞ Marcas Reg.

FOR
SURVEY WEEK
ENDING
JUNE 29, 1957

Weekly Juke Box Programming Guide

POPULAR

ALL SHOOK UP
★ ELVIS PRESLEY ★
RCA Victor 6870

BYE BYE LOVE
★ EVERLY BROTHERS ★
★ I WONDER IF I CARE AS MUCH
Cadence 1315

C. C. RIDER
★ CHUCK WILLIS ★
★ EASE THE PAIN
Atlantic 1130

COME GO WITH ME
★ DEL VIKINGS ★
★ HOW CAN I FIND TRUE LOVE!
Dot 1555B

DARK MOON
★ GALE STORIA ★
★ LITTLE TOO LATE
Dot 1555B

I'm Gonna Sit Right Down and Write Myself a Letter
★ BILLY WILLIAMS ★
★ DATE WITH THE BLUES
Carol 61950

FOUR WALLS
★ JIM REEVES ★
★ I KNOW AND YOU KNOW
RCA Victor 6874

SHORT FAT FANNIE
★ LARRY WILLIAMS ★
★ HIGH SCHOOL DANCE
Specialty 608

SHANGRI-LA
★ FOUR COINS ★
★ FIRST IN LINE
Epic 9213

WONDERFUL, WONDERFUL
★ JOHNNY MATHEIS ★
★ WHEN SUNNY GETS BLUE
Columbia 40784

SEND FOR ME
★ NAT (KING) COLE ★
★ MY PERSONAL POSSESSION
Capitol 3737

JUST TO HOLD MY HAND
★ CLYDE McPHATTER ★
★ NO MATTER WHAT
Atlantic 1133

SUSIE-Q
★ DALE HAWKINS ★
★ DON'T TREAT ME THIS WAY
Checker 863

I LIKE YOUR KIND OF LOVE
★ ANDY WILLIAMS ★
★ STOP TEASIN' ME
Cadence 1373

WITH ALL MY HEART
★ JODIE SANDS ★
★ MORE THAN ONLY FRIENDS
Chancellor 1003

IT'S NOT FOR ME TO SAY
★ JOHNNY MATHEIS ★
★ WARM AND TENDER
Columbia 40851

JENNY JENNY
★ LITTLE RICHARD ★
★ MISS ANN
Specialty 606

LITTLE DARLIN'
★ THE DIAMONDS ★
★ FAITHFUL AND TRUE
Mercury 71060

LOVE LETTERS IN THE SAND
★ PAT BOONE ★
★ BERNARDINE
Dot 15570

COCOANUT WOMAN
★ HARRY BELAFONTE ★
★ ISLAND IN THE SUN
RCA Victor 6885

OLD CAPE COD
★ PATTI PAGE ★
★ WONDERING
Mercury 711

OVER THE MOUNTAIN
★ JOHNNIE & JOE ★
★ MY BABY'S GONE ON, ON
Chess 1654

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

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.
FALLEN STAR
★ JIMMY NEWMAN ★
★ I CAN'T GO ON THIS WAY
Dot 15574

FRAULEIN
★ BOBBY HELMS ★
★ HEARTSICK FELLING
Decca 30194

GONE
★ FERLIN HUSKY ★
★ MISSING PERSONS
Capitol 3628

GONNA FIND ME A BLUEBIRD
★ MARVIN BAINWATER ★
★ SO YOU THINK YOU'VE GOT TROUBLES
M.G.M. 12412

GOING STRONG
★ BYE BYE LOVE
★ WEBB PIERCE ★
★ MISSING YOU
Decca 30321

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.
EVERYBODY'S LAUGHING
★ THE SPANIELS ★
★ I. O. U.
Vee Jay 246

GOING STRONG
★ PLEASE SEND ME SOMEONE TO LOVE
★ MOONGLOWS ★
★ MR. ENGINEER
Chess 1661

GOING STRONG
★ THE SUN IS SHINING
★ JIMMY REED ★
★ BABY, WHAT'S ON YOUR MIND
Vee Jay 248

GOING STRONG
★ WHISPERING BELLS
★ DEL VIKINGS ★
★ DON'T BE A FOOL
Dot 15592

GOING STRONG
★ UNITED
★ OTIS WILLIAMS & HIS CHARMS ★
★ DON'T DENY ME
DeLuxe 6138

OPERATORS BEST BUYS

Records are the same as those listed in POP, H&C or C&W review sections.
RUSS HAMILTONRainbow
We Will Make Love
Kapp 184
BUEY SMITHRoulette
.....Pacemobile and the Boogie Woogie Juke
(Tracks 1 & 2)
Ann 308

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

LEE ANDREWS & THE HEARTSLonely Nights
The Clock
Chess 1665

EDDY ARNOLDCrazy Dream
Open Your Heart
RCA Victor 6975

TONY BENNETTIn the Middle of the Island
I Am
Columbia 40965

JIMMY BREEDLOVEOver Someone Else's Shoulder (I Fell in Love With You)
That's My Baby
Atco 6094

THE KINGSLong, Lonely Nights
Let Me Know
Baton 245

FRANKIE LAINEYou Know How It Is
The 3:10 to Yuma
Columbia 40962

CLYDE McPHEMSTERLove, Lonely Nights
.....
Atlantic 300

LLOYD PRICELonely Street
The Children and the Day
SBC 364

DUKE EMMETTLightnin'
You Mean
Columbia 300

BILL TALAPANMystic in My Heart
The Capitol Side of Town
Dot 15684

THE TEENAGERSGoody Goody
Cassion of Love
Capitol 3759

FARON YOUNGLove Has Finally Come My Way
Capitol 3759

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

These records have been eliminated because of the greater programming strength of the new GOING STRONG records in the adjoining chart.

Fredhi Train/Seven Come Eleven
Rusty Draper, Mercury

Girl With the Golden Braids/My Little Baby
Perry Como, RCA Victor

Gods' Steady/Ring My Phone
Tommy Sands, Capitol

Let the Four Winds Blow/Diddy-Diddy-O
Roy Brown, Imperial

My Dream/I Wanna
The Platters, Mercury

Next in Line/So You Think You've Got Trouble
Johnny Cash, Sun

Next Time You See Me/My Daily See
Little Jr. Parker, Decca

Rock Your Little Baby in Sleep/Don't Make Me Cry
Buddy Knox, Roulette

How New Operator Buying Guide Works

This new method of publishing the juke box record buying guide has been designed to give operators a realistic national pattern of records falling in popularity as well as ones that are gaining. The simulated juke box selector panel has purposely been held to 40 records, because no attempt is being made at this time to include territorial favorites or special neighborhood tastes. 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 100-900 record machine.

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 29

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.

RAINBOW (Robbins, ASCAP)—Russ Hamilton—Kapp 184—The artist's first disk is a sleeper. The side has every indication of becoming a smash with sales jumping in all markets. Flip is "We Will Make Love," (Artists, ASCAP).



Recent Pop Releases Coming Up Strong

FOR SURVEY WEEK ENDING JUNE 29

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.

STARDUST was erroneously reported in last week's Coming Up Strong with Billy Williams as the artist. The correct artist is Billy Ward.

Around the World **Mantovani**
(ASCAP) London 1746

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

Fallen Star **Ferlin Husky**
(BMI) Capitol 3628

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

Please Send Me Someone to Love **Moonglows**
(BMI) Chess 1661

Stardust **Billy Ward**
(ASCAP) Liberty 55071

The Sun Is Shining **Jimmy Reed**
(BMI) Vee Jay 248

Tammy **The Ames Brothers**
(ASCAP) RCA Victor 6930

Whispering Bells **Del Vikings**
(BMI) Dot 15592

Whole Lotta Shakin' Goin' On **Jerry Lee Lewis**
(BMI) Sun 267

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Review Spotlight on . . .

POP RECORDS

FRANKIE LAINE . . . Columbia 40962 **YOU KNOW HOW IT IS**
(Korwin, ASCAP)

Laine seems in an almost ideal setting in this excitingly swinging rock and roller. Chanter is in fine, lusty form, and the Ray Ellis arrangement for chorus and ork is tops. Flip is title tune from pic, "The 3:10 to Yuma" (Columbia Pictures Music, ASCAP).

FRANKIE LYMON AND THE TEENAGERS . . . Gee 1039 **GOODY GOODY**
(DeSylva, Brown and Henderson, ASCAP)

Johnny Mercer's bright and bouncy standard gets a powerful reading by the group with a stronger than ever spotlight on Lymon's vocalizing. Band backing is smoother and bigger than before which adds solid class to the disk. A strong contender. Flip is "Creation of Love," a good rock and roll ballad (Kahl and Wemar, BMI).

TONY BENNETT . . . Columbia 40965 **IN THE MIDDLE OF AN ISLAND**
(E. H. Morris, ASCAP)

A smart, upbeat tune with cute lyrics is a solid framework for Bennett in a swinging mood. There's a nice, bright sound to this one, and in spite of good competition from "Tennessee" Ernie Ford, Bennett should cop plenty of the loot. Flip is "I Am," a strong ballad (Joy, ASCAP).

OCIE SMITH . . . Cadence 1239 **LIGHTHOUSE**
(Empress, ASCAP)

TOO MANY (Acuff Rose, BMI)
Two important entries here, headed by the interesting material on top. It's a well-produced side with touches of "Chain Gang" and "16 Tons" in the styling, and Smith gives it a strong ride. Ditto the rocker on the flip which has a commercial touch of rickey tick and a robust chanting job.

JIMMY BREEDLOVE . . . Ateo 6094 **OVER SOMEBODY ELSE'S SHOULDER**
(Bregman, Vocco & Conn, ASCAP)

The warbler packs plenty of showmanship and schmaltz into the poignant standard, which is served up in an infectious rock and roll treatment. A strong entry for both the pop and r.&c.b. markets and a solid jockey bet. Flip is "That's My Baby" (Progressive, BMI).

BILL TALAPAN . . . Dot 15604 **RHYTHM IN MY HEART**
(Trinity, BMI)

THE CRYIN' SIDE OF TOWN (Trinity, BMI)
The young longshoreman warbles with virile vitality on "Rhythm in My Heart," a catchy march-tempo ditty with a rock and roll flavor and interesting backing by Bob ("Green Door") Davies and ork. Flip spotlights meaningful reading of moving r.&c.b. ballad.

POP SONG

LONG LONELY NIGHTS (Arc BMI)
Lee Andrews and the Hearts Chess 1665
Clyde McPhatter Atlantic 1149
The Kings Baton 245

The original Andrews recording on this plaintive, highly retentive tune received fantastic air play in the East before there was a commercial pressing made. Chess bought the master, and other companies rushed to meet the Chess release. All versions are great, tho competitive strength of the two top labels gives them a decided advantage. Look for action in all markets.

POP DISK JOCKEY PROGRAMMING

VIVIENNE DELLA CHIESA . . . V.I.P. 1007 **AN AFFAIR TO REMEMBER**
(Feist, ASCAP)

YOU'RE SOMEONE NEW (Parakeet, BMI)
Lovely piping of the one-time opera thrush impresses mightily on "An Affair to Remember," the beautiful flick tune. "You're Someone New" is also beautifully sung and effectively produced. Quality-minded jocks can treat adult audiences with spins of either of these attractive sides.

JIMMY WAKELY . . . Decca 30372 **THE IMAGE OF ME**
(Red River, ASCAP)

Pop jocks should take note of this unusually sensitive warble on a strong, appealing piece of country-derived material. It's different, and it's quality. Flip is an up-dated styling of an old Gene Autry vehicle, "Tweedle O Twill" (Western, ASCAP).

POP TALENT

WELDON ROGERS . . . Imperial 5451 **SO LONG, GOOD LUCK AND GOODBYE**
(Travis, BMI)

TRYING TO GET TO YOU (Motion, BMI)
An impressive wax debut by chanter with an interesting sound and strong appeal for today's market—both pop and country. "So Long, Good Luck and Goodbye" is a bright rocker, while the flip is sock rhythm-ballad.

JANICE HARPER . . . Prep F 111 **BON VOYAGE**
(Pop Enterprises, BMI)

TELL ME THAT YOU LOVE ME TONIGHT . . . (Harms, ASCAP)
Prep's new canary sings in the rich, meaningful style of Vera Lynn on the lyrical ballad, "Bon Voyage." Flip features romantic rendition of dreamy standard. Lush backing by ork and male chorus. If new trend toward ballads is "for real," gal could step out in pop market.

POP NOVELTY

LARRY STORCH . . . Roulette 4014 **I'M WALKIN'**
(Reeves, BMI)

The nitery comedian's first is a sock comedy parody platter which should get considerable jockey play and might even be a sleeper sales-wise. Flip, another parody, is "I'm Gonna Sit Right Down and Write Myself a Letter" (DeSylva, Brown & Henderson, ASCAP).



Tom Russell and Doug Pledger Win Swimming Pools in PEPSODENT'S Disc Jockey Contest!

Whale of a contest! Tom Russell, WEEI, Boston, came in first. Doug Pledger, KNBC, San Francisco, was second. Both get big, Esther Williams Swimming Pools. 16 other valuable prizes to disc jockeys from coast to coast! (Prizes worth \$15,000!) Read all about it!



1st Prize
Tom Russell, WEEI



2nd Prize
Doug Pledger, KNBC

The results are in! Judges Ted Persons, *Radio-TV Daily*; Leon Morse, *Billboard*; Florence Small, *Broadcasting-Telecasting*; and Oliver Crawford, *TV Guide*, have weighed the entries and made the awards. It's been a fantastic success. Disc jockeys all over the country went all-out promoting our consumer contest. And, in response to their efforts, consumers everywhere wrote in telling us where the yellow went when they brushed their teeth

with Pepsodent. It was a whale of a success—thanks to you!

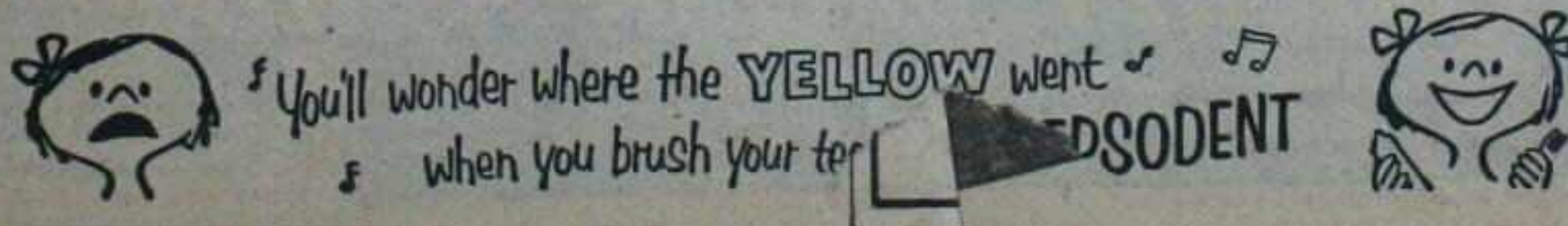
HERE ARE THE 8 TOP PRIZE WINNERS!

First Prize: Tom Russell, WEEI, Boston.

Second Prize: Doug Pledger, KNBC, San Francisco.

Prizes 3 thru 8 (Johnson Outboard Motors): Fred Beck, KABC, Los Angeles; Gordon Eaton, WCCO, Minneapolis; Jack Walker, WOV, New York; Phil Sheridan, WFIL, Philadelphia; Ed Harvey, WCAU, Philadelphia, and Hal Jackson, WLIB, New York.

Ten other prizes! Total Worth of Prizes: \$15,000!



A HIT!!

• Review Spotlight on . . . The Billboard—July 1, '57

POP RECORDS

MARGIE RAYBURN . . . Liberty 55088 . . . MISSISSIPPI MOON (Lansdowne, ASCAP) (Planetary, ASCAP)

THE GET ACQUAINTED WALTZ . . . 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.

THE GET ACQUAINTED WALTZ

and

MISSISSIPPI MOON

55088

Margie Rayburn

LIBERTY RECORDS Inc.

1556 No. La Brea, Hollywood, Calif.

• 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	7
2. DARK MOON (Dandelion)	2	10
3. WHITE SPORT COAT (Acuff-Rose)	3	10
4. FOUR WALLS (Springfield)	4	9
5. SO RARE (Robbins)	5	8
6. BYE BYE LOVE (Acuff-Rose)	6	3
7. AROUND THE WORLD (Young)	7	3
8. OLD CAPE COD (Pincus)	8	2
9. ALL SHOOK UP (Shalimar-Presley)	9	13
10. IT'S NOT FOR ME TO SAY (Xerwin)	10	2
11. TEENAGER'S ROMANCE (Aztec)	13	2
12. GIRL WITH THE GOLDEN BRAIDS (Roncom)	11	2
13. LITTLE DARLIN' (Excellotrec)	14	10
14. WONDERFUL, WONDERFUL (Marks)	15	2
15. ROUND AND ROUND (Rush)	—	17

• Best Selling Sheet Music in Britain

(For week ending June 29)

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—Stetling (Young)	Good Companions—Peter Maurice (Peter Maurice)
Mr. Wonderful—Chappell (Laurel)	I'd Give You the World—Macmelodies (Shapiro-Bernstein)
When I Fall in Love—New World (Young)	Freight Train—Pan-Music (Peter Maurice)
White Sport Coat—Frank (Acuff-Rose)	True Love—Chappell (Buxton Hill)
Butterfly—Aberbach (Mayland-Presley)	I'll Find You—Robbins (Robbins)
Chapel of the Roses—Victoria (Triangle)	Heart—Frank (Frank)
Yes, Tonight Josephine—Berry (Astor)	Puttin' On the Style—Essex (Melody Trails)
We Will Make Love—Meicher-Toff (Artists)	Round and Round—Kassner (Rush)
Rock-A-Billy—Joy (Joy)	Singing the Blues—Frank (Acuff-Rose)
Ninety-Nine Ways—Good Music (Mayland)	
Forgotten Dreams—Mills (Mills)	

• Best Selling Pop Records in Britain

(For week ending June 29)

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)	1
2. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips)	2
3. ALL SHOOK UP—Elvis Presley (HMV)	3
4. LITTLE DARLIN'—Diamond (Mercury)	4
5. AROUND THE WORLD—Ronnie Hilton (HMV)	4
6. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	3
7. MR. WONDERFUL—Peggy Lee (Brunswick)	12
8. WE WILL MAKE LOVE—Russ Hamilton (Oriole)	7
9. AROUND THE WORLD—Bing Crosby (Brunswick)	11
10. WHITE SPORT COAT—King Brothers (Parlophone)	6
11. BUTTERFINGERS—Tommy Steele (Decca)	17
12. FREIGHT TRAIN—Charles McDevitt Group (Oriole)	13
13. FABULOUS—Charlie Gracie (Parlophone)	16
14. BUTTERFLY—Andy Williams (London)	9
15. ISLAND IN THE SUN—Harry Belafonte (RCA)	15
16. ROCK-A-BILLY—Guy Mitchell (Philips)	10
17. AROUND THE WORLD—Gracie Fields (Columbia)	14
18. LOVE LETTERS IN THE SAND—Pat Boone (London)	—
19. LUCILLE—Little Richard (London)	—
20. TRAVELLIN' HOME—Vera Lynn (Decca)	—

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Face in the Crowd (R) (F)—Remick—ASCAP	An Affair to Remember (R) (F)—Feist—ASCAP
A White Sport Coat (R)—Acuff-Rose—BMI	Around the World (R) (F) — Young—ASCAP
An Affair to Remember (R) (F)—Feist—ASCAP	Beat James (R) (F)—Famous—ASCAP
Around the World (R) (F)—Young—ASCAP	Bye Bye Love (R)—Acuff-Rose—BMI
Bernardine (R) (F)—Palm Springs—ASCAP	Dark Moon (R)—Dandelion—BMI
Bye Bye Love (R)—Acuff-Rose—BMI	Ding Dong Dangling (R)—Meridian—BMI
Dark Moon (R)—Dandelion—BMI	Do I Love (Because You're Beautiful) (R)—Williamson—ASCAP
Did You Close Your Eyes (R)—Valyz—ASCAP	Freight Train (R)—Maurice—ASCAP
Every Little Movement (R)—Witmark—BMI	Girl With the Golden Braids (R)—Roncom—ASCAP
Fire Down Below (R) (F) — Columbia—ASCAP	Gone (R)—Hill & Range—BMI
Freight Train (R)—Maurice—ASCAP	Gonna Find Me a Bluebird (R)—Acuff-Rose—BMI
Girl With the Golden Braids (R)—Roncom—ASCAP	I Like Your Kind of Love (R)—Acuff-Rose—BMI
I Like Your Kind of Love (R)—Acuff-Rose—BMI	I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP	Image of Me (R)—Red River Songs—BMI
It's Good to Be Alive (R)—Valyz—ASCAP	In the Eyes of the World (R)—Annaric—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, Vocco & Conn—ASCAP	Love Sick Blues (R)—Mills—ASCAP
Love Letters in the Sand (R)—Bourne—ASCAP	Marianne (R)—Montclare—BMI
My Little Girl (R)—Gil—ASCAP	Ninety-Nine Ways (R)—Mayland—BMI
Old Cape Cod (R)—Pincus—ASCAP	Old Cape Cod (R)—Pincus—ASCAP
Shangai-La (R)—Robbins—ASCAP	On the Street Where You Live (R) (M)—Chappell—ASCAP
Shenandoah Rose (R)—Planetary—ASCAP	Sittin' in the Balcony (R)—Bentley—ASCAP
So Rare (R)—Robbins—ASCAP	So Rare (R)—Robbins—ASCAP
Summer Love (R)—Valando—ASCAP	Teen-Age Waltz (R)—Champagne—ASCAP
Tell My Love (R)—Famous—ASCAP	Ten Little Trees (R)—Rayven—BMI
White Silver Sands —Fellows-Peer—BMI	Walkin' After Midnight (R)—Four Star—BMI
Who Did Mon Mon (R)—Remick—ASCAP	When Rock and Roll Comes to Trinidad—Marvin—ASCAP
With a Little Bit of Luck (R) (M)—Chappell—BMI	Without Him (R)—Joy—ASCAP
You're Cheatin' Yourself (R)—Bartou—ASCAP	You Broke Your Promise, Mr. Sandman—Stardust—BMI
	Young and in Love (R)—Hill & Range—BMI
	Young Love (R)—Lowery—BMI

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VOX JOX

By JUNE BUNDEY

CHANGE OF THEME: Veteran deejay Jack Thayer, WDCY, Minneapolis, has been named general manager of the Storz station. Commenting upon the appointment, a Storz chain spokesman said: "It is probably the first time in major market radio history that a disk jockey has gone 'on the air' to general manager, literally overnight." . . . Meanwhile, John Ademy has been named program director of WBIG, Greensboro, N. C., but will continue his deejay duties as well. . . . Jonathan Gibbs has replaced

New Jock at WAGR, Lumberton, N. C., is Jacques Triplett, who handles an r.&b. nighttime show and a pop aircer in the afternoon. . . . Dewey Dow, formerly with WGUY, Bangor, Me., has joined WCSH, Portland, Me. The 21-year-old spinner recently graduated from the University of Maine with a B. A. in speech and three and a half years of full and part-time radio work to his credit.

YESTERYEAR'S TOPS—

as reported in The Billboard
The nation's top tunes on records

JULY 12, 1947:

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

JULY 12, 1952:

1. Kiss of Fire
2. Here In My Heart
3. I'm Yours
4. Delicado
5. Blue Tango
6. Auf Wiederseh'n Sweetheart
7. Walkin' My Baby Back Home
8. Half As Much
9. I'll Walk Alone
10. Be Anything (But Be Mine)

Pepper Barker at WSSV, Petersburg, Va. . . . Morning man Ted Work, WSGA, Savannah, Ga., reports that the station is no longer playing any country and western music, and now programs 18 hours of pop music daily. . . . Barbara J. Bloom has joined WHB, Kansas City, Mo., as music librarian. She replaces Suzanne Sherman, who married John Barrett, program director of WTIX, New Orleans. Russell Blood has succeeded Dave Fennell at WLOB, Portland, Me.

JOCKEY POOLS: Tom Russell, WEEL, Boston, and Doug Pledger, KNBC, San Francisco, were first and second place winners respectively in Pepsodent's national deejay contest. Both jocks will be gifted with Esther Williams Swimming Pools. Runners-up who received Johnson outboard motors, were Fred Beck, KABC, Los Angeles; Gordon Eaton, WCCO, Minneapolis; Jack Walker, WOV, New York; Phil Sheridan, WFIL, Philadelphia; Ed Harvey, WCAU, Philadelphia, and Hal Jackson, WLIB, New York.

CEATTER: Sam Blessing of KOSI, Denver, has taken over complete responsibility for programming of all music played by the station, following Bobby Beers' move to San Francisco. . . . Josephine Madelbaum, associate music director of WPAT, Paterson, N. J., recently returned from abroad, where she rounded up top European pop tunes for airing over WPAT this summer. Last year WPAT music director David Gordon visited Mexico and Latin America on a similar hunt for new programming items.

GAB BAG: Paul Brenner, WAAT, Newark, N. J., has launched a photo "giveaway" for his listeners, initial pic-package being a shot of Tommy Sands at a Capitol recording session. The jock has received more than 6,000 requests to date for the photos, which are selected for their "candid appeal." . . . Eddie Coontz, KOMA, Oklahoma City, is an ardent believer in the "Show Must Go On" philosophy. Altho the jock—victim of a freak accident recently—has been in traction, he has continued to do his regular-morning show, via a mike installed above his hospital bed and a direct line to KOMA.

Despite tornado warnings, Mike Dime and Ralph Hughes of WJONL St. Cloud, Minn., drew more than 700 teenagers to their recent Record Hop. Second Hop is planned for July 26, and the boys are soliciting advice from other jocks for the vent.

By Napier, WEAU, Eau Claire, Wis., saluted the "Singing Moms" in a special Mother's Day seg on his "Spinorama show last May. He payed platters by such famous mom-thrashes as Teresa Brewer, Gale Storm, Rosemary Clooney, Dorothy Collins.

Tom Edwards, WERE, Cleveland, cut a new record for Coral tagged "The Story of Elvis Presley," ("just the facts nothing derogatory") but to date neither RCA nor Presley will grant the label permission to release it. Consequently Edwards was in Manhattan last week to record a new side. At the same time he subbed for Martin Block on WABC, New York.

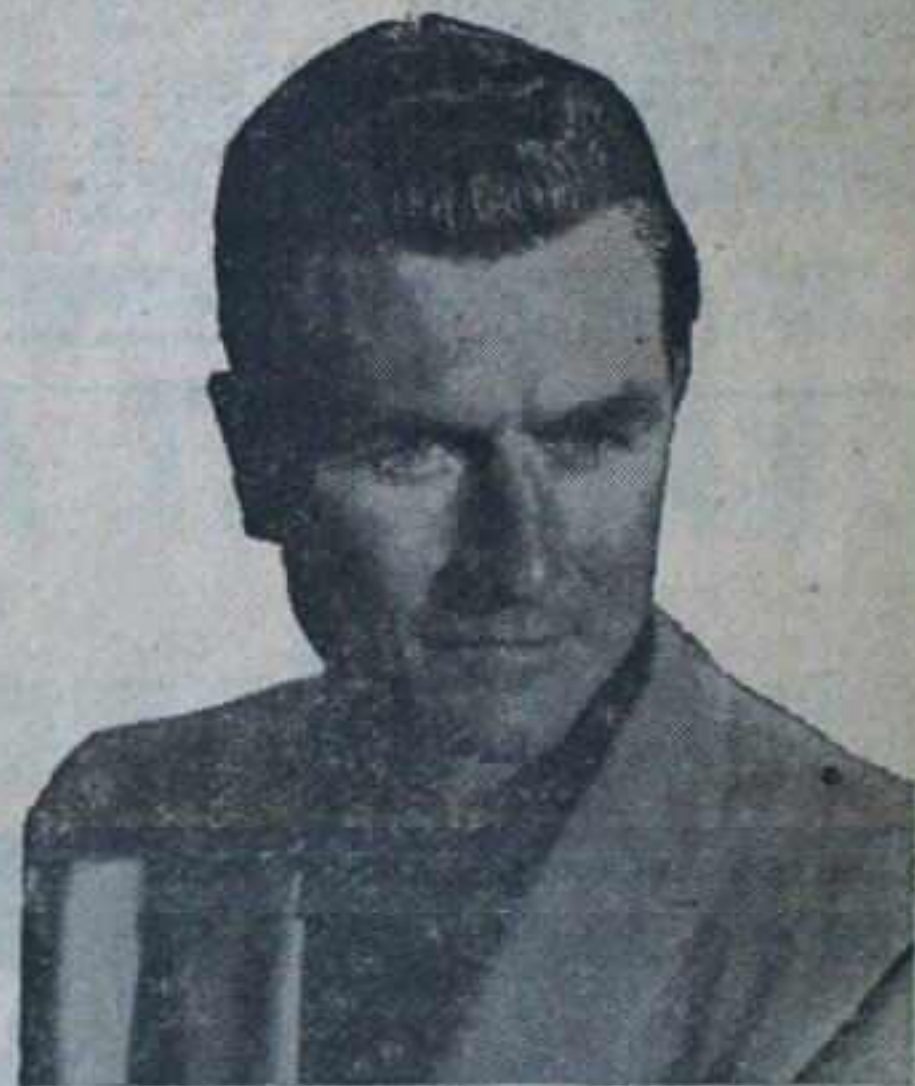
MONITOR MUSICAL SURVEY

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:

- Globe, Ariz. "Bye Bye Love," Everly Brothers, Cadence.
- Oregon City, Ore. "Love Letters in the Sand," Pat Boone, Dot.
- Rochester, N. Y. "So Rare," Jimmy Dorsey, Fraternity.
- Hartford, Conn. "Got to Get to Your House," David Seville, Liberty
- Lexington, Va. "Valley of Tears," Fats Domino, Imperial.
- Las Vegas, Nev. "Dark Moon," Bonnie Guitar, Dot.
- Columbia, S. C. "I'm Gonna Sit Right Down and Write Myself a Letter," Billy Williams, Coral.
- Little Rock "Summer Vacation," the Jordanaires, Capitol.
- Seattle "The Middle of a Dark, Dark Night," Guy Mitchell, Columbia.
- Bismarek, N. D. "Old Cape Cod," Patti Page, Mercury.



GEORGE PECK



**You're The One
I Ask of Heaven**

NO. 45-3506

*** NOW REV 45-3506**

GEORGE PECK
You're the One . . . 82
LIBERTY BELL 9018—A good rockabilly slice. Material, performance and recording are all top grade. If pushed, can do well nationally, pop and country. (Desert Palms-Renda, BMI)

I Ask of Heaven . . . 80
Another impressive warble on a smartly conceived side for current market. Styling is similar to George Hamilton IV. (Desert Palms-Renda, BMI)

*** BILLBOARD REVIEW**
JUNE 24 '57 ISSUE

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• **Reviews of New Pop Records**

KENNY BOWERS
How Come! 84
 COLUMBIA 40959—Bowers really belts this rock and roll-styled ballad with emotion. Side has to get some attention and warbler could inspire some violent partisanship. One to watch. (Empress, ASCAP)
Half a Mind....76
 A rather off-beat vocal styling by Bowers on some good ballad material. Warbler's intense delivery may or may not appeal, as on the stronger flip. (Terl, ASCAP)

TOMMY PRISCO
Teardrops in My Heart 83
 EPIC 9219—An outstanding warble of the country-type revival that could give Teresa Brewer's version a strong tussle. Voice and production pack strong appeal. One to watch. (Southern, ASCAP)
Maybe Someday....78
 Bouncy old-timey sounding tune is belted in a manner somewhat reminiscent of Tony Bennett and Eddie Fisher. Another nice side with a crisp shuffle beat and gang support. (Britton, BMI)

McGUIRE SISTERS
Around the World 83
 CORAL 61856—Smooth, velvety piping on the lovely pic theme. Should snag some jockey play, but bulk of spins and sales have already been coined by other versions, particularly by the Victor Young and Mantovani diskings. (Young, ASCAP)
Interlude....77
 Lush backing showcases wistful vocal treatment of poignant ballad. (Northern, ASCAP)

EDDIE COCHRAN
Drive In Show 82
 LIBERTY 55087—Cochran has the natural warm-weather follow-up to his "Sittin' in the Balcony." Similar side to the hit, and it could score similarly. A neat slice of underplaying. (American, BMI)

Am I Blue....76
 Cochran belts the oldie in fast rockabilly styling. Some excitement in the tempo, but flip has the appeal. (Whitmark, ASCAP)

RUSS MILLER
I Sit in My Window 80
 V.I.P. 1006—The ex-Kapp disk warbler socks out a rockabilly to brisk double-time tambourine backing. Otis Blackwell-Davenport tune is geared to the current market. A strong side that could click with exposure. (Starling, BMI)
Wait for Me, My Love77
 A more legit warble on this march-like tune. Good, big production adds class. A well-conceived coupling. Jocks will like this one. (Skyline, ASCAP)

GENE VINCENT
Wear My Ring 80
 CAPITOL 3763—Pretty rhythm ballad with excellent guitar support is rendered with feeling. Good teen stuff. (Duchess, BMI)
Lotta Lovin'....76
 This is the strongest for the artist since "Be-Bop-A-Lula." The bright rocker shows the artist in top form with a solid delivery that should attract plays. (Song Prod., BMI)

DICK RICHARDS
Blue Jean Baby 79
 COLUMBIA 40957—Richards sings a richly expressive, gentle brand of rockabilly which could catch on. Tune has teen-appeal. This could happen both pop and c.w. (Golden West, BMI)
We've Got a Right to Love....77
 Lad's "sound" is equally effective on this moving ballad. Backing is strictly rock and roll. (Cedarwood, BMI)

JILL COREY
Love Me to Pieces 79
 COLUMBIA 40955—Highly appealing, girlish rendition of the Melvin Endsley rocker. Honky tonk orking,

group and retentive strata give this a strong chance. Worth a whirl. (Acuff-Rose, BMI)
Love....68
 Cute come-hither chirping makes this material sound more substantial than it is. Ork gimmicks help, but if it clicks, it's because of the girl. More weight on the flip. (Kahl, BMI)

PERCY FAITH ORK
Hey Joss 77
 COLUMBIA 40949—Gay, lighthearted instrumental with a catchy Latin beat. First-rate jockey stuff. (Mapet, ASCAP)
What's It Like in Parel....73
 Haunting theme is accorded rich ork treatment by Faith, with Barbara Manners providing pretty chirping interlude mid-way thru platter. Dreamy was for mood music segt. (Cromwell, ASCAP)

RON GOODWIN ORK
Swinging Sweethearts 77
 CAPITOL 3748—Lively fiddle theme has a familiar ring in its combination of hoedown and samba flavor. Should be plenty of good programming use in this one. Beautiful playing and recording. (Morris, ASCAP)
I'll Find You....66
 Fancy, classy orking of a Toichard Evans film theme from "Sea Wife." Some jocks may use it. (Robbins, ASCAP)

SANDRA MEADE
Midnight Blues 76
 DECCA 30373—Solid outing in the blues vein. The chick wails in strong form and the arrangement swings the most. Definitely worth a listen. Also cut instrumentally by Les Baxter. (Trans World, BMI)
Aln' Nothing Wrong With That....75
 The gal has a warm and welcome way with this medium-paced ballad. Tenor solo and guitar backing adds class to the side. Worthy of jock spins. A commercial performer. (Amber, ASCAP)

RICHARD HAYES
Misery's Child 76
 DECCA 30376—A flashy vocal performance by Hayes of a folk-flavored

song. Unusual in content, and with good sound, this may get a lot of spins despite fact that in concept it's
 (Continued on page 53)

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Reviews of New Pop Records

Continued from page 52

keyed above the teen-age market. (Maple Leaf, BMI)
Missing You . . . 72
A complete switch from the flip. Tune is of the tender, romantic sort. Hayes has group of voices behind him, and it's done with a lift. (Cogar, BMI)

SID FELLER ORK
The Lady Killer . . . 75
ABC-PARAMOUNT 9836—An off-beat instrumental theme, with an amusing arrangement, and effective non-lyric warbling by chorus. Excellent lockey material. (Jane, BMI)
My Baby's Comin' Home . . . 71
Sweet stringed instrumental wrapup of sentimental ballad. Side is from Feller's album "Music for Expectant Mothers." (Roxbury, ASCAP)

JERRY LEWIS
By Myself . . . 75
DECCA 30370—The great Schwartz-Dietz tune gets yet another disk version. Tune is featured by Lewis in his plea, "Delicate Delinquent." A nice, suitably dramatic performance which figures to get a share of action. (DeSylva, Brown & Henderson, ASCAP)
No One . . . 70
Tune has a flavor of "Do You Ever Think of Me," and Lewis sings it in a strangely quiet, underplayed effect. Fair enough was but flip should be the more-played side. (Leeds, ASCAP)

GENE AUSTIN
A Porter's Love Song to a Chambermaid . . . 75
VICTOR 6969—A cute revived novelty. Gene Austin chants it with a relaxed style, and in a manner denoting plenty of class. Jocks are likely to give it good exposure. (Mayfair, ASCAP)
I Could Write a Book . . . 70
Another side which is a welcome change from run-of-the-mill wax. Tune is from "Pal Joey." Austin sings it with charm to a backing of unusual appeal. (Chappell, ASCAP)

LORI JAY
Two Hearts Apart . . . 74
RIM 2017—Dual track on a pretty rhythm ballad with chorus and ork backing. Chick makes an impressive debut with an expressive vocal that could attract buys, if the platter is pushed. (Rim, BMI)
I'm Gonna Love You . . . 68
Kittenish approach on a rocker—also backed by chorus and ork. Side is nicely done, but flip is stronger. (Rimo, BMI)

DEAN JONES
Hush-a-Bye . . . 74
M-G-M 12506—This is a lullaby set in a mildly Latin rhythm with interesting background highlighted by ukulele and chorus. An okay reading but flip will get the attention. (Roosevelt, BMI)
The Ballad of Gunsmoke Ridge . . . 67
A good balladeer, Jones works out here on a stirring opus from the film

"Gunsmoke Ridge." Tune has a galloping hoofbeat rhythm and Jones gives a spirited reading. Pic interest can bring some action. (Madrigal, ASCAP)

ANNISTEEN ALLEN
Rough Lover . . . 73
DECCA 30368—The gal wants to be kicked around. This gets over via Miss Allen's charged-up delivery of the better-than-normal tune content. Side swings in a moderately commercial groove and could build some interest. (Danby, BMI)
Pardon Me . . . 69
A nice arrangement, and the melody has an agreeable quality. Okay thrashing but more dynamics make the flip a better side. (Danby, BMI)

FRANK DE VOL ORK
Love in the Afternoon . . . 73
COLUMBIA 40953—Flick title song in instrumental version with humming chorus and mandolin. The Mercer-Malneck tune is out in several other versions, including vocals, but this is as attractive as any. (Commander, ASCAP)
Venice . . . 68
Picturesque Italianate melody with mandolins and trappings. It's a De Vol original and spinworthy for mood segs. (Parade, BMI)

LARRY HOOPER
Johnny Tremain . . . 72
BRUNSWICK 55019—Action can be expected to center on this Disney work, already available in several other versions. Tune has spirit of the Minutemen packed-in and Hooper's booming bass version can generate interest. (Wonderland, BMI)
Liberty Tree . . . 72
Another patriotic, drum-rolling job from the "Johnny Tremain" opus. This, too, can get a share of the loot on the score tunes, tho others offer heavy competition. (Wonderland, BMI)

DICK CONTINO
The Object of My Affections . . . 72
MERCURY 71146—Instrumental reading of the standard. Pleasant listening. (Bourne, ASCAP)
By the Bend in the River . . . 71
A pretty piece of material, with some of the quality of a tone poem. There's a brief vocal; but actually it's more of an instrumental featuring accordion. For jocks. (Olman & Schirmer, ASCAP)

TONY TRAVIS
Red Shutters . . . 72
VERVE 10061—A bright lyric set to an old melody, and as chanted by Tony Travis it makes good wax. Buddy Bregman has fashioned a simple, tho artful arrangement which provides a rollicking beat. (Bourne, ASCAP)
Footsteps . . . 71
Unusual material and a haunting minor strain to this one. The Bill Thompson Singers providing an effective touch behind Travis' vocal. (Hill & Range, BMI)

FRED LOWERY
Sunrise Serenade . . . 72
DECCA 30375—Virtuoso whistling solo on the great standard. Good chance of pace programming for jocks. Both sides are from Lowery's recent album "Walking Along Kicking the Leaves." (Jewel, ASCAP)
Tennessee Waltz . . . 70
Poignant standard is wrapped up in fine whistling solo. Same comment on deejay potential. (Acuff-Rose, BMI)

CHUCK ALAIMO QUARTET
Local 66 . . . 72
M-G-M 12508—The Rochester group second disk follows up a great debut which failed to make much noise. This, however, is another solid blues instrumental with great tenor wailing which, if exposed, could still get this group moving. Solid for jocks, too. (Time, BMI)
How I Love You . . . 63
Hackneyed ballad material with Alaimo's delivery and arrangement to match. Saving grace is the solid-honking tenor spot in the middle. Flip is the side to watch. (Time, BMI)

DON, DICK'N JIMMY
Building a Paradise . . . 71
VERVE 10062—A quality song, tender in sentiment, chanted well. Backing is restrained rock and roll arrangement. Tasteful. (Hill & Range, BMI)
Be Sweet to Me . . . 71
Tasteful wax like the flip. This is a rhythm side, relaxed in feeling. A strong virtue is its production—which is neat and without gimmicks. (Kahn, ASCAP)

THE JIMMY STEWART TRIO
Blue Mist . . . 71
FINE 1577—This side is a mood piece, quite unlike the flip. Horns has a lot of soul here. Deejays of discernment will like this.
Easy Going . . . 70
Instrumental. Arrangement has organ and horns answering, backed by a fetching beat. Nice wax, tasteful and creative.

(Continued on page 54)

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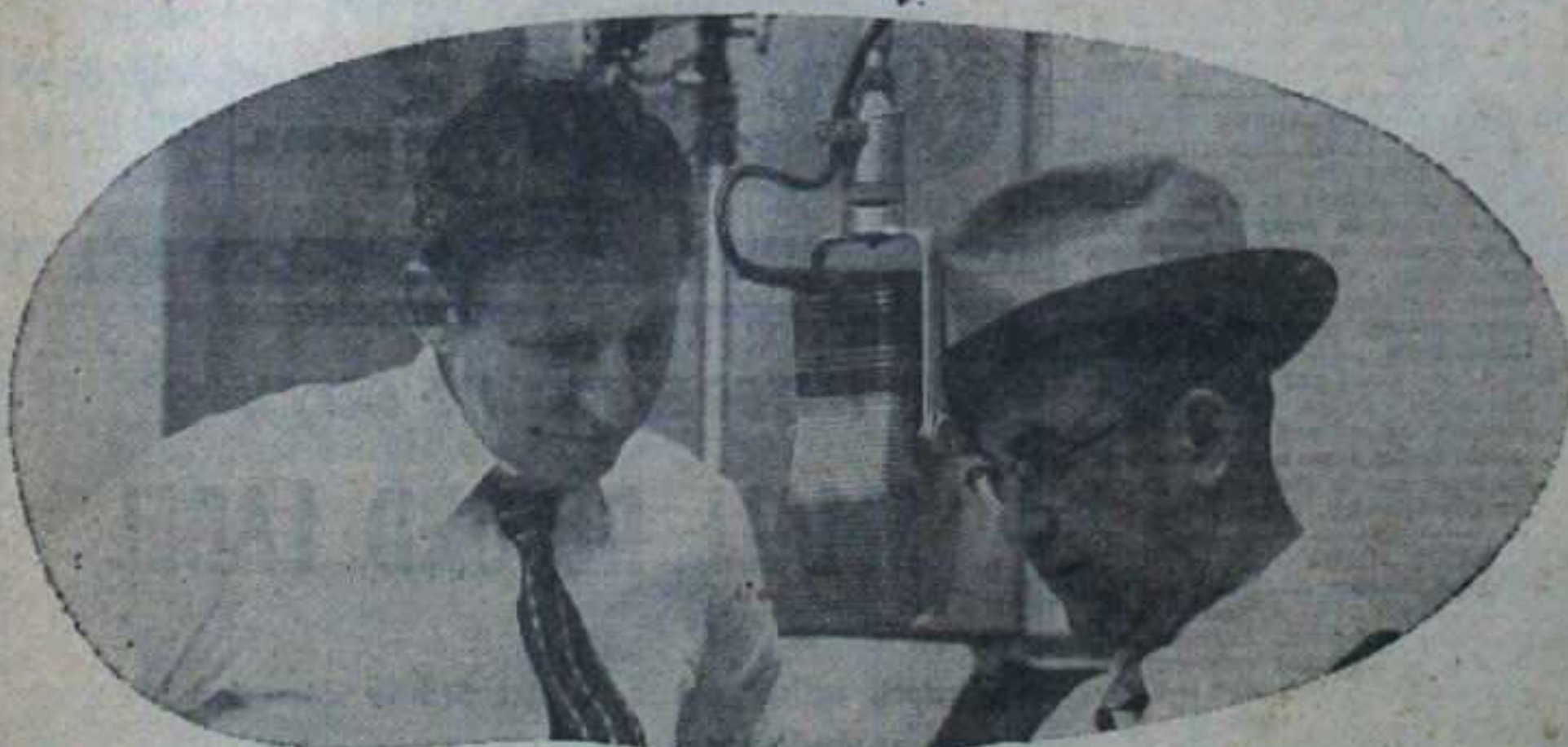


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"PETER PIPER"



RECORD NO. 3748

Reviews of New Pop Records

Continued from page 53

DON DEAL
Unfaithful Diane71
ERA 1039—Rockabilly, but of the type that leans considerably to folk. Interesting material and performance. Don Deal's vocal is gimmicked with echo; but disk has undoubtedly a good quality of sound. (Hilary, BMI)
Devil of Deceit70
Similar to the flip, but even more of the folk flavor. Not quite as much echo as the flip. (Pamper, BMI)

THE PREPS
Promise Me Baby71
CAPITOL 3761—Attractive rendition of a medium rhythm ballad with bright guitar support should go well. (Liblon, BMI)
Again and Again70
Pleasant warbling and harmony on a rocker. Flip appears slightly stronger. (Morris, ASCAP)

THE VICTOR YOUNG SINGING STRINGS
Tell My Love71
DECCA 30192 — Picturesque Victor Young theme from "Omar Khayyam" flick batoned by Alfred Newman. Schmaltzy deejay stuff, less suited to retail singles action. (Famous, ASCAP)
The Purple Hills68
Young theme from "Run of the Arrow," in Western mode with harmonica spotted. Similar comment to flip. (Young, ASCAP)

JOVAN DELL
Love Me Forever70
BALLY 1038 — Original phrasing marks this highly stylized reading of a so-so rock and roll ballad. Flip is stronger side. (Valleydale, BMI)
Bon Bon Baby68
New Bally canary has a commercial sound on this infectious rockabilly platter. Watch this one. (Bon Bon, BMI)

WINIFRED ATWELL
Struttin' Down Jane Street70
LONDON 1750—The artist comes on like Eddie Heywood on a Latin type instrumental. Some jocks may like. (Mecca, ASCAP)
Space Ship Boogie63
Fine piano technique by Miss Atwell on a fast boogie with rhythm support. Commercial future doubtful. (Wood, ASCAP)

CHUCK RHUBARB AND HIS SERGEANTS
Animals Rock 'n' Roll70
KEY 578—An amusing rocker gim-

micked with the sounds of barking dogs, cackling chickens, mooing cattle, etc., with vocal segments by Rhubarb. The unusual novelty could go over well with jocks. Both sides were cut in Belgium. (BIEM)
Hungarian Rocksoody62
Rocking take-off on a Hungarian folk theme. Flip is the side that will attract buys. (BIEM)

JOHNNIE EAGER
No Hubs!69
VICTOR 6971—Rhythm side with a novelty lyric, and a swinging, relaxed feeling. Harks back to songs of a much earlier year. (Criterion, ASCAP)
There Are Two "Eyes" in Hawaii69
Rhythm side with Hawaiian flavor. Beat is leisurely, but strong. Eager's pleasant vocal has a chorus behind it. (Criterion, ASCAP)

BILLY LEACH
Songs of the Barefoot Mallman69
BALLY 1039 — Folksy novelty is handed okay vocal job by Leach and chorus. Moderate spin potential. (Tele-Graft, BMI)
Lil's Grift66
Leach registers with exuberance on a routine up-tempo tune. (Tele-Graft, BMI)

VARIOUS ARTISTS
Opus and Interlude68
SAVOY 4500—A swinging side that could go well for jocks with jazz segments. Side is from the album, "Opus in Jazz." The group is headed by Milt Jackson. Some jukes can use these. (Crossroads, BMI)
Opus De Funk65
Another tune from the album with the same appeal as the flip. (Wood, BMI)

DUKE MITCHELL
The Careless Years68
LIBERTY 55086—Mitchell turns in an emotion-filled, wide-vibrato warble on the flick title song. Bill Ward's production is noteworthy. More so than the solo. (Dayta, BMI)
Crazy Heart68
Warbler does one of Ward's tunes in ebullient style that combines Sinatra and rockabilly elements, but lacks quality. (Ward, BMI)

SANDY REID
Lemonade68
Ac'cent 1054—Young artist attractively presents a cute tale about kiddie lemonade stands as a source of movie money. Fair possibilities. (Kord, BMI)
Put the Beat Behind It66
Pleasant rocker with a very danceable beat is agreeably presented, but flip is stronger. (Kord, BMI)

HENRI DE PARI
Something Special68
RKO UNIQUE 405—Sprightly soprano sax solo work on a jaunty instrumental with a prancing tempo, by ork which introduced "Seven Days in Barcelona." Interesting deejay wax. (Amy, BMI)
Bravo Toreador66
Standout soprano sax work blended with castanets for distinctive sound on this pleasant instrumental side. Another strong item for spinners. (Amy, BMI)

FRANK HOLDER
Caterpillar Bush67
LONDON 1747—A gay calypso with several amusing verses and authentic sound. Side should do fair biz. (Holla, BMI)
Jump in the Line67
Soft reading of a Latin flavored tune. Same potential as flip. A swinging version of the song was done by Woody Herman some time ago. (Holla, BMI)

THE TAZMEN
Crackjack67
TAZ 1003—A rock and roll instrumental. Plenty of guitar, horns and a handclapping accompaniment. Fair performance. (Keith, ASCAP)
Green Light67
Very similar to the flip, but without the handclapping, and with more emphasis on the horns. (Keith, ASCAP)

MICHAEL SARKISSIAN ORK
Greek Mambo67
JAY 510 — Instrumental, featuring strings and backed by a full-voiced choir. This is out of the usual groove and merits play.
Road to the Catskills62
A weirdie. A rock and roller with a Middle Eastern quality. Lyric tells of the summer trek to the Catskills, whereas the music is reminiscent of a snake-charmer's repertoire.

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

NICK ALEXANDER: Contestoga Wagons/False Heart—Embec 1001
JEFF ALLEN: Guilty Mind/That'll Be the Day—Verve 10064
LITTLE JIMMY DEMPSEY: A Beggar/You Were the One—Stars 2150
NORMA DOUGLAS: Find Another Shoulder to Cry On/A She Girl Looking for a He Man—RKO Unique 404

FOUR SPICES: How I Love You/Wild Flower—M-G-M 12510
HOWARD FRIED: America, My Wonderful/The Glow-Worm—Thalia 16
WOODY HERMAN: Arizona/Love in the Afternoon—Verve 10063
(Continued on page 57)

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b/w
"OBEREK"
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Bowery 217
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LATEST RELEASE
Paul Anka
'DIANA'
9831

THE KIRBY STONE FOUR
S-S-S'Wonderful
b/w
Raven
Cadence #1328
cadence
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"DON'T MAKE ME GO"
Sun 288

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 29

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	13	WHITE SPORT COAT (BMI) —Marty Robbins	Col 40864
2	3	8	BYE BYE LOVE (BMI) —Everly Brothers	Cadence 1315
3	2	11	FOUR WALLS (BMI) —Jim Reeves	Vic 20-6874
4	4	11	GONNA FIND ME A BLUEBIRD (BMI) —Marvin Rainwater	M-G-M 12412
5	5	21	GONE (BMI) —Ferlin Husky	Cap 3628
6	6	15	FRAULEIN (BMI) —Bobby Helms	Dec 30194
7	7	6	FALLEN STAR (BMI) —Jimmy Newman	ASCAP—Dot 1289
8	8	6	BYE BYE LOVE (BMI) —Webb Pierce	Dec 30321
9	15	2	TEDDY BEAR (ASCAP) —Elvis Presley	Vic 20-7000
10	10	7	NEXT IN LINE (BMI) —Johnny Cash	ASCAP—Sun 266
11	9	14	ALL SHOOK UP (BMI) —Elvis Presley	ASCAP—Vic 20-6870
12	11	16	HONKY TONK SONG (BMI) —Webb Pierce	Dec 30255
13	12	4	WHOLE LOTTA SHAKIN' GOIN' ON (BMI) —Jerry Lee Lewis	Mercury—Sun 267
14	13	4	TOO MUCH WATER (BMI) —George Jones	Mercury—71096
15	—	2	TALKIN' TO THE BLUES (BMI) —Jim Lowe	Dot 15569

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JUNE 29

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	11	FOUR WALLS —Jimmy Reeves	Vic 20-6174—BMI
2	2	13	WHITE SPORT COAT —Marty Robbins	Col 40864—BMI
3	3	9	BYE BYE LOVE —Everly Brothers	Cadence 1315—BMI
4	4	8	FALLEN STAR —Jimmy Newman	Dot 15574—BMI
5	5	20	GONE —Ferlin Husky	Cap 3628—BMI
6	6	14	GONNA FIND ME A BLUEBIRD —M. Rainwater	M-G-M 12412—BMI
7	7	6	BYE BYE LOVE —Webb Pierce	Dec 30321—BMI
8	8	16	HONKY TONK SONG —Webb Pierce	Dec 30255—BMI
9	9	13	FRAULEIN —Bobby Helms	Dec 30194—BMI
10	11	7	NEXT IN LINE —Johnny Cash	Sun 266—BMI
11	—	1	TEDDY BEAR —Elvis Presley	Vic 20-7000—ASCAP
12	13	4	I'LL BE THERE (BMI) —Ray Price	Col 40889—BMI
13	—	2	ON MY MIND AGAIN —Billy Walker	Columbia 40920—BMI
14	—	1	THERE YOU GO —Johnny Cash	Sun 258—BMI
15	—	1	MISTER LOVE —Ernest Tubb & Wilburn Brothers	Dec 30305—BMI

Reviews of New C&W Records

MELVIN ENDSLEY
Keep A-Lovin' Me Baby . . . 85
 VICTOR 6968 — Strong all-market song solidly delivered by the clogger, more pop-styled versions. (Acuff-Rose, BMI)
Lonely All Over Again . . . 78
 Endsley's performance is impressive on this tune, altho his material on flip is stronger and has broader market appeal. Two good sides. (Acuff-Rose, BMI)

MEL TILLIS
Juke Box Man . . . 76
 COLUMBIA 40944—Bright rockabilly with chorus support is a strong effort. Side like flip has pop appeal and could cop sales in both pop and c.&w. markets. (Golden West, BMI)
If You'll Be My Love . . . 75
 Coupling is the artist's strongest recently. The rockabilly is given a vigorous, attractive rendition that should also find favor. (Cedarwood, BMI)

LONZO AND OSCAR
Gone No. 2 . . . 76
 DECCA 30374—Another version of the Ferlin Husky hit. Lots of chuckles here with probably stronger over-all appeal than the flip. Jocks should offer this for humorous change of pace. (HBB & Range & Dallas, BMI)
A Fallen Star . . . 74
 A humorous take-off on the hit. This parody has to do with the recording star and his problems with pop charts. Jocks will appreciate this humor. (Tree, BMI)

GENE AUTRY
Half Your Heart . . . 72
 COLUMBIA 40960—Heartfelt reading by Autry on a plaintive country ballad. Good old-styled side for c.&w. jocks. (Dandelion, BMI)
Darlin' What More Can I Do . . . 70
 Pleasant chanting by the movie-TV cowboy on an ordinary prairie theme. (Western, ASCAP)

GEORGE McCORMACK
The Blues Moved In This Morning . . . 72
 M-G-M 12504—McCormack vocal has strong emotional impact on a plaintive country blues, effectively contrasted with rock and roll pattern on backing. Good jockey wax. (Acuff-Rose, BMI)
After All We've Been Through . . . 69
 Poignant country ballad gets okay vocal treatment. McCormack registers better on flip. (Acuff-Rose, BMI)

DOUG HARDEN
Foolin' Me . . . 72
 REV 3502—Harden chants with a strong, true voice, and impresses as a comer. Tune here is a weeper, but not very well crafted. A chorus behind the vocalist gives a big sound to the disk. (Pontra, BMI)
The Storm . . . 69
 Song material is unusual employing symbolism of the storm as reflecting a strife-torn soul. Has a folk quality, altho somewhat artificial. Harden belts out a tune very well. (Pontra, BMI)

CARL STORY AND HIS RAMBLING MOUNTAINEERS
Banjo on the Mountain . . . 70
 MERCURY 71143—Swift, mountain styled instrumental of the hoe-down variety features a sparkling banjo. Side could have territorial appeal. (Starrite, BMI)
Got a Lot to Tell My Jesus . . . 70
 Lively, spirited version of a hymn should go well. The group sounds really sincere and sings with feeling. (Nash, BMI)

RUTH TALLEY
Heartaches to Bear . . . 69
 M-G-M 12505—Gal wails on weeper with fine sense of dramatic content of lyric. Spin-able side for jocks who like their c.&w. in the good old style. (Acuff-Rose, BMI)
The Last Time . . . 68
 Same comment. (Acuff-Rose, BMI)

AL TERRY
It's What You Are to Me . . . 67
 HICKORY 1066—Pop-ish ballad is wrapped up in sincere vocal treatment by Terry. Could pull jockey spins if properly exposed. (Acuff-Rose, BMI)
Late Date . . . 65
 Competent vocal on a tune with a good lyric idea but routine melody. (Acuff-Rose, BMI)

BILL PRICE
We Can Never Love Again . . . 67
 BLUE HENN 227—A weeper in the traditional style. In fact, this one has some of the real hill sound. For jocks who like the old, old style. **Alone and Blue** . . . 64
 A weeper. Bill Price does it in the traditional style. With strings and honky tonk piano. (Acuff-Rose, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:
CLEVE WARNOCK: So Goes Life/Boy and a Guitar—Stars 2127
RUSTY WATERS: How Do I Stand With You/Out of My Mind—Excel 125

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK

Review Spotlight on . . . C&W RECORDS

EDDY ARNOLD
Crazy Dream (Acuff-Rose, BMI)
Oper Your Heart (Aberbach, BMI)—RCA Victor 6975—Veteran c.&w. star's winning reading of sock rock and roll flavored rhythm-ballad "Crazy Dream" (A cover of the Eileen Rodgers disk) could go pop as well as country. Flip is a sincere vocal wrap-up of a moving sacred-type song.
FARON YOUNG
Moonlight Mountain (Vickers, ASCAP)
Love Has Finally Come My Way (Witmark, ASCAP)—"Moonlight Mountain" is a lovely ballad with a light beat that gets a soft, attractive warble. Side is backed by a chorus with a contrapuntal theme hauntingly hummed by a soprano. "Love" is an equally listenable ballad with a slightly faster tempo also well rendered and backed by a chorus.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 29

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. **Fallen Star**
Jimmy Newman, Dot
2. **Missing You**
Webb Pierce, Dec.
3. **Teddy Bear**
Elvis Presley, Vic.
4. **Bye Bye Love**
Everly Brothers, Cdc.
5. **Four Walls**
Jim Reeves, Vic.

Dallas-Fort Worth

1. **Fraulein**
Bobby Helms, Dec.
2. **Bye Bye Love**
Webb Pierce, Dec.
3. **Four Walls**
Jim Reeves, Vic.
4. **White Sport Coat**
Marty Robbins, Col.
5. **Gonna Find Me a Bluebird**
Marvin Rainwater, MGM
6. **Gone**
Ferlin Husky, Cap.

Houston

1. **Fraulein**
Bobby Helms, Dec.
2. **Teddy Bear**
Elvis Presley, Vic.
3. **Bye Bye Love**
Everly Brothers, Cdc.
4. **White Sport Coat**
Marty Robbins, Col.
5. **Four Walls**
Jim Reeves, Vic.

MEMPHIS

1. **Bye Bye Love**
Everly Brothers, Cdc.
2. **Fallen Star**
Jimmy Newman, Dot
3. **All Shook Up**
Elvis Presley, Vic.
4. **Whole Lotta Shakin' Goin' On**
Jerry Lee Lewis, Sun
5. **Gone**
Ferlin Husky, Cap.

Nashville

1. **Fallen Star**
Jimmy Newman, Dot
2. **Bye Bye Love**
Everly Brothers, Cdc.
3. **White Sport Coat**
Marty Robbins, Col.
4. **Four Walls**
Jim Reeves, Vic.
5. **Fraulein**
Bobby Helms, Dec.

New Orleans

1. **Fallen Star**
Jimmy Newman, Dot
2. **Gone**
Ferlin Husky, Cap.
3. **Four Walls**
Jim Reeves, Vic.
4. **White Sport Coat**
Marty Robbins, Col.
5. **Is It Wrong?**
Warner Mack, Dec.

Richmond, Va.

1. **Bye Bye Love**
Everly Brothers, Cdc.
2. **Fallen Star**
Jimmy Newman, Dot
3. **Fraulein**
Bobby Helms, Dec.
4. **Try to Take It Like a Man**
Carl Smith, Col.
5. **White Sport Coat**
Marty Robbins, Col.

St. Louis

1. **Gonna Find Me a Bluebird**
Marvin Rainwater, MGM
2. **Bye Bye Love**
Everly Brothers, Cdc.
3. **White Sport Coat**
Marty Robbins, Col.
4. **Fallen Star**
Jimmy Newman, Dot
4. **Four Walls**
Jim Reeves, Vic.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn
 "Old D minion Barn Dance," which has run continuously at the WRVA Theater, Richmond, Va., the last 11 years, has ceased operation. Continued decline in attendance the last 12 months along with increased operating expenses were given as the reasons. . . . Hillbilly pianist Moon Mullican made a series of personals in the Houston area, June 27-July 16, with dates and promotion handled by Bill Freeman, of Tex Talent Enterprises, Houston. Sharing the spotlight with Mullican was Smilin' Jerry Jericho, with music furnished by the Texas Plainsmen. . . . Paul Gilley, booker-promoter, who handled the managerial reins on Denver Duke and Jeffrey

Null, is reported to have drowned recently. Details are lacking.

Pee Wee King and Little Eller Long were features on the Homecoming Show in Knoxville, July 1-2, and planed from there to Minneapolis for a return engagement at the Flame Club, July 4-7. . . . Nan Castle, 16-year-old c.&w. singer of Cooper, Tex., was a winner on Arthur Godfrey's "Talent Scouts" over the CBS-TV network June 24, and spent the following week in New York for appearances on Godfrey's daily TV and radio stanzas over the CBS facilities. Nan, who records for RCA Victor, is a regular on the Saturday night "Red River Jamboree" in Paris, Tex., and has her own "Nan Castle Show" on KSST, Sulphur Springs, (Continued on page 57)

THE ONE YOU CAN'T HEAR
TOO MANY TIMES!
 Wiley Barkdull's
TOO MANY
 HICKORY 1065

SICK, SOBER & SORRY
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• This Week's R&B Best Buys

ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU (PARTS I & II) (Ace, BMI)—Huey Smith—Ace 530—The platter heads the list on the New Orleans best-selling chart and is a very strong Southern favorite. It also has caught on in the other top markets and figures to be a big one.

• Review Spotlight on . . .

R&B RECORDS

FRANKIE LYMON AND THE TEENAGERS
Goody Goody (DeSylva, Brown & Henderson, ASCAP)—Gee 1039—See review in Pop Spotlight section.

LLOYD PRICE
Lonely Chair (Progressive, BMI)
The Chicken and the Bop (Progressive, BMI)—KRC 301—The melody of "Lonely Chair" is similar to "Just Because," and Price belts it with the same sock appeal that made the latter a big one. "Chicken" is a rocker-blues that gets an equally strong delivery. Fine coupling here should reap a lot of coin.

OCIE SMITH
Lighthouse (Empress, ASCAP)
Too Many (Acuff-Rose, BMI)—Cadence 1329—See review in Pop Spotlight section.

JIMMY BREEDLOVE
Over Someone Else's Shoulder (I Fell in Love With You) (Brogman, Vocco & Conn, ASCAP)—See review in Pop Spotlight section.

R&B SONGS

Long, Lonely Nights (Arc, BMI)
Lee Andrews and the Hearts Chess 1665
Clyde McPhatter Atlantic 1149
The Kings Baton 245
See review in Pop Spotlight section.

R&B DISK JOCKEY PROGRAMMING

WINI BROWN, LARRY DALE AND COOTIE WILLIAMS ORK
It's All in Your Mind (Shalimar, ASCAP)—The slow, down-to-earth song, co-cleffed by Otis Blackwell, is most appealingly presented by the vocalists with great band backing. Spins should prove highly acceptable as something "different." On the flip, "Available Lover," Miss Brown turns in a fine solo vocal with more of the same listenable backing by Williams. (Iris-Trojan, BMI)

CLIFF BUTLER ORK
My Mood (Excellorec, BMI) Narco 6003—Bluesy, mood instrumental features outstanding piano work by Bennie Holton with solid ork support. Side merits plenty of pop as well as r.&b. spins. Flip, "On My Mind," has Butler shouting out a blues with organ backing. (Excellorec, BMI)

R&B TALENT

MALCOLM DODDS
It Took a Long Time (Bonnie, ASCAP)—End 1000—Dodds presents a fresh and original approach with several vocal gimmicks on a slow, rhythm ballad. A group of weird voices lends support that makes the styling a very acceptable side. Flip, "Beauty and the Beast," tells of rock and roll in the jungle among the beasts. Plenty of gimmicks here, too! (Very End, BMI)

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EVERYBODY HAS A FOOL

WILLIE HEADEN #417

FOR BETTER OR WORSE

VERNON GREEN #419

DOOTO RECORDS

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LITTLE RICHARD'S

"I LOVE MY BABY"

b/w "MAYBE I'M RIGHT"

Peacock #1673

PEACOCK RECORDS, Inc.

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• Reviews of New R&B Records

LITTLE ESTHER
If It's News to You 85
SAVOY 1516—A great swinging blues by the chick. She belts it hard and the band gives her a great beat to build on. A very strong side that could easily break out with proper exposure. (Crossroads, BMI)
Lonely in My Heart 83
Esther sounds "grown" since her last, and on this slowly swinging, penetrating ballad she gives a standout performance. Style is very close to Dinah Washington's. Action could come here, too. A strong pairing. (St. Louis, BMI)

SMILEY LEWIS
Goin' to Jump and Shout 79
IMPERIAL 5450—Lewis exudes his usual sock showmanship on a lively rhythm tune with verveful pacing. He has had stronger. (Travis, BMI)
Go On Fool 77
A rockin' side, highlighted by Lewis' admirable sales savvy and an infectious beat. Fine juke and sock material. (Travis, BMI)

CHARLES WILLIAMS
So Worried 78
CHECKER 866—Fast, swingin' blues and Williams knows how to shout them. Disk builds and builds with strong vocal delivery and band that pounds it out. Some pop potential, too. (Arc, BMI)
Darling 72
Slowed pace on this side. Ballad performance has emotion. Flip rates an edge. (Arc, BMI)

ANNIE LAURIE
You're the Only One for Me 76
DE LUXE 6140—Tasty multi-track piping on bluesy jazz-flavored ballad.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 29

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, Spe.
 3. Jenny, Jenny Little Richard, Spe.
 4. Please Send Me Someone to Love Moonglows, Chs.
 5. Whispering Bells Del Vikings, Dot
 6. Little Darlin' Diamonds, Mer.
 7. Young Blood Coasters, Atco.
 8. Just to Hold My Hand Clyde McPhatter, Atl.
 9. Valley of Tears Fats Domino, Imp.

- Charlotte**
1. Searchin' Coasters, Atco.
 2. So Rare Jimmy Dorsey, Fty.
 3. Love Letters in the Sand Pat Boone, Dot
 4. Short Fat Fannie Larry Williams, Spe.
 5. Jenny, Jenny Little Richard, Spe.

- Chicago**
1. Send for Me Nat (King) Cole, Cap.
 2. Bye Bye Love Everly Brothers, Cdc.
 3. Please Send Me Someone to Love Moonglows, Chs.
 4. Love Letters in the Sand Pat Boone, Dot
 5. Next Time You See Me Little Jr. Parker, Duk.

- Cincinnati**
1. United Otis Williams & His Charms, Del.
 2. Just to Hold My Hand Clyde McPhatter, Atl.
 3. Whispering Bells Del Vikings, Dot
 4. Jenny, Jenny Little Richard, Spe.
 5. C. C. Rider Chuck Willis, Atl.
 6. Everyone's Laughing Spaniels, Vj.
 7. Send for Me Nat (King) Cole, Cap.
 8. My Dream Platters, Mer.
 9. Young Blood Coasters, Atco.

- Detroit**
1. Send for Me Nat (King) Cole, Cap.
 2. So Rare Jimmy Dorsey, Fty.
 3. Young Blood Coasters, Atco.
 4. I Wanna Get Married B. B. King, RPM
 5. Please Send Me Someone to Love Moonglows, Chs.
 6. Jenny, Jenny Little Richard, Spe.
 7. Searchin' Coasters, Atco.

- Los Angeles**
1. So Rare Jimmy Dorsey, Fty.
 2. All Shook Up Elvis Presley, Vic.
 3. Valley of Tears Fats Domino, Imp.
 4. School Day Chuck Willis, Chs.
 5. Over the Mountain Johnnie & Joe, Chs.
 6. Send for Me Nat (King) Cole, Cap.
 7. Little Darlin' Diamonds, Mer.

- New Orleans**
1. Rockin' Pneumonia Huey Smith, Ace.
 2. Short Fat Fannie Larry Williams, Spe.
 3. Valley of Tears Fats Domino, Imp.

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JUNE 29

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)	1	9
YOUNG BLOOD (BMI)—Atco 6087		
2. SHORT, FAT FANNIE (BMI)—Larry Williams	7	3
High School Dance (BMI)—Specialty 608		
3. C. C. RIDER (BMI)—Chuck Willis	4	9
Ease the Pain (BMI)—Atlantic 1130		
4. JENNY, JENNY (BMI)—Little Richard	2	4
MISS ANN (BMI)—Specialty 606		
5. SO RARE (ASCAP)—Jimmy Dorsey	8	7
Sophisticated Swing (ASCAP)—Fraternity 755		
6. VALLEY OF TEARS (BMI)—Fats Domino	6	7
It's You I Love (BMI)—Imperial 5442		
7. UNITED (BMI)—Otis Williams & His Charms	5	3
Don't Deny Me (BMI)—Deluxe 6138		
8. SEND FOR ME (BMI)—Nat (King) Cole	12	2
My Personal Possession (BMI)—Cap 3737		
9. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	3	8
My Baby's Gone On, On (BMI)—Chess 1664		
10. BYE BYE LOVE (BMI)—Everly Brothers	—	3
I Wonder If I Care as Much (BMI)—Cadence 1315		
11. ALL SHOOK UP (BMI)—Elvis Presley	12	14
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
12. JUST TO HOLD MY HAND (BMI)—Clyde McPhatter	10	11
No Matter What (ASCAP)—Atlantic 1133		
13. EVERYONE'S LAUGHING (BMI)—Spaniels	—	1
I, O, U (BMI)—Vee Jay 246		
14. PLEASE SEND ME SOMEONE TO LOVE (BMI)—Moonglows	—	1
Mr. Engineer (BMI)—Chess 1661		
15. TEDDY BEAR (ASCAP)—Elvis Presley	—	1
Loving You (BMI)—Vic 20-7000		

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JUNE 29

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. SEARCHIN'—Coasters	2	5
Atco 6087—BMI		
2. C. C. RIDER—Chuck Willis	1	11
Atlantic 1130—BMI		
3. VALLEY OF TEARS—Fats Domino	3	5
Imperial 5442—BMI		
4. SCHOOL DAY—Chuck Berry	4	14
Chess 1653—BMI		
4. YOUNG BLOOD—Coasters	5	10
Atco 6987—BMI		
6. LET THE FOUR WINDS BLOW—Roy Brown	13	3
Imperial 5439—BMI		
7. JIM DANDY GOT MARRIED—Lavern Baker	—	6
Atlantic 577—BMI		
8. SEND FOR ME—Nat (King) Cole	—	1
Capitol 3737—BMI		
9. OVER THE MOUNTAIN—Johnnie & Joe	—	5
Chess 1664—BMI		
10. I'M WALKIN'—Ricky Nelson	—	1
Verve 10047—BMI		
10. I'M WALKIN'—Fats Domino	—	15
Imperial 5428—BMI		
10. SO RARE—Jimmy Dorsey	—	2
Fraternity 755—ASCAP		
10. OUT IN THE COLD AGAIN—Teenagers	—	1
Gee 1036—ASCAP		
14. PLEASE SEND ME SOMEONE TO LOVE—Moonglows	10	2
Chess 1661—BMI		
14. TEDDY BEAR—Elvis Presley	13	2
Loving You—BMI		

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

"With skiffle, the lyric is just as important as the rhythm," says Charles McDevitt, leader of one of the top British skiffle groups. McDevitt is here in the States for a two-week visit along with his star thrush, Nancy Whiskey, and the "washboard" man of his group, Mark Sharratt.

McDevitt gave credit to Lonnie Donegan for starting the current frantic craze for skiffle in Britain, with a chance recording of "Rock Island Line," where Donegan handled the vocal as a member of a recording ensemble with jazzman Ken Colyer. Lately, according to McDevitt, Donegan has veered to the rock and roll style with disks like "Cumberland Gap," a wildly swinging job with less than significant lyrics.

"Our 'Freight Train' recording, on the other hand, has a real story to it, and most of the other tunes we do have stories too," declared

McDevitt. In this vein, McDevitt pointed out that many of the tunes of the late great country king, Hank Williams, are now being revived by the British skifflers.

The three appeared on the CBS-TV Ed Sullivan show, last Sunday (30) to perform their hit "Freight Train" disk. At this writing, plans for the balance of their visit are not definite, but all three profess to be fans of Screamin' Jay Hawkins and Frankie Lyman and the Teen-agers, whom they hope to catch with the Alan Freed show at the New York Paramount.

The Josie label is now sporting new disks by both the Cadillacs and the "Original" Cadillacs. Seems that Esther Navarro, who handled the first Cadillacs group, at one time cut them loose, and later came up with a new group which she also called the Cadillacs. Josie, not aware of the difference, declared

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(Continued on page 57)

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FOLK TALENT AND TUNES

Continued from page 55

Tex, each Wednesday night. Her current RCA Victor release is "Starlight, Starbright" b.w. "I'm Not Ashamed."

Tex Ritter played the rodeo at Taylor, Tex., July 2-4 and, following a swing thru Wisconsin and Minnesota, returns to Hollywood for his regular Saturday appearances on "Town Hall Party." . . . Leon McAuliffe and His Cimarron Boys stop off at Riverside Rancho, Kansas City, Mo., July 13. . . . Tiny Tillman's new hillbilly park, Happy Hollow Lakes, located just south of Kansas City, Mo., made its debut July 4, with Slim Wilson and the Tall Timber Boys and Flash and Whistler in as special guests. Also on the opening show was Balin'-Wire Bob Strack, who spins the country wax over KIMO, Independence, Mo. Billy Walker plays the spot July 20.

Okie Jones, now appearing week-ends at the Skyline Club, Fort Worth, has signed as a regular on Joe Bill's "Country Picnic," televised each Sunday over KRLD-TV, Dallas. . . . Lee Young, newcomer on Par Records, is holding forth at Pappy's Showland Club, Dallas. . . . Charles Wright, Dallas agent, is contacting recording reps with an audition tape on Frances Lanier, 14-year-old Dallas thrush. . . . The Shenandoah Valley Rangers have just cut their first pair for Cowtown Records, "No, Baby, No" b.w. "Take a Letter, Mr. Moon," with Alice Brammer handling the vocals. . . . Carl Butler, whose newest on the Columbia label, "Cry, You Fool, Cry," is slated for early release, is now working under the management of Walter

Bailes, of WBIR-TV, Knoxville. Butler is set for Kingsport, Tenn., July 9, and July 15-21 will work thru Georgia with Johnnie and Walter Bailes.

The two songs which Ferlin Husky sings in the Paramount picture, "Mr. Rock 'n' Roll," just completed, will be released on Capitol September 1. . . . Faron Young's new Capitol release couples "Love Is Finally Come My Way" and "Moonlight Mountain." . . . Dates for Station WSM's Sixth Annual National Disk Jockey Festival have been set as November 15-16. . . . Jack Lloyd, former Philadelphia newspaperman, has taken over the personal management on Del Wood, "Grand Ole Opry" name heard on the RCA Victor label.

Bobby Bruce, who formerly fiddled for five years with Leon McAuliffe's Cimarron Boys, is now with Jimmy Wakely's combo on the West Coast. The Wakely unit is heard each Sunday over the CBS radio network from Hollywood. . . . Carl Perkins is prepping songs for Vanguard Production's "The Big Record," scheduled for shooting in New York in late July. . . . Mae Boren Axton, Jacksonville, Fla., school marm and co-writer of "Heartbreak Hotel," stopped off in Dallas, recently en route to Oklahoma City, to drop off several of her new tunes with Charles Wright, Dallas agent. Wright reports that his auditions, held each Wednesday night at 5513 1/2 East Grand, Dallas, are paying off well in the form of new talent and tunes. He announces the signing of five new tunes for Fred Stryker's Fairway Music in Hollywood recently.

R&B Territorial Best Sellers

Continued from page 56

- 4. C. C. Rider Chuck Willis, Atl.
- 5. Searchin' Coasters, Atco.

New York

- 1. C. C. Rider Chuck Willis, Atl.
- 2. Over the Mountain Johnnie & Joe, Chs.
- 3. It's You I Love Fats Domino, Imp.
- 4. Come Go With Me Del Vikings, Dot
- 5. Lucille Little Richard, Spe.

Philadelphia

- 1. C. C. Rider Chuck Willis, Atl.
- 2. What Can I Do Donnie Elbert, Del.
- 3. All Shook Up Elvis Presley, Vic.
- 4. Over the Mountain Johnnie & Joe, Chs.
- 5. Please Send Me Someone to Love Moonglows, Chs.
- 6. Rockin' Pneumonia Huey Smith, Ace.
- 7. Stardust Billy Ward, Lbt.

St. Louis

- 1. Send for Me Nat (King) Cole, Cap.
- 2. So Rare Jimmy Dorsey, Fty.
- 3. Everyone's Laughing Spaniels, VJ
- 4. Valley of Tears Fats Domino, Imp.
- 5. School Day Chuck Berry, Chs.

Washington, D. C.

- 1. Searchin' Coasters, Atco.
- 2. Young Blood Coasters, Atco.
- 3. Teddy Bear Elvis Presley, Vic.
- 4. Over the Mountain Johnnie & Joe, Chs.
- 5. So Rare Jimmy Dorsey, Fty.
- 6. Whispering Bells Del Vikings, Dot
- 7. Just to Hold My Hand Clyde McPhatter, Atl.
- 8. Short Fat Fannie Larry Williams, Spe.
- 9. C. C. Rider Chuck Willis, Atl.
- 10. Susie Q Dale Hawkins, Che.

Reviews of New Pop Records

Continued from page 54

- GUY LA SALLE: Pinwheel (Sandades)/By the Bend in the River—M-G-M 12509
- DOLLY McVEY: Talking to the Moon/Will You Be There?—Rudy 724
- JOSEPH NULL: Yesterday's Blues/My Heart Returns to You—Request 3003
- THE RECORDERS: Mary-O/Rock-Around-Rose—Universal 230
- ROSE MARIE: Chenaluna Rock and Roll/Two Dollars Please—Mercury 7144
- TWO KATS AND A KITTEN: Kit Kat Rock/Perfidia—Finc 1857

On the Beat

Continued from page 56

ence, cut the new group in a tune called "My Girl Friend." Then, from nowhere, popped up two members of the older group, showing a court order that they were entitled to continue to use the name. Forthwith the two were recorded with other chanters to fill out the group in a tune called "Lucy," under the name the "Original" Cadillacs. Meanwhile, a final court decision on the hassle is awaited.

"The Big Gospel Show of 1957" tees off in Baltimore on August 15. One of the largest gospel package units ever assembled, the unit is already

Reviews of New R&B Records

Continued from page 56

Smart programming for hip pop-jocks as well as r.&b. (R-T, BMD)
Out of My Mind...73
Gal sells a swingy blues with deft phrasing and warmth of personality. (R-T, BMD)

EARL KING

You Can Fly High...75
ACE 529—Fast bluesy material with a good shouter mixing it up with frantic hoots and half-sung, half-chanted spots. Band keeps up an eye-building pace. Good excitement here. (Ace, BMD)

Those Lonely Lonely Feelings...68

Ballad side has so-so lyrics but the slow, sultry rhythm gives an opening for good tenor and piano spots. Chanter has a better chance on the flip. (Ace, BMD)

BOBBY MANDOLPH

Mallada...73
SPECIALTY 603—Definitely youngish voice shows a good touch in the reading of this tune with an emphasized beat. Platter swings and Mandolph could stir some action. (Venice, BMD)

Little Sally Walker...66

This has less to commend it. It's a moderate rhythm tune but the material is so similar to so many others, chances would seem slim. (Venice, BMD)

THE SWING FOUR

The Carico...72
FINE 1757—Fetching instrumental

Reviews and Ratings of New Jazz Albums

Continued from page 32

40's, this is baritone Payne's first album under his own name. His blowing is commanding, especially in its rhythmic aspect. Cohorts K. Durham, D. Jordan, T. Potter and A. Taylor, also are stirring in solo stints. Because Payne is not a "name" outside of New York, dealer help is necessary to provoke interest of jazz buyers. Don Schlitten cover has display value.

NEW ORLEANS LEGENDS...68

Kid Ory-Bunk Johnson-Kid Rena (1-12")
Riverside RLP 12-119

Ory, Johnson, Rena, legendary figures of early jazz, recorded these selections during the "traditional" revival of the '40's. Performances are primitive, vigorous, and of historical value. Sound is not up to par, but refurbished. All selections previously released on Riverside 10-inch LP's—RIP 1047, DLP 1060. Set will appeal to collectors, but evoke little interest with average jazz buyer.

A NIGHT AT KITTY'S...66

Herbie Fields Sextet (1-12")
RKO Unique ULP 124

Recorded during one of their nightly sessions at Kitty's Show Bar in Columbus, O. Program has elements of appeal for the dancer, romancer and jazz listener. As a jazz package, however, it doesn't have sufficient substance to sustain interest. Arrangements lack luster; Fields is overly frantic. Set could snare fringe buyer, but jazz clientele is not likely to be impressed.

GIN BOTTLE JAZZ...62

Carl Halen's Gin Bottle Seven (1-12")
Riverside RLP 12-231

An able re-creation of the sounds and style of early New Orleans jazz bands by a contemporary unit out of Cincinnati. Sales potential is not good, for the jazz buyer that goes for early traditional jazz generally prefers the genuine article by known musicians.

booked into major Southern territories, including Washington, Norfolk, Richmond, Charlotte, Atlanta and Kinston, N. C., and others. Irv Denken, of the Willard Alexander Office, who is booking the show, reports that interest is running very high and that an additional four weeks of bookings, including the West Coast, may be added to the tour, carrying it well into the fall.

version of the great standard, with a relaxed, swinging beat, fine tenor sax and piano. For jocks. (T. B. Harms, ASCAP)
Stop! and Swing...72
Swinging instrumental. No gimmicks, just good musicians with a well-integrated arrangement. For deejays.

CHUCK MARTIN

Emma Lee...69
NASC0 6004—Martin shouts out an exuberant blues with plenty of vigor and a solid beat. Merits spins. (Excellorec, BMD)

Yeah Yeah Yeah!...68

Same comment. (Excellorec, BMD)

EUGENE CHURCH

Open Up Your Heart...68
SPECIALTY 604—Church sings a slow and slightly plodding pealer ballad. So-so material and arrangement, tho singer makes a strong try. (Venice, BMD)

How Long?...65

Multiple-track technique was used here but the result is a pretty confusing mass of back and forth sounds. Over complicated stuff which would have slim chances. (Venice, BMD)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

GLORIA LYNN: I'd Be a Fool (To Be Missed by You)/Just Like That—Central 2600

THE CARTER RAYS: My Secret Love/Ding Dong Darling—Gone 5006

Reviews and Ratings of New Classical Albums

Continued from page 35

with best of existing versions; "Rhapsodies" have strong competition. Fairly good recording of piano sound.

HINDEMITH: CONCERTOS; KAMMERMUSIK (1-12")—Little Symph. of San Francisco, Gregory Millar, Cond. Fantasy 5001...63

Entry of label into classical field is marked by first recording of interesting Hindemith Concertos for harp, woodwinds and orchestra, and for trumpet, bassoon and orchestra. Works are well conceived for instruments, but highlight of album is masterful "Kammermusik," written more than a score of years earlier. Recording is fair; sides on review copy are mislabeled.

NIKOS SKALKOTTAS: TWELVE GREEK DANCES (1-12")—The Little Symph. Orch. of San Francisco, G. Millar, Cond. Fantasy 5002...60

Fairly conventional treatment of colorful material based on folk tunes. Altho in a strong popular tradition, dealers can expect present release to reach only specialized market. Neither recorded sound nor performance can be considered a strong asset.

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OKLA. EXPO PASSES MILLION; GRANDSTAND GETS LIGHT PLAY

McGuire Sisters Fail to Appear; 20th Century Shows Get Little Biz

OKLAHOMA CITY — With five days of the Oklahoma Semi-Centennial Exposition yet to go, business continued to follow the pace set during the forepart of the run. Attendance was good but grandstand and midway grosses were light.

The big exposition cracked the million mark Sunday (30) when 111,000 came onto the grounds of the State fair to bring the total up to 1,042,000. Good crowds on Monday and Tuesday (1-2) brought up the total to 1,126,000 for the 19 days thru Tuesday night.

The night grandstand show, beset by poor business since the opening, received an additional blow early last week when the McGuire Sisters, scheduled to open on Monday night and heavily billed, failed to show up. According to Jimmy Burge, exposition manager, one of the trio had, with no announcement, flown to New York on Sunday.

He said the expo wasn't informed of this until Monday evening at 7 p.m., an hour before show time. After some quick scurrying around, country and western entertainer Jimmy Wakely was located in town visiting rela-

tives. He was immediately put to work, supported by Al Hibler's Rock and Roll show and Lou Walter's revue and the show not only pleased but played to better grandstand crowds than earlier in the run. Burge said that at mid-week they were negotiating with Gretchen Wilder, of the New York stage play, "Silk Stockings,"

Chicago Fair Pulls 153,427 In Four Days

CHICAGO—The Chicagoland Fair, which opened its 17-day run here at Navy Pier, Saturday (29), got off to an exceptionally strong start and thru Tuesday (2), had been visited by a total of 153,427 people.

Biggest day was Sunday (30) when 47,700 were clocked, which, according to Captain Jack Manley, city port director, was the largest one-day crowd ever to attend a Pier event. Opening day's turnout was 41,190; Monday (1), 29,137, and Tuesday (2), 35,400.

On Sunday, radio and television stations here asked that people

(Continued on page 76)

Buck Boosts Barnum-Bailey, Books Billy

CHARLOTTE, N. C. — Billy Graham will conduct a 30-day crusade at the Charlotte Coliseum and David Owens Auditorium here, building manager Paul Buck announced last week.

The announcement comes on the heels of the highly successful date in Charlotte by Ringling-Barnum circus. Graham has booked the buildings for September and October dates in 1958.

Buck said that he was pleased with the Ringling engagement. He handled promotion for it and went into the run with a \$33,000 advance sale. The three days grossed \$60,000, and Buck said it would have reached \$90,000 if the tem-

(Continued on page 76)

Brussels Fair Deputy Named

WASHINGTON—Katherine G. Howard, of Boston, was sworn in Monday (25) as Deputy U. S. Commissioner General to the Brussels Universal and International Exhibition of 1958. Mrs. Howard will be the only woman deputy commissioner with any of the staff of the 44 nations participating in the Brussels Fair.

Mrs. Howard will be one of two deputies serving Howard S. Cullman, the commissioner general, and former chairman of the Port of New York Authority. The other deputy is James S. Plaut, appointed in November, 1956. Mrs. Howard, wife of Charles P. Howard, State Banking Commissioner of Massachusetts, has been active in public service and civic affairs.

Minor Dates Do OK for Can. Drivers

FREDERICTON, N. B.—Cavalcade of Canadian Hell Drivers were winding up six weeks in Quebec and the Maritimes when they showed on the Fredericton Exhibition Grounds here on the night of Tuesday, June 25.

The date here was fair, considering cool weather and threatening rain and the King Reid Shows in for a week's stand.

Business generally has been good, says Paul Boivin, unit man-

(Continued on page 76)

Nifty Program For Kochman

NEW YORK — One of the classiest souvenir programs produced by a grandstand attraction is being offered by the Jack Kochman Auto Daredevils this year. Designed in consultation with the Dodge automobile facilities, it presents a first-class series of action and still photos and four-color cover in modern typography.

There are seven individuals having a full page of text and photos devoted to each: Kochman, Bill Reed, George Patton, Cliff Wagner, Pat Jones, Leo Schultz, and clown Walter (King) Kovaz. A later page features general manager Bob Conto. Studio-quality portrait shots are shown on all featured personnel, plus numerous other illustrations.

who is a native Oklahoman and is also visiting in the State, to appear on the show for the balance of the run.

Burge reported that the powerful exhibits continued to draw capacity crowds almost every day at the expense of the grandstand and fun zone attractions. Particularly outstanding in this respect, were the Ford, General Motors, DuPont and sports exhibits. International House was crowded at all times and the giveaway of an all-expense trip to Europe pulled an estimated 9,000 people. Fireworks displays on July 3 and 4 were expected to get good patronage.

On the midway the 20th Century Shows were getting ride, show and concession business far below expectations.

Independent concessions, operated by Chuck Magid, were holding their own but in most cases this was well below what had been anticipated. All midway operators were looking forward to the July 4 week-end to hypo business.

St. Paul Fair Inks Ricky For One Day

ST. PAUL—Ricky Nelson, TV and recording member of the Ozzie and Harriet Nelson family, has been signed for a one-day appearance at the Minnesota State Fair on August 26. Booking was handled by E. O. Stacey, Music Corporation of America.

Nelson will bring the Four Preps, Capitol recording artists, and will make one appearance in front of the grandstand, one at a special kids' show and one at the horse show.

Ballroom Business in New England Comeback

BOSTON—Public dancing appears to have taken on a new vitality at beaches and parks around New England, with many operators reporting the best season in years despite excessively hot weather.

On Boston's South Shore, the opening of the new Surf Ballroom drew added business to the whole beach. The Surf's manager, Jack Scott, was optimistic for a big season as capacity crowds hit the waterfront ballroom on its first week.

Good local promotion brought big crowds to dance to the area's biggest band—a 21-man orchestra under Larry Cooper. Guy Lombardo's Royal Canadians also packed in the dancers the following week, with the added attraction of Kitty Kallen. At \$1.50 per person, things look good for the 4,000-capacity ballroom.

Mike Stanze at Rhodes-on-the-Pawtuxet in Rhode Island was doing such good business that he was able to close his big hall from June 29 to July 10 to give the help a vacation. Douglas Farrington at Norumbega was doing better than ever in his second season with

RINGLING MINORITY

Appears United, Poised for Action

CHICAGO — Minority stockholders in the Ringling-Barnum circus appear to be on the verge of some undisclosed action, possibly to register their dissatisfaction with the way things have been going for the circus in recent times.

No one in the group of so-called 49ers, who control 49 per cent of the Ringling corporation stock, has made any statement about this.

Moreover, their spokesman, Dan Gordon Judge, who is trustee for the estate which has immediate

control over the stock, has declined to make any comment at all.

But the fact remains that for the first time in years the minority stockholders have come up with a united front and there are increasing rumblings to the effect that they are ready to move.

There is word that in sessions before, during and after the recent directors meeting in New York, the minority group showed surprising unity that hasn't existed in most recent instances.

While details have not been released, there is reason to believe the unity of the 49ers came as a sharp surprise to John Ringling North and his representatives in the corporation and board.

North, incidentally, is reported en route to Europe.

Sometimes in the past one or another of the minority groups has shown a flare of action, but usually this faded out when the others failed to react.

Now there is reason to think that the 49ers are of one mind and have agreed on some united course of action.

Ethel D'Arcy Hamilton Dies In Dakota Fall

BELLE FOURCHE, S. D.—Ethel D'Arcy, high pole performer and wife of Leo Hamilton, circus equestrian director, was killed in a fall from her rigging here July 4.

The accident came as she was doing a push-out; apparently a ladder swivel broke, allowing her to fall. Her husband was at the scene.

She had been a performer since 1918, when she joined the Sells-Floto Circus as part of the D'Arcy Sisters' act. Subsequently, she worked with many circuses, the Pantages and other vaude circuits, the Barnes-Carruthers fair dates, Orrin Davenport Shrine shows, the Minneapolis Shrine Circus, Cole Bros. Circus, and others.

Surviving are a sister, Mrs. Agnes Doss, Bloomington, Ill., who formerly performed with her; two brothers, Charles and Clarence Marine, circus rigging bosses; her father, residing in a Denver suburb, and her husband. Their home for the past three years has been in West Covina, Calif. Funeral arrangements were incomplete late Friday (5).

George Schmidt, Chi Park Man, Dies in Calif.

CHICAGO—George A. Schmidt, 72, president of Riverview Park here, died at Palm Springs, Calif., Wednesday (3). Funeral services are to be Monday (8) in Chicago. The veteran park man had been ill for more than a year. Death came 54 years, almost to the day, after he had founded the Chicago amusement park, July 2, 1904.

Schmidt was born in Chicago but was sent to Germany when he was 14 to attend the equivalent of high school. He returned to this country to attend the University of Chicago.

At that time his father owned land which was rented out as a picnic grounds and rifle range. The Schmidts joined with others to put rides on the land and thus start the park. By 1912 the family had

(Continued on page 76)

GM Nixes '57 Motorama

DETROIT—No plans for revival of Motorama, the top budget General Motors show which drew some 2,000,000 people in five cities last year, are in prospect at this time, despite the decision of Automobile Manufacturers' Association (AMA) to postpone the national auto show in New York. Motorama, despite its attendance records, was suspended last year when the big auto show was revived.

Availability of suitable dates and conflict of dates with the Chicago Auto Show were principal factors responsible for the dropping of a 1957 New York show, but it is considered likely that the show will be resumed in the fall of 1958. Motorama itself also may be revived at any time in the future.

Bob Batchelder and other name bands.

At Salisbury Beach, Denny Mulcahy had opened his big Frolics with a Friday and Saturday dance policy with semi-names like Jerry Vale, Dick Roman and others, and Georgie Kay's 14-piece band for dancing. With a reduced price of 90 cents, business promised to be pretty good. Four nights of dancing was set for the holiday week. A snack bar for refreshments is replacing the former full-course dinners and liquor.

At Lincoln Park in North Dartmouth, John Collins has a big year going at his Million-Dollar Ballroom with the Four Lads in for the July 4 holiday eve. Morris Holland at Canobie Lake Park in Salem, N. H., and John Dineen at Hampton Beach both reported a banner year in progress as far as the ballrooms were concerned.

In New England the emphasis appeared to be on the bandstand this year, with fewer big recording artists on the circuit. But big names or no, operators were happy about ballroom business so far.

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100 ROUTINES

Whall Schedules Acts For 15 Calif. Annuals

SAN FRANCISCO — Isabelle Whall's Fun Unlimited Productions will stage shows at approximately 15 fairs in California during August, with talent being lined up for the 100-programmed routines.

While nearly all of the acts have been signed for the grandstand shows, some contracts are yet to be finalized. Among these is that of Rickie Lane, tentatively set for the San Mateo County Fiesta, August 2-5. The show opening August 6, however, is set with the Wiere Brothers, musical trio, and Willy Keo, dry diving buffoon.

At Contra Costa County Fair, August 2-4, the office will present Eddie Bartell, emcee and comedy; Lee Carter, tap dancer; Nancy Long, acrobatic novelty; Boxley and Marie, illusionists; Sportsmen, singing group, and Phil Bovero and his KVO-TV Orchestra. The Mother Lode Fair in Sonoma will offer, August 1-2, Nick Alexander, emcee and singing troubadour; the Coquettes, twin electric pianos; Dwight Moore's Mongrel Revue; Eagan and Parker, vent, and Henri French, comedy bicyclist. The show for August 3 will feature the Wilder Brothers, musical comedy trio; Johnson Sisters, tumblers; Marion Rankin Dancers, line; Keo; the Wheelers, recording marimba act, and Harry (Woo Woo) Stevens, comedy banjoist. The Wheelers, Johnson Sisters, and Dwight Moore repeat on August 4 with Phil Aden, electric organist, playing the full run of the fair and also serving as special events director.

For Tehama County Fair in Red

Bluff on August 2, Fun Unlimited has booked the Ink Spots, recording stars; the Volantes, novelty bicycle duo; Keo; the Kirkhams, magic; Kohana, oriental girl juggler, and Joe Andriani, organist.

Petaluma Bill

Two segments of shows are set for Marin-Sonoma County Fair in Petaluma. Playing August 1-2 will be Frank Merrill, director of special events; the Wheelers; Johnson Sisters; Lanard and Lewis, comedy knockabout, and Ford and Harris, comedy dancers. The Hilo Hattie Revue is also set for August 2. Opening August 3 for two days will be Duke Art, clay modeling; Helene and Tommy LaRose, mentalists; Henri French; Rufe Davis, hillbilly comedy, and Everett Nourse organist.

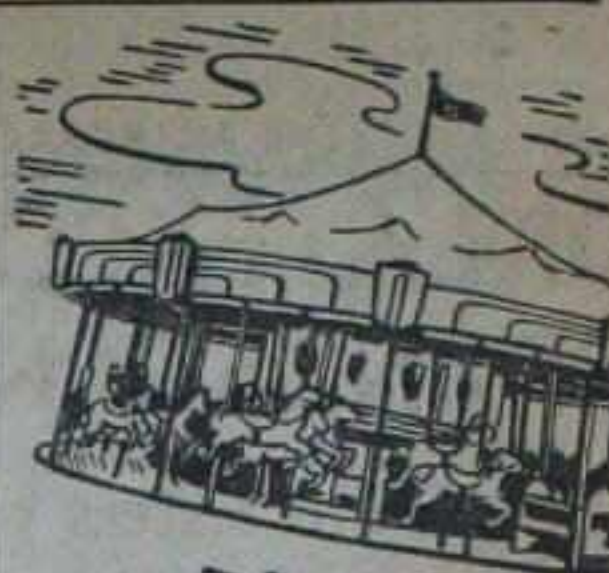
The show at Stanislaus County Fair, Turlock, is divided into three parts, one for each of that many days. Opening August 5 will be the Sportsmen, Marion Rankin Dancers, and Dick Weston, vent. The next day Hilo Hattie and Carlyle Nelson Trio head the show with the Rankin Dancers and Henri French. Woo Woo Stevens and the Wheelers are on the closer. Arden at the organ also is special events director.

Joe Andriani is set as the organist at Placer County Fair for August 8-11. The show on August 9 features Mark Newman, emcee; Marion Marlin Dancers; Johnson Sisters; Lee Carter, tap dancer; French; the Ruddells, comedy trampoline, and the Sportsmen.

Set for August 8 at Plumas County Fair, Quincy is the Hilo Hattie Revue with Carlyle Nelson and His Royal Islanders for August 8.

Humboldt County Fair, Ferndale, will feature the Wheelers August 10-13. Dick Weston and His Pals, novelty vent, open August 14 and stay thru August 17. On August 10 and 11, the show line-up will be the Sportsmen, Helene and Tommy LaRose; the Kirkhams; Jack Marshall, comedy

(Continued on page 76)



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AQUACIRCUS

Union Talks Fail; Hamid Cancels Show

NEW YORK — The proposed George A. Hamid Aquacircus, set for Flushing Meadows Amphitheater, has been called off, with union negotiations being the big stumbling block. The show was to have premiered Wednesday night (3) and tickets had been put on sale, when talks with several unions broke down.

Involved were the Stagehands, Musicians, Press Agents, and Scenic Artists guilds. All made charges of unreasonable economy against Hamid, who replied by defending his relations with organized labor over the years.

"If some who can handle unions on a fair basis will get a settlement," Hamid said, "I'll be glad to produce a show. But I've washed my hands of it until then." He cited a letter from Parks Commissioner Robert Moses expressing extreme regret the production was canceled.

The musicians' union demanded two dozen men for the band, but Hamid said 14 or 15 could handle it easily. The press agents wanted two union men on the account, while Hamid wanted to provide his own man. The electricians, he said, told him the head electricians' pay would go from \$190 a week to \$235, to be paid on a six-day basis instead of seven. And the scenic artists wanted scenery produced by their local only, Hamid claimed, even tho his properties all bear the Philadelphia or Atlantic City locals' stamps, and they also demanded royalties on the use of costumes, no matter where created.

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BOOKING TREND TURNS FROM SPORTS

Milwaukee Arena Wins Conventions With Plan Service; Seeks Hotels

By BENN OLLMAN

MILWAUKEE — Shortage of first class hotel rooms looms regularly like a ghost to plague Elmer Krahn, manager of the Milwaukee Auditorium-Arena. As in most American cities, the development of new hotel facilities here has lagged behind the demand. Krahn claims that the lack of sufficient first quality hotel rooms in Milwaukee's downtown section has become a hampering factor. "We could use approximately 1,000 to 1,250 additional first-class hotel rooms here," he says.

However, the Beer City's arena is not suffering from the lack of bookings. During the 1955-'56 fiscal year, the figures revealed an enviable total of 289 days of occupancy for the huge, combined structures. What irks Krahn is that some of those few idle weeks during the summer, now utilized primarily to catch up on maintenance, could be booked up solidly, too, if some of the big conventions and trade shows weren't shying

away because they can't line up sufficient hotel accommodations.

Newspapers Help

What does an auditorium-arena manager do when confronted by a vexing room shortage problem? In Krahn's case the answer is a program of public relations.

"Every time that we lose sizeable convention booking because a committee investigates and decides that their membership would not be able to obtain proper housing here, we let the newspapers know about it," says Elmer Krahn.

Since major league baseball has become so important here in recent years, any indication that Milwaukee is yet lacking in some big-city attributes, strikes a tender zone. The newspapers play such items up big. The lack of first-class hotel rooms in large quantities has become a touchy subject.

Results in View

In the battle to promote more quality hotel accommodations for prospective convention groups, Krahn and his key staff members work closely with civic and busi-

ness groups also crusading to encourage local hotel owners to improve and expand their facilities.

"Facts and figures are what these hotel owners want," notes Elmer Krahn. "So, we make it a policy to keep them well informed of our progress and our problems."

As the result of the effective low key agitation by Elmer Krahn and other community minded people here, a growing number of the Milwaukee hotels have spurred their expansion and remodeling plans in recent months. In addition, several large private interests recently reported plans to erect new first-class hotels in Milwaukee.

Booking Changes

Booking patterns have altered considerably since he took over the reins as manager six years ago, says Krahn. Prior to being named head of the auditorium, he had spent a number of years on the board of directors.

For a number of seasons Milwaukee audiences viewed more ice skate shows than any other city in the nation. At least three, and often four major iceers included the Beer City regularly in their itineraries.

Currently, bookings are set for "Holiday on Ice" for the next three years. "Ice Follies" has a tentative date for 1958.

According to Krahn, "Ice shows have become over-exposed to the public here. Two of them, our experience has shown, can do very well, if they are properly spaced."

"Our new Arena was built in 1950 primarily to handle major sports events. But we learned very early that sports bookings alone

(Continued on page 67)

S.F. Cow Palace Spending 260G; Bookings Heavy

SAN FRANCISCO — The Cow Palace here is starting a building and grounds improvement program this month which will cost \$260,000 by year's end and more when a second phase is added next spring.

Included in the project are new parking areas, new ticket offices, new corrals, new lobby, new lighting, and electrical work. The latter includes increasing capacity to 1,500 kv. and a wireless paging system.

Manager Nye Wilson said that recent events included five sessions of Lions International Convention, June 28-28; an appearance by Frank Sinatra, June 16, with attendance of 5,000 and gross of \$13,000; and a bantam-weight championship fight June 15.

The fight, between Raul Macias and Dommy Urzua, drew 13,069 and gate receipts of \$86,310. Ticket sales on the day of the fight totaled \$49,000.

Coming Events

Coming up at the Cow Palace is an All-Arabian Horse Show, August 3-4; the Western Electronics Show and Convention, August 20-24; and Ringling-Barum circus, September 23-29.

Big annual event at the Cow Palace is the Grand National Livestock Exposition, Horse Show and Rodeo, which will be November 1-10. Announcement of the headliner awaits signing of the contract by the star, Wilson stated.

The National Mobile Homes Show will be playing a repeat

(Continued on page 76)

ARENAS & AUDITORIUMS

IAAM to Hear Proposal For Professional Manuals

By TOM PARKINSON

ONE OF the principal matters scheduled to come before the convention of the International Association of Auditorium Managers in New York this week is the proposal that the IAAM participate in publication of manuals on auditorium-arena construction, maintenance and management.

At last year's convention in El Paso a committee was named to study the need of such a publication and to explore the possible ways of meeting the need. Francis Deering, manager of the Sam Houston Coliseum, Houston, is chairman of that committee and is scheduled to report on its activities in the New York session.

DEERING SEES the manuals as having two major values. First, they would contribute to the tangible evidence that the position of auditorium-arena manager holds professional status. Second, the manuals would be designed to answer all the questions that now are put to so many managers by each city that looks anew into the arena field. Numerous leading managers tell that a great part of their time is occupied—or could be—by answering the bulky and sometimes pointless questionnaires that come to them.

In starting the study, Deering and Lin Lueddeke, of Oakland (Calif.) Municipal Auditorium, approached the City Managers' Association and thru it reached the Public Administration Service in Chicago. PAS published a comparatively brief booklet about 10 years ago on the subject of arenas and auditoriums and virtually nothing has been done along this line by anyone since.

The PAS booklet is quite outdated, as the service realizes.

(Continued on page 76)

10 WEEKS IN FRISCO

Ice Follies Big in '57; Shuffles '58 Stands

SAN FRANCISCO — Shipstads and Johnson "Ice Follies" was rolling along on its 10½-week final stand of the 1957 tour. The stand, at Winterland, opened to a capacity audience under an auspices that has sponsored the performance for ten years.

Co-Owners Oscar Johnson and Eddie and Roy Shipstads, the '57 edition has been one of the most successful since the show started touring in 1936. High spots of the season were Madison Square Garden, New York; the Chicago Stadium; the Montreal Forum; Minneapolis Arena, which got sell-out business despite Lent and Holy Week; and Rochester, N. Y., where "Follies" attracted 55,000 paid patrons in a week while it was day-and-date with "My Fair Lady."

The 1958 route is practically set, with Cincinnati being cut to one week and Louisville being added. The New York engagement will be for a full two weeks,

January 13-26. Since the ABC bowling tournament will be taking over the War Memorial Building at Syracuse, N. Y., for 12 weeks, "Ice Follies" dates have been changed to January 28-February 2. This will bring the show into Toronto, Montreal and Boston a week later than usual.

Rehearsals have started on the 1958 edition which opens at the Pan-Pacific Auditorium, Hollywood, Thursday night, September 5.

Dick Dova and Bill Wall, a new comedy team from New York will take over the Sad Sacks' spot, as this combination breaks up September 1, when Pat Shanahan and Kurt Trostorff hang up their skates to enter into business careers. Dova is a son of Ben Dova, noted theatrical comedian and acrobat, and this is Dick and Bill's first appearance with a professional show. For the past few years they have been instructors at Grossinger's, in the Catskills.

Auditorium Conclave Surveys Show Trade

• Continued from page 1

retary Charles McElravy reports that membership has more than doubled in five years and that 21 new members have been added this year. New buildings, expansion in the field, account for this growth.

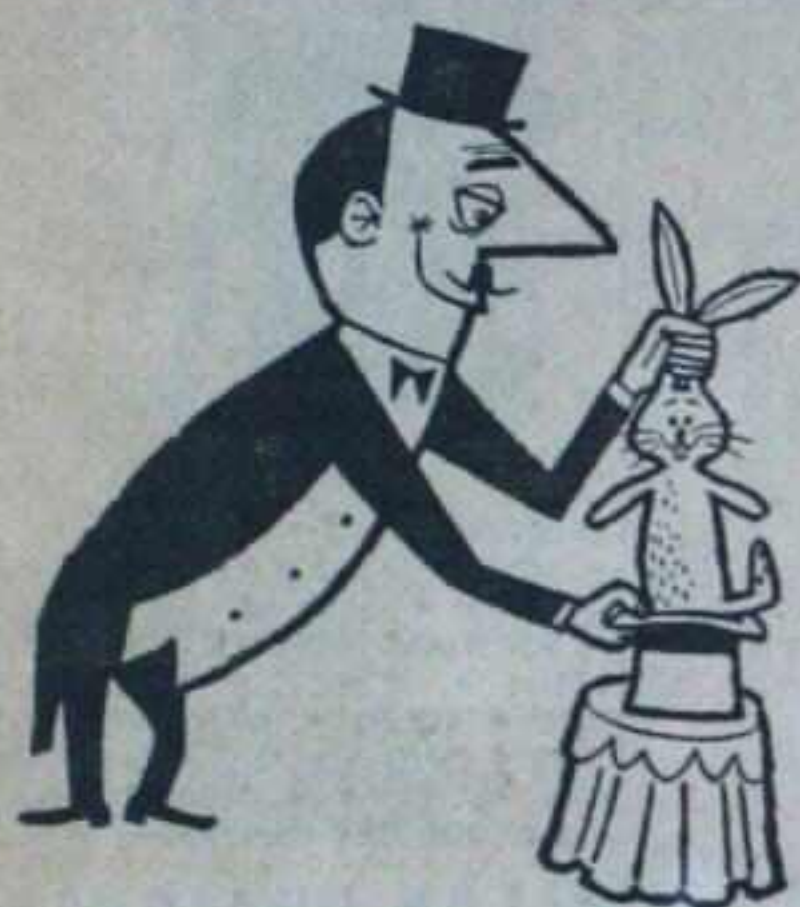
As more cities consider building modern show palaces in arena-auditorium dimensions they swamp today's managers with questions about building design and construction. To alleviate this situation, an IAAM committee is contemplating a managers' guide and manual, intended to answer all the questions at one time. Convention attendees will take action on this proposal.

The continuing problem of seeking out more shows for buildings will occupy much IAAM attention. Several pending plans for bringing more legit to arenas-auditoriums will be up for discussion. In the same line, an expert in stage construction will be among the speakers.

Host for the convention is James F. Walsh, and headquarters are the

Henry Hudson Hotel, where a trade show will display all manner of things for which arena-auditorium managers are customers. On the schedule is a tour of the New York Coliseum, where IAAM members can talk shop in one of the nation's newest exposition "shops." Also on the program is a visit to the Mayflower II and other tourist attractions. Taking part in the convention's social events will be "Holiday on Ice," Pepsi-Cola, Busch & Laube concessions outfit and the Southwestern Decorating Company, all of them active in arena-auditorium business.

The managers, in session July 9-14, have scheduled a series of 13 speakers, 19 subjects for specialized discussion and presentation of 14 papers on professional questions. It all adds up to a cross-section of show business from a specialized viewpoint. It covers everything from closed-circuit TV to circuses, from stage fittings to sports show tanks, from grand opera to "Grand Ole Opry," from how to operate an ice rink to how to get gum off the seats.



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If you are attending the current International Association of Auditorium Managers' Convention, July 10-14, at Henry Hudson Hotel, New York, see one of The Billboard staffers at our booth there. If you're home, write today for more information on

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14; (S. 1st & E. Lincoln) Milwaukee 16-21.
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Blue Valley: Hardin, Mo., 11-13.
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Continental: Montpelier, Vt.
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Cumberland Valley: Shelbyville, Tenn.; Nashville (Sulphur Dell) 15-20.
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Davis Am. Co.: Odell, Ore., 9-14; Astoria 16-21.
Deggeller Am. Co., No. 1: Cleveland, O., 9-13; Middleburg Heights 15-21.
Deggeller Am. Co., No. 2: Toledo, O., 12-21.
Del Flore Am.: Carbon, Pa.; (Fair) Beaver Falls 15-20.
Down River Am. Co.: Dexter, Mich., 9-14.
Drago, No. 1: North Judson, Ind.
Drago, No. 2: Otterbein, Ind.; Amo 16-20.
Drew, James H.: Muncie, Ind.; Covington 15-20.
Dumont: Nicholasville, Ky.; Lancaster 15-20.
Eastern Am. Co.: Presque Isle, Me.
Eddie's Expo.: East Butler, Pa.; Seneca 15-20.
Empire State: McAllen, Tex., 15-21.
Emshoff: Middleton, Wis., 12-14; Lake Mills 19-21.
Evans United: Hopkins, Mo.
Fidler's United: Ste. Genevieve, Mo.; Brighton, Ill., 15-20.
Franklin, Don: Monmouth, Ill., 9-13; Peoria 17-21.
Frontier: Kanab, Utah, 9-13; Spanish Fork 22-27.
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Glades Am. Co.: Chantilly, Va.; Remington 15-20.
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wood, O.
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Kue, Floyd O.: (Fair) Cabool, Mo.; (Fair) Tipton 15-20.
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Meeker: Walla Walla, Wash.
Merriam's Midway: Pine Island, Minn., 12-14; Canby 17-20.
Midway of Mirth: Pawnee, Ill.; Farmersville 15-20.
Mo.-Ark.: Alton, Mo.
Monarch Expo.: (Fair) Jerseyville, Ill.; (Fair) Carrollton 15-20.
Moore's Modern: (Fair) Barns, Kan.
Motor State Expo., No. 1: Flint, Mich., 8-14; Bradnor, O., 16-20.
Motor States, No. 2: Mount Morris, Ill.
Mound City, No. 2: East St. Louis, Ill., 12-13.
Mullins' Royal Pine: Milbridge, Me.
Nelson, Geo. W.: Pearson, Ia., 8-9; Leeds 11-13.
Nolan Am. Co.: Bloomville, O., 9-13; Grove City 16-20.
North American: Chisnolm, Minn., 9-14.
Northern Expo.: Plentywood, Mont., 8-10; Wolf Point 12-14.
Northern State: Anamoose, N. D., 8-9; Mercer 10-11; Zap 12-13; Tioga 15-18; Fairview 19-20.
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Pan American Am., No. 1: Los Gatos, Calif., 10-14; San Lorenzo 17-21.
Parada: Cross Timbers, Mo.
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Rainier: Marysville, Wash.
Reid's Golden Star: Raven, Va.
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Ritter's United: (Fair) Rialto, Calif., 9-13; Ferris 17-20.
Robinson's Greater: (17th & Clark) Omaha, Neb.
Rock City: Joliet, Ill., 9-14; (Fair) Augusta 16-20.
Rogers Bros.: Cambridge, Minn., 10-13; Ironton 15-16; Lisbon, N. D., 18-20.
Rohr's Modern Midway: Bradley, Ill., 8-14; Carlyle 15-20.
Royal American: Calgary, Alta.
Royal United: Graceville, Minn., 8-9; Starbuck 10-11; Osakis 12-14; Gibbon 15-16; Elmore 17-18; Stewartville 19-21.
Rumble Greater: Orleans, Ind.
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Siebrand Bros. Combined: Anacanda, Mont.
Skerbeck: Montague, Mich., 9-14.
Smiley Amusements: Arnold, Pa.
Smith, George Clyde: Boswell, Pa.; Cumberland, Md., 15-20.
Snapp Greater: Independence, Mo.; Iowa City, Ia., 15-20.
Southern Valley: Ashdown, Ark.
Standard: Craig, Colo.
Stanley, Wm. D.: Nevis, Minn., 9-10; Silver Bay 12-14; Babbitt 15-17; Calumet 19-21.
Stan-Nell's: Wishek, N. D., 8-10.
Strates, James E.: Schenectady, N. Y.; Rochester 15-20.
Strong's Am. Co.: Spencer, Neb., 9-11; Stuart 13-14.
Stumbo's Tri-State: Haskell, Okla.
Sunset Am. Co.: Dubuque, Ia., 8-14; Clinton 17-20.
Tatham Bros. Comb.: Georgetown, Ill.; Gardner 17-21.
Thiess United: Altona, Ill., 9-10; Sherrard 12-14; Orangeville 18-21.
Thomas, Art B., No. 1: East Grand Forks, Minn.; Michigan, N. D., (Continued on page 62)

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Carnival Routes

Continued from page 61

15-16; Hatton 17-18; (Fair) Breckenridge, Minn., 19-21. Thomas, Art B., No. 2; Mankato, Minn., 8-11; Alden 12-13; Sumner, Ia., 15-16; Arlington 17-18. Thomas Joyland; New Martinsville, W. Va. Thomas, W. A.; Elm Creek, Neb., 11-12; Rovenna 16-17; Diller 19-20. Tidwell, T. J.; Laverne, Okla. Tip Top; Lakeland, Wis., 12-14; Milwaukee 18-21. Tivoli Expo.; (Fair) Vienna, Ill.; (Fair) Martinville 15-20. 20th Century; Detroit Lakes, Minn. United States; Oceana, W. Va.; Grundy, Va., 15-20. Virginia Greater; Seaford, Del.; Dover 15-20. W. B. J., No. 1; Woodburn, Ind., 10-13; East Toledo, O., 19-21. W. B. J., No. 2; Nashville, Mich., 10-13. Wade Greater; (Fair) Tecumseh, Mich. Wade, W. C.; Pidgeon, Mich.; Galveston, Ind., 15-20. Wall, Alfred, Am.; Watseka, Ill., 9-14. Wallace Bros.; Delavan, Wis.; (Fair) Madison 15-21. West Coast, No. 1; Medford, Ore., 8-14. West Coast, No. 2; Alameda, Calif.; San Leandro 15-21. Western; Seattle, Wash. Wilcox, Dick; Newcastle, Me.; Norway 15-20. Wilson Famous; Hamilton, Ill., 10-13; Cuba 15-20. Wolfe Am. Co.; Cape Charles, Va.; Machipongo 15-20. World's Finest; Carman, Man., 11-13; Yorkton, Sask., 15-17; Melfort 18-20. World of Mirth; Worcester, Mass. World of Pleasure; Elkhart, Ind. Young, Monte; Nephi, Utah.

Circus Routes

Beatty, Clyde; Portsmouth, N. H., 8; Portland, Me., 9; Augusta 10; Bangor 11; Ellsworth 12; Calais 13; St. John, N. B., 15-16; Fredericton 17; Amherst, N. S., 18; Charlottetown, P.E.I., 19-20; New Glasgow, N. S., 22. Beers-Barnes; Caribou, Me., 8; Presque Isle 9; Fort Fairfield 10; Limestone 11; Van Buren 12; Ashland 13; Houlton 15; Island Falls 16; Sherman Mills 17. Carson & Barnes; Bonners Ferry, Idaho 8; Newport, Wash., 9; Metaline Falls 10; Colville 11. Clyde Bros.; Albert Lee, Minn., 8; Fargo, N. D., 10-11; Mankato, Minn., 13-14. Cristiani Bros.; Ogdensburg, N. Y., 8; Watertown 9; Utica 10; Herkimer 11; Rome 12. Hagen Bros.; Tama, Ia., 8; Evansdale 9; Oelwein 10; Cedar Ra-

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Hunt Bros.; Marlboro, Mass., 9. Kelly-Miller; Chadron, Neb., 8; Alliance 9; Scottsbluff 10; Sidney 11; Ogallala 12; North Platte 13; Lexington 14; Broken Bow 15; Ord 16; Kearney 17; Holdridge 18; McCook 19; Phillipsburg, Kan., 20. Mills Bros.; New Castle, Pa., 8; Wampum 9; South Greensburg 10; Clairton 11; Duquesne 12; Carnegie 13; Meadville 15; Grove City 16; Greenville 17; Reno 18; Warren 19; Kane 20; Salamanca 22. Packs, Tom, Eastern; Wichita, Kan., 11-14; Warren, O., 17. Packs, Tom, Western; Billings, Mont., 9-11; Miles City 13; Glendive 14; Sidney 15-16; Livingston 18; Elko, Nev., 21; Hawthorne 23; Susanville, Calif., 25. Polack Bros. Western; Eureka, Calif., 11-13. Ring Bros.; Melville, Sask., 11. Ringling Bros. and Barnum & Bailey; Baltimore, Md., 8-10. Strong, John; (Fair) Vallejo, Calif., 8-14; San Mateo 17-27.

Ice Shows

Shipstads & Johnson's Ice Follies of 1957; San Francisco, Calif., July 8-Sept. 1.

Miscellaneous

Damon, Dwight; Magician; Bellevue, Ia., 8; Wyoming, Ill., 10; Bettendorf, Ia. (mat.) and Kirkwood, Ill., 11; Cedar Rapids, Ia., 12; Victoria, Ill., 13; Thomson 17. Jungeland Circus; Fremont, Calif., 8-9; Modesto 12-16; Visalia 19-23; Hanford 26-30. McGaw Motor Circus; Davenport, Ia., 8-9; Cedar Rapids 10; Council Bluffs 11; Topeka, Kan., 13-14; Tulsa, Okla., 16-17; Oklahoma City 18; Fort Smith, Ark., 19; Little Rock 20-21; Memphis, Tenn., 22-23. Rabbitt Foot Minstrels; Bowling Green, Ky., 8; Russellville 9; Springfield, Tenn., 10; Clarksville 11. Schaffner Players; Edina, Mo., 8-14; La Plata 15-21; Lewistown 22-28.

Grosses Hold Satisfactory For Tinsley

BLACK MOUNTAIN, N. C.—Business for the Johnny Tinsley Shows has been good enough to satisfy most folks on the unit this year. Lenoir, N. C., opened to rain which washed out the night, but drew good weather the following night and proved a fair week. Jean and Hattie Thompson have the cookhouse; Harry Schrieber, formerly of the Marks show, is business manager; Eddie Schultz has bingo; Ben Cheaks is lot man, Bill Anderson is electrician, and Jeff Hodd, billposter. Concessionaires include Bill Hanley, popcorn; May Kingsley, Alfred Reed, Bill Pinkston Juggy Peryson, 4; John Howery, 2; Bill Hagelmans, 2; Ella McCormick, 2, and Duke Bierly, 6. Show units include J. Rivers' Snake Show; Willy Jones, Minstrel; Smith's girl revue, and Lee Holston's unit.

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THE FINAL CURTAIN

BAILEY—William,
77, descendant of Hackeliah Bailey, exhibitor of the second elephant to be brought to this country, recently at his home in Somer, N. Y. The home faces Elephant House, hotel named in recognition of the early elephant exhibit there. Bailey was a retired attorney. Surviving is his widow, Mrs. Nancy Haas Bailey.

BARETI—Jack,
performer with the Aerial Barettis, for several years the free attraction with the West Coast Shows, June 12 of a heart attack in Hanford, Calif.

DICKENS—Henry,
62, concessionaire, June 25 of a heart attack at the Southern California Exposition, Del Mar, Calif., A native of Addison, N. Y., he had been on the West Coast for a number of years. Survived by two sisters. Burial in Pacific Coast Showmen's Rest, Los Angeles, June 28.

GIBSON—Doss,
60, circus drummer of Monticello, Ind., June 29 in Veterans' Hospital, Indianapolis. He had played with many of the larger circus bands and had started the current season with Mills Bros. Circus. He was a veteran of World War I. Surviving are a brother, Herbert, Logansport, Ind.

GOOCH—G. H.,
89, well known to outdoor show folks and the father of G. B. Gooch, of the Don Brashier Shows, June 26 in a Brownwood, Tex., convalescent home after a long illness. He had operated an Abilene, Tex., hotel for 40 years. Other survivors are two sons, Pete and O. H., both of Abilene, and two daughters, Mrs. J. B. Henson, Crane, and Mrs. O. M. Erwin, Odessa. Services June 28 at the Elliott Funeral Home, Abilene, with burial in Elmwood Memorial Par' there.

GREGORY—Ernest S.,
46, formerly with H. W. Jones' bingo operation and later an independent concessionaire, June 16 in St. Mary's Hospital, Pasaic, N. J. Services June 19 in Staunton, Va. Survived by his widow, the former Elizabeth Buck of the B. & V. Shows.

JENKINS—John,
89, known in the early 1900's as the Great Javelle, wire walker, juggler and club swinger, June 30 in Warwick, R. I. Jenkins was active in show business until 1920, when he organized an ice cream manufacturing firm in Wickford, R. I. This business evolved into a supermarket in which he was active with his partner-son-in-law until the time of his death. He was a member of the International Jugglers' Association. Survived by his widow and daughter.

JONES—Grandma,
of the Alamo Exposition Shows and formerly with the 20th Century and Hill's Greater shows, June 29 in Colorado State Medical Center, Denver. Services in Hamilton, Mo. Surviving are a daughter, Babe, wife of Joe Palooka, of the Alamo Shows, and two sons, Owen and Leroy, of Hamilton.

LUDLOW—Edwin Fairfax,
known as Fax, ex-circus press agent and Connecticut newspaperman, recently at Safety Harbor, Fla. Ludlow, a native of Cincinnati, worked for Ringling Bros. and Barnum & Bailey Combined Show for several seasons. At one time, he worked as publicist for Loew's Poli Bridgeport theaters.

LUPTON—Simon H.,
79, known professionally as Scotty the Clown and Doc Candler, June 25 in Baltimore of a heart attack. Born in Leeds, England, Lupton traveled with circuses in Canada and the U. S. for almost 50 years, specializing in "Punch and Judy." In the past he had trouped with such shows as the Al G. Barnes, Christy Bros., Cole Bros., Miller Bros. and Gentry Bros. circuses. At the time of death he had been engaged to work the season at Bay Shore Park, Baltimore. He was a member of the Clown Club of America. Episcopal services were held June 29 in Council Bluffs, Ia., with burial in Ridgewood Cemetery there. Survived by a son, Horace, and a grandson, Steven, of Council Bluffs.

McNIECE—Walter S. (Ginsberg),
59, employee of the Miller Bros. Fort Weare Game Park, Pigeon Forge, Tenn., June 28 after a long illness. In prior years he had been a concessionaire with the Sells-Floto, Rogers Bros., Dailey Bros., Ring Bros. and Miller Bros. shows. Services June 30 with burial in Shiloh Cemetery, Pigeon Forge.

OYLER—John H. (Doc),
veteran circus Side Show manager, at Duncannon, Pa., recently. (Details in Circus section.)

ROSETTA—Milly,
former circus dancer, in New York recently. She had been with Frank A. Robbins, Sig Sautelle, Lee Bros., Walter L. Main and Downie Bros.' circuses.

SCHLOSSER—William Joseph,
54, musician, June 27 in Miami. Schlosser was a violinist for many years with the Miami Olympia Theater Orchestra and played with Ted Lewis at various Miami engagements. His father, the late Joseph Schlosser, played with John Philip Sousa's bands. Surviving are his widow, Marion Lee; his mother, Mrs. Gizzela Schlosser, Cleveland; a sister and a brother. Burial in Woodlawn Park, Miami.

SPAINE—Clarence (Red),
veteran concessionaire, June 23 following a heart attack at Waterford, Mich.

WRIGHTSMAN—Clarence,
67, owner of the old Wrightsman Amusement Company, June 18 in Phoenix, Ariz., following a long illness. Born in Missouri, in his early days he trouped with the Fred Buchanan Yankee-Robinson Circus. In 1927 and 1928 he was with the Zeiger Shows in the Pacific Northwest. Until 1950, when it was sold piece-meal, the Wrightsman Shows toured Northern California and Idaho. Survived by his widow, Alice. Burial in Phoenix.

In Memory of
A. J. DiMichele, Jr.



Who Passed Away
June 20, 1957

FATHER, MOTHER, DONALD and
Friend JACK KAPLAN

In Cherished Memory
of
My Dear Husband
Denny Pugh



Who Passed Away
July 10, 1949
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In Loving
Memory of
**DENNY
PUGH**

Who Passed Away
July 10, 1949
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Of My Brother
BUCK M. ALLSUP
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IN FOND MEMORY
of Our
**PAL and PARTNER
DENNY PUGH**

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who passed on
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Glen Echo Sports New Ride Area, Back Gate

WASHINGTON—An area formerly occupied by "The Thing," the off-hand description given to an abandoned amphitheater, has been beautified to the advantage of Glen Echo Park this year. Thousands of yards of fill were bulldozed into the depression to level and extend a new parking area and create a new entrance and ride spot toward the rear of the park.

The parking field now slopes gently toward the back entrance, which is flanked by a Round-Up and a Bubble Bounce. The creek which ran thru the amphitheater is contained in a sunken conduit.

Also a standout is this year's paint job on the Comet Junior Coaster, which sports a bright pink coating.

Business so far has been good. Publicity took on a new dimension two weeks ago with the first live telecast from the park, a Du Mont show featuring the swimming pool.

2-for-1 Ticket Days

Manager Gerry Price is running two-for-one days on Tuesdays and Thursdays, with kids getting a free ride ticket for each one purchased from 1 to 7 p.m. In addition, a WINX broadcast booth on the grounds is used for disk jockey

Enfante Buys Kiddie City

ARLINGTON, Va.—New ownership of Kiddie City here is expected to result in enlarging of the facilities this season and next. Formerly operated by the Abdow brothers, the park has been taken over by Bill Enfante, Washington bazaar unit operator.

Included in the sale is a three-abreast Allan Herschell Merry-Go-Round, Schiff Roller Coaster, Mangles Boat Ride, Buggy Ride and Roto Whip. Enfante has added a Herschell Auto Ride, Smith & Smith Airplane and Sunshine train.

The park encompasses 41 acres and has a lake. It is managed by Enfante's wife, Madeline.

KIDDIELAND CONCESSION

Beautiful Lake Arrowhead Village in Arrowhead, Calif.
Consists of 1 Wagner Min. Train, 3 coaches, 700' of track; Airplane Ride, propeller driven; Fire Truck Ride, Flying Jolly Merry-Go-Round, Pop-Eye Boat Ride, Min. Ferris Wheel, Horse & Buggy Ride. Open 4-5 months a year & will gross approx. \$8,000.00, with owner operating could do better. Concession set up and is now in operation. Good lease. WILL SACRIFICE. SEE OR WRITE OSCAR KOCH, P. O. Box 26, Lake Arrowhead Village, Lake Arrowhead, Calif.

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Agawam Gets Good Breaks On Weather

AGAWAM, Mass.—Weather has not deprived Riverside Park of a single night's business since the April 27 opening. Daily operations began May 30.

There have been a few afternoon showers, but night business has been spared, Manager Ed Carroll reports. Torrid temperatures curbed action on two successive Sundays, but night spending was good.

Park calendar is dotted with outings and promotions for most of the remainder of the season. Carroll has a construction program under way at the fairgrounds in Great Barrington, Mass.

Wilkes-Barre's Sans Souci Gets That Sun Others Seek

WILKES-BARRE, Pa.—Since an Easter Sunday opening, earliest in the park's 55 years, Sans Souci Park has had 10 weeks of ideal operating weather and is racking up a steady 25 per cent over 1956. The office didn't drop a tear when the first midway washout occurred Sunday (23), according to Edward J. Lee, president and managing director, and James L. Brown, secretary-treasurer. The veteran parkman, Lee, has sold the Hanover Amusement Company on three new rides for 1958, and has instituted a five-year program of modernization to climax the park's plans for a 60th anniversary presentation in 1962.

With perfect weather all the way, Sans Souci handled 171 school picnics from May 19 to June 13, not losing a picnic, Lee said.

The park's 500,000-gallon pool is keeping up with the midway's 25 per cent increase. The new ride this season is a Tilt-a-Whirl, which occupies a choice midway location.

Other rides for listing are the Bear Cat (Coaster), Dodgem, Fly-o-Plane, Ferris Wheel, Pretzel, Whip, Train, Bug Caterpillar, Jet Fighter, Pony Cart, eight-car Auto, Whip, Boat, Rocket, Junior Jet and Merry-Go-Round.

Public Park Train Brings New Picnics

FOND DU LAC, Wis.—Miniature Train ride has been added to Lakeside Park. Operated on a concession basis by Robert T. Cooley, of Fond du Lac, the train winds thru the park for a scenic quarter-mile ride.

The train was furnished and the track layout designed by the Miniature Train Company division of Allan Herschell Company. Cooley reports that special school and organization picnics have been attracted to the park since the addition of the train, and park attendance has been stimulated. He notes that almost half of the passengers are adults.

At Sans Souci Midway Ballroom, for the first time in a decade, a full schedule of dancing is offered, including farm dances on Tuesday nights, with two callers, Harry Wilkie and Carl Hanks; old-time dances on Friday, with the band directed by the Prof. Pat Finley; polka and modern dances on Saturday, and two area name bands alternating on Sunday nights.

Fat book of industrial bookings in the front office goes all the way to August.

This season the promotion department got a complete revamping, with all newspaper and other printed media using a signature cut of two children on a Roller Coaster, plus general notice of free parking for 5,000 cars and buses on paved parking areas.

A former showman, Sheldon C. Wintermute, city editor and feature editor of The Sunday Independent, has joined the staff as promotion director.

ROLLER RUMBLINGS

Harry's of Glendale Sets Summer Tie-Up

GLENDALE, Calif.—Summer instruction in roller skating is part of local recreational programming under the combined sponsorship of the Parks and Recreation Board and Board of Education two afternoons a week for eight weeks at Harry's Roller Rink here.

Harry Dickerman, owner of the local rink and one in San Bernardino, the latter established in 1925, expressed elation over the tie-up and said that even if the project does not prove to be a money maker, it will be a prestige builder for the local rink, a \$225,000 establishment that went into operation 15 months ago. Said to be one of the finest on the Coast, the Glendale establishment has an inch-and-a-half maple floor over two sub-floors.

Free bus transportation to and from the instruction sessions is available to boys and girls, eight thru 16 years of age, taking part in the program which began last week, Tuesday (2) and Friday (5). Instruction is being given by trained teachers. Transportation arrangements for six summer playground locations on Tuesday and six on Friday include the pickup

Improvement Work Boosts Gwynn Oak

BALTIMORE—Off-season ballroom promotions have uncovered a virgin source of revenue for the Gwynn Oak Park operation, and the potential of this gimmick is still out of sight.

A long string of events scheduled for the dance spot, once a white elephant here when the name-dance-band craze tapered off, has the ballroom booked almost solidly into 1958.

Altho this is new revenue, the Price management has been doing well even without it, for over-all park business has been on a gradual increase for a number of years, it is reported. Subtraction of the Carlin's Park opposition in recent years has resulted in another boon to Gwynn Oak.

The Prices own and operate virtually all units, including concession games. Exceptions are the popcorn, run by a local veteran concessionaire, and the new Scrambler, owned by Don Hasey, of Lake Lansing Park, Haslett, Mich.

New Cafeteria Clicks

There are some three dozen riding devices and 10 ticket booths, two of them for the Kiddieland and the others also selling tickets for the refreshments. Heavier foods are handled at a new cafeteria.

The spot goes in heavily for promotional work and tie-ins. One of the big events is the All-Nationals Day, which will be held for the seventh straight year the Sunday prior to Labor Day. This has grown to include commercial and national displays in the ballroom, and a parade and entertainment by costumed groups of various nationalities.

Steady improvements have been the policy in recent years on the theory that the public knows the difference. Last year, additions were the north parking field, a bridge from the field to the park, and the cafeteria. Now there are new Roller Coaster trains, a braking system and bracing for a \$19,000 Coaster project.

Giveaways on Wednesdays are held every half hour, and a rotating sponsorship plan is in effect. British bicycles are offered.

Gwynn Oak went into nickel days on rides, Tuesday and Thursday, after July 4.

The ballroom opened three weeks ago with Pee Wee Hunt and his band.

President of the park board is David W. Price. Arthur B. Price Jr. is vice-president and treasurer, and James F. Price is vice-president and secretary. Park superintendent is A. C. Hurley. Hal Steward handles promotions, publicity, advertising and picnic bookings.

Rochester Shopping Center Adds Rides

ROCHESTER, N. Y.—The new 28-unit Southtown Shopping Center has announced the opening of a new Kiddieland designed and equipped by Allan Herschell.

Operated by Steve Cipolla of Rochester, the moppet center has Miniature Train, Boat, Merry-Go-Round and Sky Fighter—all Herschell rides. Tickets are 10 cents, 12 for \$1. Special promotions are under way with the center merchants. Extensive advertising is planned with newspapers and radio. Uniforms are provided for the ride attendants. Parking for over 5,000 cars is available in the center.

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Ringling Pleases Felds; More Dates in Offing

ROANOKE, Va. — Dates for Ringling Bros. and Barnum & Bailey Circus in Richmond and Roanoke were "very successful" according to the Washington headquarters of the Feld Bros. Super Attractions, promotion organization. Details on the engagements were lacking there except that the dates came off as scheduled.

The show plays a split date in Baltimore, Sunday (7) and Tuesday (9) thru Wednesday (10) under auspices of the Variety Club.

One of the Feld brothers said that they would know next week about whether they would be associated with a new set of Ringling dates.

He also declined comment at this time on reports that his organization might be handed the entire booking and promotion assignment for the circus in the future.

Immediate Ringling dates on the Feld calendar are Washington and Philadelphia.

Final figures reported from Winston-Salem on the acts in Memorial Coliseum there showed that the circus played to slightly better than half houses. The building seats 6,000 for this type of event.

Winston-Salem figures showed the circus had 3,147 for the first night; 3,419 for the second; 3,245 for the third, and 2,398 on the final night. Two afternoon shows were given, with kids swelling the attendance. On Wednesday afternoon (25) the show had its biggest attendance of the run, 4,997. On Thursday afternoon there were 3,757 paid admissions.

Yankees Buy; Hunt Reaches Win Mark Early

ROCKVILLE, Conn. — Hunt Bros. Circus could put it away in the barn right now and count up a comfortable gross for the season, Manager Harry Hunt said. Business has run consistently ahead of expectations. All Connecticut dates have been especially good.

Last year it was near the middle of July before the show hit the same comforting gross. The year before that the show ran into the fall before it had gathered its anticipated season's earnings.

On Monday (24) and again on Monday, July 1, Hunt showed within eight miles of the Clyde Beatty Circus. Hunt did excellent business in Cheshire while Beatty was showing Plainville, a former Ringling date.

Hunt was in Massachusetts for a swing that will take it down thru Cape Cod. On leaving the Cape it will cut back thru Connecticut and proceed to Long Island.

The show is set for a lengthy stand, August 17-31 at Palisades Amusement Park where it opened the spring.

K-M IN BANNER DAY AT BOULDER, COLO.

Temperatures Soar Later to Cut Afternoon Business; Nights Hold

LOVELAND, Col. — Al G. Kelly & Miller Bros. Circus ran up a new high for a single day this season when it played Boulder, Tuesday (25). A full house in the afternoon and a turnout with hundreds on the straw at night added up to the big total.

But from there the circus went into a series of days with hot weather, and attendance, particularly in the afternoons, was affected.

The show has been doing very well on the season. Some clowns and two acts have been added recently, giving the show its strongest performance. Col. Tim McCoy continues to attract crowds both to the big show and then to his after-show. McCoy also is making radio appearances on show day.

Aurora, Col., had two-thirds and near-full houses on Monday (24). Then came the big day at Boulder, with crowds packing the lot from early morning on. The pit shows were jammed all day. Syd Stevenson and Kelly Miller kept red and white ticket wagons open all day. The reserves for the night show were sold out an hour before show time.

Longmont, Col., followed (26) with a dusty lot, half house in the afternoon and a near-full night, with a big concert hold. Brighton, Thursday (27), was hot. Consequently, the afternoon show was half filled, but the night house was full.

Big thing in Brighton was that upon arrival at the fairgrounds lot the show found gates were locked. There was a three-hour delay while Frank Ellis located and awakened the county commissioners to get their okay. This was necessary because the caretaker would not admit the show, and then it was brought out that a carnival had an exclusive contract

for the grounds prior to the fair. Distinction between a carnival and a circus was pointed up and the circus was given the okay. Despite this delay, the afternoon show was only 30 minutes late. Meanwhile, McCoy, Chief Kyes and Glen James were on ex-bandleader Tiny Hill's radio station at Brighton.

In Loveland, temperature was around 100 most of the day, but the lot was grassy and shady. Afternoon had a half house and night was near-full.

Doc Riggs is handling the 24-hour chores and chalking arrows for the show as it maneuvers around Denver to make suburbs. Charles Cuthbert's band is getting good comments in reviews.

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Nashville, St. Louis Prove Strong for Packs

ST. LOUIS—Tom Packs' Circus played to top-running business at its recent four-day run in Nashville's ballpark, and it followed up here with a good start on its six-day stand for the St. Louis Shrine.

The St. Louis date is unique in that the show uses a 10-ring layout. Ground acts appear twice, once on each side of the field; aerial acts appear once. Added to the standard Packs performance for this stand were three animal acts. They are Costine's Chimps, Baudy's Greyhounds and Robert's Leopards. Latter was billed here as Welch's Liberty Leopards and it is worked by Charlotte Welch.

Nashville's business was the best the Packs show had had there. Stand began on Wednesday (19) in the 10,000-seater with a near-full house. Thursday had a similar turnout. Friday's crowd filled the place. Saturday's kids' matinee was okay, and Saturday night had 8,000 people.

St. Louis opened June 29 with 8,500 people despite a rainy night. The next day, Sunday (30), pulled 15,000. Membership sale was strong. The run extended thru July 4.

N.E. Biz Good For Cristiani

GREENFIELD, Mass.—Cristiani Bros. Circus played to more good business and good reaction in New England recently.

Winchendon, Mass. (22), was two years fresh and gave a near-full afternoon and capacity night, using Knights of Columbus auspices. There was a street parade. Keene, N. H. (24), had a half house in the afternoon and a 4,500-person near-full house at night. The show put two units in the State American Legion convention parade of the day before. Date was sponsored by a church.

Greenfield had a pair of three-quarter houses under Exchange Club auspices. North Adams, Mass., followed up on June 26 with a three-quarter afternoon and near-full night under Kiwanis Club sponsorship.

Beatty's Take Skids in Conn.

WARWICK, Conn.—business for the Clyde Beatty Circus has been off in Connecticut, according to numerous reports. But some stands have proved okay. The show crosses into Canada July 15.

In Waterbury (17) there was a one-third afternoon but near-full night. Hot weather probably hampered the afternoon. In Warwick (27) there were two good houses. A horse in the Alberto Zoppe act died in the ring during the afternoon show.

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Wants Acts of all kinds, Aerial, Animal and Ground; Concert People, fifty-fifty proposition; Billposters. Kitty and Gobby Wentz, call collect. Orlo Sporton, wire. Kamsack, July 9; Preeceville, 10; Melville, 11; Fort Quappelle, 12; Southey, 13; Nokomis, 15; Lanigan, 16; Wynyard, 17; Wadena, 18; Kelvington, 19; all Sask., Canada.

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Winnipeg Ex Pulls Record 118,000 Gate

Car Giveaways Prove Strong Lure; Royal American Has Banner Week

WINNIPEG — The Red River Exhibition closed its most successful eight-day run on record here Saturday (29) after pulling a whopping 118,000 people thru its front gates to more than double last year's attendance. Total turnout at the 1956 event was 58,000.

R. E. Stewart, secretary, listed several factors as being instrumental in piling up the big attendance. A nightly car giveaway topped the list. Fireworks, sponsored nightly

by the Hudsons Bay Company and displayed by T. W. Hand Fireworks, a giveaway of a summer cottage, dairy cattle show and the fair stock show were also cited as big lures.

This year for the first time, the big night entertainment feature, a Barnes-Carruthers revue with acts, was held in front of the grandstand instead of the arena. The show drew poorly thruout the week and, according to Stewart, lost money.

The midway attraction, Royal American Shows, scored heavily to rack up the best Winnipeg grosses they've experienced thus far. Rain on Tuesday (25) washed out the day for both the fun zone and the grandstand.

A popular attraction Saturday afternoon (29) was the 51st running of the Scottish Highland Games which drew large crowds to the football field.

The arena was used as a huge exhibit building this year and space sales were excellent, according to Stewart. Included in the building were exhibits of cattle, flowers, handicraft, farm implements and an appliance center with home-cooking demonstrations. In addition, there was a stage from which local TV stations aired five programs.

Stewart planned to leave here next week to catch the Calgary Exhibition and Stampede.

Robert Stein Takes Govt., Exhibit Post

SACRAMENTO, Calif. —

Robert R. Stein, assistant manager of the Western Fairs Association, last week reported to Washington to accept an appointment in the Department of Commerce, Office of International Trade Fairs. He is on indefinite leave from WFA.

At 27, Stein is the first California fair official to be asked to manage a government exhibit at one of the 21 foreign trade fairs scheduled for U. S. participation this summer and fall. His assignment to a specific fair has not yet been announced by the agency.

Stein and his wife left here for a short visit with his parents in Burbank and then visited his wife's relatives in Canada before reporting to Washington. He expects to remain in the United States only long enough to be briefed on the exhibit he is to manage before going abroad.

Since 1954, Stein has directed the membership service for 128 fairs and expositions in Arizona, California, Florida, Nevada, Oklahoma, Oregon, Texas, Utah, Washington and Canada, that are members of WFA.

Prior to that, he was assistant public relations director of the Los Angeles County Fair in Pomona. While in the armed forces, he represented the Department of the Army Exhibit Unit at State and county fairs nationwide.

In August, 1954, the Commerce Department established the Office of International Trade Fairs with the help of a special grant from President Eisenhower's Emergency Fund. The OITF was given permanent status by an act of the 84th Congress.

Since its inception it has launched a global program described by the President as one "to tell adequately the story of our free enterprise system and to provide international trade promotion co-operation."

Mich. State Posts 180G

DETROIT — Michigan State Fair this year will offer an all-time high of \$140,000 in agricultural premiums, Donald L. Swanson, manager, announces.

This will be an increase of \$9,000 over the past two years.

IOWA STATE INKS LENNONS

DES MOINES — The Iowa State Fair has signed the Lennon Sisters of the Lawrence Welk TV show to headline the night grandstand revue for four nights, August 25-28, Lloyd Cunningham, fair secretary, announced. The veteran secretary also said the fair was still negotiating for another TV name to headline the opening two nights of the revue on August 23 and 24.

Brandon Ex Gets Off to Strong Bow

Pulls 40,000 1st Two Days; GAC-Hamid Show, RAS Score

BRANDON, Man. — The '57 edition of the Brandon Exhibition, first of the Canadian Class A fairs, got off to a strong start Monday (1) with a turnout of close to 25,000 people, topping last year by a substantial figure, according to P. A. McPhail, secretary.

This count, added to Tuesday's figure of 15,000, brought the attendance to over 40,000, well ahead of the same two days in

(Continued on page 67)

Del Mar, Calif., Event Sets New 1-Day Record

DEL MAR, Calif. — The Southern California Exposition pulled an attendance of 37,355 on Sunday (30), third of its ten-day run to set that day's record, and have a total for the period of 69,977. Last year the three-day total was 66,320, and 229,219 for the run.

For the third consecutive year the fair, under the management of Paul T. Mannen, staged an advance ticket sale thru the San Diego County Parent-Teachers Association. The sale this year accounted for 27,489 adult tickets at 50 cents each and 5,845 kids' tickets at 25 cents each. Last year the adult ticket sale was 18,198 and the kids' 4,356. Adult tickets were sold at half price. Children's tickets were not reduced but sold as an accommodation.

The fair was particularly strong from an entertainment standpoint. Opening on Friday (28) for four days with performances in the afternoon and evening was the George Arnold "Rhythm on Ice." Oriental Fantasy held the stage and schedule for two days with the Polack Bros.' Circus playing the closing three days. Grandstand shows were booked by Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency, which has held the contract here for the past five years. Louie Stern of the Polack Bros.' Circus was on hand for the staging of this attraction.

The Brunsons also again produced the Don Diego Super Circus on a stage just off the main promenade. The performances were opened with a greeting from Don Diego (Tom Hernandez) and the fair's queen. The show, with performances at 2, 4 and 7 p.m., featured Bill Dedrick's dogs and ponies; Roby and Dell, comedy balancing; Boy Foy and partner,

cyclists; Dwight Moore and His Mongrel Revue, and The Apollon (William Couch), high act. Bill Carmen and his circus band played for the presentations and on the independent midway. Leon Wilson announced.

Larry (Bozo the Clown) Valli worked the community stage with his balloon tricks and magic and conducted a series of kids' contests.

Concessionaires along the independent midway reported business satisfactory for the opening pe-

(Continued on page 67)

Santa Rosa Annual Has Eyes on 150,000 Gate

SANTA ROSA, Calif. — Sonoma County's \$2,500,000 Fair and Livestock Exhibition is being readied for opening here July 19 for a 10-day run under the management of James F. Lyttle. Lyttle is a former county supervisor who took over when Ken Carter was killed in a private plane crash that also cost the lives of fair President Chris Beck and chief concessionaire, Lou Basso.

The attendance last year was 140,769 and officials are expecting this year's 20th annual affair to top 150,000 because of a wider variety of attractions.

Eight days of racing, which last year drew a total pari-mutuel handle of \$2,296,454, up 7 per cent over 1955, again this year will be the central attraction with 12 races carded daily.

Approximately \$72,000 in total premiums will be offered in the open and junior livestock, poultry, home economics, agriculture and

ETHICS, PROBLEMS

Mass. Lists Points In Judge Relations

BOSTON — Massachusetts is continuing its effort to improve the quality of fair judging by formulating a set of lists for the alert fair and judging official. Last year the Department of Agriculture distributed a pamphlet entitled "You, as a Judge!" which discussed some of ethics and problems of officiating at agricultural competitions.

The new effort is as follows:

"What the fair expects from the judge": 1. He must be honest and judge the products regardless of whom the exhibitor is. 2. Judge should stay around after judging to answer exhibitors' questions. 3. Expect the judge to be qualified, thus having the respect of the exhibitors. 4. To know that no judge is infallible and honest mistakes can be made. 5. Expect the judge not to give a first prize to an exhibit unless it is good enough to warrant such. For some cases awards might begin at second prize. 6. Judge should have the courage to disqualify unworthy exhibits and state reason on the entry card. Using the word "out" instead of the word "disqualified" is good psychology.

"What the judges expect from the fair": 1. Proper classification.

Entries to be according to premium list. 2. Orderly arrangement of exhibits. 3. A disinterested clerk to keep the placings and go along with the judge to keep the records. 4. No interference of exhibitors during the judging. 5. Lunch expected if served on premises. 6. Exhibits to be listed by numbers with exhibitors' names covered up until judging is completed. This avoids a lot of criticism. Such entry cards are available at the Hampton Country Improvement League.

N. Y. State Ties in With Eleven Celes

SYRACUSE — The New York State Fair will tie in with 11 State communities that are celebrating their centennials, sesquicentennials and golden jubilees this year, William F. Baker, director, announces.

The communities will send winners of their whicker-growing and 18th century belle contests to the State fair to compete August 31. Gene Autry will judge the whicker winners.

Calgary Ex Sets Pancho

CALGARY, Alta. — Leo Carilo has accepted an invitation of the Calgary Exhibition and Stampede to be the guest of honor at this year's show.

He will ride in the stampede's opening day parade and in addition to other personal appearances during the first three days will appear at the first matinee of the stampede circus in the Corral on July 10.

B. C. Event Seeks \$25,000 for Stand

DAWSON CREEK, B. C. — Application has been made to the British Columbia Centennial Celebration committee for a grant to help build a \$25,000 grandstand at the fairgrounds.

Sacramento, Calif., County Event Pulls 52,951 Gate

SACRAMENTO, Calif. — The Sacramento County Fair pulled an attendance of 52,951 to set a new record during its four-day run which ended here Sunday (30), Harrison Cutler, manager, said.

Actually three marks were broken. A second-day high of 11,687 passed the standard for that day established in 1956 when 10,746 attended. Sunday (30) mark of 15,293, was established in 1955, and the four-day total was 551 higher than the 52,400 last year.

Entertainment-wise there were a number of types of shows, ranging from dance studio revues to an all-professional presentation featuring Max Baer, Nick Lucas, Skeets Minton, ventriloquist, supporting were Rosalee Brandt, organist, and Popo the Clown.

San Antonio Expo Names A. B. Jackson General Manager

SAN ANTONIO — A. B. Jackson, San Antonio livestock and ranching leader, will serve as secretary to the executive committee and general manager of the San Antonio Livestock Exposition this year.

His appointment was announced here by E. W. Bickett, exposition president. Johnson succeeds W. L. Jones, who will devote full time to the farm and ranch division of the San Antonio Chamber of Commerce.

Johnson has served as superintendent of the horse show division of the exposition for the past six years.

Bickett said Johnson will devote full time on a year-round basis to the exposition.

Pleasanton, Calif., Aims For Record 400,000 Gate

PLEASANTON, Calif. — The Alameda County Fair last week was not only seriously threatening to break its all-time record of 360,000 set last year but was shooting to hit the 400,000 mark, a goal set several years ago as fair attendance has increased year after year.

Thru Sunday (30), the fair's 10th day, a total of 304,000 people had clicked the turnstiles to beat the 1956 comparative attendance of 280,000. With four days yet to go, including the fourth of July, when it closes, and the weather cooling from a torrid start, James W. Trimmingham, secretary-manager, was optimistic about reaching the set figure.

Grandstand business was strong during the first 10 of the 14-day run. The Cottonseed Clark California Hayride show was televised from the grounds on Wednesday (26) and returned for a second appearance on Thursday (4). For the first time KCBS in San Francisco presented live some of its radio shows from the grounds.

Entertainment-wise the show was strong. The John A. Strong Circus was presented as a free attraction during the first 10 days with Eddie Spaghetti (Edwards) taking over for the remaining portion of the run.

The grandstand show, produced and staged by Isabelle Whall of Fun Unlimited Productions, was in three segments. Opening with the fair on Friday (21) and running

five days were Henri French, comedy cyclist; Lee Carter, tap dancer; Warner and Leigh, singers, and The Wheelers, recording marimba stars. The show following opened Wednesday (26) for four days and included Jack Marshall, emcee and comic; Eagan and Parker, vent; Nancy Long, contortionist; Marion Marlin Dancers, and Nick Alexander, musical comedy troubadour. Running from Sunday (30) thru the closing were Ken Card, comedy banjoist; Johnson Sisters, tumblers; Helene and Tommy LaRose, mentalists; Willy Keo, comedy diver, and the Coquettes, twin electric pianos. Phil Arden and his Trio played the full fair run. Fireworks on the closing July 4 were presented by Golden State Fireworks Manufacturing Company, headed by Patrick Lizza, of Saugus, Calif.

General admission to the fair was free. Grandstand seats sold for \$1.50 for boxes and generals, 90 cents for adults and 50 cents for children over 10 years of age.

Twelve days of pari-mutuel racing were featured. The handle was expected to reach \$4,250,000, which is approximately 5 per cent over last year.

The midway was again played by the Foley & Burk Combined Shows, headed by L. G. Chapman. The carnival has played the date here for approximately 20 years.

Jim Zeno, who has his own publicity office in Oakland, handled press for the ninth consecutive year.

Brandon Ex

Continued from page 66

'56. On the second day last year an all-day rain just about washed out operations in all segments.

The night grandstand show, produced by GAC-Hamid and brought in by Ernie Young, scored capacity crowds both Monday and Tuesday nights, with upwards of 5,000 viewing each performance.

Ideal weather was responsible for the heavy crowds and nearly all of them flocked to see the rides, shows and concessions brought in by Royal American Shows. As a result, the show scored the biggest Monday it has ever had in its many years of playing this fair.

Afternoon grandstand attraction the first two days was confined to kid shows but harness racing opened Wednesday (3) for three days and was expected to do strong business.

Demand for exhibit and concessions space this year was the biggest for some time, McPhail revealed, and as a result, every foot was occupied.

Talent in the grandstand show included the Seven Ashtons, Willie West and McGinty, Wells and 4 Fays, Ghaezis, Julian's Dogs, Bob Top and Lauren, Dick Gordon Trio, Matt Tuck and Company, 24 Hal Sands line, Frank Furllette's ork and Gordon as emcee.

Del Mar Event

Continued from page 66

riod. Among these were Warren and Flora McMenus, eat stands; Lee Garland, floss; William Carter, peanuts; George Charbonneau, popcorn, and Dave Barham, hot dog-on-a-stick. Ed Land with his wheel chairs and Juveliners also reported good business, some of it, he added, coming from the fact that the service was spotted on the fairgrounds map.

Crafts Shows were featured on the midway. Concessions in general were handled by the fair with Louis Cecchini representing the exposition.

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PORTABLE STAGE: 32'x48'x3 1/2' high. Extruded Aluminum Frame; 4'x8' Floor Sections. Will sell for 10% of original cost.
SHOW TANK: 24'x60'x3 1/2' deep Aluminum frame complete with 4' cat-walk. Brand-new double plastic liners. Easily assembled; MAKE AN OFFER.
Write P. O. BOX 351, Newark, Ohio

Milwaukee Wins Conventions

Continued from page 60

would not keep the building solvent. We switched our emphasis to trade shows and conventions. Results have been very gratifying since then," he said.

A full time public relations department was set up in 1953 to help "sell" the Auditorium-Arena facilities to potential users. Frank Widman was hired to take charge of this department. He keeps busy contacting trade associations and industrial groups via a stream of well planned mailing pieces, plus personal contacts in the field.

New Departments
Widman's background on the Milwaukee Association of Commerce Convention Bureau prepared him well for his job. His many contacts and insight to the thorny problems faced by convention committee chairmen has enabled him to lure many new groups into Auditorium-Arena bookings.

Two special departments recently have been created that will bring added revenue and new bookings, according to Elmer Krahn. One will enable the management to rent to exhibitors a complete assortment of display fixtures and chrome furniture. An inventory of these fixtures and furniture is being built up in quantities to handle all normal requirements.

Another new department that is already beginning to rack up healthy results, offers convention groups a complete planning and operational service.

Planning Service Clicks
"We can offer organizations a service that will take over all of their convention problems, from arranging and promoting their meetings to making up floor lay-

outs and renting booth spaces," explains Widman.

The Wisconsin Education Association annually holds one of the biggest conventions in the Midwest. It has just signed up for the complete planning service offered here.

"Too many groups shy away from holding big meetings," says Widman. "They often feel that the job of conducting a full scale convention for hundreds, or even thousands of delegates or visitors, is just too complex a task for their organization to tackle. In many instances, they do not have the continuity of experience among their officers or paid staffers to assure them of a well-run meeting. As a result, a number of large groups have put off scheduling of annual meetings. They prefer biennial, or even quadrennial gatherings.

"We point out to them," says Widman, "that there is a great danger of groups disintegrating and losing their identities if they wait too long between conventions or State-wide meetings."

The new planning service is proving helpful to small as well as large groups and is steering a healthy volume of plus business to the place.

According to Krahn, 65 per cent of the conventions held in Milwaukee are those of State organizations. The major State conventions and expositions are forced to come to Milwaukee to obtain needed room and display facilities.

Other large cities in Wisconsin have begun to expand their auditorium plants and are actively bidding for the business, says Elmer Krahn. So Milwaukee will have to fight even harder than before.

The annual volume of the Milwaukee Auditorium-Arena has been averaging in the \$700,000 bracket, points out Krahn. "Altho we are a quasi-public institution, we operate completely without a municipal subsidy. We are the only self-supporting municipal Auditorium-Arena in the nation."

Thank You,
DUNCAN RENALDO
"THE CISCO KID"
for your co-operation in making
Atlanta's 14th Charity Horse Show
A LARRUPPIN' SUCCESS!
Saturday, June 22nd . . . A complete sellout of tickets! Hundreds were turned away . . . Hundreds stood in line to see
DUNCAN RENALDO . . . The Cisco Kid
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C-W Sparkles But Rain Curbs Action

Spring Weather Cuts Into Takes; Sally Rand Aids Promotion Dept.

WASHINGTON — Altho sparkling in appearance and geared for heavy earnings, Cetlin & Wilson Shows have endured a rough series of weather breaks thus far this season. The 35-car railroader is the latest to join the ranks of late-opening carnivals, delaying its premiere this season until the first week in June.

About the only bright spots thus far have been the fine opening day in its home town of Petersburg, Va., and a brisk wind-up to the downtown celebration in Roanoke, Va. Petersburg wound up a wash-out and rain in Roanoke forced an uphill struggle to break even.

A promising week in Suitland, Md., just over the district line here, suffered from rain on the opening and on Friday night as crowds were building.

No matter from which side the show is viewed, it presents a pretty face this season. Anchoring the key spot on the back end is the Raynell revue featuring Sally Rand, who has been working the publicity angle heavily, making dinners and luncheons and benefiting from photo-conscious newspapers along the route.

Of the shows' 108 wagons, 86 were in use here, others being left loaded due to lot limitations. The Census Bureau parking lot, across the street, altho capable of handling thousands of cars, was not strained, due chiefly to the weather. Brightness in appearance was evident on all rides as well as along the concession line which is supervised by William B. Moore and Claude Sechrist.

For the local date, Pepsi-Cola's daily TV and radio budget was turned over to the show's promotion department with details worked out by the bottler and Peasy Hoffman.

More than 20 rides were up plus a dozen show units, Al Dorso's bingo and Rip Weinkle's big, new cookhouse. On the lot were two Ferris Wheels, Silver Streak, Looper, Merry-Go-Round, Scooter, Tilt-a-Whirl, live ponies, Bob Edward's dark ride and Turnpike, Earl Purtle's Motordrome and Bert Slover's

Royal Starts Strong at Brandon Ex

BRANDON, Man. — Royal American Shows got off to the strongest start it ever had at the Brandon Exhibition here Monday (1). Aided by attendance that was over the 25,000-mark and ideal weather, Royal's ride and show line-up scored the best opening day it ever had in this city.

The second day Tuesday (2) was also strong altho attendance was off somewhat from the big opener. Large crowds also patronized the midway zone on Wednesday (3), when all stores here closed down at noon to permit their employes to attend the fair.

Top shows included Green Door, Lash La Rue's Western unit, Leon Claxton's Harlem in Havana and the Dick Best Side Show. Rides came in for their usual strong patronage here from all age groups.

Rock-o-Plane, Octopus, Scrambler and Roller Coaster.

Bush manages the Funhouse. Al Dorso also had apples, popcorn and Roundup; Tropical Killers, Harry Ritzlauger; Wild Life, John Dempsey; Pygmy Horses, Snakes and Monsters, Swede Erickson; \$100,000 Rolls Royce, Mr. and Mrs. Max Marcus; cookhouse, Weinkle with Mike Roman as manager.

The Raynell show incorporates three revolving scene changes workable in a matter of seconds, and the long staircase from the top of a second wagon. Twelve girls and several acts support Sally Rand, including Frankie Myers and his Carolina Rock 'n' Roll group; Kay and Aldrich, comedy; Gwynn Jones, calypso; Dotty Rice, ballerina; Candy Scott, vocal, and Don Niesson, emcee and vocal. Buddy Ray is organist and Bill Lewis, drummer. Others are Henry Lyndenn, candy pitch; Gale Madden, front, and seven men on canvas, under Johnny Romero. Unit moves on five wagons and has air-conditioned dressing rooms this year.

In addition to the Moore concessions are Sam Cara, custard; Harry Errigo, 2; Byers, 2; Barney Corey, 5; Max Tarvis, 2; Sandfuer, two galleries; Dick Stack, apple darts, and Rice, scales and age. For fairs Raynell will also produce a posing show and black light mystery show, and Charley Hodges has signed on with his Side Show.

Show staff, besides Jack Wilson and Issy Cetlin, includes Bill Hartsman, secretary; Peasy Hoffman, promotions; Whitey Walker, assistant to Hartsman; Charles Shee'sley, lot superintendent; Squeaky Ratshell, sound truck; Jack Burns, ride superintendent; Frenchy, ticket takers and front; Blackie Peyton, tractors; Jess Warren, trainmaster, and Clyde, electrician.

Northern Expo Takes Reflect Rain, Sunshine

PLENTYWOOD, Mont. — Northern Exposition Shows, going into the eighth week of its 1957 tour, opened here Monday (8) after varied business on its route that included Ft. Pierce, S. D., Mike Smith, owner-manager, said.

Since the first two weeks, the show has encountered good weather that has reflected on business. At Ft. Pierce, the weather was particularly good.

Northern will soon begin its rout of Rocky Mountain fairs, which the show has played for the past 14 seasons.

Personnel of the show, in addition, includes Bruce Smith, secretary; Bruce Smith, electrician, and William Averill, midway superintendent. Ride foremen are George Gayken, Albert Metinier, Robert Schroeder, Everette, Hanscom, James Dement, Howard Larkin, Orval Ogge, Gary Spawn and Harley Scroggs. Concessionaires are Dave Kelly, Al Haaniato, Dave Reese, Carly Spear, George Sackson, Charles Fair, R. L. Hall, Jay Steven, Wayne Mayberry, Slim Donaldson, Frank and Marie Krett, Wilbur Rose, and Hal Fisher.

Monongahela A Wet One For Vivonas

MONONGAHELA, Pa. — A last-minute booking here was played in spotty weather, but results were not as bad as the weather might indicate for the Amusements of America. Rain fell on Monday (1) and Friday (5), with Friday a total washout.

A firemen's parade was offered on Tuesday with 12 bands, marching units and 46 pieces of equipment, to bring big crowds along the half-mile route, after which the midway did pretty fair business.

Wednesday's family matinee was the biggest such promotion of the season, with all units doing well. Thursday fireworks also drew heavily. Friday brought rain and Saturday's matinee was only fair due to threatening weather and occasional rainfall.

Several committees visited and two contracts for 1958 were signed. Joe and Aggie Ross did nicely with their popcorn, as did Chuckie Renton with his show. Side Show under Dick Hilburn is holding its own. Also doing business are Tony Mason with Girl-A-Rama and Club Macambo, Tarzan Banks with Hell's Half Acre, and Carl, at the Funhouse. Harry Wilson is doing fairly well after his recent illness.

Irish Gaughn Hurt, 2 Killed In Auto Crash

McLEANSBORO, Ill. — Irish Gaughn, of Buff Hottle Shows, was seriously injured and two companions, William Bodian and Mitchell Wolf, were killed in an auto crash here last week.

Gaughn suffered a fractured skull, had one leg broken in three places and multiple cuts and bruises. He was in a hospital here where at midweek it was reported he was doing as well as could be expected.

Bodian and Wolf were longtime concessionaires with a number of Midwest shows.

Laurel, Hyattsville Okay for Va. Greater

BELTSVILLE, Md. — A couple of weeks described as promising have been lined up. Among concession units here were Mike Lane's ball game; George and Pat Rector, 2; George Hartley, 3; Mac's grab stand; Charlie Anderson, 3; Herb Clark, Lesters ball game; Hughie Hart, novelties; Mrs. Arnold Maley, floss; Clark Brothers, apples a 1 popcorn, and Bill Blankenship and Jim Graham. Buddy Munroe and family were expected with the Roller Coaster and games.

The office-owned units are supervised by Ernest Gordon, with Leo Matina as all-round man. Anderson has been framing a bingo for the fair season which opens August 27 in Keller, Va., and closes November 7 in North Carolina.

Among units not put up here were five of the seven light towers, the Chairplane, Train Ride and Kiddie Ferris Wheel.

BRIGHT PROSPECTS

Conklin's Early \$\$ Point to Big Year

BRANTFORD, Ont. — Prospects for outdoor show business in Canada—particularly for rides and shows—were never better than this season, according to J. W. (Patty) Conklin, veteran midway biggie.

Conklin cited his operations at Belmont Park, Montreal, as one example. Up to last weekend, when a storm pretty well washed out business, gross takes were a whopping 40 per cent ahead of the same period last year. To further back up his observations, he pointed out that his grosses at Crystal Beach (Ont.) Park, thus far have surpassed last year by close to 25 per cent.

Conklin also reported on preparations at the Canadian National Exhibition, Toronto. His new Hot Rod ride and Wild Mouse are ready for the big exhibition. In addition the Derby Racer has been installed and a crew is busy on a photo concession. Also to be introduced on the CNE fun zone

Weather Gives Continental Vt. Washout

GORHAM, N. H. — Tail end of Hurricane Audrey spoiled business of the Continental Shows in Newport, Vt., and the show had high hopes for a rebound when it pulled in here for the July Fourth week.

Two days were washed out in Newport. Strong winds prevailed thruout the week. The Saturday (29) matinee had a heavy turnout but rain and winds cut business short at its peak.

Feelings were all that were hurt during the week, none of the equipment suffering any damage.

Roland Champagne, general manager of the show, is still in Kerbs Memorial in St. Albans, Vt., where he is reported gradually improving. Fred Fritz and general agent Paul La Cross are running things in his absence.

this year is a Springer, which described as a German style Merry-Go-Round that permits rider to control the actions of the mount.

The Conklin kiddieland, which was moved this season from Toronto river-front location to new site on the CNE grounds, doubling the business it garnered last season.

Conklin, accompanied by Max Conklin, was scheduled to leave here Friday (5) for Baniff, Alberta from where they will catch the final two days of the Calgary Exhibition and Stampede and the first two days of the Edmonton Exhibition. From the latter city they will go to California for vacation.

Del Mar Fair Uses New Front End System

DEL MAR, Calif. — All midway concessions at the Southern California Exposition, which closed its 10-day run here Sunday (7) was under the direction of the fair with Louis Cecchini, of Cecchini & Levaggi, as concession manager.

The plan was put into operation this year for the first time. Concessionaires doing a creditable job will be given preference this year, Paul T. Mannen, fair secretary-manager, said.

Cecchini sold approximately 1,200 feet of space at \$20 per foot. Of this space, about 200 feet were used by 11 concessionaires with the Crafts Shows, which supplied the rides, and those booking thru the shows office.

Among the concessionaires were George Charboneau, 1; Cecchini, 6; Steve Vaughn, 1; Ben Kirk, 1; Ronald Alloca, 1; Sam Catone, 3; Patsy Delbecchio, 1; Joe Blash, 3; Don W. Cornell, 1; Joe (Red) Dauer, 2; Rose Marie Couch, 3; R. W. Wilhoit, 1; A. Antara, 2; Al Lucchesi, 1; Cecchini & Levaggi, 16, and Robert Ossa, 1.

West Coast Novelty, headed by Jake Schwartz, had two concessions and also stands on the independent midway.

Don Franklin Matches '56 At Salem, Ill.

CLINTON, Ia. — Don Franklin Shows moved here last week after a good stand at the Soldiers and Sailors' Reunion in Salem, Ill., which produced ride and show grosses that matched those of last year. In fact, the total take for the week was within a few dollars of 1956, despite one afternoon and evening of rain.

Rides were the big money winners thruout, altho the front end reported satisfactory business for the week. Attendance during the week was excellent and the platform shows, produced by Billy Senior of Barnes-Carruthers Theatrical Enterprises, proved popular.

F. C. BOGLE SHOWS, INC.

Get on the band wagon. We play 12 better fairs in Kansas, Missouri, Iowa and Oklahoma, plus 2 Army pay days. Can you beat it!

CONCESSIONS: Bear Pitch, Photos, Tattooer, Long and Short Range, Ball Games, Hoop-La, Water Games, Hi-Striker, Coke Bottles, Ice Cream, Pronto Pups, Foot Long, Penny Pitch or any other stock concession.
SHOWS: Motordrome, Wildlife, Monkey Speedway, Side Show, Big Snake, Dope, Midget, Punk, Fat, Mechanical, Geek or others.
RIDES: Scrambler, Scooter, Roundup, Rock & Roll or Flyoplane, Dark Ride, Spitfire, Live Ponies, Coaster, Autos, Boats, etc.
HELP: All Departments. Want Foremen for Merry-Go-Round, Wheel, Tilt, Octopus. Top salary to top men, plus bonus, unemployment, so on, etc.

Wire Manager Bogle Shows, Atchison, Kansas, this week

GEORGE CLYDE SMITH SHOWS

WANTED—Custard, Ball Games, Slum Spindle, Hoop-La, Swinger, Six Cats, Pitch-Till-U-Win, Cork Gallery, Balloon Darts, String Games, Spot-the-Spot, Age & Scales.
WANTED—Ferris Wheel Foreman, Chairplane Foreman, Merry-Go-Round Foreman, General Ride Help, Truck and Tractor Drivers. Agents for office Hanky Panks.
WANTED—Side Show, Monkey Show, Snake Show, Girl Show. George Yancey wants Agents for Buckets and Count Store.

All replies to

GEORGE CLYDE SMITH SHOWS

Boswell, Pa., all this week; Cumberland, Md., next week.

HUB LUEHR'S IDEAL RIDES

Want for the following: Clifton, Ill., Centennial, July 16-21; Worthington, Ind., Fair, July 22-27; Clay City, Ind., Fair, July 30-Aug. 3; Brazil, Ind., Fair, Aug. 5-9; Greensburg, Ind., Fair, Aug. 12-16. Newman, Ill., Centennial, Aug. 21-25, with other proven fairs and celebrations to follow.

Photos, Hi-Striker, Milk Bottles, Shake-Up, Pitch-Till-You-Win and other legitimate Hanky Panks not conflicting. No "Alibi" Outfits or Mitt Camps. Also want Second Men who drive and stay sober on all Rides. No cars.

Contact HUB LUEHR, Owner

Washington and Tibbs, Indianapolis, Ind. Wires care Western Union.

FUN-BEAM SHOWS

STONE CREEK LIONS FAIR, HUNTINGDON, PA.

Can book all kinds of Concessions and Shows including Girl Show with own equipment. Also Major Rides other than Wheel and Merry-Go-Round.

Contact M. A. BEAM, Knox, Pa., this week

DRAGO AMUSEMENTS #2

Want Mug, Bumper, Add Dart, Diggers, Coke Bottle and Mitt Camp for #2 Show. Also booking for Amo, Ind., Centennial, July 16-20. Eats, Popcorn, Sno-Ball, Floss and Bingo sold—all others open. Like to book Merry-Go-Round, Kid or any flat ride for this date.

All contact CHET PIERCE, Otterbein, Ind., this week

P.S.: C. S. Poole—wire Chas. Lehman where he can call you.

AMUSEMENTS OF AMERICA

CAN PLACE FOR LONG ROUTE OF FAIRS AND CELEBRATIONS, CLOSING CHARLESTON, S. C., NOVEMBER 9; THEN 15 WEEKS IN FLORIDA

Hunkies of all kinds. Chairplane Foreman. Second Men on all Rides. Leonard Duncan, tried to call you; contact at once.

JOHN VIVONA, Frisco, Pa., this week

BEAM'S ATTRACTIONS

BLACK LICK, PA., SESQUICENTENNIAL, JULY 15-20—PARADES, SPECIAL EVENTS

Want Novelties and Hanky Panks. Need first-class Flyoplane Man, also Second Men for other Rides. Capable Carnival Workers can be given work.

Contact STEVE DECKER, Knox, Pa., this week

CATLETT GREATER SHOWS

Open for location, July 21-Aug. 3, within 100 miles of Wichita, Kans., preferable. 10 Fairs to follow.

Want good, clean Shows; Ride Help, Hanky Pank Agents, legitimate Concession. Call or Wire

WILLIAM G. CATLETT, Anthony, Kan., July 14-24

DUMONT SHOWS

NICHOLASVILLE, KY., JULY 7-13; LANCASTER, KY., JULY 15-20

Want Hanky Panks of all kinds. Want two Flats, must have Hanky Panks. Want Bingo, Cotton Candy and French Fries. All address:

LOU RILEY, MGR., AS PER ROUTE.

FOREMEN

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MERRY-GO-ROUND
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Top wages to those who can take care of equipment properly.
Harry Day, Mgr.

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Lorain, Ohio, this week, or
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Blue Ribbon PARAKEETS

50¢ To 85¢ Each

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Hollywood, Florida
Phone: 2-7412

Morris Hannum Shows

One of the Great Eastern Shows

Neshaminy, Pa., above Willow Grove, July 15-20, Spring Mill Fair at Conshohocken, Pa., Free Acts, Fireworks, Free Gate, 10 Big Days, July 24-Aug. 3.

RIDES: Can use one or 2 major Rides for the 10 days at Spring Mill Fair.
SHOWS: Family type Shows of all kinds: Wild Life, Mechanical, Midget, Glass House, Monkey Speedway.

CONCESSIONS: Ball Games, Pitches of all kinds, Novelties and other Straight Sales and all Hanky Panks.

HELP: Openings for Ride Men who drive. Can place another Trick Rider for office Motordrome. All replies Morris Hannum, Necho Allen Hotel, Pottsville, Pa., this week; then 934 Murdoch Road, Philadelphia, Pa. Phone: Philadelphia—Chestnut Hill 7-8176.

JOHNNY'S UNITED SHOWS

FAMILY TRADITION

BEGINNING A SOLID ROUTE OF FAIRS WITH PIKE COUNTY FAIR, PETERSBURG, IND., THEN

SPENCER COUNTY FAIR, ROCKPORT, IND.
DUBOIS COUNTY FAIR, HUNTINGBURG, IND.
JACKSON COUNTY FAIR, BROWNSTOWN, IND.
WHITE COUNTY FAIR, CARMI, ILL.
LAWRENCE COUNTY FAIR, BRIDGEPORT, ILL.
CARROLL COUNTY FAIR, HUNTINGDON, TENN.

LIMESTONE COUNTY FAIR, ATHENS, ALA.
MORGAN COUNTY FAIR, DECATUR, ALA.
CULLMAN COUNTY FAIR, CULLMAN, ALA.
BARTOW COUNTY FAIR, CARTERSVILLE, GA.
JACKSON COUNTY FAIR, SCOTTSBORO, ALA.
CALHOUN COUNTY FAIR, ANNISTON, ALA.

CONCESSIONS—Want Custard, Photos, Bear Pitch, Long Range, Milk Bottles, Six Cats and Hanky Panks of all kinds. Office wants Pea Pool Dealer. Frank Aschey wants Agents for Set Joint, Hit & Miss and Coke Ring.

SHOWS—Snake, Geek, Illusion, Mechanical, Monkey Drome and Motordrome.

All replies to JOHN PORTEMONT, Danville, Ind., this week

Monarch EXPOSITION SHOWS

All Fairs until October 19. Green County Fair, Carrollton, Ill., next week, followed by 2 big 7 day Fairs, the New Wabash County Fair, Belmont, Ill., and the St. Clair County Free Fair, Belleville, Ill., over 100,000 attendance last year.

CONCESSIONS: Can place Novelties, Short Range, Lamp and Glass Pitches, Cigarette Block, Jewelry and Hanky Panks of all kinds. WANT FIRST CLASS COOKHOUSE.

SHOWS: Can place Funhouse or Glass House and any clean Grind Shows.

HELP: If you are above average, we can place you. (Ernest Moefield, contact P. L. Smothers.) Address

E. L. WINROD, MGR.

Jerseyville, Ill., this week; Carrollton, Ill., next week

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

C.C. (SPECKS) GROSCURTH PRESENTS

Want for Joliet, Illinois, week July 15, followed by Champaign County Fair at Urbana, Illinois, week July 22, and a continuous route of bona fide Fairs until Armistice Week; including the Great La Porte, County Fair at La Porte, Ind., week of Aug. 12.

SHOWS: Will book any good Grind or Bally Show with own equipment that caters to ladies and children. Special proposition for Organized Colored Revue. Must have own wardrobe, public-address system and transportation. Will furnish new 40'x100' Top and complete equipment, to join at La Porte County Fair for balance of season. Must be clean.
RIDES: Can place non-conflicting Major Rides commencing at Urbana week of July 22.

C. C. GROSCURTH

Waukegan, Illinois, all this week; then Joliet, Illinois. No phone calls, please.

CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds.

HELP: Electrician's Helper, must understand Sperry search-light and to help with towers and fluorescent lighting.

NOTICE: REWARD for information for lost or stolen 1946 Ford Panel Truck, license no. Kentucky T-38965, Motor No. R-99C1034346. All wire:

AGENTS WANTED

Count Store, Six Cats, Buckets, Duck Pond, Balloon Darts.

ROY T. DUFFY

c/o 20th CENTURY SHOWS
Detroit Lakes, Mich.

TIVOLI EXPOSITION SHOWS

WANT FOR 17 BIG FAIRS IN ILLINOIS, ARKANSAS & LOUISIANA UNTIL NOV. 1.

CONCESSIONS—Can place Glass Pitch, Photos, Short and Long Range Galleries, Ball Games, Fish Pond, Balloon Darts, Cork Gallery, Penny Arcade, Pronto Pups, Foot Longs and Custard. Frank Spina wants Count and Peek Store Agents.

SHOWS—Want first-class, Girl Shows (Harold Wetherbee, please contact us), Monkey Show, Fat Show, Side Show or any Grind Show not conflicting.

RIDES—Want to book Octopus or any other Major Ride not conflicting.

RIDE HELP—First and Second Men on all Rides. Must drive semi. Contact

H. V. PETERSEN

Vienna, Ill., Fair this week; Martinsville, Ill., Fair next week.

GOLD MEDAL Shows

NOW BOOKING FOR HAGERSTOWN, MD., WEEK OF AUGUST 12 AND THE STATE FAIR OF WEST VIRGINIA AT RONCEVERTE, WEEK OF AUGUST 19.

CONCESSIONS of all kinds, Photos, Custard, Eating Stands, Ice Cream, African Dip, Ball Games, Six Cats, Bumper, Swingers, Blower, Water Games, Bird, Bear and Glass Pitches. Can use Count and Peek Stores in Hagerstown. These are two big Dates for Concessions.

RIDES—Can use Spinaroo, Round-Up, Scrambler and non-conflicting Rides. Can use some Kiddie Rides and Live Ponies.

SHOWS—Can use Minstrel Shows and Girl Shows with own fronts. All kinds of nice looking Grind Shows, Matordrama, Funhouse, Glass House, Monkey Show, etc.

HELP—Want Foremen for Tilt, Octopus and Merry-Go-Round. Second Men on all Rides. AGENTS—Can use Agents for brand new framed Count and Pin Store, one Wheel Agent. Goods Phillips needs Help. We work every week. All answer

DAVID E. FINEMAN, Bus. Mgr.

JOHNNY J. DENTON, Owner

A. C. HILL, Asst. Mgr.

LOGAN, WEST VIRGINIA, THIS WEEK

Want to buy 2,000 feet of 00 Cable.

HETH SHOWS

30 CAR RAILROAD SHOW . . . meterized!!

LOT MAN WANTED
BILLPOSTER WANTED

Want combination Lot-Layout Man who can do building and repairing if necessary. If you are temperamental and drink, don't answer. Johnny Beam, reply if at liberty. Union Billposter wanted at once; not over 45 with your own panel truck. You must be able to put up the paper we order, the reason for this ad.

CONCESSIONS—Long Range, Basketball, Custard, Coke, Hanky Panks.

All Replies HETH SHOWS
Sturgis, Ky., this week; Decatur, Ill., July 15-20.

CAPITAL CITY SHOWS #1

WANT FOR HARRODSBURG, FAIR, FOLLOWED BY NIBROC FESTIVAL, CORBIN KY. 16 FAIRS THRU NOVEMBER 11

Want sensational High Act for balance of season.

CONCESSIONS: Prize-Every-Time Concessions of all kinds, Short and Long Range, Jewelry, Bear and Glass Pitch and Ball Games.

SHOWS: Side Show, Drama or any Grind Show with own equipment.

RIDES: Will book any non-conflicting Rides.

HELP: Can also use good, sober and reliable Ride Men who drive.

Address J. L. KEEF, Capital City Shows #1, Williamsburg, Ky.

SMILEY'S AMUSEMENT COMPANY

WANT FOR CHARLEROI, PA., VOLUNTEER FIRE DEPARTMENT CELEBRATION, JULY 15-20, AVONMORE, PA., VOLUNTEER FIRE DEPARTMENT CELEBRATION, JULY 22-27.

Want Hanky Panks of all kinds. No flats or gypsies. Can use family-type Shows. Can use Agents for Swinger and Buckets that work for stock and can take orders. Can use Ride Help in general. Merry-Go-Round Foreman wanted as quick as possible, good wages, pay every week. Second Man on Ferris Wheel.

All replies to

GLASS PITCH BLACKIE, Mgr. of Show, Arnold, Pa., all this week.

PAN-AMERICAN SHOWS

Want for 15 fairs, including Pennington Gap, Va., Fair; Norton, Va., Fair; Sevierville, Tenn., Fair; Cherokee, N. C., Fair; Gainesville, Fla., Fair; Selma, Ala., Fair; Marianna, Fla., Fair, and others.

Want Concessions of all kinds. Will give preference to those joining now. Agents for Count Store, Pin Store, Buckets and Skillo. Will consider booking other Grind Shows with Hanky Panks.

Want Talker for Sideshow, also Annex Attraction Talker; Musicians and Girls for Minstrel Show. Want Ride Foreman who drive for Tilt-A-Whirl and all other Rides. Want Billposter and Ride Superintendent. Earl Lovington, write.

MT. AIRY, N. C., THIS WEEK.

MOTOR STATE EXPO SHOWS

"The Cleanest Show On Earth"

WANT FOR 32d ANNUAL STREET FAIR AND OX ROAST, BRADNER, OHIO, JULY 16-20; AND LUCAS COUNTY FAIR, MAUMEE, OHIO, AUG. 1-4; AND BALANCE OF SEASON, ALL FAIRS Range for ten Fairs beginning Aug. 1.

Want Hanky Panks, Hi-Striker, Bumper, Ice Cream, Sno Cones, etc. Can place Long Range for ten Fairs beginning Aug. 1.

Want Arcade, Funhouse, one or two Grind Shows.

HELP—Foremen for Merry-Go-Round, Roller Coaster; Kid Rides. Second Men who drive. Top wages, long season South. No drunks, chasers or midway delegates wanted. Howard Rayburn, come on. All replies to

J. FREDERICK, Owner

c/o Fire Department, Beecher District, Flint, Mich., until July 14; then Bradner, Ohio. No phone calls.

SOUTHERN VALLEY SHOWS

Want Hanky Panks of all kinds—Ball Games, Hoop-La, Dart Games, Coke Bottle, Glass Pitch and Long Range Gallery. Have nice opening for Flashy Bingo. Would like to book nice Cookhouse or Sit-Down Crab. Johnny Graves wants Pin and Peek Store Agents; Watermelon, please contact. Would like to book Caterpillar and Rolloplane. Want Girl Show with own outfit.

Contact JOHNNY GRAVES, Gen. Mgr., or EVELYN MORAN, Owner
ASHDOWN, ARK., DOWNTOWN, THIS WEEK.

KIDDY RIDES

You can get immediate delivery on 14 different rides — some portable — all easily set-up.

We can deliver and set-up on 3 days' notice. Prices very low — no photos, etc.

Come to Youngstown, Ohio, and see these money-making, very low priced rides. No junk — all factory built.

(We have a fine set-up for someone to take over our Festival and Picnic dates — in Northeastern Ohio; also two Crosley Fire trucks.)

KIDDIE PLAYLAND RIDE CO.
131 Princeton Ave.,
Youngstown 7, Ohio

WANT RIDE HELP

Who drive and have or can get license and stay sober. Also experienced Penny Pitch Operator. Drunks and chasers, stay where you are if you can. All answers to

JOHN B. DAVIS
SOUTHERN STATES SHOWS
LAKE CITY, FLA.

CRESCENT AMUSEMENT COMPANY

Will book modern Photos on trailer, also modern Lunchstand on trailer. Necessities for Pageland, S. C., Nelson Festival, July 10-13. This is strictly a Ride Unit. Want reliable Ferris Wheel and Second Men on all Rides.

ALL REPLIES TO PAGELAND, S. C.

GEORGE T. COLEMAN

George, either you or Margie call me collect at once.

GEORGE TURNER
Phone Victor 3-9888,
Oklahoma City, Okla.

Raines Amusement Co.

Want Ride Help, capable and willing. Can still use good Stock Concessions not conflicting. All Celebrations and Fairs to follow.

Spiro, Okla., this week; Stillwell, Okla., next week.

WANTED
SUPER ROLLOPLANE RIDE
FOREMAN

TOP SALARY

If You Can Qualify

Must Be
SOBER • CAPABLE • RELIABLE

Also drive a Semi-Unit

GOODING AMUSEMENT CO.
1300 NORTON AVE.
COLUMBUS, OHIO

WANTED

Experienced Ride Help, Handymen, Carpenters, Electricians. Year-round work building two amusement parks. No ups or downs, good pay. No drunks, reliable people only. Write or wire

TEX COURTNEY, Mgr.
1528 Clearview St.
Philadelphia 41, Pa.

SLICK WESTON & AUGIE RIZZO

Contact me care James E. Stratos Shows, Schenectady, N. Y., this week.

LOU CONTE

P.S.: Also want good, sober, reliable Man to up and down Bear Pitch and drive truck. Pay \$75 weekly at Still Dates: \$100 at Fairs.

WANT

Wheel Foreman and Second Man. Must drive. Also Second Men on other rides; Truck Drivers, Ticket Sellers.

Contact H. C. Swisher, PARADA SHOWS
Cross Timbers, Mo., this week; Louisiana, Reunion, July 23 and 24.

MO-ARK SHOWS

Due to blank 4th will book Hanky Panks of all kinds except Fish Pond and Hit & Miss Ball Games. Especially want Popcorn, Floss and Snow, Balloon.

Alton, Mo., 8-13. Call Manager
LEWIS GARNER

PALMETTO EXPOSITION SHOWS

Want Ride Help, Roller Coaster Foreman, also Man for new Sky Fighter and Tank Rides. Good proposition to right Man. All replies to

MILTON McNEACE
Fuquay-Varina, N. C., this week
Williamston, N. C., July 22-27.

RIDE HELP WANTED

Can place Foreman for Ell #5. Also Second Men on all Rides. Must drive and have license. Best of wages and long season south. Contact

JOHN HANSEN
2307 Irving Park Blvd., Chicago, Ill.
Phone: Independence 3-9414

WANTED

To contract a reliable Carnival Company to play the
WETMORE FAIR, AUGUST 15, 16 & 17.
NEMAH COUNTY FREE FAIR ASS'N
Wetmore, Kansas
ROBERT CRESS, President

BALLOON DART AGENTS

Joe Brown, Geo. Littlefield, Howard Miller and others. Contact

BILL UPTON

c/o Reithoffer Shows, Bardonia (near Spring Valley), N. Y., or Jerry Thorne, 351 N. 102d St., New York, N. Y.

VIRGINIA GREATER SHOWS

Jaycees Celebration, Dover, Delaware, July 15 to 20

WANT AT ONCE—Man and Wife for Cookhouse, Man and Wife Agents for Hanky Panks; also Agents for Hanky Panks, Long and Short Range Gallery, French Files open, Photos open, strictly American Mitt Camp, P.C. Dealers, Hanky Panks open. Want Girl Show Manager with two or more Girls (Chicarelli, last call), Monkey Show, Snake Show, Unborn, Wildlife. Want Men for Merry-Go-Round, Chairplane, Kiddie Rides; must drive semis. Dutch, come in.

WM. C. (BILL) MURRAY

Mail and wires to Seaford, Delaware, this week.

JOE BOSTON AND TIRZA

Want for the Second Show on the

WORLD OF MIRTH SHOWS

GIRLS, A-1 Canvasser and Helper, Maxine and Bob Camp, Jo-Ann Carroll, Della King, Sonia, Penny Sparkie or anyone that I have worked with, contact me. Lots of you want to double, have good proposition. Wire or telephone CO 5-2418. Address: 2908 W. 15TH ST., APT. 21, BROOKLYN 24, N. Y. We open July 13 in Rockland, Maine.

PARAKEETS

Write—Phone—Wire
For Prices on Live Stock
• Shipped Daily • Safe Arrival
• Lowest Prices • Buy Direct



CHROME
CAGES
50c
Big Flash
All Set Up

CHICAGO BIRD & CAGE CO.
422 S. State St., Chicago, Ill.
Phone: Webster 9-4191

ENTERTAINERS WANTED

Singers, Dancers and Musicians; all instruments, for All-American Indian Show. Prefer genuine Indians or people capable of passing as such. Long engagement, canvas in summer, hills in winter. Send photo, which will be returned, and all information regarding yourself. Do not misrepresent. Drunks not tolerated. Contact by mail only.

THE ARK CO.
P. O. Box 593 Hillsboro, Ohio

BINGO HELP

Counter Men, Relief Callers. Top pay with bonus. No drunks. Wire

BILL STACY

c/o Art B. Thomas Shows, East Grand Forks, Minn., July 9-14, or wire to Ludwig, Gold Medal Shows, per route. P.S.: Interested in buying Bingo. Advise size, condition and price.

THANK YOU

Susie & Harry (Babe) Westbrook, Jr. Penn Premier Shows for your new GENERAL MOBIL HOME purchase. "Save Money With Johnny" JOHNNY CANOLE Altoona, Pa. Phones 9347 or 3-0003

WANT

Experienced and reliable Foreman for Twin Ferris Wheels. Extra long season. Salary, \$100.00 per week.

Write: BOX 705

c/o The Billboard, St. Louis 1, Missouri.

WANT TO BUY, BOOK OR LEASE

32 ft. 2-Abroad Merry-Go-Round.

Must be in top shape.

ELMER EVERTS

Crystal Amusement Co., Crystal, Mich.

FOR SALE

NEW EVANS HIGH STRIKER

Used three weeks, 1 extra Mall 1 extra Rubber. \$300.00

HARRY BEACH
Myrtle Beach, S. C.

RIDES WANTED FOR LIONS CLUB CELEBRATION

August 23-24-25, Edwardsburg, Mich., in Lake area on Route 112, surrounded by South Bend, Elkhart, Niles and Cassopolis. Write or wire.

H. T. SMITH, Edwardsburg, Mich.

GLADES AMUSEMENT CO.

Will book a few Hankies, Balloon Darts, Pitch-Til-U-Win, Jewelry Spindle, Ball Games. Will pay \$75.00 per week for Fly-O-Plane foreman. Can use second Men on Wheel and Jenny. Sam Richardson, contact. Paul Mentzel, come on. Harold Nevins and Ray Manning, get in touch with Jim Harris. All Contact

JERRY SADDLEMIRE

Chantilly, Va., this week; Remington, Va., next week

SNAPP GREATER SHOWS

On account of enlarging show for fairs, can place at once.
RIDE MEN: Foreman for Looper or Rockplane. Second Men on all rides. Must drive semis.
SHOWS: Will book 3 or 4 small Shows only. Funhouse, Glass House, Glass Blowers, Mechanical, Illusion, Side Show or any worthwhile shows.
CONCESSIONS: Have openings for some Legitimate Concessions, including Long Range Gallery that can work Wisconsin fairs.
FAIRS START AUG. 1 AT SEYMOUR, WIS., THEN FOND DU LAC, AUG. 7-11, etc. Wire or phone
SNAPP GREATER SHOWS
 Independence, Mo., July 8-13, then Iowa City, Ia., week July 15.

NOW BOOKING FOR 1958, LAREDO, TEXAS 60TH WASHINGTON BIRTHDAY CELEBRATION Feb. 18-Mar. 2

SHOWS: Monkey Speedway, Motordrome, Side Show, Illusion, Big Snake, Mechanical Show, Funhouse and Fat Show.
CONCESSIONS: Nickel Pitches, Glass, Parakeet, Bears and Lamp.
HANKY PANKS: Custard, Photos, Scales, Long and Short Range, Navalies and Hi-Striker. **POSITIVELY NO RACKET, NO COUNT, PEEK OR SKILLO TOLERATED.**
Write or wire J. GEO. LOOS
 P. O. BOX 455 LAREDO, TEX.

PARAKEETS
65¢
CAGES 50¢ ea.
 (Heavy metal—quick assembly)
 FOB Los Angeles
24 Hr. Service
WELLS BIRD FARM
 2143 S. Myrtle,
 Monrovia, Cal.
 EL 9-4591

WHEEL FOREMAN
WANTED
 Top pay, short moves. Jimmy Mason,
 answer. Phone or wire
FAIRLAND AMUSEMENTS
 100 Aurora St. Lancaster, N. Y.
 Phone: Regent 1307

Wanted At Once!
MANAGER
 For brand new Portable Skating Rink.
 Write or call:
LACY MYERS
 749, Harlan, Ky.
 Give all information about yourself in
 first letter.

T. J. TIDWELL SHOW
WANTS
 Electrician who can handle Diesel Plants
 and drive same. Concessions of all
 kinds, Cookhouse or Grab. Also Shows
 and Ride Help. Yawger Ryan, Bain,
 Swartz, I. D. Smith, contact.
 Laverne, Oklahoma, July 8-12.

BIG SEASON AHEAD
 Want clean Concessions and clean Grind
 Shows. Ride Men with chauffeur's
 license. If good men, we pay good.
 Want four Men and three Women Agents
 for Concession row. No cars, please;
 no drunks, please.
 Ladd, Ill., July 10-14; Amboy, Ill.,
 July 16-20. Contact or join.
Dyer's Greater Shows

FOR SALE
CONCESSION LONG BEACH PIKE
 Top money maker. Best pike location.
 17-ft. front. Long lease. Every week-
 end—a fair all year around. \$5,000 Cash.
ALSO FOR SALE—24x38 Flameproof
2-Pole Show Top, 8-ft. sidewalk, excel-
lent cond. Almost new—48-ft. Panelled
Alum. Showfront, Poles, Stakes, Pulleys,
etc. Four 8x10 new Banners. Could be
re-painted. All for \$350.00. A. ESTFAN,
 3773 Chatwin Ave., Long Beach 8, Calif.
 Phone: GARfield 9-8044.

Stumbo Tri-State Shows
WANT THE FOLLOWING CONCESSIONS:
 Photos, Balloon Darts, Fishpond, Ciga-
 rette Gallery, Long or Short Range
 Gallery, Buckets, Hit & Miss Ball Games,
 Popcorn, Bingo, Nails or any other Hanky
 Panks not conflicting.
 Haskell, Okla., July 9-14; then as per
 route.

BAKER'S
UNITED SHOWS
 Want Foremen for Wheel and Tilt.
 Second Men on all Rides. Must drive.
 Join now.
 Oakland City, Ind., this week.

CRESCENT AMUSEMENTS
 Want Ride Help, Wheel and Swing
 Foreman. Can place Photo and Grab
 Concession on trailer. All replies to
F. E. SPAIN
 Pageland, S. C., this week; Cheraw, S. C.,
 July 22-27.

FOREMEN WANTED
 For Ferris Wheel and Tilt. Must drive.
FIDLER UNITED SHOWS
 St. Genevieve, Mo. (Limestone lot), this
 week; Brighton, Ill., next week.

HUBERT'S MUSEUM
 228 W. 42nd St., New York, N. Y.
Open all year round
 Want Freaks and Novelty Acts. State
 salary and all particulars in first letter.

W.G. WADE SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS:

- DELAWARE COUNTY FAIR, MUNCIE, INDIANA, JULY 25 THRU AUGUST 3.
(One of the largest County Fairs in the United States)
- BAY COUNTY FAIR, BAY CTY, MICHIGAN, AUGUST 5 THRU 10.
- INGHAM COUNTY FAIR, MASON, MICHIGAN, AUGUST 12 THRU 17.
(County Seat of the State Capital)
- UPPER PENINSULAR STATE FAIR, ESCANABE, MICHIGAN, AUGUST 20 THRU 25.
- MICHIGAN STATE FAIR, DETROIT, MICHIGAN, AUGUST 30 THRU SEPT. 8.
- 7 WEEKS OF TOP NOTCH, MONEY MAKING EVENTS.

SHOWS
 Circus Side Show
 Motordrome
 Calypso
 Monkey Circus
 Arcade
 Illusion
 Snake
 Hill Billy
 Monster
 or any worthwhile
 attraction on the Grind
 or Bally Show line.

CONCESSIONS
 Have opening for Hanky
 Panks and Outright Sales
 at Delaware County Fair,
 Muncie, Indiana.
 Russ Zion and Newell
 Taylor, contact.
 Those with us last year,
 please confirm your space
 reservation.

RIDES
 Flyoplane
 Caterpillar
 Roundup
 Scrambler
 Spitfire
 Rocket
 Comet
 Looper
 Dodgem
 Spider
 Paratrooper
 or other novel
 major rides

All replies to D. WADE, W. G. Wade Shows
 Pidgeon, Michigan (Celebration) all this week, Western Union Office at Bad Axe, Michigan;
 Galveston, Indiana (Street Fair), July 16 thru 20, Western Union Office at Kokomo, Indiana.

NORTHERN EXPOSITION SHOWS

NORTHWEST'S FINEST MIDWAY

LAST CALL—For WOLF POINT, MONTANA, Wild Horse Stampede, July 12, 13, 14, and ENTIRE CIRCUIT of 12 MONTANA "B" FAIRS thru Sept. 15.
CONCESSIONS—WANT COOKHOUSE. Can give exclusive on Long Range, Roman Targets, String Game, Age & Scales, Basket Ball. No alibis, Grind Stores or Mitt Camps.
SHOWS—Can place Drome, Ten-in-One, Fun House, Glass House, Mechanical, well-framed Girl Show or any good Show with own transportation.
PLENTYWOOD, MONTANA, JULY 8-9-10; WOLF POINT, MONTANA, 11-12-13-14
 Phone or Wire—Mike Smith—Owner

SESQUICENTENNIAL CELEBRATION

Combined With

HUDSON-MOHAWK FIREMEN'S CONVENTION

BALLSTON SPA, N. Y., JULY 18 thru 27

Biggest Celebration in the East this year. State-wide publicity and participation; Pageants, Parades, Fireworks, visits from celebrities. Something going on every day. MACADAM LOT IN CENTER OF TOWN.
WANT: ONE first-class Eating Stand, Hanky Panks of all kinds, French Fries, High Striker, Photos, Hats, Age and Scale, etc. ONE OF A KIND. POSITIVELY no flats or gypsies. LIMITED SPACE. WIRE OR PHONE.
ROBERT D. KELLOGG AMUSEMENTS, INC.
 STILLWATER, N. Y. Call Mechanicville MORRIS 4-5273.

DUE TO FIRE
Want Immediately
 Jewelry and Engraving, Hats with
 names and Novelties.
CRYSTAL BEACH
 White Lake, N. C.

GARDEN STATE RIDES
 30th District American Legion Convention, Palmerton, Pa., July 15-20.
 Located in the heart of town—Bands, Parades, etc.
WANT Bingo, Custard, Grab, Milk and Coke Bottle, Bear and Glass Pitch, Lead Galleries, Slum Stores of all kinds. What have you? Now playing Mountainville Memorial Association Annual Fair, Allentown, Pa. Can place some Concessions here.
Address R. H. MINER, Allentown, Pa.

WANT
 Merry-Go-Round Foreman, top pay, move
 every ten days. Also Second Man for
 Wheel and Kiddie Ride; Man to take
 care of two.
 Will buy Sixty Stool Seats for Bingo and
 Blower, must be in good shape. John
 Todd, send me Reg. Cards and Mikes.
C. E. GRUBB, Mgr.
 Hughesville, Maryland, July 8-20

JAMES H. DREW SHOWS
 COVINGTON FREE STREET FAIR, Covington, Ind., July 15 to 20; EDGAR COUNTY FAIR, Paris,
 Ill., July 21 to 27.
 Can Place: Roundup, Dark Ride or one more Major Ride. Will place Arcade, African
 Dip, Skill Games and Outright Sale Concessions. Note: We are now booking worth-while
 Attractions for Valparaiso and The Great Wabash Valley Fair at Terre Haute. All
 address this week:
JAMES H. DREW SHOWS
 c/o Western Union, Muncie, Ind. No phone calls.

CRAFTS 20 BIG SHOWS

Wants SHOWS AND CONCESSIONS
With Strong Route of Fall Fairs
ALL CALIFORNIA

Vallejo Fair, July 5-14
Santa Clara Fiesta, July 17-21
Santa Maria Fair, July 24-28
San Mateo Fair, Aug. 3-10
Woodland Fair, Aug. 15-18
Merced Fair, Aug. 21-25
California State Fair, Aug. 28-Sept. 3
Lodi Fair, Sept. 13-18
Riverbank Community Fair, Sept. 18-22
Watsonville Fair, Sept. 24-29
Fresno District Fair, Oct. 4-13

Contact **CRAFTS 20 BIG SHOWS, INC.**
as per route, or
7283 BELLAIRE AVENUE NORTH HOLLYWOOD, CALIFORNIA
Phone: Paplar 50909 or 50320

WILLIAM T. COLLINS SHOWS

HELP Want experienced Ride Foremen who have chauffeur's licenses; year around work. Also Second Men who drive. Want Front Gate and Light Tower Help.

SHOWS Can place any Grind Show of merit.

CONCESSIONS Want Short Range, Foot Lungs, Photos, Ice Cream, Lemonade Shake, Fish Pond or any legitimate Prize-Every-Time Game.

RIDES Spinaroo, Looper or Moon Rocket.

CAN PLACE AGENTS FOR SIX CATS AND BUCKET STORES. NO DRUNKS.
All replies to: WM. T. COLLINS, MGR., FESSENDEN, N. DAK.

California GREAT WESTERN SHOWS

Now booking for 5 red ones in a row
Hanky Panks at \$5.00 per front foot. No X.
Clean Side Shows at 40%.

CANTALOUPE ROUND-UP—FIREBAUGH—Aug. 1 thru 4
PLACER COUNTY FAIR—ROSEVILLE—Aug. 8 thru 11
EL DORADO COUNTY FAIR—PLACERVILLE—Aug. 16 thru 18
NEVADA COUNTY FAIR—GRASS VALLEY—Aug. 22 thru 25
BUTTE COUNTY FAIR—GRIDLEY—Aug. 30 thru Sept. 2

Concessionaires send 1/4 deposit to assure space.
Can use clean, sober Help in all departments.
Ray Cox, Mgr., 3732 Laurite St., Fresno 25, Calif.
Or as per Billboard route list.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

WANT CONCESSIONS of all kinds for Red Lion, Pa., July 8-13; followed by a solid route of Fairs through end of November.

WANT Girl Show. Contact me personally.

PAT REITHOFFER, Red Lion, Pa.

Last Call — BURKHART SHOWS — Last Call

Want Concessions—Open midway for the following Fairs and Celebrations: Robbins, Ill., Colored Celebration, July 9-14; V.F.W. Annual Celebration, Kewanee, Ill., July 15-20; Street Celebration, Lexington, Ill., July 23-27; Street Fair, Blandinsville, Ill., July 30-Aug. 2; Adams County Fair, Mendon, Ill., Aug. 3-7; Boone County Fair, Belvidere, Ill., Aug. 9-11; Louis County Fair, Columbus Junction, Iowa, Aug. 12-16; Granite City, Ill., Aug. 16-28; Labor Day, Petersburg, Ind., United Mine Workers' Annual Picnic, Aug. 31-Sept. 2; Gallatin County Fair, Shawneetown, Ill., Sept. 4-8; Johnston County Fair, Clarksville, Ark., Sept. 10-14; On the Levee, Lake Providence, La., Sept. 16-21; La Salle Parish Fair, Jena, La., Sept. 23-28; Winn Parish Fair, Winnfield, La., Sept. 30-Oct. 5; Catahula Parish Fair, Jonesville, La., Oct. 7-12; Vernon Parish Fair, Pitkin, La., Oct. 14-19; Colored Fair, Villa Flalte, Oct. 21-26; New Iberia, Morgan City, Jeanerette, La., Church Celebrations to follow. Will positively be out till the snow flies in Louisiana.
Sammy Craden wants Bucket Agents and She Cat Agents, also two capable Count Store Men. Broken down drunks, stay where you are. Tom Blankenship, wire me. Al Summers wants General Help in Cook House, old man preferred. J. D. Swords can use one Blower Agent and one Count Store Agent. Will book Shows after Robbins, Ill., for the rest of the season. Robert and Don Vaught, get in touch with Foot Reeves; have good deal for you.
BURKHART'S SHOWS, K. L. RITCHIE, MGR.

WANT

Experienced Ride Help for Spinaroo, new Wheel, Tilt, Merry-Go-Round; must drive. Have Photos in trailer, very good proposition to Couple to operate same. Want Hanky Panks.

ROHR'S MODERN MIDWAY

FRANK MYERS, Bradley, Illinois, July 8-14; Carlyle, Illinois, July 15-20.

FLOYD O. KILE SHOWS

Can place Stock Concessions of all kind—Ball Games, Pitches, Novelties, Water Games, Hanky Panks of all kind. Will place Shows with own equipment, Snake, Mechanical, 10-in-1, Grind Shows of all kind. All Fairs till November. One Man for Kiddie Rides, 2) Second Men and Semi Drivers. Come on. Tri-County Fair, Tipton, Mo., July 15-20; Cooper County Youth Fair, Boonville, Mo., 22-25; Osage County Fair, Linn, Mo.; then Iowa Fairs. Concessionaires, get set now for good route. All replies to

FLOYD O. KILE
PER ROUTE

STOCK TICKETS
1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00

Rolls 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

TICKETS

of every description.
Wheel tickets carried in
Stock for immediate ship-
ment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio
"Allied Trades Union Label
used"

Roll & Machine	SPECIAL PRINTED Cash With Order Price	Double Coupon Double Price
3,000	6.90	
4,000	7.80	
6,000	8.70	
8,000	9.60	
10,000	10.50	
30,000	15.20	
100,000	23.00	
500,000	122.00	
1,000,000	250.00	

SOLD OUT CARNIVAL

Winter Quarters for Sale—Formerly used by Ideal Rides, located at Hymera, Indiana, right in town on Highway 48, about 20 miles south of Terre Haute, consisting of 4 brick buildings, concrete floors, 7 double doors, ground room to park about 10 or 12 semis and tractors outside, office space, own gas tanks in the ground.

Also 40'x80' concrete block building located at Coolmont, Indiana, 3 miles east of Hymera right in town, concrete floors, no posts in building, gas tanks in the ground.

Hydraulic Lifts, Grease Racks and Air Compressors in each building. Lots of garage equipment. Also stove and furnaces included. These buildings are in good shape with electric lights and city water in each; low taxes and well worth the money.

Price \$15,000.00

for all with a small down payment and terms or balance if desired. Will also sell separately—might consider leasing. Would take Merry-Go-Round or Wheel as down payment, or Florida property.

CONTACT

PAUL T. ROBERTSON

Owner, c/o Key City Shows, Hymera, Indiana, this week, or per route.

Also for Sale—50 Bingo Stools on 4-foot planks for 14'x28' Bingo or Cook House—ready to go—\$100.00.

RITTER'S UNITED SHOWS

Playing Home Town Community Fairs
Every Week.

WANT CONCESSIONS

Jewelry, String Game, Clothes Pins, Bumper, Watchla, Hoopla, Long and Short Range, Age & Weight or any other Concession that does not conflict. No gift or Mitt Camps.

All mail and wires to

130 So. K Street, San Bernardino, Calif.,
or as per route.

WANTED

Ride Men and Truck Drivers; top wages to those who qualify. Can place a few Concessions for fall season.

GOLDEN GATE SHOWS

Newark, Calif., July 9-14

C. F. ALBRIGHT or J. P. HARVEY

FOR SALE

Large Danzel Carousel, 51 horses, 2 chariots; now in operation, newly painted, new roof, completely overhauled, priced for quick sale.

MORRIS GOLD

99-06 Rockaway Beach Blvd.
Rockaway Beach 74, N. Y.

WANT CONCESSIONS

For MINER'S PICNIC, August 2-3-4, 1957
Terre Haute, Ind.

Contact

ALEX OLIVER, Concession Chairman
1013 Maple Ave. Terre Haute, Ind.
Phone: Crawford 1807

CONCESSIONS WANTED

For ANNUAL F.V.W. STREET FAIR

Huntington, Ind., July 29-August 3, 1957. Will give EX on Age and Weight. Can use Duck and Fish Ponds, Dart Games, Bear, Bird and Glass Pitch, Gooding Rides and S. C. Kabaseck, contact us immediately.

W. O. RANDOL

Markle, Ind.

RIDE FOREMAN WANTED

Top salary. (Ferris Wheel, Carousel, Octopus)

Contact:

GEORGE J. MARSHALL & SONS
208 W. Camden St. Baltimore 2, Md.
Phone: RI-7-4912

CAN PLACE FOR OUR OUTSTANDING
ROUTE OF SOUTHERN FAIRS
10 SOLID WEEKS INCLUDING
KNOXVILLE • NASHVILLE AND ATLANTA

SIDE SHOW

MAJOR LEAGUE TYPE
NO HALF AND HALFS

MOTORDROME

CAPABLE OF EARNING BIG
MONEY AND ONE WHO CAN
STAND PROSPERITY

WITH OWN EQUIPMENT AND TRANSPORTATION
TO JOIN AT KNOXVILLE, TENN., SEPT. 9

GOODING AMUSEMENT COMPANY
1300 NORTON AVE., COLUMBUS, OHIO

CAPITAL CITY #2 SHOWS

Playing School Lots in and around Atlanta all summer; Cragman School Grounds, 1114 West Ave. S. W., this week; E. A. Ware School Grounds next week.

Can place 6 more Concessions not conflicting, only one of a kind, Age and Scale, Bumper Cars, Slum Spindle, Jewelry, String Game, Ball Games, Center Hoopla. Very good for Long Range and Photos.

Good Proposition for couple to operate Trailer Grab or Trailer Photos. Like a Fair every week with us.

Will book, lease or buy 2 factory-clean Kiddie Rides. Ray Camp, contact me. All wires to

C. E. ROSS

Cragman School Grounds, 1114 West Ave., S. W., Atlanta, Ga.

SUNSET AMUSEMENT CO.

CLINTON, IOWA, LIONS' STREET CELEBRATION, JULY 17-20

Can place Concessions of all kinds, including Novelties and Photos. Have opening for Electrician (Transformer). Also want Foreman for Octopus.

ADDRESS: DUBUQUE, IOWA, THIS WEEK

WILSON FAMOUS SHOWS

WANT

Any legitimate Concession to join at Hamilton, Ill., Jay-Cee Jamboree on Streets July 10-13; then Cuba, Ill., Soldiers and Sailors' Reunion. Next Sangamon Co. Fair and Morgan Co. Fair.

Can use Foremen on Merry-Go-Round and Wheel to join at once.

LISA DEL MAR WANTS DANCING GIRLS

Wardrobe furnished. Experience not necessary. Also useful Acts for big Circus Side Show. Contact

LISA DEL MAR, c/o GOLD MEDAL SHOWS, Logan, W. Va., this week

NOLAN AMUSEMENT CO.

RIDE HELP WANTED

First Man and Second Man on all Rides. Top salary. Want Round-Up Foreman, also Ride Superintendent. Want Hanky Panks of all kinds.

Bloomville, Ohio, July 9-13; Grove City, Ohio, July 16-20.

AGENTS WANTED

Buckets, Swinger and Ball Game Agents for West Virginia State Fair and the best spots in West Virginia to follow. Contact at once for preference.

PAT FARRELL or CHILI SMALL

c/o United States Shows, Oceana, W. Va., this week; Grundy, Va., next week.

AMERICAN PALMISTRY

Capable American Reader for the big spots coming up. Contact

THELMA FARRELL

c/o United States Shows, Oceana, West Virginia, this week; Grundy, Virginia, next.

MONICA DAYE WANTS

Girl Show Talker for "B" Circuit immediately. Contact

c/o World's Finest Shows

July 4 to 6, Estevan, Sask., Canada; 11 to 13, Carmen, Manitoba, Canada.

MUST SELL EVERYTHING

By July 13 due to death in family. 1 1/2-ton Ford Truck, Living Quarters, 2 Tops and Frames, 1 Scale, all other equipment. Over \$200.00 in stock. Have the "X" on Coke and Scales for season. Can be seen on the Show at Clyde, Ohio, July 9-13.

\$495.00 takes everything.

Inquire Manager, Carpenter Bros.' Shows

PARAKEETS

75c

Birds of top quality.

Minimum Order, 40 Birds.

CAGES 50c EACH

Shipped Daily—F.O.B. Los Angeles.

—Call or Wire—

24-HOUR SERVICE

Durkee's Bird Farm

8967 E. Gallatin Rd., Pico, California

Phone: OXford 9-5210

Uncle Joe's Amusement

Opening July 15, Walters, Okla., Indian Pow Wow.

Can use a few more Hanky Pank Agents and Ride Help for Wheel and Circus. Will book any Hanky Panks that do not conflict with what we have. Must throw out stock. Contact

JOE SEABOALT

Box 2337 Abilene, Texas

Phone: OR 4-4484

RIDES FOR SALE

32 foot 3-Abreast Allan Herschell Merry-Go-Round, A-1 shape, professionally painted, new top, new gears, all new aluminum horses \$6,000.00
10-car Kiddie Ride, food shape \$350.00
1948 aluminum Air Float House Trailer, air-conditioned, sleeps 4 \$1,000.00
New Mechanical Circus mounted on 2-wheel trailer \$650.00

Write or wire:

GUST KARRAS

124 S. Eighth St., St. Joseph, Missouri

Phone: 2-1427 or 2-8996

FOR SALE—DODGEM

King Mtd. Mobile. Two Trailer Unit. For information contact

P. F. MANLEY

9014 Crosley Detroit 39, Michigan

Phone: KENwood 3-6512

MERCHANDISE TOPICS

Engravers are being solicited by John J. Toner Jr., 132 Pinewood Drive, Levittown, Pa. He says he has highest quality items at lowest prices possible. All items are hot nickel and gold or silver plated. Ten dollars, which will be refunded if not satisfied, will bring a complete sample line. Featured at present is the No. N1 heavy disk with 24-inch chain at \$2.25 per dozen and the No. N4 bridal set with 24-inch chain at \$3 per dozen.

Featured Stuffed Toy Company, 3208 Fifth Avenue, Tampa 3, features a popular line of about 50 assorted well-constructed stuffed toys. These are made of the highest grade plush, and shipment is made immediately upon receipt of order. A free catalog will be mailed on request, and it's claimed that a sample order will convince you.

Oriental Trading Company, 1115 Farnam Street, Omaha, is running a group of summer specials for engravers. A new supply, consisting of 20-inch and 24-inch necklaces, 14-inch children's necklaces and highly polished 24-inch chrome plated necklaces, is being offered at exceptionally low prices. In addition, the firm has a large assortment of new highly polished idents for children, men and women in assorted styles and sizes. A new catalog will be sent on request.

Two products recently introduced by Atlas Novelty Company, 1128 16th Street, Denver 2, are destined to become top selling items, according to the firm. One is a lifetime coin purse, Mite Midget, which comes in two sizes. The three-and-one-half-inch size is \$3.75 per dozen, while the four-and-one-half-inch size is \$5.75 a dozen. The other item is a midget

version of a baby shoe which is hand-laced and comes in six colors, priced at \$3.75 per dozen. In addition, the firm has a big line of Western bolo ties. A free catalog is sent on request.

If you are looking for two fast dollar sellers, write to Wilson Bros., 2503 North Delaware, Springfield, Mo. This firm has a three-way curve plane and a flat plane which are offered under the name of Little Giant razor blade planes. They are now available to demonstrators and are being nationally advertised. The firm says you will get top money et fairs and in stores with the items, and requests you wire or write for prices.

Levin Bros., Terre Haute, Ind., is bringing out a number of Fourth of July specials. Included are a 2-inch coolie hat at \$1.75 per dozen, balloon darts at \$4 a gross, assorted costume jewelry at \$9 a gross and a 10-inch fur monkey at \$9.80 per gross. Send for the firm's free carnival catalog.

If you haven't yet ordered any of the products featured by Los Tropicalos, 940-46 North Miami Avenue, Miami, you should write to it at once. This firm has on hand 15,000 hand-made, hand-painted tropical and religious sea shell and genuine star fish lamps for immediate delivery. They are colorfully designed by skilled craftsmen from sea shells, coral and marine curios with tremendous eye appeal. A special introductory offer of 14 assorted lamps, complete with cord and bulb and individually boxed, is \$27.50. These have a retail value of \$67.50. The firm requests one-half deposit with order, balance c.o.d.

PIPES FOR PITCHMEN

By BILL BAKER

WILLIAM H. HALLER . . . veteran pitcher, was the subject of a recent front-page feature story in the Detroit Free Press by Louis P. Cook, describing his career, current activities and depicting his pitch in an action picture plus a close-up. Haller is currently demonstrating the Acme tool combination in a window at the local Woolworth store and drawing crowds who even stand in the rain to watch, Cook wrote.

BACK IN . . . the Windy City after working the recent Bay City (Mich.) Centennial, Joe Kuzey reports that a number of the boys made the date. There with his novelty layout, assisted by Whitey Regan and Don Seidel, was Frank Sponserus. Bill (Horse thief) Weiss came up from Detroit and had the reserved seat concession for the parade. Hyman (Dimples) Brown was there with his newly acquired wife to enjoy the weather and jackpots. Other well knowns making the event were Andrew Day, Graveyard Collins, Good-Times Williams, Sam Bluestein, Sid Daniels, Mike Halperin and Martin Healy.

Five Years Ago In Pitchdom

Arthur O. Nelson was on a tour of Pennsylvania but was expected back at his Crestline Company's Chicago headquarters. . . . According to Harry Goldstein, piping from Pittsburgh, the boys in that sector were selling one another their merchandise because the steel strike had hit them so hard. . . . James E. Miller was still with it and going strong in Lansing,

Mich. . . . Hugh (Sunshine Kid) Stewart was back on the job selling sheet after hospitalization in Salem, Ohio.

Billy Mack was getting his share of the hot green purveying knife sharpeners at Pennsylvania locations. . . . Philip Cullivan was peddling Aunt Mary's Fudge to good returns in the J J Newberry store, Worcester, Mass. . . . The L. R. Wilcoxes, playing the steel sectors, got their season off to a slow start. . . . A. Stein and son, Lester, were working Cleveland with glass cutters to good returns. . . . Speedy Hascal was working at Euclid Beach, Cleveland.

Jack Males was up and about again following a lengthy illness which had him in critical shape in a Corpus Christi, Tex., hospital. . . . Eddie Gould had his Ozark Medicine Show playing to good business in South Pittsburg, Tenn. . . . Phil Kraft was in St. Louis preparing to make some of the larger fairs. . . . Big Al Wilson was working the Peoria (Ill.) Fair, along with Art Nelson, Perry the glass cutter man and Johnny Palmer with graters.

E. C. Pardee and W. L. Shea were working sheet thru Missouri and Arkansas and getting the long green. . . . Prairie Mae and C'ief Lone Fox were reportedly getting plenty of money at stock sales in West Virginia. . . . Jim Brown, clown and balloon specialist, reported doing the biggest business of his career in New York towns. . . . J. Stanley was working in Marshall, Va.

Frank Rebedeau was confined in an Anderson, Ind., hospital following a stroke.

OAK'S new SLIM JIM BALLOONS

Your Triple Play For Profit

BIG AS EVER AT THE HANDOUT

BRIGHT NEW BIG FLASH DESIGN

BUT COSTS YOU LESS!

PACKED 1 GROSS and WORKER in this POLY BAG with HANDLE!

Ask for SLIM JIMS today!

No. SJ-SAG

The OAK RUBBER CO.
RAVENNA, OHIO.

SUPER COMBINATION CAMPERS KNIFE



For Sportsmen, Campers and Servicemen. Fine highly polished quality steel and simulated Stag Shur-Grip Teatle Handle.

A multi-purpose Knife offers sharp edge cutting Blade, Fork, Spoon, Can Opener, Cap Lifter and Shackle. Individually boxed.

\$9.00 per dozen in 3 dozen lots

\$10.80 per doz. in 1 doz. lots

Sample \$1.00 each

Send for FREE 168-Page Name Brand Catalog and Spring and Summer Supplement.

25% Dep., bal. C.O.D., F.O.B. Chicago.

Standard Industries
1112 So. Wabash Ave. Dept. B-9
Chicago 5, Illinois

ALL-WEATHER Plastic Pennants



Durable—Tough—Brilliant

48 assorted color—18-inch Plastic Pennants sewed on a tough heavy tape 100 ft long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

Colorful Decorations of All Kinds. Write for Free Catalog.

A & A NOVELTY CO.
Cincinnati 36, Ohio

ELGIN, BULOVA, BENRUS, GRUEN

\$6.00 WITH BAND

AMERICA'S LOWEST PRICE DEALER OF Reconditioned Watches

Call us for information (or write). We deduct price of call from first order.

SAM AGRAN
108 S. 3th St. Philadelphia 7, Penna.
Phone: LO 3-3988

PITCHMEN! DEMONSTRATORS!

HOUSE-TO-HOUSE

Brand new! DOB-SLATE! First strictly new one in 30 years! 1957 patent application! First time advertised! 30-second demonstration! Sells itself at \$1—costs you \$4 dozen, \$30 hundred. Sample, \$50 pp. (No stamps, please.) You'll be surprised—here's your 1957 bank roll!

DOB-SLATE
1729 St. Louis Ave. East St. Louis, Ill.

TRY BEFORE YOU BUY

Send for Our Sample Kit #A-505
10 of the Nation's Outstanding Values for Only \$7.50

Money-Back Guarantee.
EACH A SURE-FIRE WINNER. ACT NOW!

CHICAGO'S NORTHSIDE LARGEST DISTRIBUTOR OF WHOLESALE GENERAL MERCHANDISE

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PRICE LIST READY

Send for Your Copy at Once

SLUM . . . Greatest Line Ever Assembled

FLASH . . . Superb Values

NEWS ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

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114 West 14th Street New York 11, N. Y.
Phone: ALgonquin 5-8290

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Gellman

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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

NOTICE, ENGRAVERS—26 NEW NUMBERS READY AT LOWER PRICES



\$22.20 Gr.
Heart or Round, 24 in. Necks.

Bracelets—polished Gold or Nickel plated, \$24.00 Gr.
"We Manufacture Ours."

DEXECO, INC.
Manufacturers of Engraving Jewelry
191 South St. Providence 3, R. I.



Girls, Ladies, Boys & Men's Photo Idents—Chrome Plated . . . \$4.50 Doz.
Girls, Ladies, Boys & Men's Expansion Idents—Chrome Plated \$4.00 Doz.
Catalog with new numbers ready for engravers and demonstrators. State your business.

HOT OFF THE PRESS—NO. 157 CATALOG

Containing everything for the ENGRAVER, FAIR WORKER, etc., such as EXPANSION & PHOTO IDENTs—HEART & DISC PENDANTS—CHAIN IDENTs—RINGS—PINS—PEARLS—CLOSEOUTS & LEATHER GOODS FOR EMBOSsing

If your copy has not been received—SEND FOR FREE COPY TODAY.

—Please state your business—

"FRISCO PETE" All Phones: Franklin 2-2567
226 S. WELLS ST., CHICAGO 6, ILLINOIS

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

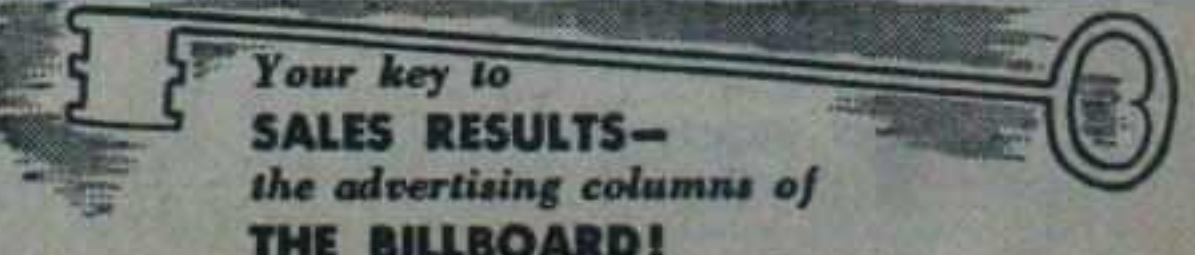
ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

ORIGINAL ELVIS PRESLEY HATS

\$48.00 per gross, F.O.B. Los Angeles
Foam Rubber Dice, \$4.20 per dozen, \$48.00 per gross.
25% with order, balance C.O.D.

FREEDMAN NOVELTY CO.
5414 Victoria Avenue (formerly Trader Horn) Los Angeles 43, Calif.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



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A Market Place for Buyers and Sellers

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 3 pt. upper and lower case.

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In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

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**RATE: \$1 per agate line—\$14 per inch.
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ACTS, SONGS & PARODIES

NEED COMEDY MATERIAL? THEN YOU need Show-Biz Comedy Service. Serving every phase of show business. Write "Show-Biz" Dept. BB-25, 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 in beautiful cello bags; \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (13-1741), 1298 Market St., Chattanooga, Tenn. j22

AUTOMATIC LIGHTERS DOZEN \$3.75. Dollar ballpens dozen \$1.50. Rainfalls gross \$7.20. Samples, catalog 1,000 bargains \$1. Millisales, 889 Broadway, New York. ch-de8

BALL POINT PENS, \$12.50 PER 100. RE-INK, \$1 dozen. Low price imprinting. Your name, address, ad. Write. Sample order, 5 Pens, \$1. Topval, Lyndhurst, N. J. j28

CROWNED QUEEN-O-WATERS PERFUME Mrs. 22 Charlotte, Office 191, Detroit, Mich. White Wings Perfumes. Retail, \$10 each; 12 half ounces, \$2 postpaid.

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$4.50 gross
Tie Bars, carded 2.50 gross
Charm Bracelets 7.20 gross
Stained Pins 7.20 gross
20% deposit with order, balance C.O.D.
SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. "Raco," XI, Boston 10, Massachusetts. ch-up

EASIEST 865 YOU'LL EVER MAKE! SHOW amazing new "Magicolor" Christmas Cards. 65 boxes pay \$65. Personalized Cards, 40 for \$1.50. Assortments on approval, free sample album. Sensational \$1.25. Gift free for promptness. Southern, 478 N. Hollywood, Dept. 48-C, Memphis 12, Tenn. j22

FAMOUS MFR. CLOSEOUTS
Assorted Stained 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 Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 3.85 dz.
Asst. Tie Slides, carded 1.00 dz.
Summer Sets, boxed 3.50 dz.
Tie & Cufflinks Set, asst. 3.00 dz.
4-Pc. Rhinestone Sets, boxed 15.00 dz.
Summer Earrings, asst. 12.00 gr.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 3.00 dz.
Cufflinks, carded, asst. 1.95 dz.
Necklaces, asst. 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.
SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

JEWELERS & PAWNBROKERS!

German Scientific Gems Synthetic. Our own exclusive import. Terrific brilliance. White Hard! Cut glass. Diamond cut. 38 facets. Round and Emerald shapes. 1-10 carat sizes. \$2 per ct. You should have sample for own protection. Territories still open for Distributors.

MEXICO AND TEXAS GEM COMPANY.
"On the Mexican Border"
11A N. El Paso St. El Paso, Texas

JOKERS FUN SHOP — FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. j22

PITCHMEN-SIDE LINE SALESMEN — EX- cellent demonstration item. Instant acceptance. Needed by every woman. Write for details. Mastercraft, 223 Tyler, Trenton New Jersey. j28

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. 8, Ferndale, Mich. ch-se16

START A HOME GREETING CARD-GIFT Shop. Show friends new idea Christmas, All Occasion Boxed Assortments, Gift Wrappings. Profits to \$1 per box. Write for Feature Boxes on approval; 64 Free Personal Christmas Card, Stationery samples, Free catalog. Sensational free offer. New England Art Publishers, North Abington M-718A, Mass.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portway Associates, 695-AF West 12th Place, Chicago. ch-up

500 LABELS, \$1; 150 STATIONERY, 50¢ Envelopes, 50 Correspondence Cards, 50 Mail Aids all for \$2.98; Decals, TopVal, Lyndhurst, N. J. j28

72 PIECES 10, RIBBON, \$3 A BOX, CARDED Rainhats, \$2 doz.; Hair Nets, \$5 doz. postpaid. Coastal Supply, Tappan St., Manchester, Mass. j22

ANIMALS, BIRDS, PETS

ADULT RACCOONS, \$5; HORNED OWLS, \$10; tame Skunks, \$20; Wildcat, \$30; Coyotes, \$20; tame Red Fox Squirrels, \$7.50; Honey Bees, \$25; Toucans, \$25; Lame Dingo Puppies, \$25; 9 ft. Boas, good feeders, \$35; Wild Turkey, Deer, Bear, Bison and many others. Our central location gives you faster, cheaper deliveries. Bill Allen, Fredericktown, Mo.

ALLIGATORS AND SNAKES OF ALL sizes. Boas, Iguanas, Tegus, Crocodiles, Calman, Flying Squirrels, Giant Rats, Lizards, Snake Farm, Laplace, La.

ANACONDAS, BOAS, CRIBOS, all type Snakes, Monkeys, Animals, Baby Alligators (Calman), lots 1 to 1,000. Write for reptile or animal price list. South Florida's largest animal importer. Wild Cargo, West Hollywood, Fla. j215

BABY CHIMPS—PERFECT, TAME, 11 TO 15 pounds, \$450. Male, 50 pounds, \$375. Tame Baby Pumas, \$175. Tame Tayra, \$75. Ocelot, \$75. Tame Baby Jaguar, \$450. Rare Bird Farm, Kendall, Fla. j28

BABY ELEPHANT, 8 YEARS, DOES standard act, anyone can handle, very gentle, \$3,000 cash, F.O.B., Box 666, New Westminster, B. C., Canada, LA 2-5536, or Seattle, Washington. j28

BENGAL TIGER, MALE, FOUR TO FIVE years old, perfect specimen, \$650. Pair Llamas, \$1000; Grand Zebra, male, four months old, \$1000. All F.O.B. New York. Treflich's, 228 Fulton St., New York.

HEALTHY SNAKES ALL KINDS, HORNED Toads, Alligators, Chuckawallas, Gila Monsters, Terrapins, Ringtail Cats, Agouti, Fox Cubs, Prairie Dogs, Armadillos, Peafowl, Monkeys, Guinea Pigs, Rabbits, Rats, Squirrels, White Doves, Ringneck Doves, Ferrets, deodorized skunks, Owls, Badgers, Otis Martin Locke Phone MA 3-4523, New Braunfels, Tex. j215

PARAKEETS, 50¢ UP; MINIMUM ORDER 25 Birds; Cages, \$4.00 doz.; Canaries, Finch Cages, Rats, Mice, immediate shipment. Terms: part cash, balance C.O.D. National Pet Supply, St. Louis 3, Mo. a219

PLENTY GILAS, \$35 EACH. GOOD condition, good feeders, 18" to 22". Becoming hard to get. Fast service. 1/2 down, balance C.O.D. Donald F. Shoup Sr., Box 883, Socorro, New Mexico.

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers zms and cruises entire world. Marine Enterprises, Inc., P. O. Box 233, Hermosa Beach, Calif. a212

TRAINED ANIMAL ACT

Most outstanding Dog Act in the business — 5 pure white, young, registered German Shepherds, all feature tricks with props and boxes, sacrifice \$2,500.00; 4 Pony Drill—two white and two black young stock, \$2,400.00; high diving Dog and Monkey, \$150.00; tame black Coat-Mundi, \$35.00; 2 male giant Rhesus cage Monks, with cage, \$50.00. Can be seen July 7-14, North Vernon, Ind., Fair, or E. LEONARD, c/o Gooding Amusement Co.

WANTED TO BUY—TRAINED DOGS, THE younger the better. Send full details. Box A192, Billboard, 1529 N. Cower, Hollywood 28, Calif. j215

BUSINESS OPPORTUNITIES

Established Drive-In Theatre **WANTS PARTNER** who can invest in cash and Kiddieland equipment. Excellent income. P. O. Box 122, Shelbyville, Ind.

MOUNTED LONGHORN BUCKING STEER and Pack Mule. Quit business and must sell. Make offer, Carl J. Weiswig, Box 484, Kingfisher, Okla.

OWN COLLECTION AGENCY OFFICE. Pays big. Free details. Franklin Credit, 101 Albemarle Ave., Rossmore 7, Va.

REVOLUTIONARY NEW DISHWASHER. Lightning seller. Kuds dishwashing drudgery. Dishes gleam. Send no money, just your name. Krissie, 108, Akron, O.

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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

Smith, James E. 10c

Adams, Ray N.
Adamowski, Johnny
Abel, Buck & Ethel
Agin, Benj.
Alexander, Mrs. Ruby
Allen, Bob
Allen, Julia Ann
Allen, Eugene
Allen, Will
Anderson, Mrs. Effie
James (c/o Ackley)
Anderson, Mrs. Vera
Andreano, F. & E.
Andrews, Guy C.
Raymond N. (Jack
X. Van Buren)
Andrews, Mrs. Effie
Jane
Angelo, Mrs. Inez
April, Mrs. Arthur
Archer, H. L.
Averill, Billy
Ayotte, Frank
Babbis, Speedy
Bader, Bill
Bailey, Alfred E.
Bailey, John J.
Baker, Fred
Barnes, Monica
Bass, Linda
Bauers, Carl E.
Beatty, Jack
Benesh, Frank
Bennett, Terry
Bergman, Leo H.
Bernstein, Harry
Bimho, Miller
Bolenbaker, Luke &
Mrs.
Bomberry, Herman
Bonner, Ernest R.
Bordman, Ernest
Boseley, Lake G.
Bouchard, Paul A.
Bower, Virginia May
Boynton, Cornelius
F.
Bradham, Mrs. H. M.
Bray, Wm.
Broeffle, H. J.
Brooks, Arthur E.
Brown, Arthur
Brown, Mr. Edna
Brownell, Theresa
Buckholt, Ednie
Burton, Red
Butterfield, Louis C.
Campbell, Elsie
Carden, Catherine L.
Carpenter, Eddie
(Cokey)
Carroll, J. R.
Carroll, Tommy
Carter, W. T.
Carver, Geo. R.
Cassidy, James
Cave, Lester J.
Chisham, David
Christensen, Geo.
Clark, Herbert
Cleaney, Carolyn
Clichter, A.
Cole, Brunelle
Cohen, Frank
(Hymy)
Coleman, Clifford J.
(Mac)
Compton, Gene
Conely, John Jr.
Coost, Alfred B.
Cooper, Thos. J.
Cox, Kent
Cox, L. Doe-Boy
Crane, Earle A.
Mrs. Mae N.
Crabtree, Wally
Craman, Max
Crawe, Charlie
Crowley, Tony
Culpepper, Mrs.
Betty Jean
Dakes, Ray
Darbeck, Rudy P.
Daubenack, Sr.
Alvan
Davis, Earl & Mrs.
Davis, John M.
DeBoid, Eddie
DeNise, Wm.
Dean, Russell S.
Decker, Mrs. Marge
Dei, Mar. Lisa
Dell, M. E.
Demitro, Elaine
Denike, Mrs. Harold
Devine, Alice
Dillon, Lorella
Docen, Clarence
Donnelly, Russell
Duggan, W. F.
Edward, James
Embrick, Harold &
Thelma
Emerson, Thos. W.
Emmit, Mrs. Bobbie
Jean (Dog-Face)
Girl
Fitzgerald, Mrs. A. C.
Flutie, Edw.
Ford, Wm.
Fox, Wm.
Fraser, Edna
Frisbie, Alfred L.
Frisbie, Robt. Q.
Gallagher, Mrs.
Chas.
Gallagher, John Jos.
Garbar, Billie
Gaston, Richard Gall
Gillespie, H. M.
(Pud)
Glinther, Homer &
Jo
Girouard, Anthony
Gith, Mrs. Euzenia
Glynn, F. E.
Goldman, Lou
Gordon, Geo. H.
Griffin, Ray
Griffin, Walter E. &
Connie
Grignon, N. Connie

Ferry, James
(Sunflower)
Pflingsten, Lester
Phillips, G. P.
Phillips, Goody
Pike, William D.
Plick, Bill
Plankey, Geo. & Mrs.
Price, Mike
Price, Mrs. Leatha
Pechard, Lee
Ralyea, J. G. & Mrs.
Rambo, Malcolm S.
Rambo, Wes
Rawlings, Robt.
Reed, Mrs. Billy
Reed, James E.
Reed, Scott Allen
Rendelle, Mr. Jean
Renee, Judy
Retherford, H. David
Rieder, Mickey
Riffle, Charles
Rizzo, Augustine
Roberts, Nick
Roberts, Pete A.
Robinson, Norma
Robinson, R. A.
Rogoziecki, Eddie
Rolland, Rustie
Ross, Emile
Ross, James R.
Ross, Nellie
Ruscito, Emil B.
Sachs, Cicero
Sakoble, James
Saum, Bill
Seannell, Wm.
Schuck, Clarence J.
Schultz, Oaram
David
Schultz, Robert (Bob)
Seydel, Dick B.
Seydel, Jack D.
Seydel, Mildred N.
Shockley, Homer
Short, Arthur W.
Simons, Chas.
Simpson, Robert
Noland
Smith, Jr., Edw. W.
& Mrs.
Smith, Tommy

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Allagrotte, Frank
Andres, Signa
Appolon, Dave
Bartlett, Albert H. E.
Bessner, Raymond
Bettis, Charles
Blank, H.
Bornstein, Morris
Boucher, Albert
Burke, G.
Calderon, C. A.
Chamther, James
Clarkson, Robert
Cohen, Jos. A.
Cohn, Albert
Colby, Al
Cotter, Frank Joseph
DiGeorgia, Theodore
Dorsey, Don
(Concessionaire)
Durante, Jimmy
Dural, Sylvia
Elman, Z.
Epstein, Jean
Flynn, Joe
Genduso, Pasty M.
Glazer, Jack
Greene, H.
Hauch, Harry
Holiday, Richard
Isaacson, Grace
Jabara, Louise
Klein, Lucille R.
Kolb, Fredric
Kramer, M.
LeRoy, P. J.
Liebeck, Herbert R.
Livingston, Professor
Lusso, Ralph
Ma, D. N.
McLaughlin, Alice

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Adams, Patricia
Albert, E. J.
Alexander, Mr. &
Mrs. Elmer
Baake, Fred E.
Babb, J. E.
Baer, John
Baker, C. A.
Baker, Glen W.
Benger, Nicholas
Benson, Mr. & Mrs.
Harry E.
Betta, Lee Roy
Blakely, Benson
Bonta, W. H.
Bourque, Crystal
Boyer, Robert
Brumbaugh, Rosaur
Burge, Lloyd
Burgess, Bill
Butler, Ed
Bydair, Albert
Campbell, Mack
Campbell, Mr. &
Mrs. William
Cantrell, D. W. (Slim)
Carpenter, Walter E.
Cassidy, Patrick
Castles, Pets
Chafin, Horace C.
Creighton, Mrs. Maurice
Crowe, Mrs. Leona
Cruise, Ed
Davis, Noah E.
Decker, Mr. & Mrs.
Jim
Dell, Paul J.
Dodson, Jessie
Eby, Mr. & Mrs.
Engerer, Capt. Ernst
Feland, John
Flannagan, W. M.
Frenzel, Mrs. Thelma
Gibson, Mrs. Zina
Gill, Milan W.
Gonsalves, James J.
Goodale, Mrs.
Cathrine
Gregory, Gladys
Harler, Chuck
Hall, Ed L.
Hamid, Albert Joseph
Hamilton, Ray L.
Hampton, Dudley
Harris, Mrs. Betty
Harrison, James R.
Hartsock, Le Roy
Hatfield, Mr. & Mrs.
Dale W.
Havill, E. A.
Heep, John
Helton, Vernon
Hemphill, Robert E.
Holston, Mrs. Rose
Hox, Pete
Jacoby, George L.
Kelly, Dave
Korman, Carroll
Kortcs, Peter
Loe, James H.
Lupien, Jean
McConnell, Bruce
McCoy, Theodore
McHenry, Myron F.
McMillan, R. J.
Meyberry, Wayne
Mellor, Robert F.
Middleton, Odell
Norman
Ernst
Flannagan, W. M.
Frenzel, Mrs. Thelma
Gibson, Mrs. Zina
Gill, Milan W.
Gonsalves, James J.
Goodale, Mrs.
Cathrine
Gregory, Gladys
Harler, Chuck
Hall, Ed L.
Hamid, Albert Joseph
Hamilton, Ray L.
Hampton, Dudley
Harris, Mrs. Betty
Harrison, James R.
Hartsock, Le Roy
Hatfield, Mr. & Mrs.
Dale W.
Havill, E. A.
Heep, John
Helton, Vernon
Hemphill, Robert E.
Holston, Mrs. Rose
Hox, Pete
Jacoby, George L.
Kelly, Dave
Korman, Carroll
Kortcs, Peter
Loe, James H.
Lupien, Jean
McConnell, Bruce
McCoy, Theodore
McHenry, Myron F.
McMillan, R. J.
Meyberry, Wayne
Mellor, Robert F.
Middleton, Odell

Whall Schedules

Continued from page 59

emsee; French, and the Marlin Dancers.

Set Hot Shots

The Hoosier Hot Shots headline the grandstand show at the Lassen County Fair, Susanville, August 16. With them will be Eagan and Parker, and Andriani, as accompanist. Opening August 15 for four days is Frenchy the clown.

In Woodland, Yolo County Fair will feature the Chester Smith Western band on August 17. Other acts on this show are yet to be set. El Dorado County Fair on August 18 will have the Hoosier Hot Shots, Bartell, French, the Wheelers, Ford and Harris, and Bob Emerson and his orchestra.

August 22-25 the shows at the Redwood Empire Fair, Eureka will include Newiman, Lunard and Lewis, French, the Wheelers, Boxley and Marie, Danny Eagan, Adele Parker, Ken Card, Alexander, the Coquettes, Johnson Sisters, Bartell, Art, and Carter.

Other events booked include the Amador County Fair and the Modoc County Fair.

S.F. Cow Palace

Continued from page 60

engagement at the Cow Palace late in November. There are signs that intercollegiate basketball will be revived at the Cow Palace. Three nights have been set and there has been a chance that the building will get the NCAA Western Regional Play-Off in March.

The Cow Palace program for booking trade shows and exhibitions is illustrated by the fact that it has the San Francisco Auto Show, November 29-December 8, which previously has been at the San Francisco Civic Auditorium.

The Cow Palace has signed the San Francisco National Sports and Boat Show to a five-year contract. Last March it played to 249,631 people to exceed its best engagement by a thumping 47 per cent.

Canadian Drivers

Continued from page 58

ager, with some surprises in attendance registered in the small towns of eastern Quebec.

After the Frederickton date the unit was to show Woodstock, N. B. then go into the United States at Houlton, Me. A full season of American fair dates lies ahead.

All cars used by the crash artists are Fords and Meteors and the show is climaxed by the convertible shot from a cannon. For the second year the Cavalcade has a hook-up with Dunlop Tire & Rubber Company.

Mighty Hoosier State Shows
Miller, Arthur I.
Miller, Donald S.
Minser, Clyde
Monahan, Marmaduke
Moorehead, Buddy
Morton, John M.
Nell, Mrs. James
Owens, Ralph W.
Pheips, Mrs. Fred
Pierce, Mr. & Mrs. Carl E.
Pilger, Robert
Ratcliff, Curtiss
Rector, Mr. & Mrs. R. A.
Reisinger, Albert
Richards, J. T.
Roberts, Clyde
Sellers, Jack
Shanley, J. H.
Sharpton, Charles
Sharpton, S.
Sheiford, William
Shiple, Leonard L.
Simmons, W. F.
(Dutch)
Simpson, Carsten
Slaten, Whitey
Stacey, Mrs. Gene
Stacy, W. A.
Starkey, John
Starnes, Lucky
Swan, Jack
Terry, Thomas L.
Timberlake, Forest B.
Travis, Cliff
Walker, James
Vernon
Wells, Rose
Whitehea, Earl
Winn, C. L.
Winn, Steve
Zawatske, Jack A.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Baer, John Vutch
Converso, Arthur
Crowe, Bill
Crouch, Floyd
Connell, Clinton A.
Carr, Lawrence
Doolin, Rich
Dreamland Park, Inc.
Fisher, Charles D.
Fein, Mrs. Florence
Tennyson
Flynn, Francis Pat
Fields, Clyde
Heaton, Robert C.
Hudson, William
Johnson, Luther Red
Jackson, Mrs. George
Lee, Robert
Manley, Skippy
Owens, Charles
Perkins, Clifford
Radke, Ari
Schutz, Ida
Stone, Mr. & Mrs.
Charles Edward
Swords, J. D.
Thompson, Bill
Thomas, Col. Harry
Tully, Mrs. Anna
Williams, Rex &
Barbara
Walsh, Earl & Morn

Arenas and Auditoriums

Continued from page 60

Thru the number of inquiries they have received it is obvious that a market exists for a new publication. Thus, H. G. Pope, executive director, greeted the IAAM proposal with enthusiasm. PAS, he said, would carry the entire expense; IAAM would not be asked for the customary subsidy. But from IAAM must come the statistics, answers, full material.

TO THAT END, Lueddeke has prepared a comprehensive proposed form with about 150 questions. It will be introduced at the convention this week as part of the entire presentation. In addition, specific managers will be asked to write special chapters.

In another recent move, three persons have been added to the committee. They are Ed Furni, of the St. Paul Auditorium; Ed Allen, Pasadena (Calif.) Auditorium, and Don Myers, Fort Wayne (Ind.) Allen County Coliseum. Lloyd Brazil, University of Detroit Memorial Building, was unable to act on the committee because of health.

Deering has prepared a tentative outline for the first of three proposed manuals. It covers construction of auditoriums and arenas in three phases. First concerns the administrative approach at the mayor-city manager-councilman level. The second is about design and construction, and treats on the need, purpose, site, size and facilities contemplated as well as frequent errors found in building design. Third section of the first book would have to do with the financing of such buildings, setting rental schedules, deciding if the building is to pay its own way or be subsidized, and other similar problems.

It is anticipated that Public Service Administration would receive the material for this booklet from IAAM about the first of the year and publish the first book next spring. After a period to observe reaction to the first volume, PAS and IAAM would proceed with the second and third volumes. These would be concerned with the many and varied technical phases of operating an auditorium-arena.

IT IS DEERING'S PLAN to present the work of the committee members to the full committee in New York, probably on Tuesday. From that meeting is scheduled to come a formal proposal by the committee. It will be presented for approval at the IAAM convention.

Deering, as chairman of the committee, is hopeful for approval of the plan. He sees the project as an opportunity "for upgrading our professional standards and promoting acceptance of our organization on the same level as other public administrative services."

Buck Boosts

Continued from page 58

perature hadn't been in the 90's. There was no difficulty about moving the circus into the building, since the show had been consulted during the building's planning stage and the "deadmen" had been placed according to advice of the Ringling rigging men. It was necessary to keep animals outside; otherwise the newly organized show presented no special problem and fitted well into the building facilities, he said.

Buck said his promotion began six weeks ahead and included selected 24-sheet locations on main highways in a 100-mile radius except where the territory of the Winston-Salem stand overlapped. Radio and TV were used in the same area, and every daily in the area carried ads. The program, especially on radio and TV, was intensified for the final week.

Buck said that the show's operation was entirely satisfactory and that the staff people co-operated fully with all his activities. Clowns came in to appear at Charlotte stores. Dick Casper, of the show's advance department, made a speech at the Charlotte ad club. Buck added that the show executives in ticket, performance and mechanical departments, as well as others, were co-operative.

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Chicago Fair

Continued from page 58

leave their cars at home due to the traffic jam and also asked that would-be patrons put off their visit to the fair until a week-day if possible.

Of the total attendance, fair officials estimated that only 25,000 were from out of Chicago. This, however, was expected to increase due to a number of State days on the schedule and the big July 4 weekend, which usually draws big throngs to the city.

Admission is 90 cents for adults and 50 cents for kids. For this, the patron sees miles of commercial exhibits, Tommy Bartlett's water thrill show and Ed and Wilma Leary's ice show. Also free are special events and a long list of TV and radio broadcasts from the Hall of Fame.

Geo. Schmidt Dies

Continued from page 58

purchased full ownership of the park. He continued active in the park management until only a few years ago, when his son, William, stepped in. The senior Schmidt had been present at all season openings in the 54 years except this year's.

In 1916 Schmidt was a leader among the founders of the Outdoor Showmen's Association and one of the organizers of the park men's section of that group. When this led to the formation in 1920 of the National Association of Amusement Parks, Schmidt was active at the organizational meeting in Pittsburgh and was named treasurer. He continued in this post until the group became the National Association of Amusement Parks, Pools and Beaches in 1934.

Surviving are his widow, Jennie, and one son, William B., vice-president of the park. Services will be at noon Monday at the Fullerton Covenant Presbyterian Church, Chicago. The family has asked that flowers not be sent. Interment will be private.

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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
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of the world!

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Phone: LAwndale 2-7377
DIVISION SALES

Research Keys July 12 Calif. Operator Meet

LOS ANGELES — The need for research in the vending field, legislation affecting the industry, and future aspects of the business are among the subjects scheduled for the California Automatic Vendors Association dinner meeting to be held Friday (12) in the Colonial Room of the Ambassador Hotel here, B. J. (Bob) Grenier, CAVA president, said.

Irving G. Bjork, business analyst of the U. S. Department of Commerce, is scheduled to speak on the need for study of future development of vending machines and techniques to keep the automatic selling industry on a development basis similar to that of other industries. Frank G. Bonelli, Assemblyman, will talk on pro-

[\(Continued on page 79\)](#)

Canteen Denies FTC Charge of Trust Violation

CHICAGO — Responding to charges by the Federal Trade Commission, Automatic Canteen Company issued a statement denying they had violated any antitrust laws in acquiring the Rowe Corporation.

The statement came in response to an FTC complaint filed June 18, (The Billboard, June 24) stating that Canteen had violated federal anti-merger laws in "acquiring a major competitor."

FTC Notified

Nathaniel Leverone, chairman of the board, said, "Prior to the

[\(Continued on page 78\)](#)

Grand Union Plans Outdoor Food Battery

EAST PATERSON, N. J.—The Grand Union grocery chain soon will begin installation of a 25-machine vending battery capable of dispensing up to 2,100 items. The installation will be made in the New York area, possibly in the Bronx or Clifton, N. J.

The chain was the first in the East to pioneer outdoor supermarket vending on a major scale. The first test took place last fall at the firm's flagship store here, when four Rowe and four Vari-Vend units

Ala. House Mulls Cig Sales Law

MONTGOMERY, Ala. — The House Ways and Means Committee this week (26) went behind closed doors to consider the controversial Unfair Cigarette Sales law repealer, then refused to take immediate action.

However, the committee, which deadlocked 7-7 two weeks ago on the bill, finally agreed to send the bill to a three-man subcommittee for further study.

The measure, introduced by Representative Roland Faulk of Geneva, would repeal a law passed in 1953 which prohibits selling cigarettes at a price of less than cost plus 8 per cent.

MARLBORO BOWS SELF-STARTER

NEW YORK—Philip Morris, Inc., last week announced a packing innovation for its Marlboro filter brand. New packs will have a small red tape affixed within the foil wrapping of each package. After the top of the box-type pack has been flipped up, the tape may be yanked, making the first few cigarettes pop up for easy withdrawal.

The device will have national distribution by August 1, according to Philip Morris. The development is called the "self-starter."

Calif. Ops Add 4 Directors

LOS ANGELES—The appointment of four new directors raised to 10 the number on the board for the California Automatic Vendors Association here, B. J. (Bob) Grenier, president, said last week. Newly appointed to the board of directors were Ivan Wheaton,

[\(Continued on page 79\)](#)

Cortell Seeks Licensing Pacts With Europe Vending Mfrs.

Ameropa Head Sees U. S.-European Accord Advancing Entire Industry

NEW YORK—Arnold Cortell, head of the Ameropa Trading and Shipping Corporation, leaves July 15 for a four-week European trip which could have a major impact in international vending circles.

Cortell, who is export agent for several American and German vending machine manufacturers, will attempt to set up arrangements by which German, Swedish, French and British firms will make vending machines under licenses from various United States manufacturers.

He will also negotiate with a German firm for the manufacture of its equipment, under license, by an American concern.

Skilled Labor

According to Cortell, these licensing arrangements might well be the key to world-wide vending expansion. He explained that the

four above-named European nations have a surplus of skilled labor and have adequate manufacturing facilities.

In addition, he said, the manufacture of machines under U. S. licenses would eliminate costly freight and duty charges and allow machines to be put on location in nations where dollar shortages make the importation of American machines a difficult project.

The freight and duty advantages would also work in favor of American manufacturers making vending machines under European licenses, Cortell added.

At the outset, Cortell said, American manufacturers would probably import the interiors of European machines, and build frames, cabinets and install coin rejectors to conform with American habits and health requirements.

While in Germany, Cortell will set up a branch office in Frankfurt to maintain contact with European agents. The office, in charge of a German vending executive, would also continue negotiations with European manufacturers for the production of U. S. equipment under licenses.

Cortell is North American agent for Weigandt, German manufacturer of food machines and units suitable for outdoor supermarket operations. He will be accompanied on his trip by several American distributors.

The itinerary will cover Germany including Berlin, Austria, Sweden, Belgium, Holland, France and the United Kingdom.

Michigan Ops Changeover: Meet Cig Hike

DETROIT — Michigan cigarette operators were working overtime this week to make the changeover to new prices required by the State tax increase of 2 cents per pack which became effective July 1 (The Billboard, June 24).

Because of the bitter political controversy over the tax boost, which cut right at the heart of State finance problems, there was a possibility of veto until the official signing date of June 28. Operators accordingly could not start the changeover until a couple of days before the effective date.

Service was severely handicapped. Calls usually answered in three hours were running a minimum of six or more. Servicemen simply were not available, being out on changeover assignments.

Operators had another grievance

[\(Continued on page 79\)](#)

SCIENTIFIC LOCATION HUNTING

R-M Integrates National Ad Drive With Local Direct-Mail Campaign

HATBORO, Pa. — A national advertising campaign, fully integrated with a local direct-mail promotion, will be launched in September by Rudd-Melikian, Inc. Object of the drive is to assist franchised R-M operators to get new locations.

Here is how it will work: The operator is sent a list of key personnel and plant officials in his area. He checks the list and sends a corrected list back to the R-M plant.

Personal Note

On Monday of the first week in September four prospects receive mailing pieces addressed to each personally and each signed by the local operator. The mailing piece itself is a cover reprint of the advertisement running in Business Week, with a note from the operator attached.

Two days later these same four prospects receive a similar note and cover reprint of an advertisement running in Dun's Review of Modern Industry; two days after that they receive a Newsweek reprint. Each mailing carries a personal note.

The following week the same process is continued with other prospects. Meanwhile the operator follows up the first four mailings with personal visits to the prospects, who by this time know who the operator is and also know that he is merchandising a nationally advertised product.

30-Week Campaign

At the end of 30 weeks the campaign will have covered 120

prospects. All mailings are handled by R-M factory personnel.

The local application of the national advertising program was conceived by Edward A. Wiler Jr., R-M advertising manager. Wiler, who has been with the company for two years, was formerly the R-M account executive with the Geare-Marston advertising agency in Philadelphia.

The R-M national advertising campaign will include six full pages in both Business Week and Dun's Review, three pages in Newsweek and 12 450-line insertions in the Wall Street Journal.

The advertisements will stress employee acceptance and improved morale as a result of R-M food installations.

Record Vender Ready For Production Soon

NEW YORK—A record vending machine, capable of dispensing 12-inch, 10-inch and 7-inch disks, will soon be in production, according to Patrick B. Kelly, head of the Pan-a-Vend Company, manufacturer of the unit.

Feature of the machine is a pre-selection tape unit which allows the purchaser to hear a tape of the record before purchasing. The customer pushes the selection button and a magnetic head causes the tape to play at the beginning of the number and go off automatically when the selection is finished.

Each column of the Pan-a-Vend contains 25 selections. Machines with any number of columns may be ordered, with a tentative price of \$350 a column, and another \$350 for the 35mm. tape recorder.

The coin mechanism will accept any amount up to \$2.55 in nickels, dimes or quarters and give change in nickels and pennies. Kelly said the firm is all tooled up for production, with the first unit ready for delivery within 60 days.

Kelly said the prime market for the machine is in such retail estab-

lishments as supermarkets, variety, record and department stores. Last year, he said, supermarket phonograph record rack sales were \$25,000,000, with \$40,000,000 anticipated for 1957. He said that 10,000 supermarkets currently sell records, compared with 6,500 record stores.

Distribution of the machine will be thru franchised distributors, to be named. Most of these distributors will be rack jobbers, he added.

Cig Price Boost Causes Run on Penny Units

NEW YORK — The recent wholesale increase in the price of regular cigarettes has caught a great many operators unprepared, according to Charles H. Brinkmann, vice-president in charge of the Rowe Manufacturing Company.

Brinkmann said the company is

[\(Continued on page 79\)](#)

Logan Preps Slugger Ball Gum Vender

CHICAGO — Slugger Ball Gum Vender, a new gum unit following the baseball theme is being introduced by Logan Distributing Company, here, this week.

The unit has a completely redesigned face, featuring a "Homer" and "Out" hole thru which the ball gum is flipped by the customer. The vender has a capacity of 12 pounds of 210 ball gum. Victor Vending is manufacturing the unit, with Logan acting as exclusive national distributor.

Jack Nelson, Logan head, stated that deliveries are now being made on the model. Dimensions are 14 inches high, 8½ inches deep, and 8½ inches wide. It can be fitted to counter, stand or wall bracket operations. Price was not announced.

were installed along a wall facing the street. The machines dispensed a variety of dairy, canned and pastry goods at prices ranging from 13 cents to \$1.55.

Own Design

In May, after seven months of operation, the chain pulled the battery in favor of one of its own design. Substituted were 11 Food-O-Mat machines, operating on an inclined chute delivery principle.

These units take any combination of coins—including pennies, nickels, dimes, quarters and half-dollars—or any purchase up to 99 cents. They take as many as four pennies.

Tests were run on canned goods, bakery items and dairy products. Carl Shaver, GU director of sales, said that these machines are pilot models and probably will be modified. Some of them are refrigerated and some are not. About 160 products, in all, were offered.

The new installation will have a dial system for selection. The push button system at East Paterson reportedly offered mechanical difficulties.

Rear loading and servicing would be used in the new installation, with outdoor venders placed on an outer wall, back to back with a non-coin-operated Food-O-Mat inside the store so that both units could be stocked and serviced from the same point.

Ball and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

AT BIG SAVINGS

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb
 Chicle Ball Gum, 130 ct. 25¢ lb
 Chloro-Vend Ball Gum, 40¢ lb
 Chloro-Vend Chicks, 320 ct. 40¢ lb
 Chicle Chicks, 320 & 520 ct. 24¢ lb
 Bubble Chicks, 320 & 520 ct. 27¢ lb
 Tab (short stick) 100 ct. 30¢ box
 8-Stick Gum, 100 packs \$1.90

F.O.B. Factory, 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
 4th & Mt Pleasant • Newark 4, N. J.

JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES

With or without nickel & penny changers.

None finer quality; none lower in cost!

Also candy, cookies, postage stamps and perfume.

OUR 25th YEAR!

SHIPMAN MFG. CO.
 LOS ANGELES 23, CALIF.

GIVE TO DAMON RUNYON CANCER FUND

Hold Auction On \$2,500,000 Mills Equipment

TRAVERSE CITY, Mich.—A public auction of the Mills Industries, Inc., and Parts Manufacturing Company machinery and equipment was held here June 25-27. The firms were divisions of the F. L. Jacobs Company, Traverse City.

The action does not affect the cross-suit between Mills Industries and the H. J. Heinz Company (The Billboard, June 3) over an alleged breach of contract.

Machinery and equipment up for auction was valued at \$2,500,000. Land and buildings are being offered thru private negotiations by Norman Levy & Company, Chicago.

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

Victor's Money Maker PLAY BALL

Delivers a million dollars worth of fun and a ball of gum for every penny.

19.75

Holds 13 lbs. of 210 Ball Gum.

Time payments available.

JULY SPECIAL
 Spanish Peanuts, 30 lb. bulk, 30c lb.

PIONEER VENDING SERVICE
 Syd Rubenstein
 590 Albany Ave. Brooklyn 3, N. Y.
 President 4-5358

CHARMS—Miniature Cigarette Lighter—It Works!

Will vend with 210 ball gum Body designs: Chrome, Plaid & Mesh. Packed one dozen to a box. \$2.50 per doz.; \$27.50 per gross Full cash with order. We pay postage. Immediate delivery guaranteed.

EVCO MERCHANDISERS
 377 Cortland Ave. San Francisco, Calif.
 Leon "Hi-Ho" Silver, Gen. Mgr.

ROCKET WATER JET-SHOOTER SENSATIONAL

\$6.50 per 1,000
 5,000 and up
 F.O.B. Jamaica, N. Y.

FREE ADVERTISING LABELS

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.

COIN SPECIALTIES BASEBALL VENDOR

FAST PLAY **BIG PROFITS**

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 4.50
 Pay Location 25% 7.88
 Your Profit is 19.12

• 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 and flipper
 • Size: 14" high, 10 1/2" wide, 9 1/2" deep
 • Packed two machines to a shipping carton

CALL, WIRE OR WRITE TODAY!

NEW YORK DISTRIBUTOR:
 Northwestern Sales and Service Co.
 446 W. 36th St., New York 18, N. Y.

KING & COMPANY EXCLUSIVE DISTRIBUTOR
 2700 W. LAKE STREET CHICAGO 12, ILL.

Canteen Denies

Continued from page 77.

acquisition of Rowe, we consulted with one of the nation's best known economists, gave notice of the proposed acquisition to FTC nine months prior to the merger, and studied the question within our organization very thoroly."

Leverone said the complaint by the Commission at this late date came "very much as a surprise." He believes that when all the facts are examined, both the Commission and the courts will recommend dismissal of the complaint.

Independent Distribs

He also pointed out that a large part of Canteen business is made up of many comparatively small businesses throught the country. Canteen has over 100 distributors who independently operate their own companies, owning 100 per cent of their individual stock.

The firm now plans to present their case before an FTC hearing examiner September 9. Results of the hearing could lead to two things: Withdrawal of the charges, or an order to Canteen to dispose of holdings in Rowe. In any event, the decision is subject to FTC review, and if further argued by either party—a settlement by the courts.

KIDS ARE GOING STEADY TO MACHINES for 'WEDDING RINGS'

HIS HERS

Kids will want to "go steady" when they see your Wedding Rings and you will have a steady flow of profits from your machines. ORDER NOW!

ASST'D SIZES (Ass't'd Plated, Silver and Hamilton Gold) \$8.75 per M

Labels available at your distributor or:

paul a. PRICE co. inc.
 55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

J. SCHOENBACH
 Distributor For
oak Manufacturing Co., Inc.
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.
 President 2-2900
 PHONE or WRITE FOR PRICES

WANTED

Experienced Salesman for new and highly profitable Bulk Vending Innovation. Some excellent territory still available. Presents a high earning potential to the right man.

Write us fully regarding your experience and average income.

Write to BOX 900, The Billboard
 188 West Randolph Chicago 3, Illinois

POPPERETTE

Fully Automatic Popcorn Machine

10c Hi Profit %

\$159.00

TERMS: 1/3 Deposit With Order, Balance C.O.D.
 WRITE, WIRE OR PHONE

Mayflower Distributing Co.
 2227 University Ave. St. Paul 4, Minn. Midway 6-790

In SAN DIEGO, CALIF.

Alton Rawls
 of South Coast Vendors says:

"In my opinion there is no other machine on the market today that compares with the Acorn All Purpose Vendor. It is tops for bulk vending."

Mr. Rawls backs up that statement by using Oak machines exclusively as the largest operator in his area. Wherever you are Mr. Operator, you can get maximum profits from Oak machines.

oak's famous ACORN all-purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening — dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation — today's Acorn looks the same as the original!

Contact your distributor or West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
 1023 So. Grand Ave., Los Angeles, Calif.
OAK MANUFACTURING CO., INC., 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office
M. J. ABELSON, Phone: AT 3-6478
 2033 Fifth Ave., Pittsburgh, Pa.

GIVE TO DAMON RUNYON CANCER FUND

when answering ads . . . Say You Saw It in The Billboard

OPERATORS!

Enjoy Big Profits!
Place an consignment in retail stores.
Make up to \$100.00 a month per location.
Complete forms & information, sales & marketing plans, etc.
Write, Wire or Phone Now!!

BESTEST
Tube Testing Co.
19963 Livernois Ave.
Detroit 21, Mich.
Phone: Diamond 1-2316

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.C.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mese.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	49
Pistachio Nuts, Large Tulip	46
Pistachio Nuts, Vendor's Mix	57
Pistachio Nuts, Sheik	43
Cashew Whole	46
Cashew Butts	58
Peanuts, Jumbo	42
Spanish	32
Mixed Nuts	57
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	38
Licorice Gems	38
Leaflets, 650 ct.	40
M & M, 550 ct.	50
Hershey-ets	42

Rain Blo Ball Gum, 60 ct. \$.28
Rain Blo Ball Gum, 140 ct., 170 ct. .30
210 ct. .30
Rain Blo Ball Gum, 100 ct. .32
300 lb. minimum, prepaid on all Rain Blo Ball Gum.
Adams Gum, all flavors, 100 ct. .45
Wrigley's Gum, all flavors, 100 ct. .45
Beach-Nut, 100 ct. .45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern



PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs.

"Visidrome" display top attracts sales.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

SAVE MORE MONEY—
MAKE MORE MONEY
Subscribe to The Billboard TODAY!

Northwestern® VENDERS



are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making vendors write to—

THE NORTHWESTERN CORP.
3772 ARMSTRONG ST. MORRIS, ILL.

Michigan Ops

• Continued from page 77

in the requirement that the change-over had to be completed by July 10. This gave only a few working days, with a virtual four-day holiday over the Independent Day weekend.

With the State tax boost coming on top of the boost of approximately a cent a pack by the manufacturers two weeks earlier, Michigan operators generally are reported going from the almost universal price of 25 cents for all sizes to either straight 30-cent prices or 30-cents for filters and 28-cents for regulars and kings.

"We have to go up because we are selling cigarettes at a loss," Benny Koss, supervisor of vending for Howes Shoemaker Company, summarized the operators' general position. "In our own case we are leaving it up to the customer" to select the price for regulars which he feels will go over best with his own patrons.

Working two full shifts, operators were generally hopeful that the changeovers required could be completed by July 8.

Research Keys

• Continued from page 77

posed California taxes that will be needed to raise revenue.

Rowe Talk

Charles Brinkmann, Rowe Manufacturing Company vice-president will discuss equipment, parts and service. His company is now maintaining a parts depot here with factory personnel. The association has given much consideration to the project during the past months.

Cocktails will be served from 5:30 to 6:30 with dinner starting at the conclusion of that segment. The meeting is scheduled for 8 o'clock. Reservations are urged and the dinner is \$6.50 with all operators invited to attend. Reservations may be made thru the DeLuxe Vending Service, Culver City.

CIGARETTE & CANDY OPS!

25¢ & 30¢ CONVERSIONS

ALL TYPES **ROWE Machines**

30¢ Mechanisms for 'E,' 'A,' '500' UNEEDA PAKS

USED CIGARETTE & CANDY MACHINES SPECIAL BARGAIN PRICES!

Write • Wire • Phone
Send for Catalog & Price Sheets

CENTRAL VENDING MACHINE SERVICE CO.
3967 Parrish St., Philadelphia 4, Pa.
EVergreen 6-4244 • BAring 2-8710

SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

Calif. Ops Add

• Continued from page 77

Sr., W. & W. Vending, Long Beach; James Esposito, Burbank; Jay Friedman, and Herb Hyman, this city.

Other members of the board are Grenier; Jack B. Powell, vice-president; Sylvan Howard, secretary-treasurer; T. R. Nicolay, Herbert Rouso, and William J. Tracy.

Cig Price Boost

• Continued from page 77

doubling production on penny machines for both pouch and box-type packs, with delivery promised in two weeks.

Also, the demand for 30-cent conversion kits has soared, as the straight 25-cent vend is becoming history, Brinkman added. Delivery on conversion kits is about 10 days.

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



VICTOR'S **SUPERMART VENDORAMA®**

All-Capsule Vendor . . . 5c or 10c play . . . with that sensational LOOK-SEE VIEWER that really gets the BIG REPEAT PLAY.

Capacity: 460 Capsules with Viewer
—485 Capsules without Viewer.

NO FEDERAL TAX ON CAPSULE VENDORS

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.
3701-13 W. Grand Ave.
Chicago 39, Ill.

Ark. Cig Route Sold

NEWPORT, Ark., — Nate L. Penix, for the past five years proprietor of Dan's Cigarette Company, a vending machine business here, has sold this operation to George Heard. Mr. Penix says he will engage in another line of business.

GENUINE **SILVER KING GLOBES**

1.75 ea.
1.60 ea. per case of 12
FOB Chicago

King and Company
2706 W. Lake Street, Chicago, Illinois



STANDARD SPECIALTY

Now offering **Victor's SUPER MART VENDORAMA**

"Symbol of Progress in the Bulk Vending Field."
U.S. Patent Pending.
Write for complete details and prices. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.

ATLAS MASTER PENNY-NICKEL BALL GUM CHARM VENDOR

Penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip nor take washers.

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Send 35c for Sample Kit of Charms

"World's Largest Selection of Miniature Charms"

SALES HEADQUARTERS FOR ATLAS MASTER MACHINES
PENNY KING COMPANY
2538 MISSION ST. PITTSBURGH 3, PA.



NEW "SLUGGER" GUM VENDER

Sensational Money-Maker

New "Out" Feature Speeds Play. Holds 12 lbs. 210 Ball-Gum; takes in \$25.20 . . . Costs only \$3.60 to fill.

Thousands of Locations Available. Be First in Your Territory to Cash In on This Great New Money-Maker.

Phone . . . Write . . . or Wire—

LOGAN DISTRIBUTING CO.
916 Milwaukee Ave. Chicago 22, Ill. TAYlor 9-8150

GIVE TO DAMON RUNYON CANCER FUND

SUPPLIES IN BRIEF

Peanut Supply Heavy

Peanuts held in off-farm positions at the end of March totaled 883 million pounds of equivalent un-

cleaned, unshelled peanuts—6 per cent more than the amount held at the same time last year and the highest for the date since records began in 1939, according to Agriculture Department. Stock excludes shelled oil stock. Peanuts used in making candy, salted peanuts, peanut butter and miscellaneous products amount to 383 million pounds thru the end of March—6 per cent more than was used for these purposes during the comparable period a year earlier. Shelled peanuts used in making peanut butter, including peanut butter sandwiches, were up

2.4 per cent. Peanuts used in making candy were up 12 per cent, while the amount used for salted peanuts was up 7 per cent.

Confectionery Sales Up

Sales of confectionery and competitive chocolate products by manufacturers were estimated by Commerce Department at \$90,770 thousand in March, 6 per cent above last year's March total and only 1 per cent below sales in February, 1957. Sales of manufacturer-wholesalers at \$68,924 thousand were 2 per cent above February of this year and 14 per cent above March, 1956. Manufacturer-retailer sales were 36 per cent below February of this year and 52 per cent below March, 1956. Sales by chocolate manufacturers in March, however, were 18 per cent above the preceding month and 40 per cent above March, 1956. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicate that for the first three months of this year poundage sales were up 7 per cent and dollar sales up 8 per cent. Bar goods sales during the first three months of the year are up 9 per cent in poundage value and 8 per cent in dollar value. Bulk goods sales for the same period are up 1 per cent in poundage value and 2 per cent in dollar value.

counted for 104 thousand gross of the total, an increase of 41 thousand gross over the amount shipped in February. Shipments of returnable beverage containers during 1956 totaled 9,239 thousand gross, an increase of 674 thousand gross over the amount shipped in 1955. Non-returnable beverage container shipments in 1956 totaled 1,188 thousand gross, an increase of 11 thousand gross over the amount shipped in 1955.

Heavy Peanut Supply

Supply of peanuts in off-farm positions at the end of April totaled 717 million pounds of equivalent uncleaned, unshelled peanuts, 3 per cent larger than the supply at the same time last year, according to Agriculture Department. Shelled peanuts used in making peanut butter, including peanut butter sandwiches, totaled 225 million pounds thru April, 2 per cent more than in the same period last year. Peanuts used in making candy were up nearly 14 per cent, while those used for salted peanuts were up 9 per cent thru April, over the same period a year earlier.

Vending Machine HEADQUARTERS

FOR

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR FREE CATALOG

Write, Wire or Phone 56-40 N. Western Ave. Chicago 45, Ill. Dept. 8 BRiargate 4-1830

NATIONAL SANITARY SALES, INC.

Glass Containers

Factory shipments of machine-made glass containers during March totaled 11,358 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 695 thousand gross of the total, an increase of 243 thousand gross over the amount shipped in February. Non-returnable beverage containers ac-

INSIST ON **STAR BRITE BALL GUM** Save Money!

and get FAST SERVICE

Because your distributor can get shipment from us the day he orders Cramer's "STAR-BRITE" he can give you better service as well as save you money!

210-170-140 BALL GUM QUALITY—UNIFORMITY—COLOR Also Cramer's "KING" 3/4" SOLID BALL SIZE

CRAMER GUM CO. INC.

150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn.

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, prewar model . . \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prewar 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, 25¢ & 30¢ 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



5c

HOROSCOPE SCALE

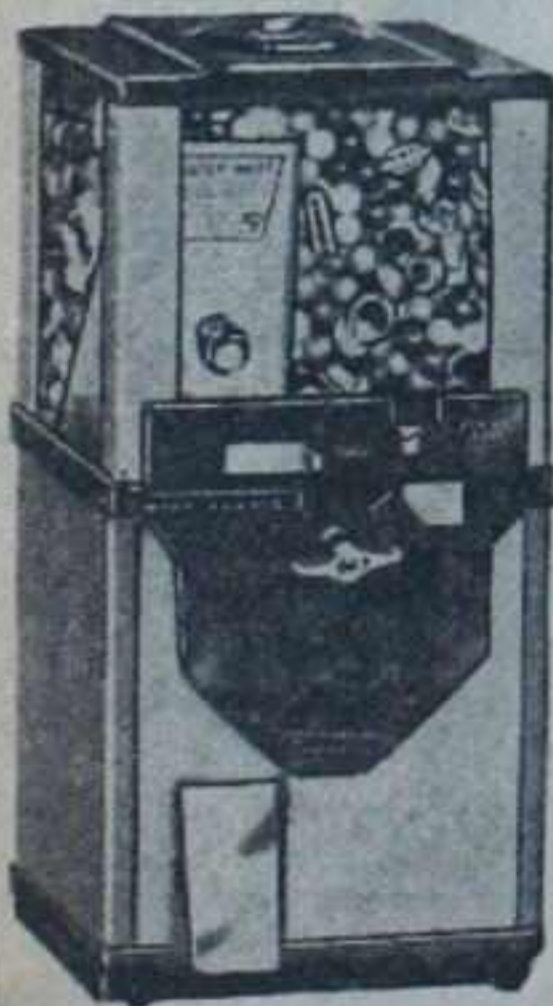
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c

\$25.00 DOWN BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

1630 W. Fulton St., Chicago 44, Ill. Est. 1889 Telephone: COLUMBUS 1-2773 Cable Address: WATLINGITE, Chicago

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)



Real Ball-Rolling

PUZZLE-GAMES

\$15.00 per thousand assorted

at your distributor or . . .

Karl Guggenheim INC.

33 UNION SQUARE N. Y. C. 3, N. Y. • AL 5-8393

COIN MARKET PLACE CLASSIFIED ADVERTISING

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph no display. First line set in regular 5 pt caps.

RATE 20¢ a word—Minimum \$4.00

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, Ohio

Business Opportunities

SIX BASEBALL PITCHING MACHINES worth \$9,000 new; \$4500 cash or what have you (to trade). S. D. Sills, 135 Fairfield Ave., West Caldwell, N. J. 1515

Routes for Sale

Route for sale, Phones and Games. One or two-man operation. Northeastern, Pa. Box M-201, c/o The Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

Candy—Cigarette—"Swami"—1¢ Quiz Napkin Holder—U-Select-It Candy Mercury & Royal Cigarette Machines, Watling Scales, White's Latex & Comb Machines & refills. Texas Associated Enterprises P. O. Box 1048 Amarillo, Texas

FOR SALE—FACE AND ROCK-OLA Scales. Prices to sell. No charge for creating. G. H. Scale Service, Farrell, Pa. 158

FOR SALE—5 SKEE BALL ALLEYS, manufactured by Philadelphia Tobacconist Co., good condition, \$350 each. Coney Island, Inc., 209 E. Sixth St., Cincinnati 2, Ohio.

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug deflection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.

3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices.

1/3 With Order, Balance C.O.D.

J. SCHOENBACH

Distributors of Advance Vending Machines. 1647 Bedford Ave., Brooklyn 23, N. Y. President 3-3900

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 Sez" 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-Mdss. 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

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

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

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. 1522

TO HIGHEST BIDDER, THREE 5¢ SILVER Kings, 2 Northwestern Tab Gum, 5 Atlas Bentam Ball Gum; 1 Acorn Tab Gum Head; 1 Tab Gum Carrier, 40 box capacity; 1 U-Select-It, 4 Shipman Candy Margines (with 1 5¢ DuGrenier Candyman with base (90¢ fee). Send offer for one or all. Harold Vending Service, R. D. 4, Box 54, Coraopolis, Pennsylvania.

VENDING MACHINES—PARTS, ALL SUPPLIES; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; 1 Herzhey's, 320 or 325 ct. Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens new and used Vendors Write for prices and used blank King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. 205

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted 49¢ Acorns, Toppers, Silver Kings, Courier Games, send us your data. Baker, 609C Spring Garden St., Philadelphia 23, Pa. 85-120

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. 3718

WANTED—COUNTER JUKE BOXES, Music-Mite or 5-Restaurants, give price and condition in letter, Leon Miller, Box 7, Warsaw, N. C. 422

Mull 10c Play, & Commissions In Milwaukee

MILWAUKEE — Members of the Milwaukee Phonograph Operator's Association gathered Tuesday, June 25th, at the Mayfair Lounge to discuss industry problems. About 20 coinmen attended.

Doug Opitz, Kendou, Inc., president of the trade group, presided. Topics on the agenda included: location commission arrangements; dime play, and the current amusement games situation.

Ask Guarantee

Operators agreed that the cost of equipment today makes it advisable for coin firms to demand a \$25 weekly guarantee from location owners in each instance where new music machines are installed.

Reports indicate that dime music play is continuing to make steady gains in the Milwaukee area. According to several operators: "Location owners are now beginning to ask for dime play."

L. I. Operation Seeks 2-Way Radio Cars

FREEMONT, L. I., N. Y.—The Suffolk-Nassau Amusement Company, one of the largest game and music operators in the nation, is setting up its own radio station in an effort to solve a weighty communication problem.

Gabe Forman, S-N executive. (Continued on page 92)



ARTHUR F. SILBERT

A. F. SILBERT ALIVE, HEALTHY

NEW YORK—Arthur F. Silbert, newly elected vice-president of the Standard Financial Corporation, is not only alive but he is in excellent health. The obituary page of last week's Billboard carried a picture of Silbert with a black border and a legend, "In Memory of A. J. DiMichele Jr. Who Passed Away June 20, 1957." The coin machine section of The Billboard carried a story of Silbert's election to a vice-presidency and a picture of the late A. J. DiMichele Jr. The two photo-engravings were switched inadvertently on the composing table. For those readers who didn't look at the obituary page last week, above is a recent photograph of Arthur Silbert.

Multiple Pricing Receives Cautious Examination by Ops

50-Cent Chute Lags in Salt Lake, Detroit; Gary Ops More Enthusiastic

DETROIT—Multiple pricing in the Motor City is being looked at very cautiously by operators. With only about 15 per cent of the city on straight dime play, most operators feel the time is not yet ripe for introduction of either EP's or the 50-cent chute.

The jumbo chute has appeared on only a sampling of machines, and these all in the so-called "better class" locations. The few operators using the chute have reported little or no increase in collections. On the other hand, location resistance has been strong, with many operators removing the chute after adverse comments by the customers and owners.

Economy Lags

Contributing to the condition is the general economy of Detroit, which is now considered to be somewhat recessed. Layoffs and shortened hours by automobile manufacturers have made the dime, not to mention the half-dollar a scarce commodity, to be used for food and necessities, not music or amusement game play.

Richard Pinkston, a local operator heading his own company, reflects much of the thinking in the area toward multiple pricing. He has only one machine on location with the 50-cent chute, claiming "it is about the only location on his route that will accept it."

Thus far, he's noticed little or no increase in his gross collections. "Along my route," he said, "there are very few locations having the type of customer willing to put as much as 50 cents into a juke box chute. Only this definitely 'better class' type dining place is trying it out, and I really do not find it paying off."

He pointed out that bars and establishments attracting the free-spenders might do well by the 50-cent chute, but that Detroit as a rule, is a nickel and dime play town.

Plays for 10¢

Pinkston has a few machines on straight dime play, but the majority require two plays for 10 cents. A minimum of three tunes for a quarter is a necessity for all spots.

He uses EP's on a dual pricing arrangement, charging 15 cents per disk, but has noted a great deal of location resistance to the whole idea. He isn't planning to set up a special EP pricing schedule using the 50-cent chute.

Dominick Mazzara, operator at White Music Company, has tried the large chute in a few of his locations, but has had numerous requests to take them out, since business has not improved with their use.

"The majority of customers simply ignore the chute," he said, "and location owners want conversion back to the standard nickel, dime and 25-cent play."

No Kits

Like most other operators, Mazzara doesn't plan to buy any more 50-cent chute machines, nor does he plan on buying conversion kits.

He said his locations average better takes with two-for-a-dime-play, four or five tunes for a quarter, instead of seven or nine plays for 50 cents. He attributes this to the fact that most players find a quarter more readily in their pocket of change than a 50-cent piece. This is true despite the bargain appeal of more tunes for the price with the large chute.

He uses a few EP's, priced at two for a quarter, three for a quar-

SALT LAKE CITY—Juke box operators in the Salt Lake area have an "I'll-take-it-if-it's-on-the-machine" attitude toward the 50-cent coin chute.

There is no exuberant enthusiasm over the half-dollar chute, and the principal reason seems to be a general slump in business since the first of the year.

Slight Increase

Only one of several operators interviewed noted any increase in gross take on the 50-cent machines, and that was limited. Ray Samuelson, of Ray's Music Company, said the 50-cent chute seemed to go better in taverns and clubs than in other spots. "The increased take seems to be averaging about \$10 a week in taverns, but little or no increase has been noted in cafes and other such spots."

He said he does not plan to buy conversion units for his machines, but in regular new purchases is not adverse to having the jumbo chute on his equipment.

As with most operators here, regular records are on a one-play-for-a-dime, three-for-a-quarter, sev-

(Continued on page 82)

GARY, Ind.—Multiple pricing, in its various forms, is slowly winning acceptance among operators in this teeming industrial center of Northern Indiana.

While the 50-cent chute is still looked upon as a tempting experiment by most operators, the general consensus is that it has a definite place in operators' pricing schedules.

EP's, too, are gaining favor, with most operators programming up to 25 per cent of their machines with the long-playing disks.

Accumulators a "Must"

The feeling toward accumulators is that they are a "must." Operators stated they serve the public convenience and interest, and that "people are less likely to make a mistake and lose their money," if the accumulator is on the machine. For this reason, virtually every operator surveyed indicated he would demand the accumulator on any new machines—even at an extra price.

While at press time there were less than 100 machines with the 50-cent chute in the county—indica-

(Continued on page 87)

Record 140 Attend W. Va. Op Confab

Taxes, Diversification, Commissions, Value of Assns. Key Business Sessions

WHEELING, W. Va. — The West Virginia Music Operators' Association held its biggest and most productive convention to date last week. It was the third annual convention for the group, which also has regular business meetings throughout the year.

It is believed to be one of the largest—if not the largest—full-fledged State juke box operator convention held.

Total registration hit 121, altho total attendance at the banquet was estimated at between 135 and 140. Registered were 57 operating companies, 39 representatives of distributing and manufacturing companies, and 25 guests. The meeting was held at the McClure Hotel here June 28 and 29.

Among those not registered were dignitaries who participated in business sessions—many addressing general sessions. They included two U. S. congressmen, several State representatives and officials, the mayor of Wheeling and the mayor of Charleston, and a district director of the Internal Revenue Service.

Two general sessions were held on subjects pertaining to juke box operation, one on subjects pertinent to vending operations. In addition, two forum sessions were held.

Five firms exhibited. William N. Anderson, of Broom & Anderson Amusement Company, Logan, was elected president for the coming year, succeeding James K. Hutzler, of Berkeley Coin & Machine Company, Martinsburg. (Names and pictures of the full new slate of officers and directors

will appear in next week's issue.)

A press conference was held at the opening of the first general session to inform the local press of the convention and its program, and to answer questions from the press about the nature of the juke box operating business in general.

(Continued on page 82)

Wurlitzer Distributors Hold New York Meet

NEW YORK—East Coast Wurlitzer distributors met at the Hotel Statler here Monday (1) to map out sales plans for the second half of the year.

At the meeting were John Bilotta, Newark, N. Y.; Russ Smith, Pittsburgh; Joe Ash, Philadelphia; Joe Young, New York; Sawdy Moore, Long Island; Si Redd, Boston; Ken O'Connor, Richmond, Va.; W. T. Cruze, Charleston, W. Va.; Charlie Winters, Baltimore, and Marvin Roth, Wilkes-Barre, Pa.

Factory executives at the meeting were A. D. Palmer, Bob Baer and Ted Parker. Other regional semi-annual distributor sales meetings will be held Monday (8) in San Francisco, Wednesday (10) in New Orleans, and Saturday (13) in Chicago.

Palmer said that sales prospects for the second half of the year appear bright. He added that a late spring slump appears to be over and sales so far this year are about on a par with 1956.

MUSIC LOUD OR SOFT

Op Finds Every Spot Has Selection Quirks

CHEYENNE, Wyo. — If customers are choosy about their music selections, location owners are even more particular. This leaves little room for the juke box operator to be anything less than discriminating in programming his machines.

A. W. Trout Jr., a leading phonograph operator here in the Wyoming capital, will bear this out: "One thing we have learned is to never install a record which is likely to be objectionable to the location owner from the standpoint of loudness, stridence, or because it doesn't fit in with the location's clientele."

As a result, the Wyoming operator keeps a heavy ledge, of programming notes, divided into separate sections representing each of his locations. Every comment made by customers, location owners, his own play observations, and of course, data on spins per disk, are religiously entered. It serves as a well-documented file of information on each location.

Watches for "Spoiler"

Here's one problem that keeps popping up on the ledger: "We have locations in Cheyenne's leading downtown restaurants, which try to maintain a quiet, orderly atmosphere. If, by mistake, an overly loud piece of rock 'n' roll or jazz gets on the juke box, the chances are that the manager or help will turn the phonograph down and forget to turn it back up again after this selection has

been played. As a result, the box doesn't make itself known and play is spoiled for the day.

"Consequently, in such spots, we program no rhythm or blues or westerns; we listen to each new record at least twice to determine whether it will fit into the dining atmosphere, and offer it only if it passes the test. The bugaboo we keep in mind is simply that the location may turn the volume down if it irritates customers."

To make sure that his record ledger is accurate, Trout spends considerable time in his locations, studying the flow of traffic, and comes up with some surprising results.

Classical Demands

One result is the programming of a healthy percentage of classicals in every location, even in the beer stops, where, at first glance, only pops and rocks would appear to be wanted. In almost every bar, Trout found, there is usually a demand for such lighter classicals as Victor Herbert, Strauss waltzes and Gilbert and Sullivan.

In making up any of his 200-selection menus, which are changed on the average of once every two weeks, Trout keeps uppermost in mind the slogan, "Remember—It's entertainment." A typical program schedule for a downtown restaurant location shows 40 singles of top tunes, 40 EP's which include the classical brackets, 20 rhythm and blues tunes for the died-in-the-

(Continued on page 89)

H200

Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

Ami Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan
originator of the automatic selective juke box in 1909.

Oldest ONE-STOP record service

ALL LABELS • ALL SPEEDS

45 RPM 78 RPM
55¢ 60¢

EP'S
80¢

LP'S \$2.47 \$3.09 \$3.69

- Free title strip service
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- C.O.D. or check & postage with order

THE MUSICAL SALES COMPANY
140 W. MT. ROYAL AVE.
BALTIMORE, MD.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

Record 140 Attend W. Va. Op Confab

• Continued from page 81

Several articles appeared in the local press during the convention.

The banquet and floorshow, winding up the meeting Saturday (29) evening, marked the first official appearance of newly crowned Miss West Virginia, who will compete in the Miss Universe contest, last year's winner of the Miss West Virginia contest, and Miss Teen-Ager, winner of a State-wide contest.

Key speaker at the meet was J. Harry Snodgrass, secretary of Music Operators of America. Other speakers included U. S. Congressman Robert C. Byrd (Dem., W. Va.); John T. Copenhaver, mayor, City of Charleston; Jack Mitnick, head of United Music Corporation; Dana Hicks, executive secretary of the association; Hans McCourt, State senator; Louis D. Stanley, chief, audit division, Internal Revenue Department, Parkersburg, W. Va., and R. L. Dietmeier, editor of the coin machine division, The Billboard. U. S. Congressman Arch Moore spoke briefly at the banquet.

Principal forum session on depreciation schedules and filing of tax forms 1098 and 1099 were chaired by William Wortham,

head of Management Associates, Inc., and past State president of the West Virginia Accountants' Association.

Herbert M. Bitel, legislative counsel of the National Automatic Merchandising Association, spoke at a special meeting attended by vending operators only. The meeting was held for the purpose of setting up a separate State vending association. A charter was signed by several members, an initial step in beginning such a group.

Snodgrass spoke on diversification, dime play and the value of MOA. He emphasized the great importance of MOA to operators as a group fighting unfavorable national legislation. He spoke on the above topics separately, making two speeches, one completely devoted to the value of MOA and a progress report on copyright legislation touching on juke boxes. He was given a standing ovation on each occasion.

Mitnick touched on the problems a juke box operator has today in getting a fair return on his investment. He also emphasized the important stake every juke box operator has in the role played by MOA.

U. S. Congressman Byrd and State Senator McCourt both spoke on the value of trade associations. Both assured operators that associations can and do play an important and valuable role in supplying legislators on both a federal and a State level with proper information they need to frame legislation. Lobbying by informed members of a business representing people in that business for the purpose of acquainting legislators with that business is an invaluable part of the law-making process, they agreed.

Dietmeier underlined several key trends in music operating today and the significance they have for operators tomorrow. He declared that the only way the juke box operator can assure himself of a healthy business in the competitive business of operating is to get his operation on a businesslike basis now, plan costs, income and follow them.

Besides those already named, those playing key roles at the convention were John (Red) Wallace, of Wallace & Wallace, Oak Hill, chairman of the advisory committee of the association; Laoma Ballard, Belle Amusement Company, Belle, chairman of the ethics committee, and Edward M. Oliver, Mammoth Amusement Company, Montgomery, chairman of the by-laws committee.

Distributors exhibiting were Cruze Distributing Company, Charleston, W. Va.; Roanoke Vending Company, Richmond, Va.; Shaffer Music Company, Columbus, Banner Specialty Company, Pittsburgh. (See names of representatives of these distributing companies below as well as representatives of other distributing companies not exhibiting. Names of manufacturing company representatives also appear below.)

Joey Pharr, Blackcrest label, headed a combo and sang at the banquet. Other entertainment included Eddy Seacrist and the Rollin Rockets, a rock 'n' roll combo, and a magician billed as Mysterious Moore & Company. Don Moyer, of WDAY-TV, emceed the show.

(Pictures of the convention will appear in next week's issue.)

Those attending from West Virginia were Mr. and Mrs. Luther

(Continued on page 91)

Salt Lake City

• Continued from page 81

en-for-a-half basis. About half the operators charge 15 cents for EP's, two for a quarter. Of the other half, they either do not use EP's or have only one or two disks on each machine at a straight 10-cent price.

Bob Holt, of Rainbow Music Company, does not think too much of the 50-cent coin chute. He said he would not buy any machines just to get the big chute; will buy such machines if regularly equipped with them, but will not pay a premium for them. "I will absolutely not buy any conversion units," he said.

In his opinion, the chance of a man having dimes and quarters in his pocket are greater than the chance of having a half dollar. Bob said he has noted no great increase in gross on his few 50-cent machines.

He said he has heard complaints that some spots are claiming "promotion" of the 50-cent play, but want a bigger cut of the 50-cent money.

Andy Stevenson, Liberty Phonograph Company, said he has some 50-cent chute machines, but does not plan to expand use of them until business begins to improve.

50 120 200
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EVERY LOCATION

FIRST ALL-
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WURLITZER
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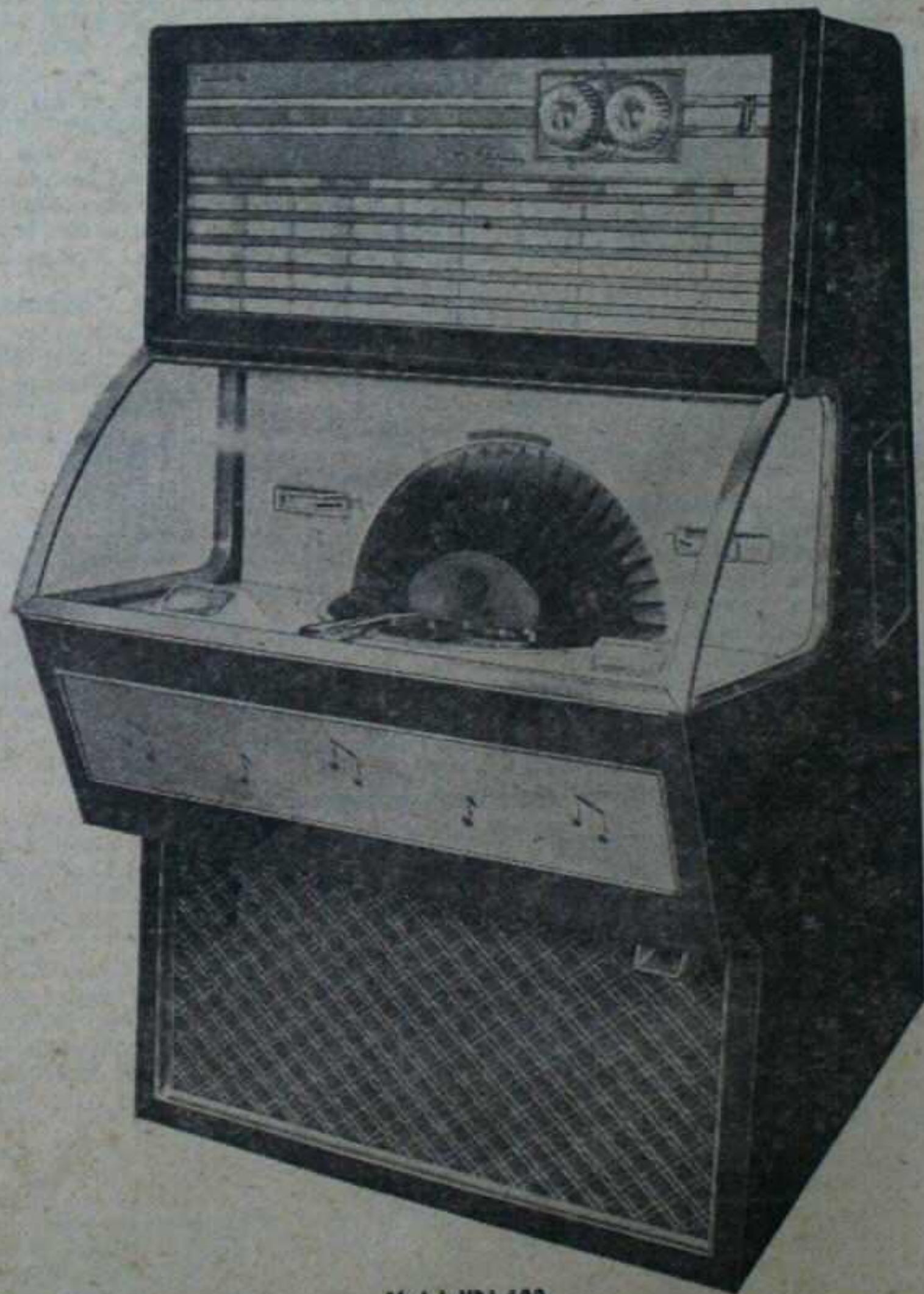
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"It's entirely new from the floor up"
Write for complete information today!

UNITED MUSIC CORPORATION

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CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



Model UPA-100

Bally Ships Sun Valley, New In-Line

CHICAGO—Sun Valley, an in-line pinball with all 25 card numbers included in Magic Squares and Magic Lines features, was shipped to distributors last week by Bally Manufacturing Company.

Four Magic Squares and two Magic Lines are included on the backglass, providing added in-line score opportunities.

The all-inclusive card number arrangement, according to Bill O'Donnell, Bally general sales manager, gives players unusually good "score-juggling and second-guessing flexibility."

Other popular play features incorporated in Sun Valley include the new 3-in-line and 4-in-line score booster, which boosts 3-in-line to 4; corner scores, four-way extra-time play; triple deck advancing scores, and extra balls.

Ohio Sets Review on Columbus Ban

COLUMBUS, O. — The Ohio Supreme Court has promised to take a searching look at Columbus' ban on pinball games.

The high court review follows two suits attacking the constitutionality of three city ordinances designed to outlaw the games.

John C. Young, assistant Columbus city attorney, conceded that the pinball question is of general interest to municipalities throughout the State.

The ordinances were challenged by pinball dealers Ray M. Benjamin and G. D. Ferguson, who obtained an injunction against them in Common Pleas Court. The court ruled the ordinances invalid because they ban pinballs used for amusement. Appellate Court, however, reversed the decision, terming the ordinances valid. Now the case is in the hands of the State's Supreme Court.

OLD FAVORITES

Coin Game Past Turns Up Colorful Machines

CHICAGO—Often the old becomes the new without our realizing it. And this has been true in the coin-operated amusement game business as well as in the worlds of fashion, music and literature.

Just a few examples of games that captured popularity around the country on "second bounce" include the coin-operated pool game, rifle game and ball-bowling game.

All were present in one form or another in earlier years of the coin machine industry but none of them really took hold before as they have in recent years.

Going thru back issues of The Billboard, the curiosity-seeker can find many examples of fascinating amusement games that conceivably could be re-born today.

Railroad Fair Attractions
Among the games exhibited at the Chicago Railroad Fair in 1949 were such interest-provoking items as a nickel-operated animated blacksmith shop with six moving figures, an old striking-clock machine and a Rameses mummy case

COMING UP: OPS SPEAK ON GAMES

CHICAGO — What do operators think of the new games that are being manufactured and marketed today? What do they look for when they buy new equipment?

Operators speak out frankly on this subject in returns coming in now to The Billboard's Game Operator Poll.

Results of the poll, and comments from operators throughout the country will be aired in a special Billboard feature article to appear in a forthcoming issue. All game operators are invited to send in their comments.

IRS Reports Kentucky Lag in Game Licenses

FRANKFORT, Ky. — Amusement game license sales in Kentucky have dropped off from former years, according to a report from Internal Revenue here.

New licenses, required this month, are now on sale at county clerks' offices thru the State. Internal Revenue stated that it plans an intensive enforcement program on the licenses, which are required to be affixed to all amusement machines.

Word From Mfrs.: Bowlers To Pace Game Trade Future

Expect Trend to Realistic Bowling Play to Stick; Shuffles Side-Lined

By KEN KNAUF

CHICAGO — Bowling game manufacturers expect a strong market for their games this fall, and realism is the watchword in the bowling field of the future.

Bowling games, in one form or another, have been an integral part of the coin game industry since the early 1940's, and indications are that they will continue

Free Plays on Coin Games—Victory in Minn.; Wis. Defeat

Gopher Ops Hopeful of 5-Ball Hike

MINNEAPOLIS — The first flush of victory gone, following the Minnesota Supreme Court's unanimous decision June 28 declaring free re-play pinball games to be legal, coinmen were sitting back and taking stock of what the ruling means to the industry. (The Billboard, July 1.)

As yet there has been no mad rush by operators breaking down doors of distributors in search of free replay games. A few have been sold since the decision, but only a few.

Ever since Hennepin District Judge John A. Weeks early in 1956 enjoined the Minneapolis police department from confiscating machines which were ordered out December 12, 1955, after Miles Lord, State attorney general, called them gambling devices, some Minneapolis operators have continued keeping some machines on location.

(Continued on page 88)

IT'S WIN AND LOSS IN TWO STATES

CHICAGO — It was win, lose, but no draw for free plays in legislative and legal actions in two States.

The Minnesota Supreme Court unanimously upheld the right of operators to offer free games to high-scoring players of amusement games; but the Wisconsin Legislature had a harder time making up its mind, finally killing a bill to legalize free plays by a single vote.

While the free play question resolved in bitter disappointment for operators in the Badger State, their Minnesota neighbors were looking forward to the best operating prospects they've seen for many a moon.

Badgers See Effort Fail By One Vote

MILWAUKEE — Considerable disappointment was voiced in coin machine industry circles here this week over the action of the State Legislature in killing by one vote a bill that would have legalized free plays on amusement machines.

Up until the final day of the lawmaking session, there was confidence that the measure would obtain passage. It had been reported upon favorably by the legislative committee, but met with rough going in final hearings. Most strenuous opposition came from

(Continued on page 93)

Williams Bows Arrow-Head, 5-Ball Pin

CHICAGO — Williams Manufacturing Company distributors received shipments last week of Arrow-Head, single-player replay five-ball games.

The game has the new deluxe-style cabinet with metal legs as standard equipment.

Main play feature is a vertical chain of advancing lights which lead up the playfield toward three skill holes. When head arrow is lighted the skill holes become special score holes good for one to five free plays.

Other play features include four ball bumpers, two kickers and two button-operated flippers. Arrow-Head is equipped with a National slug-rejector coin mechanism and is available with single nickel or dime chute, or twin chutes including one three-for-quarter chute at slight extra cost.

Williams is also currently in shipment on the Hi-Hand five-ball novelty game, 1957 Baseball, Cross-Fire gun, and Six-Pocket pool table.

to get good play for years to come.

Where there has been some doubt among operators and distributors as to the life span of the current crop of bowlers with long alleys and large balls, manufacturers are confident that these games, with added refinements, will be mainstays in the industry for a long time to come.

While production has been cut back during the summer months, manufacturers' experimental and development work appears to still be centered on ball-bowlers with the outlook for a sales hike this fall.

Road to Realism

The trend toward bowling realism, already advanced in the form of new models using large balls, longer alleys, and in one case, balls that actually contact pins as well as trip mechanisms, seems sure to continue in the new models of the future. The major step in this direction was made when manufacturers shed pucks in favor of miniature bowling balls. The trend could be carried to the ultimate of automatic pin-setting devices, but this is only a long-range possibility at present.

None of the major bowling game manufacturers, including Bally Manufacturing Company, United Manufacturing Company, Chicago Coin Machine Company, and J. H. Keeney & Company has current plans to introduce any new shuffle games—the games that were standard items on production lines for over six years, winding up only after the newer ball-bowlers were bowed. But all plan to continue production of ball-bowlers.

The move to ball-bowlers is underlined by the fact that other firms in the industry are making conversion units which transform shuffle games into ball-bowlers. Still, operators have a large number of shuffles on their locations,

and undoubtedly will keep most of them there as long as they are bringing in steady grosses. How fast these games will be replaced by ball-bowlers remains to be seen.

United Confident

United Manufacturing Company, who kicked off the move to ball-bowlers with its initial Bowling Alley late in 1956, is looking to heavy sales on its new models this fall. Bill DeSelm, sales manager, said the firm plans to continue concentrating on the 14-foot models which it feels fit into most locations of normal size, with 11, 18, and 22-foot models available

(Continued on page 85)

Bally, United to Keep In-Line Pins Rolling

CHICAGO—Bally Manufacturing Company and United Manufacturing Company, in-line pinball producers, plan to retain their regular schedule of introducing new models, altho production runs of any one new model are expected to be smaller.

The manufacturers reported little affect to date on in-line sales, following the June 17 U. S. Supreme Court decision which put the games into the \$250 federal tax bracket.

It was still unknown at press time whether or not federal enforcement of the decision would be held up pending action on a petition filed for a rehearing of the case on or before July 12. (The Billboard, June 24.)

Herb Jones, Bally vice-president, said the decision is expected to affect future in-line production, but to what degree it is currently not known. "There hasn't been much

reaction yet," he said, "and production is going at about the same clip."

No Big Change

Actually, he said, the decision doesn't change the situation very much from what it's been. He said that tax collectors around the country had been asking the \$250 tax on the games before the decision was handed down. Jones said Bally would keep on the same schedule of introducing new in-line games. The firm bowed a new one last week, Sun Valley.

Bill DeSelm, United sales manager, said he, too, expected "some change" in production on in-lines, with current production cut back from former months. "But we don't expect any drastic change," he said, "we'll wait and see what happens." United introduced its latest in-line pin, Playtime, just a week before the Supreme Court decision was made, and is currently in regular shipment on the game.

(Continued on page 86)

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.

(For 10-week period ending with issue of July 1, 1957)

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.

MUSIC MACHINES

Table listing music machines from AMI, ROCK-OLA, SEEBURG, WURLITZER, and CHICAGO COIN. Columns include High, Low, and Mean Avg. prices for various models and RPMs.

Table listing music machines from EVANS, GOTTLIEB, UNITED, and WILLIAMS. Columns include High, Low, and Mean Avg. prices for various models and RPMs.

Table listing music machines from BIKINI, BLUE RIBBON, BONUS, BROADWAY, CARNIVAL, CHAMPION, CLIPPER, COMET, CRISS-CROSS, DIAMOND, DOMINO, FEATURE, FIFTH INNING, FIREBALL, FLASH, GOLD CUP, GOLD MEDAL, HOLIDAY MATCH, HOLLYWOOD, IMPERIAL, JET BOWLER, KING, LEAGUE BOWLER, LIGHTNING, MAGIC, MARS DELUXE, MERCURY, OLYMPIC, PACEMAKER, PLAYTIME, RAINBOW SHUFFLE, ROYAL, SCORE-A-LINE, SHUFFLE POOL, SIX PLAYER, SPEEDLANE, SPEEDY, STAR, STARLITE, SUPER BONUS, SUPER FRAME, TARGETTE, TEAM BOWLER, TENTH FRAME, THUNDERBOLT, TRIPLE SCORE, TRIPLE STRIKE, VICTORY, and VINUS. Columns include High, Low, and Mean Avg. prices.

ARCADE EQUIPMENT

Table listing arcade equipment including ABT Challenger, Air Raider, All Star Baseball, Anti Aircraft, Atomic Bombers, Auto Photo, Balloonamat, Basketball, Basketball Champ, Bat-A-Score, Bat-A-Score Sr., Bert Lane Merry-Go-Round, Big Broncho, Big Inning, and Big League Baseball. Columns include High, Low, and Mean Avg. prices.

	High	Low	Mean Avg.
Big League Baseball (W) (2/54)	\$195.00	\$135.00	\$175.00
Big Top (G) (6/54)	395.00	315.00	335.00
Bingo Roll	150.00	125.00	150.00
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	225.00
Champion Hockey (46)	125.00	125.00	125.00
Coon Hunt (S) (2/54)	150.00	100.00	100.00
Dale Gun (Ex)	85.00	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	195.00	195.00
500-Shooting Gallery (Ex) (3/55)	395.00	275.00	295.00
Flash Hockey (Coinex) (9/46)	225.00	199.50	225.00
Football (M)	85.00	85.00	85.00
Goatee (CC) (1/46)	90.00	65.00	90.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	50.00	35.00	35.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	85.00	39.50	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	105.00	85.00	95.00
Jet Fighter (W) (10/54)	225.00	185.00	225.00
Jet Gun (Ex) (12/51)	150.00	110.00	110.00
Kicker & Catchers	52.00	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
Midget Movies (CC)	100.00	150.00	125.00
Moon Rides (B) (5/54)	295.00	200.00	250.00

	High	Low	Mean Avg.
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)	215.00	95.00	175.00
Pop Up	20.00	15.00	18.00
Ranger (K)	295.00	250.00	295.00
Rifle Gallery (G) (6/54)	175.00	125.00	175.00
Round the World Trainer (CC) (110/53)	425.00	425.00	425.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	275.00	245.00	250.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	135.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	175.00	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)	165.00	135.00	135.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (CC)	145.00	100.00	125.00
Sky Rocket (G) (5/55)	260.00	215.00	245.00
Space Gun (Ex)	95.00	55.00	95.00
Space Ship	350.00	200.00	300.00
Sportland (Ex) (11/51)	175.00	140.00	165.00
Sportsman (K) (11/54)	195.00	125.00	175.00
Standard Metal Typer, F.S.	325.00	199.00	275.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (T) (1/49)	95.00	50.00	90.00
Treasure Cove (Ex) (6/55)	295.00	275.00	295.00
Undersea Raider (2/46)	125.00	125.00	125.00
World Series (W) (4/51)	99.50	50.00	99.50

	High	Low	Mean Avg.
Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 9.50
Columbus 1c Bulk	8.50	6.50	6.50
Du Grenier (11 Col.)	87.50	75.00	87.50
Du Grenier Tab Gum (6 Col.)	15.00	14.50	14.50
Electro (8 Col.)	95.00	95.00	95.00
Electro (10 Col.)	125.00	125.00	125.00
Keeney Cigarette Vendor	99.50	50.00	85.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Master 5c Bulk	6.50	6.50	6.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	17.50	13.95	17.50
National Candy (6 Col.)	165.00	95.00	125.00
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
Northwestern 39, 1c	7.95	7.50	7.95
Northwestern 33 Ball Gum	6.95	6.50	6.50
Northwestern 49, 1c	12.50	8.50	12.00
Northwestern Deluxe 1c & 5c	12.00	12.00	12.00
P X (8 Col.)	85.00	85.00	85.00
P X (10 Col.)	110.00	110.00	110.00
P X Electric	95.00	75.00	85.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.)	165.00	165.00	165.00
Rowe Crusader (8 Col.)	97.50	97.50	97.50
Rowe Crusader (10 Col.)	160.00	115.00	149.50
Silver King 1c	8.50	7.45	7.45
Silver King 1c Ball Gum	8.50	7.45	7.45
Silver King 1c Mdse	8.50	7.45	7.45
Silver King 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	125.00	80.00	110.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneda Model E (8 Col.)	80.00	75.00	75.00

VENDING MACHINES

Mfrs: Bowlers to Pace Future

Continued from page 83

for locations with particular needs. DeSelm said United plans to add refinements to its present line, taking advantage of experience it has had with the models built in the past. He feels that the current

3-inch ball used is big enough, permitting everyone including women and children to play the game without difficulty. While the game will continue to require effort and skill, he colorfully added that "there is no intention of turning the taverns into gymnasiums."

DeSelm sees no change in price structure on the games apparent, but said that while the future price might be lower, it most likely won't be any higher. Late-model used shuffles he said, will be used in spots that can't accommodate an 11-foot ball-bowler.

Bally Manufacturing Company expects ball-bowling game sales to come back strong in the fall. Herb Jones, vice-president, said that, following the firm's latest model, which featured actual contact of ball and pins, no other major change is apparent at this time. While the balls used on the Bally

games have been enlarged from 3 to 3½ inches, the alleys, Jones said, will most likely not get any longer. He reported that sales of 9½ and 11-foot models outdid sales on 18-footers, and that the current 12½ and 14-footers may or may not be the best length for future sales.

Jones said Bally is not working on any new shuffle models, and whether or not they return as good sales items is currently anybody's guess.

As to the price of future models, Jones said that this is determined on the basis of production and development costs. "We can't reduce costs without taking something out of the game," he said. "To reduce a six-player game to a one-or-two-player wouldn't save the operator very much. Material and labor costs are what make the difference."

The trend, Jones said, is to add features to games. "Experience has shown in the past, that to remove features brings a drop in location earnings."

While a low-priced game such as the pool game did well for operators, Jones said that a steady diet of such games would eventually "dry up" the industry by putting manufacturers and distributors of long standing out of business. Such a game, he said, was priced so low that major manufacturers and distributors could not make a profit on it. Such manufacturers, he said, spend thousands of dollars on development of new ideas and mechanisms, and must make this up in sales.

Sam Wolberg, co-head of Chicago Coin Machine Company, stated that manufacturers will continue to produce ball-bowlers, and that these games will come more and more close to real bowling. The trend, he said, is to bigger bowling balls and pins. The move,

he said, is away from shuffles and toward throwing a ball. A new shuffle, he feels, would be difficult to market at this time.

The market, Wolberg said, is for 18-foot-long games and under. The new larger size of balls and pins, he said, call for a longer alley than that of a shuffle game. As the games grow larger, there is the complication of higher prices, but the bowlers that are six months old now have held a good price, Wolberg said.

Chicago Coin, Wolberg reported, is currently working on some new features for ball-bowlers.

Pete Sagan, of the J. H. Keeney & Company sales staff, feels that ball-bowlers will sell better than ever this fall. There are many operators, he said, who still don't have any of these games. The trend he feels, is toward large games

with larger bowling balls. Theoretically, he said, price should not increase very much as the new models are introduced.

Sagan sees automatic pin-setting as a definite possibility for the future, but has no idea when such a game might be developed.

As to the current models, Sagan said that while high-score bowling games were popular in the shuffle game line, he thinks all manufacturers should stick to regulation type scoring on the ball-bowlers. The current type game, he feels, will be in the industry for at least a few years.

Sagan looks for bowling balls to increase in size, but is doubtful about a change in pin size. Currently, he said, balls and pins on the bowlers are not in proper relative size ratio with those used on actual bowling alleys.

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Old Favorites

Continued from page 83

the U. S. by Abco Novelty Company that year, the game featured two mechanical boxers controlled by players. Boxers could be maneuvered in and out of punching range at will. Each player had a single lever equipped with two finger notches which controlled the boxer in his corner. One notch was for left hand punches, one for right hand blows. The players scoring 20 hits on opposing boxer won the match.

A business stimulator of 1951 was a counter machine called Penie the Clown, introduced by Carl Hubbard and Zeke Wolf, Novelty Supply & Toy Company, Chicago. The game consisted of a plaster of paris figure of a circus clown, with a wide gaping mouth into which patrons flipped pennies. If the penny entered the mouth, a series of three lights were activated.

An intriguing pinball game of 1951 was Williams Manufacturing Company's five-ball, Harvey. The game featured animation in the form of a rabbit which ran around a man on the illuminated backglass as playfield bumpers were activated.

Editor's Note: Preceding stories on the subject of Coin Games of the Past appeared in the June 16 and October 13, 1956, issues of The Billboard.

Lloyd Black, school teacher at Ackerman, is also a music and game operator. He reports the two go well together. He has been cleaning his equipment and getting it in condition for the summer tourist rush since school was out. . . Douglas Loftis, route manager for Fairway Amusement Company at Columbus, was married recently.

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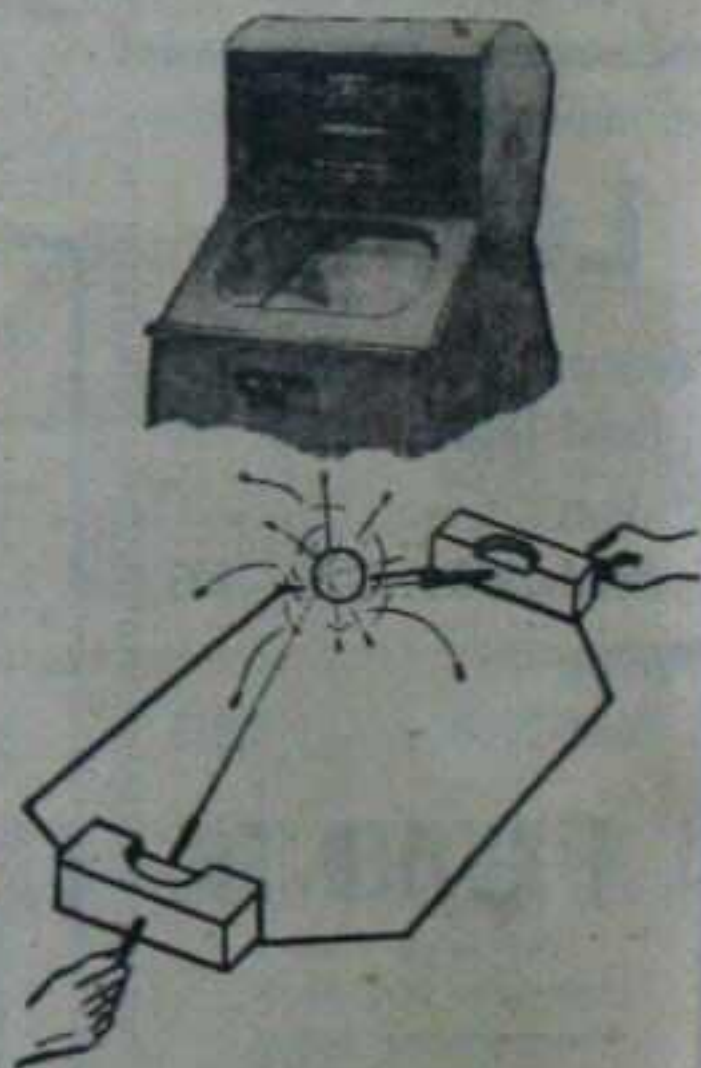
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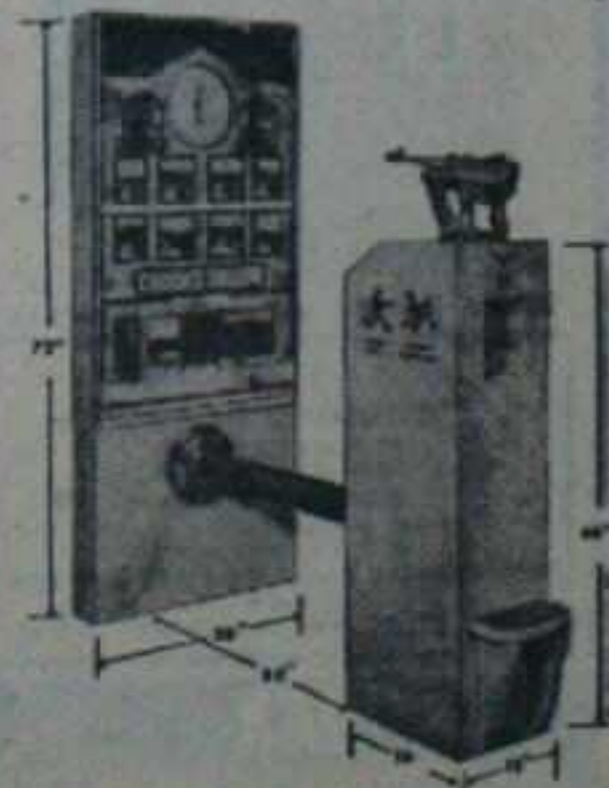
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Continued from page 81

tions were that the number was growing steadily. Even operators not yet converted to dime play expressed the hope they would acquire equipment with the jumbo chute in the "very near future."

Nor did there appear to be any location resistance to the half-dollar chute idea. On the contrary, operators indicated a general enthusiasm on the part of tavern and cafe owners toward installation of the device.

Principle reasons for deferring conversion at present were:

1. Filled buying quotas for the year.
2. "It's still a novelty. Just an experiment. But I'm trying a few on my machines now and will know more very shortly."
3. "I just don't know enough about the whole thing—I'd like to wait a while."

Since use of the jumbo chute has been limited, it's still too early to determine what the effect has been on gross income.

However, relying on experience in making dime conversions, operators predict that income will drop slightly at the offset, with a substantial increase to follow.

For the most part, pricing methods in the county are uniform. It's one for 10 cents; three for 25 cents, and 7 for 50 cents.

EP Experiments
 Toward EP's, however, operators are still trying a variety of experiments—all on the dual pricing side. A quarter will almost universally rate two extended play sides. But there is disagreement on single EP play.

Some operators have abandoned the 15-cent charge for a single EP altogether, while others have combined the two: 15 cents per EP, two for a quarter.

One operator who recently abandoned the 15-cent charge for single EP's said, "People are skeptical when you try to get 15 cents from them for just one side of a record." He went so far as to give three EP's for a quarter, one for a dime—and found business picking up.

Another operator who fills about 20 per cent of his machine with the long-playing disks was having success at the 15-cent, two-for-a-quarter price.

He hedged a bit, tho, when asked whether he would be willing to pay extra in the future for the dual pricing feature. In saying no, he gave a consensus expression of most operators interviewed.

Still another operator reported he was standing pat, tho rather impatiently, by the 15-cent per EP charge. "It's a pain in the neck, tho," he complained. "I plan to take them off. There is nothing like straight plays."

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Miami
 By **RAOUL SHAPIRO**

Jean Garcia, Garcia Music Company, Key West, in town for records and supplies. Jean reports that collections are still pretty poor down in the Keys. . . . Mr. and Mrs. Jack Knaufman, C&L Amusement Company, back from a five-week vacation in New York City.

Off on his annual vacation this past week was Marvin Turner, of Palm City Music

Company. . . . Also off on his yearly two-week rest was Danny Hudson, of Music Makers, Inc. As usual Danny headed for Tampa and the West Coast, where he has many relatives and friends.

Henry Stone, True Tone Distributors, making a hurry up trip to Atlantic City, to attend his brother's funeral. . . . Marvin Leiber, Pan American Distributing Company, in for one evening from Jacksonville, and then off to Chicago.

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FEATURING:

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Genco Circus Gun	(Write)		

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Complete line of all Bally Bingos including:

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1955-'56-'57
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| Bally Model T \$710.00 | Atomic Bomber .. \$125.00 |
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| Lehigh 12 Col., new \$235.00 | Hayburners 75.00 |
| Eastern 12 Col., new 289.50 | Heavy Hitters .. 35.00 |
| Eastern 22 Col., new 319.50 | Wms. Jet Filter .. 225.00 |
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| National 930 95.00 | Lite A League .. 75.00 |
| National 950 110.00 | Midget Movies .. 125.00 |
| National 9 M 140.00 | Muta. Card Vendors 30.00 |
| PX 8 Col. 85.00 | BINGOS |
| PX 10 Col. 110.00 | Big Shows \$425.00 |
| Lehigh 12 Col. 130.00 | Beach Beauty .. 275.00 |
| Electro 8 Col. 95.00 | Big Times 150.00 |
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| Spacarb 4 Drink .. 395.00 | AMI Model D-80 .. 225.00 |
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| Mills Hot Chocolate 175.00 | AMI Model F-120 .. 675.00 |
| Revco Ice Cream .. 95.00 | AMI Model G-200 .. 775.00 |
| Cup, 10c 95.00 | CANDY VENDORS |
| Bert Mills Coffee, Model 500 .. 295.00 | Mills 5 Col. \$ 45.00 |
| Bert Mills Coffee, 2202, with hot choc. attach. 195.00 | U-Select-It 35.00 |
| Bert Mills Coffee, MS4 365.00 | Vendall, 8 Col. 95.00 |
| WURLITZER DISTRIBUTOR | Stoner's 4 Col. 110.00 |
| | DuGrenier 8 Col., new 335.00 |
| | National 9 Col. 95.00 |
| | We will accept in trade all your Bingos and 5-Ball Pin Games against purchase of Six-Pocket Pool Tables, Music, Shuffle Alleys or any Arcade Equipment. Call or write. |



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Your ticket to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

Gophers Hopeful of 5-Ball Hike

Continued from page 83

However, where in December, 1955, there were 1,082 pin games licensed in Minneapolis, today only 53 have police permits, with 20 of them registered to Twin City Novelty Company, owned by Harold Lieberman.

St. Paul has had no operation of pin games since Lord's ruling came down. At that time about 500 were licensed in St. Paul but Robert Peterson, public safety commissioner, ordered them out after Lord called them illegal.

This week Commissioner Peterson said he plans to confer with Marshall Hurley, St. Paul City attorney, and Albert Anderson, city license inspector, relative to the future of pinball machine operation in St. Paul. There was every likelihood they will be permitted to run.

Lieberman, also head of Lieberman Music Company, large distributorship headquartering in Minneapolis, told newsmen that coinmen were "very gratified" with the State Supreme Court's decision because "we feel that this vindicates our industry from the unfair and unjust attacks that have been made against it."

Education Required

He told The Billboard that the return of pin games to operation thruout Minnesota will have to be thru a "process of education, to let the operator know he can make a living with this legal game."

"There is no need to cheat, no call to run these pinball machine illegally," he said. "Good operation will yield a return commensurate with the investment required."

The education process, he said, probably will take most of the summer, with operators ready by the start of the fall and winter season to put the pin games on location.

In St. Paul, a spokesman for the Ramsey County Amusement Operators' Association said members do not expect an immediate influx of the machines. At most, he predicted, 150 to 200 machines will go back on location in St. Paul.

Still Quiet

At Sandler Distributing Company, Solly Rose said there have been a few calls from operators for five-balls, but that the demand was nowhere near what everyone anticipated once word of the decision became known.

"I think the operators are going to take their time, survey the situation this summer and perhaps by fall start putting five-balls back

into their locations," Rose said. "But I don't anticipate anywhere near the demand for these games they once had. Of course, I could be wrong."

Meanwhile, Attorney General Lord said he will continue his fight to "stop the pernicious practice of making cash payoffs to winners of free plays." Lord said he will ask the 1959 State Legislature to pass the model anti-gambling bill which the 1957 session rejected.

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| B. Lane Zoo Ride | 165.00 |
| Big Bronco Pony | 445.00 |
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Special! Special! Rock-Ola 1448's \$595.00
can't tell from new.
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| Model R | \$675.00 |
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| Model A converted to 45 RPM | \$ 99.50 |
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| Model F120 | 645.00 |
| Cellar Jobs converted to 45 RPM | 245.00 |
| Wall Boxes for same, Ea. | 19.50 |

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\$50.00 and up

INTERNATIONAL MUSESCOPE

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| Bangorama, new | \$199.50 |
| Voice O Graph | 375.00 |

Bally Booster Pool \$75.00
Brand new in cases.

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| Williams Deluxe 1957 Baseball | Write |
| Genco Grandma | Write |
| Genco Circus | Write |
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| Williams Crossfire | Write |
| Genco's 21 | Write |

PIN GAMES

List too numerous to mention.
\$25.00 and up
Send for our complete list.

ARCADE

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| Genco Shuffle Pool | \$ 75.00 |
| United Slugger Baseball, 6 Player | 275.00 |
| Williams Cranes | Write |
| Exhibit Shooting Gallery .. | 75.00 |
| Williams Safari | 275.00 |
| Mutoscope Sky Fighter | 95.00 |
| Rocket Ship, Scientific | 150.00 |
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| Old Time Baseball, original, like Bating Practice | 95.00 |
| Evans Bat A Score | 95.00 |
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| Jolly Joker & Royal Crown .. | 60.00 |
| Chicago Coin Goals | 95.00 |
| Genco Champ, Baseball | 245.00 |
| Williams All Star Baseball, 6 player | 195.00 |

6 HOLE POOL TABLES

\$195.00 and up

Slate Tops for same \$65.00

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\$50.00 and up
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NITE CLUB	\$345	VARIETY	\$ 95
BROADWAY	295	STARLET	150
BEACH BEAUTY	245	SURF CLUB	75
GAYTIME	135	PALM SPRINGS	65
BRAZIL	275	FROLICS	55
GAYETY	85	BRITE SPOT	50
MIAMI BEACH	175	PIXIES	135
BIG TIME	175		

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Music Loud, Soft

Continued from page 81

wool blues fan, and at least 10 western singles and 10 EP westerns. The remainder, depending upon the spot, will usually include some polkas, Spanish favorites and novelties. Where the top-flight restaurant and hotel location is concerned, the rhythm and blues and westerns are eliminated.

Retail Stop Helps

Besides operating in some of Cheyenne's top music spots, Trout also has as a location the Melody Shop, the city's largest retail phonograph record shop. This puts him in an excellent position to judge the merits of music selections, and to eliminate in advance tunes which he feels have no place in specific spots.

Most important, Trout feels, is that the operator play every record himself before programming it. Trout listens to every recording, winnowing down his choices, and achieving an amazingly high-play percentage on every record programmed.

Occasionally, Trout uses a bizarre "off-season" theme with prof-

All the news of your industry every week in The Billboard...

itable results. For example, in the new Student Union Building of the University of Wyoming at Laramie, he kept the Bing Crosby recording of "White Christmas" on the phonograph two months following the holiday season. It showed as high a play average as any other number on the box well into March. Trout had guessed that students returning to college from their homes would play the record nostalgically to remind them of good times over the holidays.

"Remember that a record which is a solid, profitable hit in one location can be obnoxious in another," Trout counsels. "Only by making an individual study of each spot and keeping all observations in black and white, is it possible to do the right job of programming."

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WURLITZER MODEL 2000	\$1,020.00
WURLITZER MODEL 1800	775.00
WURLITZER MODEL 1250	125.00
SEEBURG M-100-A	200.00

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FOR SALE

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BALLY BIG TIME	\$150.00		

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- Exhibit RINGER BALL, Like New 135
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Most luxurious Bumper Pools ever made! Finest mahogany cabinet! Rich Furniture Finish! Genuine Slate Top! Jumbo Plastic Bumpers!

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Also Lots SHUFFLE GAMES
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Original, authentic Exhibit Slate Bumper Pool, with specially designed cabinet. Reconditioned Like New! \$125

GUNS

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- New DAVY CROCKETT ... Write
- STATE FAIR \$325
- WILD WEST 265
- SKY ROCKET 260
- SKY GUNNER 125

EXHIBIT

- JUNGLE HUNT \$415
- JET GUN 110

WILLIAMS

- JET FIGHTER \$185

SEEBURG

- SHOOT THE BEAR \$125

ARCADE

- Wms. 4-BAGGER Write
- Mut. LORD'S PRAYER .. Write
- C. C. TWIN HOCKEY .. \$235
- Wms. 6-PL. ALL STAR .. 185
- C. C. STEAM SHOVEL .. 185
- Gen. 2-PL. BASKETBALL 185
- C. C. BASKETBALL CHAMP 125
- C. C. 4-PLAYER DERBY .. 145
- Cap. MIDGET MOVIES .. 125
- Evans SUPER BOMBER .. 115
- Evans BAT-A-SCORE .. 105
- TELEQUIZ w/Film 90
- Mut. ROCK 'N' ROLL .. 85
- Wms. QUARTERBACK .. 85
- Sc. BATTING PRACTICE .. 75



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actually transforms your old shuffle bowling games into spectacular BOWLING ALLEYS!

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Boston

By CAMERON DEWAR

The fine weather is bringing out a number of operators to visit the Hub. A rare visitor last week was Sam Orenstein, of Providence, R. I., who came in to look at music and games at Trimount Automatic Sales Corporation.

Trimount's Marshall Caras reports music moving very well. . . . Everything seems to happen at once to Don Murray, Trimount's head shipper. Don, who just returned from his honeymoon, had to enter the hospital for an appendectomy.

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M100C	525.00
M100B	425.00

AMI

G-120	\$595.00
F-120	495.00
D-40	149.50
Model "C"	99.50

ROCK-OLA

1438 Comet	\$395.00
1436 Fireball	150.00

WURLITZER

Model 2000 (200 Sel.)	\$695.00
Model 1900 (104 Sel.)	675.00
Model 1800 (104 Sel.)	595.00



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Chrome Covers
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Completely Reconditioned
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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

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Seeburg 100 Sel. Chrome	\$ 42.50
Seeburg 100 Sel. Hammerloid 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
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BOWLERS

United Banner	\$105.00
United Imperial	50.00
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Bally Jets	85.00
Conversion Kit for Your Old Shuffle Boards, Complete	169.50

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TELEQUIZ WITH FILM.....\$65.00
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140 Attend W. Va. Op Confab

Continued from page 82

Williams, Clarksburg; Lee Glessner Jr., Wheeling; Chester W. Kloss, Wheeling; Jean D. Costulas, Weirton; Mr. and Mrs. Raymond McClung, Charleston; Mr. and Mrs. James Stevens, Clarksburg; Howard W. Grogan, Parkersburg; Mr. and Mrs. Thomas Hunt, Point Pleasant; James Roy Clemens, Beckley; Elmo Trickett, Fairmont.

Mr. and Mrs. Bill Perry, Madison; Howard Sauvageot, Wheeling; Thomas M. Crawford, Weston; Mr. and Mrs. Dwight Greenlee, Point Pleasant; Guy Moss, Charleston; Ruth Reed, Wheeling; Henry A. Orum, Wheeling; Max Caplan, Morgantown; Leo Grob Jr., Wheeling; Mr. and Mrs. Al M. Zambito, Wheeling; Leo G. Grob, Wheeling; Mr. and Mrs. Wylie Hetzer; Mr. and Mrs. Lige W. Smith, Huntington.

Mr. and Mrs. Ross Gerard, Grafton; Mr. and Mrs. R. A. Pulliam, Keyser; Mr. and Mrs. R. M. Harvey, Bayard; R. A. Hall, Huntington; Joe Bise, Welch; W. H. Ballard, Welch; J. G. Hunt, Welch; Mr. and Mrs. D. R. DeHaven, Martinsburg; Mr. and Mrs. William Anderson, Logan; Felix Munnix, Raysale; Ina Waybright, Charleston; Mrs. Violet Brooks, Charleston; C. H. Flannery, Logan.

Chris Melmeous, Logan; Mr. and Mrs. L. R. Mason, Lovettsville; Mr. and Mrs. James K. Hutzler, Martinsburg; Mr. and Mrs. Mervin Frye, Martinsburg; Mr. and Mrs. Chris Ballard, Belle; J. A. Wallace, Oak Hill; Charles P. Weller, Charlestown; E. R. Wallace, Oak Hill; Doyle Dean, Gassaway; Mr. and Mrs. Darris Derrick, Charleston; J. K. Kisser, Beckley; Mr. and Mrs. Kenneth Mathew, Fairmont.

Mrs. Hannah D. Walker, Martinsburg; William R. Wortham, Huntington; Mr. and Mrs. W. T. Cruze, Charleston; C. E. Duncan, Charleston; Philip D. Sweeney, Charleston; Hobart Booth, Charleston; Eldridge L. Fink, Charleston; Mr. and Mrs. Jake Dobkins, Allen B. Dobkins, Eddie B. Dobkins, Donald M. Dobkins and Sam Selario, Wheeling; R. H. Garrett,

Martinsburg, and Joseph Gounot, Wheeling.

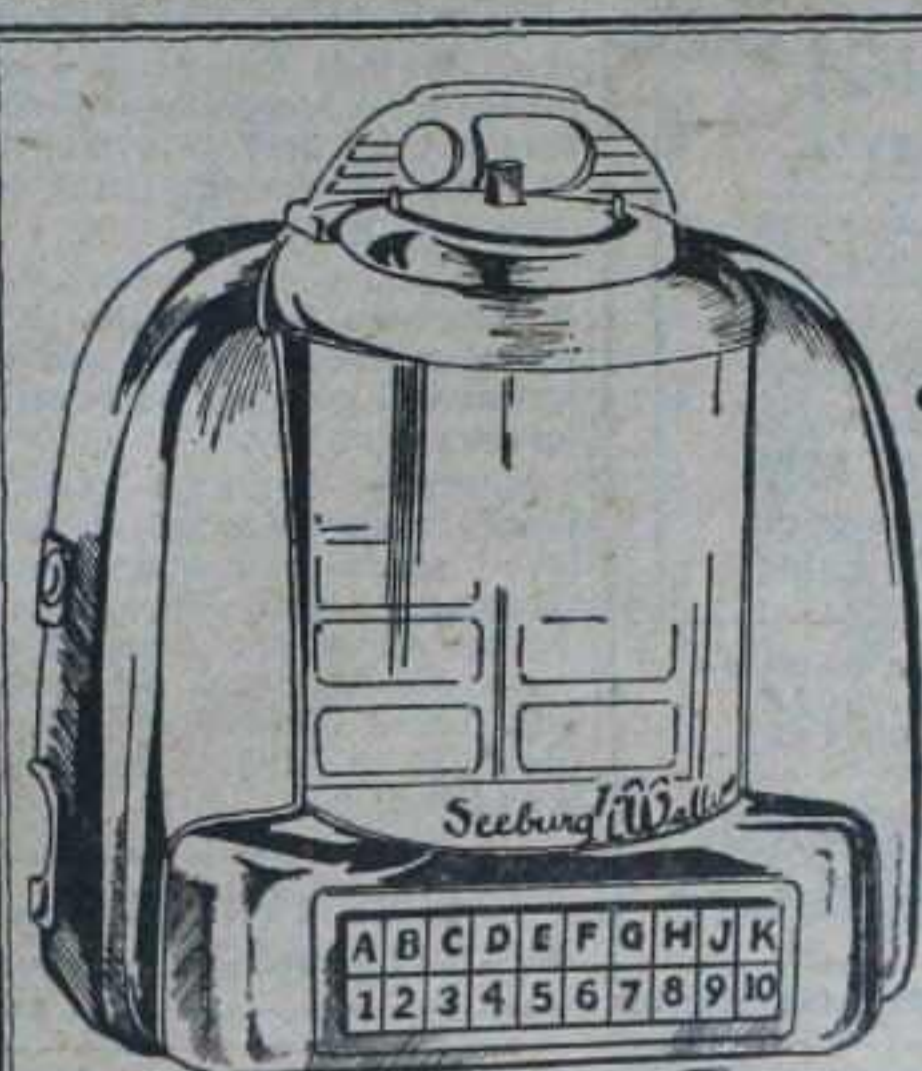
Those attending from Ohio were Charles A. Maroon, Bridgeport; Walter Blinkey, Steubenville; Stanley Spewsri, Steubenville; Elmer Elekes, Bridgeport; Louis T. George, Bridgeport; Ed Shaffer, Columbus; Powell Peltier, Columbus; Ray Buechner, Columbus;

Harvey Hobbs, Columbus; Gene Ford, Columbus; Sam J. Solomons, Harry Steward, Al Wallace, University Coin Machine Exchange, Columbus.

Others attending the convention were Earl Helmick, Strausburg, Va.; J. Harry Snodgrass, Albuquerque, N. M.; H. B. Perkins and Harold V. Dorgan, J. H. Keeney Company, Chicago; Joseph F. Collins, Eric J. Dyer and Mr. and Mrs. George F. Klersey, AMI, Inc., Grand Rapids; Mr. and Mrs. Bill Hamel and Herbert R. Rosenthal,

Banner Specialty Company, Pittsburgh.

Art Nyberg, Double-U-Sales, Baltimore; Mr. and Mrs. Jack Bess, Roanoke Vending, Richmond, Va.; Mr. and Mrs. Herman Perrin, General Vending Sales, Baltimore; W. H. Petet, the Wurlitzer Company, New York; Allen J. Kanarek and Emery Kubrh, B. D. Lazar Company, Pittsburgh; Jack Mitnick, United Music Company, Chicago, and South H. Dixon, Coin Automatic Distributing Company, Johnson City, Tenn.



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Wall-o-matic
WALLBOXES

CHROME COVERS—
100 SELECTIONS

Special Volume Prices

\$49.50

Reconditioned—Davis Guaranteed
 New Selection Buttons—New Instruction Plates
 Income can be doubled in many locations by adding 100-selection wallboxes

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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

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 OR **REPLAY!**

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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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 Rifle Gallery

Featuring
 Mysterious "CRAZY BALL"
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METAL TYPER

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- A.M.I. G-120 . . . \$695
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- ROCK-OLA 51-50 . 150

NEW!

- BALLY
- ABC TOURNAMENT
- KEENEY
- BOWL-O-RAMA
- VALLEY
- 6-POCKET POOL
- CHICAGO COIN
- BOWLING LEAGUE

All Phonographs Reconditioned—
REFINISHED LIKE NEW!
Terms 1/3 Dep. Bal. C.O.D.

ATLAS MUSIC COMPANY

A Quarter Century
of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL. U.S.A. ARmitage 6-5005

L. I. Operation

• Continued from page 81

said that the firm has applied to the Federal Communications Commission for permission to set up a base station to control the activities of 10 radio cars. The cars belong to S-N routemen and executives.

Forman explained that S-N has 2,000 games and juke boxes extending as far eastward as Montauk Point, the tip of Long Island, about 100 miles from the home office. He feels that \$10,000 cost for the radio installation will more than pay for itself in a year due to increased operating efficiency.

Route Calls

The radios will be two-way, enabling the routemen to check with the office. Forman said the system will probably be in effect by the end of July.

Meanwhile the firm is holding a Wurlitzer service school for Long Island operators and servicemen Wednesday nights. Those attending the school are guests of the company's Wurlitzer distributorship, Young Distributing of Long Island, at a buffet dinner which begins at 6:30.

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

COINMEN YOU KNOW

Jackson, Miss.

By ELTON WHISENHUNT

Lavaughn Johnson, Johnson Brothers Music Company at Corinth, an ardent fisherman, was seen fishing recently on Kentucky Lake for crappie. . . Red Vandervander, Red's Music Company at Boonsville, reports he's doing well with his recently placed cigarette ma-

chines. He's also got a successful game and music route.

E. E. Steed, Steed Music Company at Tupelo, reports his sideline of chicken farming is producing good revenue to go with his music and game collections. . . Pat Harrington, Harrington Sales Company at Huston, says cotton chopping time has picked up business for him a great deal.



ROYAL

DISTRIBUTING, INC.



- BIG TIME . . . \$175.00
- MIAMI BEACH . 175.00
- NITE CLUB . . . 350.00
- VARIETY . . . \$100.00
- TOURNAMENT . 250.00
- CARNIVAL GUN 175.00

★ ★ ★ **ROCK-OLA** DISTRIBUTORS ★ ★ ★

ASK FOR BEN MACKIE or HAROLD HOFFMAN
3726 Kessen Ave., Cincinnati, O., MOntana 1-5004

THE **BALL** IS THE REASON IT FEELS LIKE BOWLING SHOULD.

"THIS REALLY FEELS LIKE BOWLING SHOULD. IT'S TERRIFIC!"

"I LOVE TO THROW THIS **BIG BALL!**"

"PAYS MY RENT EVERY WEEK. IT'S GOOD!"

"AND AT A PRICE I CAN AFFORD. WHY IT PAYS FOR ITSELF. IT'S GREAT!"



EXHIBIT'S TRU-BOWLER

TRANSFORMS ANY SHUFFLE ALLEY INTO A PROFIT-MAKER

You can transform any bowler by
UNITED—BALLY—KEENEY—CHI COIN—Since 1953
IN LESS THAN 2 HOURS!



Score Head from old game.

Pins from old game.

Mechanism Panel from old game... (inside)

- ★ Beautiful, Neutral Color Cabinet—blends into any surrounding.
- ★ Richly grained formica playfield.
- ★ 10c Slug Rejector.

BIG BALL!

2 LBS.—4½"
Real Bowling Ball
"Mineralite"
by Brunswick



QUIET OPERATION
GRAVITY BALL RETURN
Nothing to get out of order

THE EXHIBIT SUPPLY COMPANY

Creators of Coin Operated Amusement Equipment Since 1901

4218 W. LAKE ST. CHICAGO 24, ILLINOIS Phone: VA 6-3100

Better Tone at Less Cost!

NEW CoMco HI-FI SPEAKERS

Hi Fi Corner Model\$23.95
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CoMco Extended Range SPEAKERS
Wall...\$11.95 • Corner...\$15.95 • Ceiling...\$11.95

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CLEAN GAMES—READY FOR LOCATION

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NITE CLUB 400.00	GAYETY 90.00
BROADWAY 350.00	YACHT CLUB 60.00
MIAMI BEACH 210.00	

Immediate Delivery. ½ Deposit
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

GIVE TO DAMON RUNYON CANCER FUND

Badgers See

• Continued from page 83

Milwaukee police and court officials.

Working as a lobbyist for the Milwaukee Phonograph Operators' Association, Joseph E. Tierney, retired assistant district attorney for Milwaukee County, fought hard to present the trade groups' case to the solons. He came close—only a solitary vote kept the free play bill from becoming law. But, close doesn't count in this instance, and free plays remain legally barred in the State of Wisconsin.

Federal Move Hurts

According to Joe Beck, Mitchell Novelty Company, who sparked the drive to legalize free plays here, "The thing that killed our chances was the bad publicity that came as the result of federal investigations of gambling at the same time our bill was up for final consideration. The ruling by the U. S. Supreme Court in the Korpan case which resulted in the okaying of a \$250 tax on games giving free plays was the final blow."

As to the future, Beck claims that morale of the industry here is now at a low ebb. "Everything is rather indefinite now," he claims.

WANTED WILL PAY CASH \$\$\$\$\$\$ for:

WURLITZER 1800's - 1700's
CHICAGO COIN BLINKER - BULL'S EYE 6-PLAYER SKI BALLS
BALLY 14 FT.—11 FT. ABC BOWLING LANES
UNITED ROYAL - IMPERIAL - CHIEF ACE - RAINBOW
1948 Bally Hot Rods (Pin Ball machines) and Bally Crosswords

ALL OUR COIN MACHINES ARE COMPLETELY SOLD OUT! SEND US YOUR INVENTORY LIST FOR PROMPT ACTION!

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Exclusive distributor for
WURLITZER
BALLY
EXHIBIT

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Say You Saw It in The Billboard

Only Chicago Coin Has All 4!!



20FT. 8IN. MODEL

14FT. 8IN. MODEL

12FT. MODEL

and SUPER FREE PLAY MODEL

All Add-Up To BIGGER PROFITS For You...

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TOPS IN EXTRA FEATURES

- ◆ All Metal Roller Chain And Sprocket Ball Lift. (Eliminates Ball Jams)
- ◆ Balls Feeding On To Chain Elevator Get Agitated In The Trough, Preventing Jamming Or Ball Hang-Ups
- ◆ Scoring Handicap Control All Mechanism In The Back Rack Genuine Gutters
- ◆ New Realistic Striped Playfield! 20 Ft. 8 In. Length Bowler
- ◆ Convertible To 14 Ft. 8 In. 2 GAMES IN ONE
- ◆ Equipped With National Slug Rejector!

Shipped In Sections For Easy Installation and Easy Handling

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Magic Squares and Lines cover entire Card of

Bally Sun Valley

Biggest blaze of money-making "magic" ever
 flashed on a backglass! All 25 numbers in Magic Squares
 or Magic Lines! Results: more fun for players, more
 coins through the chute, more profit for you!
 Get your share... get SUN VALLEY now!

ABC Tournament

See husky 3½ in. balls actually plow into pins... just like real bowling... and you see why ABC TOURNAMENT out-earns every other bowling-game. Order ABC TOURNAMENT today.

Free TOURNAMENT PROMOTION KIT WITH EACH GAME



12½ ft. and 14 ft. long
SECTIONAL CONSTRUCTION

Balls actually hit pins!

- 4 Magic Squares
- 2 Magic Lines
- 4-Way Extra Time
- Corner Scores
- Advancing Scores
- Extra Balls



New
SCORE-BOOSTER
 GREEN
 3-IN-LINE
 SCORES
 4-IN-LINE

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HI-SCORE

BOWLING ALLEY



REGULATION BOWLING
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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 COMPETITIVE PLAY

DIRECT SCORES TALLIED INSTANTLY EACH FRAME

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THROUGH 9TH FRAME

TENTH FRAME DOUBLE SCORES

FOR SPARES AND STRIKES WITH TENTH FRAME FEATURE (CAN SCORE 1800 IN TENTH FRAME)

OPTIONAL 8TH AND 9TH FRAME DOUBLE SCORES

UNITED'S **HI-SCORE BOWLING ALLEY** is the **FASTEST BOWLER**

ON THE MARKET

UNITED'S **BOWLING ALLEY**

IS ALSO AVAILABLE IN **REGULAR AND TEAM MODELS**

SEE UNITED'S GREAT **IN-LINE GAME PLAYTIME** NOW AT YOUR DISTRIBUTOR

3 SIZES:
18 FT. LONG
14 FT. LONG
11 FT. LONG

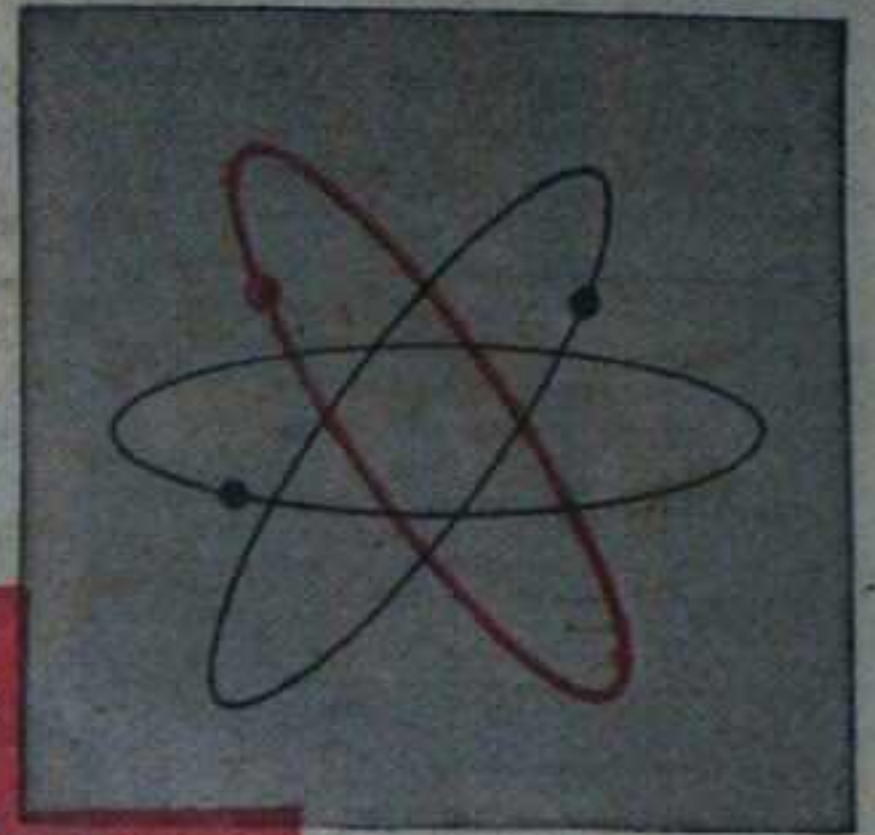
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most complete music systems*

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