

The Billboard

SIXTY-THIRD YEAR

PRICE:
35 CENTS

ALL OVER
THE WORLD

JUNE 3, 1957 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Tots Rock It Up on Coin-Operated Rides

Yearly \$5.5 Million Paid-In to Keep Junior Happy on the 'Sit Parade'

By KEN KNAUF

CHICAGO — The nation's kiddies have a rock 'n' roll all their own. They rock 55,000,000 times a year on coin-operated kiddie rides, while their parents part with a \$5,500,000 roll.

For the kiddies, it's a real ball. While parents shop at supermarkets, store chains or drugstores, moppets soar off in rocket ships, thunder away on motorcycles and bounce in the saddles of bucking broncos. But it's a treat for parents, too, because they don't have to worry about their urchins tagging along and upsetting an otherwise pleasant shopping spree.

An estimated 100 operators, each with from 20 to 1,700 kiddie rides, serve up the fun, spotting their equipment in retail stores of all types: Transportation depots, theater lobbies, drive-ins, outdoor movie lots and amusement parks.

The Sit Parade

Operators keep close track of grosses made by each type of ride and keep an eye out for "who rides what." Here's how one of the largest national operators ranks the current Sit Parade in terms of average grosses per unit:

1. Motorcycle
2. and 3. Fire Engine and Automobiles
4. Miniature Merry-Go-Round
5. Pony
6. Boat
7. Space Ship

The firm finds that the two-to-five-year-olds account for 70 per cent of the business and prefer the novelty rides, such as motorcycles, fire engines, autos. The rest of the trade is done with the 5-to-11-year-olds, who seem to prefer the more standard types, ponies, animal rides and space ships.

Still a good many operators, among them some of the biggest, use the standard ponies, animals

Horse, Kiddie, Both Get Kicks

CHICAGO — Both rider and rider get their kicks from the latest version of the coin-operated horse ride, the Rodeo Pony, manufactured by Paul W. Hawkins, Tucson, Ariz.

Once in the saddle, the moppet can change the gait of the horse at will, kicking the horse in the side to gallop, pulling at the reins to slow down.

Mechanism of the ride is located inside the tough fibreglass body of the horse, so kiddies can kick to heart's delight without danger of knocking the stuffings out of their steed.

and Merry-Go-Rounds as the basis for their routes, building around them with the novelty rides. These operators say that the standard pieces are more economically operated, require less investment and continue to be natural attractions thru the years.

In the parade of new 1957 kiddie rides is Bally Manufacturing Company's Toonerville Trolley. Billed as "the biggest looking small ride ever built," it's designed as an old-fashioned trolley car that rocks and rolls over steel tracks. It can tote two kiddies at a time, yet fits into a two-by-three-foot floor space. Ride is complete, with flashing headlights and ringing bell, and the moppet motorman can accelerate motion with a flip of a lever.

Tots Ride Elephants

Another new item is the coin-operated elephant ride made by the Tusko Corporation in California. The 42-inch-high elephant has large flexible ears and tail and simulated hide. I. S. T. (Trader) Horne, company owner, is a veteran wild animal broker, but his elephant ride is happily of the more domestic, make-believe variety.

Top novelty ride of 1956, according to a survey of operators, the Bally Bike ride is a realistic copy of a policeman's motorcycle that gives kiddies a bouncy up-and-down motion and slight side-roll. It creates an illusion of zooming over highway and by-way. Speed

(Continued on page 97)

THE BILLBOARD ADDS 'FUNSPOT' TO ITS FAMILY

NEW YORK—A new business paper — Funspot, the magazine of amusement management—will be launched in August by The Billboard Publishing Company. In making the announcement, Roger S. Littleford Jr., and William D. Littleford, co-publishers of The Billboard, said the paid circulation, slick paper monthly, will be designed to serve the owner, operator or manager of permanently fixed amusement - recreation enterprises.

Maynard L. Reuter, vice-president of The Billboard Publishing Company and general manager of the Outdoor-Merchandise Division, is the publisher. He described the industry to be covered as consisting of 23,833 establishments including major amusement parks and kiddielands, drive-in theaters, tourist attractions, beaches, miniature golf and driving ranges and participating sports elements, such as swimming pools, roller and ice skating rinks.

Annual gross industry receipts are in excess of \$1 billion earned thru admissions, participation fees, the sale of merchandise, equipment and novelty items, and the retailing of food and beverages.

The Funspot market is a component of the multi-billion dollar leisure market which, in the post-war era, has become the fastest growing and most promising in the entire U. S. economy, Reuter said.

(Continued on page 68)

Question Impact of 'Emmies' on Public Good Will, Ratings

Industry Defends and Disputes Effectiveness of TV Accolades

By BOB BERNSTEIN

NEW YORK — Does Emmy mean anything to doers and viewers of television? There's a serious question whether the annual awards of the Academy of Television Arts and Sciences have an effect on ratings, public good will, sponsor renewals or network thinking, according to industry workers.

When the Oscar winners are announced, motion picture theaters report an immediate box office boost which continues for two months. When the Tony winners are named, Broadway playhouses get a healthy financial surge. With no box office yardstick available in the TV industry (yet!) there is no clear way other than ratings to estimate the power of the Emmy Awards.

Sid Caesar's series won five this year and is departing. Every local Los Angeles and New York program which won, up to 1957, has vanished, with the exception of "Confidential File." The stanza chosen as the best dramatic script of each year has never yet been repeated afterwards.

Insufficient Respect?

Most significant of all, no show which has won an Emmy for itself, its star, director or technical personnel, has made a significant gain in the following reports of the

major rating services. The answer seems to be that the public as yet has insufficient respect for the awards to take a cue from the annual choices.

East-West Unification

The unification of East and West, with a common viewpoint and purpose guiding the separate chapters, has helped raise the Emmy to a position of national TV coverage, good publicity and satisfactory but less than excellent industry co-operation. The Academy is undoubtedly making further strides each month. But can it create prestige to equal Oscar's or to increase ratings?

"Not for years," says a network veepee. "There's too much wrangling, too many conflicting interests of live and film and East and West and not enough money behind the promotion."

"It won't be long," says a 1956 winner. "The improvement in attitude both inside and outside the business is phenomenal from year to year. All we need is a little more dignity."

"The motion picture Academy took 20 years to build the Oscar into the big influence it is," says an exec from a major Hollywood studio. "Television can't do it in less than that."

"Television has already done it," says a member of the ATAS board of directors. "Just notice the fact that no one will allow his name to be quoted in examining Emmy's position."

Everyone is in agreement that TV prizes on a national annual basis are a public relations must.

(Continued on page 6)

NEWS OF THE WEEK

Kaiser to Sponsor Top Pictures On ABC Against Allen, Sullivan . . .
Kaiser Aluminum will sponsor first-run feature films on ABC-TV, Sundays, 7:30-9 p.m., including many post-1948 productions, in a \$10,000,000 deal. . . . [Page 2](#)

Study Shows Syndicated Programs Getting Prime Time Periods on TV . . .
A study of clearances obtained by syndicated TV film programs indicates they are getting top time periods. One of the surprises turned up is that one-station markets are using more syndicated film than two-station markets. . . . [Page 11](#)

Special Quarterly Supplement — "Spotlight On Tape" . . .
What are dealers doing to get their share of the rapidly growing tape recorder and recorded tape market? This special supplement tells how dealers in various parts of the country do just that. Latest store-tested sales methods, self-service ideas, product information, etc. plus a look at what's wrong on the manufacturing end. . . . [Page 23](#)

Petrillo Reports to Convention On 1956 Disk Sales, Employment . . .
AFM-licensed recordings sold in 1956 had a retail dollar value of \$259,038,991, according to James C. Petrillo, musicians' union chief. In a report to the AFM convention, scheduled to be held at Denver next week, Petrillo states that a total of 219,441,914 disks of all speeds were sold during that period. . . . [Page 18](#)

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Citation for UN Coverage

NEW YORK — "The line of demarcation between entertainment and information has become less distinct," said Mark Goodson last week in presenting a special citation from the Academy of Television Arts and Sciences to the United Nations. "Shows that amused the audience and shows that were good for them are growing indistinguishable."

The award, for Middle East crisis coverage, was accepted by Ahmed Bokhari, under-secretary of information; Michael Hayward, UN operations chief for radio-TV, and Peter Aylen, director of visual services.

The Ten Commandments

Dot Record News of The YEAR

See Pages 44-57

'CLICK QUICK—OR ELSE'

Period of Grace Shortens, January Market Opens Up

NEW YORK—A pattern is developing in program purchases for next fall whose ramifications are expected to be felt mainly in two ways: 1) The pressure for immediate success is being stepped up to the point where a show must either be a hit or indicate hit potential within 11 weeks after its start. 2) Because of the likelihood that many shows will not make the grade in such a short period of time, a major market for new network properties is likely to be created about January of each year.

These developments are likely to occur because the majority of network sponsors who buy shows from outside packagers are signing 26-week firm contracts, cancellable on 15 weeks' notice. This means that a client who is unhappy about the showing of his program can give notice about the second or third week of January (11 weeks after its start), assuming its debut was in late September.

Among the reported advertisers who have signed such contracts, or who will buy only on those terms are General Foods, Colgate, Lever Bros., Reynolds Tobacco, Procter & Gamble, and Mennen for its new "O.S.S." on ABC-TV. The only contract which so far is said to be 39 weeks firm is the one signed by Seven-Up and AC Sparkplug for "Zorro."

The new Walt Disney vidfilm series, however, is an ABC property, and sponsors usually give networks firm 39 week deals. If, however, the network shows do not click within a 26-week period, they are replaced. Both "The Brothers," and "Noah's Ark" were cancelled after 26-week runs this season.

The reason for the cutback from a 39-week firm contract to a 26-week one this fall is an obvious one. It can be attributed to the large number of failures of the past season. "Hiram Holliday," the General Foods series, is one such

case in point, and the sponsor still has a number of episodes which haven't been shown. GF was able to switch to another time period on NBC-TV to work out its time commitment, but it had to pay for 39 weeks of the Wally Cox vehicle.

Insofar as packagers are concerned, it will make for more insecurity among them, but, at the same time, perhaps give a larger

number a chance to ride the gravy train. It will cause more production of new shows in early fall for the new winter buying season, and perhaps also give shows which have been passed by during the late spring buying another chance to appeal to a sponsor. The prospect is for a boom in tranquilizing drug sales in the program packager market.

130 Web One-Shots, Less Than 50 Sold

NEW YORK—With more than 130 one-shot shows being prepped by the networks, less than 50 have been sold to date, tho prospects for immediate buys in many cases look good.

NBC-TV has locked up 26 of its 90-odd specials. These include six for Hallmark, six Jerry Lewis hours for Oldsmobile, six Bob Hope stanzas for Timex (U. S. Time Corporation), a General Motors anniversary show, Rexall's "Pinochio" and an anniversary musical for Standard Oil of New Jersey.

Also on NBC, Oldsmobile will sponsor Oscar Nominations and later the awards. Pepsi-Cola and Pontiac will share the two-hour "Annie Get Your Gun." And Timken has bought two special films, "The Innocent Years" (90 minutes) and "Antarctica" (60 minutes).

CBS-TV has wrapped up 23 specials, including 10 for Du Pont, the Rodeo for General Mills, "Miss America Pageant" for Philco, and six Lowell Thomas "High Adventure" shows for the Delco Division of General Motors. Ford has bought five hour-long Lucille Ball-Dezi Arnaz stanzas. ABC-TV is scheduling no spectaculars next season.

Since the line of demarcation between specials, spectaculars, groups of one-shots and topical coverage telecasts has grown hazy, the standard must be that of each web. Going by that standard excludes a large number of fair tale hours, the 20 Dinah Shore hours for Chevrolet, sports events, opera and the clouded plans of Ford's campaign to launch the Edsel car.

ABC May Sked Sunday Drama

NEW YORK—ABC-TV is mulling a live drama series for Sunday nights, to be packaged by the John Gibbs Agency. S. C. Johnson, which leaves Robert Montgomery this summer, is interested.

The fall show, which could be either an hour or half-hour series, would have Melvyn Douglas as host, Frank Telford as alternate week director, Joe Bailey as producer.

ARB Offers Choice Of 2 New Systems In Local Markets

NEW YORK — American Research Bureau is experimenting with two new methods of handling local TV ratings to eliminate the "rating week" loading problem. Tests are being made in several markets, and upon their conclusion all markets will be offered the choice of continuing as at present or adopting one of the two new methods. All stations in market must agree to bring about a change.

First of the new systems involves a "secret week," in which diaries would be put in homes for all weeks, but only one week, selected by lot in each market, would be counted. Stations would be notified.

(Continued on page 14)

Mull ABC Trio For Marlboro

NEW YORK — Philip Morris, for Marlboro Cigarettes, is huddling with ABC-TV to come up with one buy of three possibilities: alternate weeks of the Guy Mitchell show, Saturdays, 10-10:30 p.m.; alternate weeks of "Sugarfoot," Tuesdays, 7:30-8:30 p.m., or a once-a-month hour; and the 17 open weeks of "Navy Log," Thursday, 10-10:30 p.m.

Marlboro lost out by a day on co-sponsorship of ABC's "Wednesday Night Fights," Miles Labs beating it to the option.

ABC TO BUCK ED, ALLEN WITH 'HIGH NOON,' ET AL.

NEW YORK—ABC-TV will announce on Wednesday the sponsorship by Kaiser Aluminum of first-run feature films in the Sunday, 7:30-9 p.m. period. In an effort to break the Ed Sullivan-Steve Allen dominance, the advertiser and web are attempting a network feature-film schedule of unique size, cost and type.

The \$10,000,000 deal, half of which represents time charges, will include both pre-and-post-1948 movies, being bought on an individual rather than package basis. It is reported that the post-48 properties include "High Noon," "Cyrano de Bergerac," "The Men," "African Queen," "Moulin Rouge" and others from United Artists, Warner Bros., Columbia and 20th Century-Fox.

The pre-48 films are said to include Paramount and Universal items, with as yet undetermined additions from Columbia and 20th. A press luncheon in Hollywood this week will climax the two-month negotiations, understood to have been personally supervised by Leonard Goldenson, president of American Broadcasting-Paramount Theaters.

ABC has tested network pictures before on "Famous Film Festival," using first-run J. Arthur Rank products, with disappointing results, but both web and advertiser feel the American catalog chosen will tell a far different story, particularly with an all-out publicity and promotion push.

The web is moving ahead with the M-G-M hour-long "Mystery Street" series, to be ready January 1, as a backstop for Kaiser should the features provide weaker ratings than anticipated.

SIGNIFICANT TIME SALE

Allstate Takes '90'; Sears Eying Webs?

NEW YORK — CBS-TV last week made a significant network sale. The Allstate Insurance Company, a division of Sears-Roebuck, bought an alternate half hour of "Playhouse 90," the Thursday evening 9:30-11 presentation.

The buy is expected to be watched very closely by the parent company, one of the largest retailing organizations in the country. It could conceivably influence Sears to use network TV, which in turn might influence other giant retailers to get into the medium.

The Allstate purchase will put the show in the S.R.O. class, assuming that this client will agree to alternate with International Cellucotton. There have been reports that Cellucotton might move its alternate week sponsorship to another show, possibly "Dick and the Duchess." Prestone will buy several alternate half hour late summer shots before Allstate takes over.

Other "Playhouse 90" clients are American Gas and Marlboro, for alternate half hours, and Bristol-

Myers for an alternate hour. Allstate sells automobile insurance, and is the second such advertiser to buy into network TV. State Farm Mutual was the first. George Burnett is the agency.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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William D. Littleford

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Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1957, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard TV Program and Time Availability; and The Billboard International.

Report Lever In on 'Father'

NEW YORK—Lever Bros. was last week reported to have bought half sponsorship of Screen Gems' "Father Knows Best," NBC-TV, Wednesday, 8:30-9 p.m.

Scott Paper has had the show to itself the past season. But with its alternate-week buy of Gisele MacKenzie it apparently decided it couldn't carry "Father" by itself any longer.

Lever is still understood to be looking for a show to share with Shulton on CBS-TV, Tuesday, 8:30-9 p.m.

Product Curb Irks Mennen

NEW YORK — Mennen Company is piqued over ABC-TV's "request" that it limit its products advertised on "Wednesday Night Fights" to conform with Revlon's buy of "Walter Winchell File" just preceding. Certain drug and cosmetic preparations would cause sponsor conflict between the two.

The boxing show, 10-11 p.m., was bought by Mennen before the Revlon 9:30-10 p.m. purchase.

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643

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

'Kukla' Loses ABC Slotting

CHICAGO — "Kukla, Fran and Ollie" suddenly went off the ABC net Friday (31) in the 6-6:15 p.m., CDT, slot with the announcement that four remaining weeks of the Monday-Friday strip would be fulfilled starting July 29. Sponsor is Silvercup Bread, rounding out a three-year contract with the show. Burr Tillstrom's explanation is that the five-day-a-week grind has prevented him from developing some new programming plans for the fall. ABC officials have asked Tillstrom, it

Minds Meet on 'Gunfire Pass'

NEW YORK — ABC-TV and Bristol-Myers have solved the impasse over "Gunfire Pass," the property the advertiser wanted to place in its Wednesday 8:30-9 p.m. slot, which the web rejected.

Ziv-TV and ABC, as co-owners, will scrap the pilot and reslant the Western with a strong central character designed to emerge as a Wyatt Earp type. The series is spotted following "Disneyland."

was learned, to mull a conversion of the "KFO" format from a kid show to a daytime strip for women.

Home Products Takes ABC Slot

NEW YORK—American Home Products has optioned the Monday 7:30-8 p.m. time on ABC-TV for the fall and is seeking a family film series for its drug items.

The web has set the rest of its Monday line-up, with "Bold Journey" at 8 for Ralston-Purina, "Voice of Firestone" at 8:30, "Wire Service" at 9 for Reynolds and Lawrence Welk at 9:30 for Plymouth-Dodge.

American Tobacco Eyes CBS Fridays

NEW YORK — American Tobacco is eyeing the Friday 8-8:30 p.m. time on CBS-TV, probably for its Hit Parade brand. No show has been selected. The advertiser is also mulling an alternate half-hour buy of the Monday 10-11 p.m. mystery hour, formerly called "Crisis," over NBC-TV.

NEW YORK—Whitehall Pharmacal has bought "Sunday News Special" on CBS-TV for the fall. The Walter Cronkite show, in the 11-11:15 p.m. slot, was sponsored this past season by Pharmaceuticals, Inc.

Ralston Hunts 'Wally' Time

NEW YORK — Ralston-Purina is shopping at all networks for a time period for its buy of "Wally and the Beaver." The new family comedy series owned by Gomalco Productions, stars two youngsters in what is said to be a latter-day version of Penrod and Sam. MCA is the agent.

'Snowfire' Set For NBC Slot

NEW YORK—ABC Film Syndication has sold "Snowfire" to NBC-TV, after two bounces over to ABC-TV and back. The fantasy about a talking horse and a little girl, the concept of which ABC wanted to revise, has been pencilled in by NBC for Tuesday 7:30-8 p.m., pending sale.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on April TV audience measurements of AMERICAN RESEARCH BUREAU

By Sponsor Groups:

- FOOD AND BEVERAGE
- CIGARETTES AND TOBACCO

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

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

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

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

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

Cigarette & Tobacco Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.99
2. P. LORILLARD (\$64,000 Challenge, CBS)..... 2.20
3. R. J. REYNOLDS (People Are Funny, NBC)..... 2.28
4. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.30
5. BROWN & WILLIAMSON (The Line-Up, CBS).... 2.35
6. PHILIP MORRIS (Playhouse 90, CBS)..... 2.52
7. AMERICAN TOBACCO (Wells Fargo, NBC)..... 2.55
8. LIGGETT & MYERS (Dragnet, NBC)..... 2.62
9. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.75
10. R. J. REYNOLDS (Beat the Clock, CBS)..... 2.83

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. P. LORILLARD (\$64,000 Challenge, CBS).....\$2.26
2. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.28
3. R. J. REYNOLDS (I've Got a Secret, CBS)..... 2.32
4. R. J. REYNOLDS (People Are Funny, NBC)..... 2.53
5. BROWN & WILLIAMSON (Steve Allen, NBC).... 3.05
6. LIGGETT & MYERS (Dragnet, NBC)..... 3.09
7. BROWN & WILLIAMSON (The Line-Up, CBS).... 3.10
8. PHILIP MORRIS (Playhouse 90, CBS)..... 3.17
9. AMERICAN TOBACCO (Wells Fargo, NBC)..... 3.18
10. AMERICAN TOBACCO (Jack Benny, CBS)..... 3.22

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.69
2. P. LORILLARD (\$64,000 Challenge, CBS)..... 1.93
3. R. J. REYNOLDS (People Are Funny, NBC)..... 2.08
4. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.16
5. BROWN & WILLIAMSON (The Line-Up, CBS).... 2.20
6. PHILIP MORRIS (Playhouse 90, CBS)..... 2.41
7. LIGGETT & MYERS (Dragnet, NBC)..... 2.61
8. AMERICAN TOBACCO (Jack Benny, CBS)..... 2.74
9. R. J. REYNOLDS (Beat the Clock, CBS)..... 2.77
10. BROWN & WILLIAMSON (Steve Allen, NBC).... 2.80

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (People Are Funny, NBC).....\$2.80
2. AMERICAN TOBACCO (Wells Fargo, NBC)..... 2.83
3. R. J. REYNOLDS (Bob Cummings, CBS)..... 2.92
4. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.99
5. LIGGETT & MYERS (Gunsmoke, CBS)..... 3.16
6. BROWN & WILLIAMSON (Steve Allen, NBC).... 3.58
7. LIGGETT & MYERS (Dragnet, NBC)..... 3.64
8. P. LORILLARD (Jackie Gleason, CBS)..... 3.88
9. R. J. REYNOLDS (Beat the Clock, CBS)..... 4.06
10. AMERICAN TOBACCO (Jack Benny, CBS)..... 4.21

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Food and Beverage Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.99
2. LEVER (Godfrey's Talent Scouts, CBS)..... 2.00
3. DECEMBER BRIDE (General Foods, CBS)..... 2.05
4. KELLOGG (Name That Tune, CBS)..... 2.15
5. PABST (Wednesday Night Fights, ABC)..... 2.26
6. CAMPBELL (Lassie, CBS)..... 2.29
7. AMERICAN DAIRY, SWIFT, DERBY (Disneyland, ABC)..... 2.30
8. PET MILK (Red Skelton, CBS)..... 2.43
9. GENERAL FOODS (Wells Fargo, NBC)..... 2.55
10. GENERAL MILLS, SWIFT (Lone Ranger, ABC).... 2.61

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. PABST (Wednesday Night Fights, ABC).....\$1.82
2. LEVER (Godfrey's Talent Scouts, CBS)..... 2.57
3. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.61
4. PET MILK (Red Skelton, CBS)..... 2.63
5. GENERAL FOODS (December Bride, CBS)..... 2.68
6. KELLOGG (Name That Tune, CBS)..... 2.90
7. LASSIE (Campbell, CBS)..... 2.96
8. GENERAL FOODS (Zane Grey, CBS)..... 3.04
9. BEST FOODS (You Asked For It, ABC)..... 3.17
10. GENERAL FOODS (Wells Fargo, NBC)..... 3.18

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.76
2. LEVER (Godfrey's Talent Scouts, CBS)..... 1.91
3. GENERAL FOODS (December Bride, CBS)..... 1.96
4. KELLOGG (Name That Tune, CBS)..... 2.02
5. PET MILK (Red Skelton, CBS)..... 2.27
5. MOGEN-DAVID (Treasure Hunt, ABC)..... 2.27
7. LEVER (Lux Video Theater, NBC)..... 2.49
8. CAMPBELL (Lassie, CBS)..... 2.55
9. NATIONAL DAIRY (Kraft, NBC)..... 2.63
10. ZANE GREY (General Foods, CBS)..... 2.64

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. AMERICAN DAIRY, SWIFT, DERBY (Disneyland, ABC).....\$1.42
2. CAMPBELL (Lassie, CBS)..... 1.61
3. GENERAL MILLS, SWIFT (Lone Ranger, ABC).... 1.95
4. NATIONAL BISCUIT (Rin-Tin-Tin, ABC)..... 2.29
5. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.70
6. GENERAL FOODS (December Bride, CBS)..... 2.77
7. GENERAL FOODS (Wells Fargo, NBC)..... 2.83
8. GENERAL FOODS (Roy Rogers, NBC)..... 3.03
9. KELLOGG (Name That Tune, CBS)..... 3.22
10. LEVER (Godfrey's Talent Scouts, CBS)..... 3.28



CONSISTENCY

There are all kinds, but if you've wondered about advertiser consistency in the helter-skelter Southern California market, KTTV has the proof...

On Sunday, November 4, 1951, Inglewood Park Cemetery sponsored its first remote telecast of an entire church service.

Planned then as a brief public service series, *Great Churches of The Golden West* presents its 300th consecutive telecast this month.

That's consistency...

Other, more worldly advertisers who have been with KTTV continuously for more than 5 years:

- BONDS
- BROWN & WILLIAMSON
- HILLS BROS. COFFEE
- NATIONAL BISCUIT
- PACIFIC TELEPHONE & TELEGRAPH
- RICHFIELD OIL
- SEARS

Your Blair man has a stirring sermon on KTTV and consistency...

KTTV
Los Angeles Times-MGM
Television
Represented nationally by **BLAIR-TV**

COMING COST PER THOUSAND ANALYSES:

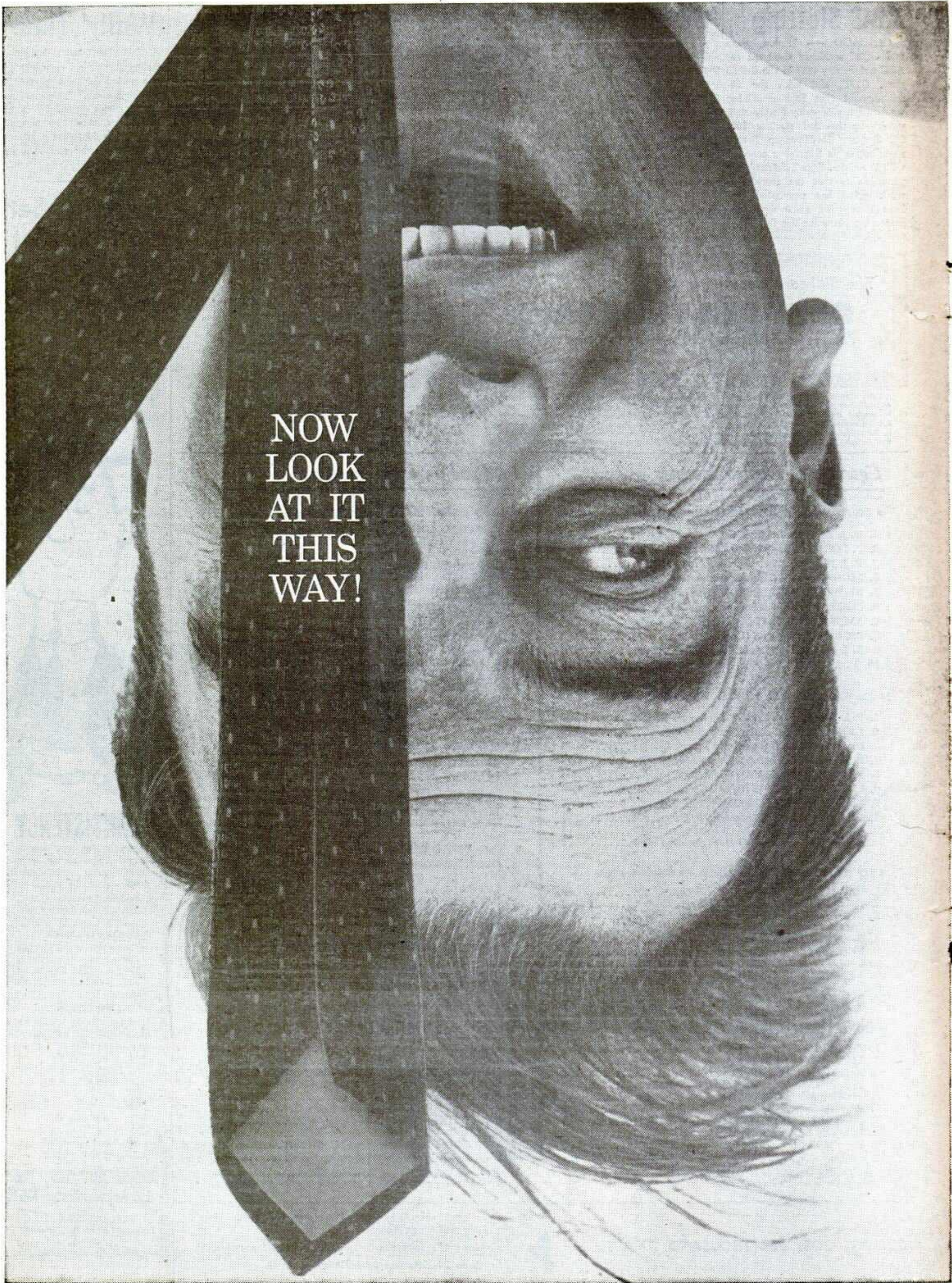
Next Week: Automotive-Petroleum & Appliance-Furnishings Sponsors

June 17: Toiletries-Drug & Household Cleansers

June 24: The Top 20 for May

July 1: Food-Beverage & Cigarette-Tobacco Sponsors





NOW
LOOK
AT IT
THIS
WAY!

It's a changing world. Along with fashions, home appliances and the shifting sands of the desert, the American language never stays put. Hardly anyone says "Pardon my wet glove" any more. Or "23 Skiddoo!" Or even "The cat's pajamas."

The language of television, too, periodically gets itself turned upside down. Take the phrase "network quality," for instance. Years ago (like 1956), "network quality" was the expression in vogue. It meant the best you could buy—if you were a national advertiser with matching budget. TV film syndicators wistfully resorted to "network quality" when they wanted to make the biggest possible claim for their product.

When we set out to produce our syndicated submarine-adventure series, "The Silent Service," we kept one basic reality in mind—the fact that all TV-viewing is local. In any given time-period, the local, regional and spot-program advertiser has to be ready to compete with network shows, no matter how glittering their production values. We defined our market as those selfsame local, regional and spot advertisers *exclusively*. It was therefore up to us to provide them with so prime a product, they could compete successfully for audience, no matter what the competition might offer.

Well, "The Silent Service" is now happily under way the length and breadth of the land. In city after city, regardless of what the competing attractions are, the major audiences are going for the action, suspense and sheer believability of "The Silent Service." And the critics have written consistently complimentary reviews.

"Network quality?" That's one way of putting it. But for non-network advertisers, there's a better way to describe television entertainment at its finest—and they can be mighty proud of it. It's the modern, true-to-life, CNP expression—"Syndication Quality!" NBC TELEVISION FILMS a division of **CALIFORNIA NATIONAL PRODUCTIONS, INC.**

Opinions Vary on Impact of 'Emmy' Awards on Industry

Continued from page 1

A casual one-week survey, however, showed that a lot of people have already forgotten this year's date, place, nominees, winners and categories, yet could supply the same information about the motion picture awards.

Only two of the hundred ques-

tioned tuned to a show they normally did not watch to see what it was like, after they heard of the show or star winning an Emmy. None tried a sponsor's product and most agreed that the sponsor's name should be included in the script and programs for both nominating and award telecasts.

Varying Viewpoints

"We don't make too much of a win," admits three ad agencies connected with current winners. "If we did, I think the show's rat-

ing would increase," added one Madison Avenue fixture, "but we all have other axes to grind."

"The categories are so confused," said another, "that your show can be called a winner in one area while you've been spending millions to get the country to think of it in another."

"How can you expect the public to take the awards to heart when stars can't appear because of sponsor conflicts? What we must have is an Emmy presentation minus advertiser's," was a third viewpoint. "Before they educate viewers to the importance of the Emmy Awards, they've got to convince sponsors and agencies," was a fourth.

What does ATAS say? "The Academy knows what kinks have to

be ironed out," says one exec, "and we believe that once the winning of any Emmy becomes important to advertisers, agencies and programming companies, the viewers will find it important, too."

"Many shows have gone on to long, bright lives, including 'Lucy,' 'Steel Hour,' Danny Thomas, 'Disneyland,' 'Matinee Theater,' 'Hit Parade,' 'Omnibus,' 'See It Now,' 'Dragnet,' Ed Sullivan, 'What's My Line' and others. Sid Caesar is not at all typical," says an ATAS worker.

"With Mark Goodson (current president) in charge, 1958 awards will be exciting enough to up those ratings," states another ATAS exec. "It's all a question of audience participation."

Survey Finds Sets Are Watched by Busy Housewives

NEW YORK—In 85 per cent of homes with sets on in daytime, someone was watching, according to a special Telepulse survey questioning the popular feeling that housewives aren't viewing while doing chores.

The Pulse, Inc., study, conducted by door-to-door coincidentals between 3:30 and 4 p.m., showed that 22.3 per cent of all homes visited had TV sets in use.

John Derr Named PR Assistant to Godfrey

NEW YORK—John Derr has been named special assistant to Arthur Godfrey on public relations matters and other related areas. Derr was formerly a top executive in the network's sports department.

Outrates all syndicated shows!



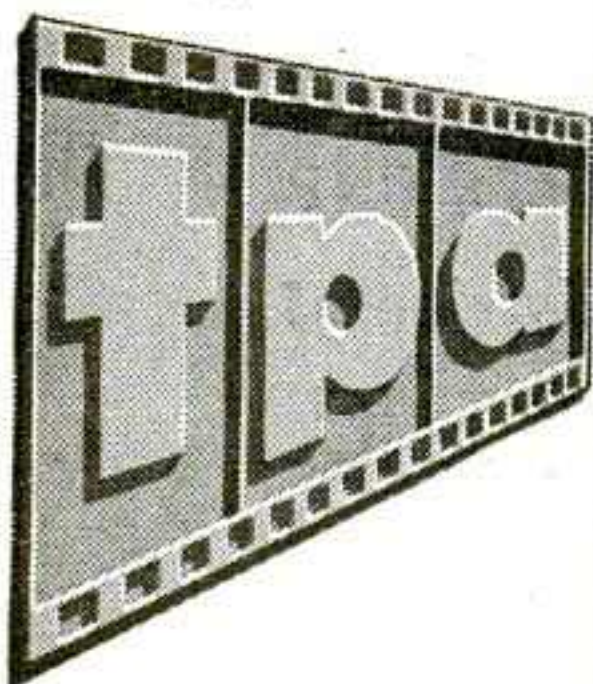
STAGE 7

SAN FRANCISCO—highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.



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

PROGRAMMING— the key to successful TV advertising
THE BILLBOARD— the key to successful programming

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on April TV audience measurements of AMERICAN RESEARCH BUREAU

By Program Type:
QUIZ AND PANEL
VARIETY AND MUSIC

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

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

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

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

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

Comedy, Variety & Music Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$0.96
2. WELK'S TOP TUNES (Dodge, ABC)..... 1.60
3. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.78
4. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 2.00
5. PERRY COMO (Kimberly-Clark, Sperry Green Stamps, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 2.09
6. DISNEYLAND (Amer. Motors, Amer. Dairy, Swift, Derby, ABC)..... 2.30
7. RED SKELTON (Pet Milk, S. C. Johnson, CBS)..... 2.43
8. ERNIE FORD (Ford, NBC)..... 2.56
9. CHEVY SHOW (Chevrolet, NBC)..... 2.87
10. JACK BENNY (Amer. Tobacco, CBS)..... 3.06

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$1.00
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.74
3. WELK'S TOP TUNES (Dodge, ABC)..... 1.93
4. PERRY COMO (Kimberly-Clark, Sperry Green Stamps, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 2.24
5. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 2.57
6. RED SKELTON (Pet Milk, S. C. Johnson, CBS)..... 2.63
7. CHEVROLET (Chevy Show, NBC)..... 2.77
8. ERNIE FORD (Ford, NBC)..... 2.91
9. STEVE ALLEN (Polaroid, Jergens, Rexall, Brown & Williamson, Greyhound, U. S. Time, NBC)..... 3.05
10. YOU ASKED FOR IT (Best Foods, ABC)..... 3.17

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$0.75
2. WELK'S TOP TUNES (Dodge, ABC)..... 1.37
3. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.49
4. PERRY COMO (Kimberly-Clark, Sperry Green Stamps, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 1.70
5. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 1.91
6. RED SKELTON (Pet Milk, S. C. Johnson, CBS)..... 2.27
7. ERNIE FORD (Ford, NBC)..... 2.44
8. CHEVY SHOW (Chevrolet, NBC)..... 2.45
9. JACK BENNY (Amer. Tobacco, CBS)..... 2.74
10. STEVE ALLEN (Polaroid, Jergens, Rexall, Brown & Williamson, Greyhound, U. S. Time, NBC)..... 2.80

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. DISNEYLAND (Amer. Motors, Amer. Dairy, Swift, Derby, ABC).....\$1.42
2. LAWRENCE WELK (Dodge, ABC)..... 1.95
3. PERRY COMO (Kimberly-Clark, Sperry Green Stamps, Noxzema, Sunbeam, Gold Seal, RCA, NBC)..... 2.75
4. ED SULLIVAN (Lincoln-Mercury, CBS)..... 2.85
5. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)..... 3.28
6. STEVE ALLEN (Polaroid, Jergens, Rexall, Brown & Williamson, Greyhound, U. S. Time, NBC)..... 3.58
7. JACKIE GLEASON (P. Lorillard, CBS)..... 3.88
8. RED SKELTON (Pet Milk, S. C. Johnson, CBS)..... 4.87
9. ERNIE FORD (Ford, NBC)..... 4.99
10. YOU ASKED FOR IT (Best Foods, ABC)..... 5.23

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Quiz, Panel & Audience Participation Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. \$64,000 QUESTION (Revlon, CBS).....\$1.67
2. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.99
3. YOU BET YOU LIFE (Toni, Chrysler, NBC)..... 2.08
4. WHAT'S MY LINE (Helene Curtis, Remington Shaver, CBS)..... 2.12
5. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.15
6. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 2.20
7. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.28
8. BEAT THE CLOCK (Hazel Bishop, R. J. Reynolds, CBS)..... 2.83
9. TWENTY-ONE (Pharmaceuticals, NBC)..... 2.87
10. TO TELL THE TRUTH (Pharmaceuticals, CBS)..... 3.06

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. \$64,000 QUESTION (Revlon, CBS).....\$1.97
2. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 2.26
3. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 2.32
4. YOU BET YOUR LIFE (Toni, Chrysler, NBC)..... 2.34
5. WHAT'S MY LINE? (Helene Curtis, Remington Shaver, CBS)..... 2.37
6. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.53
7. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.90
8. TWENTY-ONE (Pharmaceuticals, NBC)..... 3.29
9. BEAT THE CLOCK (Hazel Bishop, R. J. Reynolds, CBS)..... 3.67
10. TO TELL THE TRUTH (Pharmaceuticals, CBS)..... 3.72

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

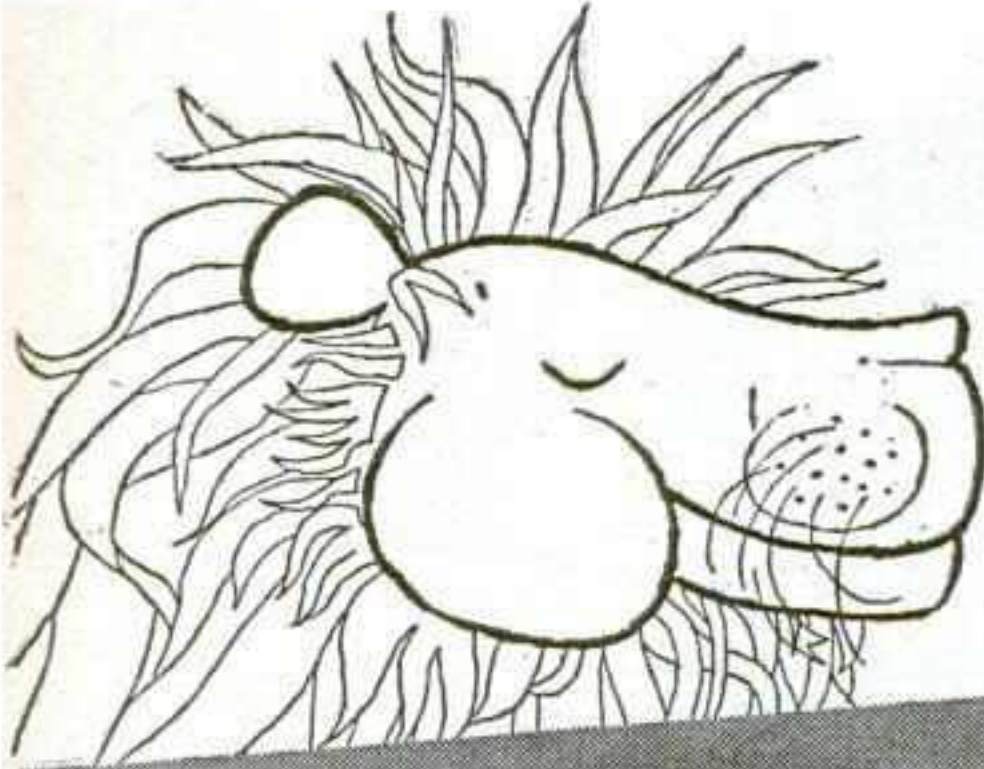
1. \$64,000 QUESTION (Revlon, CBS).....\$1.45
2. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.69
3. WHAT'S MY LINE? (Helene Curtis, Remington Shaver, CBS)..... 1.81
4. YOU BET YOUR LIFE (Toni, Chrysler, NBC)..... 1.86
5. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 1.93
6. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.02
7. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.08
8. TREASURE HUNT (Mogan David, ABC)..... 2.27
9. TWENTY-ONE (Pharmaceuticals, NBC)..... 2.45
10. THIS IS YOUR LIFE (Procter & Gamble, NBC)..... 2.76

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC).....\$2.80
2. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 3.22
3. YOU BET YOUR LIFE (Toni, Chrysler, NBC)..... 3.90
4. TREASURE HUNT (Mogan David, ABC)..... 4.00
5. BEAT THE CLOCK (Hazel Bishop, R. J. Reynolds, CBS)..... 4.06
6. \$64,000 QUESTION (Revlon, CBS)..... 4.72
7. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 4.77
8. GIANT STEP (General Mills, CBS)..... 5.91
9. TO TELL THE TRUTH (Pharmaceuticals, CBS)..... 6.02
10. MASQUERADE PARTY (Beacon, Assoc. Products, Park & Tilford, NBC)..... 7.62

COMING COST PER THOUSAND ANALYSES:

- Next Week: Dramas and Situation Comedies
- June 17: News-Commentary and Adventure-Mystery-Western Shows
- June 24: The Top 20 for May
- July 1: Quiz and Comedy-Variety-Music Shows



The best features... backed by the best promotion*

All over the country MGM features have won the Lion's share of the audience. It's the result of MGM stars... MGM stories and MGM top-quality production.

But, it's also the result of the industry's most complete and potent package of promotion, exploitation and publicity material, all compactly assembled in this handsome TV cabinet.



A convenient, easy-to-use form for the special use of every proud purchaser of MGM feature films for television.

Yes—the best in feature films are backed by the best in promotion, when it's MGM.

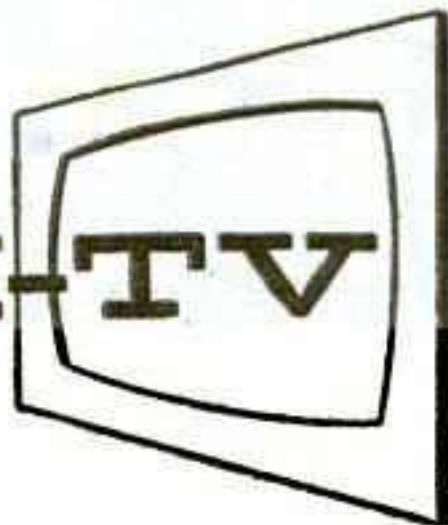
* Thanks, Billboard for award

FIRST PLACE

to this promotion kit in the Feature Film Category of The Billboard's 19th Annual Promotion Competition.

Write, wire or phone now to determine if your market is still available.

MGM-TV



A SERVICE OF LOEW'S, INC.
701 Seventh Avenue, New York 36, N. Y.
Richard A. Harper, General Sales Manager

Weaver Takes News Wraps Off New Network; Makes Formal Bow July 1

CHICAGO — The quotation marks on Pat Weaver's "fourth network" are beginning to drop off.

His starting date is announced, two shows are scheduled, at least one sponsor is signed, a Chicago affiliate is pacted, New York's WPIX appears on the verge of affiliation and Weaver claims outlets in a dozen other major cities in the Eastern half of the United States. The West Coast, he says, will be operating by fall.

In addition, Weaver cleared up another puzzle about his projected Program Service, Inc., during a press luncheon in Chicago Tuesday (28): His network is not a grandiose gimmick for syndicating film or tape under a network han-

dle. It will employ ATT&T lines and broadcast live. Film will be used, he said, when a program will be enhanced by it, but this is a matter for the producer to decide in the case of each program. The net will be founded on what he called a "live distribution method."

July 1 Debut

Program Service, Inc. takes the air at 9:30 a.m., EDT, July 1, with an interview-chatter show by Mary Margaret McBride, followed immediately at 10 a.m. by "Ding Dong School" with Frances Horwich, a continuation of the kiddie opus Weaver placed on the NBC net when he was its head. Negotiations are hot, he said, for a pickup from Chicago's Aragon Ballroom

tentatively to be called "Saturday Night Dance Party," a floor-show-based format, which he said might be spotted to buck the Lawrence Welk Show. He's tinkering, too, with a network version of "Lunchtime Little Theater," a property of WGN-TV, Chicago, with the highest local cumulative rating in daytime. Problem with the latter, he said, is that the show is sold out locally which, for the time being might bar a network sale.

Weaver's first sale is three participating spots weekly for "Ding Dong School" to Taylor-Reed Corporation of Glenbrook, Conn., maker of Cocoa Marsh and QT Frosting.

WGN-TV signed last week as

PSI's first affiliate, altho the affiliation status is hazy when held against the meaning of the term to established nets. PSI claims no option time from its affils, but substitutes what Weaver calls an informal arrangement. WGN, he said, has 72-hour first refusal rights on any show offered by PSI. Beclouding the issue further, Weaver said he would seek no affiliate in cities where there are no independent stations operating. In a market like Louisville, he said, where there are two stations, either station may tie in with PSI for individual programs. Weaver said PSI would be available to 18,000,000 TV homes or 45 per cent of the national total.

Permits Budget Concentration

The plan, Weaver said, enables a national advertiser to concentrate his budget in the central, pace-setting markets, implying that the big-city 45 per cent, which can be bought at considerably lower cost than a full-size established net,

Singer Weighs Gems' Dramas Tuesday at 10

NEW YORK—Singer is again interested in the Tuesday 10-10:30 p.m. time period on NBC-TV. The proposed property is a Screen Gems anthology of dramas about women, with stars including Kim Novak, Rhonda Fleming, Alexis Smith, Joan Fontaine and Donna Reed. George Sanders may be the host.

William Morris Agency is also touting Sanders and ex-wife Zsa Zsa Gabor for a romantic comedy series.

tend to carry minor markets along in their buying habits.

Another advantage of the PSI informal arrangement with affils is the ease with which Weaver can set up a regional network. A company like Standard Oil of New Jersey, he said, is "dying to get" a good show in prime time for just the Eastern Seaboard. National network option systems now bar such a buy. He spoke, too, of a plan for an interchange between major communities of top local shows; that is, the city producing a hot show would feed it to other towns, rather than the current practise of transplanting a locally successful format to New York or Hollywood for network consumption.

Repeatedly, Weaver emphasized that WGN would be a major origination point of PSI programming. WGN's 400-seat TV theater is now the only such property regularly available to any Chicago station.

In long-range terms, Weaver said PSI would look to a maximum of 50 per cent of its affiliated air time for its shows.

Turning to a recent observation by Bob Sarnoff, his successor at NBC, that the future of TV is in color, Weaver stated flatly, "We don't have any plans for color."

Armed Forces Get NBC Bloc

WASHINGTON — The largest single bloc of programs ever made available by any network on Program source for the entertainment of U. S. servicemen around the world was donated last week by National Broadcasting Co. to the Defense Department.

Programming consists of more than 6,000 prints, totaling more than 450 hours. Among the shows are 19 programs in the "Wisdom" series, a number of NBC spectaculars, and many top audience-appeal shows now on the net.

Cowgill Replaces Kenahan in FCC's Broadcast Bureau

WASHINGTON — Harold G. Cowgill will be chief of the FCC's Broadcast Bureau, succeeding Edward F. Kenahan, who resigned last week. Cowgill, with nine years of commission service in his background (1935 to 1944) has been chief of the Common Carrier Bureau at FCC since 1954.

ABC Station List Upped to 80, With 85% Clearance

NEW YORK — ABC-TV is increasing its basic stations from 72 to 80 this year, giving its shows 85 per cent live clearance, with an anticipated rise to 86 stations and 93 per cent clearance by this time next year, according to web brass. Boston, Omaha, Norfolk, Miami, Pittsburgh, Memphis, St. Louis and Indianapolis are the new markets with ABC prime affiliates.



Yes, we at Big Nine are pleased and proud that the panel of judges selected KWTV for this honor. And we are grateful to all those persons who made the award possible.

The public service project which sent newsman Bruce Palmer to Europe to interview Oklahomans in the Armed Forces was a tremendous undertaking. But, we'd do it again for the satisfaction and happiness it brought thousands of Oklahomans.

Again . . . to the judges, the editors of BILLBOARD and to the many people who made this promotion an award winner . . . THANKS!

In BILLBOARD'S 19th Annual Promotion Competition, a distinguished board of advertisers and advertising agency judges selected KWTV, Oklahoma City, as best-in-the-nation for promotion of locally-produced programs in markets of one and two television stations. KWTV was the only Oklahoma station whose promotion was honored with an award.



EDGAR T. BELL—Executive Vice-President
MONTEZ TJADEN—Promotion Director

Four Packager Holdouts Face Court Hearing

WASHINGTON — Four holdouts among the seven TV programmers who lost out on a motion to quash FCC network study subpoenas will have to appear in U.S. District Court, if presiding officer James Cunningham gets the backing of the full commission to enforce compliance by court action. The four to be called will be Ralph M. Cohn, Screen Gems, Inc.; John L. Sinn, Ziz-TV Programs, Inc.; Charles Miller, Revue Productions, and MCA-TV Ltd., no representative specified.

As of last Wednesday (29), both sides of the battle had presented their case before the full commission for review. The four programmers have asked for oral argument before the commission. Their request will be considered together with the Cunningham appeal for forced compliance with the subpoenas by court action, which could take place either here or in New York.

Cunningham announced last week (28) that the other three program packagers have agreed to produce the confidential business data first requested, later subpoenaed, by the FCC's network study committee. Data will be furnished by the three acquiescent firms (Entertainment Productions, Official Films, and Television Programs of America) on or about June 14, and hearings will be continued on June 17 for this group.

Continued refusal of the four resisting TV programmers to provide the information asked for makes it "impossible for the presiding officer to carry out the mandate of the commission." Therefore, Cunningham has asked the commission to invoke the aid of the U. S. District Court to get the witnesses to comply with the "valid" subpoenas issued by the network study group's attorney, Ash Bryant.

Speidel Buys 'Price' in P.M.

NEW YORK — Speidel last week bought alternate weeks of the nighttime version of "The Price Is Right" for the Monday 7:30-8 time slot on NBC-TV. An alternate advertiser is being sought for the property. Interest was displayed by Sunbeam which, however, wanted it for Saturday 10-10:30 and bowed out when the time period couldn't be shaken free.

The daytime version of the show will continue in the present 11-11:30 strip on NBC-TV. Norman, Craig & Kummel is the Speidel agency.

Miles Labs, Dixie Cup Take 'Bride' Segments

NEW YORK—Miles Labs and Dixie Cup are reported buying segments of the revamped "Bride and Groom," which returns July 1 to the 2:30-3 p.m. strip over NBC-TV. The show is replacing Tennessee Ernie Ford.

1st Du Pont Special to Be 'Musical' Crescendo

NEW YORK — "Crescendo," a 90-minute survey of America's musical heritage, will be the first on the Du Pont specials, September 29. Paul Gregory is producing the CBS-TV Sunday show, 9:30-11 p.m.

Colgate Snags On 'Thin Man'

NEW YORK — Colgate-Palmolive and MGM-TV have hit an impasse in their negotiations for the advertiser to bring "The Thin Man" to NBC-TV. Colgate, which owns the Friday 9:30-10 p.m. time for the fall, is looking at "Colonel Flack," "Dr. Mike" and "Decoy."

Rem-Rand Studies 'Maggie' O'Brien

NEW YORK — Remington-Rand, for its typewriter division, is very interested in "Maggie," the situation comedy starring Margaret O'Brien. The advertiser is shopping at all networks for a suitable half-hour for the McCadden production.

NBC to Build Own Properties On Major Scale

NEW YORK — NBC-TV expects to build its special creative programming unit to an operation of first magnitude, according to Henry (Pete) Salomon, its recently appointed head. First move will be the setting up of an NBC production unit to shoot its own properties without outside assistance.

The operation is in line to get an extremely healthy budget from the network for the purpose of developing new properties in addition to the "Project 20" and "The Wisdom" series. So far, however,

Salomon's unit has just come into being and has not had time to develop properties. At this time he has one producer under his command, Bob Graff, but expects to substantially strengthen his operation.

The Salomon promotion was part of a revamping of the public service operation which saw it placed under the programming department umbrella. The public affairs department was chopped up so that news is to operate as an independent unit under William R. McAndrew, and sports under Thomas S. Gallery. Davidson Taylor will continue as vice-president for public affairs, but has also been appointed a general program executive in the program department where he will supervise "Wide Wide World" and "Omnibus."

'Small World' May Replace Spike Jones

NEW YORK—CBS-TV is hoping to program "Small World" in the Tuesday evening 10:30-11 slot next fall. If the show finds a client, it will replace the Spike Jones show, with a summer replacement intervening.

After several weeks of indecision, Liggett & Myers has given up on Spike Jones. The advertiser had hoped to retain his service, but budget commitments for next season were too heavy.

All the news of your industry every week in The Billboard...

once more...

FIRST IN THE NATION

For General Audience Promotion

and again...

FIRST IN THE MARKET

For Network Program Promotion and Second Nationally!

WCCO-TV, Minneapolis—St. Paul, was one (OF ONLY TWO STATIONS) that retained its honors. In the 1955 contest, it was first for network and second for film. In the 1956 finals WCCO-TV dropped to second for network program promotion, but picked up a first-place award for general promotion.

from The Billboard
issue of May 20, 1957

Our sincere thanks to this year - after - year acknowledgement of our promotion efforts . . . and our promise to continue to back the best television programming with the best in audience-building promotion.

WCCO

TELEVISION

CHANNEL

4

MINNEAPOLIS
ST. PAUL



NINE MONTHS AGO THEY CALLED IT THE...

"MILLION DOLLAR GAMBLE"

AN OPEN LETTER FROM GROSS-KRASNE, INC.

When we announced the formation of our own selling organization for "The O. Henry Playhouse" last Fall, we were told that syndication was dead and we were 'writing our own obituary.' But ...

we backed our "gamble"

... with *new* methods of syndication

... with carefully chosen, experienced associates who rolled-up their sleeves and went to work

... with the *delivery* of product that others sometimes only promise — *quality entertainment at competitive prices.*

Today more than 190 stations are showing 'O. Henry' and over 75 sponsors are finding it an effective commercial vehicle.

To the sponsors, the stations, the advertising agency people — all of whom have helped make our "gamble" pay off, our sincere appreciation!

And our special thanks to our star, and partner Thomas Mitchell, for making all this possible!

GROSS-KRASNE, INC.

Jack J. Gross Philip N. Krane

WELL...

WE'RE

ROLLING AGAIN.....

DOUBLE OR NOTHING!

GROSS-KRASNE, INC. PRESENTS 2 NEW HALF-HOUR SERIES FOR TV

FOR YOUR AUDITION PRINTS CONTACT:

ADVENTURE! ACTION! INTRIGUE!

"AFRICAN PATROL"

starring JOHN BENTLEY

BOTH FILMED ENTIRELY IN AFRICA

A UNIQUE IDEA IN ENTERTAINMENT!

"The Adventures Of A JUNGLE BOY"

Available in COLOR and Black & White

GROSS-KRASNE, INC.

650 No. Bronson Ave.
Hollywood — HO 2-7141

360 No. Michigan Ave.
Chicago — RAndolph 6-5583

41 East 42nd Street
New York — MURrayhill 2-7216

WOR Buying Rerun Parcels

NEW YORK — Continuing its upbeat of half-hour film programming, WOR-TV here has bought rerun packages from Economee TV, Guild Films, Official Films and others. It is planning about four hours of syndicated film programming on Sunday, in addition to its already established 9-10 p.m. syndicated strip.

Meanwhile, the station's "Million Dollar Movie" is still doing all right. It seems to be having one of its best summers yet, with New York Telephone and Rival Dog Food coming in for renewals. WOR-TV is again planning to run an "MDM Album Week" contest at the end of June, a gimmick that got a tremendous response last year. This time it will be only for the press and trade, with the public left out. Reason given for excluding the public was it got too much to handle last year.

CBS Launches 3 Film Series

NEW YORK—CBS Film Sales has put three new properties into the works. In early stages of development are "Attorney," to be co-produced by Jim Moser and Frank LaTourrette; "The Diplomat," scripted by Allan Sloan, with Ted Granik as co-producer, and "Espionage," to be filmed in England by Michael Burke, with pilot script by William Templeton.

'Salome Jane' Pilot Slated

HOLLYWOOD — Lou Edelman will produce a pilot in July of "Salome Jane," a comedy Western series based on stories by Bret Harte. The show is earmarked for January release.

Edelman's hour-long pilot for "The Texan" was delivered to ABC-TV over the weekend. The adult Western is to be coupled with "Maverick" in the web's Saturday 7:30-8:30 p.m. slot.

Seaboard Spot Time Deal Dead; Barter Firm Takes Over

NEW YORK — Seaboard Drug's deal to pick up the spot time acquired by the bartering of "The Errol Flynn Theater" has fallen thru, it was reported last week. A new arrangement has been worked out whereby the time has been placed on the open market thru Time Merchants, Inc.

Charles King, former board chairman of King-Shor Films, has joined Time Merchants to peddle this and other availabilities the firm has.

Alexander Adds Saint, Wicked City, This Is My Love

HOLLYWOOD — M. & A. Alexander has added still another three pictures to its catalog.

They are "Wicked City," 1951, with Jean-Pierre Aumont, Maria Montez and Lilli Palmer; "This Is My Love," 1954, with Linda Darnell and Dan Duryea, and "The Saint's Girl Friday," 1954, with Louis Hayward.

"The Saxon Charm," which Alexander acquired with "Red Canyon" a couple of months ago, is now sold to about 40 stations.

Time Clearances On Top Syndicated Film Programs

The following tables illustrate the time clearances obtained for top syndicated film programs. Tables A and B give an over-all picture. The other tables show the clearances obtained for three individual programs currently in first run.

For a fuller discussion of syndicated program clearances, see separate story this issue.

TABLE A: 20 Programs in 100 Markets

	1-Stn.	2-Stn.	3-Stn.	4-Stn.	Total
6-6:30	7	12	19	22	60
6:30-7	7	10	25	10	52
7-7:30	21	32	61	45	159
7:30-8	8	24	35	20	87
8-8:30	19	7	6	11	43
8:30-9	5	18	14	23	60
9-9:30	9	7	20	24	60
9:30-10	14	37	46	29	126
10-10:30	7	16	30	19	72
10:30-11	9	22	31	27	89
Other	9	12	25	8	54
Totals	115	197	312	238	862

TABLE B: 18 Programs in 100 Markets

(Excluding Cisco Kid and Soldiers of Fortune)

	1-Stn.	2-Stn.	3-Stn.	4-Stn.	Total
6-6:30	3	3	2	8	16
6:30-7	5	6	20	8	39
7-7:30	17	28	53	43	141
7:30-8	6	23	32	18	79
8-8:30	17	7	6	10	40
8:30-9	5	18	14	22	59
9-9:30	9	7	20	24	60
9:30-10	14	37	45	28	124
10-10:30	7	16	28	19	70
10:30-11	9	22	31	26	88
Other	7	7	13	5	32
Totals	99	174	264	211	748

TABLE C: Highway Patrol. 83 Markets

	1-Stn.	2-Stn.	3-Stn.	4-Stn.
6-6:30	—	—	—	1
6:30-7	—	—	—	1
7-7:30	1	3	—	6
7:30-8	1	4	4	—
8-8:30	2	3	—	1
8:30-9	—	2	4	—
9-9:30	2	3	1	5
9:30-10	3	2	7	2
10-10:30	—	3	4	—
10:30-11	2	2	6	5
Other	—	1	1	—

TABLE D: Dr. Hudson's Secret Journal 72 Markets

	1-Stn.	2-Stn.	3-Stn.	4-Stn.
6-6:30	—	1	—	—
6:30-7	1	—	1	—
7-7:30	1	5	6	1
7:30-8	—	4	3	2
8-8:30	3	—	—	3
8:30-9	—	1	2	—
9-9:30	1	1	3	2
9:30-10	1	4	2	—
10-10:30	2	2	1	1
10:30-11	1	4	5	4
Other	1	—	3	—

TABLE E: Sheriff of Cochise. 69 Markets

	1-Stn.	2-Stn.	3-Stn.	4-Stn.
6-6:30	—	—	—	1
6:30-7	1	—	2	1
7-7:30	3	2	7	3
7:30-8	1	1	3	3
8-8:30	4	—	2	—
8:30-9	1	1	—	1
9-9:30	2	—	2	1
9:30-10	1	6	5	2
10-10:30	—	1	1	—
10:30-11	2	1	4	3
Other	—	—	—	—

RKO Gives 'Valor' Back to Producer

NEW YORK — RKO-TV is reported returning "Uncommon Valor," Marine documentary series, to its producer, Executive Productions, Inc. Apparently a disagreement over distribution policy led to termination of the contract.

RKO-TV took on the show in January, 1955. The outfit was then known as the General Teleradio Film Division.

First-Run Syndicated Series Slotted in Top Time Periods

By BOB SPIELMAN

HOLLYWOOD—First-run syndicated series are being slotted in top time periods in whatever markets they are played. Further, one-station markets are, relatively, some of the heaviest users of such shows and, to a great extent, whether or not time is available depends not so much on the number of stations in a market as to the degree that the market has accepted syndicated programming.

These are some of the results of a comprehensive study by The Billboard of the time periods in which 20 first-run syndicated series are being programmed in 100 top markets, covering a total of 263 stations. The survey includes 17 four-station, 37 three-station, 32 two-station and 14 one-station markets.

Thruout the study it must be remembered that it deals with first-

run shows only, and does not include net reruns or syndicated programs which have gone into subsequent runs (alho, because of the nature of the business, a generally first-run series may be in second-run in some markets). The survey is intended to give, for the first time, an over-all picture of what kind of time clearances an advertiser can expect in buying a first-run syndicated series.

There are a number of surprises. For instance, one-station markets use more first-run film than two-station ones, and almost equal three-station usage. The saturation percentage, e.g., the actual number of series playing in one-station markets as against the total number that could be booked, is similarly high.

Average number of shows in the market, average per station, and saturation percentage, broken down

according to one, two, three and four-station markets, is as follows:

	Mkt. Avg.	Stn. Avg.	Per Cent
1-Stn.	8.21	8.21	41.1
2-Stn.	6.16	3.08	30.7
3-Stn.	8.43	2.81	42.2
4-Stn.	14.00	3.22	70.0

As can be seen, once an independent station is added to an area, the use of syndicated film takes a considerable jump. Between one and three-station markets, however, there is relatively little difference.

Why the drop in usage from one to two-station markets? Two reasons can be hypothesized. (1) Because of the UHF-VHF snarl, a good many of the markets listed as two stations in actuality still only have one of consequence; (2) one-station markets can have their pick of top properties and, therefore, percentage-wise will tend to use more.

The saturation percentage is somewhat misleading. Since the survey was made from actual schedules, and several of the programs included had gone on sale fairly recently, in many instances they did not show up in markets for which they are already bought. It is hazarded that 25 per cent can be added to each of the saturation percentage.

That stations are making time available is indicated by the fact that 88.3 per cent of shows are programmed in the 7 to 11 p.m. period. Cutting off the half hours at either end, and narrowing this down to what is considered Class A time in most areas, 7:30-10:30

(Continued on page 14)

QUIZZES MOVE IN

Adult-Type Shows Take Over 7:30 Slot

NEW YORK — The programming emphasis in the 7:30-8 p.m. strip is shifting to the adult audience. When half-hour shows were first placed in that period by CBS-TV two years ago, the theory was that they were going for all-family appeal. But with properties like "Robin Hood," "Flicka," "Sgt. Preston" and "Broken Arrow," the main slant was clearly for the kids, especially when contrasted with the news and music that traditionally filled this time.

Now, with NBC-TV putting half-hour (and one full-hour) show into 7:30, adult dominance in this time period seems finally acknowledged.

Two big clues are the moving of "The Price Is Right" and "Tic Tac Dough" into Monday and Thursday respectively. Both were hit daytime strips this season, successes obviously based on their appeal to the housewives. CBS-TV, which has all along had a primarily adult show in "Name That Tune" in 7:30, Tuesday, and more recently "Beat the Clock" on Friday, is putting the reruns of "I Love Lucy" into 7:30, Wednesday.

Probably the key to the new attitude is Sterling Drug's buy of Friday, 7:30, on NBC, for its Mark Saber mystery, a property it has been running Friday at 9 p.m. Sterling is not interested in the kid

audience. Its thinking is understood to be that 7:30 p.m. was traditionally adult time in radio, witness the fact that CBS Radio for years had mysteries in that time. And as far as Sterling is concerned, apparently, the audience pattern has not changed in TV.

Plenty of Scripts for Vidpix Trade But They Lack Quality

HOLLYWOOD—The television industry is beginning to feel the bite of its own voracious appetite. At least one new program, Goodson-Todman's "The Web," is finding it difficult to come up with scripts for the series.

According to Harris Kattelman, v.-p. of the organization, the lack is not so much in quantity as in quality and the legal difficulties involved in scanning scripts from new writers.

After a period of over a month, for instance, he has been able to accept only nine scripts for filming. Yet one agent sent him 200 manuscripts, and he's received approximately 100 unsolicited teleplays.

The manuscripts from the agent, it turned out, had been making the rounds anywhere from two to five years. Altho they obviously

had little or no merit, the agent kept sending them out time and again because they were from his own stable of writers.

The unsolicited teleplays were returned without being opened, because of legal liability in case one was read, rejected, and a similar story then filmed. Yet established writers are in such sound financial condition that one who was called turned down a request to do a story outline because "it's too much trouble."

Agents, basically, are not bringing new writers into the field because they have all they can handle with their own people. The result is that television has become confined to a relatively small circle of established writers (some 250 to 300), who simply cannot turn out in quality the quantity of material that is needed.

Los Angeles LOVES Ziv Shows!

ZIV HAS
6 OUT OF 12
BEST RATED
SYNDICATED
SHOWS!



- #2 HIGHWAY PATROL
- #3 DR. CHRISTIAN
- #6 MEN OF ANNAPOLIS
- #7 SCIENCE FICTION THEATRE
- #9 MR. DISTRICT ATTORNEY
- #12 I LED 3 LIVES

Los Angeles Pulse, Feb. '57

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

WGR-TV SELLS BUFFALO!

ABC AFFILIATE CHANNEL 2

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

On **STAR PERFORMANCE**

★ Dick Powell ★ Charles Boyer
★ Ida Lupino ★ David Niven

10:00 - 10:30 A.M. MON. thru FRI.

NTA Plans Buildup Via 1-Min. Trailers

NEW YORK—The NTA Film Network plans a strong promotional effort to build the audience of its "Premiere Performance" movie program right thru the summer.

The show has a couple of built-in weapons to fight the summer slump. It will continue to play first-run pictures during those months. Since the films are originated by the stations, they will not need any re-scheduling for Daylight Saving Time. And, since they are mostly scheduled in late evening periods, they are not likely to lose so much audience to the outdoors.

For the second 13-week cycle,

which begins in July, NTA is making a complete set of trailers for all its affiliates. The trailers will be the teaser scenes from the pictures that are used to open each week's show. They will run one minute and will cost NTA about \$1,000 each.

During the first 13 weeks NTA had not made its own trailers and consequently could not provide them to all stations. Nevertheless, in its promotion study of the first four weeks of the show (see separate story) NTA found that trailers on "Suez" were the second most used promotional technique, with 62 per cent of the stations so reporting. According to Marty Roberts, promotion director, trailers are the most potent and asked-for promotion device.

The greatest use was made of slides, reported used by 85 per cent of the stations for the first four weeks, with a total 916 uses reported for the first week by the 61 reporting stations. This dropped to 584 the second week, but was up to 647 uses the fourth week.

The next most used promotion was mentions in local shows, reported by 51 per cent of the stations. Radio announcements loomed surprisingly large, with 28 per cent of the stations using them. WITI, Milwaukee, alone reported 456 radio announcements for "Premiere Performance" in its first four weeks. The radio plugs did not occur only in instances where the TV station owned a radio outlet, it was noted by Roberts. Many of the affiliates went out and bought radio time.

According to Roberts, the small stations did an amazingly big job, possibly because they had more time free for on-the-air promotion. One of the most effective single promotions, Robert said, was the skywriting done by KTTV, Los Angeles. During the first week it had a plane spell out just the word "Suez."

'Soldiers' to Enlist Locals

NEW YORK — MCA-TV confirmed last week "Soldiers of Fortune" will be offered to local sponsors for the fall. It has been sponsored on a national spot basis by Seven Up for the past two years. Seven Up will sponsor it thru the summer in over 100 markets.

The show stars John Russell and Chick Chandler. It has a straight average of 26.9 in 49 top markets in all of which it is among the top 10 syndicated shows, MCA points out.

Media Buyers Given Calypso Serenade

PITTSBURGH — KDKA-TV surprised media buyers in New York and Chicago last week with a five-hour calypso party in each city. Musicians and giveaways were imported from Jamaica, with a KDKA theme song unveiled during the entertainment.

NOT 1 **NOT 2** **BUT 3**

Outstanding Promotion Wins for WREX-TV

- ... for **NETWORK PROGRAM PROMOTION**
Second Place tie among all One and Two Station Markets
- ... for **SYNDICATED FILM PROMOTION**
Third Place in all One and Two Station Markets
- ... for **FEATURE FILM PROGRAM PROMOTION**
Third Place in all One and Two Station Markets

We're sincerely grateful for the outstanding honors awarded us by the distinguished panel of advertiser and agency judges who rated the entries in Billboard's 19th Annual Promotion Competition.

because they help point up the extra value that good programming can deliver with real promotion know-how behind it.

It's another reason why more and more national advertisers are reaching for Rexland's Billion Dollar Plum through WREX, Channel 13, Rockford, Illinois.

And we're especially proud of these wins

YES, THERE'S REAL SALES POTENTIAL IN REXLAND



- 278,004 TV sets . . . serving over a million people.
- Only VHF station covering this billion dollar market
- Well outside the range of either Chicago or Milwaukee television signals (90 air miles).
- Only VHF station feeding top CBS and ABC network shows to his fruitful market.
- Combined rural and industrial following . . . ideal for test campaigns

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

AFFILIATIONS



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

Offices in principal cities throughout the United States

MCA-TV
Film Division

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
HOME BUILDING			
Household Furnishings			
Restonic-American Beauty Sleep Products, Dublin & Feldman (Dr. Christian)	1 (60)	LA	Warren R. Smith
American Viscose, Carpets	1 (60)	LA (C)	Hartley
Appliances, Household Equipment, Supplies			
Kelsey-Fraser, Electric Living	6 (60)	LA (C)	Fred Niles
Montgomery Ward, Super House Paint	1 (60)	LA	Fred Niles
Rheem Mfg., Rheem Heaters	1 (60)	LA	Fred Niles
Somay Paint, Whisk Paint, Jan Platt	1 (20)	FA	Soundac
National Pest Control, Hege	1 (10)	FA	Soundac
Star Bronze, Zip Strip Paint Remover	1 (60)	LA	Film Associates
Airtemp Div.-Chrysler, Air Conditioners	2 (47), 2 (13)	LA	Lewis & Martin
Vornado, Air Conditioners, Lago & Whitehead	1 (40)	FA	Keitz & Herndon
Whirlpool-Seeger, Kenyon & Eckhardt	1 (120), 4 (90), 4 (60)	LA (C)	Kling
Patterson-Sargeant, RPS Paint, D'Arcy	1 (20)	FA	Kling
Radio, TV Sets, Phonographs, etc.			
General Electric, Radios, Maxon (Cheyenne)	1 (60)	LA, FA, M	Transfilm
Household Soaps, Cleansers, Polishes			
Spray 'n' Wipe, Window Cleaner, Sperry-Boom	1 (60), 1 (20)	LA	Fred Niles
Lever Bros., Lux Liquid Soap	—	NA	National Screen
Rinso, J. W. Thompson	—	NA	MPO TV
Colgate-Palmolive, Vol.	—	NA	MPO TV
Purex, Sweetheart Soap, Edward Weiss (Big Surprise)	1 (60)	LA	Volcano
Purex, New Dutch Cleanser, Edward Weiss (Big Surprise)	1 (60)	LA	Volcano
Linco Bleach, Henri, Hurst & McDonald	1 (20)	FA	Shamus-Culhane
Myna, Detergent, Dowd, Redfield & Johnstone	—	LA	Guild
Success Wax, Floor Wax, Schneider-Cardon (Molly)	—	LA	Guild
American Family Flakes, Detergent, Kastor	2 (60)	LA	Kling
APPAREL			
Apparel, Footwear, Accessories			
Dan River Mills, Dri-Dan, Peter Shoe, City Club Shoes, Henri & Hurst & McDonald	1 (50), 1 (20)	LA	Sarra
Drugs and Remedies			
Whitehall Pharmacal, Anacin, Ted Bates (Sir Lancelot, Doug. Edwards News)	3 (60)	LA, FA	Transfilm
Pharmaceuticals, Geritol, Zaramin, Ed. Kletter	—	NA	National Screen
Corn Products, Nu Soft, McCann-Erickson	—	NA	MOP TV
Great Seal, Cough Syrup, Byer & Bowman	1 (60)	FA	Soundac
Miles Labs, Bactine, Geoffrey Wade	3 (60)	LA	Shamus-Culhane
Ex-Lax, Warwick & Legler	—	LA	Guild Films

(Continued next week)

COMMERCIAL CUES

THRU THE LOOKING GLASS

After studying the effectiveness of optical instruments in TV commercials, Schwerin Research Corporation has found that, with few exceptions, the microscopic closeup has not proved especially effective. On the other hand, magnifying glass commercials have generally done quite well. Schwerin says people believe in something that is already familiar and is then "blown up" for them. But loss of conviction apparently enters the viewers' mind at the "moment of descent to the sub-visible."

HIGH LEVEL PLANNING

Robert Lawrence Productions, Inc., New York, will take to the air in search of film locations for television commercials. As far as RLP is concerned, the automobile has had it. Henceforth the firm will utilize aircraft to scout locations. According to results of tests earlier this year, the new survey method is economical in time and cost. It permits more ground to be covered in a shorter period and from a better perspective. The air-bound projects will be under the supervision of production supervisor-pilot Roy Townsend.

LATEST GET-TOGETHER

ATV Film Productions, Long Island City, N. Y., has merged forces with Jack Berch Productions, New York. Jack Berch becomes vice-president in charge of sales and client relations for the firm. In addition to their present Long Island City facilities, ATV will utilize Berch's New York studios.

TEACHING KRAFTSMANSHIP

The Kraft Foods Company has assigned David Piel, Inc., New York, to produce a sales training series to instruct salesmen in the "hows" and "whys" of Kraft ads. The company believes the new film program will provide a valuable contribution to the understanding of cooperative advertising.

pus Christi, Tex.; WIS-TV, Columbia, S. C.; WKOW-TV, Madison, Wis., and KGEZ-TV, Kalispell, Mont.

TV Stations, Inc., consists of small-market outlets only. The largest market in its roster is probably Salt Lake City. Each of the member-stations owns stock in the corporation. It has requests from a number of big-market stations to handle their film buying also. But so far it has not been able to accommodate them.

The organization has made close to \$2,000,000 in film purchases so far in 1957, according to Herb Jacobs, executive vice president. This is about 1,200 per cent greater than the same period last year, he said.

The organization started January 1, 1955. Dub Rogers, head of the West Texas TV Network, is president and board chairman; Joe Floyd is vice president, and Ed Craney treasurer.

ABC to Review Station Rates

NEW YORK — ABC-TV has formed a central committee to review all network-station rates, replacing the direct station-pitches-to-web-chief-Ollie Treyz pattern. Members are four network veepees, Al Beckman, Gene Accas, Don Coyle and Jason Rabinovitz.

The move is designed "to keep the over-all picture in mind, instead of mulling each change purely on its own merits, and to initiate as well as evaluate changes in affiliates' prices."

New TV Spot Campaigns

Contracts Set in Every Region In Two Weeks Ending May 11

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

Arrid Deodorant, Carter thru SSC&B (Ann.)
 Armstrong Tires thru Lennen & Newell (Ann.)
 Atlantic Premium Gasoline thru N. W. Ayer (Prog.)
 Bon Ami Jet Spray thru Ruthrauff & Ryan (Ann.)
 Breck Shampoo thru Harold Stanfield (Ann.)
 Calso Gasoline, California Oil thru BBD&O (Ann.)
 Charcoal Brickettes, Diamond Match thru Doremus (Ann.)
 Coca Marsh, Taylor Reed thru Chas. W. Hoyt (Part.)
 Cross Baking Bread thru W. E. Long (Ann.)
 Decaf Coffee, Nestle thru Dancer, Fitzgerald & Sample (Ann.)
 Dove Soap, Lever thru Ogilby, Benson & Mathes (Ann.)
 Duz, Procter & Gamble thru Compton (Ann.)

Embassy Movies, Yankee Network (Ann.)
 Flav-R-Straws thru Ruthrauff & Ryan (Ann.)
 Ford Cars thru J. Walter Thompson (Ann.)
 Jell-O Chiffon Pie Filling, General Foods thru Young & Rubicam (Ann., Part.)
 Kool Aid, General Foods thru Foote, Cone & Belding (Part.)
 La Batt's Beer & Ale thru Ellis (Prog.)
 Maxwell House Coffee, General Foods thru Benton & Bowles (ID)
 Maybelline Beauty Aids thru Gordon Best (ID)
 Nestle Coffee thru Byron Houston (ID)
 Oil, Tidewater (ID)
 Parker Pens thru Tatham Laird (ID)
 Penzoll thru Fuller, Smith & Ross (Ann.)
 Pepsodent, Lever thru Needham, Louis & Broby (Ann.)
 Spic & Span, Procter & Gamble thru Blow, Bein & Toigo (Ann.)

On Southern Stations

Alcoa Irrigation, Aluminum Company thru Lennen & Newell (Ann.)
 Biz, Procter & Gamble thru Dancer, Fitzgerald & Sample (Ann.)
 Bliss Coffee, General Foods thru Benton & Bowles (ID)
 Blue Dot Duz, Procter & Gamble thru Compton (Ann.)
 Budweiser Beer, Anheuser-Busch thru D'Arcy (Part., ID)
 Burger Bits, Standard Brands thru Ted Bates (Ann.)
 Colorform Toys thru Lipmann (Part.)
 Flit, Standard Oil thru McCann-Erickson (Ann.)
 Foiger's Coffee thru Cunningham & Walsh (Ann., ID)
 Grant Tool Sharpener thru Arthur Meyerhoff (Prog.)
 Instant Maxwell House Coffee, General Foods thru Benton & Bowles (ID)
 Kill-Ko Insecticides, Rigo Chemical thru Simmon & Gwyn (ID)

Mrs. Filbert's Margarine thru SSC&B (Ann.)
 Oldsmobile Cars thru D. P. Brothers (Ann.)
 Pink Camay, Procter & Gamble thru Leo Burnett (Ann.)
 Red Band Flour, General Mills thru Knox Reeves (Ann.)
 Rise Shave Cream, Carter thru SSC&B (Ann.)
 Roloids, American Chicle thru Ted Bates (Ann.)
 Royal Crown Cola, Nehi thru Compton (Ann.)
 Schlitz Beer thru J. Walter Thompson (Ann.)
 Shell Petroleum Products thru J. Walter Thompson (Ann., ID)
 Spic & Span, Procter & Gamble thru Young & Rubicam (Ann.)
 Top Value Stamps thru Campbell-Mithun (Ann.)

On Midwestern Stations

American Safety Razors thru BBD&O (Ann.)
 Arrid Whirl-In, Carter thru Dancer, Fitzgerald & Sample (Ann., Part.)
 Blue Dot Duz, Procter & Gamble thru Compton (Ann.)
 Blue Jay Corn Plasters thru Leo Burnett (Ann., Part.)
 Bulova Watches thru McCann-Erickson (Ann.)
 Burgess Sprayers & Power Saws thru Olian & Bronner (Ann.)
 Canada Dry Beverages thru J. M. Mathes (ID)
 Coca Marsh, Taylor Reed thru Hicks & Griest (Part.)
 Comet Rice thru Grant (ID)
 Curtis Saturday Evening Post thru BBD&O (Ann.)
 DX Sunray Petroleum thru Potts, Calkins & Holden (Part.)
 Fizzie's, Emerson Drug thru Lennen & Newell (Ann., Part.)
 Fruit Freeze, Merok thru Chas. A. Hoyt (Part.)
 Goebel Beer thru Campbell-Ewald (Ann., ID)
 Hamm's Beer thru Campbell-Mithun (Ann.)
 Hutchinson's Auto Wax thru Henry Senne (Part., Prog.)
 Jell-O Chiffon Pie Filling, General Foods thru Young & Rubicam (Ann., Part.)
 Johnson Glo Coat Wax thru Needham, Louis & Broby (Ann.)

Kasco Dog Food thru Donahue & Coe (Ann.)
 Kent Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID)
 Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
 Lightening Pads thru Henry Senne (Ann., Part.)
 Maxwell House Coffee, General Foods thru Benton & Bowles (Ann.)
 Michigan Bell thru N. W. Ayer (Ann.)
 Mira Can, Nehi thru Compton (ID)
 Old Gold Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID)
 Parker Pens thru Tatham-Laird (Ann.)
 Prescription 1500, Wilson-Davis thru Wallace C. Bruner (Part.)
 Spic & Span, Procter & Gamble thru Young & Rubicam (Ann., Part.)
 Sterling Beer thru Compton (Ann., Part.)
 Sunbeam Products thru Perrin-Paws (Ann., Part.)
 Technical Tape thru Product Services (Ann., Part.)
 Texaco Gasoline thru Cunningham & Walsh (Ann.)
 Tint 'n' Set thru Dennon & Jeffrey (Ann.)
 Val-Cream, Chesebrough Ponds thru Compton (Ann.)
 Vel Beauty Bar, Colgate-Palmolive thru Carl S. Brown (Ann.)
 Wilson Ham thru Needham, Louis & Broby (Ann.)
 Zest, Procter & Gamble thru Benton & Bowles (Ann., Part.)

On Southwestern Stations

Continental Petroleum Products thru Benton & Bowles (Prog.)
 Cosden Gasoline thru Womack-Nelson (ID)
 Frito Corn Chips thru Tracy Locke (ID)
 Gallo Wines thru Doyle, Dane & Bernbach (Ann.)
 Grant Robot Gardner thru Arthur Meyerhoff (Prog.)
 Imperial Margarine, Lever thru J. Walter Thompson (Ann.)

Lipton Iced Tea thru Young & Rubicam (Ann.)
 Lux Liquid, Lever thru J. Walter Thompson (Ann., Part.)
 New Purina Dog Chow, Ralston thru Gardner (Ann.)
 Post Cereals, General Foods thru Benton & Bowles (Ann.)
 Rinso Blue, Lever thru J. Walter Thompson (Ann., Part.)
 Royal Crown Cola, Nehi thru Compton (Ann.)
 Texaco Gasoline thru Cunningham-Walsh (Ann.)

On Rocky Mountain & West Coast Stations

Armstrong Tires thru Lennen & Newell (Part.)
 Burgermeister Beer thru BBD&O (Ann., Part.)
 C & H Sugar thru Honig-Cooper (ID)
 Hamm's Beer thru Campbell-Mithun (Ann.)
 Jell-O Chiffon Pie Filling, General Foods thru Young & Rubicam (Ann.)
 Kellogg All Products thru Leo Burnett (Part.)

Kordimulch thru Seattle Radio & TV (Part.)
 Olympia Beer thru Botsford, Constantine & Gardner (Ann.)
 Pacific Trailways thru Kendon (Ann., Part.)
 Purz Cat Food thru Barnes Chase (Ann.)
 Tide, Procter & Gamble thru Benton & Bowles (Ann.)
 Zest, Procter & Gamble thru Benton & Bowles (Ann., Part.)
 Wisk, Lever thru BBD&O (Ann., Part.)

TV Stations, Inc., Now Buying for 86 Outlets

NEW YORK — TV, Inc., the station-owned film buying organization, which has changed its name to TV Stations, Inc., has been growing spectacularly. Following its presentation at the National Association of Radio & TV Broadcasters convention in April, it picked up numerous new members. It now has a total of 86. The most recent to join are WFRV-TV, Green Bay, Wis., KSIX-TV, Cor-

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PULSE FILM RATINGS for March

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

The Pulse Audience Composition Studies

Syndicated Film Adventure Shows

Table with columns: Rank, Show & Distrib., Avg. Rating, Men Per 100 Homes Tuned In, Women Per 100 Homes Tuned In, Kids Per 100 Homes Tuned In. Lists 10 shows for March ratings.

Syndicated Film Drama Shows

Table with columns: Rank, Show & Distrib., Avg. Rating, Men Per 100 Homes Tuned In, Women Per 100 Homes Tuned In, Kids Per 100 Homes Tuned In. Lists 10 shows for March ratings.

PULSE LOCAL RATINGS FOR APRIL

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

BOSTON 2 TV STATIONS—870,100 TV HOMES. Population—2,991,300 (16th in U. S.). Buying Income—\$5,472,790,000 (7th). Retail Sales—\$3,782,587,000 (6th). Food Sales—\$927,203,000 (6th). Drug Sales—\$114,673,000 (6th). Automotive—\$596,532,000 (6th). Above figures include following counties: Essex, Middlesex, Norfolk, Suffolk.

- TOP NETWORK SHOWS: 1. I Love Lucy, WNAC, M. 42.2. 2. Climax, WNAC, Th. 40.7. 3. Jane Wyman, WBZ, T. 39.9. 4. Ed Sullivan, WNAC, Su. 39.1. 5. Godfrey's Talent Scouts, WNAC, M. 38.2. 6. Burns and Allen, WNAC, M. 37.7. 7. Groucho Marx, WBZ, Th. 37.7. 8. Playhouse 90, WNAC, Th. 37.3. 9. Perry Como, WBZ, S. 36.3. 10. Gunsmoke, WNAC, S. 35.9. 11. Private Secretary, WNAC, T. 35.9.

- TOP MULTI-WEEKLY SHOWS: 1. Mickey Mouse Club, WNAC, M-F. 25.4. 2. Boston Movie Time, WBZ, M-F. 17.1. 3. Patti Page, WNAC, M, W, F. 16.1. 4. Newsteler (6:45 p.m.), WBZ, M-F. 15.9. 5. Queen for a Day, WBZ, M-F. 15.9. 6. News, Weather (7 p.m.), WNAC, M-F. 15.5. 7. NBC News, WBZ, M-F. 14.9. 8. Xavier Cugat, WBZ, W, F. 14.5. 9. Arthur Godfrey, WNAC, M-Th. 13.2. 10. Matinee Theater, WBZ, M-F. 13.1.

- TOP FEATURE FILMS: Once Weekly: 1. Saturday Movietime, WBZ, Su.-5:30-7:00 p.m. 20.8. 2. Pleasure Playhouse, WBZ, Su.-5:30-7:00 p.m. 20.7. 3. Million \$ Movie, WNAC, S.-1:30-3:30 p.m. 20.6. 4. Saturday Show, WNAC, S.-3:30-4:30 p.m. 14.7. 5. Matinee Theater, WBZ, S.-2:30-4:00 p.m. 11.3. Multi-Weekly: 1. Boston Movietime, WBZ, M-F-4:45-6:45 p.m. 17.1. 2. Stars in the Night, WNAC, T-F-11:30-12:00 mid. 10.1. 3. Hollywood Playhouse, WBZ, M-F-1:00-2:30 p.m. 10.1. 4. Late Show, WNAC, S, Su.-11:30-12:00 mid. 9.5. 5. Morning Star Time, WNAC, M-F-9:00-10:00 a.m. 9.0.

- TOP SYNDICATED FILMS: 1. Count of Monte Cristo (TPA), WNAC, T-8:30 29.2. 2. Annie Oakley (CBS), WNAC, Su.-5:00 25.5. 3. Crunch & Des (NBC), WNAC, Th.-8:00 25.2. 4. I Led Three Lives (Ziv), WNAC, W.-7:30 23.9. 4. Sheriff of Cochise (NTA), WNAC, Su.-6:00 23.9. 6. Sky King (Nabisco), WNAC, W.-6:00 23.8. 7. Superman (Flamingo), WNAC, F.-6:30 23.5. 8. Death Valley Days (U. S. Borax), WNAC, F.-10:30 22.4. 9. Waterfront (MCA), WNAC, Su.-7:00 22.2. 10. Badge 714 (NBC), WNAC, W.-6:30 22.0. 11. Science Fiction Theater (Ziv), WBZ, T.-7:00 21.2. 12. Ramar of the Jungle (TPA), WNAC, Th.-6:00 21.0. 12. State Trooper (MCA), WNAC, Su.-10:30 21.0. 14. Big Playback (Screen Gems), WBZ, F.-10:30 20.9. 15. Wild Bill Hickok (Kellogg), WNAC, T.-6:30 20.3.

BUFFALO 3 TV STATIONS—347,300 TV HOMES. Population—1,212,400 (14th in U. S.). Buying Income—\$1,978,712,000 (14th). Retail Sales—\$1,449,717,000 (14th). Food Sales—\$346,398,000 (14th). Drug Sales—\$40,931,000 (14th). Automotive—\$263,038,000 (14th). Above figures include following counties: Erie, Niagara.

- TOP NETWORK SHOWS: 1. I Love Lucy, WBEN, M. 45.2. 2. 564,000 Question, WBEN, T. 44.5. 3. Lawrence Welk, WGR, S. 39.4. 4. Climax, WBEN, Th. 38.5. 5. Godfrey's Talent Scouts, WBEN, M. 38.2. 6. Welk's Tunes, WGR, M. 37.2. 7. Wyatt Earp, WGR, T. 36.9. 8. Playhouse 90, WBEN, Th. 36.7. 9. Ed Sullivan, WBEN, Su. 34.8. 10. What's My Line? WBEN, Su. 33.9.

- TOP MULTI-WEEKLY SHOWS: 1. Mickey Mouse Club, WGR, M-F. 20.9. 2. 11:00 News, WBEN, M-F. 18.2. 3. News, Weather (11:00 p.m.), WGR, M-F. 13.1. 4. Arthur Godfrey, WBEN, M-Th. 13.0. 5. Sports Review (11:45 p.m.), WBEN, M-F. 12.7. 6. 11:30 Theater, WBEN, T, Th. 11.9. 6. Guiding Light, WBEN, M-F. 11.9. 8. Search for Tomorrow, WBEN, M-F. 11.7. 9. Art Linkletter, WGR, M-F. 11.6. 9. Gene Autry, WBEN, M, W-F. 11.6.

- TOP FEATURE FILMS: Once Weekly: 1. First-Run Theater, WGR, Su.-3:00-4:00 p.m. 17.4. 2. Hollywood Film Theater, WGR, Su.-7:30-9:00 p.m. 17.2. 3. Molson's Golden Ale Theater, WBEN, F.-11:30-12:00 mid. 16.7. 4. Crystal Curtain Time, WBEN, W.-11:30-12:00 mid. 12.0. 5. Saturday Playhouse, WBEN, S.-11:30-12:00 mid. 11.9. Multi-Weekly: 1. 11:30 Theater, WBEN, T, Th, Su.-11:30-12:00 mid. 11.2. 2. Mid-Day Matinee, WGR, M-F-1:00-2:00 p.m. 6.6. 3. Million \$ Movie, WBUP, M-F-5:30-6:45 p.m. 5.9.

- TOP SYNDICATED FILMS: 1. Highway Patrol (Ziv), WGR, T-10:30 24.2. 2. Stories of the Century (Hollywood), WGR, M-10:30 24.0. 3. Annie Oakley (CBS), WBEN, T-7:00 22.5. 4. Superman (Flamingo), WBEN, W-7:00 22.0. 5. Studio 57 (MCA), WBEN, Th-7:00 21.2. 5. Men of Annapolis (Ziv), WBEN, M-9:30 21.2. 7. Dr. Christian (Ziv), WGR, S-10:30 20.2. 7. Championship Bowling (Schwimmer), WBEN, Su-2:00 20.2. 9. Sheriff of Cochise (NTA), WBEN, F-7:00 19.5. 10. Whirlybirds (CBS), WBEN, M-7:00 16.2. 11. Death Valley Days (U. S. Borax), WGR, Th-10:00 15.3. 12. City Detective (MCA), WGR, Th-10:30 15.2. 13. Dr. Hudson's Secret Journal (MCA), WGR, F-10:30 14.0. 13. I Search for Adventure (Bagnall), WGR, Su-5:00 14.0. 15. San Francisco Beat (CBS), WGR, M-4:00 13.7. 16. Science Fiction Theater (Ziv), WBEN, S-7:00 13.3. 16. Sky King (Nabisco), WGR, T-6:00 13.3. 16. Soldiers of Fortune (MCA), WGR, W-6:00 13.3.

CINCINNATI 3 TV STATIONS—305,500 TV HOMES. Population—997,000 (16th in U. S.). Buying Income—\$1,846,653,000 (18th). Retail Sales—\$1,237,083,000 (18th). Food Sales—\$288,030,000 (16th). Drug Sales—\$39,028,000 (20th). Automotive—\$233,243,000 (18th). Above figures include following counties: Campbell, Kenton, Ky.; Hamilton, O.

- TOP NETWORK SHOWS: 1. Bob Hope, WLW-T, Su. 38.0. 2. Perry Como, WLW-T, S. 36.9. 3. Ed Sullivan, WKRC, Su. 34.0. 3. Disneyland, WCPO, W. 34.0. 5. I Love Lucy, WKRC, M. 31.2. 6. What's My Line? WKRC, Su. 31.0. 7. Playhouse 90, WKRC, Th. 30.1. 8. Climax, WKRC, Th. 30.0. 9. \$64,000 Challenge, WKRC, Su. 29.7. 10. Groucho Marx, WLW-T, Th. 29.2. 10. Wyatt Earp, WCPO, T. 29.2.

- TOP MULTI-WEEKLY SHOWS: 1. Mickey Mouse Club, WCPO, M-F. 22.2. 2. 50-50 Club, WLW-T, M-F. 19.7. 3. News, Weather (11 p.m.), WKRC, M-F. 14.3. 4. Three City Final (11 p.m.), WLW-T, M-F. 12.5. 5. NBC News, WLW-T, M-F. 11.5. 5. Our Miss Brooks, WKRC, M-F. 11.5. 7. Pantomime Parade, WCPO, M-F. 11.4. 8. Our Gang Comedy, WCPO, M-F. 11.1. 9. Soho Reporter, Weather, WLW-T, M-F. 10.7. 10. Ruby Wright, WLW-T, T, Th. 10.5. 10. Queen for a Day, WLW-T, M-F. 10.5.

- TOP FEATURE FILMS: Once Weekly: 1. Premiere Performance, WKRC, Su.-11:15-12:00 mid. 12.3. 2. Gold Cup Theater, WLW-T, S.-5:00-6:30 p.m. 11.3. 3. Smokin' Guns, WKRC, S.-2:30-5:30 p.m. 9.2. 4. Double Feature Theater, WKRC, Su.-1:00-3:30 p.m. 8.7. 4. Hollywood Film Theater, WCPO, Su.-7:30-9:00 p.m. 8.7. Multi-Weekly: 1. Home Theater, WKRC, M.-S.-11:15-12:00 mid. 9.1. 2. Ladies Home Theater, WKRC, M-F-5:00-6:15 p.m. 7.0. 3. Tele Film Theater, WCPO, M-W-11:00-12:00 mid. 5.6.

- TOP SYNDICATED FILMS: 1. Man Called X (Ziv), WKRC, W-9:00 21.5. 2. Dr. Hudson's Secret Journal (MCA), WKRC, T-10:30 20.2. 3. Science Fiction Theater (Ziv), WLW-T, T-10:30 19.5. 4. Sheriff of Cochise (NTA), WLW-T, M-10:30 19.0. 5. Frontier Doctor (Hollywood), WCPO, F-9:30 18.7. 6. Highway Patrol (Ziv), WCPO, Th-10:00 17.4. 7. Man Behind the Badge (MCA), WCPO, Th-9:30 17.2. 8. Your All Star Theater (Screen Gems), WKRC, T-7:30 16.0. 9. Cisco Kid (Ziv), WCPO, Su-6:00 15.9. 10. Great Gildersleeve (NBC), WKRC, T-7:00 15.5. 11. Rosemary Clooney (MCA), WKRC, Th-7:30 14.3. 12. Superman (Flamingo), WLW-T, M-6:00 14.0. 13. Susie (TPA), WCPO, T-9:30 13.7. 14. Studio 57 (MCA), WLW-T, W-10:30 12.9. 15. Sky King (Nabisco), WCPO, Th-6:00 12.5. 15. Death Valley Days (U. S. Borax), WKRC, S-6:30 12.5. 17. Frontier (NBC), WKRC, W-7:00 12.2.

STATION SIGNALS

The problem of redevelopment of Chicago's run-down areas was explored on WBBM-TV's "Camera II" last Saturday (25) afternoon. Probing for solutions along with host John Coughlin were Chicago Plan Commissioner Ira Bach; Reese Hospital's director, Dr. Morris H. Kreeger; Stewart Howe, vice-president in charge of development of Illinois Institute of Technology, and Thomas Coulter, chief executive officer of the Chicago Association of Commerce and Industry. "Mother Goose Club," an audience participation show for children, made its debut over WGAN-TV, Portland, Me., on June 1. The program, sponsored by the Perrow Studio of Dancing, stars Jim Fitzgerald. . . . In San Antonio, Tex., "Watch the Birdie," a new tele-

quiz utilizing animated cartoons, made its bow over KONO-TV. Metzger's Dairy is sponsoring the Thursday night half-hour stanza. . . . The second program in WATV, Newark, series titled "Zero 1960" featured Dr. Marko Zuzic, noted Middle East authority and economist, who escaped from his native Yugoslavia when it was overrun by the Communists. Dr. Zuzic discussed Communist inroads of the Middle East and the connections between the Moslem and Christian worlds. Sam Cook Digges, general manager of WCBS-TV, was honored recently for his work as Greater New York Chairman of the Third Annual Campaign of National Retarded Children's Week. . . . E. Paul Abert, formerly operations manager of WPRO-TV, Provi-

dence, has joined WTIC-TV, Hartford, as assistant production manager. . . . Frank Peddie has become Regional and Local Sales Manager for KMTV, Omaha, Neb. He will manage regional sales activities in Lincoln, Des Moines and Kansas City. Jack Tipton, former KLZ-TV sales manager, has been named station manager. At the same station, Clayton H. Brace, program director, has been appointed assistant to the president, Hugh Terry. . . . Richard Dix, WBAL-TV, Baltimore, is the father of a baby boy. . . . Les Lampson, formerly with KFDX-TV, Wichita Falls, Tex., has joined the announcing staff of TV station KOTV, Tulsa, Okla. . . . The new associate farm director for WKY-AM-TV, Oklahoma City, is Richard D. Wilson. WNHC-TV, New Haven, Conn., has been given an award for "distinctive public service" by the Radio and Television Commission of the Southern Baptist Convention.

Albert Pick Hotels NOW IN 20 MAJOR CITIES. Moderate Rates, Air-Conditioned Rooms, Convenient Parking, Radio and Television, Downtown Locations, No Charge for Children. Free Teletype Reservations. Contact your nearest Pick Hotel for immediate teletype reservations at any other hotel in the Pick group. IN NEW YORK call MURRAY Hill 7-8130. IN CHICAGO call State 2-4975. WRITE FOR YOUR CREDIT CARD Pick Hotels Corporation 20 N. WACKER DRIVE • CHICAGO 6

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 specification. Altho they

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

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

DAYTON, O.

2 TV STATIONS—125,000 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. I Love Lucy, WHIO, M.45.5
2. Gunsmoke, WHIO, S.44.8
3. Phil Silvers, WHIO, T.44.8
4. Godfrey's Talent Scouts, WHIO M.43.3
4. Private Secretary, WHIO, T.43.3
6. December Bride, WHIO, M.42.5
7. Playhouse 90, WHIO, Th.42.2
8. Burns and Allen, WHIO, M.41.5
9. Perry Como, WLW-D, S.41.4
10. Bob Hope, WLW-D, Su.40.5

TOP MULTI-WEEKLY SHOWS

- 1. Reporter, Sports Desk (6:30 p.m.), WHIO, M-F.27.5
2. Mickey Mouse Club, WLW-D, M-F.21.8
3. Front Page News (11 p.m.), WHIO, M-F.21.6
4. NBC News, WHIO, M-F.20.8
5. Wild West Show, WHIO, M-F.17.0
6. 50-50 Club, WLW-D, M-F.15.8
7. Guiding Light, WHIO, M-F.15.6
8. Arthur Godfrey, WHIO, M-Th.15.5
8. Search for Tomorrow, WHIO, M-F.15.5
10. Three City Final (11 p.m.), WLW-D, M-F.15.1

TOP FEATURE FILMS

- Once Weekly
1. Sunday Matinee, WHIO, Su.-2:30-4:00 p.m.26.7
2. Saturday Night Theater, WHIO, S.-11:45-12:00 mid.26.5
3. Gold Cup Theater, WLW-D, S.-5:00-6:30 p.m.19.8
4. Frontier Theater, WHIO, Su.-11:15-12:00 mid.15.0
Multi-Weekly
1. Evening Theater, WHIO, M, T, Th.-11:15-12:00 mid.13.4
2. First-Run Theater, WLW-D, S, Su.-11:30-12:00 mid.12.3
3. Movie Matinee, WHIO, M-F.-4:00-5:00 p.m.10.9

TOP SYNDICATED FILMS

- 1. Amos 'n' Andy (CBS), WHIO, W.-7:3040.8
1. Highway Patrol (Ziv), WHIO, T.-9:0040.8
3. State Trooper (MCA), WHIO, W.-7:0038.3
4. Great Gildersleeve (NBC), WHIO, S.-7:0036.3
5. Soldiers of Fortune (MCA), WHIO, M.-7:0035.3
6. Badge 714 (NBC), WHIO, S.-10:3033.3
7. Rosemary Clooney (MCA), WHIO, T.-7:3031.8
8. Men of Annapolis (Ziv), WHIO, F.-10:3031.0
9. Sky King (Nabisco), WHIO, M.-6:0029.8
10. Superman (Flamingo), WHIO, T.-6:0029.3
11. Wild Bill Hickok (Kellogg), WHIO, W.-6:0026.3
12. Range Rider (CBS), WHIO, Th.-6:0025.3
13. Captain David Grief (Guild), WLW-D, Th.-7:0024.8
14. Sheriff of Cochise (NTA), WLW-D, W.-10:3023.8
15. Counterpoint (Interstate), WHIO, S.-6:3022.0
16. Science Fiction Theater (Ziv), WLW-D, T-10:3020.8
17. Little Rascals (Interstate), WHIO, S.-12:0019.0
18. Frontier Doctor (Hollywood), WLW-D, W.-7:0018.8

MINNEAPOLIS-ST. PAUL

4 TV STATIONS—362,750 TV HOMES
Population—1,247,600 (13th in U. S.)
Buying Income—\$2,361,663,000 (12th)
Retail Sales—\$1,657,379,000 (13th)
Food Sales—\$337,686,000 (14th)
Drug Sales—\$54,010,000 (14th)
Automotive—\$290,446,000 (13th)
Above figures include following counties: Anoka, Dakota, Hennepin, Ramsey

TOP NETWORK SHOWS

- 1. Jack Benny, WCCO, Su.39.2
1. Bob Hope, KSTP, Su.38.5
2. I Love Lucy, WCCO, M.38.5
4. \$64,000 Question, WCCO, T.37.2
5. I've Got a Secret, WCCO, W.34.9
6. Ed Sullivan, WCCO, Su.34.3
7. Burns & Allen, WCCO, M.33.9
8. Godfrey's Talent Scouts, WCCO, M.33.5
9. Millionaire, WCCO, W.31.2
10. Red Skelton, WCCO, T.29.9

TOP MULTI-WEEKLY SHOWS

- 1. News-Ingram (10 p.m.), KSTP, M-F.21.0
2. Mickey Mouse Club, WTCN, M-F.18.4
3. Weather, Sports (10:15 p.m.), KSTP, M-F.15.9
4. M-G-M Time, KMGM, M, F.13.9
5. News (10 p.m.), WCCO, M-F.13.3
6. Art Linkletter, WCCO, M-F.13.0
7. Cartoon Carnival, WTCN, M-F.12.8
8. News, Weather, Sports (10:15 p.m.), WCCO, M-F.12.4
9. Queen for a Day, KSTP, M-F.12.2
10. CBS News-Edwards, WCCO, M-F.11.7

TOP FEATURE FILMS

- Once Weekly
1. Command Performance, WCCO, Su.-2:00-3:45 p.m.28.0
2. M-G-M Showcase, KMGM, Th.-9:00-11:15 p.m.14.1
3. Hollywood Classics Theater, WCCO, Su.-10:30-12:00 mid.14.0
4. Premiere Performance, WTCN, S.-10:00-12:00 mid.10.3
5. Hollywood Film Theater, WTCN, Su.-6:30-8:00 p.m.8.0
Multi-Weekly
1. M-G-M Time, KMGM, M, F.-Su.-9:00-11:15 p.m.14.9
2. Tonight at Nine, KMGM, T, W.-9:00-11:00 p.m.9.9
3. Hollywood Playhouse, WCCO, M-F.-10:30-12:00 mid.8.7
4. Big Movie, KMGM, M.-Su.-10:45-12:00 mid.7.7
5. Early Movie, WTCN, M-F., Su.-10:00-12:00 mid.7.3

TOP SYNDICATED FILMS

- 1. Death Valley Days (U. S. Borax), WCCO, S.-6:0021.9
2. Wild Bill Hickok (Kellogg), WCCO, S.-5:3019.9
2. Sheriff of Cochise (NTA), WCCO, S.-9:3019.9
4. Superman (Flamingo), WCCO, Su.-4:3019.0
5. Buffalo Bill Jr. (CBS), WCCO, S.-11:30 a.m.18.4
6. I Search for Adventure (Bagnall), WTCN, M.-9:3018.0
7. Men of Annapolis (Ziv), WCCO, Su.-4:0017.9
8. State Trooper (MCA), KSTP, T.-9:3016.9
8. Sky King (Nabisco), WCCO, S.-11:00 a.m.16.9
10. Studio 57 (MCA), KSTP, W.-9:3016.5
11. Steve Donovan, Western Marshal (NBC), WCCO, S.-5:0016.2
12. Rosemary Clooney (MCA), WCCO, Su.-5:0014.7
13. Captain Midnight (Screen Gems), WCCO, S.-10:00 a.m.14.5
14. O. Henry Playhouse (Gross-Krasno), KSTP, Su.-9:3013.7
15. Bowling Time (Sterling), KSTP, Su.-12:0013.6
16. Frontier Doctor (Ziv), KSTP, Th.-10:3013.5

PROVIDENCE

2 TV STATIONS—201,200 TV HOMES
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)
Retail Sales—\$809,372,000 (27th)
Food Sales—\$176,887,000 (28th)
Drug Sales—\$29,233,000 (27th)
Automotive—\$150,484,000 (28th)
Above market statistics are for Providence-Pawtucket and include following counties: Bristol, Kent, Providence

TOP NETWORK SHOWS

- 1. Jane Wyman, WJAR, T.47.8
2. Phil Silvers, WPRO, T.47.0
3. Perry Como, WJAR, S.46.4
4. Name That Tune, WPRO, T.44.0
5. I Love Lucy, WPRO, M.43.5
6. I've Got a Secret, WPRO, W.42.0
7. Millionaire, WPRO, W.41.8
8. Gunsmoke, WPRO, S.41.5
9. Ed Sullivan, WPRO, Su.40.3
10. Groucho Marx, WJAR, Th.39.8

TOP MULTI-WEEKLY SHOWS

- 1. Saly-Shack, WPRO, M-F.25.0
2. Esso Reporter, Weather (11 p.m.), WJAR, M-F.20.7
3. Mickey Mouse Club, WPRO, M-F.19.9
4. Looney Tunes, WJAR, M-F.18.9
5. CBS News, WPRO, M-F.18.7
6. Xavier Cugat, WJAR, W, F.18.5
7. News, Sports, Weather (6:30 p.m.), WPRO, M-F.18.1
8. NBC News, WJAR, M-F.17.9
9. News, Weather, Sports (6:45 p.m.), WJAR, M-F.17.3
10. News, Weather (11 p.m.), WPRO, M-F.17.2

TOP FEATURE FILMS

- Once Weekly
1. Big Movie, WJAR, S.-10:45-12:00 mid.25.2
2. First Night, WJAR, Su.-10:30-12:00 mid.21.3
3. Best of Million 5 Movies, WJAR, Su.-2:30-4:00 p.m.18.2
4. Premiere Performance, WJAR, M.-11:15-12:00 mid.15.3
5. Saturday Movie Matinee, WPRO, S.-2:00-4:00 p.m.9.9
Multi-Weekly
1. Million 5 Movie, WJAR, T-F.-11:15-12:00 mid.14.2
2. Hollywood Cavalcade, WPRO, M.-S.-11:15-12:00 mid.13.4
3. Matinee, WJAR, M-F.-1:00-2:30 p.m.7.6
4. Morning Movie, WJAR, M-F.-9:00-10:00 a.m.4.6

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJAR, T.-10:3030.0
2. Sheriff of Cochise (NTA), WPRO, S.-7:0025.8
3. Dr. Hudson's Secret Journal (MCA), WPRO, T.-7:0020.8
4. Esso Golden Playhouse (Official), WPRO, S.-10:3020.3
5. Science Fiction Theater (Ziv), WPRO, W.-7:0019.8
6. Stage Seven (TPA), WPRO, M.-17:0019.3
7. Looney Tunes (Guild, Assoc. Artists), WJAR, M-F.-6:3018.9
8. State Trooper (MCA), WJAR, M.-10:3018.5
9. Science Fiction Theater (Ziv), WPRO, Su.-6:0017.3
10. Looney Tunes (Guild, Assoc. Artists), WJAR, M-F.-5:0016.8
11. Superman (Flamingo), WJAR, M.-6:0016.3
12. I Led Three Lives (Ziv), WPRO, Th.-7:0015.8
13. I Spy (Guild), WJAR, W.-10:3015.3
14. Sky King (Nabisco), WJAR, F.-6:0015.0
15. Annie Oakley (CBS), WJAR, T.-6:0014.3
15. Overseas Adventure (Official), WJAR, Su.-5:0014.3
15. Sheriff of Fortune (MCA), WJAR, Th.-6:0013.8

ST. LOUIS

3 TV STATIONS—536,100 TV HOMES
Population—1,849,000 (9th in U. S.)
Buying Income—\$3,353,779,000 (11th)
Retail Sales—\$2,195,732,000 (10th)
Food Sales—\$512,449,000 (9th)
Drug Sales—\$72,618,000 (11th)
Automotive—\$428,952,000 (9th)
Above figures include following counties: Madison, Clair, Ill.; St. Louis City, St. Charles, Mo.

TOP NETWORK SHOWS

- 1. I Love Lucy, KWK, M.44.9
2. Bob Hope, KSD, Su.39.9
3. What's My Line? KWK, Su.39.2
4. Red Skelton, KWK, T.38.4
5. Phil Silvers, KWK, T.38.2
6. People's Choice, KSD, Th.37.9
7. Jane Wyman, KSD, T.37.7
8. \$64,000 Question, KWK, T.37.5
9. Burns and Allen, KWK, M.37.3
10. Groucho Marx, KSD, Th.37.2

TOP MULTI-WEEKLY SHOWS

- 1. Movie Museum, KSD, W, F.15.3
2. NBC News, KSD, M-F.14.6
3. Mickey Mouse Club, KWK, M-F.14.3
4. News, Weather (6 p.m.), KWK, M-F.13.2
5. Queen for a Day, KSD, M-F.12.8
6. Fred McGele, KWK, M-F.11.7
7. News (6:15 p.m.), KSD, M-F.11.6
8. Look, Listen and Learn, Misc. KWK, M-F.11.5
8. Weather, Sports (6 p.m.), KSD, M-F.11.5
10. News, Weather, Sports (11 p.m.), KWK, M-F.11.3

TOP FEATURE FILMS

- Once Weekly
1. First-Run Theater, KWK, S.-10:00-11:30 p.m.26.0
2. Feature Film, KWK, S.-1:30-3:30 p.m.11.8
3. Sunday Matinee, KWK, Su.-1:00-2:30 p.m.9.7
4. Premiere Performance, KSD, Su.-11:00-12:00 mid.9.4
Multi-Weekly
1. Movie, KWK, T, S, Su.-11:30-12:00 mid.12.0
2. Late Movie, KSD, F, S.-11:15-12:00 mid.11.7
3. Movie, KSD, T-Th.-11:45-12:00 mid.9.3
3. KWK Theater, KWK, M, W.-F.-11:30-12:00 mid.9.3

TOP SYNDICATED FILMS

- 1. Death Valley Days (U. S. Borax), KWK, S.-9:3034.2
2. State Trooper (MCA), KSD, T.-9:3032.2
3. Great Gildersleeve (NBC), KWK, T.-9:3029.7
4. Count of Monte Cristo (TPA), KWK, F.-9:3029.2
5. Federal Men (MCA), KSD, M.-9:3028.5
6. Highway Patrol (Ziv), KWK, Th.-10:0027.9
7. Soldiers of Fortune (MCA), KSD, M.-10:0025.9
8. Dr. Hudson's Secret Journal (MCA), KSD, W.-9:3025.4
9. Annie Oakley (CBS), KWK, S.-6:0024.2
10. Stage Seven (TPA), KWK, M.-10:0023.2
11. Dr. Christian (Ziv), KWK, Su.-10:0022.7
12. Whirlbirds (CBS), KSD, T.-10:0022.5
13. Jungle Jim (Screen Gems), KWK, S.-5:0020.0
14. Man Called X (Ziv), KSD, Th.-10:0018.5
15. Star Performance (Official), KWK, W.-10:3017.9
16. Code Three (ABC), KSD, F.-10:0016.7
17. Science Fiction Theater (Ziv), KSD, W.-10:0016.3
18. Cisco Kid (Ziv), KSD, S.-5:3016.2
19. Sheriff of Cochise (NTA), KSD, S.-10:3016.0

SAN DIEGO

3 TV STATIONS—227,500 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, KFMB, M.45.2
2. \$64,000 Question, KFMB, T.42.5
3. Ed Sullivan, KFMB, Su.38.4
4. Godfrey's Talent Scouts, KFMB, M.37.7
5. Perry Como, KFSD, S.37.1
6. Burns and Allen, KFMB, M.36.2
7. Phil Silvers, KFMB, T.33.4
8. Zane Grey, KFMB, F.31.3
9. Millionaire, KFMB, W.30.9
10. Groucho Marx, KFSD, Th.30.4

TOP MULTI-WEEKLY SHOWS

- 1. This Day '57, KFMB, M-F.26.9
2. Popeye Cartoons, KFSD, M-F.16.3
3. Roy Rogers, KFSD, M, W, F.15.4
4. J. Downs Express, KFSD, M-F.14.0
5. Big Movie, KFSD, M-Th.13.3
5. Gene Antry, KFSD, T, Th.13.3
7. Mickey Mouse Club, KETV, M-F.13.1
8. Queen for a Day, KFSD, M-F.12.4
9. Pantry Playhouse, KFSD, M-F.10.9
10. Art Linkletter, KFMB, M-F.10.8

TOP FEATURE FILMS

- Once Weekly
1. Million 5 Movie, KFMB, S.-3:30-5:00 p.m.16.0
2. Premiere Performance, KETV, Su.-7:30-9:00 p.m.13.0
3. Movie Spectacular, KFSD, F.-10:30-12:00 mid.11.7
4. Sunday Night Movie, KFSD, Su.-10:30-12:00 mid.10.2
5. Saturday Night Movie, KFSD, S.-11:00-12:00 mid.9.6
Multi-Weekly
1. Big Movie, KFSD, M-Th.-6:00-7:45 p.m.13.3
2. Pantry Playhouse, KFSD, M-F.-2:00-4:00 p.m.10.9
3. Early Show, KFMB, M-F.-4:30-6:00 p.m.10.3
4. Late Show, KFMB, T.-S.-10:30-12:00 mid.9.9
5. Starlight Movie, KETV, M-W., F.-10:30-12:00 mid.9.6

TOP SYNDICATED FILMS

- 1. Superman (Flamingo), KFMB, M.-6:0025.9
2. Men of Annapolis (Ziv), KFMB, W.-9:3024.9
3. Sheriff of Cochise (NTA), KFMB, S.-9:3022.7
4. Dr. Hudson's Secret Journal (MCA), KFMB, F.-7:0022.5
5. Last of the Mohicans (TPA), KFMB, W.-6:3019.2
6. Annie Oakley (CBS), KFMB, M.-6:0018.9
7. Death Valley Days (U. S. Borax), KFMB, T.-10:0017.4
8. Captain Midnight (Screen Gems), KFMB, S.-6:0016.9
8. Star Performance (Official), KFMB, Th.-7:0016.9
10. Doug, Fairbanks Presents (ABC), KFMB, M.-10:0016.8
11. Highway Patrol (Ziv), KETV, F.-9:3016.5
12. Popeye (Assoc. Artists), KFSD, M.-F.-5:4516.3
13. Buffalo Bill Jr. (CBS), KFMB, T.-6:0016.2
14. Captain David Grief (Guild), KFSD, F.-8:3015.9
15. The Unexpected (Ziv), KFSD, S.-7:0015.3
16. Wild Bill Hickok (Kellogg), KFMB, Th.-6:0014.9
17. Sky King (Nabisco), KFMB, F.-6:0014.7

SHORT SCANNINGS

By CHARLOTTE SUMMERS
NBC has donated more than 450 hours of NRE TV programming to the Armed Forces for use on the 23 stations at U. S. outposts abroad. The programming, consisting of more than 6,000 prints, is the largest single block made available by any network or other source. Leo Morgan will be the producer of NBC's new George Gobel hour.
Victor Borge, former resident of Copenhagen, is negotiating for a large country estate in the North Zealand section of Denmark which he plans to use for a vacation and eventual retirement purposes. Additions to the production staff of Guy Mitchell's show over ABC-TV next fall are Kevin Joe Johnson, director; Earl Sheldon, musical director and Ted Cappy, formerly

with the Sid Caesar Show, choreographer. Phil Cohan was set earlier as producer.
The National Father's Day Committee has named Dinah Shore as "Father's TV Favorite," and "Twenty-One" quiz expert Charles Van Doren and his father, Pulitzer Prize winner Mark Van Doren, as the "Father and Son Team of the Year." Ed Sullivan takes top honors as "Television Father of the Year." Dave Harris, a salesman at H-R Representatives, and his wife, Jean, are the parents of a girl.
Producer Edward A. Byron has named Thomas H. Wolf, executive producer of United States Productions, New York, as associate producer for his new television film series, "Fire Fighters." The Byron-owned series will be made

in co-operation with the New York City Fire Department and will be filmed and distributed by CBS-TV Film Sales. Dan Bernstein, of the William Morris office, leaves on June 15 for a stint with the U. S. Navy. Robert L. Heald has resigned as chief attorney for the National Association of Radio and Television Broadcasters to become a partner in the Washington law firm of Spearman and Roberston, effective June 24. His successor will be announced later.

'5th Cavalry' Set For Mexico Locale

MEXICO CITY — California National Productions will open offices and begin utilizing production facilities here in September. Episodes of its "Fifth Cavalry" series and a new historical drama show (set in the Mexico of 1850) are the first projects listed.

Advertisement for renewals featuring a cartoon character and the text: "MY LITTLE MARGIE" RENEWALS "I say, Pip, MARGIE'S winner and still champion!" "Definitely, Old Boy, 22 multi-run renewals so far this spring. Check any rating service!" OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N. Y. PLaza 7-0100

TV's Fairy Tale Kick Can Spark Moppet Disk Boom

LP's & Singles Will Complement Flock of Fantasy Air-Specs

By JUNE BUNDY

NEW YORK — The children's record field, which has been in a sales slump on the dealer level for some time, may be booming again, via a flood of new original-cast TV musical albums scheduled to hit the market this fall and winter.

As a result of Rodgers and Hammerstein's recent rating-click with "Cinderella," TV is currently on a "once upon a time" kick, with more than 20 top-budget musical versions of traditional fairy tales—featuring scores by bigtime writers—in the works for the fall and winter season. Most of these telecasts — if not all—will be accompanied by the release of original-cast LP's, in addition to the usual crop of singles.

The new LP's are expected to stack up as lucrative merchandise for dealers, in view of their dual appeal for adults and small fry, a la Columbia's "Cinderella" album and RCA Victor's "Peter Pan" package with Mary Martin.

Writers—both big and medium-bracket names—are currently at a premium, with the networks, talent agencies and independent pack-

agers all bidding for their services on various fairy tale packages.

Nevertheless some publishers and writers view the situation somewhat less enthusiastically. One established writer in the children's field said that he personally had turned down several opportunities to write for forthcoming video fairy tale shows because he frowns on their mass-production methods and thinks the market is bound to be glutted by an over-abundance of similar product.

At least one major publishing house is steering its writers away from the fairy-tale score assignments for essentially the same reasons. Sidney Kornheiser, general professional manager of E. H. Morris, opined that the new trend is "ridiculous," and thinks it is a "big mistake" for writers to con-

centrate on Mother Goose material when they could be working on "original operettas."

At the same time, tho, Carolyn Leigh, a Morris contractee, is working on several fairy tale scores, and has received offers from Music Corporation of America, William Morris and Talent Associates, all of whom have "once upon a time" telecast packages in the works. Another Morris writer, pianist-composer Cy Coleman is negotiating with CBS to write a series of scores for a projected puppet show version of Grimm's Fairy Tales.

Biggest new fairy tale project on the agenda for CBS this winter is a musical version of "Aladdin and the Wonderful Lamp," which is budgeted over \$300,000, with score by Dorothy Fields and Bur-

(Continued on page 34)

'SPOTLIGHT ON TAPE,' PAGE 23

A special section, devoted to the merchandising of tape recorders and blank and recorded tape, begins on page 23 of this issue of The Billboard. This is the second of four "Spotlight on Tape" features to be published this year, in addition to the regular week-to-week coverage of this rapidly growing facet of the music and recording industry. The next "Tape Spotlight" will appear just prior to the fall merchandising period.

These "Spotlight" features point up The Billboard's conviction that tape will play a continually growing role in the record-music merchandising picture. The features appearing in this issue's "Spotlight" aim at providing dealers with the latest store-tested methods for merchandising tape recorders, recorded and blank tape and related products, in addition to helping dealers see their own businesses in a broad perspective.

Monarch Clicks On Injection Mold LP Disk

HOLLYWOOD — The long awaited perfection of the injection mold manufactured LP has been arrived at by Monarch Record Manufacturing Company, veteran independent pressing plant here.

Nate Duroff, president of Monarch, disclosed that the firm has been making shipments in quantity to a number of its indie label clients. Firm experimented with numerous brands of styrene and many molds for the past 18

(Continued on page 34)

Cap Adds 3 to Talent Roster, Repacts 4th

HOLLYWOOD—Capitol Records beefed up its talent roster again last week, adding three new names and renewing its agreement with a fourth.

Firm inked arranger-conductor Johnny Richards and singer-pianist Nick Green to term recording contracts, with both to etch under the aegis of a.&c.r. staffer Dave Cavanaugh. Chirp Ethel Ennis was also signed, with Andy Wiswell handling her sessions in New York.

Ken Nelson, c.&w. repertoire topper, renewed the Louvin Brothers to a long-term pact.

Liberty Opens N. Y. Branch

NEW YORK—Liberty Records is opening a branch at the Shelton Towers here this week. Heading up office will be Jane Gibbs, Liberty's East Coast representative. Branch will henceforth be used as an operating base by visiting execs and artists from label's West Coast headquarters.

Petrillo to Give AFM Meet Disk Employment Statistics

By BILL SIMON

NEW YORK—When James C. Petrillo, president, meets the annual convention of the American Federation of Musicians in Denver next week, he will inform the membership that AFM-licensed recordings made in 1956 accounted for \$259,038,991.07 at the retail level. (The total industry figure has been estimated at around \$320,000,000.)

According to the president's report, based on payments to the Music Performance Trust Fund, a total of 219,441,914 disks of all speeds were sold. Of these, 75,967,444 were 78 r.p.m.'s at retail value of approximately \$55,000,000; 94,813,980 were 45's, at nearly \$79,000,000; more than 15 million EP's at \$18,000,000, and 33,472,000 LP's at \$107,414,124.

During the year, 28,876 AFM-licensed masters were recorded, comprising 71,502 jobs for sidemen, and 8,330 jobs for leaders.

Sidemen earned \$4,028,552. from the companies, and leaders got \$910,888. exclusive of royalties.

In transcriptions, 3,810 15-minute units were recorded, netting leaders and sidemen a total of \$931,202.

In radio, in the U.S.A., 120 stations employed a total of 1,011 staff musicians on a 50-52-week

basis. A small group of additional stations accounted for a total of just 64 men employed for shorter periods or a regular basis. Total musicians earnings from radio in '56 were \$7,234,620, including arrangers, copyrights, etc. Canada radio stations in seven provinces paid staff musicians a little more than \$1,000,000. Commercial local radio employment in U. S. and Canada combined netted another \$625,336, and network commercials brought the tootlers \$849,718. for 1,600 shows.

The grand total for all radio broadcasting in AFM jurisdiction was close to \$10,000,000. The

(Continued on page 22)

TV PLUG BOOMS SALES ON COL'S BERGEN DEBUT

NEW YORK—The power of co-ordinated TV plugging is cited by Stan Kavan, Columbia Album Sales Manager, as a vital factor in establishing high album sales. Notable example is the label's "Bergen Sings Morgan" package, which reported 50,000 sales in the first week following the "Playhouse 90" production of "The Helen Morgan Story."

Prior to release of the album, Columbia, CBS-TV and MCA co-ordinated promotion plans which culminated the night of the TV performance. In addition to easel displays for dealers, Columbia produced "now in stock" posters and accorded full deejay service prior to the show. An intensive press campaign was also co-ordinated with the project.

Kavan notes that in other recent album success, the TV elements have been significantly different. "Cinderella" was a record version of a successful TV program. "Drum Is a Woman" was the first instance of a TV show based on an album—which was on sale before the TV script was completed.

The Bergen album did not undertake to reproduce the TV show at all, being conceived as an arresting idea in itself. But there was an awareness that the TV program offered exciting possibilities for attention for the star's debut on Columbia.

No Retirement For Rockwell

NEW YORK—Tom Rockwell, founder and head man at General Artists Corporation denied last week that he is going into semi-retirement. With Larry Kanaga entering the outfit as president (The Billboard, May 27), Rockwell, who has held that title, moves up to become chairman of the board.

Rockwell told The Billboard that the organization is growing rapidly and he needed a youthful top executive. "I've been after Kanaga for a year." He also discounted reports of ill health, stating that he had completely recovered from a recent successful operation and intends to stay on the job full time.

Grant Case Edict May Affect All Coast Pacts

HOLLYWOOD—In a decision which conceivably could lay open to question all exclusive recording contracts signed in California, Superior Court Judge Bayard Rhone last week (24) granted a motion for a preliminary injunction preventing Era Records from interfering with singer Gogi Grant's right to record for another label.

The action is part of Miss Grant's suit against Era, seeking termination of her pact. Ruling was granted in line with a section of the California Code which bars exclusive contracts except in cases in which unusual talent is involved and a sum in excess of \$6,000 p year is paid. Miss Grant's attorney, Robert G. Rifkind, cited that the singer's pact with Era was a royalty agreement only, and thus violated the provisions of the code.

At stake in the issue is not so much a new diskery affiliation for Miss Grant, but the soundtrack

rights to "The Helen Morgan Story," dubbed by Miss Grant for Ann Blyth in the film. All the major labels have bid for the rights, tho up until now, none have been able to make a firm deal because of the indefinite status of Miss Grant's diskery affiliation. With the exception of a handful of top names in the business, the industry standard is straight royalty agreements. Ruling issued here might jeopardize such pacts.

Era Records execs, meanwhile, announced that it would immediately appeal the order granting the injunction. Statement from the firm declared they "will resist the lawsuit to the fullest extent, in its own interest as will as the interest of all record companies who may find themselves in the same position."

Court meanwhile had Miss Grant post a \$15,000 bond pending trial of the lawsuit.

See Record '57 for Canada Disk Sales

1st Quarter Up 50% \$-Wise Over Same Span in '56; Singles, LP's On Rise

By HARRY ALLEN

TORONTO—Following a banner year in 1956, the Canadian disk industry promises to fracture its own record in 1957.

The Dominion Bureau of Statistics reports total retail sales of \$19,631,06 in 1956, up 46.6 per cent over 1955.

Yet in the first three months of 1957, business again shows an almost 50 per cent increase, dollar-wise, reflecting both price increases down the line and an increased unit-sale.

Selling-value, at list, for the first quarter of 1957 was \$6,392,295, compared with \$4,059,118 last year.

Units sold was 4,198,691 this year compared with 3,008,509 last year, an increase of 1,190,182.

These figures indicate a continued growth in the sales of 45 singles, increased sales of packaged goods, a slower sales of 78's and 10-inch LP's and strong promotion of hi-fi.

Looking at the figures: There were 707,151 12-inch LP's pur-

chased in the first quarter of this year, compared with 332,200 during the first quarter of last year.

The 10-inch LP's are obviously losing favor with the public. Just 32,640 units moved across the counter in the first quarter this year compared with 222,940 last year.

The 10-inch 78's sales business in January almost equalled the whole of the first quarter of last year. January's sales this year were 1,042,194 compared with 1,946,007 for the whole of the first quarter in 1956. This year 2,531,849 units were moved during the first quarter, but sales in March of this year were down from January to 728,773.

The real strength, however, lay in the 45's and hopes of the industry are for continued increase and swing to this speed. Each one of the first three months of this year was as much as twice as great as the whole first quarter of last year. This year's first quarter sales were

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Coast AFM Rejects Daniel's Resignation

Prexy Ankled Local After Renewed Fight By Members Over 'Good Faith of Petrillo'

HOLLYWOOD—The storm of controversy that surrounded the sudden resignation of Eliot Daniel, president of Local 47, American Federation of Musicians, subsided late last week with Daniel withdrawing his resignation after the membership rejected his exit by a vote of 380 to 3.

Daniel's abrupt resignation came on the heels of renewed membership wrangling against the "good faith of Petrillo," and followed the news that the AFM president had suggested that a committee of local rank and file musicians sit in on upcoming negotiations for a new film studio contract. There was little doubt in local quarters that much of the bickering exists with the militant group of Cecil Read supporters, who began heckling Daniel's report to the membership last week (27) of attempts to reach accord with the Federation over payments to the Music Performance Trust Fund.

Daniel stalked out of a meeting here last Monday, when a resolution was introduced to have Petrillo and the AFM investigated by

the McClellan Senate Rackets Committee, and another resolution declaring that the first order of business with the Federation was the reinstatement of Cecil Read.

Daniel's Statement
In a statement issued last Wednesday (29), Daniel declared, "Many of the statements made at local meetings have been dictated by a small group who seem more interested in fighting than in solving our problems. I, too, believe in fighting, but I want to fight for something and not against, especially when tangible progress is being made."

He further declared, "I have said from the first day I became active in our problems that I believe that these problems can be solved within the framework of the Federation. I have demonstrated in the past two weeks that this belief can now be reinforced by positive, tangible results. In other words, a definite commitment from the Federation for a committee or rank and file members to be elected and to actually participate in negotiations of contracts affecting them, and this without any conditions or limitations, and without sacrificing any principles or objectives for which we have all been striving."

"I am convinced," Daniel said, "That the internal affairs of a union can and should be settled within the union itself and without calling in outside forces which might cause more damage than good."

Renouncing his resignation, Daniel stated, "We have re-established a vital communication link with the Federation; the attitude is one of positive co-operation."

Despite the progress referred to [\(Continued on page 34\)](#)

Bowl Slates 11 Personality, Pops Concerts

HOLLYWOOD — The 1957 Hollywood Bowl schedule has been completed, with a series of 11 pops concerts and personality nights on the roster.

Saturday night pops concerts are Rodgers and Hammerstein, July 13; Johnny Green conductor, assisted by Jane Powell, Katherine Hilgenberg, Arthur Ross-Jones, Harve Presnell and the Roger Wagner Chorale; Ella Fitzgerald, July 20; Family night, August 3; Peggy King, August 10; Cole Porter concert, August 17, with Jean Fenn, John Raitt and Robert Armbruster, conductor; Viennese night, August 24, Carmen Dragon, conductor; Gershwin concert, August 31, Johnny Green, conductor; Leontyne Price, William Warfield, Andre Previn and the Roger Wagner Chorale.

Personality night talent includes Nat (King) Cole, Pat Boone, Louis Armstrong, and a jazz night concert slated for August 2.

Classical conductors are Paul Paray, Milton Katims, Robert Zeller, George Solti, Kurt Herbert Adler, Roger Wanger, Howard Mitchell and William Steinberg.

Committee in Favor of 10% Recorder Tax

WASHINGTON—Attempts to levy a 10 per cent tax on tape and wire recorders, players and recorder-players grew stronger last week (27) when the House Ways and Means Committee issued a report approving the new tax.

Proposal for the levy is incorporated in the Forand Excise Tax Technical Change Act, introduced in May. (The Billboard, May 6.) The Committee report on the Forand bill points out that since tape and wire recorders, players and recorder-players "are in direct competition with phonographs, they should be subject to the same 10 per cent manufacturers' tax."

Bill is expected to face floor action in the House early this week.

Dot's Johnson Back to N. O. After Huddles

HOLLYWOOD—E. E. (Bubber) Johnson, manager of Dot Records' first factory-owned branch in New Orleans, returned to Louisiana last week following a series of conferences with Dot President Randy Wood, Vice-President L. L. Thornton and Director of Production Christine Hamilton.

Altho wholly owned by Dot, the branch became part of the joint distribution deal with London Records, whereby Dot and London share distribution in certain areas, an arrangement which has proven highly successful, according to Wood. The Dot branch has since added other lines, among them Good Time Jazz, Contemporary, Pacific Jazz and Verve Records. While here, Wood and Johnson worked out details of basic policies and operational procedures.

C.O.W. Adds Two to Staff

HOLLYWOOD—Capitol Records added personnel to its newly formed Capitol of the World division last week, naming Antonio Tinajero and Joseph Del Medico to the staff.

Tinajero will handle promotional duties for the line in the Southwest, with headquarters here, while Del Medico will perform similar chores in the East, operating out of Capitol's New York offices. Both will report to C.O.W. sales manager Don Hessler.

FUJITA GIVEN DESIGN AWARD

NEW YORK—S. Neil Fujita, director of design and packaging for Columbia Records, has been awarded a gold medal by the Art Directors Club of New York. Award was conferred in the category titled, "Point of Sale, Record Album Covers, Book Jackets." The award signifies "outstanding contributions in the field of graphic art."

Earlier this month, the American Institute of Graphic Arts chose 17 Columbia Records' covers—the largest number cited for any entrant—for inclusion in its selection of 50 superior designs.

Decision in 'Angel' Suit To Williams

HOLLYWOOD — Two-year-old action against Dootsie Williams, president of Dootone Records, in which the ownership of the song "Earth Angel" and other copyrights were at stake, was settled last week when Superior Court Judge Joseph Call held in favor of the defendant.

Suit filed by Curtis Williams charged fraud, asked for disaffirmance of existing contracts and return of all copyrights. Court held that no fraud existed and that publication rights belonged to Dootsie Williams. Intervener's actions filed by Jesse Belvin, who claimed authorship of "Earth Angel," and Carl Greene, who claimed authorship of "Hey, Senorita," were sustained, while a similar action by Peer International [\(Continued on page 34\)](#)

THIS LOOT AIN'T HAY

Bryants Sow Huge Cleffing Crop

NASHVILLE — It's obvious that country cleffers, along with country-type artists, are making most of the noise in today's disk business. And notable in this fantastically fertile field is the recent success of the veteran cleffing team of Boudleaux and Felice (Mr. and Mrs.) Bryant of this city.

The Bryants have had 18 of their songs released on major labels since January 1, or since their signing of an exclusive writers' contract with Acuff-Rose. Two dozen additional tunes have been cut and are up for release in the near future.

Heading the list of released material is "Bye Bye Love," of which the Every Brothers' Cadence dinking is on both the pop and country charts. Tune also has been cut by Webb Pierce on Decca, T. Tommy on Dot and Chuck Miller on Mercury. "Change of Heart" was cut by Kitty Wells (Decca) and the Bobbys Twins (Cadence).

Other releases are "Run Along, Junior," Nan Castle (Victor); "Don'ta War'a," Wanda Jackson (Capitol); "I Never Had the Blues," Jimmy Dickens (Columbia); "Getting Used to Being Lonely," Jim Edward, Maxine and Bonnie Brown (Victor); "Out at the Pool," Rita Faye (M-G-M); "That's Why I'm Leaving," out this week by Johnnie and Jack (Victor); "Ready for Love," Otto Bash (Victor); "My Man True to Me," Nita, Rita and Ruby (Victor); "Andy Jack," Poppa John Gordy (Victor); "A Million Years Ago," Mark Dinning (M-G-M); "Tina," the Easy Riders (Columbia); "Just Wonderful" and

"My Baby's Not My Baby Anymore," Bobby Lord (Columbia); "Business Man," the Carlyles (Mercury); "Ordinary," Ruth Talley and Skeets Yancy (M-G-M); and "My Johnee," Cathy Johnson (Columbia).

Prior to their exclusive affiliation with Acuff-Rose, the Bryants had endeavored to run their own publishing firm for about two years, with the result that their tunesmithing output had fallen off considerably.

With the Bryants, as with several other top country cleffers, included [\(Continued on page 34\)](#)

Victor Preps Album Cover Photo Contest

NEW YORK—RCA Victor Records and the Canon Camera Company will co-sponsor an album cover photo contest, open to professional photographers and amateur camera fans thruout the country. Winning entry will be a color photo which best illustrates the title of a forthcoming Victor album "Hi-Fi In Focus."

The contest, which closes July 31, will be backed by an extensive national and local advertising and promotional campaign by Victor and Canon thruout June and July. Judges will be Jacob Deschin, New York Times camera editor, Bill Simon of The Billboard's music staff, and Robert Jones, RCA Victor's art director.

Enter the First Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk jockey, a & r man, distributor, recording artist, a record manufacturer, music publishers, session musicians, etc., you are eligible.

PRIZES:

All expenses, including transportation via air to and from Shawnee, will be provided for the 16 semi-finalists. An impressive list of prizes will be printed in an upcoming issue of The Billboard for semi finalists and finalists. The prize committee is currently at work finalizing details.

HOW TO ENTER:

Fill in the application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N. Y. Checks should be made payable to: Murray Luth, Treasurer, D. I. S. C. Each entrant will be notified as to the location of the course, etc., and the time within which he must play, both in the qualifying and match play rounds. Each entrant will receive a membership card and a book containing full details about the organization and the golf tournament.

TOURNAMENT DETAILS:

Plans are for the '57 tournament to get under way in a matter of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine your category of competition. Following the qualifying weeks there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to take part in the tournament. Each of the area winners (A-B-C-D categories) will participate in regional playoffs which will eventually produce four regional winners (North-East-South-West) with a winner in each of the four handicap categories from each of these regions.

The sixteen ultimate winners (four regional, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-on-Delaware Country Club, Shawnee, Pennsylvania, in late September. Special arrangements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all play.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM HIRSH de LA VIEZ, CHAIRMAN MEMBERSHIP COMMITTEE, D.I.S.C., ROOM 1400, 157 W. 57th STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

ENTRY BLANK First Annual National Golf Tournament

Sponsored by Disc Industry
Scholarship Committee (DISC)

I hereby apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.

Name _____
Address _____
City _____ State _____
Firm Name _____
Type of Business _____

I Have Enclosed Check Money Order for \$10.00

Personal Managers' Org Names Bill Loeb

Goal: Clarify Functions of P.M., Set Up Code of Ethics, Improve Relationships

By JOEL FRIEDMAN

HOLLYWOOD—Formation of the Conference of Personal Managers was announced last week by William Loeb, president-elect of the new organization.

The group, composed of 20 leading personal managers, was organized, according to Loeb, "to provide a better understanding of the functions of the personal manager, to establish a code of ethics, and

to clarify and improve relationships between personal managers and clients and other elements of the entertainment business."

Loeb, a partner in the firm of Gabbe, Lutz, Heller & Loeb, said, "Every major craft active in the entertainment field has a self-governing body formed of members of that craft. The personal manager is playing a greater part in the development and presentation of talent. His services are specific and highly skilled and a horizontal organization is now necessary."

Among the accomplishments of the group, Loeb declared, "is the creation of a uniform contract between personal manager and performer. All other forms of entertainment contracts have been standardized and we feel that by creating this contract, we have already taken an important step forward. The identical contract will be used by all members of the conference."

Members already signed include Dave Branower, Bill Burton, Pierre Cosette, Red Doff, Maurice Duke, Sid Fields, Manny Frank, Hugo Granata, George Grief, Seymour Heller, Sam Lutz, Arnie Mills, Dave O'Malley, Gil Rodin, Sam Rosey, Thomas Shiels, Edward Sherman, Frank Stemple and Stan Zuker.

Officers elected in addition to Loeb were Sam Lutz and Tom Shiels, vice-presidents; Bill Burton, secretary, and Stan Zuker, treasurer. A similar move to organize personal managers in the New York area is now under way Loeb said.

NEW HONOR

Davis Cited 'Troupers Of Year'

NEW YORK — The Troupers, a group of ladies of showbusiness that quietly go about the job of helping needy people in and out of the industry, held their annual "Troupers Show Time" banquet and show Sunday (26) at Lou Walters' Latin Quarter to honor Sammy Davis Jr., as Troupers of the Year. The house, reserved for the event, was a sellout.

Following the regular LQ show, a great array of talent, from stage screen, TV, radio and records hit the boards to do homage to Davis. Joey Adams emceed the show, which opened with Fran Warren and closed with a standing ovation for the honored guest after he did a group of songs, dances and imitations not ordinarily part of his diversified act.

While Sophie Tucker, to tremendous applause, came on to formally introduce Davis in the closing spot, he had previously made appearances to work the drums during Lionel Hampton's stint and did some clowning and dancing with comic Jack Carter, who worked with Sammy in "Mr. Wonderful."

Others in the show included Jack Barry, Jane Froman, Jackie Miles, Polly Bergen, George Jessel, Eddie Fisher and Debbie Reynolds, Eileen Rodgers, Milton Berle, Ricky Lane and Alan Dale. Bea Kalmus, Jane Keane, Nelja Ates, Lee Mortimer and Hy Gardner all said hellos. Songster Jule Styne accompanied both Polly Bergen and Davis at the piano.

Troupers President Ceil Beckman Jacobs presented Davis with a plaque, naming him Troupers of the Year for 1957, and a pair of cufflinks, in the fashion of a trunk, the official emblem of the organization. Frank Luppino.

BOBSEY TWINS IDENTITY OUT

NEW YORK—Cadence Records' deejay contest on the Bobsey Twins platter was won last week by spinner-record librarian Bertha Porter of WRDC, Hartford, Conn., who correctly identified the mystery duo as Jane B'eyer and Carol Bushman of the Chordettes.

A survey of entries in the contest points up the general public's lack of awareness of artists' label affiliations, according to Cadence's sales chief Bob Kornheiser. For instance, he notes, the majority of guesses cited Dorothy Collins and Cisele MacKenzie, followed by Patti Page and Rosemary Clooney. All four goals of course, record for different labels.

HIT PICKER GETS IN ACT

NEW YORK — Joseph Stone, veepee and Ford copy group head at the J. Walter Thompson Agency, is one "hit picker" who practices what he preaches.

Stone, whose job it is to pick potential hit tunes for use as Ford jingles before commercial waxings of the songs even hit the market, recently wrote one himself. The Four Lads' recording of the tune, tagged "I Just Don't Know" and co-cleffed by Bob Allen, made The Billboard's Honor Roll of Hits, Most Played by Jockeys, and Coming Up Strong charts last week.

Mayer Shifted To Capitol's Promosh Dept.

HOLLYWOOD — The assignment of Perry Mayer to the promotion department of Capitol Records, to co-ordinate album program presentation material, disk jockey album excerpt records and all other material required to announce each release to Cap's sales force and record dealers, was disclosed last week by Dick Rising, national sales promotion manager.

Mayer moves to the promotion staff from Cap's editorial department, and will report to Bill Muster in his new post.

Label also named Ronald C. Beyl as special analyst, reporting to Dan Bonbright, vice-president, administration and finance. Beyl was formerly associated with Universal Pictures Company and American Aeronautics Corporation.

LEWIS TOME RECALLS PAST DISKERY GLAMOUR

NEW YORK—The formation of British Decca—and subsequently of American Decca—and the gradual development thru periods of crises would not be possible today. This is one of the arguments put forth by E. R. (Ted) Lewis, head of British Decca, in a recently-published book titled "C. I. C." The initials have reference to the Capital Issues Committee, agency of the British Government which exercises certain controls over financial operations.

Lewis' book, published by Universal Royalties, Ltd., of London, is just about the most fascinating story on a phase of the music-record business ever to reach these shores. It is a saga of enterprise and high finance, full of the glamour and adventure of the disk industry's earlier years.

Lewis' field of operation was broad, spanning both Continents, and tradesters reading the book will be entranced with the complex and far-flung planning of Lewis and his early associates. With him in his enterprise were many pioneers—some of them very much on the scene today: Milton Rackmil, Jack Kapp, E. F. Stevens Jr., Milton Diamond, Harry Kruse, Herman Starr, etc. Sir Louis Sterling, Sir George Roberts and such firms as Edison Bell, Vocalion, Crystal 'e, Metropole, enliven the pages.

When American Decca was founded in 1934, it was estimated that \$270,000 would be sufficient to finance the operation of the company. But Lewis notes that a total of over \$800,000 was required before the business was placed on a profitable basis.

"It was then that Hill (Bill Hill), one-time partner of the Liberty Music Shop, bet me \$100 that the company would not last three

months. Of course, I took the bet never doubting we would make the grade," adds Lewis.

This optimistic philosophy is ever-present in the book, and while Lewis gives a picture of the glamour of the past with its great recording names—Gene Austin, Al Jolson, Bing Crosby, the Boswell Sisters, etc.—he also makes a plea for the future. He says: "Unless we get back to freedom for enterprise, when men can decide to risk their capital how they will, where lies the future industrial wealth of the country? . . . It is impossible to believe that our British commonsense will not once again assert itself, and that in time the shackles will be struck off and individual genius and enterprise once more be given a chance to prove their full worth."

Big 3-Day Hunter Deal Finalized

LONDON — Mickey Scopp, chief of the Big 3, arrived here last week for conferences with Fred Day, head of Francis Day & Hunter. Meanwhile, the Big 3's acquisition of an interest in Francis Day & Hunter was finalized by the Bank of England. The Francis Day & Hunter-Feldman firms, it is understood, plan to set up an American affiliate to service American publishers requiring British and Continental representation, and to service British and Continental publishers requiring American representation.

Scopp will visit Big 3 affiliates thruout Europe.

BILLBOARD OPENS ENTRIES FOR ALBUM COVER CONTEST

NEW YORK—Entries are now being accepted for The Billboard's Second Annual Album Cover Contest. Leading package-design and industrial arts experts will judge the entries which will later be exhibited at the NAMM Convention in Chicago, where record dealers will have a chance to "second guess" the selections of the experts for an assortment of prizes.

Last year's contest brought 58 pop and 23 classical entries. This year, both categories are being broadened to allow wider areas of competition. Manufacturers, who have released six or more 12" long playing record albums are eligible and may submit entries in any or all of the five pop and two classical categories. The pop area of competition is broken down: 1) Jazz, 2) Artist Vocals, 3) International (in flavor, whether recorded in the U.S.A. or abroad), 4) Latin American (including calypso) and 5) General Popular. The classical entries will be judged either in a 1) Vocal or 2) Instrumental classification.

Entries must be marked on the reverse side as to the category in which judging is desired and must arrive at The Billboard's New York offices no later than June 20th. Entries can be judged in one sub-category only. (See box, album review page, for additional details.)

Jazztone Gets Rights To Brubeck Material

NEW YORK—Crowell-Collier's Jazztone Society mail-order record club last week closed a deal with Coast-based Fantasy Records, which gives the former mail-order rights to top-selling material by Dave Brubeck.

Jazztone's deal, set by exec George Simon, gives the club the right to package an assortment of Brubeck sides in a manner that renders the product "non-competitive" with Fantasy's own product. In other words, Jazztone's projected "Best of Brubeck" package will be composed of sides taken from a number of different Fantasy sets rather than duplicate presently available programs.

Simon also has begun recording new jazz material directly for Jazztone, which up till now has gleaned material from other labels via similar deals and via purchased catalogs. First album will be "The Big Challenge," with Tex Stewart vs. Cootie Williams, Coleman Hawkins vs. Bud Freeman, Lawrence Brown vs. J. C. Higgenbotham, plus all-star rhythm section. Since C-C owns all rights to this, it will

issue the set on its Concert Hall label in retail stores also.

Other labels whose material has appeared on Jazztone to date are observed to be Pacific Jazz, Vanguard, Storyville, Urania, Victor (out-of-catalog material), Period, and the defunct Black and White label. Outfit also has an exchange deal with Roost, whereby latter gets some of the C-C-owned material from the old Dial catalog for retail sale.

Jazztone originally began operation several years ago with the mail order rights to Milt Gabler's old Commodore catalog, plus its outright purchase of Dial from Ross Russell. Subsequently it conducted several sessions on its own, but this practice was discontinued when Crowell-Collier bought the operation from the Josefowitz interests last year.

Gospels to Hit Dog-Day Orbit

NEW YORK—The gospel is going to hit the pop package circuit this summer. First major attempt to sell gospel singing in the general market will be made by the Willard Alexander office via an arrangement with Clara Ward, of the Ward Singers, who will provide all of the acts.

Already signed for the all-star presentations, which will be tagged "The Big Gospel Show," are the Wards, the Five Blind Boys, the Nightingales, the Swanee Quintet, the Harmonizing Four, Caravans, the Davis Sisters, Gospel Harmonettes and the Soul Stirrers.

The tour is expected to take off from the Cleveland area on or about August 15, and to last eight weeks, playing ball parks, arenas, etc. It will take in Canadian cities, the East, Midwest, and then move into the South as the cooler weather sets in. It's also likely that the unit will go to England, according to Alexander veepee Jack Green.

Another Alexander package was wrapped up this week. It's the "Anglo-American Battle of Dixieland" which will tour the colleges for three weeks next February. This will mark the American debut of the British Dixie trumpeter-orchestra-lecturer, Humphrey Lyttleton, author of a new book "I Play as I Please," which will be published here about the same time. His American opposite number will be Wild Bill Davison and an all-star group. Lyttleton is being brought over in exchange for a combo under the direction of Buck Clayton, which will tour England about the same time.

Miller Suit Reactivated

NEW YORK — The long dormant case involving the estate of the late Glenn Miller vs. Decca Records and Universal International Pictures is about to be reactivated. The suit was originally filed three and a half years ago by Miller's widow on behalf of the estate. At that time, Decca issued the sound track LP of "The Glenn Miller Story," produced by Universal. The suit charged that this was unfair competition when the estate had completed arrangements with RCA Victor for the latter to release a number of Miller airchecks in its series of de luxe memorial albums.

New York Supreme Court recently ruled that the plaintiffs would be permitted to question various officials of both Decca and Universal in pre-trial hearings. In the case of West Coast officials, however, the plaintiffs were to underwrite traveling expenses to New York. In a recent decision the appellate court reversed this ruling and gave the plaintiff permission to examine two Universal officials from the Coast, at Universal's expense. This examination is now being set up. Meanwhile, two Decca officials, National Sales Manager Claude Brennan and Ad Director Mort Nasitir were to be examined in New York Friday (31). Decca is being represented by its litigation counsel, Henry Colen, while Jessie Climenko is handling the Miller end of the action.

HONOR JIMMIE RODGERS

Meridian Annual Attracts Usual Quota of C.&W. Folk

By **BILL SACHS**
MERIDIAN, Miss.—The Fifth Annual Jimmie Rodgers Day Celebration, held here May 21-22, attracted the usual quota c.&w. music enthusiasts, artists, music and record men and bookers. Conflicting dates with the MOA convention in Chicago had little or no effect on attendance, with the overall turnout being virtually on par with last year, the biggest to date.

The various events—a daytime parade, a mammoth dance in the hanger at Key Field, a Night of Songs in Ray Stadium and memorial services for the late Jimmie Rodgers, with Lieut. Gov. Lynn Gardin of Mississippi as principal speaker—attracted the usual throngs. An hour-long concert of Rodgers records preceded the memorial services at which special tribute was paid to Ernest Tubb and Hank Snow as founders and moving spirits of the annual event. Among those present were the widow, Mrs. Jimmie Rodgers; his only surviving daughter, Mrs. Anita B. Court, of Co. pus Christi, Tex., and Mrs. Lottie Mixon, of York, Ala., a sister.

At the Ray Stadium show Wednesday night (22), Tubb and Snow received the Jimmie Rodgers Achievement Awards, top honors of the celebration. Marty Robbins was awarded the Country-Music-Man-of-the-Year trophy, and Kitty Wells was acclaimed Queen of Country Music. The awards were made by Gov. Frank G. Clement of Tennessee. Gov. J. P. Coleman of Mississippi, who led the daytime parade, presented the Ralph Speer Trophy to Jim Denny, of Nashville, for his contribution to country music.

Among those who appeared on the stadium program Wednesday night (22) were Johnny and Jack and Kitty Wells, Justin Tubb, Gordon Terry, Billy Walker, the Wilburn Brothers, Porter Wagoner, Sleepy McDaniel, Jim Reeves, Johnny Cash, Melvin Endsley, Jimmy Newman, Carl Smith, Mimi Roman, Ronnie Self, Goldie Hill, Jimmy Swann, Rod Brasfield, Hawkshaw Hawkins, Jean Shepard, Audrey Williams, Carl Perkins, Jimmie Rodgers Snow, Jerry Jericho, Curtis Gordon and Ernest Tubb and Hank Snow and their respective bands. Splitting the emcee chores were Eddie Hill, Bob Gallion and C. R. Smith.

Jim C. Bowling, of the Philip Morris organization, was again on deck for the two-day event, this time with the Philip Morris Country Music Show, which for more than eight months has been giving free shows thruout the South. The PM country music unit attracted considerable attention here.

Omegatape's Dealer Offer

HOLLYWOOD — Omegatape, Coast pre-recorded tape firm, will offer dealers a summer merchandising program via a new profit package. Plan becomes effective this week and offers two free copies of its "Around the World in 80 Days" package with the purchase of 14 other stereo tape recordings.

All but two of the stereo tapes are new material, the latter titled "The Hi-Lo's in Hi Fi" and "Aphrodisia." Product includes classical works, jazz and background music in addition to a new stereo tape demonstrator, "Stereo Holiday." Half-hour programs list at \$11.95, while 45-minute reels sell at \$14.95.

Under the plan, dealers earn a discount of 47 per cent compared with the normal 38 per cent markup. All packages are on a 100 per cent exchange privilege and can be ordered in either stacked or staggered lots.

FALSE HEARTED GIRL
 Tennessee Ernie Ford
 CAPITOL
AMERICAN MUSIC, INC.
 9109 SUNSET BLVD., HOLLYWOOD, CALIF.

MUSICRITE White, strong bodied Music Writing Paper. Withstands repeated erasures. Available in all styles of rulings, sheets, pads or books.

TRANSCRITE Long lasting, permanently translucent Master Music Duplicating Paper. Makes unlimited number of clear reproductions. Takes pencil or ink and resists repeated erasures.

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 If you want more and more songs with a sock-toe tappers supreme—then contact
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'SMOKEY' TUNE IS GERMAN COW

ROSARTH - RAMBRUCKEN, WEST GERMANY—The selection "Smockey," referred to in a recent Billboard story as an American country and western tune, is strictly German and the work of composers Heinz Gietz of this city and Kurt Feltz. Gietz also reported that the Polydor disk of the tune, with 800,000 sold, is the big one here.

Gietz added that a version is now available in the States under the title "I Just Want You to Know Me," with a lyric by Ned Washington.

Imperial Inks Shay and Fina

HOLLYWOOD—The Imperial Records talent juggernaut continued to roll last week, with label prexy Lew Chudd disclosing the addition of bandleader-pianist Jack Fina and singer Dorothy Shay to term recording contracts.

Both will etch singles and albums for Imperial, with Chudd planning an early release of a number of standardized sides by Miss Shay. Singer formerly recorded for Columbia Records, while Fina recorded for M-G-M some time ago.

Music as Written

Lombardo Tops All-Time Roseland Record . . .

In two weeks at Roseland Dance City in New York, Guy Lombardo grossed \$82,000—an all-time record according to owner Louis J. Brecker. The gross was made despite fact that a heavy rainstorm occurred on opening night, May 14. Brecker noted that the audience included all age groups—which is the type of audience Brecker is aiming for with the new Roseland policy.

Verve to Honor Basie On First Waldorf Date . . .

Count Basie, Orkster making his first appearance currently at the Waldorf Astoria, will be honored Tuesday evening (4) at a party there tossed by Verve Records and Malverne Distributing Company. The trade, and friends were issued invites for the eight o'clock dinner show.

Bandleader Derwin Joins Hal Jovien's Firm . . .

Hal Derwin, vet bandleader who helmed the Biltmore Bowl stand in Hollywood for the last five years prior to the Bowl's closing, has retired from the dance band field to join Hal Jovien's Premiere Artists & Productions firm as an associate agent. Derwin will cover the music fields, and in addition will work closely with Jovien and Bill Putney in the television, radio and motion picture industries. Putney recently left TV Station KTLA, Los Angeles, to join the Jovien firm.

New York

Decca has pacted Andy Bey, 18-year-old brother of the Bey Sister, also Decca pactees. He formerly appeared on the "Star-time" TV show. . . . Johnny Desmond, whose first pic, "Calypso Heat Wave" is about to be released, will commence shooting a second, "Escape From San Quentin," on June 4. . . . National Hay Fever Relief Association holds its annual benefit All Star Show, Sunday (2) at Town Hall, New York. . . . The Hi-Lo's open a two-weeker at Bridland, Thursday (6). Following this, they start a six-week run on the Bob Crosby CBS-TV show on June 24. Their first film, "Calypso Heat Wave," opens later this month.

New MBS Service Cues Big Disk Hype

Expect Other Nets to Follow Suit With All-Wax Sustaining Programs

By **JUNE BUNDY**

NEW YORK—A vast new outlet for national record exposure opened up this week when the Mutual Broadcasting System launched its new sustaining program service—based on a "Top 40" plan—whereby more than 1,000 pop platters will be played on the web each week.

At the same time, unconfirmed trade reports were that NBC would shortly adopt a similar all-wax sustaining program service—thus affording the record industry an even greater spin-potential in the national radio market.

The new Mutual service, designed to give its affiliates a better programming shake in today's highly competitive, indie-styled music and news market, spotlights recorded music only. Disk intros are made by local deejays, via special cue-cards provided 10 days in advance by the web.

In line with this, Thomas Reynolds, Mutual's Music co-ordinator, notes that record manufacturers will have to service the network in advance of their general release date if they want to beat the 10-day deadline. Bulk of record programming will be culled from a special "Top 40" list, prepared by Reynolds from surveys of nationally best selling disks and most-played juke box wax. These disks will be supplemented with standards mainly selected from LP's.

New M&N Format
 Mutual's new music-and-news

Fine 3 for Aussie RCA Disk Thefts

SYDNEY, Australia — Giving evidence in court against three employees of R.C.A. Pty. Ltd., Detective R. P. Morrison stated that 250 out of every 1,000 records processed by the company were stolen and that most of the stolen units were sold in hotels before they had been released to the public by the company. There had been a long investigation by the police into the stealing and the three employees were eventually arrested and charged. All pleaded guilty to the stealing of the records but denied having sold them. They were each fined \$40 for having stolen records valued at \$300.

The Magistrate in ambouncing the fines pointed out that company should take more care and institute some form of protection for its own products and to a certain extent was to blame if employees could get away with one quartet of the output.

LUCKY LAGER PREXY FETED

HOLLYWOOD — Local disk talent, record company executives and music publishers feted Eugene S. Selvage, president of the Lucky Lager Brewing Company last week, for "his continued sponsorship of the best in popular music." Firm sponsors "Lucky Lager Dance Time" radio show, heard via 43 stations thruout the West. Industry reps presented Selvage with a plaque in appreciation of his service to the music business.

format, which also provides five-minute newscasts on the hour and half hour, will feature platters Monday thru Friday on 18 25-minute segs and four 15-minute segs. On Saturdays, the disk service will be available on 25 25-minute shows, and on Sundays, 16 25-minute segs, two 10-minute segs, and two five-minute shows. The five-minute programs will feature Mutual's "Pick of the Week," a record selected for "quality" by Reynolds.

New themes will be cut for various portions of the new disk shows shortly. Meanwhile, Reynolds is building a separate record library for the sustaining service, which is expected to consume an extensive amount of disks programming-wise. Altho the "Top 40" will make up most of the service's immediate programming, new releases will ultimately be integrated into the format in some fashion. Reynolds also produces Mutual's top-rated live jazz show "Bandstand" on Saturday nights.

Mutual is retaining all of its non-wax commercial shows—"Queen for a Day," "Bob and Ray," "Bandstand," its mystery series block, etc.

From the Marcel Hellman Production
 "LET'S BE HAPPY"
 an Allied Artists presentation
ONE IS A LONELY NUMBER
 MILLER MUSIC CORPORATION

ATTENTION
 watch for
FACE IN THE CROWD
 MAMA GUITAR
 REMICK MUSIC CORP.

"HITS" From THE "HOUSE OF BOURNE"
PAT BOONE "LOVE LETTERS IN THE SAND" (DOT 15570)
TINA ROBIN "MY MAMMY" (CORAL 61822)
EYDIE GORME "I'LL TAKE ROMANCE" (AM-PAR 9780)
BIG MABELLE "ALL OF ME" (SAVOY 1512)
FRANK CHACKFIELD "LULLABY OF THE LEAVES" (LONDON 1725)
BOURNE, INC.—ABC MUSIC CORP.
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Featured in the nation's
TOP SELLING ALBUM
 "Love is the Thing" Capitol
NAT COLE SINGS
LOVE IS THE THING
STAR DUST
AIN'T MISBEHAVIN'
 MUSIC FROM THE GREAT CATALOG OF MILLS

FOLK TALENT & TUNES

By BILL SACHS

With the Jockeys

Johnny Gee, recently joined WNOS, High Point, N. C. . . . Cowboy Phil, who helms the "Country Music Time" stanza each morning over WHJB, Greensburg, Pa., infos that the show has been extended to two and a half hours. Cowboy Phil for many years was an entertainer on WWVA, Wheeling, W. V., and WHO, Des Moines. . . . Johnny Littlejohn, who twirls two and a half hours each day over KFNV, a new 1,000-watter in Ferriday, La., was recently appointed program director of the

station. Littlejohn is in need of records.

Johnny Burnett, CHED, Edmonton, Alta., flashes that he's badly in need of wax. . . . Ray Odom, K-HEP, Phoenix, Ariz., reports that c.&w. music's popularity and demand is continuing to rise in the Phoenix area. Buddy Knox's Roulette recording of "Party Doll" is the hottest platter currently at K-HEP, with Ferlin Husky's Capitol version of "Gone" running a close second. K-HEP spins country & western music exclusively.

Intro Pacts Steve Rowland

HOLLYWOOD — Actor Steve Rowland has been signed to an exclusive three-year recording contract by Intro Records, subsidiary label piloted by Leo Mesner. Rowland will cut a minimum of eight sides the first year, and an immediate single release is being scheduled following his initial session next week under the aegis of a.&r. head Don Clark.

Label plans a major promotional campaign for Rowland and will create special jackets to tie in with his feature role in M-G-M's "Gun Glory," the latter to be released in August.

Bobby Anderson, WMTA, Central City, Ky., letters: "I know that the old question of what to play on a country music show has been thrashed around more than enough, but it seems to me that the whole subject has taken on more prominence now that so many country artists are singing with a pop background. What are c.&w. disk jockeys going to do? I, for one, have already decided that if it isn't country, it doesn't get played on my shows. I still get a few gigs from some of my listeners, but my mail requests have doubled since I adopted this policy. No offense to any artist; I love 'em all when they sing country songs."

Johnny T. Talley joined the staff of WISK, St. Paul,

MERCURY PREPS AUTO RACE WAX

CHICAGO — Mercury is rushing preparation on what promises to be the zoomingest of hi-fi gimmick records yet.

The diskery retained Universal Recording Corporation to set up elaborate pickups at the 500-mile speed-car race at Indianapolis last Thursday. Universal's Bill Putman got stereo recordings at each end of the track as cars zoomed by, sounds from the repair pit, and interviews with drivers, including one driver, picked up by short wave, while in the act of gunning his vehicle at 180 miles an hour.

where, in addition to his deejay duties, he is handling the chores of assistant manager and musical director. Vince Casey is manager of the station. . . . John Thiel, formerly with WKLA, Ludington, Mich., recently moved to WHMI, Howell, Mich., where he is fronting a daily 7 a.m. to noon seg. WHMI is in need of records in all fields. . . . Fred Brooks infos that he's still spinning "Fred's Farm" five days a week over WTJS, WTJS-FM, Jackson, Tenn. "Recordwise," says Fred, "the only gripe I have is that there are so many new releases coming out, so fast, that I hardly have time to get them on my show."

Eddie Skelton, WMCH, Church Hill, Tenn., who has a new release out on Starday, "Let Me Be With You Forever" b.w. "My Heart Gets Lonely," says the platter is available to deejays if they'll drop him a line at WMCH. Besides his WMCH chores, Skelton appears on a TV show over WCYB, Bristol, Va., each week. . . . Jack Dunigan and wife, Gertude, who do two daily shows over WJTN, Jamestown, N. Y., recently returned from a vacation in their home town of Springfield, Mo., Jack, who sings and plays guitar, and his wife, who sings, make up the team of Jack and Gertude, the Dunigans. In addition to the shows with his wife, Jack does a daily one-hour remote deejay stanza.

More Folk Talent And Tunes Page 65

Seeco Fires Return Salvo At Abeles-Fox Flotilla

NEW YORK—Mechanical royalty indebtedness of Seeco Records "is but a fraction of one per cent of the gross claim," reported as being sought by publishers agent and trustee Harry Fox (The Billboard, May 27). This charge was leveled by Seeco's attorney, Henry Cohen, in the wake of a suit filed against Seeco in U. S. District Court here, by attorney Julian T. Abeles for Fox.

"He's just a little fellow in this business and they're out to make an example of him," declared Cohen, in reply to the suit brought by Fox on behalf of nine publishers of 27 copyrights. Cohen took particular exception to figures which indicated a total Seeco indebtedness of \$750,000—\$400,000 on domestic pressings and \$350,000 on disks pressed overseas from American masters. Cohen said the reports, which stemmed from Fox's accountants, were "grossly exaggerated," and were "inaccurate projections," purportedly showing five years of back royalty debts, based on figures actually covering less than one year.

Cohen said it was his understanding that early in April, attorney Harold Orenstein, who then was representing Seeco, suggested to his client with Fox's blessing that he put up \$20,000 to be held in escrow pending an impartial audit of the Seeco books. "When Seeco declined, because they felt they didn't owe that much in the first place," Cohen declared, "Fox

brought up the big guns and moved in."

Cohen's implication was that if the Fox forces were willing to go along with the \$20,000 escrow amount, it would indicate that the actual arrearage was no more than this and probably less. "That's a long way from \$750,000," said Cohen, adding that he has offered to discuss the matter with Abeles to no avail.

Petrillo to Give

Continued from page 18

total earnings picture in television was about half a million dollars higher.

In TV, 73 stations employed 471 musicians on a full-time basis. The theatrical employment picture showed just 168 theaters employing musicians, and only 14 of these on a 52-week basis. This once flourishing field employed just 4,852 musicians in '56.

In the lucrative film field, seven major Hollywood film studios employed their own orchestras, with 303 musicians under contract. Of these 276 received minimum yearly guarantees of \$8,667.80. Other musicians employed for film recording by the seven major studios totaled 2,565, which made 128 feature films and 80 shorts for a total take of \$811,000. Indie film productions paid musicians \$718,500.

In the symphonic field, the AFM survey showed 31 major orchestras, and 164 secondary units (which employ musicians on a per-concert basis). The average regular season for the major orks was 22.8 weeks. Average summer season was three weeks, and average minimum scale for a regular season was \$78.50 per week.

In the secretary's report, it will be revealed that the membership has increased in the year by 2,610, attaining a total of 259,461 members. The number of locals dropped from 693 to 688.

The AFM treasurer will report the net worth of the AFM, as of March 31, 1957, at \$5,153,520.

W. & G. Aussie Distrib Deal

NEW YORK—James N. Parks, American representative of W. & G. Record Processing Company, Melbourne, Australia, has set up a deal with Esoteric Records here and Motif Records of Hollywood, where W. & G. will have exclusive rights to manufacture and distribute both labels' masters in Australia and New Zealand.

Contracts were handled by William Fox of Esoteric and Milton W. Vedder. W. & G., which distributes ABC-Paramount disks in Australia, is the largest manufacturer and distributor of U. S.-produced labels in Melbourne and Sydney.



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EDITORIAL

TAPE ON TRIAL

The talk in the trade is that recorded tape will really boom this fall. There are strong and persistent rumors that major record companies not yet committed to a tape program are ready to give the green light to recorded-tape production. Major tape recorder manufacturers who haven't yet exploited the recorded music playback aspects of their products will be providing stereo playback in their new lines. These machines will make news at the NAMM Convention and Trade Show in July.

An Opportunity and a Challenge

For the recorded tape producers, both the disk companies with plenty of experience and know-how and the small independent who is feeling his way along, the last six months of this year present both an opportunity and a challenge. Heretofore, the growth of interest in recorded tape has been moderately paced but very strong. The retailer who doesn't have at least a token inventory of recorded tapes is in the minority. Now, with equipment manufacturers gearing for stereo and with major disk companies reportedly ready to release recorded tapes, interest will quicken, promotion will take on larger dimensions and the entire industry will take a big step forward.

Abuses Need Eliminating

But the fledgling recorded tape industry has a long way to go before it can keep pace with disk recordings. Retailers, accustomed to a relatively efficient method of operating and a clean, well-packaged product, complain that many aspects of the recorded tape business need overhauling. Packaging, delivery, even the system of numbering various releases, needs streamlining. One of the country's leading retailers who, incidentally, is grossing about \$3,000 a month in recorded tape sales, told *The Billboard* that tapes are handled only as an accommodation to his customers. The probable reason for this attitude is that the major disk companies now producing recorded tapes feel the same way about them. Their effort is a token one. They haven't put recorded tape on a par with their other products. They are producing recorded tapes as an accommodation to the dealers.

This, too, will change. Disk firms who are producing tapes with the left hand will have to put forth more effort or suffer from competition. The small independent tape companies will have to measure up to the bigger firms or fall by the wayside. They might begin now examining how their counterparts in the disk industry are doing things.

Major Problems

Recorded tape distribution has been termed "ridiculous." In the case of firms operating direct to dealers, delivery can take from a month upward. Ten-day delivery is exceptional. One-week delivery is unheard of except for a few exceptional companies who have distributors and maintain one-day, two-day or three-day delivery. These exceptions can be counted on the fingers of one hand.

Obviously, the recorded tape companies who cannot deliver within a reasonable length of time do not carry any inventory in depth. The firms who are at fault evidently feel this is the sensible way to work. But they are hurting themselves and building up a tremendous amount of bad will. A dealer finds it impossible to promise delivery on a special order. He has no idea when the tape will be delivered and has to say as much to the customer. If he makes a promise of delivery, he takes a chance with his customer. The customer feels it's the stores fault when delivery isn't made. The dealer's only alternative is to ignore the orders for certain tapes, tell the customer they are no longer available, and save himself aggravation.

Packaging Is Poor

The packaging of some of the smaller independents is unbelievably bad. The firm's name in some cases is rubber-stamped on a drab colorless box. Labeling is poor and there is no catalog number on the outside of the box to enable the clerk to check it off the invoice. The tape on the reel is loose. Even some of the bigger companies (who should know better) seem never to have heard of quality control. When they use a stock box with a label, the label is crooked if secure. On some, the labels are half off. The product, let's remember, is supposed to be a quality product. It's comparatively high-priced and it's purchased by the customer who has made an investment of from \$300 to over \$1,000 in equipment. That customer deserves better treatment.

A Numbering Problem

One of the dealer's loudest laments is the numbering and listing systems currently used by the tape companies. Because of varying systems, the clerks have had headaches trying to check inventory. Some companies, for instance, have identically numbered items with a different lettered prefix. Here again, the tape companies would do well to imitate the disk firms.

Thought for Future

The recorded tape industry has its work cut out for it. Dealers are ready, eager in fact, to help promote and profit from this newest home entertainment phenomenon. But, for the present, tape firms will have to help themselves.

The Billboard's Quarterly

SPOTLIGHT ON TAPE

Tape Recorders • Playbacks • Recorded Tape
Recording Tape • Accessories

How San Francisco Dealers Increased Tape Profits

- Columbia Music uses direct mail approach to lure recorded tape prospects
- Willey's does 50 per cent of annual volume in recorders and recorded tape

By MARK GIBBONS

SAN FRANCISCO—This territory is moving toward a boom in tape recorders and pre-recorded tape, but not necessarily in the retail spots normally figured as naturals for the products. The shops retailing phonos and disks seem somewhat reluctant to push tape. This brings a wail of anguish from Jerry Prager, of New Sound, one of the first local indie disk distributors to sense the potential of an avalanche market in the days when tape machines were regarded as expensive home playthings.

Dealer Grows With Tape

"The first place you'd expect to find full lines of pre-recorded tape," says Jerry, "would be the music shop. But you don't, and after all, what is tape but music in its truest recorded form? With only few exceptions in San Francisco, notably Columbia Music, all the business dealers are in brand new shops who in the past couple of years have entered the business. A prime example is Walter Willey, who was sailing along with a prosperous camera store—and just look at him today!"

We looked at Willey's operation and were impressed. After Walter opened his camera shop in 1946 it took five more years until he learned the difference between a recorder and a washing machine. But since 1951 he has learned fast so that today he stocks \$10,000 in tape and carries 14 recorder brands. All this in a small Market Street location with a sales floor space of just 810 square feet.

Major Remodeling Job

A *Billboard* survey reveals one major San Francisco music house, Columbia, has gone all out for tape and recorders. This big store, which handles virtually everything in the music field, including band instruments, grossed \$450,000 in 1956 of which \$10,000 was in recorders and tapes. Manager Syd Heller says he expects the latter figure to treble this year.

Already jammed to the walls with records and other stock, Columbia more than a year ago did these things:

1. Bought a small store adjoining his, knocked out the dividing wall and, at a cost of \$14,000, built a modern sound room which now houses Berlant, Bell, Pentron, VM and Webcor demonstrators.
2. Remodeled the disk display section and built filing cabinets to hold the complete lists of Sonotape, RCA-Victor and Livingston and representative stocks of the other tape manufacturers. Just

as an office clerk goes to the indexed files for a sheet of correspondence, so does a Columbia customer locate readily his particular purchase or perhaps merely browses. Stockroom clerks continuously refill files as purchases are made.

("Sure cuts down on shoplifting opportunities in comparison with the system of stacking tapes on shelves," Heller said.)

3. Stepped up the advertising budget, already big, to include separate daily newspaper ads offering free catalogs on postal card requests.

4. Changed the store name from Columbia Music Company to Columbia Music & Electronics, Inc.

Columbia's extensive disk mail list, fattened by the free catalog seekers, got the full treatment with tape exploitation. Now nearing a 3,000 monthly mailing, more than 10 per cent goes to customers interested solely in tape.

Early to sense the approaching trend to tape, Columbia had another good reason for pushing the new music medium.

"We have long enjoyed a heavy business among the crews of ships regularly touching San Francisco," Heller said. "In fact, we sometimes bill ourselves as the musical port of the merchant marine. So we figured, with growing supplies of pre-recorded tape, we would be a natural for the boys who go to sea. Tape is easy to store and a recorder offers the added fun for the ship's talent to fool around with raw tape. Anyway, our hunch paid off, not only in big shore leave sales, but

(Continued on page 24)



Walter Willey (left) demonstrates a recorder for a customer. Favorite Willey gimmick: he records his own voice, not the customer's. If they record their own voice, says Willey, they feel ill at ease, invariably say that the recording doesn't sound like them. Note self service display of recorded tapes in rear.



Columbia Music keeps recorded tapes in "browser drawers." Syd Heller (in shirt sleeves) swears by this system. When a tape is sold, a replacement is made from inventory stores. Drawer is kept closed except when customer is browsing.

PREVENT THEFT

How to Handle Tape Pilferage

- Tape will get the same self-service treatment as disks
- Dealers who know how to handle disk pilferage are ahead of the game

By RALPH FREAS

To state the case mildly, most dealers are reluctant to put recorded tapes out in self-service displays.

"When somebody pockets a 45 disk, it hurts me plenty," goes the typical dealer complaint, "but, ye Gods, if they make off with a \$13.00 or \$15.00 tape, it's murder."

It's murder all right. Those tapes are no bigger than a 45 disk and sleeve and, while they're a bit thicker, they fit just as easily into a coat pocket or a folded newspaper. So, tapes are placed behind counters and, for double insurance, put behind glass or wooden doors and locked.

It's an Old, Old Story

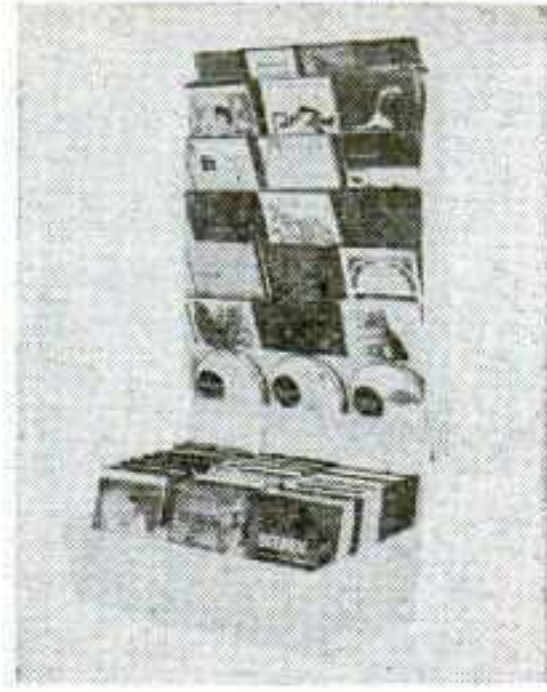
Ever since the 45 r.p.m. disk was introduced, dealers have complained about stolen merchandise. In a way, this circumstance could work for self-service display of recorded tapes rather than against it. Since dealers

have had to fight pilferage, they are alert to the petty thief's methods of operating and have taken steps to out-guess him. Record clerks have become alert and watchful. The newest stores have been designed to permit unobstructed vision of the entire traffic area. Only the rawest novice would erect displays so high they would allow the pilferer to get behind them out of sight of a clerk. Store layouts are usually planned so that the more easily pocketable merchandise is closest to the check-out counter where a clerk can keep an eye on it. Mirrors that can see around corners or into "hidden" areas are built into the store's decorating scheme. Customers carrying shopping bags, bulky overcoats, newspapers or anything else that could hide a stolen disk are asked to check these articles or are given special surveillance.

Still records are stolen. The important thing is—fewer records are stolen than if the dealer had neglected to take preventative measures.

Prevention Not Difficult

Does it seem too difficult to take all of these preventative measures? It's really not. Once the dealer knows what to do, he does it as a matter of course. It becomes routine. And, even if it were difficult, the benefits accru-



A Freedman-Artcraft combination wall display and browser. The wall rack will hold either 21 7-inch boxes or 28 5-inch boxes. The browser is similar to the unit made by Freedman for 45 r.p.m. disks.

ing from self-service make it all worth-while. Dealers have known for a long time that the increased business done thru self-service far more than makes up for the relatively few disks stolen.

Does this theory apply to recorded tape? The Billboard put that question to the Freedman-Artcraft Engineering Company, manufacturers of self-service displays for disk shops. The answer was an emphatic "yes."

"No doubt about it," says Gordon Freedman, the firm's head, "dealers will lose some tapes thru pilferage but they will also sell many more than they would if they kept them behind locked doors. Of course, the self-service must be intelligently planned. We recommend that, when tapes are used on wall displays, they be placed high on the rack, higher than the records. The customer has to reach up for the tape and, in doing so, calls the clerk's attention to himself. If used in browsers—seven-inch

(Continued on page 27)

Concertapes New Items

A Carnegie Hall concert by the Symphony of the Air will be offered on stereo-recorded tapes by Concertapes, Inc. Due on dealers' shelves early this summer, the stereo recordings are the first ever made by the orchestra Arturo Toscanini conducted for so many years. Tchaikovsky's "Nutcracker Suite" will be released in a seven-inch reel, and "Roman Carnival Overture" and the overture to Mozart's "Die Meistersinger" are paired on the other reel. These tapes are part of a series scheduled for early summer release.

Demonstrating this pioneer stereo tape producer's policy of versatility in its offerings, the new releases range from classics thru pops and include a pair of unique sound-on-sound stereo recordings.

Jay Norman plays two Steinway grand pianos in "88 by 2," and accordion virtuoso Vince Gerasi's sound-on-sound stereo excursion is titled "Reveries."

NBC-TV maestro Jose Bethancourt is featured on "Marimba Tropicale," a collection of Latin-mood and calypso selections. Another NBC-TV personality, Nancy Wright, is spotlighted in a stereo reel titled "Nancy Wright Sings."

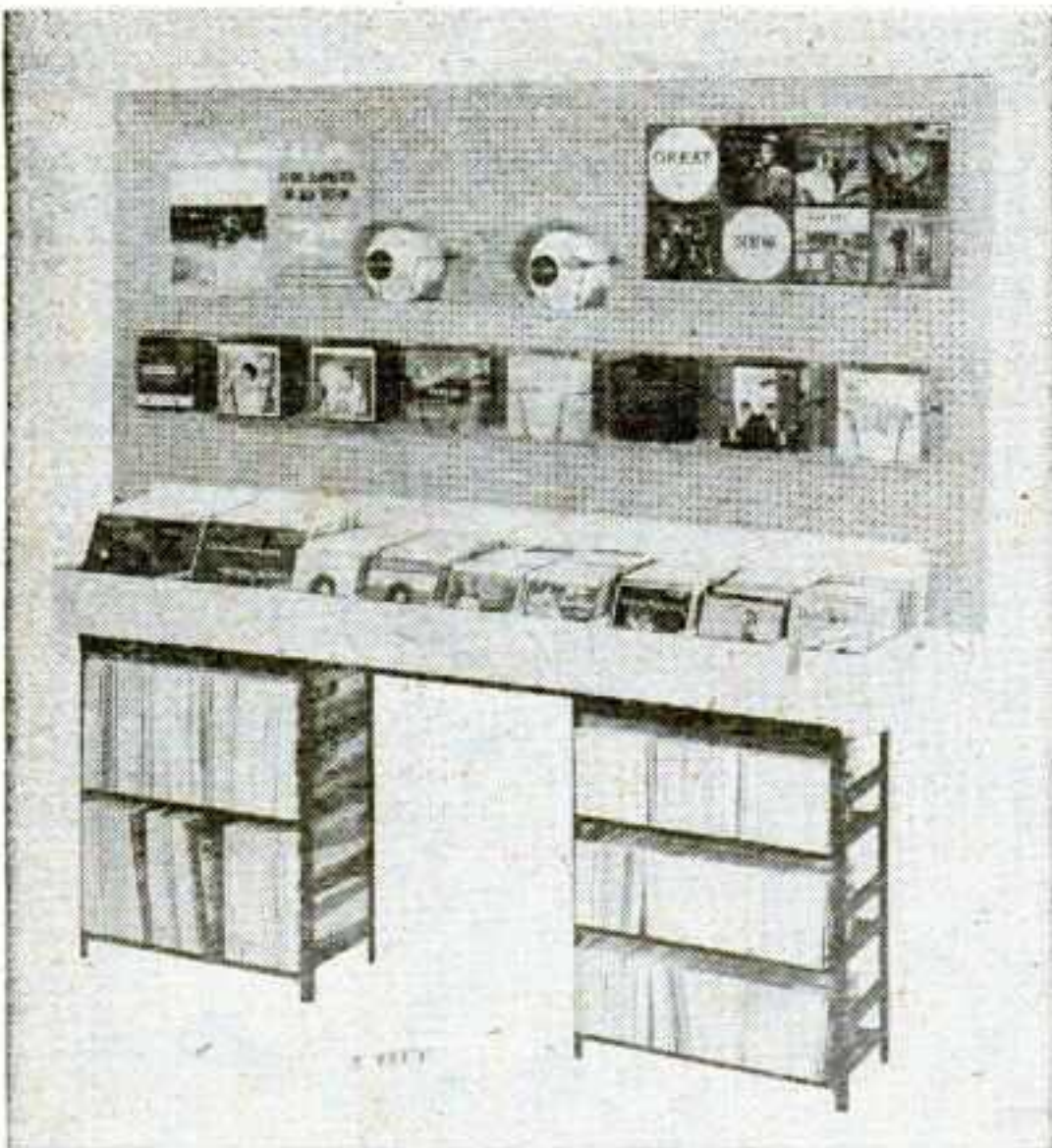
Other new Concertapes offerings feature Wendell Tracy and band in "Invitation to Roseland," and the Modernes in "Swingin' Rhythms."

Reps were told at the recent electronics parts show about a new Concertapes ad mat program for dealers and other merchandising assistance to be supplied by this producer of stereo tapes.

All Concertapes releases are packed in the company's distinctive and exclusive round plastic containers, called "Stor-a-Tapes."



Recorded tape "display" is behind counter and behind sliding glass doors which may be locked. This Boston store takes no chances on tape pilferage.



Freedman-Artcraft shows how a store might display recorded tapes for self-service. Tapes are held in wire frames on peg-board wall unit. The same frames can be used for 7-inch 45 r.p.m. disks. Note the round Concertapes packages can also be accommodated in these racks.

How Frisco Dealers Upped Tape Profits

• Continued from page 23

from other seafaring customers who heard about us in ports all over the world. We give special bonuses to seamen customers who send in new ones."

Business Is Half Tape

Walter Willey, of course, had neither Columbia's capital nor space for such an expansion, even tho he was pushing recorders in his small camera store long before the larger firm. But he made the most with what he had. He rearranged his stock so that one half of the shop was all cameras, film and equipment and the other half recorders and tape. He did the same with his two attractive display windows flanking both sides of the store entrance. He erased half of his big outdoor sign to advertise tape recorders.

Because something had to make room in his limited space for tape and recorder display space, Willey closed out his photo darkroom supplies. This also virtually cleaned out his small rear stockroom to make room for his big tape stock. Last year his sales were 70 per cent camera; and 30 per cent tape and recorders. So far this year the ratio is 50-50 with tape almost certain to forge ahead before 1958. His camera gross, meanwhile, is not suffering.

Willey got in the new business by accident. A camera salesman for Revere, which was also turning out one of the earlier type recorders, persuaded Willey to display a model.

"I did it more to please the salesman than anything else," Willey admits. "I stuck it on a back counter with darkroom stuff."

Became Interested Himself

In spare moments Willey "fooled around" with the gadget like a kid with a new toy. With raw tape he copied radio music and phonograph records and was amazed at the fidelity of even that early model. Then he started selling a few to camera customers on the sales pitch that a recorder made interesting music background and narration for home movies and color slide projectors. About this time a salesman who had been selling Willey a modest supply of cellophane tape, advised him to add a couple of other recorder lines. It should be noted that the salesman worked for Minnesota Mining and Manufacturing Company.

"I almost didn't take the Mimmy man's advice," Willey confesses, "but I was soon glad I did. Then, of course, came the revolutionary stereo tape, the sudden splurge of good pre-recorded tape and—well, here I am, half fish and half fowl and very happy about it."

Know Their Product

Willey disclaims he employs any unusual merchandising techniques beyond a concentrated study of the products he sells. Both he and his salesmen learn thoroly every feature, technical, operational and otherwise of every one of the 14 lines the store stocks.

"Each time we add a new name to the inventory we do everything but take the machine apart," he says. "Every spare moment is spent in operating the recorder, studying the factory instructions and concentrating on all sales points as if it were the only brand we were selling. Because time isn't very spare during store hours, we take the set home and study and operate it so by the time we are ready to show it to the first customer we know as much about it and sometimes more than the manufacturer's agent who sold us."

But if he is modest in discussing his retailing success, he is loudly vociferous in his criticism of tape manufacturers. He is firmly opposed to a manufacturer having more than one distributor in a territory.

"We have in this area sometimes as many as three distributors selling the same tape. This can play hell with a busy dealer. Take, for instance, a faulty tape which the customer returns. Where did we get it? It could have come from any one of three, or one of two we might have ordered from. After it reaches our shelves how are we to know weeks, maybe months later, who supplied us when a customer brings it back? We order regularly twice a week, frequently oftener and sometimes have to call as many as three distributors for certain supplies when the other two are out of that tape."

Justified Complaints

Inadequate packaging is another Willey complaint. He is aggravated not only by "usually dull, uninspired and uninteresting" covers, but "lack of complete

(Continued on page 27)



The day after a customer purchases a tape recorder from Willey, he receives a 150 foot reel of "Scotch" No. 111A tape with a message on it. The customer is thanked for his patronage, and informed of the line of accessories carried by Willey. Says Willey: "I let him know we'll help him with recording problems, give him information and point out that he can use the tape over and over. It is a bit of public relations that has built good will over the years for me." The note signed by Willey reads: "Dear Mr. Courtney, There's a message of interest for you on this tape. Play it soon on your new Ampro."

SONOTAPE'S FALL PLANS

Sonotape, the recorded tape division of Westminster Records, is planning the release of 20 stereo tapes in anticipation of heavy fall business. The release will include major symphonic works, in addition to lush mood material and some pop works.

Henry Gage, firm's veepee, believes that the coming fall will see the biggest push forward for the recorded tape business. That, he says, is the reason for the coming heavy release. In addition to their new product, the firm will make available counter displays and point-of-sale material. National advertising will have an important role in their fall plans.

Distributor Firm-Up

Sonotape has firmed up its distribution setup with the appointment of 50 jobber outlets. These are in addition to the Westminster record distributors, who also handle the Sonotape line. To round out its sales picture, Sonotape has 20 sales reps in the field.

Useful Test Tape

For the stereophonic fan, Sonotape has introduced a stereo alignment tape. This tape helps the listener determine the correct distance between speakers, proper equalization and level of both channels, proper motor speed, ability of equipment to reproduce frequencies and separation and combination of channels. The tape is packaged with complete instructions and tuning fork. List price is \$11.95.

V-M DEBUTS IN-LINE HEAD KIT

Agitation for a standardized method of stereophonic play-back head spacing was dismissed as premature by V-M Sales Manager Bud Cain in an address prepared for the annual May meeting of Voice of Music sales representatives in Chicago.

"We at V-M," said Cain, "are not opposed to standardization, either on stacked or staggered heads, so long as the consumer ultimately benefits."

"Because we have available a Stere-o-matic stacked head conversion kit, no purchaser of a V-M tape recorder need fear obsolescence of his equipment or his tapes no matter which spac-

(Continued on page 27)

Atlanta Record Dealer

Doing Big Volume In

'IRISH' Recording Tape



"We have sold IRISH recording tape for three years, and every year the volume mounts," says Sam Feldman, manager of the Browse Shop of Atlanta, Georgia.

The Browse Shop, located in the heart of Atlanta, is one of the Southeast's largest record dealers.

"We have never had a reel of IRISH tape returned," adds Mr. Feldman, "which is proof of what our customers think of IRISH Ferro-Sheen quality. The 'Double Play' tape, offering 2400 feet on a seven-inch reel at a list price of \$8.75, has been a very fine seller because all of an opera or sales meeting can be recorded on a single reel of it."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

Stereos for The Masses

Phonotapes, one of the pioneers in the recorded tape field, sees stereo tape as an item with mass appeal. The firm stressed the fact that monaural tapes have an equally important role in the home entertainment picture.

In a statement to The Billboard, Gene Bruch, Phonotapes topper, conceded that stereo is a luxury item at present.

"Yet," said Bruch, "it is hard to deny that a system which creates an illusion of spacious sound, as stereo does, will be most useful in small rooms utilizing two small speakers. We believe stereo will eventually become a mass item, selling to listeners who want better as well as those who want the best."

The June release from Phonotapes includes four stereos and four Cameos (the line of monaurals budget priced at \$2.98). This balance of stereo and monaural *(Continued on page 27)*

AUDIO TAPE IN LOW-PRINT

A new magnetic tape in which layer-to-layer magnetic print-thru has been reduced so low as to cause no harmful effects during decades of storage, is now in production by Audio Devices, Inc., New York. As the first low-print tape to be put into production, it promises to solve vital quality and storage problems. Print-thru is the leakage of signal from one layer to another on a reel of tape, causing an echo effect on tape recordings and on the phonograph records made from them.

Called Master Audiotape, the new tape has been under trial for more than a year by phonograph record and prerecorded tape manufacturers, custom studios, and other professional users. It has been so successful in reducing print-thru in these trials Audio Devices has now put it into regular production. From measurements made over a period of years, it presently appears that stored Master Audiotape will take *(Continued on page 27)*

LOS ANGELES REPORT

Tape a Hot Item In the Southwest

- Recorded tape accounts for 5 per cent of recorded music sales in some spots
- Hi-fi seen an important factor in boosting interest in tape

By W. MADDEN

LOS ANGELES—One of the hottest areas in the United States for magnetic tape, recorders and recorded tapes is Los Angeles County. The tape bandwagon there is rolling full steam ahead.

Here are some conclusions drawn from a recent trip to that area:

(1) Recorded tapes are making a very strong impact on the music

industry. No longer is there any doubt that music on tape is a profitable, fast moving item.

(2) High fidelity is the magic word that is booming music and equipment sales—both disks and tape.

(3) Leading dealers in the area feel that stereophonic music on tape is destined to be the successor to present "hi-fi" music. . . . quite a change of viewpoint from a year or two ago.

(4) Price of recorded tapes—and tape equipment—is no longer raised as a major objection. Although dealers would like to see recorded tape prices come down, some are "frankly amazed" that this factor does not seem to deter sales.

(Continued on page 27)

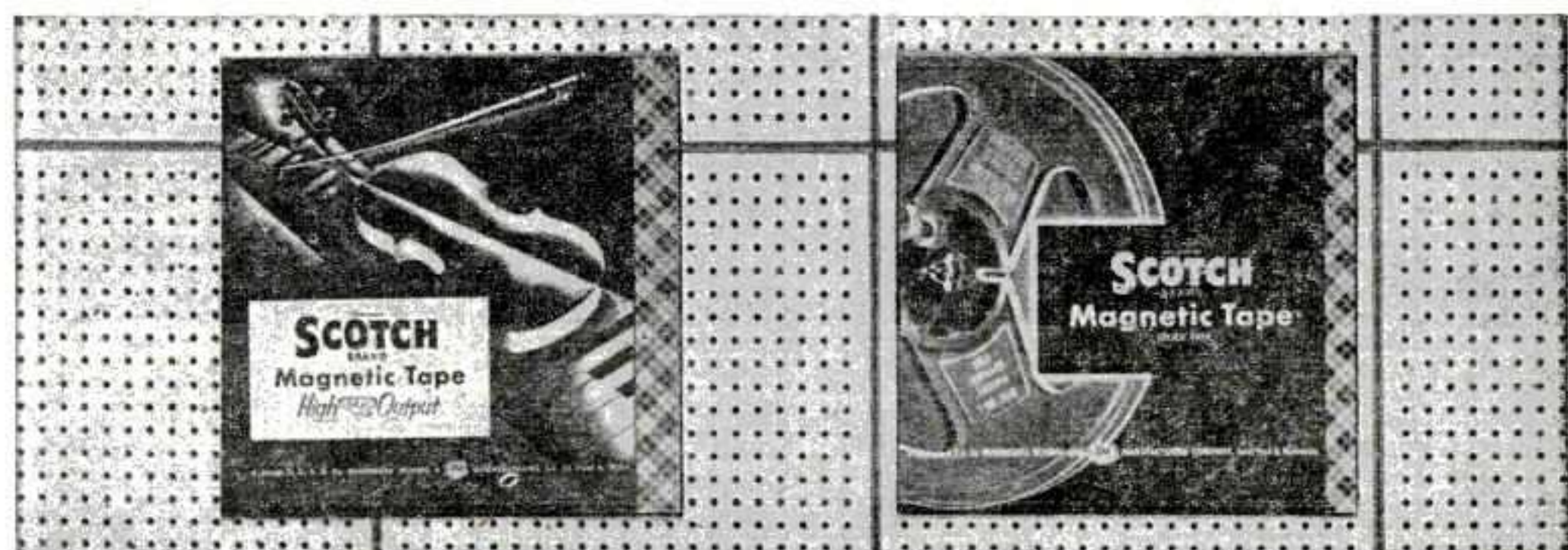
Why do these four tapes outsell all others?

Easy answer. Because each of these magnetic tapes carries the name "Scotch" Brand, the oldest and best-known name in the magnetic tape field. Each offers you exclusive silicone lubrication . . . the dry lubrication process that minimizes recorder head wear . . . stays on for life of the tape. Plus other advantages not found in ordinary tapes.



1. **50% more recording time**—as much as on 1½ reels of standard tape—plus exclusive high-potency oxide coating for increased frequency range, are yours with "Scotch" Extra Play Magnetic Tape 190.

2. **Super-strength Polyester backing**, combined with 50% more recording time on a standard-size reel, are but two exciting features of new "Scotch" Brand Magnetic Tape 150.



3. **133% more output** possible with "Scotch" High Output Magnetic Tape 120 produces widest dynamic range recordings. Harmonic distortion is cut to the minimum.

4. **Low cost** "Scotch" Magnetic Tape 111 gives superior recording results at truly economical price. No wonder it's the favorite of tape fans the world over.

THE ONLY TAPES WITH SILICONE LUBRICATION



The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 9, Minn. Export Sales Office: 99 Park Avenue, New York 16, N.Y. ©3M Co., 1957

CONNECTICUT SUCCESS

Service Know-How Sells Both Tape and Recorders

- "Doc" Chase has the confidence of his clientele
- Customers are willing to forego discounts for the promise of service

By JOSEPH KOURI

By almost overlooked the sign. It was modest in size, narrow and vertical, and hugged the front of the building one story above the sidewalk. But its flashing neon message stopped us: "Doc Hi-Fi." "Up one flight" the entrance door sign indicated, and up one flight we went.

The locale was West Hartford, Conn.; the address, 965 Farmington Avenue, and "one flight up" was the High Fidelity Salon, A. E. (Doc) Chase, Prop.

You enter thru a tiny reception-office alcove into the first of the two snug display rooms. It is modern in taste, carpeted, comfortable, and the tape and tape recorder units as well as speaker-cabinet and package phonographs are featured here. Immediately beyond, visible and audible, thru the doorway is the components section: Tape decks and playback units, plus amplifiers, tuners, speakers, and all that.

Display Behind Doors

To return to the first display room: At shoulder-level there is a shallow wall-mounted display cabinet, about 5½ feet wide, perhaps 3 feet high. It has sliding doors of heavy, wide-spaced metal screening thru which the

interior is easily visible; the doors can be key-locked when closed. This is the pre-recorded tape display. Inside, neatly arranged on the four shelves, are better than 300 reels, of which stereo tapes account for 35-40 per cent. This pre-recorded stock, representing better than \$1,200 at retail, is currently turning over about two and one-half times a year; it thus yields a satisfying annual gross rate of \$3,000 or more—for pre-recorded tape only, remember. Further, since the display shelves were mounted only last January, their impact may still be growing, and the projected gross figure could prove quite conservative. Before Chase installed the fixture, the pre-recorded reels were everywhere scattered—on speaker cabinets, file cabinets, console package phonos, tables, the reception desk; one could scarcely ignore them, but it was quite a safari to examine every title. Now, with the entire stock concentrated in one decorative (and, when locked, pilfer-proof) fixture, the customer not only can find a particular selection or type he wants more conveniently, but also is encouraged—indeed, finds it natural—to roam among the others in this high-altitude browser box.

The proportion of stereo owners to monaural only owners is considerable smaller than the stereo sales figures would indicate. This points up what may be characteristic of the stereo fan, at least among Doc's group of tape buyers: Once he becomes actively interested in stereo, he's a better prospect for pre-recorded sales than the average monaural owner. Chase notes, in further support of this contention, the growing number of stereo owners who almost automatically buy every stereo release as soon as they're able. How much of this trend—if it is a trend, rather than a local phenomenon—must be assigned to the shock appeal of the truly novel, and how much will stay and contribute to the industry's growth, it is too early to assess now. Time, one can only assume, will tell.

Long-Play Tapes Attract

Almost all of the 125-150 reels of blank tape Chase sells each month are in 7" and 10½" sizes. About 30 per cent of this total is 1½-mil standard and 1-mil long-play acetate; the bulk of the remaining 70 per cent is 1-mil mylar, with a growing interest in the even thinner extra-long-play mylar. Five-inch reels are slow movers in all categories.

Effective national advertising is primarily responsible for mylar's acceptance, Chase is quick to admit; most of his customers come longer-play mylars, which are his sales leaders, owe their dominant position to the popularity among his customers of taping live concerts, plays and broadcasts. Such decidedly unfrivolous pursuits usually continue for 40 or so uninterrupted minutes, and these serious enthusiasts want it all. This precludes the 30-minute standard 7" reels, and makes the 1-mil long-play the logical choice. To such a serious group the temperature and humidity resistance of mylar could be expected to have an appeal outweighing its extra cost, and so it does. This

customer is a particular joy to the dealer because he represents a steady, often busy, market for 7" and 10½" reels of premium, higher profit tape.

Discounts Requested

As for the tape recorders themselves, the High Fidelity Salon sells about 150 units a year, at its present rate. Most popular single recorder is a Bell monaural unit listing at \$174.50. One shopper in three asks for—you guessed it—a discount. Of this one-third, one in 20 may get the discount, but strictly on Chase's terms: No service. Fifty-nine of 60 sales are, thus, at full list.

How? Chase simply points out that one or two service charges during the first year can easily wipe out any discount savings, since Chase offers a full year of free service. Further, it is evident after a quick trip to the repair department down the hall that (1) tape recorders do indeed break down, and (2) that Doc has the equipment and skills to put such intricate, sensitive mechanisms in top shape and keep them there. Since Doc Chase has built up an enviable word-of-mouth reputation for electronic savvy, chances are that the customer needs little persuasion on this point.

The Slow Trade-Up

The point may be conceivably reached where the purchaser evolves into a genuine tape enthusiast, satisfied with his new hobby, and benefiting from it. Doc Chase stands to benefit, too. He has a new, steady tape buyer who, in turn, becomes a word-of-mouth advertisement for Chase and for tape recording; and, as the owner's taste grows and he wants more than his unit can deliver, he starts dreaming of a better unit. And, to do justice to the improved sound, he may very likely decide to purchase a new or superior tuner, amplifier, or speaker system—from the High Fidelity Salon, of course.

While it must be conceded that Doc Chase is, by virtue of his specialized electronic background, better equipped to guide the customer thru these successive stages than is the average retailer, any conscientious tape recorder dealer can, nonetheless, absorb most of these sales techniques—to his profit also. And if he adds three ingredients to this sales know-how—steady promotion, good service, patience—he vastly increases his chances of becoming the community's tape headquarters.

Info Available to All

Much of the basic information on tape recorder applications is available in sales promotion brochures, in the instruction booklets, from reps and salesmen and, sometimes, from your own serviceman. It is important that the dealer, or his tape salesman, become practiced in demonstrating every application which could possibly intrigue a customer, as well as a few totally unlikely ones, just in case. Those uncommon uses may save a sale with a slightly offbeat customer, and this is not as unlikely an occurrence as one might expect. It is apparent that it's a wise house rule to insist that only those salesmen who know tape recorders and are trained to demonstrate them effectively should be permitted to do so; the other sales personnel should refer the customers to these trained personnel.

Advertising and Promotion

Promotional efforts can be expensive and elaborate, or modest and simple; the latter is the wiser course for the average dealer, so long as it is steady and supplemented occasionally by more dramatic promotions (special emphasis in window displays, store demonstrations, etc.).

Chase relies on FM radio spot announcements four days a week over WTK, Hartford, and on a one-hour weekly program over WTMH, Providence, R. I., and WFMQ, Hartford. The hour-long

New Firms Offer Tapes

The recorded tape industry continues to show growth with the entry of new companies into the business. Currently there are almost 30 firms turning out stereophonic tapes, many of them on a regular release basis. Monaural tape producers number almost 50. Some of the monaural companies also produce stereo tapes and are included in the number of stereo firms.

The weeks just ahead will see several new names among tape producers. Mercury Records will begin production on their first stereo tape release June 15. The Mercury tapes will start shipping July 1.

The Stere-O-Tone Corporation has been busy signing jazz artists in anticipation of their first stereo recording date. The fledgling firm, headed up by clarinetist-songwriter Joe Marsala, is aimed for a mid-July production schedule in order to debut their first

(Continued on page 27)

program consists of ad-libbed chats with the station's announcer on almost anything that might interest them and—they hope—the audience. A good percentage of this time, you may be sure, the talk drifts to tape and tape recorders, high fidelity and components. Between topics there's music that is apt to be slightly different from the usual fare.

Chase's advertisements in the Bushnell Prompter, a monthly magazine of area cultural activities and programs scheduled at the Bushnell Memorial in Hartford, reach a select audience of some 12,000 per issue. The ads, complete with cut of Arthur E. Chase (also identified as "Doc Hi-Fi") generally stress his experience rather than his stock: "Knowledge surpasses Salesmanship."

Perhaps it does in the abstract, but Chase himself doesn't rely solely on either; he uses salesmanship to sell his knowledge. He's done a good job of it, you'll agree, when you consider that this is his very first retailing venture, that he took the plunge just a little more than two years ago, and that he has opened a branch record-phono store in Litchfield, Conn., last July that's doing handsomely.

'Brand Name Retailer Of the Year' Names 'IRISH' Recording Tape As Top Profit Item



"Here at Gerhards, IRISH recording tape has become one of our top profit items," says Marjorie Gerhardt of Gerhards, Incorporated, Glen Side, Pennsylvania, a leading retailer of TV sets, appliances, records and air-

conditioning systems.

"The strong promotion behind IRISH tape makes it a pre-sold line," Miss Gerhardt stated. "Our greatest problem has been trying to keep enough of it in stock. No matter how we set up our inventory, we seem to be constantly running out. We feel that IRISH recording tape is one of the items that helped make us 'Brand Name Retailer of the Year.'"

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

LENNY HERMAN

BEST SELLING BAND on STEREOGRAPHIC TAPE*




The following releases are now available:

- LENNY HERMAN and "THE MIGHTIEST LITTLE BAND IN THE LAND".....1083 BN
- MUSIC IN MOTION (Vol. I).....1088 BN
- MUSIC IN MOTION (Vol. II).....1089 BN
- A MUSICAL TRIP AROUND THE WORLD.....1093 BN
- HIT TUNES THROUGH THE YEARS.....1094 BN

Watch for New Releases soon...



For the name of your nearest distributor, write to:
Livingston Audio Products Corp. Box 202, Caldwell, New Jersey

New Home for Livingston

Livingston Audio Products Corporation, manufacturer of recorded stereo and monaural tapes, has just moved into a new three-story brick building at 147 Roseland Avenue, Caldwell, N. J.

The new building houses processing, manufacturing, packaging and shipping facilities, as well as general offices.

Livingston was the first company to release stereo tapes for home entertainment almost four years ago. Since then its library of stereo tapes has continued to grow and now contains a wide range of programs from classical music to jazz. In addition, the firm has made arrangements with indie diskeries, such as Boston, Empirical, Esoteric, Elektra, etc., for the release on tape of much of the disk material put out by them.

The present move, says Livingston, was necessitated by the rapid growth of the recorded tape market and their own stepped-up release and production schedules. With the considerable increase in space, additional duplicators and a streamlined layout of the plant, Livingston expects to further improve service to its customers.

San Fran Tape

Continued from page 24

Information on the outside of the sealed jacket." He goes on: "The customer (and the dealer) has no way of knowing the playing time in most cases the selections played or a description of the orchestra which, often in the case of foreign musical groups, are not even named. When a customer looks for small combo tapes, he wants to know what instruments he will hear. Also the jacket titles are too small and hard to read on the shelves."

Perhaps his biggest gripe is what Willey terms "an unexplainable and complete lack" of balanced dance music on a single tape.

"Why can't they make up tapes with an assortment of dance orchestras playing alternate tempos?" he inquires. "When a customer wants music to play at a party he has no choice but to pick up a waltz and nothing but waltz tape, a jitterbug, tango, sam-ba, foxtrot and so forth. Who in blazes at a party wants to waltz for 30 minutes? A tape lined up with a group of name bands playing their specialties would sell better than the hottest hotcakes—even if it cost more than a one-band repertoire. As it is now, the best we can offer is a sample."

Willey emphatically wants more sample tapes. Berkshire, in his opinion, is doing the best job in this department. He claims his initial profit on a sample pays meager profit for the handling, but, he adds, "Those samples certainly bring the customer back running for the full tape of a favorite choice, frequently two or three."

A lack of "solid national advertising" annoys the dynamic dealer as "downright stupid." Willey adds: "Look what the major disk makers do with almost every number they turn out. Even doubtful records get a big advertising send-off. I tell you, the day is not far distant when the tape field could give the disk industry more than rugged competition. But the tapers better get on the ballyhoo ball."

Tape Pilferage

Continued from page 24

browsers are ideal for the tape boxes—the browsers should be located either near the office, the check-out counter or anyplace where a clerk is customarily stationed."

"We haven't even considered self-service for recorded tapes as yet," said a spokesman for one of the country's leading music shops. "Here, look at this," he said as he held out a Sonotape package. "This is one of our leading sellers. But what's the point of putting them out on a display rack? All the boxes are the same. Only the labels are different. With only a few exceptions, most of the tape companies use the same kind of

V-M Debuts

Continued from page 25

ing system eventually may become the standard one."

The kit the V-M executive mentioned adapts Voice of Music staggered-heads stereo-play tape recorder models 711 and 750 to play all stereo tapes, staggered and stacked, at the owner's option thru a unique switch which is part of the kit. It's priced at \$20 and can be installed for about \$5 by any serviceman.

Cain drew a parallel between the current confusion over stereo head spacing and the even greater confusion of a few years ago during the battle of the speeds, when phonograph manufacturers were badgered by the problem of producing 78, 33 or 45 r.p.m. units. V-M's solution to that problem, he reminded the reps, was the first three-speed automatic record changer.

"We licked that problem to everyone's lasting satisfaction," the V-M sales chief commented, "and we have a solution for the much simpler problem of where to locate a couple of playback heads."

Low-Print Tape

Continued from page 25

more than 100 years to reach the print-thru level.

Because the amount of print-thru increases steadily thruout the life of a magnetic recording, officials of the phonograph record and transcription industries have repeatedly expressed concern about the state of their irreplaceable tape masters after 10, 20 or 50 years. The promise of decades of freedom from the harmful effects of print-thru with low-print tape will make it essential for master recordings in these industries.

Stereos for Masses

Continued from page 25

has been maintained by the firm in past months and indicates their belief in the sales strength of low-priced monaurals.

Phonotapes' stereos are packaged in colorful boxes with liner notes. White leader tape is used and a special feature of the stereos is a test tone at the beginning which enables the listener to set an equal level on both channels.

packaging."

He has a point. The fact remains that today's packaging will give way to more attractive boxes. A trend in that direction is already started. When tapes are available in greater abundance, when the packaging is uniformly good and when the public is buying in greater quantities, dealers will probably follow the theory stated by Gordon Freedman—"You'll lose some, but you'll sell more." And colorful recorded tape boxes will take their place alongside the equally colorful record jackets on self-service displays.

Tape Hot in the Southwest

Continued from page 25

Let's take those conclusions in order:

Recorded tapes have made fabulous strides in the past year alone. More and more dealers and high fidelity outlets in Los Angeles proper and the surrounding territory have gone into recorded tapes in a big way.

Display space—once reserved for LP's only—now is being shared with recorded tapes. In some stores, space originally assigned to disks has been completely given over to colorful displays of recorded tape albums.

Several types of displays for music on tape have proven successful. For example, standard record bins—originally used for 45 r.p.m. disks—now have been switched to 7-inch recorded tapes. Wall displays, usually of the rack type, have proven very successful and have been adopted by some of the recorded tape firms. Big advantage of wall racks, of course, is that they require none of the dealer's valuable counter space.

One of the leading record shops in the area reported that music on tape now accounts for perhaps 5 per cent of its total recorded music volume, as compared to a year ago when the figure was a fraction of a per cent. Altho the recorded tape figure may seem small by comparison, it indicates rather amazing inroads into the recorded music field.

The Hi-Fi Factor

As for the second point—the high fidelity boom—it's a phrase that's high in the mind of nearly every customer that enters a dealer's store, judging from general comments.

As one equipment dealer said, "Maybe 'hi-fi' is just a catchword that the customer doesn't understand—only thinks he does—but it certainly rings up the sales."

While misconceptions about hi-fi—and the price the customer has to pay for really good hi-fi—may pose some problems for the dealer, some outlets actually have turned it to their advantage.

One dealer told me that many of his customers might well have gone away satisfied with economy-priced, actually inferior, equipment—definitely not in the true high fidelity class—and probably would have remained satisfied for a time.

"If it was labeled 'hi-fi,' they'd buy it," was his comment.

However, by taking a little time with the customer, explaining just what the term high fidelity meant, and demonstrating equipment in three or four price and quality ranges, invariably the dealer was able to considerably upgrade the sale, and provide the customer with a piece of equipment or a music system that would truly satisfy him. What's more, the dealer gained the lasting good

will of the customer—important for repeat sales of tape, disks, and accessory equipment.

Stereo Boosts Sales

Unquestionably one of the biggest factors in the tape and recorder boom has been the advent of stereophonic sound. This is certainly true in the Los Angeles area, where stereo sound has come up fast.

Virtually every dealer displays some stereo equipment and stereo recorded tapes. Some, carrying the point a bit further, have installed special stereo listening rooms for best stereo results.

One dealer visited was offering a conversion service on standard monaural recorders (Revere) which would adapt them to stereo using the manufacturer's conversion kit.

One of the strong tape pushers who has been plugging magnetic recording since 1949 in the Los Angeles area commented that he felt stereo sound offered tape one of the big "plus" values that disks couldn't match.

"When they've heard stereo," he said, "they're never satisfied with their disks again."

Altho this is but one point of view, it might well be an indication of the trend for the future—especially since it was a viewpoint held in varying degrees by any number of the dealers.

Price—No Objection

The final point—price of recorded tapes—seems no longer to be an objection, judging from dealer comments. In fact, not one raised the point. When asked, however, most agreed that lower prices would boost sales, but none seemed particularly concerned.

As one dealer pointed out, "As long as the demand continues to increase as rapidly as it has in the past months, we're not concerned about price. Why should we be? Our customers aren't, and they're the ones who are buying it."

New Tape Firms

Continued from page 26

releases at the NAMM show in Chicago.

The Reel O' Gold Corporation, a Verve Records affiliate, has recently been formed to market Verve artists on stereo tapes. The firm recently introduced its first tapes, all stereo and strong sellers on disks. They are "Ella Fitzgerald Sings the Rodgers and Hart Song Book," "Funny Face and Other Gershwin Tunes" and "Stuff Smith." The Fitzgerald album consists of four seven-inch reels; "Stuff Smith," two seven-inch reels, and "Funny Face," one seven-inch reel. Tapes retail for \$12.95 each.

'IRISH' Recording Tape

Boosts Tape Sales of

Philadelphia

Record Store



"Since adding the IRISH recording tape line, we have witnessed an ever-increasing tape volume," says Leo I. Gettlin of Gettlin's Record Shop in

Philadelphia. Gettlin's carries the largest stock of phonograph records in North Philadelphia, in addition to hi-fi equipment, radio and TV sets, and home appliances.

"IRISH meets all the qualifications necessary to make us eager to promote the line," adds Mr. Gettlin. "The profit structure, advertising, promotion and quality offered by IRISH make the tape easy to sell. Above all, consumer acceptance is tops. Gettlin's is proud to handle IRISH tape."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

ORDER ALL YOUR STEREO TAPE REQUIREMENTS FROM THE ONE, FAST, CONVENIENT SOURCE STEREO TAPE ONE-STOP

- Immediate delivery (shipped anywhere in U. S.)
- 30% discount on all regular releases; 25% on all demonstration and sampler tapes . . . and STEREO TAPE ONE-STOP pays postage.
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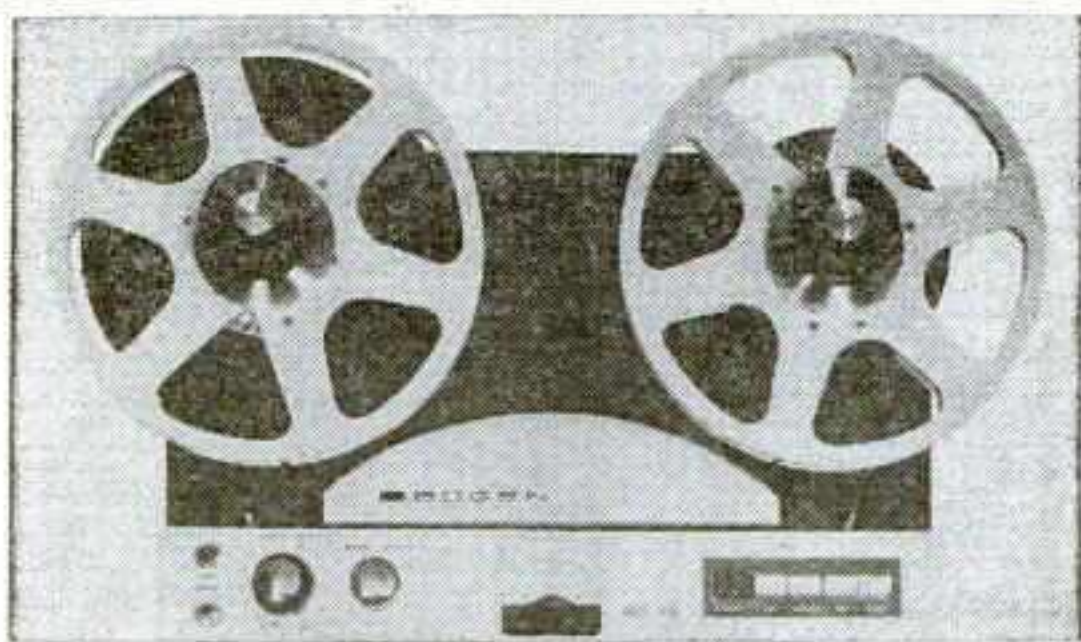
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Service and Quality on every job regardless of size
24-hour service or less on record labels
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9 MURRAY ST. N. Y. 7, N. Y.



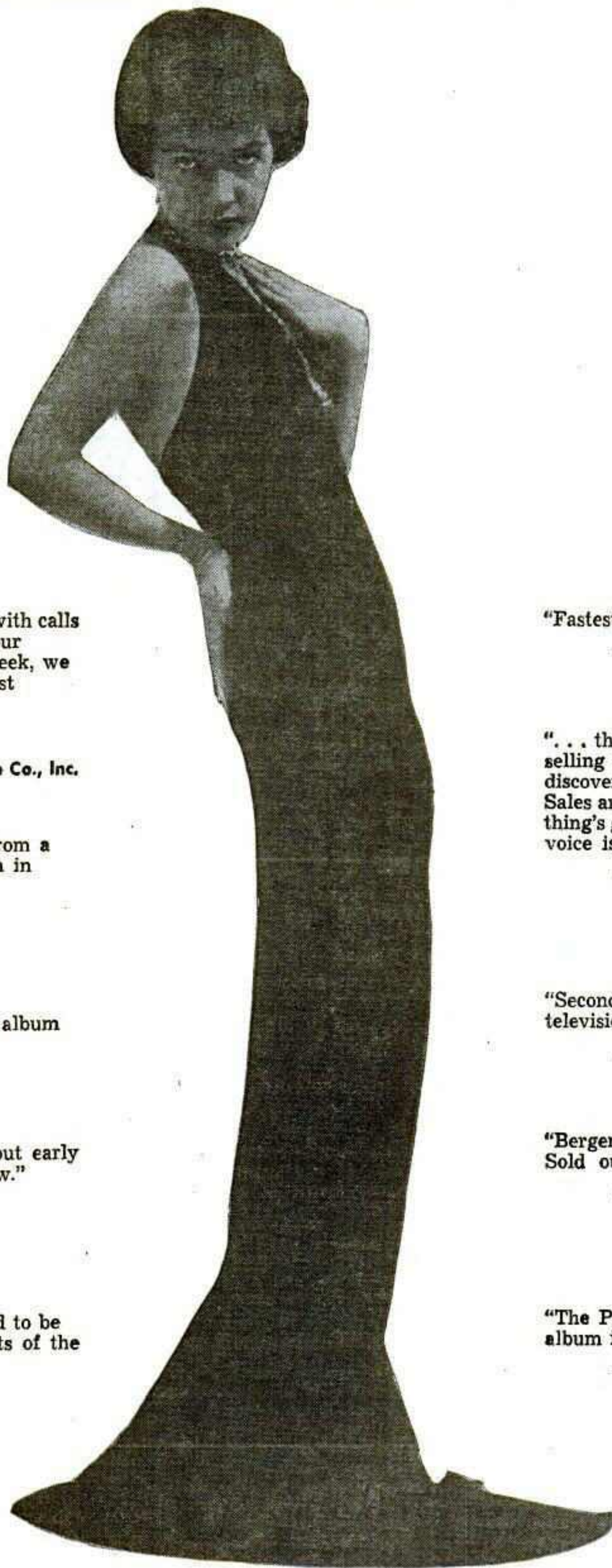
NEW BOGEN-TYPE TR-30 TAPE RECORDER is priced at \$375 and expected to find quick acceptance in the hi-fi and educational markets. It has three separate heads (a binaural reproducer head is optional), which makes it an extremely versatile model. The unit operates at both 7 1/2 and 3 1/4 ips.

"THE REAL McCOY"

featuring

LOUISE CARLYLE

#M-002



"We have really been deluged with calls for 'Bergen Sings Morgan'. In our three stores, during the last week, we have sold almost our entire first shipment."

— **Bob Young**
(manager)
Alan Radio & Appliance Co., Inc.
Chicago, Illinois

"Best selling album to come from a television show since I've been in business."

— **Hal Kovner**
(owner)
Dixie Music Shops
Jacksonville, Florida

"Latest Broadway hit: Bergen album selling like mad."

— **Gaiety Music Shop**
New York, N. Y.

"'Bergen Sings Morgan' sold out early next day after television show."

— **Mike Spector**
(owner)
Spec's
Coral Gables, Florida

"'Bergen Sings Morgan' proved to be one of the best sales stimulants of the year. This gal is great."

— **Jack Rosen**
The Record Shop
251 S. 15th St.
Philadelphia, Pa.

"Fastest selling album we have."

— **Macy's**
New York, N. Y.

"... the Polly Bergen album has been selling like records were just discovered. It's absolute knockout. Sales are great, cover's great, everything's great. Not to mention that Polly's voice is slightly fabulous..."

— **Mark Stern**
(manager)
Lishon's
Chicago, Illinois

"Second only to 'Cinderella' for fast television re-action."

— **Macy's**
Kansas City, Missouri

"Bergen's Morgan story sensational. Sold out first day, reordered twice."

— **Len Sultan**
(owner)
City Hall Music
New York, N. Y.

"The Polly Bergen-Helen Morgan album is an overnight smash."

— **Agnes Hiller**
John Wanamaker's
13th & Market Sts.
Philadelphia, Pa.

BERGEN SINGS MORGAN

CL 994

The greatest events in entertainment happen on

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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

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

1. LOVE IS THE THING—Nat (King) ColeCapitol W 824
2. CALYPSO—Harry BelafonteRCA Victor LPM 1248
3. A SWINGIN' AFFAIR—Frank SinatraCapitol W 803
4. HYMNS—Tennessee Ernie FordCapitol T 756
5. MY FAIR LADY—Original CastColumbia OL 5090
6. STEADY DATE WITH TOMMY SANDSCapitol T 848
7. AROUND THE WORLD IN 80 DAYS—Sound TrackDecca DL 9046
8. AN EVENING WITH HARRY BELAFONTERCA Victor LPM 1402
9. SONGS OF THE FABULOUS FIFTIES—Roger WilliamsKapp KXL 5000
10. SPIRITUALS—Tennessee Ernie FordCapitol T 818
11. OKLAHOMA!—Sound TrackCapitol SAO 595
12. THE KING AND I—Sound TrackCapitol W 740
13. MANTOVANI FILM ENCORESLondon LL 1700
14. THE EDDY DUCHIN STORY—Sound TrackDecca DL 8289
15. 'S WONDERFUL—Ray ConniffColumbia CL 925

• Pop Albums Coming up Strong

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

1. Eydie GormeEydie Gorme
ABC-Paramount ABC 150
2. Waltz With Lawrence WelkLawrence Welk
Coral CRL 57119
3. PatPat Boone
Dot DLP 3050
4. Calypso HolidayNorman Luboff Choir
Columbia CL 1000
5. Rockin'Frankie Laine
Columbia CL 975
6. Fair and WarmerJune Christy
Capitol T 833

• Most Played by Jockeys

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

1. SWINGIN' AFFAIR—Frank SinatraCapitol W 803
2. LOVE IS THE THING—Nat (King) ColeCapitol W 824
3. 'S WONDERFUL—Ray ConniffColumbia CL 925
4. ROCKIN'—Frankie LaineColumbia CL 975
5. CALYPSO—Harry BelafonteRCA Victor LPM 1248
6. STEADY DATE WITH TOMMY SANDS—Tommy SandsCapitol T-848
7. EYDIE GORME—Eydie GormeABC-Paramount 150
8. AN EVENING WITH HARRY BELAFONTE—Harry BelafonteVictor LPM 1402
9. DAY BY DAY—Doris DayColumbia CL 942
10. CLOSE TO YOU—Frank SinatraCapitol W 789

• Spotlight on Sound

QUARTERLODEONS (1-12)—Hi Fidelity 801.

The sounds of an old-fashioned Seeburg Orchestron, Regina, Pianinni, Cremona, Nelson Wiggins, Mills Novelty and Wurlitzer music machines have been captured here and should delight audiophiles. Cymbals, traps, bass and snare drums abound. The tracks have been faithfully reproduced to project all of the vintage charm.

• Review Spotlight on . . .

Classical Albums

TCHAIKOVSKY: NUTCRACKER SUITE; CHABRIER: ESPANA RHAPSODY (1-12)—Royal Phil., Sir Thomas Beecham, Bart., Cond. Columbia ML 5171

Columbia's June "Buy of the Month" again offers vastly popular material at \$2.98 in quality fashion. Beecham's suave readings, which also include Ponchielli's "Dance of the Hours" and Suppe's "Morning, Noon and Night in Vienna," are reproduced in unusually wide-range sound.

VERDI: AIDA HIGHLIGHTS (1-12)—Renata Tebaldi. London LL 1648

Top merchandise in the operatic field, supplanting discontinued 10-inch excerpts, features important arias from complete album by Tebaldi, Del Monaco, Stignani, Corena. Dealers should consider this as standard fare of a high order.

PUCCINI: "TOSCA" HIGHLIGHTS (1-12)—Renata Tebaldi. London LL 1649

Fine package excerpting the familiar virtues of London's complete set with Tebaldi, Campora, Mascherini and Corena. The large market for operatic highlights should keep this disk to the fore of its category over a long period.

Special Merit Vocal Album

KIRSTEN FLAGSTAD-GRIEG RECITAL (1-12)—London LL 1547

One of those rare examples of perfect conjunction of artist and material. Flagstad illuminates 14 Grieg songs with the utmost interpretive skill and vocal beauty in their original language. Edwin McArthur's sensitive accompaniments and fine recorded sound complete document of enduring interest. Brisk sales can be expected by dealers who have profited from other successful Flagstad issues this spring.

New Operatic Talent

OPERATIC RECITAL (1-12)—Anita Cerquetti (Soprano). London LL 1601

Exciting solo debut recording of young Italian soprano in recital designed as showcase for virtuosic, dramatic talent. Powerful, accurate projection rather than subtlety or ravishing

beauty of voice are singer's virtues in demanding selections by Verdi, Puccini, Bellini and Spontini. Dealers have good material for exploitation here in satisfying opera fans' constant quest for new personalities.

Spoken Word Special Merit

SONNETS FROM THE PORTGUESE; THE BARRETT'S OF WIMPOLE STREET (1-12)—Katherine Cornell; Anthony Quayle. Caedmon TC 1071

This is natural merchandise for any campus outlet, and for counters catering to class trade as well. One of our great actresses reads the Browning sonnets magnificently, and with able assistance from actor Quayle brings back to life three major scenes of the romantic comedy, which has become a minor stage classic, peculiarly her own. Label, as usual, has given the grooving exemplary production. Both name and content value should make it prime bait for collectors of the spoken word.

— Album Cover of the Week —



HONKY-TONK PIANO (SOUNDS FROM A BORDELLO), HiFi record R-802. Those dealers who won't mind displaying this "provocative" cover will find it a sure head-snapper. The painting by N. Bogle has a Lautrec quality and is a clever and original idea, to say the least.

• Reviews and Ratings of New Albums

Popular

BARBERSHOP BATTLE80
The Buffalo Bills and the Confederates. (1-12")
Decca DL 8485

In its class, this is another top-notch entry. The groups are two of the best in their business and the disk contains a fine collector's selection of barbershop standards. As with at least a half dozen of its predecessors, this can be a steady long-pull seller that can pay its way.

FRANCES FAYE SINGS FOLK SONGS80
(1-12")
Bethlehem BCP 6017

A really off-beat item that could create a sensation! The unique Faye voice gives an attractive freshness to the traditional folk material. Highlights are a fabulous interpretation of "Frankie and Johnnie," a medley of Negro spirituals and an unusual "John Henry." Excellent orking from Russ Garcia varies from solo guitar to full ork and chorus. If the word is spread, the set can be a big one. Cover is an intriguing portrait of Miss Faye.

NEW SOUNDS78
Mickey & Sylvia (1-12")
Vik LX-1102

A hot act on single records, this package will cash in on the following built up over the past six months. Made up of new recordings, it is a package loaded with taste and talent—one of the most pleasing rock and roll disks issued recently. Material includes ballads, funky blues, gospel-type songs, calypsos, up-tempo tunes and an instrumental. Guitar work of the duo, their talking bits and vocalizing are full of charm.

(Continued on page 31)

Classical

ROSSINI: BARBER OF SEVILLE (3-12")
—G. Simionato, E. Bastianini, C. Stepi, F. Corena, A. Misciano. Chorus and Orch. of the Maggio Musicale Fiorentino; A. Erede Cond. London XLLA 5185

Well-integrated performance of popular work, especially noteworthy for idiomatic treatment and general excellence in male roles. Competition is far from overwhelming, altho some may prefer de los Angeles in leading female part. Aided by sumptuous packaging, including complete vocal score, this set should draw large portion of lively demand for the opera and continue as solid catalog material.

RENATA TEBALDI RECITAL OF SONGS AND ARIAS (1-12")—London LL 157181
An extremely rewarding, less familiar, side of Tebaldi's art, outside the usual Italian operatic repertory. The soprano's special gifts are much in evidence in this broad range of styles comprising early airs, folk material and modern art-songs. Useful accompanying booklet includes complete texts and translations of contents.

BACH AND HANDEL RECITAL (1-12")
—Kirsten Flagstad. London Phil. Orch. Sir Adrian Boult Cond. London LL 164180

Flagstad commands artistry and nobility in these selections that few present-day singers can equal. Fine English diction, musical phrasing, compensate for some loss of sheer vocal beauty from her highest level. Customers who accounted for heavy sales of her recent releases will want this, too.

BIZET: CARMEN SUITES (1 & 2)—London Phil. Orch.; Artur Rodzinski, Cond. Westminster XV 1823078
Combination of both "Carmen" Suites with "L'Arlesienne Suites 1 & 2" provides

(Continued on page 34)

Jazz

AUSTRALIAN JAZZ QUINTET83
(1-12")
Bethlehem BCP 6015

Package has excellent sales potential. It presents a well-performed jazz suite by Bill Holman in addition to typical AJQ program notable for colorful use of flute and bassoon. Suite is especially interesting, fo sustains impact and jazz feeling in the written passages and has good soloing thruout. Addition of drummer Osie Johnson is a big "plus."

JAZZ AT THE BLACKHAWK89
Cal Tjader Quartet (1-12")
Fantasy 3241

Among the many "concert" packages available, this one by the Tjader Quartet is particularly outstanding. The fine sense of dynamics and vivid imagination displayed here make for excellent listening. Club sounds in the background add to the lure. "Thinking of You MJQ" and "Bill B.," dedicated to the Modern Jazz Quartet and Count Basie respectively are delightful, inventive pieces, while the sprinkling of standards, e.g., "I'll Remember April," is equally appealing.

ORGY IN RHYTHM79
Art Blakey (1-12")
Blue Note 1554

A potent, if primitive, percussion showcase for Blakey and a battery of percussionists, that should strike the fancy of the hi-fi conscious buyer. Incorporates all kinds of rhythms, chanting, singing and occasional contributions from flutist H. Mann, pianist R. Bryant and bassist W. Marshall. The heated excellence of the performances is likely to attract customers.

(Continued on page 31)

YOU'LL WANT
A NEW HIGH
IN SALES
WITH
NEW
GIRL
IN TOWN

ORIGINAL CAST RECORDING

RCA VICTOR 

Gwen Verdon
Thelma Ritter
in the New Musical
New Girl in Town



THE RCA VICTOR ORIGINAL-CAST ALBUM OF BROADWAY'S NEWEST MUSICAL SMASH-HIT!

NEW GIRL IN TOWN is getting the biggest send-off of the season! Just look:

- Consumer ads in *Esquire*, *The New Yorker*, *Saturday Review*, and the catalogs (*Schwann*, *Long Player*, *Forty-Fiver*, *This Month's Records*) plus inclusion in "New Sensations In Sound" ad in *High Fidelity*.
- Timely ads in 5 editions of *Playbill*, running for 4 weeks during the height of the vacation season—when thousands of people will see the show in New York.

PLUS: • DeeJay contest with fabulous prizes • Ad mats in 2 sizes • Shipping to radio stations on Pop Album Release Service • Special coverage on new DeeJay Album Program • Full-color point-of-sale piece • Special cut-out to clip on albums on display or in the rack • Mounted album covers to use as displays • Feature spot in "Save-On-Records" June Bulletin.

Now... while everybody's talking about NEW GIRL IN TOWN...it's time for you to start talking about her, too! Contact your RCA VICTOR Distributor today!

And don't forget to order these RCA Victor pop singles featuring songs from the show:

- (47/20-6913) EDDIE FISHER:
Sunshine Girl c/w Did You Close Your Eyes?
(47/20-6889) HUGO WINTERHALTER:
Theme From New Girl in Town c/w It's Good To Be Alive
(47/20-6888) TONY MARTIN: Look At 'Er
(ERA-302) ARTHUR FIEDLER:
Music From New Girl in Town



RCA VICTOR
RADIO CORPORATION OF AMERICA



• Reviews and Ratings of New Popular Albums

• Continued from page 29

HONKY TONK PIANO72

Sounds From a Bordello in Hi-Fi (1-12")
Hi Fidelity 802
Cover art on this may be enough to sell the package, tho the music itself is not particularly noteworthy. Tracks are by an old Nelson Wiggins mechanical music maker, and tho unique, there's little that differs from a host of other barrel-house piano packages. Set is comprised of standards, some of which, i.e., "Lusky Little Devil," "Puttin' on the Ritz," etc., aren't heard too much these days.

LES STRAND PLAYS JAZZ CLASSICS.70

Les Strand (1-12")
Fantasy 3242
A series of jazz standards played on the Baldwin organ are fairly pleasant, tho little that's outstanding here. Strand's work is effective in spots, with some of the sounds a bit too funky. Max Mariash on drums, and Claude Scheiner on guitar, both of the Art Van Damme group, accompany. "Midnight Sun" is above par and could be used as a demo track.

CHA CHA CHA ANYONE?69

Leon Keler Orch. (1-12")
M-G-M E 3543
New Orleans niterky orkster Keler offers neatly paced Latin instrumental versions of familiar themes—"Way Down Yonder in New Orleans," "Cherry Pink and Apple Blossom White," etc.—and lesser known material. Altho arrangements lack color, each band features a precise beat, ideal for dancing the mambo, cha cha or merengue. Package should be sold mainly on solid merits as terprimer.

CALYPSO MELODIES FOR DANCING68

Larry Clinton Orch. (1-12")
M-G-M E 3541
This package is out too late to cash in on the fast-dying calypso trend, but jocks may find it offers interesting novelty material for dance music segs. Clinton wraps up a group of familiar calypsos in pleasant, albeit rather unexciting instrumental treatments — "Matilda, Matilda" in rhumba tempo, a cha-cha version of "Hill'n' Gully," etc.

TEENAGERS DANCE THE HOP-A-DO.68

The Kids (1-EP)
RCA Victor EPA-4061
The Kids (12 and 13-year-old boys and their 14-year-old sister) may be

fun to watch but their youthful personalities don't register much enthusiasm on wax. The trio sings a polite brand of rockabilly on four routine r.&r. tunes, but lacks the excitement and powerful beat of the more successful teen-age r.&r. groups. Cover photo and title pack teen-appeal, but content is apt to disappoint.

WE'RE NOT STRANGERS64

Enzo Stuarti (1-12")
Jubilee JPL 1041
Stuarti has a tender, Italian troubador type of tenor voice which has been heard primarily via the legit musical route ("Fanny," and others). In this disked selection, "Marta," "Sorrento," etc., are creditably sung with mandolin, accordion, Neapolitan type backings. Competition will all but snow this under, however, in view of the very limited market appeal.

ROCK AND ROLL YOUR BONES62

Ray Whitaker at the Hammond (1-12")
Tropicana 1205
A mediocre attempt to capitalize on the rock and roll craze via the heavy beat of a Hammond organ on tunes like "Tuxedo Junction," "St. James Infirmary," "Darktown Strutters Ball," etc. Instrumentation is organ, tenor, guitar and drums and lacks any pretense for today's market. Cover work is equally ineffective.

EUROPEAN EXCURSION61

Les Perry Orch. (1-12")
Urania UR 9005
Another musical international tour without particular novelty or varying sound quality. Arrangements manage considerable individual, native flavor and some imagination. A dozen European countries are included in the agenda by instrumental selections ranging from semi-classical to folk. Pleasant enough listening, but little competitive strength.

Folk

AMERICANO BANJO73

Scruggs Style (1-12")
Folkways FA 2314
Here is banjo picking with the true hill sound—by followers of Earl Scruggs, the noted picker and popularizer of the three-finger style. A great package for collectors, and particularly for musicologists and folklorists interested in the more folk-

ish segment of hillbilly music. Some 15 performers are on the disk. Package includes a set of notes, crammed with information. "Sally Goodin," "Cindy," "John Henry," etc., are included.

SONGS OF THE SEA73

Alan Mills (1-12")
Folkway FA 2312
This would seem a bargain for educators and collectors. The disk contains 32 selections, well-recorded, and sung in the traditional style (in unison, not harmony) by Mills and the Shanty Men. Children, too, should go for this package. Album includes a set of scholarly notes by Edith Fowke, with half-tones, produced neatly. The rousing selections include "Rio Grande," "Sally Brown," "Blow the Man Down." Very authentic.

Specialty

NOSTALGIA IN HI-FI75

Recorded at the Musical Museum, Deansboro, N. Y. (1-12")
Golden Crest CR 4002
This collection of vintage mechanical musical instruments is one of the most interesting hi-fi items to come along in some time. The tunes selected are generally representative of the periods during which the instruments were in fashion. Examples are "Peg o' My Heart" on the Regina 15" Changer Music Box, "Pretty Baby" on the Wurlitzer 1909 Band Organ and "Silver Threads Among the Gold" on the Mills Violino. Greatest appeal will be to hi-fi fans for the excellent reproduction and to those who nostalgically remember the instruments.

Spoken Word

LORCA64

Maria Douglas and Raul Dantes (1-12")
Caedmon TC 1067
The work of a great, dead (1936), poet recorded in the original Spanish. This is meat for intellectuals and poet-tasters, but students of Spanish could get a postgraduate course figuring out the multi-meanings of each word. The recording is good, the voices excellent, the style restrained and "cool."

Country & Western

SONGS OF MARVIN RAINWATER....74

(1-12")
M-G-M E 3534
Rainwater has had a strong single entry in "Gonna Find Me a Bluebird," which heads this package. The balance of the tunes are mostly his own cleffings, which have also been out as singles. This is a talent who someday may make it big, but until he really explodes with several big singles, album sales can be expected to be small. Cover adds little to the appeal.

PARK AVENUE PATTERN62

Don Redman (1-12")
Golden Crest CR 3017
Redman, tho a prominent arranger in the '30's, is not likely to have any 'name' pull on today's market. A pot-pourri, set rages from pop to mood to jazz material. Redman's arrangements for medium-sized band suggest the '30's, are sometimes quietly melodic, but more often tend to be affected. Quality solos by C. Hawkins, J. Wilder and H. Jones lend some spark, but hardly compensate. Poor sound and balance does not help matters.

COOL AND HOT SAX60

Moe Koffman Septet Jubilee (1-12")
Jubilee JPL 1037
This indicates there's an active jazz clique in Canada, and the men play with skill and taste. However, like most jazz played by non-U. S. musicians, it has practically no market here. Canadian shops may find it otherwise, but in the States, this can be skipped.

personnel, etc. Sound is dated, but this is some of the best "Pres" on disks. For the cognoscenti. Names on cover make #602 the stronger bet.

LATIN KICK74

Cal Tjader (1-12")
Fantasy 3250
Vibist Tjader's impressions of the standards in Latin tempo is a delightful interlude combining the good shadings of modern jazz with a south-of-the-border beat. It's quiet jazz without being mournfully so, and delicately rendered to enable the soloists to display their wares to good advantage. "Moonlight in Vermont" and "Invitation" are superb examples of the Tjader art.

NEW ORLEANS JAZZ74

Storyville Stompers (1-12")
Tropicana 1204
There's a real old-flavored canal sound to be found on some of these tracks, with selections such as "Dippermouth Blues," and "See See Rider" on tap for aficionados of the New Orleans school. The blowing is superb and authentic even to the extent of a washboard, with excellent solos by Jim Bogen on clarinet and Al Crowne on trumpet. Tho lacking in name value, set is worthy of exposure.

MR. & MRS. JAZZ66

Sue and Ralph Sharon (1-12")
Bethlehem BCP 13
Essentially jazz of the bland, svelta variety that features coolish ensemble sound of the Shearing type, Sharon, J. Puma, E. Costa and J. R. Montrose add solo flavor, but music seldom emerges from cocktail-jazz groove. Mrs. Sharon sings on five selections in a passable manner, but has a way to go to compare with top jazz thrushes. Set sums up as pleasant listening, but lacks excitement and depth of quality jazz.

Sallie

Blair



SQUEEZE ME — SALLIE BLAIR
Bethlehem Records: BCP 6009

"SHE IS SEX WITH A CAPITAL X"
... Walter Winchell

Sallie Blair sings like no one has ever sung before. Orchestrations by Richard Wess.



DON'T MISS IT!

BETHLEHEM
New York Hollywood

• Reviews and Ratings of New Jazz Albums

• Continued from page 29

MOODY MARILYN MOORE75

Bethlehem BCP 73
Miss Moore, a newcomer to wax, shows great promise. Tho heavily reminiscent of Billie Holiday, one tends to overlook influences in the light of the excellent performances turned in here. Aided by emphatic, small-band backing — A. Cohn, J. Wilder, D. Abney—and an extremely tasty, well-paced program, Miss Moore's debut is something to be heard. Could be a seller to jazz clientele, but dealer will have to help. Try "I'm Just a Lucky So and So" as demo band.

SWINGING LESTER YOUNG.....75

(1-12")
Intro ILP 602

THE GREATEST LESTER YOUNG....74

(1-12")
Intro ILP 603
Both of these sets were issued on Aladdin label last year, at which time the critics howled about the mislabeling and lack of info on sleeve about these all-important Young sessions, cut in '44 and '45. Also the original sleeves were disgraceful. New covers are excellent, and, outside of some careless name spelling, the notes provide proper



Announcing The Billboard's Second Annual ALBUM COVER CONTEST

Every record manufacturer who has released 6 or more 12" Long Play Albums since January 1, 1957, is invited to submit from these releases one entry in any or all of the 7 categories at right.

Each entry should be marked on the reverse side as to the category in which manufacturers wish it to be judged, and can be judged in one sub-category only. Entries must be received by June 20th to be eligible for judging by a panel of the

nation's top package-design experts. All entries will also be displayed at The Billboard's booth at the N.A.M.M. Convention, where record dealers will have the opportunity to match their selections with those of the judges.

Manufacturers must submit their entries by June 20th to ALBUM COVER CONTEST, The Billboard, 1564 Broadway, New York 36, New York.

Ask your Billboard representative for full details.

CATEGORIES

POP

- Jazz
- Artist Vocals
- International (in flavor, recorded U.S.A. or abroad)
- Latin American (including Calypso)
- General Popular

CLASSICAL

- Vocal
- Instrumental

HERE IS HOT "ICE"

THE

DIAMONDS



THE NO. 1 SINGING GROUP

With Another Double Smash Follow Up
To "Little Darlin"

DON'T SAY GOODBYE

AND

WORDS OF LOVE

MERCURY 71128

Just Appeared June 2nd On The Steve Allen TV Show

On Location For Universal Pictures

Also Chalking Big Grosses On One Nite Stands-Backed By
Jimmy Palmer And His Orchestra

CALYPSO CRUSHER



STAN WILSON'S
Powerful Verve single...

"WAIKIKI
FAREWELL"
B W

"JANE, JANE, JANE"
V-10057 V-10057X45

New Long Play Album Coming Up...
CALYPSO-STAN WILSON
MGV-2051

Verve RECORDS

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

• Reviews and Ratings of New Classical Albums

• Continued from page 29

consistent programming and good value. Rodzinski accents dramatic content. Recording is good, but re-issue does not quite maintain level of original individual Laboratory Series pressings at premium prices.

HILDE GUEDEN RECITAL OF RICHARD STRAUSS LIEDER (1-12)—Friedrich Gulda, Piano. London LL 1591.....77

Hilde Gueden adds to indispensable style and feeling for text, a vocal excellence not always present among lieder singers. With the expert contribution of Friedrich Gulda as accompanist, soprano presents 13 lieder by a master of this form. German texts and translations in companion booklet.

LISA DELLA CASA OPERATIC RECITAL (1-12)—London LL 1576.....75

Della Casa is at her best in this program of Handel and Mozart operatic arias. Infrequently recorded excerpts from "Julius Caesar" of Handel are remarkable for poise; Mozart selections, for bravura. Excellent orchestral accompaniments throughout.

OPERATIC ARIAS FOR BASS, VOL. 2 (1-12)—Fernando Corena, London

LL 1636.....73

Versatile singer divides attention between Italian arias by Rossini and Cimarosa and French repertory by Massenet, Thomas, St-Saens and Offenbach. Corena is successful in blending real vocal beauty with adroit delivery of patter songs in animated style.

OPERATIC RECITAL (1-12)—Giulietta Simionato (Mezzo-Soprano) London LL 1580.....72

Italian and French operatic arias share billing on disk by soprano who is gaining wider acquaintance from complete opera sets. Rossini, Verdi, Bellini account for Italian half; St-Saens, Thomas, Massenet and Bizet supply familiar French material. Competent performances in dramatic vein.

LISA DELLA CASA LIEDER RECITAL (1-12)—London LL 1535.....70

Schubert, Brahms, Wolf and Richard Strauss compositions make up a program that surveys some of the most memorable efforts in German song. Lisa Della Casa brings fine equipment to her interpretations which are marked by some mannerisms in the German style. Sales oriented to special audience.

TV Sparks Moppet Boom

• Continued from page 18

tor. ("Finian's Rainbow") Lane, and book by S. J. Perelman.

Meanwhile, Showcase Productions (producers of "Peter Pan") in partnership with NBC, is planning musical telecasts of "Arabian Nights," "Hans Brinker and the Silver Skates," "Rip Van Winkle" and "Pinocchio." Another "Pinocchio," starring Mickey Rooney and produced by Talent Associates, also on NBC's agenda this year. The "Hans Brinker" show will be presented as an ice spectacular with Tab Hunter, Dick Button, and Barbara Ann Scott.

Practically set is a deal for Perry Como to star in a filmed version of "The Pied Piper." Como recently signed a deal with Hal Stanley, whereby Como's Roncom Productions will film 90-minute musical versions of "The Pied Piper," "Puss in Boots" with Kay Starr, "Beauty and the Beast" and "Rumpelstiltskin" in color this summer. NBC-TV will probably air the 90-minute films, which will feature original scores penned by Stanley and Irving Taylor.

Bing Crosby may also get into the juvenile-fare act this year. Golden Records is releasing a series of Crosby platters—a group of LP story operettas—this fall, and a deal is in the works whereby the kid stories may be showcased on TV, via film, with Crosby's disk narration and warbling serving as a soundtrack.

The Crosby LP's feature the groaner's narration and vocal on

Monarch Clicks

• Continued from page 18

months, according to Duroff, and thus far has approximately \$70,000 invested in the project.

The significance of the development is far reaching, and probably will allow for greater savings to record manufacturers, a savings which quite ostensibly might be passed on to consumers at some later date.

Weight of the injection pressed LP is approximately 5 ounces, and is produced from styrene manufactured by Bakelite & Monsanto Chemical Corporation, Duroff said. Press is operated by one man, with records labeled and center-punched right on the press. Monarch's LP's are single cavity produced, or manufactured one at a time as compared with quantities of two, four, six and eight 45 r.p.m. injection mold manufactured records.

Technically, the record loses none of the characteristics of compression mold LP's, and Duroff says, the sound is "brighter than LP's made of vinylite."

some 20 tunes. Album titles include "Ali Baba and the 40 Thieves" by Sammy Cahn and Mary Rodgers; "Boy at the Window," a Christmas story, by Alec Wilder and Arnold Sundgaard; "The Emperor's New Clothes," and "Jack Be Nimble."

In addition to cashing in on original-cast LP sales, many labels will undoubtedly rake in extra loot by re-releasing catalog versions of various fairy tales slated for telecasting. Disney's "Cinderella" LP, for example, picked up extra sales this year, even tho it features a different score than the TV version.

Other fairy tales slated for transition to the TV screen this year—also details haven't jelled as yet—are "Gulliver's Travels," "The Sleeping Beauty," "Aesop's Fables" and "Hansel and Gretel." "Jack and the Beanstalk" was aired over NBC-TV earlier this year, and while it didn't pull particularly good reviews, the show was one of the web's highest rated specs.

Bryants Sow

• Continued from page 19

ing such as Melvin Endsley, Marty Robbins and Marvin Rainwater, their tunes actually are in demand at this point by artists and a.&r. men. This is the result, according to publisher Wesley Rose, of their exclusivity with a publisher. "We can invest in writers and work on them, then as they get bigger, people actually come looking for their stuff," Rose added, "The publishing business, as we see it today, is building songwriters and artists."

Rose pointed out then that the number of Bryant sides "in the can" exceeds the number already released in the past five months, and that these prolific writers soon will be hard pressed to keep up with the demand.

'Angel' Suit

• Continued from page 19

claiming copyright ownership of the songs was denied.

Curtis Williams, lead singer of the Penguins, currently records for Atlantic Records. Action is looked upon as somewhat precedental in that Williams asked to terminate his contract with Dootone on the grounds that he was a minor at the time the agreement was signed. Court has yet to determine the disposition of masters recorded by the Penguins for Mercury following abrogation of Williams' pact. Attorney Jerry Ralston handled the action in behalf of Dootsie Williams.

AFM Rejects

• Continued from page 19

by Daniel, gained at a recent meeting with Petrillo, there still exists a segment of the membership who apparently prefers to continue to battle Petrillo openly and defiantly, rather than attempt to solve the local's difference thru negotiation as suggested by Daniel. Read supporters admitted they were wary of the consequences of negotiating with Petrillo, averring that the union's problems are "before the courts," a reference to the lawsuits totaling nearly \$15 million filed against the AFM and the Trust Fund.

With the AFM national convention only one week away, there appeared to be little doubt that the Local 47 fight would erupt on the floor of the convention. This itself is a foregone conclusion, in that all demands asked for at the 1956 meeting were again approved of by the union membership in their instructions to convention delegates.

Petrillo's "peace offering" constitutes the most drastic change in policy in recent union history, for never has a rank and file committee had the right to ratify a contract, let alone partake in discussions concerning such contracts. The committee that met with Petrillo also reported that the AFM 5 per cent TV film formula is also subject to change. Daniel quoted Petrillo as saying, "The Federation does not feel that the 5 per cent formula is irrevocable. It is not an end in itself; it is something which can be exchanged for something else and the Federation is willing to exchange it for employment."

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Oh Yeah!

IT'S A SMASH HIT

"I'm gonna sit
right down and
write myself a letter"

BILLY WILLIAMS



Billy Williams

961830

SPECIAL DELIVERY from



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 29

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. All Shook Up		1 10	6. Round and Round		5 14
By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI)			By Lou Stallman-Joe Shapiro—Published by Rush (BMI)		
BEST SELLING RECORD: Elvis Presley, Vic 20-6870.			BEST SELLING RECORD: Perry Como, Vic 20-6815.		
RECORD AVAILABLE: David Hill, Aladdin 3359.			RECORD AVAILABLE: Walter Solek, Dana 2121.		
2. Love Letters in the Sand		4 4	7. So Rare		8 8
By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP)			By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP)		
BEST SELLING RECORD: Pat Boone, Dot 15570.			BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.		
RECORD AVAILABLE: Vi Vienne, V.I.P. 1003; Mac Wiseman, Dot 15578.					
3. Dark Moon		3 7	8. School Day		7 7
By Ned Miller—Published by Dandelion (BMI)			By Chuck Berry—Published by Arc Music (BMI)		
BEST SELLING RECORDS: Bonnie Guitar, Dot 15550; Gale Storm, Dot 15558.			BEST SELLING RECORD: Chuck Berry, Chess 1653.		
RECORDS AVAILABLE: Hawkshaw Hawkins, Vic 20-6910.			RECORD AVAILABLE: Big Tiny Little, Brunswick 55007; Don James, Esta 287.		
4. Little Darlin'		2 12	9. Come Go With Me		9 13
By M. Williams—Published by Excellorec Music (BMI)			By C. E. Quick—Published by Gil-Fee Bee (BMI)		
BEST SELLING RECORD: Diamonds, Mercury 71060.			BEST SELLING RECORD: Del Vikings, Dot 15538.		
RECORD AVAILABLE: Gladiolas, Excello 2101.			RECORDS AVAILABLE: Federals, Deluxe 6112; Sunny Gale, Dec 30321.		
5. White Sport Coat		5 7	10. Four Walls		11 4
By Marty Robbins—Published by Acuff-Rose (BMI)			By Marvin Moore & George Campbell—Published by Sheldon (BMI)		
BEST SELLING RECORD: Marty Robbins, Col 40864.			BEST SELLING RECORDS: Jim Lowe, Dot 15569; Jim Reeves, Vic 20-6874.		
RECORD AVAILABLE: Johnny Desmond, Coral 61835.			RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Five Keys, Cap F 3699; Bill Monroe, Dec 30327.		
Second Ten					
11. Gone		10 13	16. Empty Arms		19 6
By S. Rogers—Published by Hill & Range (BMI)			By I. J. Hunter—Published by Ivory Music (BMI)		
BEST SELLING RECORD: Ferlin Husky, Cap 3628.			BEST SELLING RECORD: Teresa Brewer, Coral 61805.		
RECORDS AVAILABLE: Red Sovine, Dec 29755; Bobby Wayne, Mercury 71070; Joan Weber, Col 40852.			RECORD AVAILABLE: Ivory Joe Hunter, Atlantic 1128.		
12. I'm Walkin'		12 13	17. Why Baby Why?		13 12
By Al Domino-D. Bartholomew—Published by Reeve (BMI)			By Dixon-Harrison—Published by Winneton Music Corp. (BMI)		
BEST SELLING RECORDS: Fats Domino, Imperial 5428; Ricky Nelson, Verve 10047.			BEST SELLING RECORD: Pat Boone, Dot 15545.		
13. Bye Bye Love		- 1	18. Searchin'		- 1
By B. Bryant & F. Bryant—Published by Acuff-Rose (BMI)			By Leiber-Stoller—Published by Tiger (BMI)		
BEST SELLING RECORD: Everly Brothers, Cadence 1315.			BEST SELLING RECORD: Coasters, Atco 6087.		
RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; Tommy Tommy, Dot 15576.					
13. Teenager's Romance		22 2	19. Freight Train		24 2
By Gilliam—Published by Aztec (ASCAP)			By James & Williams—Published by Peter Maurica (BMI)		
BEST SELLING RECORD: Ricky Nelson, Verve 10047.			BEST SELLING RECORD: Rusty Draper, Mercury 71102.		
			RECORDS AVAILABLE: Charles McDevitt-Nancy Whiskey, Chic 1008; Margie Rayburn, Liberty 55072; Liz Winters-Cort Skiffle, London 1742.		
15. Start Movin'		28 2	20. Marianne		17 18
By D. Hill & B. Stevenson—Published by Sheldon (BMI)			By Gilkyson-Dehr-Miller—Published by Montclare (BMI)		
BEST SELLING RECORD: Sal Mineo, Epic 9216.			BEST SELLING RECORD: Hilltoppers, Dot 15537.		
			RECORDS AVAILABLE: Terry Gilkyson, Col 40817; Burl Ives, Dec 30217; Lane Brothers, Vic 20-6810.		
Third Ten					
21. Rock-A-Billy		16 8	26. Fabulous		- 2
By W. Harris-Deane—Published by Oxford (ASCAP)			By Land Sheldon—Published by Mayland, Shalimar & Presley (BMI)		
BEST SELLING RECORD: Guy Mitchell, Col 40877.			RECORDS AVAILABLE: Charlie Gracie, Cameo 107; Steve Lawrence, Coral 61834.		
RECORD AVAILABLE: Darlene Gillespie, Disneyland 52.					
22. Butterfly		15 16	27. Pledge of Love		19 9
By A. September—Published by Mayland-Presley (BMI)			By Redd—Published by Lin (BMI)		
RECORDS AVAILABLE: Bill Allen, Eldorado 505; Bob Carroll, Bally 1028; Darlene Gillespie, Disneyland 51; Charlie Gracie, Cameo 105; Andy Williams, Cadence 1308; Billy Williams, Coral 61795.			RECORDS AVAILABLE: Dick Contino, Mercury 71079; Ken Copeland, Imperial 5432; Don Hart, Reserve 118; Johnny Janis, ABC-Paramount 9800; Penguins, Atlantic 1132; Mitchell Torok, Dec 30230.		
23. Almost Paradise		18 14	28. Goin' Steady		- 1
By Norman Petty—Published by Peer International Corp. (BMI)			By Faron Young—Published by Central Songs, Inc.		
RECORDS AVAILABLE: Jack Carroll, Unique 388; Norman Petty Trio, ABC-Paramount 9787; Lou Stein, Unique 385; Roger Williams, Kapp 175.			RECORD AVAILABLE: Tommy Sands, Cap 3723.		
23. Chantez-Chantez		21 12	28. Gonna Find Me a Bluebird		- 1
By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP)			By Marvin Rainwater—Published by Acuff-Rose (BMI)		
RECORDS AVAILABLE: Dinah Shore, Vic 20-6792; Gene Wisniewski, Dana 2120.			RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12412.		
23. Party Doll		14 15	28. It's Not for Me to Say		23 2
By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI)			By A. Stillman & R. Allen—Published by Korwin Music (ASCAP)		
RECORDS AVAILABLE: Roy Brown, Imperial 5427; Buddy Knox, Roulette 4002; Steve Lawrence, Coral 61792; Wingy Manone, Dec 30211.			RECORD AVAILABLE: Johnny Mathis, Col 40851.		

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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JERRY LEWIS

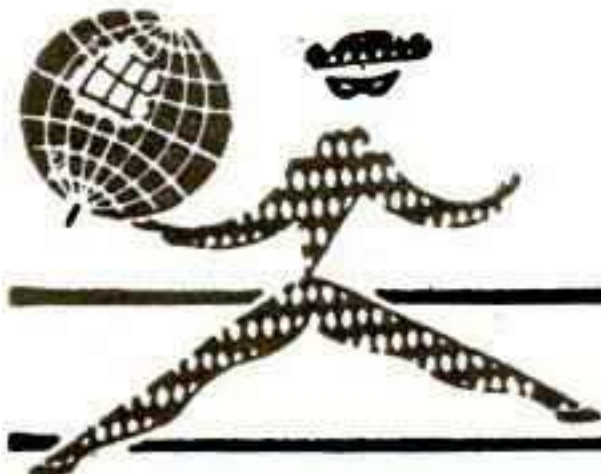


with his greatest yet!

**WITH THESE
HANDS**

**MY
MAMMY**

DECCA 30345



A NEW WORLD OF SOUND



• Best Sellers in Stores

For survey week ending May 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 the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	2	4
BERNARDINE (ASCAP)—Dot 15570		
2. WHITE SPORT COAT (BMI)—Marty Robbins	5	6
Grown-Up Tears (BMI)—Col 40864		
3. ALL SHOOK UP (BMI)—Elvis Presley	1	10
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
4. I'M WALKIN' (BMI)—Ricky Nelson	7	5
A TEENAGER'S ROMANCE (ASCAP)—Verve 10047		
5. SO RARE (ASCAP)—Jimmy Dorsey	6	8
Sophisticated Swing (ASCAP)—Fraternity 755		
6. SCHOOL DAY (BMI)—Chuck Berry	3	8
Deep Feeling (BMI)—Chess 1653		
7. LITTLE DARLIN' (BMI)—Diamonds	4	13
Faithful and True (BMI)—Mercury 71060		
8. DARK MOON (BMI)—Gale Storm	11	5
Little Too Late (BMI)—Dot 15550		
9. START MOVIN' (BMI)—Sal Mineo	15	3
Love Affair (BMI)—Epic 9216		
10. DARK MOON (BMI)—Bonnie Guitar	12	7
Big Mike (BMI)—Dot 15550		
11. COME GO WITH ME (BMI)—Del Vikings	8	15
How Can I Find Love? (BMI)—Dot 15538		
12. BYE BYE LOVE (BMI)—Everly Brothers	17	2
I Wonder If I Care as Much (BMI)—Cadence 1315		
13. GONE (BMI)—Ferlin Husky	9	12
Missing Persons (BMI)—Cap 3628		
14. YOUNG BLOOD (BMI)—Coasters	16	3
SEARCHIN' (BMI)—Atco 6087		
15. ROUND AND ROUND (BMI)—Perry Como	10	14
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
16. FOUR WALLS (BMI)—Jim Reeves	14	4
I Know and You Know (BMI)—Vic 20-6874		
17. FABULOUS (BMI)—Charlie Gracie	19	3
Just Lookin' (ASCAP)—Cameo 107		
18. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis	18	2
Warm and Tender (ASCAP)—Col 40851		
19. FOUR WALLS (BMI)—Jim Lowe	—	1
TALKING TO THE BLUES (BMI)—Dot 15569		
20. ROCK-A-BILLY (ASCAP)—Guy Mitchell	13	8
Hoot Owl (ASCAP)—Coly 40877		
21. WONDERFUL WONDERFUL (BMI)—Johnny Mathis	24	3
When Sunny Gets Blue (BMI)—Col 40784		
21. FREIGHT TRAIN (ASCAP)—Rusty Draper	—	1
Seven Come Eleven (BMI)—Mercury 71102		
23. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	22	2
My Baby's Gone On, On (BMI)—Chess 1654		
24. GOIN' STEADY (BMI)—Tommy Sands	—	1
Ring My Phone (BMI)—Cap 3723		
25. VALLEY OF TEARS (BMI)—Fats Domino	21	2
It's You I Love (BMI)—Imperial 5442		

• Most Played in Juke Boxes

For survey week ending May 29
RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP (BMI)—E. Presley	1	9
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LITTLE DARLIN' (BMI)—Diamonds	2	11
Faithful and True (BMI)—Mercury 71060		
3. LOVE LETTERS IN THE SAND (ASCAP)—P. Boone	10	3
BERNARDINE (ASCAP)—Dot 15570		
4. GONE (BMI)—F. Husky	4	9
Missing Persons (BMI)—Cap 3628		
5. DARK MOON (BMI)—G. Storm	5	4
Little Too Late (BMI)—Dot 15558		
5. WHITE SPORT COAT (BMI)—M. Robbins	6	5
Grown Up Tears (BMI)—Columbia 40864		
7. ROUND AND ROUND (BMI)—P. Como	3	12
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
7. SO RARE (ASCAP)—J. Dorsey	9	6
Sophisticated Swing (ASCAP)—Fraternity 755		
9. SCHOOL DAY (BMI)—C. Berry	7	5
Deep Feeling (BMI)—Chess 1653		
10. COME GO WITH ME (BMI)—Del Vikings	7	6
How Can I Find True Love? (BMI)—Dot 15538		
11. PARTY DOLL (BMI)—B. Knox	10	14
My Baby's Gone (BMI)—Roulette 4002		
12. DARK MOON (BMI)—B. Guitar	14	5
Big Mike (BMI)—Fabor 5018		
12. TEENAGER'S ROMANCE (ASCAP)—R. Nelson	—	2
I'M WALKIN' (BMI)—Verve 10047		
14. FOUR WALLS (BMI)—J. Reeves	20	2
I Know and You Know (BMI)—Vic 20-6874		
15. TALKIN' TO THE BLUES (BMI)—J. Lowe	—	1
FOUR WALLS (BMI)—Dot 15569		
16. WHY, BABY, WHY? (BMI)—P. Boone	15	11
I'm Waiting Just for You (BMI)—Dot 15545		
16. SEARCHIN' (BMI)—Coasters	—	2
Young Blood (BMI)—Atco 6987		
18. I'M WALKIN' (BMI)—F. Domino	13	12
I'm in the Mood for Love (ASCAP)—Imperial 5428		
18. HE'S MINE (BMI)—Platters	18	4
I'M SORRY (BMI)—Mercury 71032		
18. BYE BYE LOVE (BMI)—Everly Brothers	—	1
I Wonder If I Care as Much (BMI)—Cadence 1315		

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Dark Moon (Dandelion)	1	5
2. Round and Round (Rush)	3	13
3. All Shook Up (Shalimar-Presley)	1	8
4. Little Darlin' (Excelsior)	5	5
5. White Sport Coat (Auff-Rose)	4	5
6. Come Go With Me (Gil-Feebee)	6	6
7. Marianne (Montclare)	8	15
8. Chantez-Chantez (Cromwell)	9	12
8. Love Letters in the Sand (Bourne)	10	2
10. Why, Baby, Why? (Winnerton)	7	9
11. Butterfly (Mayland-Presley)	11	13
12. Four Walls (Springfield)	13	4
13. Almost Paradise (Peer)	12	12
14. Empty Arms (Ivory)	14	3
15. Rock-a-Billy (Oxford)	15	2

• Most Played by Jockeys

For survey week ending May 29
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP (BMI)—E. Presley	1	9
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LOVE LETTERS IN THE SAND (ASCAP)—P. Boone	2	4
Bernardine (ASCAP)—Dot 15570		
3. LITTLE DARLIN' (BMI)—Diamonds	4	11
Faithful and True (BMI)—Mercury 71060		
4. WHITE SPORT COAT (BMI)—M. Robbins	6	6
Grown Up Tears (BMI)—Col 40864		
5. SO RARE (ASCAP)—J. Dorsey	5	6
Sophisticated Swing (ASCAP)—Fraternity 755		
6. SCHOOL DAY (BMI)—C. Berry	7	7
Deep Feeling (BMI)—Chess 1653		
7. GONE (BMI)—F. Husky	8	13
Missing Persons (BMI)—Cap 3628		
8. ROUND AND ROUND (BMI)—P. Como	3	15
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
9. DARK MOON (BMI)—G. Storm	9	4
Little Too Late (BMI)—Dot 15550		
10. COME GO WITH ME (BMI)—Del Vikings	10	10
How Can I Find True Love? (BMI)—Dot 15538		
11. FOUR WALLS (BMI)—J. Reeves	15	3
I Know and You Know (BMI)—Vic 20-6874		
12. SEARCHIN' (BMI)—Coasters	—	1
Young Blood (BMI)—Atco 6987		
13. DARK MOON (BMI)—B. Guitar	11	5
Big Mike (BMI)—Dot 15550		
14. SHISH KEBAB (BMI)—R. Marterie	24	4
Bop a Boo-Bop a Deo (ASCAP)—Mercury 71092		
15. GIRL WITH THE GOLDEN BRAIDS (BMI)—P. Como	19	2
My Little Baby (BMI)—Vic 20-6004		
15. FREIGHT TRAIN (ASCAP)—R. Draper	—	1
Seven Come Eleven (BMI)—Mercury 71102		
17. MANGOS (ASCAP)—R. Clooney	13	8
Independent (ASCAP)—Col 40835		
17. OLD CAPE COD (ASCAP)—P. Page	—	1
Wondering (BMI)—Mercury 71101		
19. TEENAGER'S ROMANCE (ASCAP)—R. Nelson	—	1
I'm Walkin' (BMI)—Verve 10047		
20. YES, TONIGHT, JOSEPHINE (BMI)—J. Ray	12	5
No Wedding Today (ASCAP)—Col 40893		
21. BYE BYE LOVE (BMI)—Everly Brothers	—	1
I Wonder If I Care as Much (BMI)—Cadence 1315		
22. WONDERING (BMI)—P. Page	—	1
Old Cape Cod (ASCAP)—Mercury 71101		
23. ROCK YOUR LITTLE BABY TO SLEEP (BMI)—B. Knox	—	1
Don't Make Me Cry (BMI)—Roulette 4009		
23. FOUR WALLS (BMI)—J. Lowe	16	2
Talkin' to the Blues (BMI)—Dot 15569		
25. START MOVIN' (BMI)—S. Mineo	—	1
Love Affair (BMI)—Epic 9216		

first "GONE"...now even greater! A new smash single by

FERLIN HUSKY



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Summer Love and I'm Sorry For You, My Friend

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CONNIE FRANCIS



HIT OF MOA CONVENTION!

EIGHTEEN and Faded Orchid

K12490 • MGM 12490

MARVIN RAINWATER



Gonna Find Me A Bluebird

K12412 • MGM 12412

DICK HYMAN TRIO Sweet Georgia Brown

and

TOKYO ALLEY

K12476 • MGM 12476

RON HARGRAVE HOLD ME

and

THE SONG OF THE MOONLIGHT

K12475 • 45 RPM ONLY

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FOR THE LOVE OF MIKE and WOULDN'T CHA LIKE TO KNOW

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NEW SOUND TRACK ALBUM SELLATION

Featuring Fred Astaire, Cyd Charisse, Janis Paige, Carol Richards



MGM STUDIO ORCHESTRA AND

CHORUS CONDUCTED BY ANDRE PREVIN

E3542 ST

Territorial Best Sellers

For survey week ending May 29

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Come Go With Me, Del Vikings, Dot
2. White Sport Coat, Marty Robbins, Col.
3. Round and Round, Perry Como, Vic.
4. Four Walls, Jim Reeves, Vic.
5. Love Letters in the Sand, Pat Boone, Dot
6. Love Is a Golden Ring, Frankie Lane, Col.

Baltimore

1. Dark Moon, Bonnie Guitar, Dot
2. Four Walls, Jim Reeves, Vic.
3. So Rare, Jimmy Dorsey, Fty.
4. White Sport Coat, Marty Robbins, Col.
5. Love Letters in the Sand, Pat Boone, Dot
6. School Day, Chuck Berry, Chs.

Boston

1. It's Not for Me to Say, Jimmy Mathis, Col.
2. Queen of the Senior Prom, Mills Brothers, Dec.
3. Love Letters in the Sand, Pat Boone, Dot
4. Dark Moon, Bonnie Guitar, Dot
5. Around the World, Victor Young, Dec.
6. So Rare, Jimmy Dorsey, Fty.
7. White Sport Coat, Marty Robbins, Col.
8. Little Darlin', Diamonds, Mer.
9. With All My Heart, Jodi Sands, Cir.
10. School Day, Chuck Berry, Chs.

Buffalo

1. All Shook Up, Elvis Presley, Vic.
2. White Sport Coat, Marty Robbins, Col.
3. Love Letters in the Sand, Pat Boone, Dot
4. Teenager's Romance, Ricky Nelson, Vrv.
5. Bye Bye Love, Everly Brothers, Cdc.
6. Gone, Ferlin Husky, Cap.
7. Come Go With Me, Del Vikings, Dot
8. Little Darlin', Diamonds, Mer.
9. Queen of the Senior Prom, Mills Brothers, Dec.
10. Dark Moon, Gale Storm, Dot

Chicago

1. So Rare, Jimmy Dorsey, Fty.
2. I'm Walkin', Ricky Nelson, Vrv.
3. Dark Moon, Bonnie Guitar, Dot
4. All Shook Up, Elvis Presley, Vic.
5. Love Letters in the Sand, Pat Boone, Dot
6. Don't Cry My Love, Vera Lynn, Lon.
7. School Day, Chuck Berry, Chs.
8. With All My Heart, Jodi Sands, Cir.
9. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
10. Fabulous, Charlie Gracie, Cam.

Cincinnati

1. School Day, Chuck Berry, Chs.
2. Love Letters in the Sand, Pat Boone, Dot
3. I'm Walkin', Ricky Nelson, Vrv.
4. White Sport Coat, Marty Robbins, Col.
5. All Shook Up, Elvis Presley, Vic.
6. Dark Moon, Gale Storm, Dot
7. Gone, Ferlin Husky, Cap.
8. Little Darlin', Diamonds, Mer.
9. Round and Round, Perry Como, Vic.
10. Teenager's Romance, Ricky Nelson, Vrv.

Cleveland

1. Love Letters in the Sand, Pat Boone, Dot
2. Bye Bye Love, Everly Brothers, Cdc.
3. White Sport Coat, Marty Robbins, Col.
4. Dark Moon, Gale Storm, Dot
5. So Rare, Jimmy Dorsey, Fty.
6. All Shook Up, Elvis Presley, Vic.
7. School Day, Chuck Berry, Chs.
8. I'm Walkin', Ricky Nelson, Vrv.
9. It's Not for Me to Say, Johnny Mathis, Col.
10. I Just Don't Know, Four Lads, Col.

Dallas-Fort Worth

1. Little Darlin', Diamonds, Mer.
2. White Sport Coat, Marty Robbins, Col.
3. School Day, Chuck Berry, Chs.
4. Young Blood, Coasters, Ato.
5. All Shook Up, Elvis Presley, Vic.

Denver

1. School Day, Chuck Berry, Chs.
2. All Shook Up, Elvis Presley, Vic.
3. Love Letters in the Sand, Pat Boone, Dot
4. Gone, Ferlin Husky, Cap.
5. I'm Walkin', Ricky Nelson, Vrv.
6. White Sport Coat, Marty Robbins, Col.
7. So Rare, Jimmy Dorsey, Fty.
8. Dark Moon, Gale Storm, Dot
9. Teenager's Romance, Ricky Nelson, Vrv.
10. Freight Train, Rusty Draper, Mer.

Detroit

1. Love Letters in the Sand, Pat Boone, Dot
2. Start Movin', Sal Mineo, Epi.
3. Bye Bye Love, Everly Brothers, Cdc.
4. Young Blood, Coasters, Ato.
5. Dark Moon, Gale Storm, Dot
6. Rosie Lee, Mello Tones, Gee
7. School Day, Chuck Berry, Chs.
8. All Shook Up, Elvis Presley, Vic.
9. I'm Walkin', Ricky Nelson, Vrv.
10. Rang Tang Ding Ding, The Cellos, Apo.

Kansas City

1. Teenager's Romance, Ricky Nelson, Vrv.
2. Love Letters in the Sand, Pat Boone, Dot
3. School Day, Chuck Berry, Chs.
4. So Rare, Jimmy Dorsey, Fty.
5. All Shook Up, Elvis Presley, Vic.
6. Shish Kebab, Ralph Marterie, Mer.
7. Too Late, Gene Austin, Vic.

Los Angeles

1. So Rare, Jimmy Dorsey, Fty.
2. All Shook Up, Elvis Presley, Vic.
3. Little Darlin', Diamonds, Mer.
4. Round and Round, Perry Como, Vic.
5. School Day, Chuck Berry, Chs.
6. Come Go With Me, Del Vikings, Dot
7. Love Letters in the Sand, Pat Boone, Dot
8. White Sport Coat, Marty Robbins, Col.

Milwaukee

1. I'm Walkin', Ricky Nelson, Vrv.
2. Dark Moon, Bonnie Guitar, Dot
3. Love Letters in the Sand, Pat Boone, Dot
4. Four Walls, Jim Reeves, Vic.
5. White Sport Coat, Marty Robbins, Col.
6. Start Movin', Sal Mineo, Epi.
7. Rock-a-Billy, Guy Mitchell, Col.

Minneapolis-St. Paul

1. School Day, Chuck Berry, Chs.
2. Love Letters in the Sand, Pat Boone, Dot
3. So Rare, Jimmy Dorsey, Fty.
4. Four Walls, Jim Reeves, Vic.
5. He's Mine, Platters, Mer.
6. White Sport Coat, Marty Robbins, Col.
7. All Shook Up, Elvis Presley, Vic.
8. Freight Train, Rusty Draper, Mer.
9. Little Darlin', Diamonds, Mer.
10. Rock-a-Billy, Guy Mitchell, Col.

New Orleans

1. Over the Mountain, Johnnie & Joe, Chs.
2. It's Not for Me to Say, Johnny Mathis, Col.
3. C. C. Rider, Chuck Willis, Atl.
4. I Just Don't Know, Four Lads, Col.
5. Mangos, Rosemary Clooney, Col.

New York

1. All Shook Up, Elvis Presley, Vic.
2. Come Go With Me, Del Vikings, Dot
3. Little Darlin', Diamonds, Mer.
4. Gone, Ferlin Husky, Cap.
5. It's Not for Me to Say, Johnny Mathis, Col.
6. So Rare, Jimmy Dorsey, Fty.
7. With All My Heart, Jodi Sands, Cir.
8. Party Doll, Buddy Knox, Rit.
9. Round and Round, Perry Como, Vic.
10. Coconut Woman, Harry Belafonte, Vic.

Philadelphia

1. Love Letters in the Sand, Pat Boone, Dot
2. All Shook Up, Elvis Presley, Vic.
3. Little Darlin', Diamonds, Mer.
4. Start Movin', Sal Mineo, Epi.
5. Round and Round, Perry Como, Vic.
6. White Sport Coat, Marty Robbins, Col.
7. School Day, Chuck Berry, Chs.
8. Over the Mountain, Johnnie & Joe, Chs.
9. Wonderful Wonderful, Johnny Mathis, Col.
10. Bye Bye Love, Everly Brothers, Cdc.

Pittsburgh

1. White Sport Coat, Marty Robbins, Col.
2. Love Letters in the Sand, Pat Boone, Dot
3. Teenager's Romance, Ricky Nelson, Vrv.
4. Searchin', Coasters, Ato.
5. All Shook Up, Elvis Presley, Vic.
6. Dark Moon, Gale Storm, Dot
7. Over the Mountain, Johnnie & Joe, Chs.
8. Queen of the Senior Prom, Mills Brothers, Dec.
9. Wonderful Wonderful, Johnny Mathis, Col.

San Francisco

1. School Day, Chuck Berry, Chs.
2. So Rare, Jimmy Dorsey, Fty.
3. Valley of Tears, Fats Domino, Imp.
4. Dark Moon, Bonnie Guitar, Dot
5. Rang Tang Ding Ding, The Cellos, Apo.
6. Start Movin', Sal Mineo, Epi.
7. Searchin', Coasters, Ato.
8. Four Walls, Jim Reeves, Vic.
9. Shish Kebab, Ralph Marterie, Mer.

Seattle

1. Luelle, Little Richard, Spe.
2. All Shook Up, Elvis Presley, Vic.
3. Teenager's Romance, Ricky Nelson, Vrv.
4. I'm Walkin', Ricky Nelson, Vrv.
5. Over the Mountain, Johnnie & Joe, Chs.

St. Louis

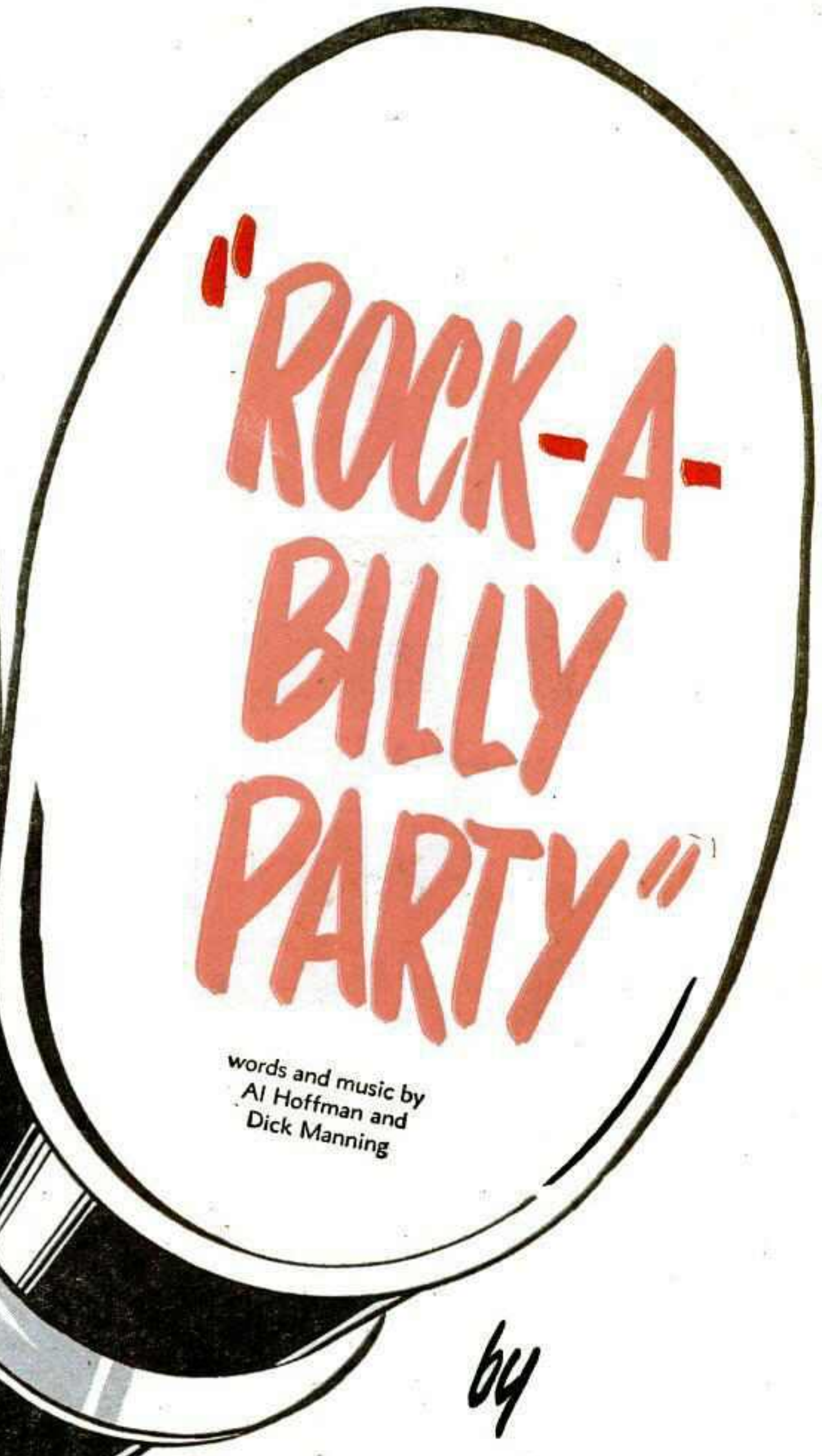
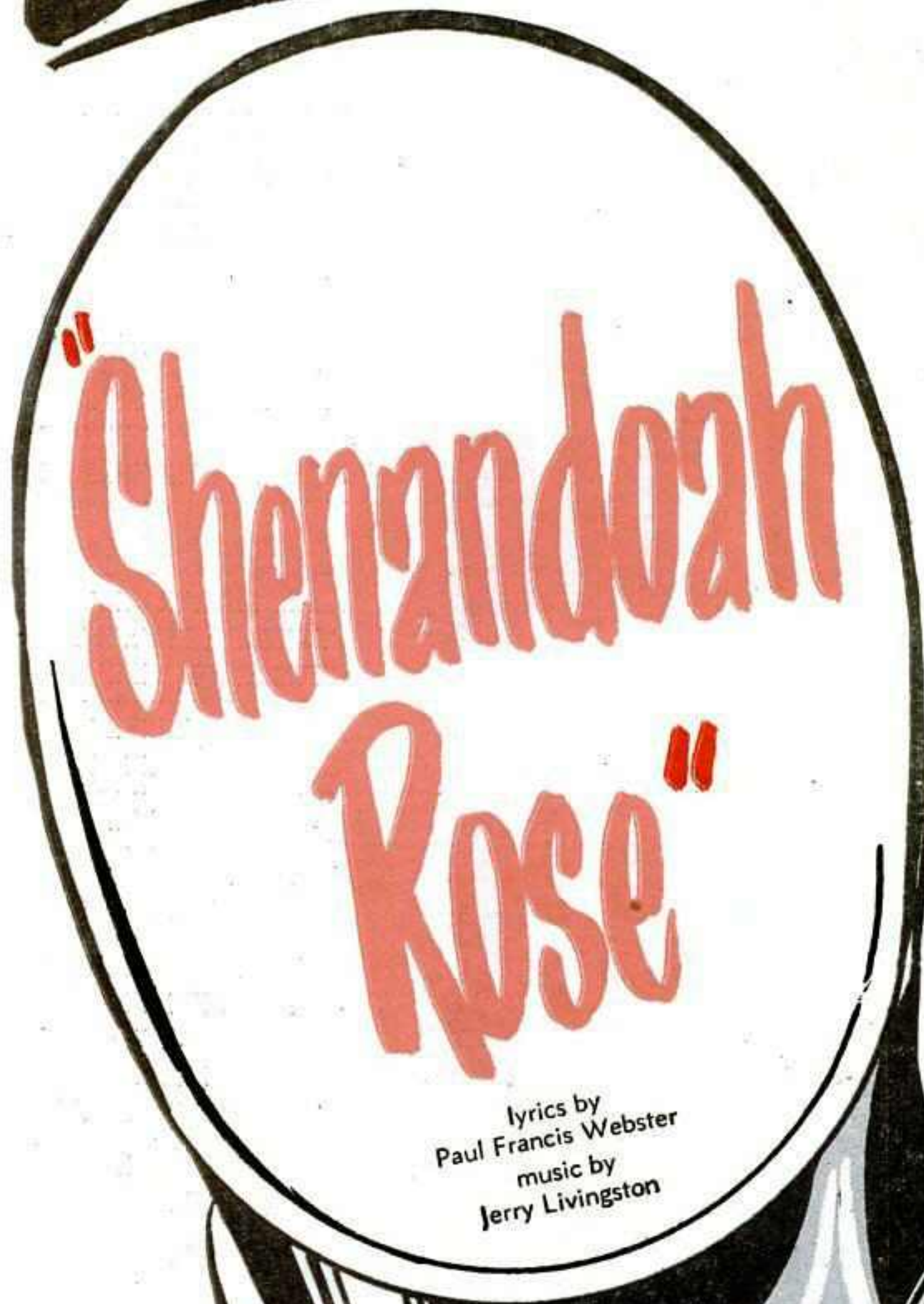
1. Little Darlin', Diamonds, Mer.
2. Start Movin', Sal Mineo, Epi.
3. Teenager's Romance, Ricky Nelson, Vrv.
4. Fabulous, Charlie Gracie, Cam.
5. Love Letters in the Sand, Pat Boone, Dot
6. Freight Train, Rusty Draper, Mer.
7. Dark Moon, Gale Storm, Dot
8. Shish Kebab, Ralph Marterie, Mer.
9. Around the World, Victor Young, Dec.
10. School Day, Chuck Berry, Chs.

Toronto

1. All Shook Up, Elvis Presley, Vic.
2. Round and Round, Perry Como, Vic.
3. Rock-a-Billy, Guy Mitchell, Col.
4. Gone, Ferlin Husky, Cap.
5. Little Darlin', Diamonds, Mer.
6. Come Go With Me, Del Vikings, Dot
7. Dark Moon, Gale Storm, Dot
8. I'm Walkin', Fats Domino, Imp.
9. White Sport Coat, Marty Robbins, Col.
10. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M

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HUGO & LUIGI

with Orchestra & Chorus
ROULETTE #4012

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Review Spotlight on . . .

POP DISK JOCKEY PROGRAMMING

MANTOVANI ORK. . . London 1746 . . . AROUND THE WORLD
(Young, ASCAP)

Other versions of the movie theme have already grabbed extensive jockey play, but this one rates spins on basis of quality performance and excellent trumpet solo. Lush, richly orchestrated instrumental programming material. Flip is "The Road to Ballingarry" (ASCAP).



The Magic of

MANTOVANI

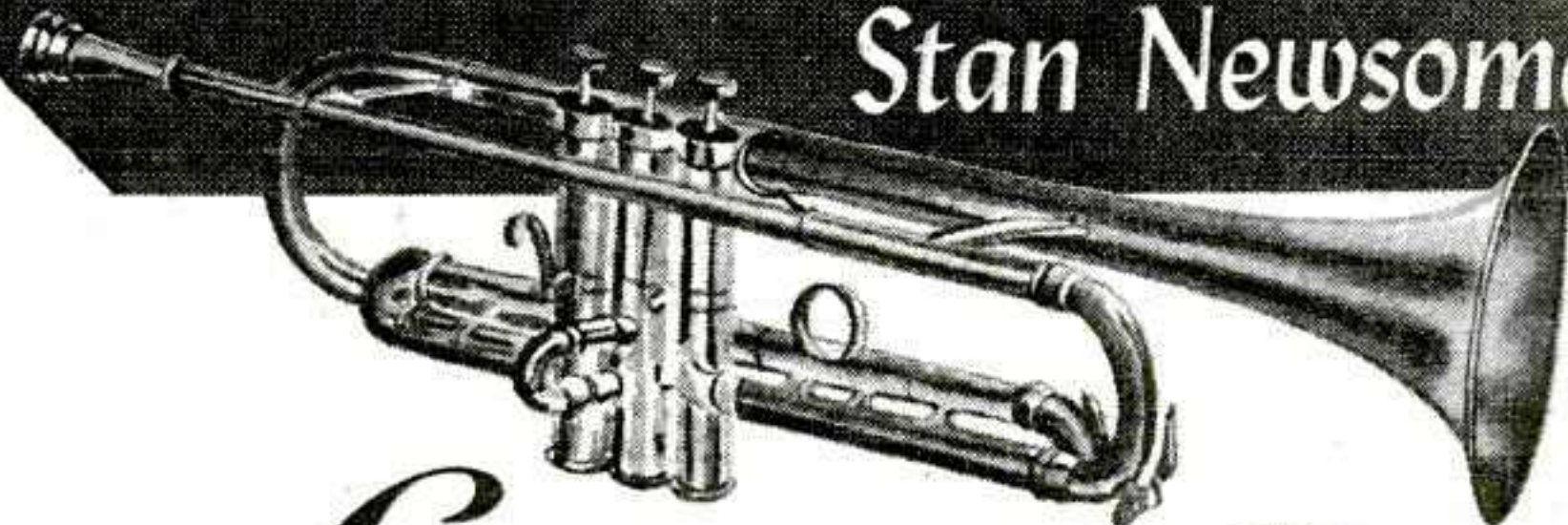
makes this film theme a HIT!

**Around
the
World**

from "Around the World In 80 Days"

1746

A trumpet triumph by
Stan Newsome



London
RECORDS



539 West 25 St., New York 1, N. Y.

THE TOP 100

For survey week ending May 29

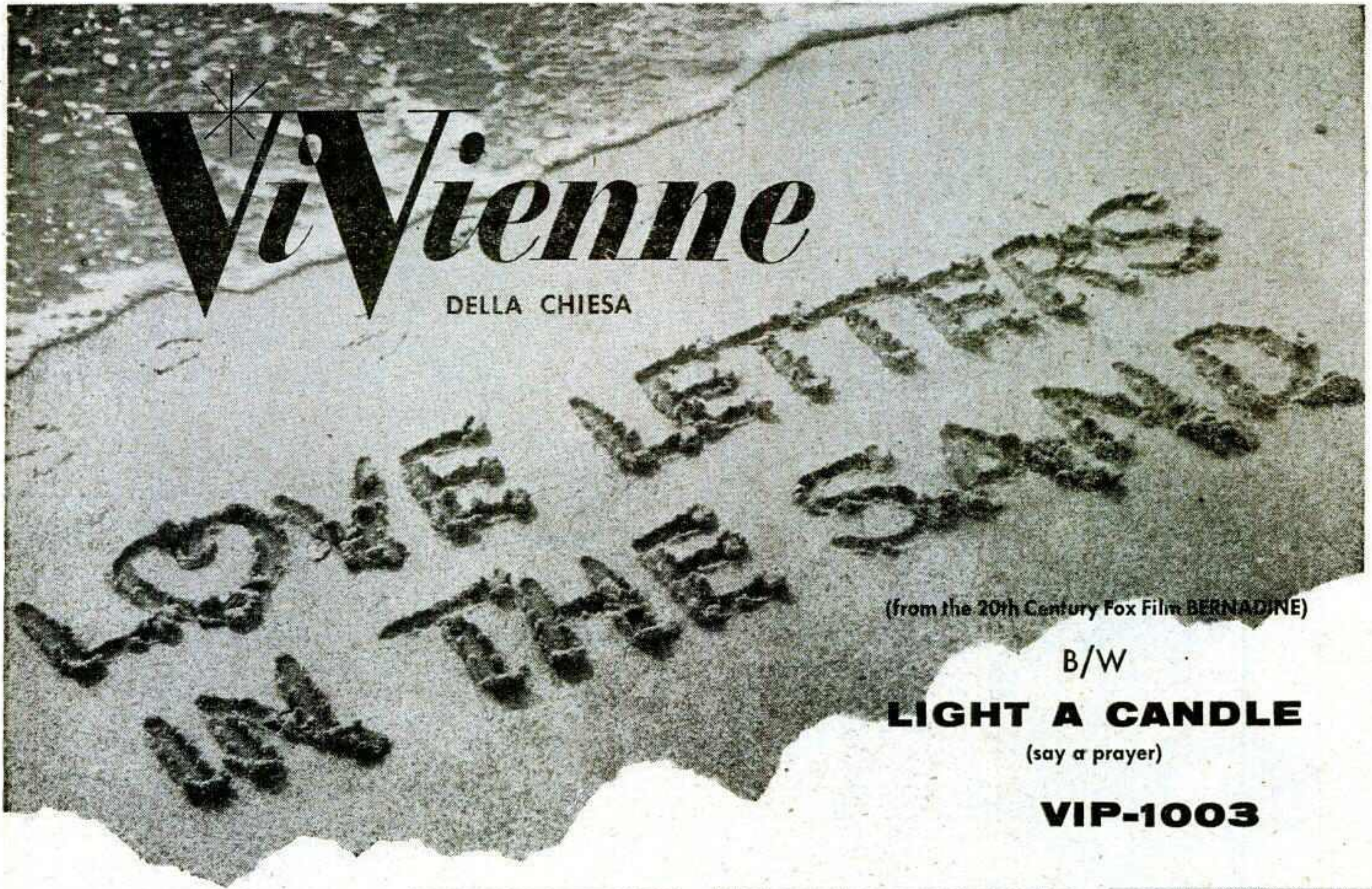
A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give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

Pos.	Song, Artist, Label	Pos. Last Wk.
1.	ALL SHOOK UP, Elvis Presley, Victor	1
2.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	3
3.	LITTLE DARLIN', Diamonds, Mercury	2
3.	WHITE SPORT COAT, Marty Robbins, Columbia	6
5.	SO RARE, Jimmy Dorsey, Fraternity	7
6.	SCHOOL DAY, Chuck Berry, Chess	5
7.	DARK MOON, Gale Storm, Dot	9
8.	GONE, Ferlin Husky, Capitol	7
9.	ROUND AND ROUND, Perry Como, Victor	3
10.	COME GO WITH ME, Del Vikings, Dot	9
11.	DARK MOON, Bonnie Guitar, Dot	11
12.	FOUR WALLS, Jim Reeves, Victor	12
13.	SEARCHING, Coasters, Atco	20
13.	TEENAGER'S ROMANCE, Ricky Nelson, Verve	17
15.	BYE BYE LOVE, Evely Brothers, Cadence	40
16.	START MOVIN', Sal Mineo, Epic	26
17.	FREIGHT TRAIN, Rusty Draper, Mercury	32
18.	ROCK-A-BILLY, Guy Mitchell, Columbia	15
19.	I'M WALKIN', Ricky Nelson, Verve	28
20.	EMPTY ARMS, Teresa Brewer, Coral	30
21.	FOUR WALLS, Jim Lowe, Dot	34
21.	GOIN' STEADY, Tommy Sands, Capitol	26
23.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	35
24.	VALLEY OF TEARS, Fats Domino, Imperial	32
25.	PARTY DOLL, Buddy Knox, Roulette	13
26.	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	21
27.	GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	41
28.	WHY, BABY, WHY? Pat Boone, Dot	14
29.	SHISH KEBAB, Ralph Marterie, Mercury	36
30.	BERNARDINE, Pat Boone, Dot	24
31.	FABULOUS, Charlie Gracie, Cameo	50
31.	TALKIN' TO THE BLUES, Jim Lowe, Dot	30
33.	I'M WALKIN', Fats Domino, Imperial	16
34.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	54
34.	OLD CAPE COD, Patti Page, Mercury	56
36.	LOVE IS A GOLDEN RING, Frankie Laine, Columbia	39
36.	ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	54
38.	PLEDGE OF LOVE, Ken Copeland, Imperial	28
39.	HE'S MINE, Platters, Mercury	23
40.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	50
41.	FREIGHT TRAIN, Charles McDevitt & Nancy Whiskey, Chic	45
42.	MANGOS, Rosemary Clooney, Columbia	37
43.	BUTTERFLY, Andy Williams, Cadence	24
43.	LITTLE WHITE LIES, Betty Johnson, Bally	53
45.	CAN'T WAIT FOR SUMMER, Steve Lawrence, Coral	68
46.	YOUNG BLOOD, Coasters, Atco	19
47.	ALMOST PARADISE, Roger Williams, Kapp	57
48.	MY LITTLE BABY, Perry Como, Victor	76
49.	ONE FOR MY BABY, Tony Bennett, Columbia	69
50.	I JUST DON'T KNOW, Four Lads, Columbia	22
51.	I'M SORRY, Platters, Mercury	38
52.	IT'S YOU I LOVE, Fats Domino, Imperial	67
53.	PLEDGE OF LOVE, Mitchell Torok, Decca	46
53.	QUEEN OF THE SENIOR PROM, Mills Brothers, Decca	71
55.	DON'T CRY MY LOVE, Vera Lynn, London	66
56.	AROUND THE WORLD, Victor Young, Decca	59
57.	C. C. RIDER, Chuck Willis, Atlantic	47
58.	EMPTY ARMS, Ivory Joe Hunter, Atlantic	43
59.	MY DREAM, Platters, Mercury	83
60.	ROSIE LEE, Mello Tones, Gee	74
61.	GONNA FIND ME A BLUEBIRD, Eddy Arnold, Victor	90
62.	WHITE SPORT COAT, Johnny Desmond, Coral	48
63.	I'M STICKIN' WITH YOU, Jim Bowen, Roulette	48
64.	COCOANUT WOMAN, Harry Belafonte, Victor	71
65.	I'LL TAKE ROMANCE, Eydie Gorme, ABC-Paramount	58
66.	AFTER SCHOOL, Randy Starr, Dale	81
66.	WARM UP TO ME BABY, Jim Bowen, Roulette	50
68.	MAMA LOOK-A BOOBOO, Harry Belafonte, Victor	80
69.	BUTTERFLY, Charlie Gracie, Cameo	61
69.	MAMA GUITAR, Don Cornell, Coral	48
69.	NINETY-NINE WAYS, Tab Hunter, Dot	81
72.	LITTLE DARLIN', Gladiolas, Excello	63
73.	PLEDGE OF LOVE, Dick Contino, Mercury	—
74.	BYE BYE LOVE, Webb Pierce, Decca	—
75.	TOO LATE, Gene Austin, Victor	79
76.	DO I LOVE YOU? Vic Damone, Columbia	75
77.	FABULOUS, Steve Lawrence, Coral	94
78.	SITTIN' ON THE BALCONY, Eddie Cochran, Liberty	87
79.	ISLAND IN THE SUN, Harry Belafonte, Victor	—
80.	WHO NEEDS YOU, Four Lads, Columbia	—
80.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER Billy Williams, Coral	42
80.	PARTY DOLL, Steve Lawrence, Coral	—
83.	DON'T CALL ME SWEETIE, Eileen Rodgers, Columbia	—
84.	GONNA FIND ME A BLUEBIRD, Joyce Hahn, Cadence	99
85.	MARIANNE, Terry Gilkyson, Columbia	—
86.	CRAZY LOVE, Frank Sinatra, Capitol	73
86.	LUCILLE, Little Richard, Specialty	62
88.	WHEN ROCK 'N' ROLL COMES TO TRINIDAD, Nat (King) Cole, Capitol	60
89.	CHANTEZ-CHANTEZ, Dinah Shore, Victor	64
90.	PEACE IN THE VALLEY, Elvis Presley, Victor	86
90.	RANG TANG DING DING, Cellos, Apollo	96
92.	WALKIN' THE FLOOR OVER YOU, Georgia Gibbs, Mercury	—
92.	SHANGRI-LA, Four Coins, Epic	—
94.	MY LOVE SONG, Tommy Sands, Capitol	—
95.	I LOVE MY GIRL, Cozy Morley, ABC-Paramount	—
96.	JUST TO HOLD MY HAND, Clyde McPhatter, Atlantic	—
96.	SHRINE OF ST. CECILIA, Faron Young, Capitol	—
98.	1492, Betty Johnson, Bally	94
99.	HAREM DANCE, Armenian Jazz Sextet, Kapp	78
100.	WALKIN' AFTER MIDNIGHT, Patsy Cline, Decca	96

* (Not available as a Pop Single. Available on RCA Victor EPA-4054.)

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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



VIP DISTRIBUTORS

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Records Unlimited, Inc., 2107 W. Auer Ave.

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Universe Record Dist., 2524 W. Pico Blvd.

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Lesco Distributors, 17 S. 21st Street

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B & K Distributing Co., 608 N. Hudson

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S & S Distributing Co., 2955 Woodward Ave.

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Binkley Distributors, 301 S. W. Sixth

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Binkley Distributors, 59 Riverside

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Mid-State Distributors, 420 Varick St.

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Century Distributors, Inc., 137 Glass St.

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Zion Distributing Co., 2056 Champa St.

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Gay Music Co., 1722 Washington St.

MINNEAPOLIS, MINN.
Sandell Company, 42 Gelmwood Ave.

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Tel Music Dist. Comp., 2702 Monroe St.

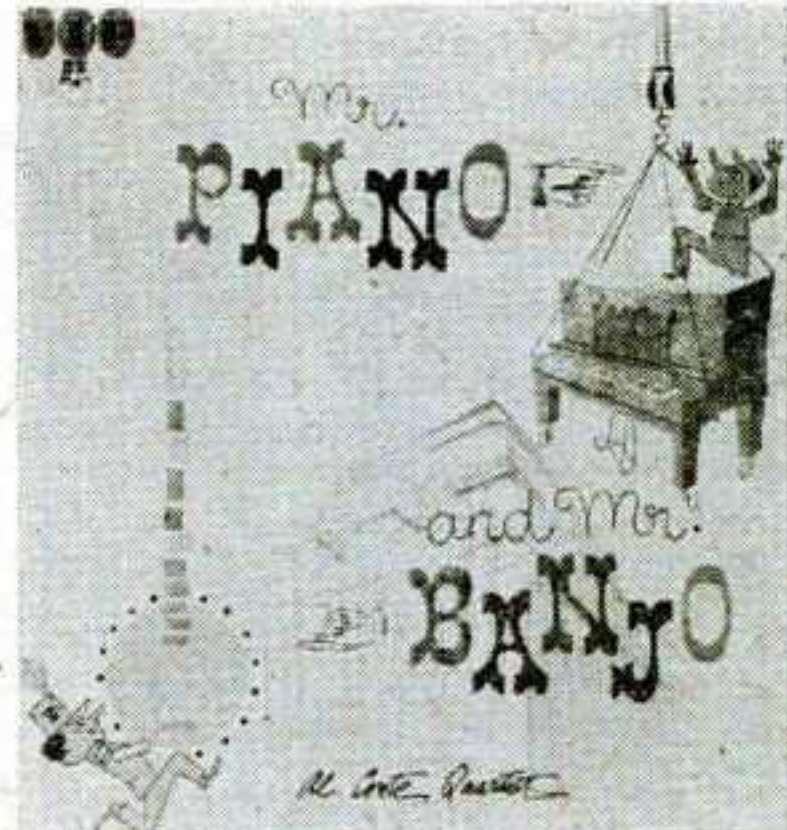
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BILLY BRANDO

Love Me Again
B/W
One Sided Love

VIP-1002



Al Conte Quartet
AL CONTE
the hottest pianist of our times."

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12" long play—\$3.98

VIP-2001



RUSS MILLER

I SIT IN MY WINDOW
B/W
WAIT FOR ME, MY LOVE
(Look Away - Look Away)

VIP-1006



ONE FIFTY-SEVEN WEST FIFTY-SEVENTH STREET, NEW YORK CITY

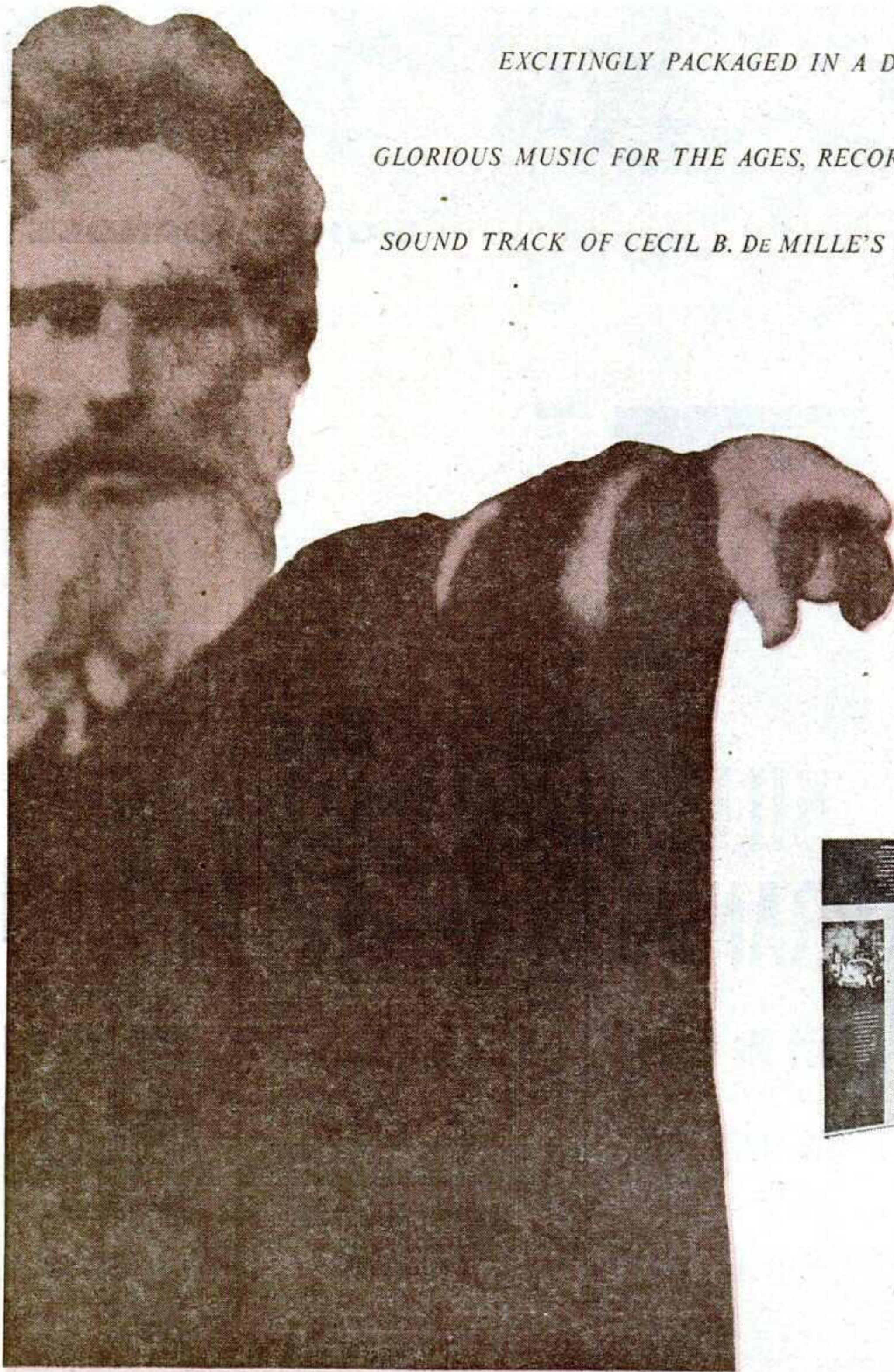
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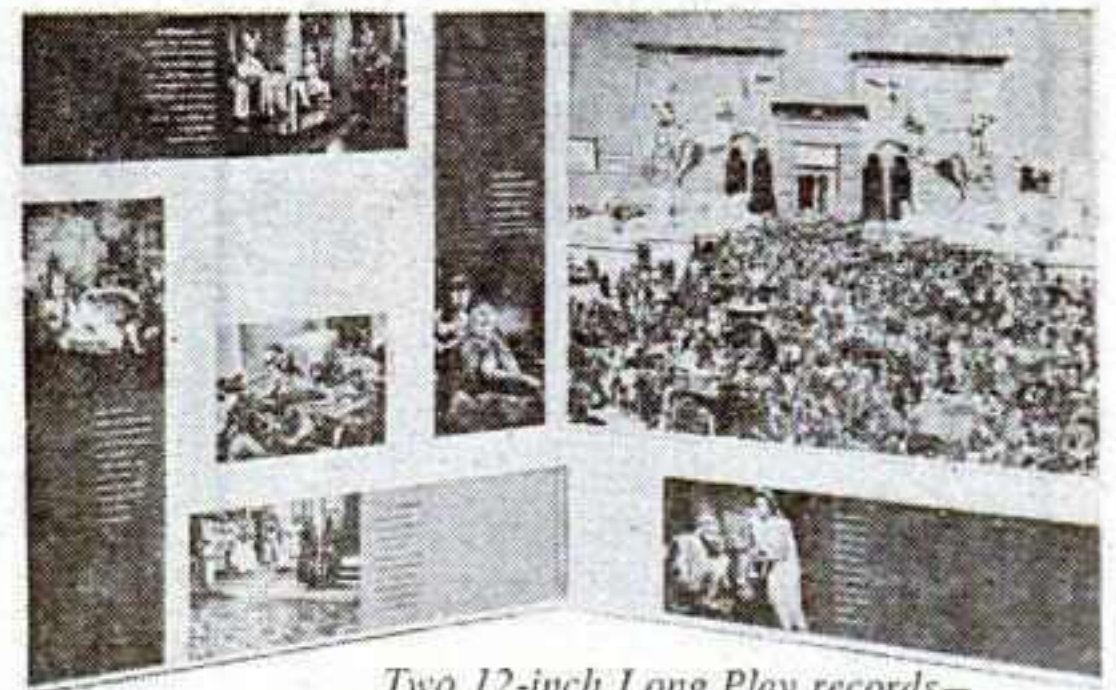
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An important new album backed by
powerful DOT promotion!

Ten Commandments



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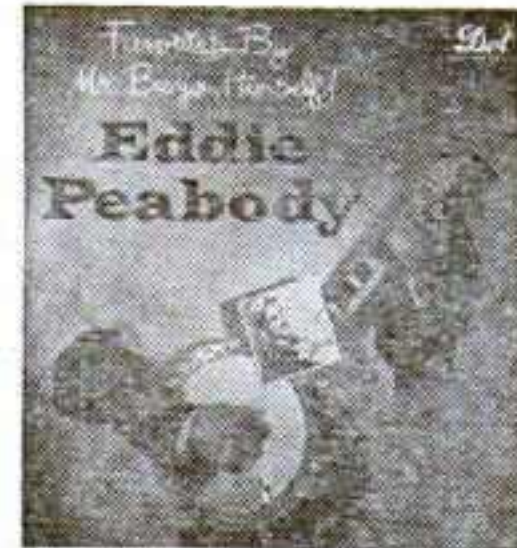
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NEW



TWO KINDS OF LOVE—Al Anthony
Exciting hi-fi organ stylings with orchestra and chorus. DLP 3056



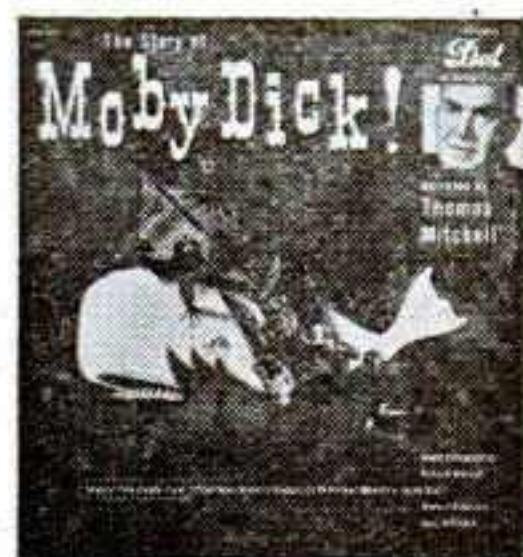
FAVORITES BY MR. BANJO HIMSELF—Eddie Peabody
An encore album by the master of the old-time banjo. DLP 3052



ROGERS WITH HEART PLAYS RODGERS & HART—Milt Rogers
For dancing or quiet listening—delightful piano performances. DLP 3055



WHEN ONLY THE MEMORY REMAINS—Roger Massenet
Piano and orchestra in enchanting mood music. DLP 3032



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CALENDAR SKETCHES—Charles Dorian Orchestra
Colorful orchestral tone poems newly composed by Alexander Semmler. DLP 3036

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- "PAT"
Pat Boone DLP-3050
- GREAT HITS ON DOT DLP-3049
- INSTRUMENTAL SOUVENIRS
Billy Vaughn DLP-3045
- KING OF RAGTIME
Johnny Maddox DLP-3044
- A VISIT WITH THE FONTANE SISTERS
The Fontane Sisters DLP-3042
- SOFTLY, SOFTLY, JAZZ
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- PROFILE: SPAIN
Mary Louise Boehm and Kees Kouper. DLP-3040
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Mort Lindsey DLP-3037
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Charles Dorian DLP-3036
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ARE YOU LONESOME TONIGHT?
Danny Welton DLP-3032

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Pat Boone DLP-3030
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Ranger Andy DLP-3028
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Earl Backus DLP-3026
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John Serry DLP-3024
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Andre Chante DLP-3022
- A FLASH OF STRINGS
Charles Dorian DLP-3021
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- A MUSICAL SETTING FOR TWO MIDNIGHTERS
Andre Chante DLP-3019
- WHEN THE LIGHTS ARE LOW
Piano & Strings of Priam Keith DLP-3018
- THE GOLDEN INSTRUMENTALS
Billy Vaughn DLP-3016
- POPULAR SQUARE DANCE MUSIC
Tommy Jackson DLP-3015

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Jan Garber DLP-3014
- HARMONICA MAGIC
Gene Jimae DLP-3013
- PAT BOONE DLP-3012
- GALE STORM DLP-3011
- THE PERSUASIVE SAX
Russ Procope DLP-3010
- NATIVE NEW ORLEANS JAZZ
Tony Almerico DLP-3009
- TAP-DANCE RHYTHMS
Johnny Maddox DLP-3008
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Al Lombardy DLP-3007
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Gale Storm



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"Oh, Susanna"

Every Sat. Night on CBS-TV

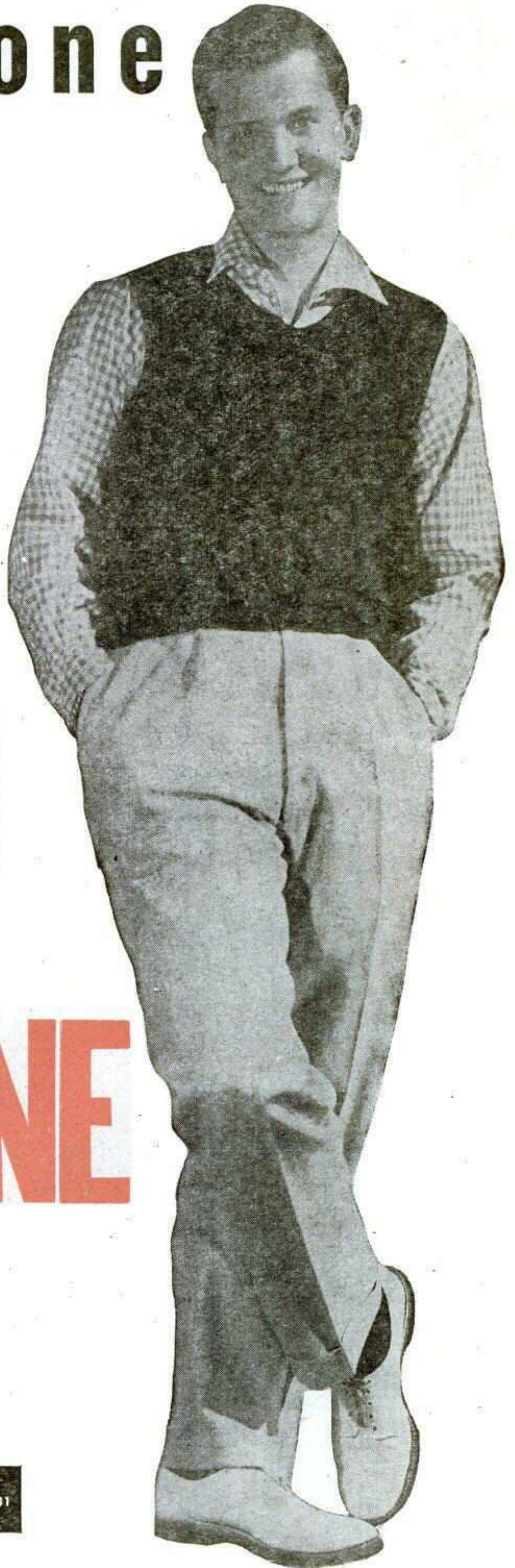
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Pat Boone



LOVE LETTERS IN THE SAND

and

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**2 HITS
BACKED UP!**

**"TALKIN' TO
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and

**"FOUR
WALLS"**

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*Heading for a Smash - -
Her first release on Dot*

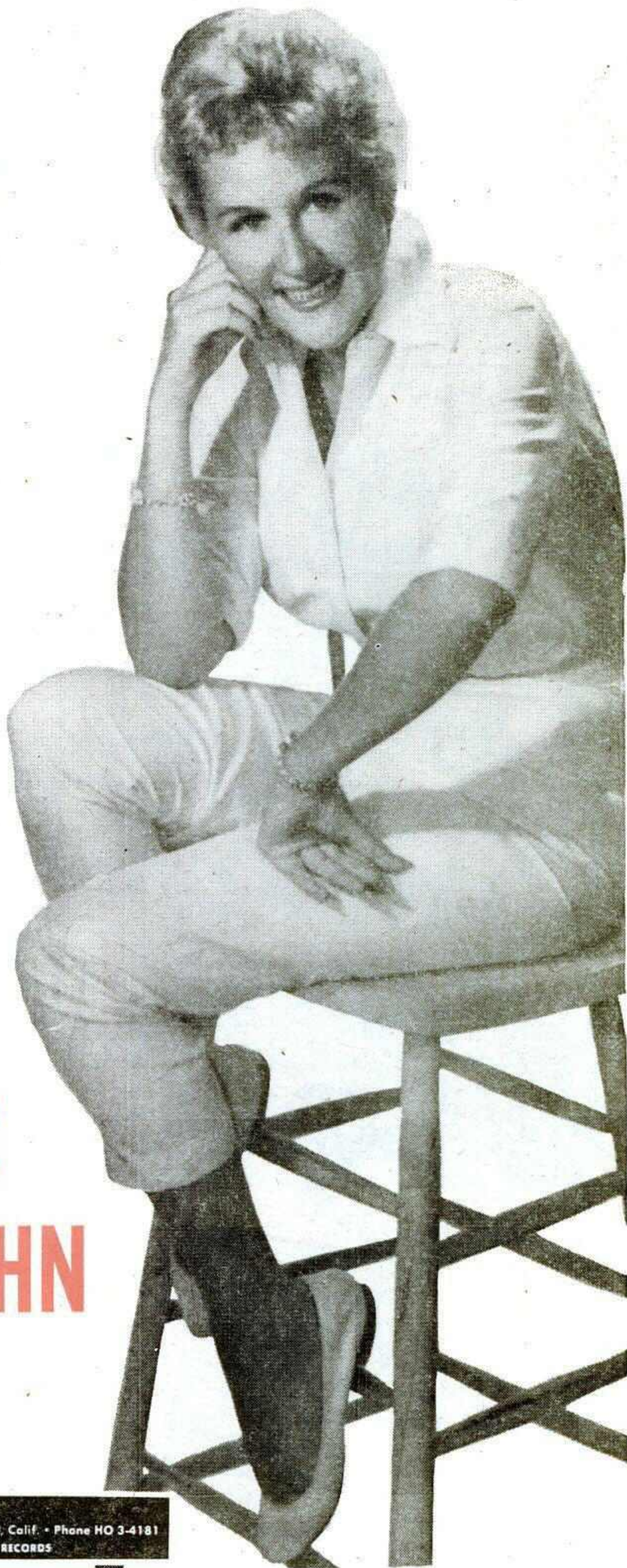
Margaret Whiting

**KILL ME WITH
KISSES**

and

**SPEAK FOR
YOURSELF JOHN**

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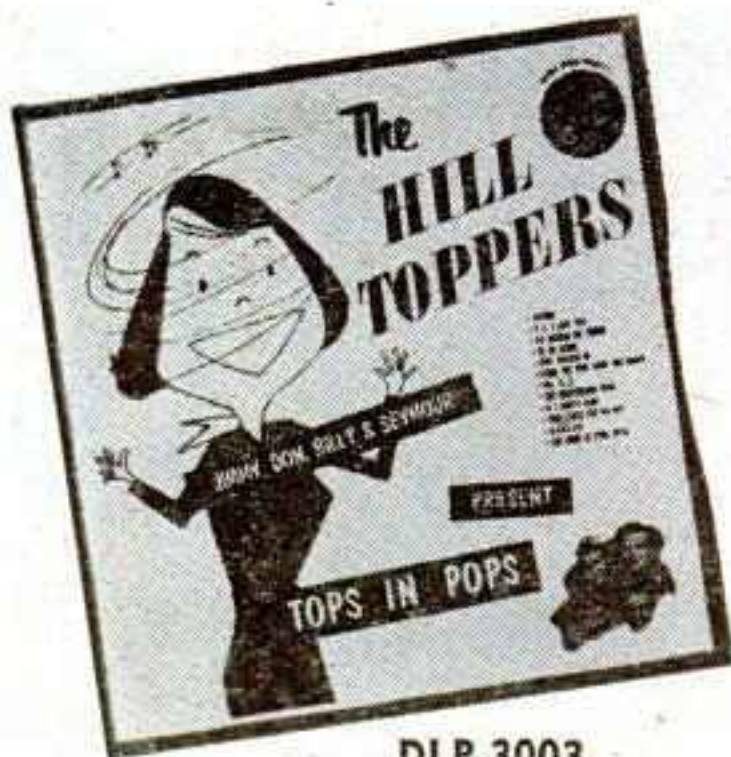
THE HILLTOPPERS



I'M
SERIOUS
and
I LOVE
MY GIRL

#15560

BEST SELLING LP's



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DLP-3029

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1005	15073	DLP-110
1023	15074	DLP-3000
1057	15075	DLP-3001
1062	15076	DLP-3003
1075	15077	DLP-3004
1085	15085	DLP-3005
1086	15132	DLP-3006
1091	15134	DLP-3008
1092	15142	DLP-3011
1115	15156	DLP-3012
1119	15169	DLP-3015
1126	15226	DLP-3016
1131	15247	DLP-3023
1137	15265	DLP-3027
1138	15280	DLP-3028
1139	15281	DLP-3029
1140	15282	DLP-3030
1146	15283	DLP-3042
1148	15284	DLP-3044
1150	15285	DLP-3045
1158	15286	DLP-3049
1168	15287	DEP-1000
1169	15288	DEP-1001
1182	15289	DEP-1002
1186	15289	DEP-1003
1191	15318	DEP-1004
1192	15325	DEP-1005
1202	15338	DEP-1006
1208	15365	DEP-1007
1209	15374	DEP-1008
1217	15375	DEP-1009
1218	15376	DEP-1010
1224	15377	DEP-1011
1230	15386	DEP-1012
1232	15409	DEP-1013
1233	15412	DEP-1014
1234	15414	DEP-1015
1236	15422	DEP-1016
1240	15423	DEP-1017
1247	15435	DEP-1018
1248	15436	DEP-1019
1249	15437	DEP-1020
1250	15443	DEP-1021
1251	15452	DEP-1022
1252	15458	DEP-1023
1253	15459	DEP-1024
1254	15466	DEP-1025
1255	15467	DEP-1026
1256	15468	DEP-1027
1262	15472	DEP-1028
1266	15474	DEP-1029
1273	15479	DEP-1030
1276	15481	DEP-1031
1282	15483	DEP-1032
1285	15486	DEP-1033
15001	15488	DEP-1034
15004	15489	DEP-1035
15006	15497	DEP-1036
15008	15503	DEP-1037
15018	15509	DEP-1038
15020	15514	DEP-1039
15021	15515	DEP-1040
15045	15521	DEP-1041
15066	15525	DEP-1042
15067	15527	DEP-1043
15068	15529	DEP-1044
15069	15533	DEP-1045
15070	15534	DEP-1046
15071	15537	DEP-1047
15072	15539	DEP-1048
	15544	DEP-1049
	15546	DEP-1050
	15547	DEP-1051
	15555	DEP-1052
	15556	DEP-1053
		DEP-1054
		DEP-1055
		DEP-1056

PLUS THESE CURRENT HIT SINGLES

15569	15574	15575
15581	15573	15583
15587	15558	
	15570	

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES

Coming Up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **With All My Heart** **Jodie Sands**
(ASCAP) Chancellor 1003
2. **Rock Your Little Baby to Sleep** . . **Buddy Knox**
(BMI) Roulette 4009
3. **Gonna Find Me a Bluebird** **Marvin Rainwater**
(BMI) M-G-M 12412
4. **Queen of the Senior Prom** . . . **Mills Brothers**
(BMI) Decca 30299
5. **Yes, Tonight, Josephine** **Johnnie Ray**
(BMI) Columbia 40893
6. **I Like Your Kind of Love** . . . **Andy Williams**
(BMI) Cadence 1323
7. **Cocoanut Woman** **Harry Belafonte**
(ASCAP) RCA Victor 6885
8. **I Just Don't Know** **Four Lads**
(ASCAP) Columbia 40914
9. **My Little Baby**
The Girl With the Golden Braids **Perry Como**
(BMI); (ASCAP) RCA Victor 6094
10. **Around the World** **Victor Young**
(ASCAP) Decca 3062

This Week's Best Buys

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

WITH ALL MY HEART (Debmar, ASCAP)—Jodie Sands—Chancellor 1003—The first platter by the young artist looks like a smash. Sales are leading in all markets. Flip is "Can't We Be More Than Only Friends?" (Debmar, ASCAP).

QUEEN OF THE SENIOR PROM (Carnegie, BMI)—Mills Brothers—Decca 30299—The side by the Mills Brothers, who haven't had a big platter in some time, has begun to move. Greatest sales in Boston, Philadelphia, Pittsburgh, Buffalo and Milwaukee. Other areas report strong sales. Flip is "My Troubled Mind," (Porgie, BMI).

• Review Spotlight on . . .

POP RECORDS

- TOMMY SANDS** Capitol 3743 **FANTASTICALLY FOOLISH**
(Snyder, ASCAP)
LET ME BE LOVED (Livingston & Evans, ASCAP)
New teen-age idol is so hot right now in both singles and album fields that his latest platter should move out in triple-time. "Foolish" is a sock rockabilly. Flip spotlights tender, intense warbling on a poignant ballad.
- THE DIAMONDS** Mercury 71128 **WORDS OF LOVE**
(Nor-Va-Jak, BMI)
DON'T SAY GOODBYE (Pure, BMI)
Strong two-sided entry should pile plays in both the pop and r.&b. markets. "Words" is unusual rhythm item, featuring an infectious rock and roll tempo and excellent lead. Flip is another appealing rock and roller.
- CREW CUTS** Mercury 71125 **SUSIE-Q**
(Arc, BMI)
SUCH A SHAME (Meridian, BMI)
The boys have a powerful "cover"-platter which should move out in all markets. "Susie-Q," cover of Dale Hawkins on Chess, is a charming rock and roller, while flip, cover of the Four Lads, has an appealing folk quality with fast guitar-drums backings.
- EYDIE GORME** ABC-Paramount 9817 **YOUR KISSES KILL ME**
(Sequence-Maxana, ASCAP)
KISS IN YOUR EYES (Gold, ASCAP)
The thrush is on an osculation-lyric kick here, and it may very well pay off with her biggest disk sales to date. She exudes showmanship and drive on both sides. "Kill Me" is an exuberant r.&r. belter. Attractive flip has similar spin-potential.
- FRANK SINATRA** Capitol 3744 **SOMETHING WONDERFUL HAPPENS**
(Sands, ASCAP)
YOU'RE CHEATIN' YOURSELF (Barton, ASCAP)
Talk about quality stuff, this pairing is it. The top is a slow, catchy-voiced ballad, typical of the chanter's greatest past efforts, while the flip swings, man, in company with a tremendously hip backing. Jockey play assured.
- CONNIE FRANCIS** M-G-M 12490 **EIGHTEEN**
(Meridian, BMI)
FADED ORCHID (Roosevelt, BMI)
The young chick comes of age here on two sides with not only a fine sound, but definitely superior material as well. On top, an incessant theme and class thrushing pound out the money sound. Flip is another solid emotional experience that can also go.
- JOHNNY DEE** Colonial 433 **TEENAGE QUEEN**
(Bentley, BMI)
A dangerous, teen-slanted side by a strong new talent. This can wreak havoc, with its tender opening recitation and warm phrasing, with the teen chick clique. Flip is "It's Gotta Be You," an appealing rockabilly. (Bentley, BMI).
- RED FOLEY** Decca 30334 **WHY ASK FOR THE MOON?**
(Shapiro-Bernstein, ASCAP)
SWEET INNOCENCE (Amber, ASCAP)
See listing under Review Spotlight on Country and Western Records.

POP DISK JOCKEY PROGRAMMING

- TAB SMITH** United 209 **SOMEONE TO WATCH OVER ME**
(New World, ASCAP)
Here's one of the most satisfying, smooth alto sax experiences available on any disk, on the Gershwin standard. Smith blows just about like Sinatra sings, which makes this great wax for any mood jockey seg. Flip is "Soft Breeze," another pleasing instrumental, (Pamlee, BMI).
- FRANK CHACKSFIELD** London 1749 **VOYAGE OF THE MAYFLOWER**
(Weiss & Barry, BMI)
Another lusty orchestrated Chacksfield mood instrumental, reminiscent of "Ebbtide," the new Mayflower is still somewhere off the West Indies, but this disk could arrive well ahead of it, at least with smart jocks. Even "Oscar," the seagull, is there to lend authenticity.

POP TALENT

- CLARE NELSON** Epic 9220 **AT OUR HOUSE**
(Monument, BMI)
JOHNNY COME KISS ME (Melody Lane, BMI)
The thrush's first Epic waxing is a solid programming item for jocks in search of new voices. Gal registers equally well on the infectious rhythm novelty. "At Our House," and the wistful, folksy flip, selling strongly on former and giving out with sweet simplicity and girlish charm on latter.
- BARBARA GORMAN AND SISTER VIV** Arrow 715 **8 O'CLOCK DATE**
(Twinn Ee, ASCAP)
WAS IT JUST FOR FUN (Olman, ASCAP)
Two engaging chirpers, 12 and six, belt this typical teen fare with solid pro quality, and in interesting sound, somewhat reminiscent of Patience and Prudence, but still individual enough to attract spins on its own merit.

Reviews and Ratings

NORMAN PETTY TRIO

The First Kiss 83
COLUMBIA 40929 — Vi Petty's fresh, appealingly unfinished vocal quality makes this one to watch. Tune is a pretty ballad with lyrics styled to please teen trade. Effective backing by Petty Trio and chorus. (Dominion, BMI)
The First Kiss 81
An instrumental version of same tune,

featuring pleasant solo work on piano and organ. Good romantic programming for mood music segs. (Dominion, BMI)

FOUR ACES

Yes Sir, That's My Baby 82
DECCA 30348—A rickety-tick, swinging one-step arrangement of the standard. Boys give it the big vaudeville try with
(Continued on page 61)



ROSEMARY CLOONEY

Sing, Little Birdie,
Sing b/w
Who Dot Mon, Mom?
4-40917



CATHY JOHNSON

My Johnee b/w
Please Come Back to Me
with Ray Ellis
4-40930



GENE AUTRY

Johnny Reb and
Billy Yank
(from the Herald Tribune
cartoon) b/w
Happy Little Island
4-40931



BOBBY LORD

Just Wonderful b/w
High Voltage
4-40927



TONY RAND

Seven Come Eleven b/w
It Can't Be True or Can It
4-40925



THE COLLINS KIDS

Hop, Skip and Jump b/w
Young Heart
Larry and Lorrie Collins
featuring Larry on
the guitar
4-40921-c

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

COLUMBIA RECORDS

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VOX JOX

By JUNE BUNDY

SHORR'S SATIRICAL NEWS-LETTER: Mickey Shorr, WXYZ, Detroit, has aroused so much curiosity in the trade over his satirical version of a deejay newsletter, that we decided to print the parody in full. The gag-letter, purporting to be from a "Norman Nebischul, De-

troit's newest power jockey—Mon., Wed., Fri., 2-2:10 a.m.," reads as follows:

"This is my first news-letter, and it may be my last. I expect to resign at the end of the week. At any rate, I wanted to get this out before

they fired me. . . . A lot of publishers in from New York this week. . . . And it might be easier to name some of the people who weren't here—Jack Lee, Jack Spaatz, Harvey Celler and Lucky Carle. Norman Rubin was here for a full week, but I didn't see him, as I was busy getting my car washed. Jack Lee has a real 'Smasheroonie' . . . I don't recall the title or artist, but I'm really laying on it. Open Letter to Pery Como: O.K. Pery—so you have a few hits back to back—but aren't you forgetting some of the fellows who made you what you are today? The same goes for the entire music business. . . . Too many records being released, and too many new artists. . . . Too many seat cover companies, too. . . . Why not release only one-sided records? . . . I know Pery, that you can take this in the spirit that is intended. . . . Nancy Wiskey guested on our TV show last Thursday . . . Ditto Rusty Draper . . . Steve Karmen, and Rudy Vallee (I didn't even know he covered it).

"New Sponsors This Week: U. S. Savings Bond, U. S. Army Recruiting, U. S. Navy Recruiting, U. S. Marine Recruiting, U. S. Coast Guard Recruiting, U. S. Air Force Recruiting.

"An open letter to all publishers: PLEASE COME BACK—Fort Wayne Hotel. "Here's my Top Ten. Note: (We play only western, rock and roll and pop songs. NO CLASSICAL SELECTIONS IN OUR TOP TEN.)"

(Editor's note: For brevity's sake, we'll just note here that all 10 selections were by Presley, spelled also as "Presly." Now back to Shorr's copy.)

"This will be a big one . . . "My Blue Heaven"—Gene Austin.

"Hope to hear from some of you record and publishing folks soon. . . . Wanted . . . 400,000 copies of 'All Shook Up' to give away at hops, and sell at 'Nebichuls Nook.' That's my record store.

"New Rating Just In . . . Well, I guess I showed them . . . No other stations on during my time segment. . . . What's the matter, fellows . . . scared? Frank Sinatra due in next week, and I expect him to do my hop at Chaday High. . . .

YESTERYEAR'S TOPS—

as reported in The Billboard
The nation's top tunes on records

JUNE 7, 1947

1. Mam'selle
2. Linda
3. My Adobe Hacienda
4. Heartaches
5. Peg o' My Heart
6. That's My Desire
7. I Wonder, I Wonder, I Wonder
8. Across the Alley From the Alamo
9. Anniversary Song
10. I Believe

JUNE 7, 1952

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

Bing Crosby called again. I wish these artists would stop bugging me with their records. If it's in the groove, it will get exposure, Bing.

"My birthday is next Tuesday. . . . Would like to get cards and telegrams. . . . Shapiro Bernstein sent a Buick last year, but I stripped a gear. . . . Sure would appreciate some gears from you fellows out there. . . . WOULD ALSO APPRECIATE LIFE-SIZE, FULL-COLOR PHOTOS OF ALL RECORD ARTISTS FOR MY BOSS'S DAUGHTERS' RECREATION ROOM. Well, that's it for now. I'll write again, when I want something. . . .

"Remember. . . . It's a fact. . . . Rating proved. No one beats Nebichul from 2 to 2:10 a.m."

CHANGE OF THEME: Charlie Grant has moved from WESX, Salem, Mass., to WKTS, Brooksville, Fla. Jock is also program director of the new Florida station, and says he needs polka wax. . . . New deejay at KMUR, Salt Lake City, is Ron McCov, formerly top-rated jock at KALL, Salt Lake City.

At long last, WBRB, Detroit-Mt. Clemens, Mich., went on the air May 18, thereby putting Dick (Continued on page 67)

Attention, Dealers!

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singing

"8 O'CLOCK DATE"
b/w

"Was It Just for Fun"
Arrow 715

BILLY MARSH
singing

"RUN AND TELL"
b/w

"Don't Tell Me"
Arrow 716

ARROW RECORDS
1650 Broadway New York 19

LITTLE RICHARD

jenny, jenny b/w



miss ann #606

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COMMODORES	COMMODORES	COMMODORES	COMMODORES	COMMODORES
#1004	#1004	#1004	#1004	#1004

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CHARLIE GRACIE
CAMEO #107

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BY THE LIGHT OF
THE SILVERY MOON
b/w
Come What May
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"BLUES DON'T MEAN
A THING"
b/w
"IF I HAD A TALKING
PICTURE OF YOU"
Savoy 1513
THE JIVE BOMBERS

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• **Reviews of New Pop Records**

• *Continued from page 58*

solid instrumental backing, including mechanical piano sound. Toss up with the flip for spins. (Bourne, Donaldson, ASCAP)

Three Sheets to the Wind...79
This slow-moving ballad has a strong flavor of the South Seas in the Ace's first release in a good spell. Al Alberts contributes a fervent "beyond the horizon" expression. Not their strongest but jocks will no doubt fall on it for good exposure. (Sequence, Halsey, ASCAP)

THE BLUENOTES
Page One82
COLONIAL 434—Good lead, Doug Franklin, and harmony group in a ballad with definite beat, but which eschews the more obvious rock and roll clichés. Unusual idea-lyric makes this the side to watch. (Bentley, BMI)

Mighty Low...78
Well-made pop rockabilly with above-average content. With full plugging, this one has a good chance to do business. Male lead solos throat with group backing. (Bentley, BMI)

JERRY LEVIS
My Mammy81
DECCA 30345—Reading of another great Jolson standard is bound to attract plenty of jock attention. The side lacks some of the spark of the "Rock a Bye Your Baby" hit. (Bourne, Warock, Donaldson, ASCAP)

With These Hands...80
This great standard gets all the impact of Lewis' particular brand of sell. Nice ballad reading which in spite of the more familiar Jolsonesque treatment on the flip, could get a better reaction. (Bloom, ASCAP)

LES BAXTER ORK & CHORUS
The Lonely Whistler80
CAPITOL 3728—Pretty mood instrumental from the Swedish flick, "The Vicious Breed," with a whistled theme, lush strings and "dreamy" piano backing should get plenty of play from jocks. Side captures some of the magic of earlier Baxter hits. (Leeds, ASCAP)

Ruby Lips...72
Masterful Baxter touch on an exotic tango. Instrumental is also fine fare for deejays, but flip is stronger. (Raphael, ASCAP)

JAMES (SUGARFOOT) CRAWFORD
I Don't Need You79
IMPERIAL 5441—Strong, hand clapping rhythm here. Crawford pounds out the many verses abetted by solidly swinging band. Frantic pace works to a nice fadeout. Suits for jocks or juke. (Reeve, BMI)

Morning Star...70
More big sound in this slower-moving ballad side. However flip rates the first looks. (Reeve, BMI)

GENE AUTRY
Johnny Reb and Billy Yank78
COLUMBIA 40931—A playful, happy spirit highlights Autry's warbling stint on this jauntily paced ditty, based on the comic strip characters. Strong tie-up promotion should help platter grab off spins on both pop and kiddie-type shows, altho disk's basic sales will likely be in latter market. (Robbins, ASCAP)

Happy Little Island...71
A placid snail fry tune about a once-upon-a-time playland. Acceptable in kiddie market, but flip has more spin potential. (Roger, ASCAP)

ANITA ELLIS
How Will I Know?78
EPIC 9222—Solid selling job by the veteran canary on a rockin' rhythm item with a good rock and roll beat. Could be a sleeper. (United, ASCAP)

Wait Till You See Him...66
Tasteful treatment of the great Rodgers-Hart standard. However, flip has more to offer today's market. (Chappell, ASCAP)

FRANKIE AVALON
Cupid78
CHANCELLOR 1004—Material and treatment combine certain elements of rock and roll and folk. Highly attractive wax with a somewhat different feel. Watch this one. (Dehmar, ASCAP)

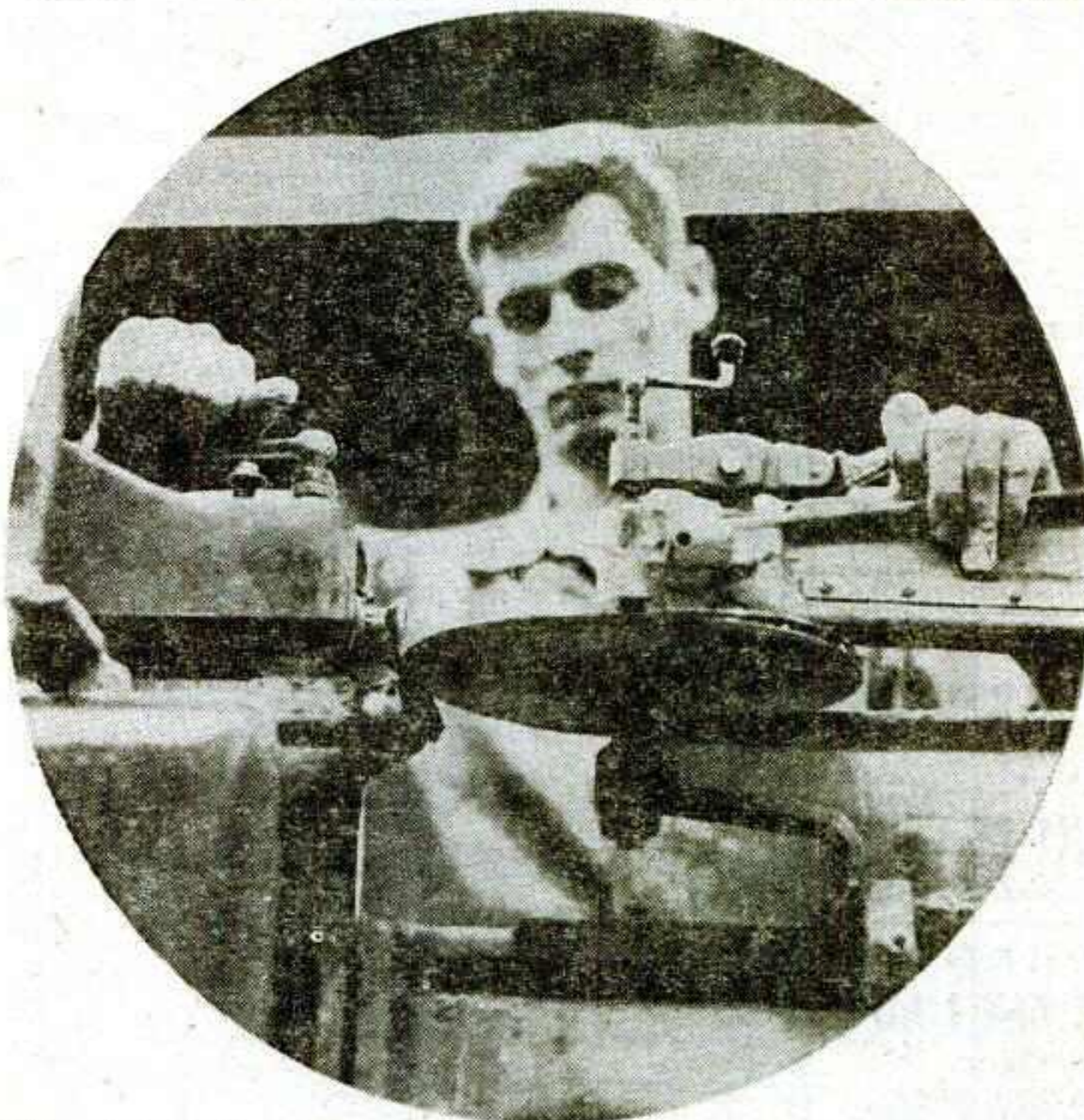
Jivin' With the Saints...65
This side's an instrumental rocker, based on the blues. Tenor sax, guitar and handclapping enliven proceedings. Flip is the money side. (Ram-Bed, BMI)

ELLA FITZGERALD
Manhattan77
VERVE 10050—The great standard, with vocal by the inimitable Ella, makes an outstanding deejay side. From the best selling Rodgers-Hart LP. (Marks, ASCAP)

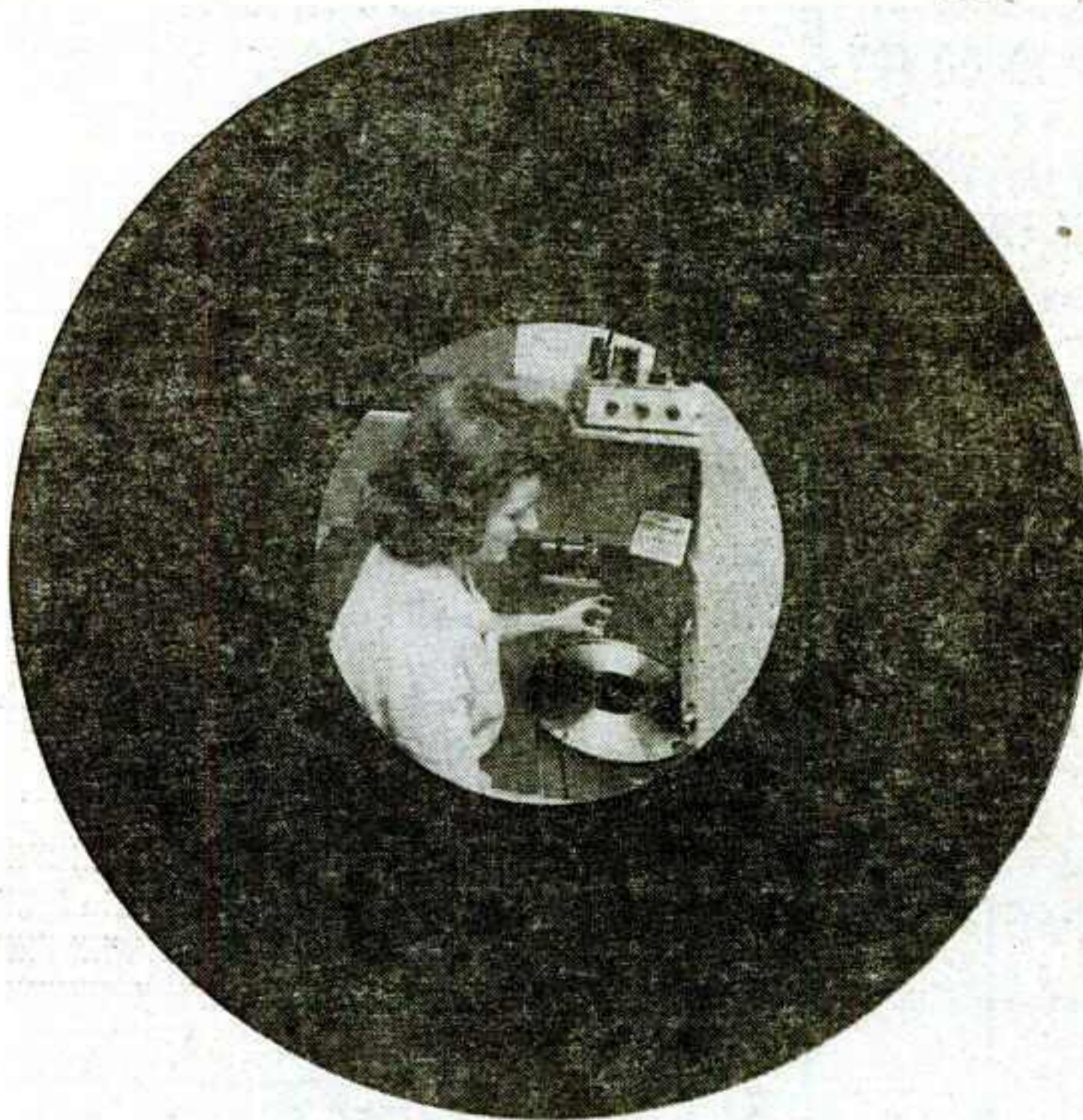
Let's Do It...77
One of the smartest of Cole Porter's sophisticated lyrics from the Porter LP, this side makes a delectable bit

(Continued on page 62)

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DING DONG
King 5058

RAM-BUNK-SHUS
King 5020

CHLOE
b/w Number Three
King 5044

ANNIE LAURIE
IT HURTS TO BE IN LOVE
Deluxe 6107

IT MUST BE YOU
Deluxe 6135

DONNIE ELBERT
WHAT CAN I DO
b/w
HEAR MY PLEA
Deluxe 6125

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

WYNONIE HARRIS
BIG OLD COUNTRY FOOL
King 5050

THE MIDNIGHTERS
OH, SO HAPPY
b/w Is Your Love For Real
Federal 12299

NEW RELEASES
EARL BOSTIC
SHE'S FUNNY THAT WAY
b/w
EXERCISE
King 5056

THE "5" ROYALES
I'D BETTER MAKE A MOVE
b/w
THINK
King 5053

OTIS WILLIAMS AND HIS CHARMS
TALKING TO MYSELF
b/w
ONE KIND WORD FROM YOU
Deluxe 6137



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

- A Face in the Crowd (R) (F)—Remick—ASCAP
- Almost Paradise (R)—Peer International—BMI
- Around the World (R) (F)—Young—ASCAP
- A White Sport Coat (R)—Acuff-Rose—BMI
- Bernardine (R) (F)—Palm Springs—ASCAP
- Can't Wait for Summer (R)—Southern—ASCAP
- Do I Love You (R)—Williamson—ASCAP
- Don't Cry My Love (R)—B. F. Wood—ASCAP
- Empty Arms (R)—Ivory—BMI
- Endless Love (R)—Skidmore—ASCAP
- Four Walls (R)—Sheldon—BMI
- Girl With the Golden Braids (R)—Roncom—ASCAP
- Gunfight at the O.K. Corral (R) (F)—Paramount—ASCAP
- I Can't Give You Anything But Love Baby (R)—Mills—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- Italiano (R)—Harms—ASCAP
- It's Like Getting a Donkey to Gallop (R)—Bregman, Vocco & Conn—ASCAP
- Little Darlin' (R)—Excelsior—BMI
- Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
- Look At 'Er (R) (M)—Valry—ASCAP
- Love Letters in the Sand (R) (F)—Bourne—ASCAP
- Old Cape Cod (R)—Pincus—ASCAP
- One for My Baby (R)—E. H. Morris—ASCAP
- Round and Round (R)—Rush—BMI
- So Rare (R)—Robbins—ASCAP
- Stars Fell on Alabama (R)—Mills—ASCAP
- Twelve o'Clock Tonight (R)—Charles M. Daniels—ASCAP
- Underneath the Overpass (R)—Paramount—ASCAP
- When Rock and Roll Come to Trinidad (R)—Marvin—ASCAP

Television

- All Shook Up (R)—Presley-Shalimar—BMI
- A White Sport Coat (R)—Acuff-Rose—BMI
- Around the World (R) (F)—Young—ASCAP
- Best Way You Know How (R)—Glenbrook—ASCAP
- Butterfly (R)—Mayland-Presley—BMI
- Chantez, Chantez (R)—Chantez—ASCAP
- Do You Love Me (R)—Valley—BMI
- Empty Arms (R)—Ivory—BMI
- Fools Errand (R)—Planetary—ASCAP
- Gone (R)—Hill & Range—BMI
- I Can't Give You Anything But Love Baby (R)—Mills—ASCAP
- I'll Never Cry (R)—Sunbeam—BMI
- I'm Sorry (R)—Algonquin—BMI
- I'm Walkin' (R)—Reeves—BMI
- It's You I Love (R)—Travis—BMI
- I've Grown Accustomed to Her Face (R) (M)—Chappell—ASCAP
- Let's Keep the Dodgers in Brooklyn (R)—Famous—ASCAP
- Liberty Tree (R)—Disney—ASCAP
- Little Darlin' (R)—Excelsior—BMI
- Love Letters in the Sand (R)—Bourne—ASCAP
- Marianne (R)—Montclare—BMI
- Ninety-Nine Ways (R)—Mayland—BMI
- Only One Love (R)—Bentley—BMI
- Round and Round (R)—Rush—BMI
- School Days (R)—Arc—BMI
- So Rare (R)—Robbins—ASCAP
- Teen-Age Waltz (R)—Champagne—ASCAP
- Too Late (R)—Alamo—ASCAP
- Valley of Tears (R)—Travis—BMI

Best Selling Sheet Music in Britain

(for week ending May 25)

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

- Around the World—Sterling (Young)
- Butterfly—Aberbach (Mayland-Presley)
- Ninety-Nine Ways—Good Music (Mayland)
- Mr. Wonderful—Chappell (Laurel)
- Rock-a-Billy—Joy Music (Joy Music)
- Heart—Frank (Frank)
- Chapel of the Roses—Victoria (Triangle)
- True Love—Chappell (Buxton Hill)
- Look Homeward, Angel—Kassner (Greta)
- Young Love—Cromwell (Lowery)
- When I Fall in Love—New World (Young)
- The Banana Boat Song—Morris (E. B. Marks-Bryden)
- Singing the Blues—Frank (Acuff-Rose)
- Good Companions—Maurice (Maurice)
- I'll Find You—Robbins (Robbins)
- Marianne—Montclare (Montclare)
- Mangos—Bron (Redd Evans)
- Adoration Waltz—Bron (Sovereign)
- Round and Round—Kassner (Rush)
- I'd Give the World—MacMelodies (Shapiro-Bernstein)

Best Selling Pop Records in Britain

(For week ending May 25)

Table with 3 columns: This Week, Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication, Last Week. Lists top 20 pop records.

See Record '57 Biz for Canada

Continued from page 18

716,416 units as against 145,056 for the same period last year.

Look at the trend in 45's month by month—January, 227,771; February, 216,349; and March, 272,296.

EP Sales

EP's continue to show strength, but not in comparison with their single fellows. This year, 193,554 were sold during the first quarter, compared with 145,056 sold during the first quarter of last year. January saw 68,074 moved, February brought out 74,90 while March sagged to 50,490.

Following back on some of the causes of increased sales, DBS figures show 28,817 record players were shipped from the factory in 1948. In 1956, there were 205,127, almost twice the 124,204 shipped in 1955.

Jukes had their part also. In

1949, just one juke box was imported into Canada, while in 1950, 257 moved across the border. In 1956, 1,992 were imported, compared with 1,585 in 1955. None are manufactured in Canada.

An interesting figure also shows up in import figures released by DBS on the number of phonograph records brought into this country. This shows undoubtedly the strength of the record clubs.

In 1956, there were 2,531,166 records, valued at \$1,206,000 imported compared with \$1,260,555 worth the year previously. This takes into account only the number of records brought in from the U. S.

Imports from all other countries during 1956 was only about \$500,000, with the United Kingdom accounting for \$301,869 worth of records.

Reviews of New Pop Records

Continued from page 61

of programming where permitted. Like the flip, a notable performance by the great Ella. (Harms, ASCAP)

GENE NASH
Dandy Lion 81
JUBILEE 5285—Nash gets in a rockabilly setting with an interesting gimmick type tune. Commercial reading which can draw some spins. (Gemini, Newman, Jubilee, ASCAP)
I Must Have Your Lovin' 79
Rockabilly styled chanting of an echoey blues type song. Good commercial sound in the vocal and arrangement can command attention. Given exposure, this has the power to move. (United, ASCAP)

CATHY JOHNSON
Please Come Back to Me 77
COLUMBIA 40930—A bluesy lyric touched with c.&w. quality, Cathy Johnson sings it with a world of heart, in a slow, relaxed tempo. Ray Ellis arrangement is full of charm. (Dominion, BMI)
My Johnnie. . . . 74
This side has a plaintive, folk quality. Cathy Johnson's classy vocal is underscored by a faint Latin beat. (Acuff-Rose, BMI)

VARETTA DILLARD
Time Was 75
VICTOR 6936—An impressive vocal treatment of the haunting standard, sparked by an insistent rock and roll tempo. Jockey exposure might pay off with surprising sales—r.&b. and pop. (Southern, ASCAP)
I Got a Lot of Love. . . . 73
Thrush tells a rhythm tune with convincing showmanship and a rock-in' beat. Has spin potential in both pop and r.&b. markets. (Sequence, ASCAP)

JANE MORGAN
Around the World 74
KAPP 185—Movie waltz theme already has several hot versions going. Smart, appealing vocal is a little late, but it's great and merits a whirl. (Young, ASCAP)
It's Not for Me to Say. . . . 74
Smooth, velvety styling on the cover of the tune which is currently big for Johnny Mathis. Lovely, bluesy rendition, like flip, is late. (Korwin, ASCAP)

SAM BUTERA
Ten Little Women 74
PREP 105—Rockabilly side with fine country blues flavor. Fast tempo, a chorus behind the vocal, and solid tenor sax make it an exciting side. (Southern, ASCAP)
Love Charm. . . . 68
Unusual tune, more appealingly cut elsewhere. Song is done with a chorus backing the vocal, and a guitar figure giving a rockabilly flavor. Fine tenor sax contributes strongly. (Sherman, BMI)

JACKIE AND ROY
I'm Forever Blowing Bubbles 73
ABC-PARAMOUNT 9821 — Smart jazz vocal team, with big-band backing this trip, in a new edition of the one-time Charlie Ventura "Bop for the People" idiom. Hip jocks will dig it the most. Good opener. (Remick, ASCAP)
Whisper Not. . . . 72
Unusual, moody minor piece, without words, most musically vocalized by the team. Big, cool band backing. For hip deejays, the dealers will find it better for album selling. (Silhouette, ASCAP)

JOHN LESLIE
Mountain of Love 73
EPIC 9217—A ballad in slow tempo, with a dreamy, swiny feeling. Lyric has a dash of country feeling, and like the flip has a triplet-dominated backing. A good one. (Joy ASCAP)
A Peach With a Heart of Stone. . . . 72
A rock and roller with a country flavor and triplets in the backing. A chorus backs the vocal of Leslie, ex-ABC artist. A good sounding side. (Jungnickel, ASCAP)

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C & W-POP HIT
JOHNNY CASH
"NEXT IN LINE"
and
"DON'T MAKE ME GO"
Sun 266

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member of the Audit Bureau of
Circulations.



GARY DALE
Pretty Baby73
GONE 5007—Tune bears no relation to the oldie with the same title. This is a brand new rocker with guitar and chorus support, and it has potential. Good coupling. (RealGone, BMI)
Love Is Dynamite...71
A sock vocal on a medium rocker with chorus support. Interesting backing varies between a straight and off-beat handclapping. Good performance. Ordinary material. (RealGone, BMI)

COOL DIP SINGH
Butterfingers72
VICTOR 6939—Here's an international rock and roll disk with solid curiosity value for spinners. East Indian warbler Cool Dip (formerly Kuldip) Singh does a surprisingly hip job on one of England's top rockabilly tunes. Tommy Steel's original rates first money. (Maurice, ASCAP)
Fingertips...70
Singh wraps up another catchy rock and roll rhythm item with an admirable display of rockabilly-vocal know-how. Same comment on play possibility. (Rush, BMI)

MITZI MASON
For the Last Time72
VIK 0278—Thrush's first Vik waxing spotlights a feelingful rendition of a moving rock and roll ballad with a solid beat. Merits jockey attention. (Peer Int., BMI)
Hickory Dickory Dock...69
An okay reading on a so-so rock and roll rhythm-novelty. Flip is stronger side. (Marks, BMI)

NAN CASTLE
I'm Not Ashamed72
VICTOR 6933—Gal's sib-styled vocal packs strong emotional impact on a plaintive weeper with a c.&w. flavor and r.&r. beat. A spin-able entry for jocks. (Ross Jungnickel, ASCAP)
Star Light, Star Bright...69
A pleasant up-tempo ditty is handed an enthusiastic reading and bouncy pacing. Flip, tho, is better showcase for thrush. (Cedarwood, BMI)

JOHNNY WILDER
Five Foot Two, Eyes of Blue72
PREP 106—Crisp, snappy vocal on the oldie, with some rockabilly syllable gargling and guitar. Novel touches can garner plays. (Feist-Warrock, ASCAP)
Play Love...63
Ballad of no special import, sung in competent, routine fashion. Flip would be the attention getter. (Raydon, ASCAP)

JERI JORDAN
Sea Shells71
BALLY 1037—Waltz weeper gets a listenable chirp from the talented new artist. Side has effective guitar and chorus backing. (Tannen, BMI)
The Architect...70
Strong debut on a bright, bouncy blues, similar in concept to "The Old Master Painter." Clever statement and answer gimmick with chorus. Side could be dangerous. (Valleydale, BMI)

DON CASANAVE
Outside of My Dream World71
ABC-PARAMOUNT 9827—Waltzer in the current r.&r.-derived groove. Sweetish youthful sound could put this over with the younger crowd. (Pinelawn, BMI)
Deep Within Me...69
Another version of an interesting

semi-rockabilly with strain reminiscent of "Workin' on the Railroad." Casanave sells with moderate effectiveness. (GB, BMI)

MARY KAYE TRIO
Calypso Rock71
DECCA 30344—From a pic called "Bop Girl Goes Calypso," comes this hybrid of rock and roll and calypso. Tune has a rousing sound and group gives it a good ride. Some juke noise possible here. (Marlee, ASCAP)
Boy on a Dolphin...66
A late cover of the slow, minor-key tune with Miss Kaye in a solo slotting in front of the Lionel Hampton ork. Side is taken from the label's album of the same title. Competition didn't make it on tune and this isn't likely to turn the tide. (Robbins, ASCAP)

NICK NOBLE
A Fallen Star70
MERCURY 71124—The baritone hand the moving c.&w. ballad a competent reading, but cover is out too late to pull more than moderate spins. (Tree, BMI)
Let Me Hold You in My Arms...69
Sentimental ballad in waltz tempo is warbled leisurely and with fine sense of nostalgia. Old-fashioned mood music segs could use wax. (Lowell, BMI)

LOU STEIN
The Little Splnet70
RKO UNIQUE 403—Instrumental novelty on this side. A very bright composition, combining an 18th century quality with modern touches. (Veronique, ASCAP)
Song of the East...69
Instrumental with chorus. There's a classy tone poem quality to this one. Jocks looking for Oriental mood and color have it here. (Weiss & Barry, BMI)

RUSS HAMILTON
We Will Make Love70
KAPP 184—A pretty tune in waltz time. Hamilton's relaxed vocal is backed by a chorus with a beautiful lyric quality. Guitar picking and the lyric give a country quality. Tasteful wax for deejays. (Artists, ASCAP)
Rainbow...68
Another pretty tune—this with a Western and folk quality. Hamilton's vocal is smooth and sincere. (Robbins, ASCAP)

PAT O'DAY
Go 'Way From My Window69
GOLDEN Crest—Sweet-voiced thrush gives gentle reading to wistful ballad with folk flavor. Both sides are from gal's album. Slim sales changes in single market, but Miss O'Day shows plenty of promise for future waxings. (Schirmer, ASCAP)
Soft Lights and Sweet Music...69
Dramatic up-tempo version of appealing Berlin standard, with tasteful vocal delivery by canary. Good programming for hip jocks. (Berlin, ASCAP)


AL BERRY
King of the Blues69
PREP 107—Throaty baritone has sound reminiscent of Bill Farrell. This better, with a beat, could garner some spin support, but no smash indicated. (Murad, BMI)
Please Don't Call Me Fool...60
Throaty ballad lacks appeal for current market tastes. (Beechwood, BMI)
JACKIE DEE
How Wrong I Was68

GONE 5008—Chick comes on strong on a pretty ballad in the weeper vein, with chorus assistance and rhythm backing. Side could attract interest. (RealGone & Hap, BMI)
I'll Be True...67
Attractive rocking styling of a tune that was big for Faye Adams not too long ago. Revival should get plays. (Angel, BMI)

TEDDY PHILLIPS ORK
Headin' Home68
BALLY 1036—Whistled theme with clippity-clop, rhythm backing is a fair side for deejays, but is not likely to amass big sales. (Windy City-Mouitor, ASCAP)

(Continued on page 65)

GENE NASH
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CHALLENGE RECORDS 6920 Sunset Blvd. Hollywood 28, Calif. HO 7-7101

This Week's C&W Best Buys

WHOLE LOT OF SHAKIN' GOING ON (Marlyn, BMI)—Jerry Lee Lewis—Sun 267—The platter by Lewis is taking off like wildfire. Tho in release only a short while, all areas list it as a top seller. It should also go well in pop and r.&b. markets, as well. Flip is "It'll Be Mine" (Knox, BMI). A previous Billboard "Spotlight" pick.

TOO MUCH WATER (Starrite, BMI)—George Jones—Mercury 71096—The disk has shown a steady progression toward hit proportions. Strongest action is in Buffalo, Milwaukee, St. Louis, with all the country markets reporting top sales. Flip is "All I Want to Do" (Starrite, BMI). A previous Billboard "Spotlight" pick.

A GIRL IN THE NIGHT (Texoma, ASCAP) — Hank Thompson—Capitol 3709 — Top-notch performer, who seldom misses, has another strong one. Sales are big in Baltimore, St. Louis, Durham, and all the Southern markets. Flip is "Quicksilver" (Texoma, ASCAP). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . C&W RECORDS

RED FOLEY

Why Ask for the Moon? (Shapiro-Bernstein, ASCAP) Sweet Innocence (Amber, ASCAP)—Decca 30334—Nicely contrasting sides here for Foley. The top, a medium tempo ditty with effective rhythm backing, should go in pop as well as country markets. The flip, a strong ballad, tho more traditional, also has pop chances. Both get solid assists from the Anita Kerr singers. Watch this coupling.

FERLIN HUSKY

Fallen Star (Tree, BMI) Prize Possession (Geronimo, BMI)—Capitol 3742—Jimmy Newman's Dot disk of "Fallen Star" has just hit the charts, but Husky's dedicated reading of the strong tune can hit the chips, too. Flipside is a bouncy job close to the rockabilly style with a mighty tricky rhythm backing. This can move, too.

Reviews of New C&W Records

BOBBY LORD

Just Wonderful . . . 85
COLUMBIA 40927—Pop-style country. Lord is backed with a chorus, and rock and roll type arrangement. His performance is outstanding, and should get action in pop and c.&w. (Acuff-Rose, BMI)
High Voltage . . . 81
Country blues in the rockabilly style. Lord belts it out with the true feeling of the artist who knows the idiom. Funky guitar is solid. (Golden West, BMI)

JIMMIE JOHN

Rosie's Gone Again . . . 76
DOT 15584—Powerful selling on a novelty of the hill type. Amusing verses could catch on. Fine stuff for country jocks. Side should be in for many spins. (Voca, BMI)
The Blues, the Guitar and Me . . . 75
New artist is strong on a medium beat weeper. There's also a recitation with the mountain backing. (Voca, BMI)

JIM WILLIAMS

Please Don't Cry Over Me . . . 74
SUN 270—Williams is strong on a ranchero type. Side features a clever vocal gimmick. Unusual side, could score. (Knox, BMI)
That Depends On You . . . 69
Williams tackles a country blues in fine style. Reprise features some interesting humming. Side isn't up to Sun's best. (Knox, BMI)

JAMES O'GWYNN

I Cry . . . 73
MERCURY 71127 — For buyers of traditional - style country weepers, Warbler is a top-notch in the idiom, but there have been more distinctive songs. (Starrite, BMI)
Do You Miss Me? . . . 69
Solid, intense warbling is much stronger than the material on this country ballad. Limited market. (Starrite, BMI)

CLELL PORTER

Old Enough to Worry . . . 72
BAKERSFIELD 123 — Traditional style country side, with a rollicking rhythm. Porter's vocal is without gimmick, depending upon his true

voice and feeling. A good song, too. (Chris, BMI)
Trading Stamps . . . 70
He'd like to trade in his stamps for his chick. There's a catchy, swiny quality to the rhythm pattern. Some cute lines in the lyric. (Chris, BMI)

SONNY COLE

Robinson Crusoe Bop . . . 71
EXCEL 124—Novelty lyric. This side has a sharp beat and considerable rockabilly flavor. Honky tonk piano and funky guitar give Cole's vocal a lot of flavor. (Flex, BMI)
I Need a Lotta Lovin' . . . 70
Good sound to this relaxed country blues. Cole's chanting is backed with chorus and rhythm. Guitars develop an effective echo. (Flex, BMI)

DON RENO-RED SMILEY

Sweethearts in Heaven . . . 71
DOT 15588 — Hill harmony on a medium tempo tune with the usual mountain fiddling, banjo and guitar accompaniment. Fair changes. (Pamper, BMI)
Sawing on the Strings . . . 70
Side is a country answer to "Holiday for Strings." Vocal serves as a frame for the fancy violin work. Plenty of banjo and guitar, too. (Nash, BMI)

KING STERLING

What Will Your Answer Be? . . . 71
STARDAY 298 — Highly effective weeper with moving vocal by Sterling and skillful string backing. (Starrite, BMI)
Not Much . . . 69
Sterling wails a plaintive country ballad with warm sincerity. Moderate sales with exposure. Flip is better side. (Starrite, BMI)

THE FARMER BOYS

Someone to Love . . . 70
CAPITOL 3732—Authentic hill styling in brother harmony. Material, however, has only medium weight. (Beechwood, BMI)
Flash, Crash and Thunder . . . 68
Bright ditty in traditional hill style. The boys have had stronger sides which have failed to hit the money. (Central, BMI)

WADE RAY

Wild Heart . . . 70
VICTOR 6931 — Underplayed, easy vocal on a pop-styled, slow ballad. Backing includes a femme chorus, guitar and celeste. Side could do some business in pop market. (Fairway, BMI)
Little Green Valley . . . 67
Cheerfully nostalgic theme by Ray and a male chorus with guitar and fiddle backing will have rough competition from tunes with wider appeal. (Mayfair, ASCAP)

JIM EANES

Your Old Standby . . . 69
STARDAY 297—Heartfelt reading on a weeper with good lyrics about a guy who's tired of being his gal's "old standby." Should grab some spins. (Starrite, BMI)

C&W Territorial Best Sellers

For survey week ending May 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. Missing You, Webb Pierce, Dec.
2. Four Walls, Jim Reeves, Vic.
3. Some Day, Webb Pierce, Dec.
4. White Sport Coat, Marty Robbins, Col.
5. First Date, First Kiss, First Love, Sonny James, Cap.

Charlotte

1. All Shook Up, Elvis Presley, Vic.
2. White Sport Coat, Marty Robbins, Col.
3. Honky Tonk Song, Webb Pierce, Dec.
4. Gone, Ferlin Husky, Cap.
5. There You Go, Johnny Cash, Sun

Dallas-Fort Worth

1. Fraulein, Bobby Helms, Dec.
2. Gone, Ferlin Husky, Cap.
3. Bye Bye Love, Webb Pierce, Dec.
4. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
5. White Sport Coat, Marty Robbins, Col.
6. Four Walls, Jim Reeves, Vic.
7. Honky Tonk Song, Webb Pierce, Dec.
8. Too Much Water, George Jones, Mer.
9. Next in Line, John Cash, Sun

Houston

1. Gone, Ferlin Husky, Cap.
2. White Sport Coat, Marty Robbins, Col.
3. Fraulein, Bobby Helms, Dec.
4. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
5. Too Much Water, George Jones, Mer.
6. All Shook Up, Elvis Presley, Vic.
7. Four Walls, Jim Reeves, Vic.
8. Bye Bye Love, Webb Pierce, Dec.
9. Don't Stop the Music, George Jones, Mer.
10. Honky Tonk Song, Webb Pierce, Dec.

Memphis

1. Whole Lotta Shakin' Going On, Jerry Lee Lewis, Sun
2. Bye Bye Love, Everly Brothers, Cdc.
3. So Long, I'm Gone, Warren Smith, Sun
4. All Shook Up, Elvis Presley, Vic.
5. Fallen Star, Jimmy Newman, Dot
6. White Sport Coat, Marty Robbins, Col.

Nashville

1. White Sport Coat, Marty Robbins, Col.
2. Bye Bye Love, Everly Brothers, Cdc.
3. Fallen Star, Jimmy Newman, Dot
4. I'll Be There, Ray Price, Col.
5. Next in Line, Johnny Cash, Sun

Richmond, Va.

1. Four Walls, Jim Reeves, Vic.
2. Gone, Ferlin Husky, Cap.
3. White Sport Coat, Marty Robbins, Col.
4. Don't Laugh, Louvin Brothers, Cap.
5. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M

St. Louis

1. Fallen Star, Jimmy Newman, Dot
2. Gone, Ferlin Husky, Cap.
3. Honky Tonk Song, Webb Pierce, Dec.
4. Four Walls, Jim Reeves, Vic.
5. White Sport Coat, Marty Robbins, Col.

Don't Stop Now . . . 67

Personable vocal stint on an uptempo country ditty with attractive lyrics. (Starrite, BMI)

TONY DOUGLAS

Old Blue Mound . . . 68
COWTOWN HOEDOWN 779 — Ingratating vocal treatment by Douglas on a sprightly paced ditty with clever novelty lyrics, re. the woes of being a wage slave. If distribution permits, jocks should get chuckles from wax. (Cowtown Hoedown, BMI)
Echoes of You . . . 62
Pleasing performance on ordinary country ballad. Flip is far better side. (Cowtown Hoedown, BMI)

KEN (PEEWEE) SHORT

Wanted . . . 68
COWTOWN HOEDOWN 777—Not the old Perry Como hit, but a c.&w. pleader, well-recorded and well sung by Short. Style is traditional, with fiddles. Some territorial action possible with exposure. (Cowtown Hoedown, BMI)
Big Time Gal . . . 61
Idea isn't developed in lyrics. Tune is an old-style country bouncer, competently sung, but nothing gripping here. (Cowtown Hoedown, BMI)

(Continued on page 65)

C&W Best Sellers in Stores

For survey week ending May 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	Weeks on Chart
1. GONE (BMI)—Ferlin Husky	1 16
Missing Persons (BMI)—Cap 3628	
2. WHITE SPORT COAT (BMI)—Marty Robbins	2 8
Grown-Up Tears (BMI)—Col 40864	
3. FOUR WALLS (BMI)—Jim Reeves	3 6
I Know and You Know (BMI)—Vic 20-6874	
4. ALL SHOOK UP (BMI)—Elvis Presley	5 9
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
5. HONKY TONK SONG (BMI)—Webb Pierce	4 11
SOME DAY (BMI)—Dec 30255	
6. GONNA FIND ME A BLUEBIRD (BMI)—	
Marvin Rainwater	6 6
So You Think You've Got Troubles (BMI)—M-G-M 12412	
7. FRAULEIN (BMI)—Bobby Helms	8 10
Heartsick Feeling (BMI)—Dec 30194	
8. WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline	7 15
Poor Man's Roses (ASCAP)—Dec 30221	
9. BYE BYE LOVE (BMI)—Webb Pierce	— 1
MISSING YOU (BMI)—Dec 30321	
10. THERE YOU GO (BMI)—Johnny Cash	9 25
TRAIN OF LOVE—Sun 259	
11. BYE BYE LOVE (BMI)—Everly Brothers	12 3
I Wonder If I Care as Much (BMI)—Cadence 1315	
12. NEXT IN LINE (BMI)—Johnny Cash	14 2
Don't Make Me Go (BMI)—Sun 266	
13. FIRST DATE, FIRST KISS, FIRST LOVE (BMI)—	
Sonny James	10 9
Speak to Me (BMI)—Cap 3674	
13. YOUNG LOVE (BMI)—Sonny James	11 23
You're the Reason (BMI)—Cap 3602	
15. I'M TIRED (BMI)—Webb Pierce	12 19
It's My Way (BMI)—Dec 30155	
15. THERE WAYS (BMI)—Kitty Wells	— 1
A Change of Heart (BMI)—Dec 30288	
15. FALLEN STAR (BMI)—Jimmy Newman	— 1
I Can't Go On This Way (ASCAP)—Dot 1289	
15. GONNA FIND ME A BLUEBIRD (BMI)—	
Eddy Arnold	— 1
Little Bit (BMI)—Vic 20-6905	

Most Played C&W in Juke Boxes

For survey week ending May 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Weeks on Chart
1. WHITE SPORT COAT (BMI)—Marty Robbins	1 8
Grown-Up Tears (BMI)—Col 40864	
2. GONE (BMI)—Ferlin Husky	2 14
Missing Persons (BMI)—Cap 3628	
3. FOUR WALLS (BMI)—Jim Reeves	3 5
I Know and You Know (BMI)—RCA Victor 20-6874	
4. ALL SHOOK UP (BMI)—Elvis Presley	4 8
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
5. GONNA FIND ME A BLUEBIRD (BMI)—	
Marvin Rainwater	4 9
So You Think You've Got Troubles (BMI)—M-G-M 12412	
6. HONKY TONK SONG (BMI)—Webb Pierce	6 9
SOME DAY (BMI)—Dec 30255	
7. FRAULEIN (BMI)—Bobby Helms	7 3
Heartsick Feeling (BMI)—Dec 30194	
8. WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline	8 10
Poor Man's Roses (ASCAP)—Dec 30221	
9. TOO MUCH WATER (BMI)—George Jones	— 1
I've Got to Go Cry (BMI)—Mercury 71096	
10. WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline	— 10
Poor Man's Roses (BMI)—Dec 30221	

Most Played C&W by Jockeys

For survey week ending May 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	Weeks on Chart
1. WHITE SPORT COAT—Marty Robbins	3 8
Col 40864—BMI	
2. FOUR WALLS—Jim Reeves	1 6
Vic 20-6174—BMI	
3. GONE—Ferlin Husky	1 15
Cap 3628—BMI	
4. GONNA FIND ME A BLUEBIRD—	
Marvin Rainwater	6 9
M-G-M 12412—BMI	
5. ALL SHOOK UP—Elvis Presley	4 9
Vic 20-6870—BMI	
6. HONKY TONK SONG—Webb Pierce	5 11
Dec 30255—BMI	
7. BYE BYE LOVE—Everly Brothers	8 4
Cadence 1315—BMI	
8. FALLEN STAR—Jimmy Newman	11 3
Dot 1289—BMI	
9. FRAULEIN—Bobby Helms	7 8
Dec 30194—BMI	
10. FIRST DATE, FIRST KISS, FIRST LOVE—	
Sonny James	12 7
Cap 3674—BMI	
10. WALKIN' AFTER MIDNIGHT—Patsy Cline	13 13
Dec 30221—BMI	
12. OH, SO MANY YEARS—Webb Pierce & Kitty Wells	9 9
Dec 30183—BMI	
12. NEXT IN LINE—Johnny Cash	15 2
Sun 266—BMI	
14. BYE BYE LOVE—Webb Pierce	10 2
Dec 30321—BMI	
15. THREE WAYS—Kitty Wells	— 1
Dec 30288—BMI	
15. THERE YOU GO—Johnny Cash	— 22
Sun 258—BMI	

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MERRIL MOORE
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Hollywood 28, Calif.

Reviews of New Pop Records

Continued from page 63

Melody No. 9... 67
Midwest orkster capably handles a moderate-rhythm instrumental with the theme alternating between guitar, accordion and barroom piano. Dance-Danceable. (Windy City, ASCAP)

CHARLIE SINGLETON ORK
Pyramid
ATLAS 2700—R.&b. clefter Singleton offers an unusual instrumental treatment of an exotic theme, featuring some highly effective sound gimmicks and excellent flute solo work. Interesting off-beat jockey wax. (Mac-Avery, BMI)
French Sweet Song... 67
A striking instrumental wrap-up on a sensuous theme with a melodic Parisian flavor—penned by French warbler Henri Salvador (?) Another smart off-beat deejay item.

THE RHYTHMETTES
Mind Reader... 68
BRUNSWICK 55012—Ukulele works with the gals on a simple but melodious tune. Harmony style has a touch of earlier Chordette disks, particularly "Mister Sandman." Has a chance for jock spins. (Spler, ASCAP)
Mister Love... 66
Deep basso is Mister Love here and he works with the harmony-styled chicks, formerly on Victor. Song has a strong country flavor, but cover looks thin for the current market. (Acuff-Rose, BMI)

VI VIENNE
Light a Candle (Say a Prayer)... 68
VIP 1003—A former opera singer, Miss Vienne makes a surprisingly agreeable transition to the pop field. This is a slow, religion-inspired ballad of hope done in big production, ork-chorus setting. Dramatic performance could get some jock action. (Scherer, BMI)
Love Letters in the Sand... 65
Another attractive performance by the contralto whose style is reminiscent of both Kate Smith and Jane Frohman. This tune, however, is locked up by Pat Boone and attention should focus on the flip. (Bourne, ASCAP)

HAP HOPPER
Gotta Have You... 67
ENCINO 1009—A rock and roller. Hooper's vocal is showcased by a strong rhythm section and good tenor. With proper exposure, it could do fairly well. (ACAMA, BMI)
He Got He Money... 67
This side is a calypso. Tells a story and has a bright arrangement. (Granson, BMI)

TOM AND DAN
To Each His Own... 67
RKO UNIQUE 378 — Instrumental version of old hit. Small group seems merely piano and drums, and its pleasant enough. (Paramount, ASCAP)
Jersey Bounce... 67
The oldie as a tasteful instrumental. Okay keyboarding. (Lewis, ASCAP)

THE AXIDENTALS
June Is Bustin' Out All Over... 67
ABC-PARAMOUNT 9819 — Smooth, rich blend work and a striking arrangement mark this lively version of the Rodgers and Hammerstein standard. Slim chances for either side in today's single market, but fine material for non-r.&r. deejay shows. (Harms, ASCAP)
What a Difference a Day Made... 67
Another quality vocal by group on the lyrical standard. Tasteful backing with a Latin beat. Same comment on sales potential. (Marks, ASCAP)

BILLY MARSH
Run and Tell... 67
ARROW 716—A rock and roll styled ballad, appealingly warbled by the new artist. Material is aimed at teens, but object of singer's affection sounds even younger. Although anything is possible today, this one sounds off-mark. (Savoy-Twin EE, BMI)
Don't Tell Me... 66
This side is a bouncer, also well sung, with strong beat and backing. Nothing monumental about the material. (American Academy, ASCAP)

The following records, also reviewed this week, do not, in the opinion of The Billboard's music staff, have wide enough appeal to gain national distribution and sales strength.

KEEFE BRASELLE—Arlene/I Never Meant to Get Serious—RKO Unique 402
LOUISE CARLYLE—The Real McCoy/Welcome Back to My Heart—M-O-S-S 002
KENNY GORDON—The Great Beginning/Play Fiddle Play—Salem 105
DANNY GUGLIEMI—Let's Make Up Again/Win, Place and Show—Nova 116
THE HOMETOWNERS—The New "Shadrack"/Prom Time—Sage 240
JOY JORDAN—Pajama Party/Jeebala Jabala Jingo—Tampa 123
TEDDY LAWSON—There's No Return From Love/I Knew It Was You All the Time—Mansfield 611
SHERRY PARSONS—The Moment I Fell for You/Dear Miss Lonely Hearts—Jubilee 5284

TRUDY RICHARDS—I Want a Big Butter and Egg Man/Weaker Than Wise—Capitol 3729
THE SECRETS—Queen Bee/See You Next Year—Decca 30350
AL WOODS & the Wanderers—My Lady Chou Coumme/Mask Off—Gone 5005
RANDY WRIGHT—Fifty-Fifty/Six Months Ago—Skidmore 1001

Spiritual
PROFESSOR ALEX BRADFORD
Steal Away... 86
SPECIALTY 905—The Professor is really close to the Lord as he does this satisfying spiritual. Chorus behind reaches heights of ecstasy. Solid. (Venice, BMI)
I Can't Tarry... 82
A fast one on this side. Good, with the incisive impact of the flip. It picks up heat as it goes along. This is a handclapping gospel-type number. (Venice, BMI)

THE HAPPY LAND SINGERS
Goodbye, Mother... 82
SPECIALTY 906 — An impassioned performance by the Happyland group. Side picks up steam as it goes along, with a steady beat and a lead singer who really feels the spirit on him. (Venice, BMI)
I've Been Born Again... 82
A relaxed performance and a swinging rhythm characterizes this side. It's in faster tempo than the flip, but just as impassioned. Fine wax. (Venice, BMI)

THE DIXIE HUMMING BIRDS
Just Trusing... 80
PEACOCK 1773 — A heart-moving spiritual in a slow tempo, and relaxed style. Has a quiet quality about it, and some compelling passages by the lead singer. (Lion, BMI)
Live On Forever... 78
The quiet, dignified quality of this side is similar to the flip for most of the way; altho it builds to a more impassioned height for a brief climax. Nice Wax. (Lion, BMI)

LESTER FLATT, EARL SCRUGGS
Is There Room for Me?... 78
COLUMBIA 40928—Powerful sacred side with the true hill sound. The singer and pickers bring a dirge-like quality to this selection. Lovers of the authentic Americana will go for it. (Cedarwood, BMI)
Give Me Flowers
While I'm Living... 75
A weeper in the traditional country style. Song makes a sensible plea, indicated by the title. The string figures will take the listener back to the pre-rockabilly Hank Williams era. (Cedarwood, BMI)

Polka
FRANK WOJNAROWSKI ORK
Dark Bell—Polka... 79
DANA 3258—One of the regulars of the Dana stable turns out another terple hunk of wax. Features colorful accordion improvising. (Dana, BMI)
White Waltz... 79
A very danceable three-beater, nice melody and arrangement adding lustre. A contrasting coupling, either of which would be worth-while juke selections where the crowds are right. (Dana, BMI)

THE NATURALS ORK
May Ann Polka... 74
CHICAGO RECORDS 228 — This group has a bigger than usual sound with the polka rhythm. For this reason, it rates particularly well for lukes. One of the two new disks marking label's move to national circulation. (Sajewskie, SESAC)
Why Did You Leave Me Waltz... 71
Same big sound comes thru on this waltz which makes it a worthwhile coupling. Vocal featured on this side.

HARMONY KINGS ORK
Debbie's Polka... 72
CHICAGO RECORDS 232 — Label has had local Chicago distribution only and with this half of new release, the first nationally distributed sides go out. Ready by the group is fair enough and rates well with other material in the same groove.
THE TWO EDDIES
Tra-La-La-La Waltz... 72
The waltz side has an equally bright appeal with a group vocal. Side would be as effective without chanting, but even so, it makes okay terp backing.

Sacred
GENE DAVIS
I Won't Tell Anybody But My Lord... 75
KING 5052—Davis, a new artist, carries the lead on an inspirational message about taking one's troubles to the Lord. Suitable mandolin and male trio support. (Mar-Kay, BMI)
Sweet Victory... 74
Slow verses of the devotional theme concerning rewards of a good life with faster tempos on each chorus reprise. Country-styled backing is similar to flip. (Mar-Kay, BMI)

Children's

SONS OF THE PIONEERS
Cheyenne... 78
RCA VICTOR 46—The Pioneers offer an easy-going clip-clopper of the lone prairie. Specially jacketed, the disk is one of the Bluebird 49-cent kiddie series. Nice vocalizing, and the sub-teen market may enjoy the reading. (Whitmark, ASCAP)
Home on the Range... 76
The boys have a nostalgic and 'azy reading of the western classic. Another one tuned to the juve set which certainly figures to stir some action if properly displayed on the rack. (PD)

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various record labels and their corresponding release counts in different categories.

Reviews of New C&W Records

Continued from page 64

DICK HART
Time Out for the Blues... 68
COWTOWN HOEDOWN 778—Tho not rockabilly, this country blues-tinged opus has sor appeal for current market. Will need exposure. (Cowntown Hoedown, BMI)
Everybody's Sweetheart, Nobody's Fool... 60
He's wise to her cheatin' ways. Material is so-so and performance is not unusual. (Cowntown Hoedown, BMI)

BOB CENTER
Poor Little Black Sheep... 67
BOBBY 5701—Medium tempo, folksy honky-tonker with alternating major and minor themes is attractively styled by the artist. Side was cut in Texas and will probably get greatest action there. (Parkdale, BMI)
I Beg Your Pardon, Ma'm... 67
Moderate beat weeper about a case of mistaken identity. Same appeal as flip. (Parkdale, BMI)

BILL HALL AND HANK LYNN
You Forgot to Care... 67
MAR-VEL 1000 — Brother-style duetting on a weeper. Well-made side, with prominent string beat. For the traditional market. (Hits of Tomorrow, BMI)
Shootin' Fool... 67
Wife sees thru the cat's alibi. Country novelty has some mild smiles. Creditable warbling. (Hits of Tomorrow, BMI)

HAROLD ALLEN
I Need Some Lovin'... 67
MAR-VEL 1201 — Country blues rocker. Good job could enjoy fair sales if it gets wide play and distribution. Territorial sales likely. (Hits of Tomorrow, BMI)
If You Were Mine Again... 63
A pleasant ballad, well produced, but

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The Everly Brothers, Don, and Phil, made their debut as regulars of WSM's "Grand Ole Opry" Saturday (1). Their newest on the Cadence label is "Bye, Bye, Love," written by Boudleaux and Felice Bryant. On the flip side is "I Wonder If I Care Enough?" which the boys penned themselves. Wesley Rose, of Acuff-Rose, Nashville, recently signed them to an exclusive songwriting pact. The Everlys are the writers of such tunes as "Thou Shalt Not Steal," done by Kitty Wells on Decca; "Here We Are Again," recorded by Anita Carter on Columbia, and "It Takes a Lot of Heart" and "That's the Life I Have to Live," as cut by Justin Tubb for Decca.

Lefty Frizzell, after 14 stands in Texas and Oklahoma, begins a 10-day swing of the East Coast at Camden, N. J., Wednesday (5). He follows with a 10-day jaunt thru the South. Tour was arranged by Steve Stebbins, of Americana Corporation, Woodland Hills, Calif. Lefty recently cut a session for Columbia in Nashville, using the Anita Kern Singers on the background. . . Freddie Hart is set for San Diego, Calif., June 7-8, and Baldwin Park, Calif., June 17-18, and then returns to "Town Hall," Compton, Calif. He begins an Eastern tour for Steve Stebbins, of Americana, in August. . . Johnny Cash shows his wares at Salinas, Calif., Thursday (6). Parks Air Force Base, California, Friday (7), and Oakland, Calif., Saturday (8).

Jim Reeves, following his appearance on the "Steve Allen Show" on the NBC-TV network Sunday (9), embarks on a 10-day trek thru the Southwest. . . Hank Thompson and His Brazos Valley Boys are set thru June as follows: Bainville, Mont., 8-9; Tulsa, Okla., 15; Noel, Mo., 21, and Tulsa, Okla., 22. July bookings find them in Oklahoma City, 6; Montrose, Colo., 11; Air Force Base,

Colorado Springs, Colo., 12; Denver, 13; Colorado Springs and Denver, 14, and Salt Lake City, 15. . . Ernest Tubb, Kitty Wells, Johnny and Jack and the Wilburn Brothers play Utica, N. Y., Wednesday (5); Niagara Falls, N. Y., Thursday, and Rochester, N. Y., Friday (7).

Deejay Tom Edwards, of WERE, Cleveland, is using a guesstar, either country or rockabilly, on his new Tuesday night TV show which kicked off successfully two weeks ago. Contact him when you're in the Cleveland area. . . Ann Raye (Martha Ann Barhanovich), one of the new young singers on the Decca label, was graduated Sunday (2) from Sacred Heart Girls' High School, Biloxi, Miss. She's the daughter of Yankee Barhanovich, prominent Biloxi insurance broker, well known in the country music field. . . Jim Small, Hudson, N. Y., talent booker and manager, is all shook up over a new group he has just taken under his wing. Known as the Bar M Ranch Boys, unit hails from Ballston Spa, N. Y., and has just had its initial release on the Event label. Tunes are "Wontcha?" b.w. "Don't Try," with the vocals by Pete Peterson, who also penned the ditties.

Attracting considerable attention in the Dallas-Fort Worth broadcast area is 14-year-old Frances Lanier, featured on the "Joe Bill Country Picnic Show," heard each Sunday at 12:30 p.m. over KRLD-TV, Dallas. . . Rusty Carson and his band, appearing each Saturday at Trianon Ballroom Oklahoma City, are slated for a tour of Oklahoma and Kansas dance spots being arranged by Pat O'Donnell, Dallas promoter. . . Gary Williams, of "Town Hall Party," has been signed by Verve Records, with his first album on the label slated for release early in the summer. Album will include a number of standards, such as "Satisfied Mind," "One More Ride" and "Mansion Over the Hilltop," plus a number of Gary's own tunes.

Comic Bob Shelton has joined the cast of "Red River Jamboree" in Paris, Tex. He also appears on the two-hour live broadcast which originates from the Coliseum, Paris, 2-4 p.m. each Saturday and aired by remote via KFTV there. The Country Krackers, piloted by fiddler Ralph Lamp, walked off with the \$100 first prize in the Vally Music Contest held in conjunction with the historic Apple Blossom Festival recently in Winchester, Va. The Krackers are heard each Saturday over WSWA, Harrisonburg, Va. . . B. (Hoot) (Continued on page 67)

WILEY BARKDULL
No One Will Ever Know... 66
HICKORY 1065—A weeper in the traditional style. Barkdull's straight deep-voiced vocal is backed by a simple, effective arrangement. Will draw tears. (Milene, ASCAP)
Too Many... 66
She's had too many sweethearts, that is. But none like him. Barkdull belts out this clever song to a backing that swings right along. Tasteful wax. (Acuff-Rose, BMI)

The following records, also reviewed this week, do not, in the opinion of The Billboard's music staff, have wide enough appeal to gain national distribution and sales strength.

CLYDE & WILLIE JOY—Echoes From the Hills/Beautiful Heaven Up There—Event 4263
BILL HALL—Let Me Love You/What Happened to Your Heart—Mar-Val 1001
SCOTTY STONEMAN—Heartaches Keep Coming On/Haunted House—Barkersfield 121
ANNE YOUNG—Branded/I Won't Cry Anymore—Mar-Vel 1350

AUDITED PAID CIRCULATION logo with ABC in the center.

Billboard Pick! HOP, SKIP AND JUMP b/w YOUNG HEART The COLLINS KIDS Larry & Lorrie Col. 40921 VIDOR Publications 5922 Sunset Blvd. Hollywood 28, Calif.

THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

This Week's R&B Best Buys

JENNY, JENNY (Venice, BMI)—Little Richard—Specialty 606—Frantic cat has another big one going. All areas report strong sales. Like past platters, this will probably catch a lot of coin in pop markets, too. Flip is "Miss Ann" (Venice, BMI). A previous Billboard "Spotlight" pick.

GET ON THE RIGHT TRACK BABY (Brent, BMI)—Ray Charles—Atlantic 1143—Strongest territories are New York, Philadelphia, Milwaukee and Durham. Other areas report that the disk is moving well. Looks like a big one. Flip is "It's All Right" (Progressive, BMI). A previous Billboard "Spotlight" pick.

SUSIE-Q (Arc, BMI)—Dale Hawkins—Checker 863—Platter is big in Philadelphia, Milwaukee, Durham, Buffalo and the Southern markets. Elsewhere, sales are jumping. Flip is "Don't Treat Me This Way" (Arc, BMI).

SIDE-TRACK (Recordo, BMI)—Googie Rene Band—Class 208—New York, Philadelphia, Milwaukee, Chicago are all strong for the disk. Sales are also big in Detroit, St. Louis, Buffalo and the Southern markets. Flip is "Break It Up" (Recordo, BMI).

UNITED (Everlast, BMI)—Love Notes—Holiday 2605—The tune has caught on and the platter appears headed for big loot. Top markets are Pittsburgh, New York, Philadelphia, Buffalo and Milwaukee. Other cities report strong sales. Flip is "Tonight" (Everlast, BMI).

Review Spotlight on . . .

R&B RECORDS

THE DIAMONDS

Words of Love (Pure, BMI)
Don't Say Goodbye (Nor-Va-Jak, BMI) - Mercury 71128 - See review under Pop Spotlight section.

THE MIDNIGHTERS

Is Your Love for Real? (Jay & Cee, BMI)—Federal 12299—The lead is a real shouter on this fiery upbeat blues that should cop plenty of action. Flip, "Oh So Happy," also features a top performance by the lead and tenor on a swinging beat-side. (McCoy, BMI).

R&B DISK JOCKEY PROGRAMMING

ERNIE FREEMAN

River Boat (Commodore, BMI)—Imperial 5444—Side is a danceable, finger-snappin' tune that features a rocking tenor solo with rhythm piano and organ backing. The kids should go for it. Flip, "Swing It," is a brass, minstrel-like effort that should also go well. (Travis, BMI).

TAB SMITH

Someone to Watch Over Me (New World, ASCAP)—United 209—See review under Pop Spotlight section.

SPIRITUAL

PROF. ALEX BRADFORD

Steal Away (Venice, BMI)
I Can't Tarry (Venice, BMI)—Specialty 905—"Steal Away" is a beautiful, slow interpretation with chorus backing that really satisfies. Flip is a hand-clapping gospel type that picks up heart as it goes along. Both sides are most appealing.

R&B Territorial Best Sellers

For survey week ending May 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. Come Go With Me, Del Vikings, Dot
2. Searching, Coasters, Ato.
3. C. C. Rider, Chuck Willis Atl.
4. Just to Hold My Hand
Clyde McPhatter, Atl.
5. It's You I Love, Fats Domino, Imp.
6. Young Blood, Coasters, Ato.
7. I Wanna Get Married, B. B. King, RPM
8. School Day, Chuck Berry, Chs.
9. Let the Four Winds Blow
Roy Brown, Imp.

Charlotte

- 1. I'm Walkin', Ricky Nelson, Vrv.
2. C. C. Rider, Chuck Willis, Atl.
3. All Shook Up, Elvis Presley, Vic.
4. Young Blood, Coasters, Ato.

Chicago

- 1. So Rare, Jimmy Dorsey, Fty.
2. All Shook Up, Elvis Presley, Vic.
3. Next Time You See Me
Little Jr. Parker, Duk.
4. It Hurts to Be in Love
Annie Laurie, Del.
5. School Day, Chuck Berry, Chs.

Cincinnati

- 1. C. C. Rider, Chuck Willis, Atl.
2. My Dream, Platters, Mer.
3. All Shook Up, Elvis Presley, Vic.
4. Jim Dandy Got Married
LaVerne Baker, Atl.
5. Send Me Some Lovin'
Little Richard, Spe.
6. School Day, Chuck Berry, Chs.
7. Come Go With Me, Del Vikings, Dot

Detroit

- 1. School Day, Chuck Berry, Chs.
2. All Shook Up, Elvis Presley, Vic.
3. Rosie Lee, Mello Tones, Gee
4. Young Blood, Coasters, Ato.
5. I Wanna Get Married, B. B. King, RPM

Los Angeles

- 1. All Shook Up, Elvis Presley, Vic.
2. Come Go With Me, Del Vikings, Dot
3. School Day, Chuck Berry, Chs.
4. So Rare, Jimmy Dorsey, Fty.
5. Little Darlin', Diamonds, Mer.
6. Over the Mountain
Johnnie & Joe, Chs.
7. Johnny's House Party
Johnny Heartsman, Mcy.
(Continued on page 67)

R&B Best Sellers in Stores

For survey week ending May 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.

Table with columns: This Week, Last Week, Chart. Lists records like YOUNG BLOOD, SCHOOL DAY, ALL SHOOK UP, etc.

Most Played R&B in Juke Boxes

For survey week ending May 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Chart. Lists records like ALL SHOOK UP, YOUNG BLOOD, SCHOOL DAY, etc.

Most Played R&B by Jockeys

For survey week ending May 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.

Table with columns: This Week, Last Week, Chart. Lists records like SCHOOL DAY, C. C. RIDER, VALLEY OF TEARS, etc.

Reviews of New R&B Records

EARL BOSTIC ORK

She's Funny That Way80
KING 5056—The poignant standard is handed a sultry, haunting instrumental rendition, highlighted by Bostic's great sax passages. For jocks, of course, and the fans. (Robbins, ASCAP)

Exercise78
A swiny instrumental treatment of a buoyant rhythm tune with jubilant solo on alto sax by Bostic. Fine turntable material. (Earl's, BMI)

SONNY THOMPSON

Gum Shoe80
KING 5055—This rockin' instrumental side by Sonny "Long Gone" Thompson. Should spark considerable play. Sock sax solo work and a swiny, contagious beat. (Jay & Cee, BMI)

Stop, Come See Me75
Exuberant vocalizing by Paul Tate on a catchy rhythm tune. Flip that has better spin prospects. (Jay & Cee, BMI)

HAROLD BURRAGE

Messed Up79
COBRA 5012—Interesting guitar accompaniment features a good bluesy vocal bit by Burrage. Side swings at a breezy pace and some movement could happen with exposure. Repeated title is contagious. (Armel, BMI)

I Don't Care Who Knows75
Rocking job in a blues-coated pattern.

Burrage belts it for exciting results. Good talent that can draw interest. Side has juke potential. (Armel, BMI)

THE ISLEY BROS.

Angels Cried79
TEENAGE 1004—With proper exposure this might grab off action nationally. Group sells a plaintive blues-ballad with powerful emotion and sock performance by lead singer Ronald Isley. (Monument, BMI)

The Cow Jumped Over the Moon70
Vitality and verveful lead—a la Frankie Lyman—make this otherwise ordinary blues-novelty a lively bidder for jockey spins. (Jeepster, BMI)

SONNY BOY WILLIAMSON

I Don't Know78
CHECKER 864—Fine blues. Williamson chants this lyric with pathos and drama. Bucking is relaxed and swinging, with harmonica contributing much to the true blues quality. (Arc, BMI)

Fattening Frogs for Snakes77
Williamson chants this unusual blues material to a wonderful backing loaded with true Southern quality. Harmonica and the rhythm section really pitch in here. Fine r.&b. wax. (Arc, BMI)

EDDIE BOYD

Hotel Blues78
CHESS 1660—Boyd shouts this blues
(Continued on page 67)

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ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

New York indie diskery men are experiencing problems all their own, brought about by virtue of their specific location. One of the mahoffs of a small diskery in the 1650 Broadway group here, says you've got to be "down in Philadelphia, or out in the country somewhere," these days to make records that will sell. In New York, he said, every label with even a two by four office becomes the target for amateur groups and amateur songwriters. "I never get time to think anymore, let alone get out on the road to find out what's going on in the business. The other day, I got more new ideas on a two-hour drive to Philly than I've had in a month," he declared.

For these reasons, according to the source, many of the city indies become followers rather than creators. Too many of these fellows who had one big hit on a shoestring, set up a fancy office and become prisoners of their desks and the guys knocking at the door who want to get into the business. "Buchanan and Goodman did their best business out of a phone booth in a drugstore," he said, adding "and look what Sun Records has been doing down there in Tennessee."

Backing up the statement would be the recent emergence of Philadelphia as an originating point for hot disks. The Quaker City has spawned the Cameo and Bern-Lö labels as well as Chancellor and Colonial. Then too, there is the Chic label of Thomasville, Ga., which after a couple of impressive initial country disks, came up with the Charles McDevitt skiffle group with Nancy Whiskey on "Freight Train." Another aspect of the matter is the increasing tendency of labels, large and small, to scout the hinterlands for masters, buy them and make them into hits. There are innumerable examples of recent successful purchases of masters cut far from the frantic hue and cry of New York.

Joe Marsolais, Universal Attractions exec, reports the outfit is engaged in stepping up its activities in the r.&b. booking field. With such names as Earl Bostic, Tiny Bradshaw, Little Willie John and James Brown already in the fold, the firm has recently pacted for one-nighters, Eddie Boyd, Faye Adams, the Channels, Little Jimmie Scott, Nappy Brown, Larry Darnell, Wynonie Harris, Little Esther, Annie Laurie, Big Maybelle, Varetta Dillard, the Harptones and Stomp Gordon and His House Rocker Jimmy Evans, manager of a number of these acts, made a package deal with Universal to handle one-night booking for all members of his group. Marsolais reports that a number of small packages are being set up to play the smaller metropolitan markets. First of these, which includes Arnett Cobb, Little Willie John and Linda Hopkins, hits the road for 118 dates in 130 days, starting June 14.

Don Robey, Duke-Peacock mahoff, will be launching a new label shortly. In another report from the Houston diskery, the trade is advised to watch for new sides by the El Torres, Tommy Mosley, the Sonatas, Doug and Josie, Joe Medwick, the Joe Scott Singers and Billy Brooks and Pincy Brown, who will have their first disk as a team. . . . The Richard Maltby ork on Vik Records, celebrated its second birthday Monday (27). The outfit embarked on a nation-wide tour of one-nighters, from New York to Salt Lake City, on Saturday (25).

R&B Territorial Best Sellers

Continued from page 66

- It Hurts to Be in Love - Annie Laurie, Del.
- My Dream, Platters, Mer.
- Love's a Hurting Game - Ivory Joe Hunter, Atl.

New Orleans

- C. C. Rider, Chuck Willis, Atl.
- Valley of Tears, Fats Domino, Imp.
- What Can I Do? Donnie Elbert, Del.
- Over the Mountain - Johnnie & Joe, Chs.
- Come Go With Me, Del Vikings, Dot
- In the Chapel, Ann Cole, Btn.

New York

- School Day, Chuck Berry, Chs.
- C. C. Rider, Chuck Willis, Atl.
- Blue Monday, Fats Domino, Imp.
- Just to Hold My Hand - Clyde McPhatter, Atl.
- Come Go With Me, Del Vikings, Dot

Philadelphia

- C. C. Rider, Chuck Willis, Atl.
- Over the Mountain - Johnnie & Joe, Chs.
- All Shook Up, Elvis Presley, Vic.
- What Can I Do? Donnie Elbert, Del.
- Next Time You See Me - Little Jr. Parker, Duk.

St. Louis

- School Day, Chuck Berry, Chs.
- I Wanna Get Married, B. B. King, RPM
- Young Blood, Coasters, Ato.
- Sun Is Shining, Jim Reed, VJ
- Valley of Tears, Fat Domino, Imp.

Washington, D. C.

- Young Blood, Coasters, Ato.
- School Day, Chuck Berry, Chs.
- Just to Hold My Hand - Clyde McPhatter, Atl.
- C. C. Rider, Chuck Willis, Atl.
- Bye Bye Love, Everly Brothers, Cde.
- Valley of Tears, Fats Domino, Imp.
- Searching, Coasters, Ato.
- All Shook Up, Elvis Presley, Vic.
- Gone, Ferlin Husky, Cap.

Reviews of New R&B Records

Continued from page 66

in compelling style. Song tells an unusual story, spicy and yet with that satisfying Southern quality. Will get good action. (Arc, BMI)

I Got a Woman...76
Not Ray Charles' hit, but another Southern-type blues with the authentic sound - funky and with plenty of mood. Boyd's vocal is relaxed and thoroughly satisfying. (Arc, BMI)

THE CADILLACS
My Girl Friend...78
JOSIE 820—Up-tempo tune with fast-paced handclapping gets a vigorous workout by the group. Performance is better than material, but it has a chance. (Benell, BMI)

Broken Heart...75
This ballad is very much like many others available. Again, performance counts more than material. Fair prospects. (Benell, BMI)

BIG JOHN GREER
Duck Walk...77
KING 5057—A slow, playful instrumental with stand-out sax work, a steady beat and an insistent, retentive riff. Has plenty of jock and juke appeal. (Cardinal, BMI)

Still Love You So...74
Okay multi-track vocal by tenor-man Greer on a routine blues-ballad. Action will probably be heavier on flip. (Royal, BMI)

KID THOMAS
The Spill...75
FEDERAL 12298—Fervid shouting of a primitive Deep South Blues with compelling beat. Good regional sales prospects. (Armo, BMI)

The Wolf Pack...74
Same comment. (Armo, BMI)

CHAMPION JACK DUPREE
Old-Time Rock and Roll...75
VIK 0279—Dupree exudes vitality and ace showmanship on a contagious boogie-blues with amusing lyrics re. rock and roll's ancestry. Good jockey wax. (Monument, BMI)

Rocky Mountain...73
Dupree sells another catchy boogie-blues with sincerity and heart. (Monument, BMI)

TOMMY MOSLEY
I'll Walk With You...73
PEACOCK 1678—Mosley chants a ballad. Arrangement has a well-marked beat. A chorus helps give a big sound to the side. (Lion, BMI)

What Would You Do?...68
This is the rhythm side. Has beat and is danceable, but lacks the power of the flip. (Lion, BMI)

CLYDIE KING
Our Romance...73
SPECIALTY 605—The sweet-voiced young cat gives this a romantic dedication. Woo-wooning chorus gives it a flavor in keeping with current vogues. Tune not the strongest, but nice, clean performance rates spins. (Venice, BMI)

Written on the Wall...68
This one swings with a vocal and ork and choral arrangement similar to the style of the Teen-Agers. Flipside has more to sell. (Venice, BMI)

PERCY MAYFIELD
Diggin' the Moonglow...72
SPECIALTY 607—A cute, novelty job gets almost a spoken treatment from Mayfield. Kicks here and the reading deserves a chance with the jocks in the field. (Venice, BMI)

Please Believe Me...65
This cat is dedicated enough but the impression is he would fit better on a good talkin' blues than on an insipid ballad like this. Side doesn't come off. (Greenwich, ASCAP)

The following records, also reviewed this week, do not, in the opinion of The Billboard's music staff, have wide enough appeal to gain national distribution and sales strength.

THE GLADIOLAS—Run Run Little Joe/Comin' Home to You—Excellio 2110
ASHTON SAVOY—Juke Joint/Denga Denga—Hollywood 1081
JIMMY WILSON—Oh Red/Blues in the Alley—Irma 108

FOLK TALENT AND TUNES

Continued from page 65

Harville has replaced O'Brien Fisher as a.&r. man with the new country music label, Spangle Records, of Springfield, O. Spangle prexy, Floyd Whited, announces that Fisher will continue with the firm as its top rock-a-billy artist, with his initial release due out next week.

VOX JOX

Continued from page 60

Drury back at the turntable after several months of lay-off waiting for the new station to start broadcasting. Other jocks at WBRB include Dave McLaughlin, Johnny Russell and c.&w. spinner, Johnny Osbourne.

Deejay Milt Grant's teenage "Record Hop," aired over WTTG-TV, Washington, in less than two months has become the top-rated local live TV show in the Capital area. . . . Merl L. Galusha has been named manager of WRGB, Schenectady, N. Y. . . . Bill Edwardsen, WGY, Schenectady, N. Y., takes over that station's early morning show time this week. . . . At the same time, Earle Pudney moves to a later time period over WGY, spinning 'em now a couple of hours each afternoon.

CHANGE OF THEME: Tom Edwards, WERE, Cleveland, is starting a new country music TV series over WEWS, Cleveland. The Tuesday night (10 p.m.) show will feature live local talent and occasional name guests. . . . Bob Ferriss, is leaving WDLC, Port Jervis, N. J., to go into personal appearance promotion for the Saksosky Drug chain. . . . Flack Buddy Basch, who recently became engaged to Charlotte, N. C., bell Janice Meredith, staged the show

again at the Music Operators of America convention in Chicago last week. . . . George Gregg, KSO, Des Moines, is leaving for two-year service with the U. S. Army in June. He has emceed the "Top 50 Request" show over KSO for the last two years.

The jocks will broadcast from a glass-enclosed booth at the exposition, and Starr will tape a show for airing over his Spartanburg station each day. If either or both spinners crack the present record, WJAN and WTOK will carry the broadcast from then on. . . . KYW has donated some 2,000 78 r.p.m. classical 12-inch disks from its library to non-profit organizations.

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Herb Dotten The Imaginative Batt Touch

"AROUND the World in 18 Holes."

This is the name Harry Batt Sr. has pinned upon the attractive and distinctive miniature golf course he and his sons, Harry Jr. and John, recently completed at New Orleans' Pontchartrain Beach.

Obviously, the name is a take-off on the title of Mike Todd's film, "Around the World in 80 Days." But it is more than that; far more.



HARRY BATT SR.

Actually, the course does provide a glimpse of different parts of the world—18 parts. At each hole there is a scaled-down reproduction of some national landmark, product or animal identified in the public mind as representative of a particular country.

An Eiffel Tower thus represents France, whereas Italy is represented by the Leaning Tower of Pisa, Alaska by an igloo, Greenland by a whale, India by an elephant, Iceland by penguins, Holland by a windmill and tulips, Germany by a beer stein, Spain by a bull-fighter and bull, Switzerland by the Alps, the U. S. by the Statue of Liberty, etc.

These reproductions or figures are of varying sizes, with most less than five feet in height. They are worked into some of the holes as obstacles. For instance, it is necessary to shoot thru the mouth of the whale, representative of Greenland, or shoot around the tulips of Holland.

Cascade Is Sure-Fire Eye-Catcher

"It's educational," says Harry. "Some people just can't grasp geography. The miniature course will help."

Above all else, it's smart showmanship. The "Around the World in 18 Holes" is certain to become a conversational piece among Pontchartrain Beach patrons. More meaningful, it is certain to get a heavy play.

Undoubtedly, it will do both if Harry has his way. To make doubly sure, he has dressed up the course and installed some features which are sure-fire attention-getters and patronage-builders.

At one end, the one near a park entrance and facing into a large parking area, he has built a water cascade as an eye-catcher and eye-holder to incoming patrons. Special lighting enhances the cascade at night, whereas in the daytime it gives the course the appeal of a cool oasis.

The reproductions themselves are wrought with considerable care, not only to withstand weather but with an eye to faithful reproduction. The Leaning Tower of Pisa, for instance, has just the proper degree of tilt on all sides.

The cost of the layout? Harry puts it at "about \$25,000." A possible one-year gross? His boys chime in with "about \$20,000." Harry is not inclined to back away from investing money in improvements if they will pay off. His improvements, moreover, are notable for their tasteful execution.

Does It Again With Storybook Land

The Storybook Land he created in New Orleans' City Park points this up.

For several seasons, Harry's sons have operated kiddie rides in City Park. Up until this season, these had not been substantial grossers. Storybook Land changed that.

As Harry recounts it, he had been fascinated by the idea of building a Storybook Land. Too, he wanted to create a memorial to his parents, and at the same time he wanted to raise the gross of the kiddieland.

Adding everything up, he went to the city park fathers, told them he would build an outstanding Storybook Land, dedicate it to his parents, and deed it to the city if the city in turn would permit him to pick the location for it in City Park.

Agreement was given. Harry's choice of location was ideal. He picked one with many large trees that drip with Spanish moss and, additionally, close to a toilet building.

Then, he proceeded to build the Storybook Land. Nursery rhymes were exquisitely translated into tiny buildings and colorful characters. Soft colors were used. Characters were spotted thruout. Some were suspended from the trees. The Spanish moss added an air of enchantment.

Behind the Storybook Land, six kiddie rides were spotted. Storybook Land was formally dedicated December 30 of last year to the accompaniment of much publicity, particularly over TV. People thronged out in unbelievable numbers, and the kiddie ride grosses soared.

Harry had done it again. He had given the city a worth-while new attraction, and the public a new feature with a strong educational overtone, had honored his father and mother, and at the same time had boosted the family income.

Firm Pays 72G Rent For Ind. Coliseum

INDIANAPOLIS — The Coliseum Corporation here paid \$72,020 to the Indiana State Fair this season for use of the fair's Coliseum building. Melvin Ross, manager of the building leased by the Coliseum

Corporation, said the amount was greater than that paid in most recent years by other holders of the lease.

Sum is figured on the basis of a \$12,000 guarantee or 8 per cent of the gross, plus 25 per cent of the concession gross. Ross asked the fair board to change the percentage arrangement.

300G FAIR AID ADVANCES IN FLA. CAPITOL

TALLAHASSEE, Fla.—A bill which would make available \$300,000 in State funds to help the building of agricultural fairs has been given the okay by the House Appropriations Committee.

This money, use of which would be restricted to the erection of buildings, would have to be matched by local funds. There is a limit of \$25,000 which could be allotted to any one association. Those organizations which have had similar grants in the past would not be eligible for further benefits under the bill as written.

Burling Bros. To Open

NEW MARTINVILLE, W. Va.—Burling Bros. Circus is expected to reopen shortly. E. C. Burlingame, the owner, has decided to operate the show again rather than sell it.

Wilson Line Serving 6 Amusement Areas

WILMINGTON, Del. — Six amusement areas will be served by Wilson Line vessels this season, according to Col. Alan E. MacNicol, president of the lines. One of these will be Playland at Rye, N. Y., of which MacNicol was director for several years before leaving for his present position in 1955.

The summer season's opener is the run from Rowes Wharf in Boston to Provincetown, and to Larry Stone's Paragon Park in Nantasket. Playland at Rye will be served by the John A. Meseck, which was acquired last winter when the Wilson Lines absorbed the Meseck Steamboat Company.

Also on the Rye run is Pleasure Beach in Bridgeport, Conn., with the schedule starting May 30.

During July and August the Wilson Line Flagship Liberty Belle will operate from Yonkers, N. Y., Jersey City and New York, to the Geist family's Rockaways' Playland, New York. Wilson lines will also operate the S.S. Mount Vernon from Washington, D. C., to

Mount Vernon, and to Marshall Hall Park in Maryland.

This spring the Wilson Line sold its Philadelphia operation and Riverview Beach Park to Riverview Lines, Inc., which will operate the S.S. State of Pennsylvania to Riverview Beach Park during this season. It also sold the Baltimore operation and Tolchester Park to the Wilson-Tolchester Lines, which will operate charters and regular run to Tolchester Park from Baltimore during the 1957 season.

Elsewhere in the East, will be the Hudson River Day Line, Keansburg Steamboat Company, Rockaway Boat Lines, and Circle Line. First-named firm serves Poughkeepsie, Daily, Bear Mountain, West Point and Newburgh. Keansburg serves Keansburg, N. J., daily, from downtown Manhattan. Rockaway run starts from the Canarsie Pier, five times daily to beach 98th Street in Rockaway Beach.

Circle runs the round-Manhattan sightseeing excursions.

The Billboard Adds 'Funspot' to Family

Continued from page 1

James W. McHugh, a member of The Billboard editorial staff for 11 years, has been named editor. As Eastern outdoor editor, he has covered and written about all of the industry components. His reporting talents have been aided by operating experience within many of the industry elements covering a span of more than 20 years.

Robert E. Husted Jr., is advertising manager. He has served as editor and advertising manager of the Professional Golfer magazine, advertising and sales promotion manager of Wilding Picture Productions and, most recently, as an advertising agency account executive serving The Billboard Publishing Company.

Bernie A. Bruns, circulation manager, is also director of circulation for The Billboard Publishing Company. As such he is in charge of distributing Funspot's sister publications, The Billboard, Vend, the magazine of automatic merchandising, TV Availabilities and The Billboard International.

Sized 8½ by 11, side stitched and bound for permanency, Funspot will be printed by letter press on quality paper stock. The latter will make possible the full use of color and exacting reproduction of both editorial and advertising illustrations.

Editorially, Funspot will present monthly a series of lavishly illustrated how-to-do-it feature articles in addition to regular departments giving industry background and trends. Problem examination and reports of group interest will be contained in the special regular departments devoted to management, food and drink, promotion, advertising and public relations, maintenance and sanitation and general industry activity.

News of the components which make up the industry will continue to belong and be found in The Billboard each week.

The Coast to Coast facilities and personnel of The Billboard will be available to Funspot. Existing offices will be used. The publishing

and advertising offices will be located in Chicago, the editorial offices in New York and circulation in Cincinnati where the magazine will be printed.

Early research by The Billboard resulted in publishing in the form of special editions for the past three years Outdoor Amusement Recreation Center (OARC) sections. Prior to publication Funspot has inaugurated a continuing market research program. This program is under the direction of Dr. Harper Boyd, professor of marketing at Northwestern University School of Business.

This research program will enable Funspot to serve the industry by documenting its full scope accurately for the first time. In so doing, it will help to make acceptable generally, and for the first time, industry recognition. This will lead to better understanding and, eventually, to the benefits that other better documented industries rate in financing, government consideration and public acceptance.

\$3,500,000 Exhibit Arena Started at Miami Beach

MIAMI BEACH—Construction has been started on the \$3,500,000 Miami Beach Exhibition Hall, located adjacent to the Municipal Auditorium, Building Manager Claude D. Ritter announced last week.

The building is scheduled for completion by October, 1958, and Ritter has booked "Holiday on Ice" to appear there in March, 1959. He pointed out that the new structure, primarily for exhibitions, will be used also for entertainment during winter months.

It will have 200,000 square feet of exhibit space, of which more than half will be in a single, uninterrupted area. The remainder will be in adjacent rooms.

Seating capacity will be 15,000

A GOOD BET

Disk of '500' Nifty Track Sales Item

NEW YORK—An interesting item for racetrack concession stands has been put out by Pace Records here, in the form of a 45 r.p.m. EP disk entitled "500 Miles to Go." Containing a rock and roll speedway tune on one side and a narration of the 40th "500" on the other, it is a good bet for good sight-unseen patron purchasing.

The record jacket is an eye-view of a big-size race car, superimposed over a photo of the Memorial Day classic. Two-inch-high "500" numerals in red will tempt the passer-by.

Ralph Camargo handles the narration side, lavish with sound effects of roaring race cars and a track pile-up. Heavy name-dropping of feature drivers helps create a mental picture of the big race. Big Al Sears and his band are on the other side, rocking out a race-track tune.

persons in the main hall and more in smaller meeting rooms.

Offices, storage space, dressing rooms, dock facilities, entrance ramp for large trucks, and a connecting colonnade with the existing Auditorium are among the features in the plans. There will be parking for 3,500 cars. The building will be air-conditioned, and the exhibit space will be equipped with a large number of utility outlets. A press room will be provided.

In addition to the main hall's seating and other facilities, there will be a series of nine smaller meeting rooms with seating capacities ranging from 70 to 500 and totaling 1,590, and another larger meeting room which can accommodate 825.

Otto Stephen says:
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Myrtle Beach Set for Fest

MYRTLE BEACH, S.C.—Five days of fun at this resort will be staged June 5-9 when the annual Sun Fun Festival is in full swing. Marian McKnight, reigning Miss America, who got a start toward her title by winning the Miss South Carolina contest here last year, will be on hand to pass her state crown on to her successor.

In addition to the beauty pageant, the program will include a human checkers display, kangaroo court, parade, dances, auto thrill shows, jousting tourney, sidewalk art exhibit, water ski show, ocean cruises, and tours of Brookgreen Gardens.

Panel Talks At June 5 Ohio Fairmen Meet

COLUMBUS, O. — Twenty-minute panel discussions on finances, legislation, public relations, improvement of exhibits and attractions will feature the midsummer conference of the Ohio Fair Managers' Association at the Desler-Hilton Hotel here Wednesday (5). James D. Murray, Napoleon, association president, will preside.

Among speakers: the meeting will be State Director of Agriculture James R. May; former Gov. Myers Y. Cooper, Cincinnati; Dr. Chester S. Hutchison, College of Agriculture, and Riley S. Dongan, extension specialist, Ohio State University; Harry Dotson, assistant manager of Ohio State Fair; Floyd E. Gooding, Gooding Amusement Company; Bob Shaw, Gus Sun Booking Agency; Russell S. Hull, Sandusky Fair, Fremont; Goldie V. Scheible, association secretary; Bryan P. Sandles, Clark County Fair, Springfield; L. William Burns, Scioto County Fair, and Mrs. Edward Goddard, Champaign County Fair.

Ranger-Lassie Unit Skeds Southern Trek

CHICAGO—The Lone Ranger-Lassie show prepared for a two-day weekend showing here last week after losing one of two days in Milwaukee to rain. The Saturday (25) show in Milwaukee was washed out while the Sunday date pulled close to 12,000 into Milwaukee County Stadium.

The performances here, to be staged in Wrigley Field, were heavily promoted by a tie-in with the National Tea Company's chain of supermarkets and received considerable publicity on TV, radio and via the newspapers.

Following the weekend stand here, the show was scheduled for one day in Quincy, Ill., then Albany and Saratoga Springs, N. Y., for one-day stands.


From there the show will launch a six-week tour of Southern cities, starting at Greenville, S. C. Following the Southern tour it will head for New England and Canada to play several fairs in addition to baseball parks and stadium dates.

NEW! KIDDIE RIDES

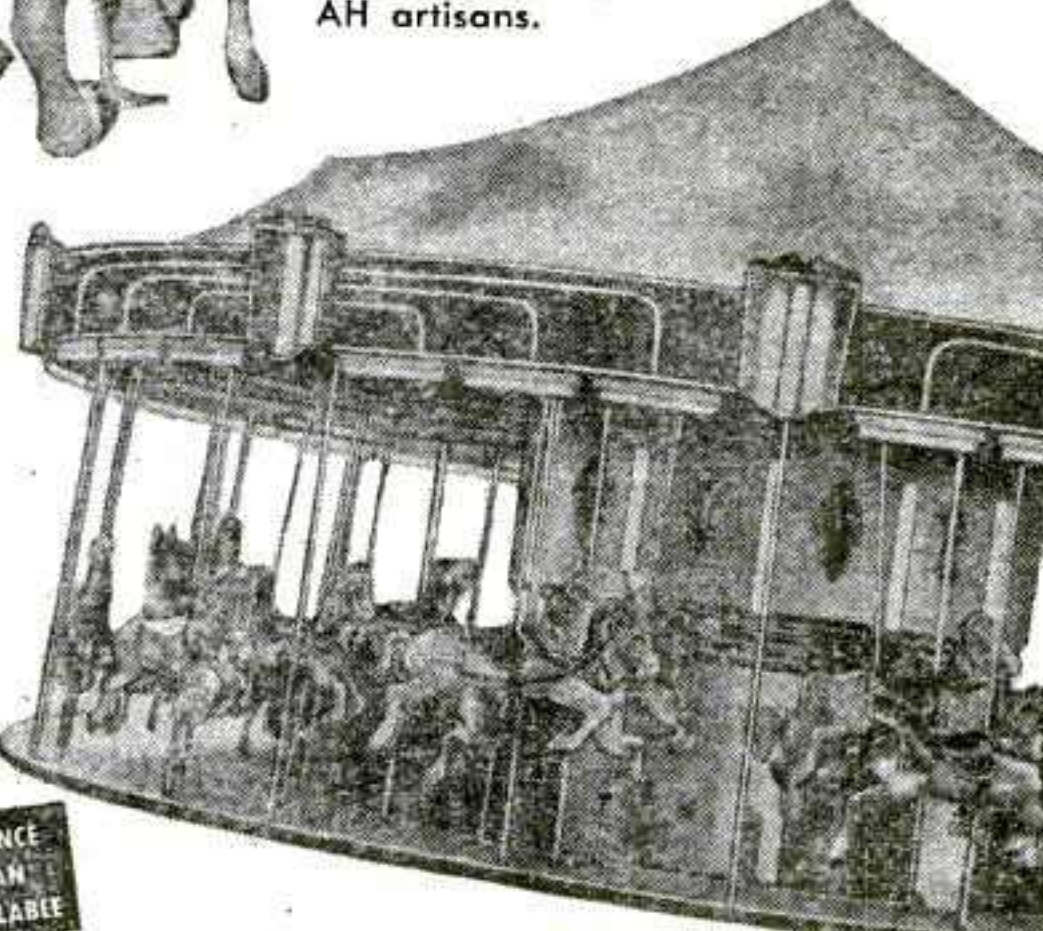
- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
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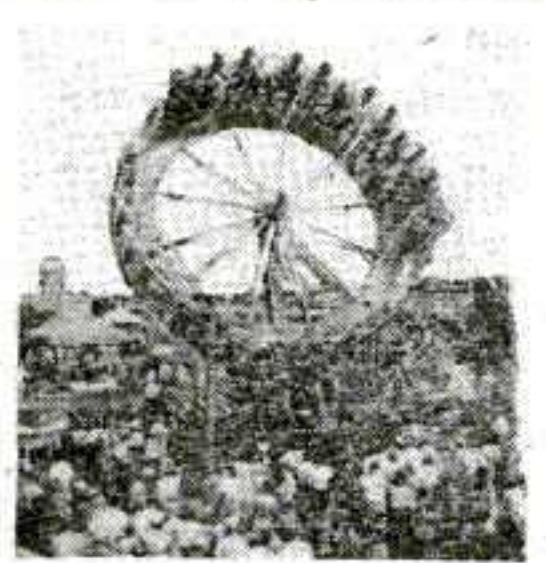
Allan Herschell's revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skilled help is required because the chain and sprocket drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and steel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and tools are standard. M-G-R's come in five sizes, all with aluminum jumping horses gayly painted by AH artisans.



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KM Shrine Club Gets Temple Okay

HUGO, Okla.—Permission has been granted by the Shrine Temple at Muskogee, Okla., for Shriners on the Al C. Kelly & Miller Bros. Circus to form a traveling Shrine Club. Officers are D. R. Miller, president; Frank Ellis, vice president; Sid A. Stevenson, secretary, and Carl F. Hansen, treasurer.

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 1 ROLL \$4.75
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 Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from year's Last Number.

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 Babcock United: Glendale, Calif.
 Badger State: East Grand Forks, Minn., 4-9.
 Baker United: Crawfordsville, Ind.; Noblesville 10-15.
 Beam's: Connellsville, Pa.; Johnstown 10-15.
 Bee's Old Reliable: Jenkins, Ky.; Whitesburg 10-15.
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 Big City: Columbus, Ind.
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 Briggs, A. R.: Tiro, O.
 Brown, Al, Tri-State: Ipswich, S. D., 3-4; Faulkton 5-6; Doland 7-8; Castlewood 10-11; Ramona 12-13; Balaton, Minn., 14-16; White, S. D., 17-18.
 Buckeye State: Washington, C. H., O.
 Burkhardt: Green Rock, Ill.; Cortland 10-15.
 Burkhardt, No. 3: Lombard, Ill., 5-10.
 Byers Bros.: Clarion, Ia.; Buffalo Center 10-12; Bancroft 13-15.
 Capital City: Danville, Ky.
 Carroll's Greater: Waseca, Minn., 3-5; Bloomington 7-9; Gaylord 10-12; Waterville 14-16; Franklin 17-19.
 Central States: Yankton, S. D.
 Cetlin & Wilson: Petersburg, Va.; Roanoke 14-22.
 Chanos, Jimmie: Winchester, Ind.
 Coleman Bros.: Naugatuck, Conn.
 Continental: Plattsburgh, N. Y.
 Crafts Expo.: Deland, Calif., 5-9.
 Crescent Am. Co.: Biscoe, N. C.
 Crystal Am. Co.: Newberry, S. C.
 Davidson-Brannen: Decatur, Neb., 7-9; Scranton, Ia., 13-15.
 Davis Am. Co.: Hermiston, Ore., 3-9.
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 Evans United: Boonville, Mo.; Eureka, Kan., 10-15.
 Gala Expo.: Jacksonville, Ark.
 Garden State Rides: Pennsburg, Pa.
 G. & B.: Grantsville, Md.
 Gem City: Corbin, Ky.
 Georgia Am. Co.: Alpharetta, Ga.
 Glades Am. Co.: Stephen City, Va.
 Gladstone Expo.: Sturgis, Ky.
 (Continued on page 80)

Circus Routes

Beatty, Clyde: Pottstown, Pa., 3; Lebanon 4; Hazelton 5; Scranton 6; Sunbury 7; Lock Haven 8; Williamsport 10; Elmira, N. Y., 11; Ithaca 12; Binghamton 13; Oneonta 14; Amsterdam 15; Poughkeepsie 16.
 Benson Bros.: Metropolis, Ill., 3; Johnston City 4; Du Quoin 5; Centralia 6; Vandalia 7; Decatur 8; Rantoul 10; Danville 11
 Terre Haute, Ind., 12.
 Carson & Barnes: Sturgis, S. D., 3; Newell 4; Belle Fourche 5; Buffalo 6; Bowman, N. D., 7; Baker, Mont., 8; Wilbaux, 9.
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 Garden Bros.: Grimsby, Ont., 6; Strathroy 7; Ingersoll 8; Caledonia 10; Paris 11.
 Hagen Bros.: Green Bay, Wis., 3; Manitowoc 4; Sheboygan 5; West Bend 6; Kenosha 7; Oconomowoc 8.
 Hunt Bros.: Freehold, N. J., 3; Long Branch 4; Milltown 5; Scotch Plains 6; Newton 7; Lincoln Park 8; Union 10.
 Kelly-Miller: Portales, N. M., 3; Tucumcari 4; Hereford, Tex., 5; Borger 6; Pampa 7; Perryton 8; Guymon, Okla., 9; Liberal, Kan., 10; Dodge City 11; Garden City 12; Syracuse 13; Lamar, Colo., 14; Las Animas 15; Rocky Ford 16; Trinidad 17; Walsenburg 18.
 Mills Bros.: Lafayette, Ind., 3; Jonesboro 4; Muncie 5; Anderson 6; New Castle 7; Indianapolis 8; Brookville 10.
 Packs, Tom, Western: Pueblo, Colo., 3-4; Salida 5; Monte Vista 6; Durango 8-9; Worland, Wyo., 16; Casper 20-22.
 Polack Bros. Eastern: Provo, Utah, 3-4; Rapid City, S. D., 7-9; Missoula, Mont., 14-15; Boise, Idaho, 18-20.
 Ringling Bros. and Barnum & Baile: Hershey, Pa., 4-8; Raleigh, N. C., 17-20.

Miscellaneous

Damon, Dwight, Magician: Oquaka, Ill., 3; Oxford Junction, Ia., and Sheffield, Ill., 5; Lone Tree, Ia., 6; Woodhull and Atkinson, Ill., and Wapello, Ia., 8; Tampico, Ill., 10; Lyndon 12.
 Jungland Circus: Fremont, Calif., 5-9; Modesto 12-16.
 McGaw Motor Circus: San Francisco, Calif., 4-8; Sacramento 9; Tacoma, Wash., 12.
 O'Day, Marie, Palace Car: Morganfield, Ky., 3-4; Uniontown 5; Henderson 6-8.
 Original Rabbit Foot Minstrels: Natchez, Miss., 3; Woodville 4; Gloster 5; McComb 6; Brookhaven 7; Hazelhurst 8; Jackson 10.

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25 Rolls	18.75
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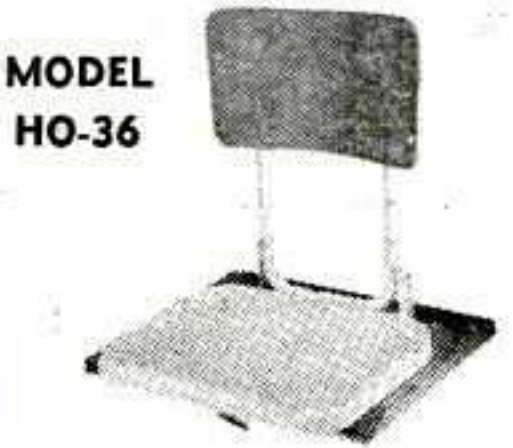
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Amusement Parks, Kiddielands, Recreation Centers, Resorts and similar spots also enjoy the peak of their season during July, August and early September, and they, too, feel sure attendance records will again be broken this year. Summed up briefly, the entire Outdoor Amusement Industry fully expects unprecedented millions to turn out for outdoor events and places of amusement in 1957, and EVERY OUTDOOR SHOWMAN certainly realizes that this year he will need . . .

MORE EQUIPMENT • MORE SUPPLIES • MORE SERVICES

The one, most-referred-to source of supply for these will be The Billboard's

SUMMER SPECIAL

DATED JUNE 24

Distributed June 22, this Special Issue will be in the hands of EVERY ONE of these buyers, YOUR PROSPECTS, far enough in advance for them to buy EVERYTHING they will need for the busy season ahead. They will certainly read this Special and keep it mighty handy for many weeks after publication, too, because in it they will find . . .

- A revised list of 1957 Fair Dates with many important additions and changes.
 - Directory of Celebrations, Sponsored Events, Home Shows, etc.
 - Interesting and important features on Food and Drink Concession operations.
 - Highlights on every phase of Outdoor Showbusiness.
- PLUS, of course, ALL the latest news, developments, routes, etc., for the entire industry.

To further assure you MAXIMUM READERSHIP of this big Summer Special, the following promotion and publicity will be accomplished:

- A 75,000-piece special offer Subscription Drive.
 - Big, sure-to-be-seen House Ads in previous issues.
 - 5,000 EXTRA copies for newsstand distribution.
- All contributing to guarantee you WIDE, INTENSIVE READERSHIP of your advertising in this big Special issue . . . so

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RIDES AND MAJOR EQUIPMENT

Near the end of June, every Show Owner, Park Manager and Kiddieland Operator thruout the country will have had several weeks of operation "under his belt." Then is when he best knows what he will need in the way of additional Rides, Canvas, Lighting Equipment, Tickets, Arcade Equipment, etc., to get himself additional revenue during the much more active weeks ahead, and HE WILL BUY ACCORDINGLY!

FOOD AND DRINK EQUIPMENT AND SUPPLIES

During the next four months, millions of hungry and thirsty patrons will swarm Fairgrounds, Amusement Parks, Kiddielands, Resorts, etc. Every imaginable type of Food and Drink Equipment and Supplies will be in tremendous demand by individual Concessionaires catering to the wants of these fun-seeking, hungry and thirsty crowds.

PRIZE, PREMIUM AND NOVELTY MERCHANDISE

These are the months also when Game Concessionaires, Bingo Operators, Pitchmen, Demonstrators, Auctioneers, etc., will need great supplies of Prize, Premium and Novelty Merchandise, and when Pitch and Demonstration Items are in heavy demand.

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TWO delicious ice-cold carbonated drinks at their best

COKE or PEPSI from one faucet, plus plain, sparkling soda

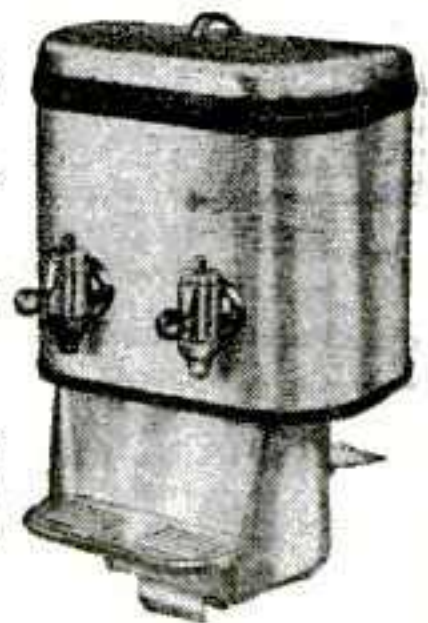
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Aluminum Tent Frames—Light Weight
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IT'S "SNOW MAGIC"
THE REVOLUTIONARY NEW
SNOW CONE MACHINE

Fully automatic, 20x27 three door, cast aluminum cabinet with built-in 1/2 hp G.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 6,000 snow cones).

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Carnival • Bazaar
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Tents for Shows, Roller Rinks, Gospel Services, Summer Stock; Ride, Bingo and Digger Tops; Ball Game Hoods, Side Walls, Bally Cloth, etc. Quality materials and workmanship. Plain duck, nylon or flame-resistant.

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7x100 Feet	\$49.00
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138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING
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5 (Five) Coin-Operated "Electro-Pitch" Baseball Batting Machines, Cages and Nets included, good condition. Write

MR. N. W. YOCUM
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Call: Br 2-8032, 8 a.m. to 5 p.m.

THE FINAL CURTAIN

ALLTON—Inez M., wife of Clarence (Pat) Allton, operator of Sunland Amusement Park, Sunland, Calif. She started in show business in 1903 at the Hay Market, Chicago; and in later years worked with her husband in the operation of Silver State Attractions and ABC Attractions. Survivors include her husband, two sisters and a brother.

IN MEMORY OF MRS. INEZ M. ALLTON
Beloved wife who passed away May 25, 1957
CLARENCE (PAT) ALLTON

AUGESTAD—Arnt, 77, retired circus clown, at Veteran's Hospital in Milwaukee Wednesday, May 22. He was a bugler in the Spanish-American War and with the cavalry in China and Japan, once performing fancy riding for President T. R. Roosevelt. Then he joined Gollmar Bros. Circus for three seasons; Ringling Bros. Circus for 19 years, starting in 1908; Sells Floto Circus; Tom Mix Circus and others before retiring in 1938. He made some indoor winter dates in later years. Surviving are a son, Thomas, Chicago, and a sister, Miss Borghild Augestad, West Allis, Wis. Burial at Milwaukee.

COLLINS—Walter Wells, 51, recently in Lake City, S. C. At various times he had been boxer, arena owner, musician, orchestra leader and night club entertainer. For the past 15 years he did musical monologs over area radio stations. Survived by his widow, two children, two sisters and three brothers.

"Requiescat in Pace"

RALPH J. CLAWSON
DIED JUNE 4, 1956
ROSE

DIETRICK—W. H., sheetwriter for more than 40 years, recently.

FOGLEMAN—S. A. (Sam), 54, at one time operator of his own show and prior to his death a motion picture operator in Salisbury, N. C., May 24 of cancer at his home in that city after a six-month illness. Survived by his widow, Theo; a sister, Mrs. H. B. Didmond, Salisbury, and a brother, L. E., Elon College, N. C.

JUSTUS—John J., 78, for more than 20 years operator of the Justus-Romain tent repertoire show thru the Midwest, May 20 in St. Joseph Hospital, Wichita, Kan., following a heart attack. Earlier he and his wife were well known personalities of the legitimate and dramatic stock stages. Survived by his widow, Ethel Romain Justus; a sister and a brother. Services and burial May 23.

LANDRUS—Russell H. 10-month old son of Mr. and Mrs. Fred Landrus, of the Ward Hall Side Show on World of Pleasure Shows, May 21 in

Yoakum, Tex. His brother, Charles, also survives.

MICKENS—Lloyd, 43, formerly connected with circuses, among them the Miller Bros.' 101 Ranch Wild West Show, May 20 at his home Columbia, S. C. At the time of death he was chief maintenance man for the Dalziel Greater Shows. Survived by his widow.

MOELLER—Henry, wagon builder to the original Ringling brothers and Gollmar brothers, at Baraboo, Wis., May 22. (Details in Circus Section.)

MOORE—Harry J., showman and concessionaire, May 21 in Cobb Memorial Hospital, Trenton, N. J., after a stroke suffered two months ago. Services in Phenix City, Ala., and burial in Girard Cemetery there. Survived by his widow.

SCHLOSSBERG—Albert L., 49, brother of Norman Schlossberg, part owner of Olson Shows, May 28 in Chicago following a heart attack. The deceased was the operator of a restaurant in Chicago and was a longtime member of the Showmen's League of America. Also surviving are his widow, Emma; a son, Jerry, a daughter, Patryce, his parents, a sister and two other brothers.

SKERBECK—Gus, 81, for more than 50 years associated with his brother, the late Joe Skerbeck, in the operation of the Skerbeck Shows, May 25 in Arpin, Wis., after a long illness. (Details in Carnivals section.)

STEVENS—Laura, 75, former aerialist with Barnum & Bailey, Sells-Floto and Hagenbeck & Wallace circuses, in Chicago May 17 of a heart ailment. She was a native of Bloomington, Ill. There are no known survivors.

SULLIVAN—Jackie, 59, entertainer, formerly associated with J. P. (Jimmy) Sullivan's Wallace Bros. Shows (now World's Finest Shows), May 24 in her home in Toronto. For three years she was a member of the original "George White's Scandals" and had toured both indoors and outdoors in the United States, Canada, South American and Cuba. She had been in semi-retirement since 1928. Services May 28 and burial in Mount Pleasant Mausoleum, Toronto.

WHEELER—Al F., 82, circus operator until about 20 years ago, at his home in Oxford, Pa., May 16. (Details in Circus Section.)

HIGH PROFITS LOW OVERHEAD

AMAZING NEW Sani-Broiler

Serve 600 delicious HAMBURGERS, HOT DOGS, CHEESE-BURGERS, TOASTED BUNS, per hour!

- ★ No experience needed!
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- ★ Saves on food costs!
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Here's the machine that pays for itself by extra profit it makes for you. Top Production, Vibration-less, Dependable, Trouble-free Operation, Long Life, Easy to Run. Out-sells other makes two to one.

PRICE \$275.00

Get details now. Line up all your Snow, Floss, Popcorn, Apple and Grab equipment and supplies from **Gold Medal Products**
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SNOW BALL Ice Shaver

A Style and Size for Every Need
Write for full particulars
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BACKGROUND OF FIRST FAIR SETS ORIGIN YEAR AT 1807

NEW YORK—When was the first fair? Wayne Caldwell Neely, in his work, "The Agricultural Fair," published by Columbia University Press, reports the origin of fairs as follows:

"Sheep raising in colonial America had been an uncertain occupation. In the neglected state of colonial agriculture, sheep was the most perishable of domesticated animals. In addition, the colonies were, at the beginning of the revolution, dependent on British wools. However, the Stamp Act marked the beginning of popular demonstrations in favor of domestic manufacturers. Merchants agreed not to import British wools; a few crude manufacturing plants were set up. . . . The advancement made in American woolen manufacture between 1784 and 1807 was less than hoped for. It was found, however, that Merino sheep were the source of fine wool used in the manufacture of the finest woolen cloth.

"Elkanah Watson was interested in promoting the breeding of fine-wool sheep. Upon moving to Pittsfield he engaged in woolen manufacture and sought to improve the quality of his raw material by extending the production of Merino sheep in the surrounding country. He secured a pair of prized Merinos and sought ways of interesting his neighbors in raising Merinos, which he considered invaluable, especially in the hilly countries of New England. Hence it was that soon after he procured the sheep he exhibited them on the public square in Pittsfield, a display that gave him the idea of creating a new kind of agricultural society, and the agricultural fair finally took shape."

Calif. State Contracts Rudy Circus

SACRAMENTO—Rudy Bros. Circus will be the main feature for the free shows in the outdoor theater at the California State Fair and Exposition for 12 days, starting August 28, Fred Heitfeld, special events director, announced last week.

Mickey Braddock, who stars as Corky in the Screen Gems television series "Circus Boy," will be featured on opening day.

Heitfeld added that George Prentice and his puppets had been booked thru GAC-Hamid as free entertainment for the kids.

A free-admission tieup with a local market, similar to the one used last year, is now under consideration.

Ga. Course Draws Well, Set Repeat

ROCK EAGLE, Ga.—A gratifying total of 90 fair organizations turned out Tuesday and Wednesday (14-15) for the short course and work shop of the Georgia Association of Agricultural Fairs. There were 23 fairs represented.

The association, which was on the verge of disbanding a year ago, picked up 12 new member fairs at the meeting, and the outlook was considered bright for its continued growth and prosperity. Carrying the organizational burden have been Joe Pruett, secretary, and a circle of hard working, dedicated workers.

Presiding over the two-day program was Douglas Strohbehn of Savannah, association president. Heaviest part of the proceedings was the awarding to Bill Sutton, of the extension department, of a

"Man of the Year" plaque for his work with fairs.

People from the college of Agriculture of the State University, and the extension department in Athens, served on the panels. It was voted unanimously that another course be held in 1958.

Seek State Aid

Discussion was held on a bill the association plans to submit to the legislature, thru the State university, seeking financial aid for educational exhibits. It is felt the funds would serve to attract and encourage a higher class of participation.

Another discussion, concerning attendance, indicated that offering entertainment to patrons was secondary in importance compared with fair participation in local matters thereby establishing the event in the community mind. By building up the fair's impact on the community mind, it was felt, higher attendance would naturally accrue.

New member fairs, raising the total membership to 28 of the State's 82 events, are as follows: American Legion Fair, Monroe; Flint River Exposition, Bainbridge; Kiwanis Henry County Fair, McDonough; Kiwanis Fair, Griffin; Emanuel County Fair, Swainsboro; West Central Georgia Fair, Thomas; Agricultural Fair, Athens; Fayette County Fair, Fayetteville; Worth County Fair, Sylvester; Okefenokee Agricultural Fair, Barnesville, and Georgia Mountain Fair, Hiwassee. Also attending was Earl Mullis of Hoard and Mullis Amusements.

RALEIGH, CHARLOTTE INK HOUSE GIVEAWAY

CHARLOTTE, N. C. — The Dream House promotion in which Dan Baldwin is a principal figure will be offered at Southern States Exposition here and at North Carolina State Fair, Raleigh.

Making the announcement last week was J. Sibley Dorton Jr., manager of the Charlotte event. The elder Dorton is Raleigh manager.

It is hoped to run up a gross of \$100,000 at each spot, Dorton said. First intent is to establish a good attraction, he said, and second, to see that the sponsoring group makes

a reasonable profit. Sponsors have not been chosen yet.

The promotion will capitalize on the fact that the homes are locally built and furnished. Tickets, for which prices have not been set, will be sold prior to and during the fairs. The homes will be completed on the grounds a month before the fairs, and the winner will probably be picked on closing day.

Mass. Assns. Report 1,000,000 1956 Gate

BOSTON — Attendance at Massachusetts fairs topped a million last year, according to figures reported by the Eastern and Western Massachusetts Agricultural Fairs Associations.

The Western group reported 682,569 (The Billboard, May 13) and the Eastern association, 340,264 for a total of 1,022,833.

New officers elected at the Eastern association's fifth meeting, April 24 in Weymouth Grange Hall, are John C. MacFarlane, Hanover, president; Norman Lawton of Foxboro, Clarence E. Anderson of East Bridgewater, Paul Corson of Topsfield and Edward M. Dwyer of Marshfield, vice-presidents; Mrs. Phyllis Weymouth, secretary, and Henry Giguere, Weymouth, treasurer.

8 Counties, 73 Fairs

The eight Eastern counties of the State held 73 fairs which received State prize money of \$26,205. To this they added \$16,244 of their own premium outlay.

There were 225 State ribbons

awarded at fairs and other events in the eight counties; three medals for judging contests; 75 4-H pens for judging, showmanship, etc., and one Paul Revere Bowl. Fairs were broken down as follows: five major, five community, eight youth, eight livestock, and 47 grange.

State Sen. Edward C. Stone, Osterville, received a scroll from the association for 30 years of service to agriculture.

Austin, Minn., To Construct Poultry Bldg.

AUSTIN, Minn.—The Mower County Fair & Midwest Livestock Shows this year will have a new poultry building on the grounds and new restrooms are planned, P. J. (Pete) Holand, secretary, announced. More emphasis will be directed to publicity and advertising with 10 per cent of the gross earmarked for promotion, he said.

The fairgrounds here has been put to good use this year. Some of the major events include the National Swine Show for the 10th year; Minnesota Ayrshire Cattle Show and Sale, Minnesota-Iowa Live Fox & Mink Show, and the Minnesota Pigeon Fancier's Show.

Marshfield, Wis., Sets Night Auto Races for Opener

MARSHFIELD, Wis. — The Central Wisconsin State Fair will open its '57 run with an innovation here, 100-mile stock car races under lights, Bill (Tiny) Uthmeier, secretary, disclosed.

The fair, which last year drew 92,000 thru its outside gates, will spend close to \$4,000 in advertising this year, aiming to top the 100,000 mark, Uthmeier said.

Other features will include the Aut Swenson Thrillcade, midget auto races, Grand Ole Opry, a stag revue featuring the Mariners, AMA motorcycle races, Earl Newberry's Trans World Auto Daredevils and a WLS show with Homer and Jethro.

90G OUTLAY

Tulsa Doubles Size of New Exhibit Bldg.

TULSA — The Tulsa State Fair will have a bigger, new exhibit building than it had planned. In fact, it'll be twice as big. The fair's executive committee, which met recently to map plans for a building with 12,500 square feet of floor space, decided to double this figure when they found it could be done for close to \$90,000.

Low bidders were the J. H. Construction Company, this city, with an offer of \$69,929 on the building, and the Apache Electric Company here, which bid \$18,972 on the lighting contract. Both bids totaled \$88,901.

G. C. Parker, fair president, said construction is due to start immediately and is scheduled to be completed well in advance of this year's fair.

The structure will be located between the present educational building and dormitory, and extend east of the educational building to form an L-shaped layout. Altho it will house women's exhibits, it will not be called the women's building, Parker said. The fairs will use the building only until a more desirable location can be provided, he added.

The old poultry and rabbit building has been torn down to expand the midway area. Poultry and rabbit exhibits will be moved into the old women's building this year.

Trotters, Auto Stunters Merge At Wis. State

MILWAUKEE—One of, if not the first, combined grandstand programs of harness racing and an auto thrill show at a major State fair is scheduled for August 19-20 at the Wisconsin State Fair here, Bill Masterson, manager, announced last week.

A full program of Midwest Circuit harness races and Earl Newberry's Trans-World Daredevils will join to entertain afternoon grandstand patrons.

Masterson said he believes the varied program will interest two segments of fairgoers and will result in an increase in grandstand grosses for the two days.

Model Skills Contest Added At Troy Hills

TROY HILLS, N. J.—A model builders' phase for youngsters has been added to the 1957 premium list of Morris County Fair. Chairman of the committee is Richard Palmer of Rich's Hobbytowne.

Prizes and ribbons will be awarded winners in the following classes: Models of boats, models of airplanes, and miscellaneous constructed models. Each class is divided into two age groups: Nine and under, and 10 thru 16.

Contestants will be limited to Morris County for the initial year. Experience gained from this effort will provide for expansion in ages and geographically, in coming years. Judging will be on the basis of looks, effort and neatness. Exhibits need not be working models.

Beauty Queen To Reign at Petersburg

PETERSBURG, Va. — Second year of the Southside Virginia Fair's operation under Lions Club direction is expected to be a big one, following the success of last year's effort. The new grandstand was in use then, plus the rebuilt front gate.

A chief promotion this time is the Maid of Virginia beauty contest, offering a trip for two to Jamaica to the winner, following a week during which the winner will reign over the fair, dates of which are September 30-Oct. 5.

Admission prices are 50 cents for adults and 25 for kids aged six to 12. Grandstand, which will feature the Jack Kochman thrill show, "Grand Ole Opry" and rock 'n' roll units, and NASCAR stock car racing, charges \$1 for adults and 50 cents for kids. Amusements of America will be on the midway. Parking fee is 50 cents.

Sioux Falls, S. D., Contracts Rodeo For Second Year

SIOUX FALLS, S. D. — The year had success with its initial rodeo presentation, will repeat the event this year as one of its entertainment features, Myles Johnson, secretary, announced last week. Not only was the event popular with the patrons but it was also a profitable venture, he said.

Main night attraction will be Holiday on Ice which will be scaled at \$2.25 to \$2.75.

Still dates scheduled for the plant include a program of stock car sprints on June 2, pari-mutuel horse races on June 28-July 7, and another stock car race on July 14.



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Add Ride Imports At Seaside Casino

SEASIDE HEIGHTS, N. J.—A costly pier extension, new ride installations and picnic area expansion are expected to make Seaside Heights Casino one of the hottest attractions along the busy Jersey shoreline this season.

Work has been proceeding under supervision of Gene Thomas, park superintendent. To stimulate interest, Venice Amusement Corporation, running the park, has taken on Gene Helbig for promotional work.

A major theme will be, "the home of your budget picnic," and agents have started canvassing Northern New Jersey and the Philadelphia region for bus and private car picnics.

Most concession space is taken up. The pier extension stretches 100 feet into the ocean and allows the addition of another of the German ride imports displayed at the spot, in which John Christopher is a key figure. This is the 60-miles-an-hour St. Moritz Bobsled, which has done exceptionally well in pre-season and early season play.

Also new are a Tilt-A-Whirl and an Amor-Bahn, "ride of 1,000 lights," plus the Kiddieland Helicopter.

On the promotional program is

Iowa Gate Tax Drops 2% July 1

DES MOINES, Ia.—The State admission tax in Iowa will drop to two per cent on July 1 as a result of Gov. Herschel Loveless vetoing the tax revenue measure passed by the recent legislature. The bill as passed by the legislature would have continued the present 2½ per cent for another two years.

The admission tax is the same as the State sales tax in Iowa and the 1955 legislature increased the tax one-half per cent but Governor Loveless refused to accept the bill passed by the legislature.

The governor indicated he might call the legislature back in September to consider capital improvements he also vetoed and if he does there is a possibility the legislature might increase the sales tax again.

Special Days Set For LeSourdville

MIDDLETOWN, O.—The first of many special days on LeSourdville Lake's calendar was White Villa Day, Saturday (1), sponsored by White Villa Grocers, Inc., of Southern Ohio. Highlighting the day's activities were appearances of radio-TV personality Rudy Hansen, half price on rides, bags of groceries to lucky ticket holders and reduced gate admission. Manager Don Dazey follows June 8 and 9 with the Tri-State Custom Auto Show, sponsored by the local Pacemakers Club.

The park's school picnic campaign concludes this week with approximately 5,000 students expected to visit the park from 11 schools of nearby towns. Also on Wednesday (5) the park offers its first ladies' night of the season. The Buddy Roger band will entertain in Stardust Gardens. Women will be admitted free that night.

Digger O'Dell, billed as the human mole and holder of the world's buried-alive record. He was entombed Sunday (19) in efforts to surpass his record of 57 days. Ray Stone Enterprises has its Holy Land exhibit on the midway, and runs the Monkey Jungle, in the Kiddieland.

Name bands and guest disk jockeys are set for the newly decorated ballroom, the Teen-Age Haven.

Spokane Drive-Ins Add Free Kid Units

SPOKANE — Two Spokane drive-in theaters have installed free kiddie rides in addition to the usual playground swings, slides and bars.

East Sprague Drive-In has a 24-horse Merry-Go-Round, a Rocket Ship and miniature train. East Trent Motor-In has a Merry-Go-Round, Speed Boat and Racing Cars. Both drive-ins are owned by Joseph Rosenfield.

San Antonio Renews

SAN ANTONIO—San Antonio city council renewed its contract with Kenneth M. Wallace to operate a miniature steam train at the rear of the Witte Museum in Breckenridge Park. Wallace is to pay the city 10 per cent of his gross income during the one-year contract.

Kiddie Unit, Round-Up Aid Lincoln Park Gross

NORTH DARTMOUTH, Mass.—Lincoln Park has enlarged its Kiddieland equipment for Decoration Day. John Collins had built a new Fairyland walkthru, with the added attraction of animals.

Going well this season are the 18 kiddie rides. Early weeks have been first-rate both weather-wise and in attendance. A new Round-Up has been a successful addition.

Roland Gamache, public relations chief and now in charge of the Million-Dollar Ballroom, reports the biggest year ever in outings, picnics, testimonial dinners and industrial luncheons.

Pre-Season Big For Natatorium

SPOKANE—Natatorium Park again is booking name bands for the regular season, which opened Decoration Day. Owner-Manager Lloyd Vogel has inked Hank Thompson for June 3, Little Richard for June 15, and Fats Domino for July 12.

Four new sea lions have been obtained for the park zoo. They were rented from Homer Snow, Fishermen's Wharf Aquarium, San Francisco. New sidewalks have been laid and other improvements made at the park.

Pre-season weekend business got off to a good start Easter Sunday and business was up 10 per cent from last year, according to Vogel, until abnormally wet weather set in early in May. This has been the second wettest May in Washington's history and it has been tough on operators of all outdoor businesses.

Natural Bridge Spot Replaces Crockett Craze

WAYNESBORO, Tenn.—With the Davy Crockett craze a thing of the past, Charles J. de Marchi, operator of the Natural Bridge Resort here is turning to the movies for new promotion.

DeMarchi reports that pre-season business was good, although nearby regions suffered from floods and heavy rains. The resort, sometimes flooded in the past seasons, escaped this time.

The Crockett craze skyrocketed soon after de Marchi took over the operation of Natural Bridge, and this was capitalized upon thru the history of the original Davy Crockett's having been at the resort site.

Now Crockett souvenirs are dead items in the gift shop.

De Marchi, however, has completed a deal by which a movie is to be made at the resort and publicity already is going out about this. The film is to be called "Bandits of the Natchez Trace," and the trace is close to the resort. The trace, incidentally, is to be converted into a parkway thruout its length by the government.

On June 11, the spot will stage its second annual beauty pageant, selecting Miss Natural Bridge. In 1958 they will observe the resort's 25th season since it was founded by the late E. M. Bayliss.

Guy Lombardo and His Royal Canadians have appeared at the ballroom. Booked in for May 30 was Ralph Flanagan, with Les Elgart and the Crew Cuts scheduled later in the season, among the name bands and artists.

Even in cool weather, Lincoln chalks up some good days since it is not situated on the ocean and is pretty well protected from the elements. The fact that a good many of the rides and attractions are under cover also helps. By concentrating on ballroom function business it tries to assure itself of a good season even if the weather should discourage outdoor activity.

ALLENTOWN, Pa.—Memorial Day show at Dorney Park here offered Zippy the chimp and four acts. At Lakewood Park, Barnesville, there was a TV attractions show featuring Chief Halltown of WFIL, Philadelphia, and other personalities. Both dates were booked by Abe I. Feinberg, New York.

Santa's Village, Inc., Opens North California Theme Park

SANTA CRUZ, Calif.—A new million-dollar storybook town, Santa's Village, opened here Decoration Day, following extensive television, radio and press promotions.

Built and operated by the same men who created Santa's Village at Skyforest, near San Bernardino, the new tourist attraction located 70 miles south of San Francisco, is Northern California's first large-scale venture of its kind.

Glenn Holland, president of Santa's Village, Inc., who created the idea in Southern California, is a former Hollywood advertising

Cowboy-Type Parks Spreading in East

NEW YORK — The combination of New York State and New Jersey has become the most thickly exploited region in the nation for summertime attractions, with recent construction in New Jersey bringing it up to challenger status in the field.

Long the leader in animal farms, kiddie villages, Western and other theme spots, by virtue of its Catskill and Adirondack resort areas, New York is being rapidly overhauled by its neighbor state to the south.

A major unit, Wild West City on Route 206 near Netcong, N. J., represents an investment conservatively estimated at \$250,000. This is the latest expression of a Western theme which is increasing in use thruout the East, utilizing live musical talent, a Main Street reproduction, stagecoaches, and as much frontier trappings as can be assembled. E. L. Torkelson heads the operating corporation.

Cowboy City
Also on the frontier kick is Cowboy City, on Route 33 between the New Jersey Turnpike and Garden State Parkway, near Asbury Park. This spot also has the Western town flavor, with all the help decked out in cowboy garb. Many structures present a village atmosphere, as there is a land office, assayer, gunsmith, saddle shop, livery stable, bank, post office, Wells Fargo, saloon, farmhouse, and others. Rides include a buckboard, hay rack, gold mine lift, railroad, and stagecoach. The place has its own newspaper and working barber shop. Saloon serves root beer and other soft drinks.

Admission prices at Wild West City are 75 cents for adults and 50 for children, and at Cowboy City, 60 and 35.

Route 33 is one of the hot spots of New Jersey attractions. In addition to Cowboy City, there is Max Kohlmer's Storyland Village, which combines a Kiddieland and a big collection of nursery-rhyme structures, and Jersey Jungle, which is nearing completion.

Jersey Jungle is close to Cowboy City, and will represent an African

Ocean Beach Sets Talent

NEW LONDON, Conn.—Ocean Beach Park, city-owned-and-operated amusement facility, resumed its Sunday night dance policy May 27, with the initial program featuring the Xavier Cugat. Price scale will fluctuate with attractions. Bookings continue to be handled by activities director Anthony G. Pero.

agency executive. Research, he said, indicates that a million persons will visit the local area the first year. The Skyforest village had a million attendance in the first 18 months.

Adults will pay 90 cents admission here; children over 12, 40, with kids under 12 admitted free. Rides will have a tariff of 25 cents. Toys, dolls, souvenirs, candy, jams and jellies will be sold.

Santa's Village will be open 364 days a year. It will be closed only on Christmas Day.

jungle compound. It will include kiddie rides, partners Earl E. Collins and C. A. Linke report.

Down around Toms River, N. J., Mort Silvers has another Western theme park. His is called Frontier Village and incorporates many of the elements used at other attractions of this type. In Saddle River, N. J., Bob Dietch's farm combines a Kiddieland and a zoo-type park.

\$175,000 Addition

New York's leading upstate kiddie spot, Charles R. Wood's Storytown, U.S.A., is spending an estimated \$175,000 to get in on the booming Western interest. He is developing Ghost Town, a replica cowboy village, and the total usable space in his storytown-ghost town project totals some 52 acres. This is on Route 9 in the Adirondacks.

New York also boasts the Catskill Game Farm of Roland Lindermann, which is also a supplier of animals to parks, kiddie zoos and circuses. Toyland, U.S.A. has displays by many toy manufacturers. Circus Land is just opening at Penn Yan by circus animal trainer James M. Cole. Birch Hill Game Park in Paterson, opened late in 1956, but has a complete season well under way now. Harry Sweeney's Lollipop Farm is a fixture on Long Island, at Syosset, as are the Grimaldi family's Massapequa Zoo

(Continued on page 75)

Chicago Coin Develops New Machine Gun

CHICAGO — A new coin-operated, pellet-shooting machine gun, called the Commando, and designed for fun zones, has been introduced here by Chicago Coin Machine Company.

The unit is a set-up piece including gun, target range and pellet-cleaning device. The firing piece resembles a 50-caliber machine gun. Player inserts a coin (adjustable for nickel, dime or quarter play) and pushes a thumb button to fire bursts of three pellets or continuously.

Targets are driven by two separate motors and consist of horizontally moving animal figures which drop when hit, metal bells that swing and clang when hit, and twin triangles with mounted birds that rotate when hit. In the foreground are three bull's-eye targets that produce sound and motion effects when hit dead-center.

The pellets have a soft core with hardened outside, permitting them to give on contact and providing for their continued use. Pellets roll back into the container after being fired, are lubricated and dried by the cleaner unit.

Safety devices, necessary because of the high velocity, include a plexi-glass shield over the gun and over the full front of the set-up. The gun automatically stops firing when any door is opened to the target range.

The standard set-up is 30 inches across with room for three guns, 24 feet deep. Gun is adjustable to fire 133, 200, 266 or 400 pellets per coin, and will fire for close to one-half hour without reloading.

The set-up can be made in a trailer combined with a three-gun battery, five guns if the trailer open at the side.

ROLLER RUMBLINGS

Seff Speaks on Nat'ls, Nonsupport of Skating

CINCINNATI — "In reply to the article by Lou DeBenjak in The Billboard of May 20 I would like to say that I am not acquainted with the man, and apparently he knows nothing of me, so as a matter of record I would like to appraise readers of a few facts," writes C. V. (Cap) Sefferino, manager of the local Price Hill Roller Rink.

"1. At my own expense I collaborated with Robert D. Martin and Fred Bergin in compiling the first book of rules for the RSROA parent organization. 2. Served as chairman of the RSROA speed skating committee. 3. Lost the friendship of one of the top men in the business (Earl Van Horn of Mineola, N. Y., Rink) by choosing the side of the RSROA at a time when differences arose which threatened to split the organization. 4. When I took over as manager

of Carl Johnson's Denver Skateland during his illness I was requested by Victor J. Brown to attempt to bring Johnson, who had withdrawn from the RSROA, back into the fold. This I managed to accomplish. 5. During the time I was assistant manager of Sefferino Rollerrome in Cincinnati I was assigned the task of raising funds for the parent body thru RSROA nights. Thru my own personal efforts over a period of a few years I raised and donated, if I remember correctly, some \$8,000 thru these RSROA nights for the association. This, I believe, was the largest single contribution by a wide margin that the organization ever received thru this method of funds raising. It's immaterial whether DeBenjak can match these efforts, physically and financially, but I do want to point out that all rink men should not be put in the category of those who lend no support to organized skating's activities. Nevertheless, it's a healthy sign that DeBenjak made the effort to pinpoint some of skating's shortcomings.

"In regard to the proposal I made that national skating contests should be presented annually to thousands of spectators instead of to the relative few who now attend such competitions, and specifically to the financing of such a deal, I was only quoting what I had heard at an Ohio RSROA chapter meeting in Springfield, O. At this meeting Al Kish definitely made the statement to which I referred (the treasury stood at \$5,000 and the sum had to be disposed of in the near future). As for Dahlman's (promotion manager of the Cincinnati Post) interest in such a promotion, I would like to say that it is my opinion that any organization or individual who considers a large newspaper with television connections an outsider to any sport or recreation is certainly in a sorrowful state of mind."

ELIZABETH, N. J.—Preparations were under way last week at America on Wheels headquarters here for the Saturday (1) grand finals in the chain's speed skating leagues, Northern and Southern divisions, at Capitol Arena, Trenton, N. J.

The regular competitive season closed recently with Paterson, (N. J.) Arena in the top spot in the Northern league with a total of 196 points. It was followed in the standings by Florham Park (N. J.) Rink, a non-AOW spot that has affiliated with the racing promotion, with 140 points; Mount Vernon (N. Y.) Arena, 134; Capitol Arena 120; Boulevard Arena, Bayonne, N. J., 118; Hackensack (N. J.) Arena, 96; Levittown (N. Y.) Arena.

COMING EVENTS

- Alabama**
Enterprise—Diamond Jubilee, June 17-22
Don Donaldson.
Tuskegee—Booker T. Washington Centennial Commission, Booker Washington Birthplace, Va.
Arizona
Flagstaff—Indian Powwow, July 4-6.
Arkansas
Mammoth Spring—Soldiers, Sailors & Marines' Reunion, Aug. 12-17. E. E. Sterling.
California
Del Mar—Southern Calif. Expo., June 28-July 7.
North Highlands—Sacramento Riding Club Horse Show, June 8-9. Mrs. Hazel Hogan, 3260 Ben Lomond, Sacramento.
San Diego—Fiestadel Pacific, July 24-Aug. 10. Wayne Dallard.
San Francisco—San Francisco Flower Show, Aug. 22-23. Walter G. Brendel, 1227 Hayes St.
Santa Barbara—Horse Show & Flower Show, July 16-21. Edward G. Van Cleave, 715 Santa Barbara St.
San Jose—Homes Beautiful Expo. (Civic Aud.), June 6-9. Robert L. Jordan.
Stockton—Legion Celebration, July 4.
Colorado
Cripple Creek—Celebration, July 6-7. Two Mile High Club.
Denver—Food-O-Rama (Coliseum), Aug. 29-31. Continental Enterprises, 416 Mercantile Bldg.
Walsenburg—Spanish Peaks Fiesta, June 16-22. Star Caywood, P. O. Box 643.
Delaware
Laurel—Chicken Festival, June 10-15.
Florida
Daytona Beach—Jaycee Dixie Frolics, June 3-July 7. Bob White.
Georgia
Augusta—Celebration, July 4-6. Wm. E. Anthony, P. O. Box 1181.
Idaho
Blackfoot—Snake River Valley Horse Show, July 11-13. Dess Lauder, Sugar City.
Emmett—Emmett Cherry Festival, June 17-22.
Rigby—Rigby Pioneer Days, June 14-16.
Illinois
Calumet City—Celebration, Aug. 29-Sept. 2. Lou Allen, Room 814, 32 West Randolph, Chicago.
Chicago—Associated Variety & Novelty Mrs. Show (Hotel Morrison), Aug. 4-8.
Chicago—Chicago Fair (Navy Pier) June 28-July 4. Geraghty, Chicago Assn of Commerce, 1 N. La Salle St.
Indiana
Bainbridge—Street Fair, June 12-15. G. Kilgore.
Brazil—Celebration, July 4.
Brownstown—Homecoming, July 15-20.
Columbia City—Old Settlers' Day & Legion Festival, Aug. 7-10. Byron Beaber.
Huntington—VFW Street Fair, July 29-Aug. 3. W. O. Randol, Markle.
North Webster—Mermaid Festival, June 24-29. Robert Huffman, Lions Club.
Shoals—Railroad Centennial, July 1-6. Sanford A. Deard, Shoals News.
West Baden—Legion Celebration, July 1-6. Dow S. Henson, Box 91.
Valparaiso—Celebration, June 26-29.
Iowa
Lake Park—Celebration, July 4-7. A. V. Hanson, Box 225.
Osceola—Celebration, July 4.
Salem—Old Settlers' Reunion, Aug. 30-31. M. Bailey.
Sibley—Osceola Co. Livestock Show, Aug. 19-21. Gene Alexander.
Kansas
Emporia—Centennial, June 30-July 6. Chamber of Commerce.
Kentucky
Louisville—Homecoming, July 1-6. Dr. E. J. Tisko.
Paintsville—Celebration, July 1-6.
LOUISIANA
New Orleans—La. Boat Festival-Pan American Regatta, June 8-9. Herman J. Prager Jr.
Shreveport—Shreveport Horse Show, June 12-15. Mrs. Saunders Gregg.
Tallulah—Centennial, Aug. 26-30. M. C. Stone.
Maryland
Baltimore—Maryland Better Homes Expo. (Armory), Aug. 20-25. Patrick J. O'Toole.
Massachusetts
Boston—Boston Common Dairy Festival, June 8-17. Paul Corson.
Gloucester—St. Peter's Fiesta, June 27-30.
Lowell—Celebration, July 1-4. Legion Post 87.
New Bedford—Firefighters' Free Charity Circus, July 8-13.
Michigan
Chicago—Celebration (Soldier Field), July 4.
Cicero—Centennial, Aug. 16-25.
Geneseo—Celebration, July 3-6. VFW Post 5083, S. State St.
Hardin—Legion Picnic, July 4-7. Howard Devine.
Madison—Celebration, July 1-6.
Palmyra—Terry Park Industrial Fair & Rodeo, July 14-18. Oral H. Cooper.
Polo—Centennial, June 17-22.
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Cowboy Parks

• Continued from page 74

and Kiddieland, and Nick Terrazzi's Wonderland Zoo at Middle Island.

Close to New York City, Wonderland in Yonkers, combines theme buildings and kiddie rides, the latter predominating since a ride license was obtained. A couple of the structures were sold to Wood's Storytown, U.S.A.

Also upstate are the North Pole, Frontier Town, Land of Make Believe, Old MacDonald's Farm, Totem Indian Village, and others.

The increasing number of installations in New York and New Jersey is matched by other such spots thruout the nation. With a great proportion of automobiles in the country, where to go has been a major problem in family thinking when weekends and vacations roll around. Operators with foresight have been hurrying to erect family-type attractions providing amusement for all ages, plus food, souvenirs and other elements capable of inducing day-long visits by patrons.

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(Continued on page 85)

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CIRCUS REVIEW

Mills Performance Comes Off Well, Reframed Show Looks, Moves Better

By TOM PARKINSON

CLARENDON HILLS, Ill.—Mills Bros. Circus played to a pair of straw houses with a grassy lot and sunny weather here Wednesday (29). The date was a strong winner both for the show and the Lions auspices. It served to show off the 18th Mills edition in good style.

Co-owners Jack and Jake Mills debated much last season about what their course should be this time. Some changes have been made; some still are being discussed. Thru it all, the performance remains comparable with the good offerings of recent years.

The circus moved on nearly 40 trucks three years ago. Reframing that began last season was continued this time. Now there are 24 units yet there is no important change in the size of the show itself. Credit goes to better organization and to cutting off excess baggage. Only noticeable change is that now there are five elephants and two Liberty acts.

Proving out is the use of aluminum poles thruout. Successful on this year's experimental basis are the three new seat-wagon semis designed and built by Jake Mills. Some improvements have been made in them since the season opened five weeks ago, and further improvements are being planned

for winter work, when additional trailers will be equipped so that all reserves and blues will be on wheels next season.

In the Mills seat system, a variation of that used by Hunt Bros., each section is divided into three panels. On each panel are three rows of folding chairs which collapse flat against the marine plywood flooring. Two of the panels rest on steel stringers while in place and the third is mounted on the trailer. When loaded, they are pushed backwards and upwards until the three are stacked at an angle on the trailer. There are several hundred chairs on trailers now, and the show carries several hundred more that were placed on the ground here. Regular blues are used.

On the midway, there is a set

of concession stands operated by Harry Mills, a pony ride handled by Paul Nelson, and a ticket wagon in a new semi that replaces a trailer which dated from the first Mills show. Menagerie has the four large elephants plus a small elephant and the shifting cages of wildlife and monkeys which Mills bought from R. E. McAfee.

Performance Reviewed

Opening spec uses about 60 people in wardrobe, the four big bulls, and horses. People then step to the rings for a dance bit. First acts are the Bakers (2) in hat and club juggling and the Drougetts in hat juggling. Next Jinx Adams brings five ponies to one side and Edith Beketow has four at the other. Aerial display uses eight aerial ladders, two loopovers and

(Continued on page 77)

FOUR TURNAWAYS ON KELLY-MILLER

Weather Improves in Texas; Business Continued Strong as Show Goes Westward

ODESSA, Tex.—Better weather greeted Kelly-Miller Circus at most of its early stands in Texas, but dust storms, rain and hail still were experienced.

Business for the show was strong. Included were four straight nights of turnaway crowds.

In Odessa Saturday (25), the afternoon had two-thirds of capacity and the night house was a full one. Stores were open until 9 p.m., probably holding some patronage from the show, but all seats were taken. Odessa reportedly gave the Tim McCoy concert its biggest score to date

Haskell, Sweetwater

In Haskell, Tex., Tuesday (21), the show had a half house in the afternoon and a straw house at night. Lot was firm and weather was warm and clear. Dick Scatterday's downtown units have been operating on schedule. An elephant injured Barbara Jane Miller's arm.

In Sweetwater, Wednesday (22), it was necessary to change lots, and this cost afternoon business. Attendance was small. However, the third consecutive turnaway night was registered. Frank Ellis' pit shows did well. Tim McCoy's concert held all of the afternoon and a good percentage of the night house.

Big Spring, Thursday (23) gave a half house in the afternoon and the fourth consecutive night turnaway. A morning storm brought rain and hail, but it quit before noon. McCoy and Glen J. James

made luncheon club and broadcast appearances.

Midland on Friday (24) saw a resumption of bad weather. A hard sand storm struck just as the doors opened in the afternoon. Tornado warnings followed, and three small twisters hit other parts of the town, knocking out power lines. Many tornado funnels were sighted during the day. Rain and hail fell, but the show rode out the storms without damage. Karen Kay Miller visited.

Ringling Optimistic After Providence

Good Attendance in Small Building Takes Show Off Nut, But Profit Small

ROCHESTER, N. Y.—Ringling Bros. and Barnum & Bailey Circus now has completed the first of its new-style stands and on Wednesday (29) here it was ready to start the second.

Circus business was watching closely to see how the show fared under its new set-up of playing lengthened stands in arenas.

The initial try, Providence, R. I., drew good houses thruout the stand until the final day, Sunday (26), which show press man Ken Mayo said was light. He termed other days "unusually good" attendance and said show staffer were opti-

Hagen Delays Sat. Shows Until Sunday

ROCKFORD, Ill.—Hagen Bros. Circus postponed Saturday performances here until Sunday (26) at Rockford after rains forced cancellation of the original schedule.

In the other recent stands the show had been getting good business in most places but was clobbered by weather in some.

At LaSalle-Peru, Ill., (21) the show was sidewalled when the lot was found to be extremely soft and partially under water. High wind added to the problem. Attendance was one-quarter and one-half of capacity.

East Moline, Ill., (22) had a light afternoon and a straw house at night. Sterling, Ill., Thursday (23), also had light and full houses. At Geneva, Ill., Friday (24), the show played to a pair of full houses.

Nights Bring Pennsy Crowds For Cristiani

LEWISTOWN, Pa. — Night business for the Cristiani Bros. Circus has been strong in Pennsylvania, and afternoon houses have been spotty.

In Connellsville, Tuesday (21) the show had half and full houses. Vandergrift Wednesday (22) drew a three-quarter afternoon as well as a near-full night.

At Lewistown, Arnold Maley reported the night house was strawed, while the afternoon was half full.

Al F. Wheeler Dies; Owned Shows 40 Years

OXFORD, Pa.—Al F. Wheeler, 82, a veteran circus owner, died at his home here Thursday, May 16. Since his retirement from the road about 20 years ago, he has been in the real estate business here.

Wheeler had concessions with the Welsh circus of 1893 and with the late Sam Dock left that show to start his own, Wheeler & Company Circus, with four wagons. Subsequently, his wagon show was generally known as Al F. Wheeler New Model Shows.

From 1911-1913 he was a partner in Downie & Wheeler Circus, a rail show, and in part of the same period he had an interest in the Tompkins' Wild West Show on wagons. The 1914 Wheeler circus was on 10 cars; the next year it was on wagons for a short season. The 1916 edition was on 27 cars, and late that season it went back to wagons. In 1921 and 1922, Wheeler was manager for an Elmer Jones two-car show that carried the Wheeler Bros.' name.

Turning to motorized shows, Wheeler was manager of the Silvan & Drew Circus of 1928; partner with Jethro Almond in the Al F. Wheeler Circus of 1930, and the Wheeler & Sautelle Circus in 1931-1932. Part of 1932 he had a sec-

(Continued on page 77)

Henry Moeller, Circus Wagon Builder, Dies

BARABOO, Wis. — Henry Moeller, 89, cousin of the Ringlings and Gollmars and builder of many wagons for circuses of those families and others, died at the St. Mary - Ringling Hospital here Wednesday, May 22.

The Moeller wagonworks was founded by his father and later was operated by him and his late brother, Corwin. They added circus wagons to their line very shortly after the Ringling Bros. Circus was founded and continued making show wagons until after World

(Continued on page 77)

Beatty Wins Island Crowds

NEW YORK — Clyde Beatty Circus has been harvesting a good money crop in the New York area. The ticket office has been taking in \$10,000 to \$12,000 daily on Long Island.

Of the eight days, three required extra shows, up to Thursday (23) in Freeport. Night business has been phenomenal, and matinees have ranged from fair to good.

Huntington on Saturday (18) had two full houses and a 50 per cent extra matinee. Patchogue on Monday (20) showed in alternate rain and threatening weather, but yielded \$16,500 nevertheless.

Babylon on Tuesday did three shows and Farmingdale on Wednesday had packed houses, afternoon and night. A partial school holiday awaited the show's arrival in Freeport.

Gosh Closes Good Season

ELKINS, W. Va.—By Gosh's All-American Indoor Circus closed its season recently in West Virginia. Gosh said that late engagements were notable for the increase in night business to pair with the student afternoon turnouts.

First of his units opened in Alabama in August. In all, there were 200 sponsored dates, some times an average of four per week and later six sponsored and one theater date per week. Show does not use promotion but provides for advance sale by its auspices.

Polack Makes Atlanta Date

ATLANTA — Eastern unit of Polack Bros. Circus played to crowds ranging from 1,000 to a near-capacity 4,000 at Municipal Auditorium here. The show had Shrine auspices.

The Shrine temple formerly had the date with Hamid-Morton in the fall. Switch to spring dates necessitated change in the producer, too, because of the new dates a lower attendance was anticipated.

Bermuda Okay For Garden; Ontario Next

TORONTO — Garden Bros. Circus has been playing to good business in Bermuda and is due to arrive in New York Monday (3) on its way back to Ontario. Its Canadian route will start Thursday (6) at Grimsby, Ont.

Bill Garden, co-owner, said here that the show opened as scheduled in Bermuda on May 13 but that the first day was rained down to two half houses. The 7 and 9 p.m. houses on Tuesday (14) had three-quarter houses. Wednesday's first show was full and the second was three-quarters.

Three shows on Thursday (16) were all straw houses, Garden said, while Friday and Saturday brought more capacity business. Details of the second week were not immediately available.

Final shows were May 29, and

(Continued on page 77)

Benson Bros. Escapes Flood, Loses Matinee at Next Stand

RUSSELLVILLE, Ark.—Benson Bros. Circus was jolted by effects of flood waters Friday and Saturday (24 & 25) but incomplete reports showed no flood loss or damage to the show.

In Moffet, Okla., Friday (24), across from Fort Smith, Ark., the show's lot was in the path of an oncoming flood crest on the Arkansas River. Big top and other equipment were loaded hastily to escape the water. Trucks mired but were hauled out in time.

On the way to Russellville, the cookhouse truck was forced by other traffic to hit a bridge. Some

other equipment also was late in arriving here, and the afternoon show was cancelled.

Also figuring in the cancellation was the death of Pat Kelly, who has had a partnership in the show.

As an added blow, the sponsor in Russellville was the National Guard Company and this unit was alerted for emergency flood duty on the eve of circus day. Their actual call, however, did not come until the day after the show's appearance.

Night show in Russellville pulled a half house.

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Contact as per route.
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Mills Shows Vast Improvement

• Continued from page 76

a center ring foot revolve combination that wins a hand.

The Beketows work dogs and a "gorilla-and-girl" act has the other side ring. Clowns follow; while there are some capable people included in this alley, the fact remains that the general clowning is hardly funny.

In the center for the next display is the Marquez Trio for a good comedy horizontal bars act. Two trios from the Arabian tumbling troupe are in the side rings for acrobatics that complete the display.

The cloud swing by Condonia is a strong routine; single trapeze work by Hermoine also is good. Next the Beketows return, he riding dressage and she dancing along side the horse.

The Arabs, Eight Sons of Morocco, have the center spot while the Sanchez Trio and the Monticon Trio, trampoline, occupy other rings. The Arabs are a newly imported troupe under Slayman Ali's direction, and they produce the pyramids, including a four high and a seven-on-one, and the rapid-fire ground tumbling that makes these acts unique and entertaining.

Herman Joseph, back to clowning after some years off the road, works the balloon gag with the aid of Pepito and others.

Excellent Liberty

Mills Bros. always has been strong on horse displays and this season is no exception. Right music points up the entry as Paul Nelson takes eight sorrels to one ring and Jinx Adams directs six blacks to another. It is as big a display of Liberty horses as anyone has had on the road this season. The Nelsons work them well, and the act draws applause and appreciation from the audience. One of the blacks does a rearing finale that is good. Clowns follow.

New importation this season is the Great Roby duo. Working on a prop base, they perform a contortion and balancing routine that has brought them much favorable comment along the route. Equally outstanding is the act by Leopoldo, with chair balancing atop a high platform. And completing the display is the contortion work of Back Leahy. Concert announcement follows.

The Reynosa Trio offers its familiar iron jaw trapeze suspense act and makes a very good appearance. Ten webs are worked in the aerial can-can number which Mills repeats this season.

Olga Sanchez performs in the bounding rope with her regular skill. The bounding is good and her somersault sets off the act as one of the best on the show. Clowns follow. Then Rafael works single trapeze head and knee balancing while Francisco draws attention with head balancing and hoop juggling on a trapeze fitted with a globe for head balancing.

K. Y. Sagraves is in charge as four Mills Bros. elephants perform. A girl rides each animal and one works in the step-over while other features are a body-carry and a head-carry. Elephants also perform carousel, climb-over and pyramids for a good net result.

The Spinets work a plate spinning act in chef's wardrobe. At the other end, Miss Rebecca handles a foot juggling routine.

At the center the Casheties, a trio formerly part of another act here, performs skilled head-to-head balancing. The act includes climbing up and down a ladder while head-to-head in a manner that recalls the recent Chaludi act. This

turn comes at a difficult time in the production and needs either re-routining or some other help in order to get for it the attention that the stunts deserve.

Mills Menage Riders

Again the Mills horses show up well, this time in menage. Riders are in black hunting wardrobe for the most part. They divide up to fill the three rings and then to work solo gaits on the track. Wind-up the display has Jinx Adams riding a high jumping horse. This entire display invariably gets applause. In addition, the jumping wins more and at one of the shows caught in this vicinity it got an ovation thanks to good riding and showmanship.

Adding much to the late portion of the show is the perch display. Two high perch acts have the arena. In one, the girl opens as understander and closes atop the pole. In the other, the girl is on the pole thruout and finishes with spectacular neck-suspension spins.

The Flying LaForms have the closing position. Mitzi LaForm does all the flying and does it well; acts' wardrobe and styling are fine. The routine includes three or four tricks, closing with a double somersault. Batting average for catching this one is only fair, but the stunt was completed in good form at the night show here.

Equestrian director again is Paul Nelson and it is his rapid pacing that makes this show hold together. In some performances it drags shortly after mid-point. But when everyone is putting forth the effort, it jells into a good performance thruout.

Helping is the band of French LeBeouf. It now stands at six pieces and has to work, but a live band is of increasing importance, tho also of increasing expense and problems, to a show of this size.

R-B Optimistic After Providence

• Continued from page 76

any great profits. The stand paid its way, it was reported.

Opening on Monday (20) was full with some paper included. Tuesday (21) had a two-thirds house of around 3,400. Night shows Wednesday thru Friday and the afternoon shows Thursday and Friday were good, tho none was a sellout. The Saturday afternoon and night shows were "pretty good" but the extra twilight show was light. Two Sunday shows completed the run.

Rochester Sale Fair

Narrow door to the building required reorganizing the spec so that people entered in one group and the elephants and floats entered in another. Normally all would be interspersed.

Providence publicity was very strong in the newspapers, with full pages of photos included in two newspapers. Opposition ads were placed by the Shrine-Grotto Circus scheduled for June 10-15. These ads listed Victor Julian, Unus, Pat Anthony, Joe Basile and other acts and quoted lower admission prices.

On opening night in Rochester, where the show plays Rochester War Memorial Auditorium, a staff man for the local promotion group said the advance sale was fair.

Meanwhile, the show has altered its performance and running order since leaving the two Gardens of New York and Boston. The revised program follows:

Display 1, Trevor Bale, tiger act. 2—Clown walkaround. 3—Antoinette Bisbini, Rixos, Los Platos, Elizabeth Nock, the Ninons. 4—diving act. 5—Elephants in three rings. 6—Otto Griebling. 7—Gala Shawn and web number. 8—Clowns. 9—Tonito, Dobritch and

Henry Moeller

• Continued from page 76

War I, when one of the later orders was for the Sparks Circus. Other shows using Moeller wagons included Gollmar, Forepaugh-Sells and Dode Fisk. The Ringling bell wagon, now a museum piece, was one of the parade vehicles turned out by the Moeller shops.

Moeller was active in recent years in the movement to establish a circus museum at Baraboo, and he has been interviewed by many writers and fans about earliest days of the Ringlings.

Surviving are a niece, Mrs. Arthur Waite, with whom he lived, and a stepson, Verne McFarland, New Rochelle, N. J. Burial in Baraboo.

Al F. Wheeler

• Continued from page 76

ond unit called Al F. Wheeler's Circus & Tiger Bill's Wild West. In 1933, he had the Wheeler & Almond Circus. After that he was Side Show manager with various shows until his retirement.

Surviving are his widow, Carolyn; two sons, Col. Alson H. Wheeler, of Silver Springs, Md., and Leland E. Wheeler, Oxford; five grandchildren, and seven great-grandchildren.

Bermuda Okay

• Continued from page 76

the show sailed for New York on May 30.

In Bermuda, the performance featured Jules Jacot's lions and tiger; and Dalton & Bailey comedy trapeze. Dale Madden has the organ. Show is using an 80 with two middles, and the two rings are used simultaneously 90 per cent of the performance.

In Toronto, Garden said he is rushing other equipment into readiness. Included are parade equipment, additional trucks, new seats, and new light plant.

Nocks, wire acts. 10—Loyal Troupe, Bostock-Parents and Kristiansens, bareback riding. 11—Clown army. 12—Hugo Schmitt's elephant, zebra and guanaco. 13—amba, head jumps. 14—The Trevors, bikes; Goetchis, bikes and wire; Hanel, casting. 15—Lou Jacobs' clown car. 16—Bob Top c Lauren, skating. 17—"Coronation of Mother Goose," spec.

After intermission come: Display 18—flying return. 19—Cowns. 20—Lottie Brunn, juggling; Marilex, Bisbini. 21—Clown Adam Smasher. 22—"Saratoga Racing Ball of 1913," Liberty, dressage and equipment number with the Mroczkowskis and Marion Seifert. 23—Otto Griebling. 24—Sclipini's Chimps. 25—Del Morals, Canesterillis and Los Aguilar, perch. 26—Paul Wenzel's clown house afire. 27—Yong Brothers and Sister, the Freddis, the Bokaras. 28—The Alzanas. 29—"Carnival in Venezuela," finale.

2 PROMOTERS

Ready for immediate towns, Montana, Wyoming, Utah, Idaho and Colorado. Signed clean, to be worked clean. No hold ups, hold backs, lay offs. This one goes all the time. Bill; Scott; Carl, and Charles contact. Phones 2-4618; 2-8569; 2-6183, Boise, Idaho.

JACK KELLY
Gen. Promotion Manager
Tommy Scott Shows

WANTED

Two Phonemen or Two Man-Wife Teams
Advertising. I will guarantee steady work from January 1 to December 15 annually. This is no nomad deal, but an established agency with a first-class rep., working a limited territory. No limb jobs or fringe sponsors. . . three deals annually . . . phonemen 30% . . . man-wife team handling town 50%. Agency pays office expenses. This is no "get rich quick" deal. It's steady work on good deals with sound backing. Drifters, limsters, heat artists, drunks, prima donnas, bestow your talents on someone else. Next deal starts June 15. Write P. O. BOX 253, RICHMOND, VIRGINIA.

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For the following three dates. Strong sponsors—pay daily—phones in. Start immediately. Tickets and program.
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Capable of dealing with highest type committees. Phonemen who can ask for money and get it. Tickets, books and space. Long season, good sponsors. Only qualified men need apply.

Write to
MICHAEL SCHMIDT
432 So. 89th St. Milwaukee, Wis.

3—PHONEMEN—3

Ads only. State-wide Convention Book. Well received organization. Call
JOHN SETH
Fort Hayes Hotel, Jackson, Mich.
No collect calls.

PHONEMEN

Labor Deals year round. Plenty of leads and co-operation. Now working 8th Annual Ticket Deal. When in Los Angeles see
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Repeat Catholic Advertising Deal, 80th Anniversary. Pay Daily.
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A market place for buying, selling and trading collectors' items . . . rare circus photos, letterheads, posters, route cards, programs, sunburst wheels, model circus wagons and everything pertaining to circuses and traveling shows.

SUMMER SPECIAL

RATES: Classified ads 20¢ a word, minimum \$4.00. Display-Classified \$14 per single column inch.

FORMS CLOSE TUESDAY, JUNE 18

Mail your copy, instructions and remittance to

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ECYDIAS TS TAKE OFF

Gypsy, Sally Hit In Public Prints

By HERB DOTTEN

CHICAGO—The world's most celebrated ecydiasts—or strippers—Gypsy Rose Lee and Sally Rand are in the news again.

Gyp crashed but good with the fanfare that followed the release of her new book—her memoirs in show business.

Sally made the papers with a report that she had been robbed.

Gyp's book, titled simply "Gyp-sy" rated a spread of pictures in Life, with Gyp providing the captions; TV network interviews, and reviews in many public prints throught the country.

Gyp on Tour

To whet further interest in her latest literary product, Gyp took to the road, making appearances at literary teas tossed to hypo the sales of books—hers in particular.

In a stop-over at Chicago, Gyp mingled with other authors, "dar-

linged" various and sundry, and warmly smiled for the benefit of newspaper photographers.

In the midst of Gyp's publicity thunder, Sally broke thru from Baltimore. There, she reported to police that a shoeless bandit (no less) brandishing a fire ax (no less) broke into her dressing room in a burlesque theater and robbed her of \$114 (no more, no less).

No Price and Waterhouse V.P. was needed to give the decision to Gyp in the newspaper space-snaring. It was Gyp "going away", as they say at the Jockey Club. Prelude to Show

To Gyp's credit, her book again shows that she can put one word down after another in highly entertaining fashion—as entertaining a fashion as when she "takes it off", piece by piece, to the delight of nature lovers.

Her book, published by Harper & Brothers, is worth the price because it is entertaining, if not as fulsome in the details of her career as many at least in outdoor show business, would have it.

To those who came to know her when she toured with the Royal American Shows, the book fails to dwell on the midway experience except to mention that she did tour with a carnival, which went unnamed.

To those in outdoor show business who came to know her, the book typifies keen-minded, dollar-wise Gyp. Characteristically, she

(Continued on page 82)

RAS Gets Much Rain, Light Biz At Evansville

EVANSVILLE, Ind. — Going into Memorial Day, the 10th day of its scheduled 12-day stand here, the Royal American Shows were hopeful of good weather and matching business which, in part at least would offset the bad weather and light business of the first nine days.

The show was slated to open Tuesday (21) but bad weather canceled the opening that night and also the following night. Weekend business was slashed by a Saturday rain and threatening skies Sunday.

The show jumps from here to Davenport, Ia., where it will open Wednesday (5).

Capital City No. 2 Had Big Kid Day At East Point, Ga.

EAST POINT, Ga.—The No. 2 unit of Capital City Shows chalked up a big kid's matinee here Saturday (18) after getting rain early in the week. Aided by a list of free prizes, the youngsters poured onto the midway and business kept going well into the evening.

Most of the summer will be spent in the Atlanta vicinity where the show is scheduled to play for a total of 22 weeks. Line-up includes 8 rides, 20 concessions and 3 back-end units.

Staff includes Johnny Keef, owner; C. E. Ross, general manager; William A. Smith, electrician, and Wade K. Ward, agent for The Billboard.

Concessionaires include Mr. and Mrs. Earl Slusser, Mr. and Mrs. B. M. Wood, Wade and Sis Ward, Mrs. R. Sinclair, Bill Parker, Jimmy Burkett, John Elrod, Linda Sinclair, W. T. Broxton, Robert Smyth, Edna Smith, Charmane Poole, and Bobby, Billie and Willie Taylor. Joe Bates has the Scrambler booked on the show.

Recent visitors included Mr. and Mrs. Fred Hollingsworth, owners of Holly Amusement Company; H. H. Scott, owner of Georgia Amusement Company, Bill and Bess Myers and John Parrot.

Ogdensburg Winner for Continental

GLENS FALLS, N. Y.—A 300-mile jump to Ogdensburg, N. Y., from Hudson, N. Y., was made without mishap by the Continental Shows, which ran into rain on the opening day, Monday (27).

The washout forced setting the opening off to Tuesday, when good attendance and action were recorded. Good crowds patronized the midway thruout the week, which was climaxed by a strong weekend.

Slim April joined there with his Fly-o-Plane. The Decoration Day week here was counted on for big business. A live TV show was promoted over the nearby Carthage station, with agent Paul La Cross doing his knife act and plugging the kiddie matinee.

Bobby Cohn Supports 4-H, Buys Entries

ANGELES CAMP, Calif. — Seven of the 26 animals auctioned by 4-H members at the Calaveras County Fair and International Frog Olympics, which closed here Sunday (19), were purchased by Bobby Cohn, West Coast Shows' general agent.

Cohn, acting for the show, purchased the champion lamb for more than 50 cents per pound; three lambs for an average of 35 cents, and three steers at a 27-cent average.

Cohn has been purchasing livestock at various fairs played by West Coast Shows the past five years.

20-Car Unit, Model Shows, Packs It In

Can't Make It, Reports Harris; Cars to Conklins

SAINT JOHN, N. B. — First carnival casualty of the 1957 season was recorded in Eastern Canada last week.

Model Shows of Canada opened and closed here during the week of May 13-18. "I'm out of business. I just can't get it any more with a 20-car railroad show," said Joe Harris, vice-president of the holding company and active manager of the show.

The date here had been sponsored by the playground committee of the Lebanese Club. The lot was not the best in town—a spot near the railroad yards on the west side, known as Main Street and Long Wharf.

Closed Early In '56

Closing of the Model Shows is the wind-up of a misadventure which began in August, 1956. The show had come into New Brunswick from Quebec Province and had played Campbellton, Bathurst and Newcastle. Then it had gone to Prince Edward Island for a date just prior to the Charlottetown Fair. Intention had been to continue into Nova Scotia and end the season in Halifax. Instead, the show had gone to Saint John and closed on the east end grounds in mid-August.

Equipment had been wintered on the grounds of the Saint John Exhibition and the intention was to go into Nova Scotia and later to Newfoundland this season.

Model Shows had moved on a good set of steel-framed wagons which loaded on system flats. The show also owns a box car and two Pullmans. All equipment, Harris says, will be shipped to the Conklin headquarters in Brantford, Ont.

Late Route Switch Produces Fair Business for A. of A.

MATAMORAS, Pa. — A late routing change put the Amusements of America into Feltonville, Pa., near Chester, the week of May 20. The last-minute switch hurt at first due to lack of advance work. Generally good weather has given the show a good start this year, a pleasant change from previous seasons when Eastern shows were dogged by rain.

First three days were light except for the family matinee, which was fair. End of the week saw business pick up as expected, however, climaxed by a good Saturday (25) matinee and night.

RUBACK SHOWS GETS ORCHIDS IN TEX. TOWN

HEREFORD, Tex. — Jack Ruback's Alamo Exposition Shows recently got in some good public relations for the business here. When a tornado hit nearby Silverton, the personnel passed the hat, raised an even \$100 and turned it over to the local relief program. Jimmie Gillentine, columnist on the Hereford Brand, gave the action prominent mention, saying, "There's no folks like show folks."

Rain Hits 20th Century At First Three Stands

PONCA CITY, Okla. — The rains that have soaked the Southwest this spring have followed 20th Century Shows along most of its route thus far and, as a result, business has been hurt.

An exception was the Buccaneer Days celebration at Corpus Christi, first stop on the route. Show opened there April 27 and lost part of Saturday and Sunday to intermittent showers. Despite this, grosses were reported as being slightly ahead of last year.

The next week at Waco, Tex., the show had three days of rain.

At Ardmore, Okla., May 13-18, business was fair between down-pours. Due to the muddy lot, however, the show was forced to move to the fairgrounds and one day was lost in this move.

ON SCHEDULE

Slate August NSA Move to New Quarters

NEW YORK—Plans are still for the National Showmen's Association to occupy its own building in August. The Friar's Club, builders and occupants at 123 West 56th Street, are to move into their new quarters in July, thereby vacating the two-story building for the NSA.

John Weisman has been working with the Friars to see that everything moves smoothly.

First award book check received for a fund-raising drive made critical by the financial burden of a new home, is that of Larry Neumann.

The prizes this year are two \$500 government bonds, two \$200 bonds, ten \$100 bonds, a case of whiskey, a solid gold watch, three-piece women's luggage set, and two automobile tires.

Additional plaque pledges and payments are in from Sam Wertheimer, Harry Kaplan, Frank Bergen, Gerald Snellens, George A. Hamid Sr., Louis D. King, George Bovino, Sam Walker, Phil Manteo, Harry Weinraub, Morris Brown, Dave Lodge, Ida Cohen, (in memory of Ruben Gruber) Veronica Zucchi, Frances Fornier, Dorothy Anderson, Mabel Strates, Blanche Henderson, Anna Brown, Dorothy Packman Goldberg, and in memory of Jean Dellabate.

I. T. on L. I. Tour, Isser Breaks Hand

GLEN COVE, N. Y.—A good week was in prospect for the I. T. Shows No. 2 unit in this suburban community, third spot on its Long Island tour. Manager Phil Isser reported addition of a Bill Jones Bingo for the date.

Preceding weeks were in Elmont and Inwood. Latter date was near the Rockaway Beach area, which draws residents at night, but had the advantage of a Negro neighborhood location, which produced fair business.

The show will close its Long Island tour in Oceanside, which has been a big winner in recent years.

Isser has had his left hand in a cast after breaking it at the Delancy Street date in Manhattan. While pulling off the office window screen he fell backwards down the steps and broke his hand.

Top money so far is being earned by Harry Flanagan's Scrambler which joined in Manhattan. Flanagan runs the Shamrock Shows in New Jersey.

Olson Shows Start Season At Hot Springs

HOT SPRINGS, Ark. — Two days of perfect weather preceded the season's opening of the Olson Shows Thursday (30) here, where the show makes its winter base.

The tee-off stand runs thru Friday, June 7, and serves as a shake-down engagement before the show takes to the rails for the season. First road stand will be at Decatur, Ill., a week's engagement beginning June 10.

Only a portion of the show's rides and shows were in operation here. All of those to be carried at still dates will be in the line-up at Decatur. Included among the units to join there is Bill Dyer's Scrambler.

Work of converting the office wagon was completed before the show opened. The work on the committee wagon which will make that unit one of the finest, if not the finest on the road, is to be completed before the show train pulls out for Decatur.

Jimmy Chavanne was compelled by a heart condition to return to Florida, and management of the Side Show was taken over by Dick Hilburn, the legless wonder, assisted by Andy Brisky.

Gus Skerbeck Dies in Wis.

ARPIN, Wis. — Gus Skerbeck, 81, of Dorchester, Wis., who for more than 50 years was associated with his brother, the late Joe Skerbeck, in the operation of the Skerbeck Shows, died here May 25 after a long illness.

Born October 7, 1876, in Germany, he came to the United States when about four years old and later worked with his brother, who owned and operated the Skerbeck Circus, as acrobat, contortionist, clown and bareback rider. Skerbeck was a member of the Holy Name Society of Dorchester.

Surviving are two sisters, Mrs. Amanda Kaarup and Mrs. Pearl Weydt, and a brother, Frank. In recent years he had made his home with a niece and nephew, Pauline and Eugene Skerbeck, and Mr. and Mrs. George Greaser. Services and burial in Dorchester May 29.

MIDWAY CONFAB

Recent visitors to the O. C. Buck Shows at Syracuse were Red (King) Cole, Jerry Higgins Sr. and Spider Webb, concession and cookhouse operators. Cole, who recently lost his cookhouse and concessions in a winterquarters fire, has added new canvas and is back in action.

Walter B. Fox, vet general agent who was sidelined for 10 days as a result of a fall, has returned to the active list. Recent callers at L's Mobile, Ala., home were Herb Pickard, Mr. and Mrs. John Teague, M. J. Dessen, George B. Flint, Charlie Crichton and Johnnie Adams.

Wilcox A. Sanford reports that he's been in New York since leaving Miami and has been making the rounds. His concessions are booked on King Reid Shows, which do not open until June. Sanford visited I. T. Shows where he talked with Big Nate Cutler and George Reagan. He also caught the Beatty Circus on Staten Island. Recent visitors to New York included Clifford (Stash) Gray and Benny Herman, Sanford reports.

Edward L. Field, formerly with United Exposition and West Coast Amusement Company, is back in the U. S. after a couple of years in South America, and has joined Morris Hannum Shows. . . . Mike

C. Piccolo recently cut up jackies on Gooding Shows with Charlie O'Brien, Hap Berkshire, Pauline Clark, Mr. and Mrs. R. Pugh and Maurice Myers.

Pete Norman, concessionaire with Happyland Shows is in Harper Hospital, Detroit, following surgery. . . . The Wade Shows will operate six kiddie rides on the Michigan State Fairgrounds during the upcoming Gadgets and New Inventions Exposition.

Jack Schenck and Morris Glass are recuperating at home after being discharged from hospitals following surgery. Doc Marcus, who was taken ill in upstate New York, has fully recovered and is back at work.

Sam Dolman, West Coast Shows' concessionaire, took advantage of the rainy weather that hit the show in Angels Camp, Calif., and made a fast trip to his home in Monterey Park. He rejoined the show in Chico at the Silver Dollar Fair. . . . Charles Crouse rejoined West Coast Shows, where he is a concessionaire, in Angels Camp, Calif. Crouse was recently discharged from a Long Beach, Calif., hospital following medical examinations.

Eddie Elkins did some telephone work for Clyde Beatty Circus on Long Island, then hopped to Philadelphia for the circus-midway date there.

Mr. and Mrs. John Dempsey have adopted a three-and-a-half-year-old girl, named Doreen Hope. Parents are on Amusements of America. Also on the show, Bobby McGregor has returned to handle Mom Vivona's custard. Marie Vivona's parents, Mr. and Mrs. Pressler, were recent visitors. . . . Anthony Cece, of the Fera Bros. Amusements, fell from the show's Ferris Wheel in Providence last week, escaping with head and body bruises. He was admitted to Rhode Island Hospital. Cece was working on light wiring and dropped 15 feet from one of the side braces. Norman Ptashkin (Pete Norman), is recovering from an operation in Harper Hospital, Detroit, and would like to hear from friends. Oscar Margolis, of the same city, is recuperating at his home after a siege in the hospital. . . . Wesley Murray, who closed recently with Mac's cookhouse on Penn Premier Shows, is handling the inside of Jack Norman's Monster Show on the James E. Strates Shows.

Spot Pismoault and Red Lewis, formerly of the Marks Shows, have a spot joint on the O. C. Buck Shows. . . . Eddie and Grace LeMay are back at their home in Gibsonton, Fla., after a trip to the West Coast. Their jaunt included visits with Eddie and Mabel Brown and the Crafts Shows at Las Vegas, Nev.



GROSCURTH combined CIRCUS AND CARNIVAL

FEATURING • Complete Free Circus Performance Twice Nightly • Daily Downtown Street Bally and Elephant March • Steam Calliope Concert

Wanted for East Gary, Ind., week June 10 and balance of season, also now booking Concessions and Attractions for Springfield, Ill., Land of Lincoln Capiteeneal and Fourth of July Celebration, July 1-6. Midway located around Court House Square.

CONCESSIONS: Custard, Ice Cream on Stick, Derby Racer, Age and Scales, Name on Hats, African Dip, Break-the-Dish, Bird Pitch, Basketball, 6-Cats if you have Hanky Panks to go with same. Will carry only 2 on show. Also Arcade, etc.

SHOWS: Shows with own equipment. Liberal proposition for Monkey, Unborn, Wild Life, Glass House, Motordrome, Little Horse, Big Dog, Grind or Bally Shows.

HELP: Can place capable Second Men on all rides. Must be licensed semi drivers. All wire

C. C. GROSCURTH, GEN. MGR.
 Urbana, Ill., all this week, then East Gary, Ind.



MORRIS HANNUM Shows
One of the Great Eastern Shows


MAGNOLIA, N. J., JUNE 10-15

RIDES Want Scrambler, Round-Up or Dark Ride.

HELP Want Truck Mechanic with tools for fleet of Ford F-8s. Good jobs open on Octopus and Wheels and all other Rides. Prefer drivers. Long season and bonus. Can place Show Carpenter with tools who drives. "Old Grandad" wants Fritz to call.

BOOKING NOW FOR CAHILL FIELD FAIR, PHILADELPHIA, JUNE 17-22, AND THE ST. MICHAEL'S CHURCH FAIR AT LEVITTOWN, PA., JUNE 24-JULY 6. GREATEST ADVANCE TICKET SALES ASSURE CAPACITY ATTENDANCE AT BOTH OF THESE BIG DATES.

Show now playing Emmaus, Pa. All replies to MORRIS HANNUM, Americus Hotel, Allentown, Pa., this week; then 934 Murdoch Road, Philadelphia, Pa. Phone: Chestnut Hill 7-8176.



HILL'S GREATER SHOWS

WANT FOR OUTSTANDING ROUTE, CLOSING FAIRS OCTOBER 15


RIDE MEN: A-1 Dodgem Foreman and Second Man, also top TILT-A-WHIRL Foreman. (Shorty Howard, contact.)

SHOWS: Want 2 Girl Shows with own equipment; must be first class. (Clyde Rawlings, can use your stuff.) Will book Fun-house. Will make special proposition to Penny Arcade. JOHNY HINES wants Pony Ride Man and Grind Show Talker. (Blackie Richards and Bob Hall, contact.) MUNROE BROS. want Ticket Seller for big Side Show, also Geek Operator and Geek.

CONCESSIONS: Will book Hanky Panks of all kinds. DUTCH WHITESIDE wants Hanky Pank Agents, General Workingmen and one Agent for Count Store, also a P.C. Agent.

PUEBLO, COLORADO, JUNE 3-8; LUSK, WYOMING, 10-15; RAPID CITY, SOUTH DAKOTA, 17-22; THEN ALL FAIRS UNTIL OCT. 15

All replies to H. P. HILL, Mgr., as per route above



PENN PREMIER SHOWS
worlds cleanest midway

CONNELLSVILLE, PA., WEEK JUNE 10-15, FIREMEN'S CELEBRATION, followed by MUNHALL-HOMESTEAD FIREMEN'S STREET FAIR

CONCESSIONS Can place Age, Scales, Short Range Gallery, Fish Pond, Bear Pitch and any other legitimate Concessions. We play Pittsburgh vicinity for the next seven weeks, where the stacks are smoking 24 hours a day.

SHOWS Can place Manager for Motordrome. Must be sober and reliable. Also place Manager for Circus Side Show. Must have good Working Acts. Can also place Manager for Monkey Motordrome. Join immediately.

HELP Can place Scenic Artist for year-round job. Prefer one who is sober and reliable. Can place Foreman for Water Boat Ride who drives semi. Can also place Working Men on Rides if you drive. We do not hire tourists with cars, save your gas. Can place Octopus Foreman.

All mail and wires to
Lloyd D. Serfass, Owner
 Penn Premier Shows
 Dravosburg, Pa.

All phone calls to
Harry (Buster) Westbook, Bus. Mgr.
 Irwin, Pa. Phone: Underhill 3-2110

FOR SALE OR TRADE

Spitfire and C-Cruise, both rides are in operation in park at Birmingham, Ala. Low price for cash or will trade.

E. B. NELSON
 115 Munger Ave., Birmingham 11, Ala.
 Phone: 4-2259

NOLAN AMUSEMENT COMPANY

LORAIN, OHIO, JUNE 10-15; ELYRIA, OHIO, JUNE 17-22

Want Concessions, Shows, Ride Help. CONCESSIONS: Arcades, Jewelry Sales, Novelties, Short Range, Age, Scale, Photo, Ball Games, Cork Gallery, Bear Pitch and Hankies of all kinds. SHOWS all kinds. RIDE HELP: FOREMEN FOR WHEEL, MERRY-GO-ROUND, KID RIDES; SECOND MEN FOR ALL RIDES.

LEXINGTON, OHIO, NOW.

PARAKEETS
 85c
 Minimum Order, 40 Birds.
CAGES 50c EACH
 Shipped Daily—F.O.B. Los Angeles.
 —Call or Wire—
24-HOUR SERVICE
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WANTED

GIRLS

- Novelty Acts
- Waitresses
- Dancers

GOOD PAY
TOMMY THOMAS
 Club Mardi Gras, 92 Duval St.
 Key West, Fla.
 Phone: CYpress 6-9147 after 9 P.M.

WANT AGENTS

Jim White now Concession Manager. Contact or join. Will book Hankies, Arcade, Long Range, Hi-Striker, Jewelry, Glass or Parakeet Pitches, Balloon Dart, Novelties. Clean Shows with own equipment, attractive proposition. Contact

DYER'S GREATER SHOWS
 Flat River, Mo., this week; Du Quoin, Ill., next.

WANT
COUNT STORE and PC AGENTS

Boys who have worked for me before, get in touch.

HARRY MAMAS
 Thomas Joyland Shows
 Wheeling, W. Va., this week.

JACK COOK AND HARRY OSTEEEN

Want Pin and Count Store Agents, and P. C. Dealers. Also Agents for Buckets, Pan Game, Balloon Darts, Tip-Up Coke, Floss and Sno, Pitches of all kinds. Dave, Bird Pitch is ready.

GALA EXPO SHOWS
 Jacksonville, Ark. (Soldiers' Payday), this week; then per route.



WHEELS
 ALL SIZES—ALL NUMBERS
CARDINAL PRODUCTS CO.
 Les Berger
 49 West 27th Street
 New York 1, N.Y.
 MU.6-8268



Strangest Attractions on Earth
 Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk-en Heads. Many others. Send for folder.

TATE'S CURIOSITY SHOP
 Apache Junction, Arizona

W.G. WADE SHOWS

—CAN PLACE—

Now and thru the Fair season, including the Delaware County Fair at Muncie, Ind.; Upper Peninsular State Fair, Escanaba, Mich., and the Michigan State Fair, Detroit, Mich.

SHOWS—Circus Side Show, Glass House, Snake, Monkey Circus or Drome and/or other neat money-getting attractions.

CONCESSIONS—Can place Hunky Panks of all kinds. Will sell "X" on still dates for Novelties and Jewelry. Want Male Agent for Spindle. Must drive new truck and be sober at all times. Al Williamson wants Agents for Hunky Panks. Curley Gibson and Frank (who worked for me last year), contact. Have good proposition for you. Need bona fide Scale and Age Agents. Arnie & Betty, what happened? Jack Shue, get in touch.

RIDES—Opening for Miller or Schiff Coaster, also neat, well-managed Pony Ride.

HELP—Foremen for Merry-Go-Round (Smitty Kenneth Smith, good proposition for you), Tilt, Roll-O-Plane and two Second Men for new set of Kiddie Rides. Can use Second Men on all Rides. Prefer Truck Drivers.

All replies

D. WADE, W. G. WADE SHOWS
KALAMAZOO, MICHIGAN, ALL THIS WEEK.

CONTINENTAL SHOW

WANTS WANTS WANTS
Grind Store, Swinger and Bucket Agents. Also Help for Hunky Panks, such as One Ball and Pitch-Til-U-Win, etc. Beautifully flashed.

This show with "First-Ins." Plays not the largest, but some of the best Celebrations and Fairs in the East. Terrific 4th of July date in New Hampshire. All joining now will get preference at seven largest and best Fairs in the South and action all winter in Florida.

THIS WEEK SOLDIERS' PAYDAY, PLATTSBURG, NEW YORK
All answer **BERNIE FELDMAN**
Cumberland Hotel, or c/o Show, Plattsburg, N. Y.

VIRGINIA GREATER SHOWS

ANNAPOLIS, MARYLAND, THIS WEEK

Then the Big One, Delmarva Chicken Festival, Laurel, Delaware, June 10-15.

WANT AT ONCE: Long and Short Range Gallery, Photos, French Fries. All Hunky Panks open. Want Agents and Dealers, also Ride Help who drives. Want Side Show Manager with Acts, we have everything else. Girl Show Manager with two or more Girls (Chicarella), answer, very important). Can use good Grind Shows. Mail and wires to

WM. C. (BILL) MURRAY

PEPPERS ALL-STATES SHOWS

WANT—CLOSE NOVEMBER 30—WANT

CONCESSIONS: One of each kind only booked. Bingo, Photos, Short Range Gallery, Bumper, Bear Pitch, Slum Blower, Pitch-Till-You-Win, Basket Ball and High Striker. Want Agents for office-owned Glass Pitch, Pan Game, Penny Pitch. (Must be able to drive semis and have licenses.) **RIDE HELP:** Second Men on Octopus and Merry-Go-Round. **SHOWS:** Will book for committee money—Fun House, Big Snake, Monkey Show and Minstrel Show with own paraphernalia. (Join on wire.)

All address **F. W. PEPPERS, Mgr.**
CARTHAGE, TENN., this week; next week into Kentucky.

GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Pitch-Till-U-Win, Hi-Striker, Custard, Slum Spindle, Age and Scales, Hoop-La, Fish Pond and Swinger.

WANTED—White Girl Show, Monkey Show, Snake Show and Wildlife.

WANTED—Merry-Go-Round and Chairplane Foremen, Truck and Tractor Drivers, General Ride Help, Agents for office Hunky Panks. All replies to

George Clyde Smith Shows

Scalp Level, Pa., this week; Coalport, Pa., next week.

RUMBLE GREATER SHOWS

Want Stock Concessions, Straight Sales, Shows and Bingo for Mt. Vernon, Ind., Legion Celebration, uptown on the streets, June 10-15; Loagotea, Ind., Lions' Club Celebration, uptown on the streets, June 17-22.

All wire at once c/o Western Union, Mt. Vernon, Ind.

D. P. RUMBLE

ATTENTION! BIGGEST CELEBRATION IN 1957

OKLAHOMA SEMI-CENTENNIAL, JUNE 14-JULY 7—24 BIG DAYS

Have exclusive rights on all Gaming Concessions on independent midway. Will book the following Concessions: Long Range Shooting Gallery (Kenny, who was on Collins Show last season with Short Range, contact immediately). Also any Hunky Pank Concessions that do not conflict and are up to our standards. Want Agents for One Ball, Busel Basket and all Stock Concessions. Anyone who has worked for me before, get in touch. **BING BERSTEIN** and **CIGARETTE BLOCK DEALERS**, get in touch. Want to hear from **CAPTAIN EBO AND HIS TRICK DOGS**, **MARVIN (LEFTY) WILLIAMS** (drove truck for me last season), **Morris Friedenheim**, **Lewis Kerberchek**, get in touch. Contact **CHARLES (CHECK) MAGID**, Baltimore Hotel (Room 803), Oklahoma City, Okla. (Phone: Regent 6-5611).

Carnival Routes

• Continued from page 70

Class City: Wharton, W. Va.; Amhersdale 10-15.
Gooding Am. Co., No. 1: Columbus, O.
Gooding Am. Co., No. 2: Mingo Junction, O.
Gooding Am. Co., No. 3: Moundsville, W. Va.
Gooding Am. Co., No. 4: Cleveland, O.
Gooding Am. Co., No. 5: South Bend, Ind.
Gooding Am. Co., No. 6: East Liverpool, O.
Gooding Am. Co., No. 7: McGuffey, O.
Gooding Am. Co., No. 8: Cleveland, O.
Gooding Am. Co., No. 9: Centerville, O.
Gooding Am. Co., No. 10: Dayton, O.
Copher State: Bayport, Minn., 14-16; Hunter, N. D., 20-22.
Grand American: Fort Dodge, Ia.
Great Western: Selma, Calif.
Griffiths Am. Co.: Hummelstown, Pa.
Griggs Bros.: Princeton, Ind.; Petersburg 10-15.
Groscurth Comb.: Urbana, Ill.; E. Gary, Ind., 10-15.
Hale's Show of Tomorrow: Kansas City, Mo.
Hannum, Morris: Emmaus, Pa.; Magnolia, N. J., 10-15.
Happy Attrs.: Ashtabula, O.
Happyland: Port Huron, Mich., 4-9.
Hill's Greater: Pueblo, Colo.; Lusk, Wyo., 10-15.
Hottle, Buff, No. 1: Monticello, Ark.
Howard Bros.: Confluence, Pa.
Hugo's Novelty Expo.: Topeka, Kan.
Ideal Rides: Veedersburg, Ind.; Eaton 10-15.
Imperial: Alton, Ill.; Macomb 10-15.
Inland Empire: Colville, Wash., 5-9.
Johnny's United: Carutherville, Mo.
Ken-Penn Am. Co.: Greensburg, Pa.
Key City: Princeton, Ill.
King Bros.: Littleton, Colo., 3-10.
Lagasse Am. Co., No. 1: Oxford, Mass.
Lagasse Am. Co., No. 2: East Weymouth, Mass.
Lagasse Am. Co., No. 3: Crofton, Mass.
Lindle: Lewistown, Ill.; Virginia 10-15.
Little Dixie Am. Co.: Salida, Colo., 6-9; Antonito 12-15; Walsenburg 16-22.
Lone Star Am. Co.: 'Dumas, Tex., 10-15; Clayton, N. M., 17-22.
Lynn's Midway: Russell, Minn., 4-5; Raymond 7-8.
Manning, Ross: Chester, Pa.; Lexington, Va., 10-15.
Marvel: St. David, Ill.
M. D. Am. Co.: (Fair) Phoenixville, Pa.; (Fair) Bridgeport 10-15.
Mercury: Rolla, Mo.; Centralia 10-15.
Merriam's Midway: Vinton, Ia., 3-5; Belmont 7-8; Odebolt 10-12; Ogden 14-15.
Midway of Mirth: Taylor Springs, Ill.
Mighty Interstate: Cumberland, Ky.; Wheelwright 10-15.
Monarch Expo.: Monroe City, Mo.; Rochelle, Ill., 10-15.
Moore's Modern: Bartlesville, Okla.
Motor State, No. 2: Madison Heights, Mich.
Mound City, No. 2: Venice, Ill., 7-9; Pearl 12-15.
Mullin's Royal Pine: Limestone, Me.
New England Am.: North Brookfield, Mass.
Nolan Am. Co.: Lexington, O.; Lorain 10-15.
North American: Aurora, Minn.
Northern Expo.: Jamestown, N. D.
Norton's Rides: Helena, Mont.
Ohio State: Washington C. H., O.
Page Comb.: St. Marys, Pa.

Pan American Am., No. 1: Huntington Park, Calif., 5-9; Westchester 12-16.

Pan American Am., No. 2: Fremont, Calif., 5-9; Modesto 12-16.
Parada: Bartlesville, Okla.; Dewey 13-15.

Penn Premier: Dravosburg, Pa.
Peppers All States: Earlage, Tenn.
Powelson Am. Co., No. 1: Ashtabula, O.; Tallmadge 10-15.

Powelson Am. Co., No. 2: Zanesville, O.; Newcomerstown 10-15.
Prell's Broadway: Huntington Station, L. I., N. Y.

Putka, A. H., Am.: Cherry Valley, Ill., 5-8; Bensenville 12-16.

Raines Am. Co.: Mansfield, Ark.; Locust Grove, Okla., 10-15.

Rainier: Parkland, Wash.

Reid's Golden Star: Newport, Tenn.

Reid, King: Providence, R. I.; Arlington, Mass., 10-15.

Reithoffer: Eaglesville, Pa.

Ritter's United: La Sierra, Calif., 4-8; San Bernardino 11-15.

Robson's United: Shawano, Wis., 3-6; Stratford 7-9.

Rock City: Mokena, Ill., 6-9.

Rogers Bros.: Ellendale, N. D., 6-8; Sheldon 10-12; Mayville 13-15.

Rohr's Modern Midway: Magnolia, Ill., 6-9; St. Anne 12-16.

Rose City Rides: Mountain View, Mo.; Seymour 10-15.

Royal American: Davenport, Iowa.

Royal United: Sheldon, Ia., 3-4; Adrian, Minn., 5-6; Jasper 7-9; Westbrook 10-11; Clarkfield 12-13; Breckenridge 14-16.

Rumble Greater Rides: Mt. Vernon, Ind., 10-15.

Shop-O-Rama: Fruita, Colo.

Siebrand Bros. Comb.; Flagstaff, Ariz.

Smith, Geo. Clyde: Scalp Level, Pa.; Coalport 10-15.

Snapp Greater: Miami, Okla.

Southern Valley: Longview, Tex.

Stan-Nell's: Oakes, N. D., 3-5; Anita 6-8; Petersburg 10-11.

Stephens. Otto: What Cheer, Ia.

Stipe's: Lonesboro, Minn., 7-9; New Richland 13-16.

Strates, James E.: Poughkeepsie, N. Y.

Stumbo's Tri-State: Jerico Springs, Mo.

Sunset Am. Co.: Winona, Minn.; Owatonna 10-16.

Tatham Bros. Combined: Manito, Ill., 3-4; Havana 6-8.

Tennessee Valley Am. Co.: Princeton, Ind.; Petersburg 10-15.

Thiess United: Depue, Ill., 7-9.

Thomas, Art B., No. 1: Laurens, La., 3-4; (Morningside) Sioux City 6-8; De Smet, S. D., 10; Redfield 13-15.

Thomas, Art B., No. 2: Bristol, S. D., 2-4; Garretson 5-6; Webster City, Ia., 8-12; Minneapolis 14-16.

Thomas Joyland: Wheeling, W. Va.

Tinsley, Johnny T.: Elkin, N. C.; Greensboro 10-15.

Tivoli Expo.: Waynesville, Mo.

20th Century: Oklahoma City, Okla., 14-July 7.

United Expo.: Benld, Ill.; East Peoria 10-15.

United States: St. Paul, Va.; Clintwood 10-15.

Victory Expo.: Farmington, N. M.; Cortez, Colo., 10-15.

Virginia Greater: Annapolis, Md.; Laurel 10-15.

Wade Greater: Ecorse, Mich.

Wall, Alfred Am.: Milford, Ill.

Wallace Bros.: Oglesby, Ill.

West Coast, No. 1: Eureka, Calif., 3-9.

West Coast, No. 2: Livermore, Calif., 3-9.

Wilson Famous: Morton, Ill.; North Chillicothe 10-15.

Wolfe Am. Co.: Chatham, Va.

World's Finest: Sault Ste. Marie, Ont.; St. Boniface, Man., 10-15.

World of Mirth: Plainfield, N. J.

World of Pleasure: Toledo, O.

Young, Monty: Roosevelt, Utah; Heber City 10-15.

FOR SALE

CUSTARD TRUCK equipped with Electro Freeze and 10 kw. Generator, \$2,500.00; also Concession Trailer with Truck, \$1,400.00.

C. SENNA

1025 Stuyvesant Ave. Irvington, N. J.

PARAKEETS

FINCHES AND CANARIES
BIRDS OF QUALITY—PRICED RIGHT

24 hour a day service

BIRDS SHIPPED SAME DAY AS ORDER RECEIVED. PHONE OR WIRE YOUR ORDER.

CONRICK BIRD FARM

8914 S. WESTERN AVENUE
LOS ANGELES 47, CALIF.
PL. 1-6394 PL. 6-0234

WANTED

#5 ELI WHEEL

Late model. Must be in A-1 condition. Cash. All replies

BOX D-294

C/o Billboard, Cin'ti. 22, O.

WANTED

Ferris Wheel Man. Top wages and good treatment. For Sale—Parker Merry-Go-Round (teen age, 1951 model).

McGINNIS BLUE
RIBBON AMUSEMENTS
7834 Pearl Rd., Cleveland, O. (Berea P.O.)
Phone: Berea 4-9777

\$200 PER DAY
MADE OPERATING CONCESSIONS,
AT STATE, COUNTY FAIRS and Carnivals! How to frame and operate. Attendance principal Fairs. Complete, compact. Indispensable! New, illustrated. Write for Free details. Postpaid \$2.00
Globe Sales Co., Macon 8, Ga.

WANTED

Foremen for Merry-Go-Round, Tilt-A-Whirl, Rockplane and Second Men on all Rides.

MUTUAL AMUSEMENT CO.
HARRY MAMSCH
4147 Dickenson Chicago 41, Ill.
Phones: Palisade 5-0780 or
Estebrook 9-3046

RIDES FOR SALE

Unit or single. Merry-Go-Round and Octopus can be had now.

Write Box 603

c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

CARNIVAL WANTED

For CENTENNIAL CELEBRATION
Six Big Days—August 26 through 31
DOWNTOWN LOCATION
Contact
MR. J. C. STEPHENSON
P. O. Box 5 Falls City, Nebraska

WANTED

Concessions and Shows for the
Bainbridge Annual Street Fair
JUNE 12, 13, 14, 15.
Flat rate \$15.00; cut-in \$1.00;
Shows, percentage.
Contact **G. KILGORE**, Bainbridge, Ind.
Phone calls 4:00 to 6:00 p.m. only.

WANTED

First and Second Men on #5 Eli Wheel, Tilt-A-Whirl and Merry-Go-Round. Must drive semi trailer.

LONE STAR AMUSEMENTS

1701 Harrison St., Amarillo, Texas
Phone: DR 2-5783

WANTED

DERBY HELP AND CALLERS
CARL HANSON
5975 N.E. Second Ave. Miami, Fla.
P.S.: Leonard Liddle, contact.

OLD SETTLERS' DAY AND
AMERICAN LEGION CARNIVAL
Columbia City, Ind., August 7-8-9-10.
Gooding Rides—Street Fair.
BYRON BEABER
Concessions.

FERRIS WHEEL FOREMAN
For No. 5 Wheel; starting wages \$55.00 per week, plus \$5.00 bonus for season.

TILT FOREMAN
Starting wages \$60.00 per week, plus \$5.00 bonus for season.

MERRY-GO-ROUND FOREMAN
For Allan Herschell 3-abreast; starting wages \$55.00 per week, plus \$5.00 bonus for season.

ROLLER COASTER FOREMAN
For Allan Herschell Coaster—car and power unit mounted on lobby trailer; can be set up in 2 1/2 hours and taken down in 1 3/4 hours; wages \$55.00 per week, plus \$5.00 bonus for season.

A. J. Sunny Amusements
3006 E. 130th St. Cleveland 20, Ohio
Phone: Washington 1-4679
(This week, 79th & Euclid Ave., Cleveland, O.; next week, 30th & Lorain.)

Griggs-Tenn. Valley Treks Rocky Route

MORGANFIELD, Ky. — Held over here last week to catch a big soliders' pay day after a preceding week of bad weather, Griggs Bros.-Tennessee Valley Shows had hopes of bolstering its season's gross, which has been bad to date.

Business Manager Charles Griggs said he was to leave Wednesday (28) to take over the management of a show going into Canada for 90 days, but that all of his equipment would remain with the Griggs-Tennessee combine under the management of J. H. (Mississippi) Coulter and Leo Bistany, who was slated to come from Miami and join the show as legal adjuster. The local stand was the show's last in Kentucky. From here it moved into Indiana for three street celebrations and the West Baden Springs July Fourth Celebration, to be followed by continuous fairs starting July 9 and ending October 26.

Currently the show carries 7 major rides, 3 kiddie devices, 3 office-owned shows, Johnny Sneed's wrestling bear show, 20 office-owned concessions plus some independents.

Griggs and his wife, Nancy, visited the Royal American Shows Sunday (26) in Evansville, Ind., and were entertained by Carl Sedlmayr Sr. at the "Green Door," which Griggs calls one of the finest girl revues ever produced on a carnival. They also visited Leon

RIDE HELP
For Wheel, Tilt, Spitfire, Roll-o-Plane and Merry-Go-Round.

CONCESSIONS
Hanky Panks, Balloon Darts, Scales, Novelties, Targets, Short and Long Range Gallery. ALREADY BOOKED are Pop Corn, Floss, Jewelry, Diggers, 6 Cat. Open Kerkhoven, June 4-5; Atwater, 7-8-9; Spring Grove, 20-21-22-23; Lewisville, 26-27; Nicollet, 28-29-30; two a week for 20 weeks; all Minnesota.

NORTH STAR SHOWS
Unit of O'Neil Amusements
263 Marshall Place St. Paul 2, Minn.
Phone: 7-3386

BINGO WANTED
For three Minnesota spots starting June 10. Wire

BILL STACY
c/o Sunset Amusement Co.
Winona, Minn.
P.S.: Can also place Bingo Help. No collect wires.

FOR SALE
KIDDIE LAND PARK
12 Rides, including 40 ft. 3-abreast Merry-Go-Round in shopping center. Doing good business, only park in Richmond, over 500,000 people within five miles. Open seven days a week, year around. Owner has other business; Rides in A-1 shape. Will finance part of price to right party.

KIDDIE LAND PARK
4900 Chamberlayne Ave.
Richmond, Virginia

FOR SALE
'56 Spinaroo Ride, in best condition, used one full season. Can be seen in operation on W. G. Wade Shows, Kalamazoo, Mich., all this week; Allen Park, Mich., next week. Price with 1953 Ford F6 Tractor, \$13,250.00, or \$12,500.00 without Tractor. Wire or call W. G. Wade Shows, Kalamazoo, Mich., this week.

H. L. ANDERSON
17108 Melrose, Detroit 35, Mich.,
Phone Elgin 6-1902, next week.

FOR SALE
40-ft. Parker Merry-Go-Round. Horses and Chariots. 8 H.P. Electric Motor. Asking \$2,000. Write

BOX 306
c/o The Billboard
812 Olive St., St. Louis, Mo.

WANT
Derby Manager; 50-50 basis.

JOE BLASH
2805 Peyton Road La Verne, Calif.

BINGO CALLER WANTED
Also Relief Caller and Counterman.
Contact

DANIEL DORSO
c/o O. C. Buck Shows, Ogdensburg, N. Y.

Club Activities
Showmen's League of America
CHICAGO — Executive Secretary Homer Briant reports he received a letter from President Al Sweeney, who is busy promoting races in Topeka. Sweeney also enclosed an application for a new member and promised more would follow.

Visitors to the clubrooms included Mr. and Mrs. Eddie Edwards, who spent an afternoon in town, Maxie Friedman from Texas and Red Cohen from the West Coast.

Henry Polk stopped off from Tampa en route to join the William T. Collins' Shows. Gardner (Beaverbrook) Lloyd, who served as club steward all winter, left with Polk.

WOLFE AMUSEMENT CO.
Chatham, Va., all this week

Due to disappointment, can place Popcorn, Apples, Snow, Floss. Also place Hanky Panks of all kinds. Book one more Grind Show. Want chairplane Foreman, must drive. Book Kiddie Rides to join at once. All replies:

Ben Wolfe, Owner-Mgr.

FOR SALE
Flashy Funhouse on 28-foot Trailer, opens up to 50-foot wing spread and sky piece, and Sound System, animated Organ Player, Lincoln Car; all for \$1,200 cash. Set to go. Address:

ERNEST R. STIBAL
590 Monroe St. So., Hutchinson, Minn.
Phone 7-1875

MOUND CITY SHOWS #2 WANTS
Concessions of all kinds. Foremen for Merry-Go-Round and Ferris Wheel. Also Second Man for Octopus.

Contact: CLARENCE SLATEN, Venice, Ill., June 7-8-9; Pearl, Ill., June 12 thru 15; Milton Fire Department, Alton, Ill., June 20-21-22, or phone Wood River, Ill., 4-4707. No collect.

PAUL BATWIN WANTS
BINGO HELP
CALLERS AND COUNTERMEN
JACK HUDSON, REPLY
c/o GEORGE CLYDE SMITH SHOWS
Scalp Level, Pa.

BEAM'S ATTRACTIONS

FIREMEN'S CELEBRATION
Johnstown, Pa., June 10-15

MARDI GRAS
Latrobe, Pa., June 17-22

AMERICAN LEGION FAIR
Franklin, Pa., June 24-29

4th JULY & OLD HOME WEEK
Sligo, Pa., July 1-6

Can book Hanky Panks, Glass Pitch, Hi-Striker, Novelties, Long Range Shooting Gallery, Ball Games, Grind Shows. Help—Second Men who can drive for all Rides. Top wages. Talkers for Drome and Lion Show. Cookhouse Workers, also Concession Agents. All events are community sponsored—free gate—parades and special promotion. Our 4th of July event is biggest in Western Pennsylvania.

Contact STEVE DECKER
c/o SHOW, CONNELLSVILLE, PA., THIS WEEK.

AGENTS & RIDE HELP FOR CANADA
One 6 Cat Agent, also Swinger and Hanky Pank Help. One, two and three-day Celebrations. Need Ride Help for Mix-Up and Kiddie Rides. Contact Stoughton, June 3-6; then Mankota Stampede, June 7-8; Swift Current Race Meet, June 11-12; all Saskatchewan. Permanent address: Box 844, Swift Current. Will meet Help at border June 9.

VIRGIE WATERS
P.S.: C. H. Favorite, contact Glen Cummings, as per route.

J. H. "MISSISSIPPI" COULTER
Wants Grind Store Agents, Alley, Razzle, Pin, Roll-down and Bucket. All Street Celebrations and Fairs, 8 weeks in Indiana. Want Concession Operator for Inside Girl Show. Wire Western Union or call Hotel Princeton, Ind., this week; Petersburg, Ind., next week.

WANTED
Hi-Striker, Scale & Axe; Glass, Bear & Duck Pitches; Short Range, Basketball, Arcade, Coke Bottle, Grab, Break Records or any other Hanky Pank not conflicting. Will book 6 Cat and Buckets for Minnesota spots starting June 14. Billy Craig wants Pin Store and Count Store Agents that can take orders. Steady work. Little Red, come on.

AL BROWN'S TRI-STATE SHOWS
As per route.

AGENTS WANTED
Buckets, Swinger, Spindle and People who were with me before, contact me. What happened, Jimmie Wilson? People who wired me before, contact again. Drunks, stay where you are.

BILLY SHAFFER
c/o Western Union St. Paul, Va.

Carnival Wanted
JULY 1-2-3-4
Big Fireworks Display on the 4th.
Contact

M. E. NICKEL
Phone: State 2-4117 Creston, Iowa

FORREST C. SWISHER
Wants prize-every-time Hanky Pank Agents. You can make it here. No flats. Side Show Ticket Sellers, Foreman for new Schiff Coaster and Second Men for new Scrambler.

PARADA SHOWS
Bartlesville, Okla., North Chickasaw Ave., June 3-8; Dewey, Okla., June 13-14-15, Big Celebration Downtown.

WANTED AT ONCE
Grind Store Agents. Jimmie Nolan, Jack and Dora, get in touch.

JOE REYNOLDS
Secora & Monroe Sts., Toledo, Ohio, or Care W. J. B. SHOWS, Swanton, Ohio.

FOR SALE
Allan Herschell Roller Coaster, excellent condition, painted and ready to go.

JOSEPH DISPENSA
1 South 151st St., Rt. 83, Elmhurst, Ill.

AGENTS WANTED FOR COUNT STORE, BLOWER AND HANKY PANKS.
Get in touch with LARRY WOODS or JOHN ERNEST, c/o Victory Exposition Shows, Farmington, N. M., this week; Cortez, Colo., next.

SOUTHERN VALLEY SHOWS
Want for Longview, Texas, Celebration, City Park, week June 3; with 3 downtown Celebrations to follow at Kilgore, Tex., June 10-15; Marshall, Texas, June 17-22; Nacogdoches, Texas, June 24-29.

CONCESSIONS: Want to book Concessions not conflicting with what we have. Hanky Panks, Bird Pitch, Bear Pitch, Ball Games, Mug, Pan Game, Fun House, Six Cats and Buckets. Want Cookhouse or Sitdown Grab. Have opening for Popcorn and Candy Floss. (DOLLY ROBERTS, CONTACT EVELYN MORAN.) Can place three Grind Store Agents.

HELP: Can use Ride Help on all Rides, also Searchlight Operator. Contact SHOWS: Will book Girl, Snake or Athletic.

SAILOR MORAN OR EVELYN MORAN
Longview, Texas, this week; then per route.

F. C. BOGLE SHOWS
Will book for Salina, Kan., June 14-22 (Air Force Payday); Leavenworth, Kan., June 24-July 1 (Army Payday); then Red Oak, Iowa, July 3-4; with Nine Fairs and Three Army Paydays following.

CONCESSIONS—Cookhouse, Scales, all Pitches, Ball Games, Lead Gallery, Hi-Striker, Novelties, all Hanky Panks. SHOWS—Girl (will book two), Side Show, Drome, Athletic, Animal, Mechanical, etc. RIDES—All Kiddie Rides open, especially want Coaster. Will book non-conflicting major Rides. HELP—Foremen and Second Men for Merry-Go-Round, Tilt, Octopus and Wheel. All must drive. Agents for Grind Stores. For your best money route, wire or phone

ROBERT DECKER, Asst. Mgr.
LAMAR HOTEL, JUNCTION CITY, KANSAS, THIS WEEK

CUNNINGHAM EXPO. SHOW
Playing Vandergriff, Pa., June 3-8; Sardis, Ohio, June 17-22; Salem, W. Va., June 24-29; Parkersburg, W. Va., City Park, July 4

Will book Shows with own transportation. Will book any legitimate Concession that works for stock except Cookhouse, Popcorn, Candy Floss, Milk Bottle Ball Game. Want Ferris Wheel Foreman; sober and drive tractor-trailer; top salary. Wire at the above dates or write

JOHN CUNNINGHAM

PAGE COMBINED SHOWS
A SOLID ROUTE OF CELEBRATIONS AND FAIRS

CONCESSIONS: Water Game, Ball Games, Age and Scales, Balloon Darts, Long Range, Break Dishes, Bear Pitch, Glass Pitch, 6-Cat, Bowling Alley, Nail and Cigarette Block. None of these on show at present. SHOWS: Big Snake, Monkey Show, Life Show, Wildlife. Want experienced Girl Show Operator with own equipment. If you can't take orders, don't answer. RIDES: Coaster, Rock-o-Plane, Scrambler, Scooter, Tanks, Autos and Live Ponies. Want Foremen for Tiltawhirl and Spitfire; Second Men that have licenses to drive, on all Rides. Want Show Carpenter to join on wire.

All replies to BILL PAGE, St. Marys, Pa.

WANTED
FOR TALLMADGE, OHIO, CENTENNIAL, JUNE 10-15;
CANTON, OHIO, SHOPPING CENTER, JUNE 17-22

CONCESSIONS: Arcade, Ball Games, Games of all kinds. No grift. SHOWS of all kinds. FOR SALE—Looper, C12 Train, Chairplane.

POWELSON AMUSEMENTS
BOX 125, COSHOCTON, OHIO
PHONE 1088M

BAKER UNITED SHOWS
CONCESSIONS: Want Hoop-La, Break Dish or Records, Coke Bottles, Add-A-Dart, Bushel Basket, Can Game, Derby, Lamp Pitch, Novelties, Age & Scales or any good, clean legitimate Concessions. (No flats or gypsies.) Good proposition for Custard. These clean legitimate Concessions, (No flats or gypsies.) Good proposition for Custard. These clean legitimate Concessions, (No flats or gypsies.) Good proposition for Custard. These clean legitimate Concessions, (No flats or gypsies.) Good proposition for Custard. These clean legitimate Concessions, (No flats or gypsies.) Good proposition for Custard.

joining now given preference for Linton, Ind., Fourth of July Celebration. RIDE HELP: Tilt, Octopus and Wheel Help: good all-round Men and Second Men with licenses to drive semis. If you are willing to work, come on. If not, stay where you are. No chasers or drunks. SHOWS: Can place Shows at once, Fat, 10-in-1, Snake, Illusion, Ceek. Can place Flashy Girl Show starting Noblesville, Ind., June 10.

Contact ERNIE ALLEN, Mgr., Crawfordsville, Ind.

BEE'S OLD RELIABLE SHOWS
Want Photos, Jewelry and Ice Cream. Ernest Kasput, answer. Tex Roberts wants two Count Store Agents. LOU PEASE wants help for three Shows, Girls for two Girl Shows. Clementine Coffee, good deal on Frenchy Moore's Show. Darlene and Rose Ann, come on. Tony, Laverne, Shelby and Bubbles, come on. Also need Ticket Sellers and Grinders on all three Shows. Want Help for my Illusion Show. John and Opal, come on. Addie Evans, come on.

LOU PEASE, c/o BEE'S OLD RELIABLE SHOWS
Jenkins, Ky., this week; Whitesburg, Ky., next week.

JAMES H. DREW SHOWS

Want for their choice Spring Events. Followed by East Kentucky 4th of July Celebration and 19 Fairs North & South until late November.

SHOWS: Need Monkey, Snake, Animal, Crime or any Grind Show with equipment. Note: Harry Moore, please wire us at once.
RIDES: Can place Dark Ride for the season.
CONCESSIONS: Need Novelties, Custard, Scales and Outright Sales. Note: Angelo Czdello, we answered your wire. Contact at once.
HELP: Can use Ride Men that are licensed drivers.
Notice: John J. Cousins, please contact this Show by wire. All address this week.

JAMES H. DREW SHOWS
c/o Western Union, Buckhannon, W. Va.

WANTED

FOR TWO BIGGEST 4th OF JULY CELEBRATIONS IN WISCONSIN
WAUKESHA, WIS. July 2 to 7, 6 Days
BURLINGTON, WIS. July 3 to 7, 5 Days

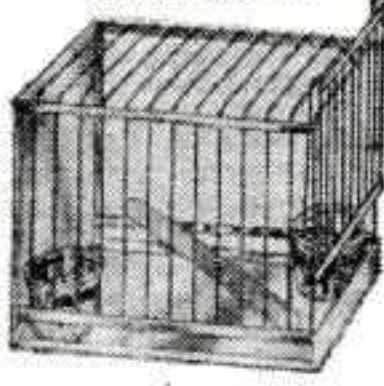
All kinds of Skill and Science Concessions. Two of a kind only each spot. Book any Novelty Rides such as Rolloplane, Flyplane, Spitfire, Tilt, Scrambler or Spinaroo. We play only where you get people and money. Need Ride Help, must be licensed drivers.

BELLE CITY SHOWS—Charles Panacek
June 4 to 9—So. 27th & W. Morgan Ave., Milwaukee 15, Wis.;
June 11 to 16—4500 Douglas Ave., Racine, Wis.

Oblong 50c ea.

PARAKEETS and CAGES

Round 62c ea.



(Parakeets, 85¢ Each)
Write or Wire for Prices on Live Birds.

• Shipped Daily • Safe Arrival
• Lowest Prices • Buy Direct
CHICAGO BIRD & CAGE CO.
422 S. State St., Chicago, Ill.
Phone: WEbster 9-4191

INDIAN POWWOW, FLAGSTAFF, ARIZONA

JUNE 29-JULY 7

Want Hanky Panks of all kind. Will sell Ex on Novelties, Scales and Age. Want Agents for Hanky Panks, Hustler for grandstand.

LOYD WILSON

204 South 23d St.

Phoenix, Arizona

GLASS CITY SHOWS

PLAYING THE BILLION DOLLAR COAL FIELDS OF WEST VIRGINIA
JUNE 3 TO 8, WHARTON, W. VA., JUNE 10 TO 15, AMHERSDALE, W. VA.

Can use Hanky Panks of all kinds; \$21.50 week for West Virginia. No Build-Up Stores. Can use Shows of family type, come on. Can use good Ride Help in all departments that have license to drive. Leroy Brown and Tiny, come on. Don Terry, contact at once. Groves, Buttler, come on.

GERALD R. ANDERSON or ED BURGESS
AS PER ROUTE

CARROLL'S GREATER SHOWS

WANT WANT WANT
For a proven Route of Celebrations and Fairs.
Concessions: Photos, Cookhouse or Grab, Novelties, Bumper, String, Roman Target, Add-'Em-Up Dart, Penny Pitch, Glass Pitch, Parakeet Pitch, Pronto Pups, Hit & Miss Ball Game, Nickel Roll, Hi-Striker (no flats or gypsies). RIDE HELP: Want Foreman for #5 Wheel, need Second Men on all Rides; top wages and bonus. Must drive semis. No cars. SHOWS: Will book any Show of merit with own transportation. Contact CHAS. H. CARROLL, 10754 Central Ave. N. E., Minneapolis, Minn., or as per route in Billboard. No collect calls.

DEGGELLER AMUSEMENT COMPANY

Parma Town Shopping Center, Ridge & Ridgewood Rd., Parma, O., June 3-16.

Games: We have no Photo Gallery, Scales, Cork Gallery, Break Record, etc. Can use Ride Men in all departments.

IRVIN DEGGELLER, Toledo, O.

CRESCENT AMUSEMENT CO.

WANT RIDE HELP

Can use Wheel, Merry-Go-Round and Swing Men. Freddie Burton from Pulaski, Va., get in touch. Harold Hamrick, get in touch at once, good proposition. All replies to:

CHARLIE ROY, Biscoe, N. C., this week.

BURKHART SHOWS #1

All Fairs and Celebrations, no more Still Dates. Green Rock, Ill., June 5-10; Cortland, Ill., Celebration, June 12-17. Then the Big One, first in Waukegan, Ill., June 19-24. Want Concessions: Age and Weight; Photo, Long Range, String Games and Hanky Panks of all kinds (Foot Reeves, contact me at once). Want Agents, Sammy Craden wants Agent for Six Cats and Buckets. Paul Miller wants Agents for One Ball, Tip Up Coke, Buckets and Girls for Parakeet and Bear Pitch. Al Summer wants Griddle Man. Call, write or wire **KENNETH RITCHIE, Mgr., Green Rock, Ill.**

LINDLE SHOWS

WANT WANT

CONCESSIONS: Hanky Panks only, all have X. Basketball, Long and Short Range, Age, Scales, Hi-Striker, Bird Pitch, any other not conflicting. SHOWS: Can use one Exhibit Show. HELP: Need Merry-Go-Round and Wheel Foremen. If you can get 'em up and down, come on.
Lewistown, Ill., this week; Virginia, Ill., next.

BIG FOUR AMUSEMENTS

Will book for Winthrop Harbor, Ill., June 5-9; then Holy Rosary Church (22nd Ave. & 45th St.), Kenosha, Wis., for ten days; then per route.

Want 3 Kid Rides and Major Rides not conflicting. Want Ride Help on Wheel and Merry-Go-Round Will book Hanky Panks. (Coach Kasin, get in touch with us).

Address **WINTER QUARTERS, 5025 W. State St., Rockford, Ill.**
Phone 8-6174 or per route above.

Gypsy, Sally Hit in Print

Continued from page 78

says that in the writing she planned it as the basis for a legit show—(another way to make a buck)—and now that the book is out her next step will be to take "the kimono" off her portable and re-work it for the boards.

Her memoirs dwell heavily upon her mother, described by her as never having been "nice." "Not exactly; charming, perhaps, and courageous, but not nice. Mother, in a feminine way, was ruthless. She was, in her own words, a jungle mother, and she knew too well that in a jungle it doesn't pay to be nice."

Strong Box-office

Cyp tells of how her mother between three marriages reared her and her sister (June Havoc of movie

fame) in show business, first as a young sister team playing lodge affairs in the Northwest, then in small and big-time vaudeville and, when vaude died, in burlesque.

Lovers of burlesque and vaudeville of yesteryear will delight in the book.

John Steinbeck, who wrote one of the blurbs on the book's jacket, says he found it irresistible. "It's quite a performance. I bet some of it is even true, and if it wasn't, it is now."

We echo that, and add, "It's also strong box-office."

Of special interest to outdoor show people, is her reference to the Orrin Davenport horse act which played on the same bill with her.

Of greater interest, tho, is her

reference to Sally Rand. In this, the darling of the Broadway columnists and the literary set, reveals the keen rivalry she holds for Sally.

Sally to Go Out

And, Sally, who may not be the darling of the Broadway columnists or of the literary set, is not one to yield to Gyp.

Or, was it mere coincidence that the Gyp's publicity guns broke loose, Sally, the darling of many in outdoor show business, was robbed by a shoe-less bandit (no less) brandishing a fire ax (no less) and robbed of \$114 (no more, no less)?

The two strippers, who sometimes give off the feeling that they operate with opposition brigades like old-time circuses, add spirit to show business.

Happily, this year Sally will be back in outdoor show business. She's to be with the Cetlin & Wilson Shows. And, unless we miss our guess, she'll make more news.

Our regret is that Sally, who also can put one word down after another in highly entertaining fashion, doesn't pull the "kimono" off her portable and write her memoirs. They should, indeed, be entertaining, to say the least.

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.

- Adams, Sidney
- Allen, Bob
- Ames, George
- Anders, Mrs. Marie (c/o Peggy Gallippo)
- Anderson, Norman
- Ansher, Joe
- Arch, H. L.
- Arnott, E. B. & John K.
- Artell, Frank
- Ashton, Maurice & Marie
- Auger, Frank & Patricia
- Bailey, Joe
- Baker, Walter
- Baldwin, Joa C.
- Banks, Blaine
- Barfield, Emmett
- Barnes, Hank (Masters, Novelty Man)
- Barnes, Mrs. Roger A. (Beers-Barnes Circus)
- Bartel, Slim
- Bergman, Leo H.
- Bernard, Victor
- Bess, Whitey
- Billen, Steve
- Bloom, Bob
- Bliz, Edw.
- Bogart, Jack (The Great Jaxon)
- Borgne, Gerald
- Bowen, Virginia May
- Bowman, Charlie
- Brady, J.
- Brock, Harry
- Brockus, Jo Ann
- Broffie, H. J.
- Brown, Clyde & Millie
- Brown, W. S.
- Broyles, Lenwood
- Burridge, F. H.
- Burton, Howard (Gray's Greatest Show)
- Butch, Donald
- Byrnes, Bill
- Campbell, Bill
- Camp, Mrs. Sili
- Cannon, Thos.
- Canoe, Frank
- Cantrell, D. W.
- Carawan, C. L. & Mrs.
- Carroll, Lucille
- Caus, R. W.
- Church, C.
- Ciccarilli, Fioranti
- Ciccarilli, Jack
- Clark, Lou
- Cole, Wiley C.
- Conner, Herman (Beers-Barnes Circus)
- Converse, Art & Midge
- Conway, Althea
- Cook, James R.
- Cooper, H. John
- Cooper Jr., Lester
- Costa, Get
- Cox, Jack & Jackie
- Cox, Mrs. Cecil
- Crandell, Mrs. LeRoy
- Crumrine, Robt. E. (Motor Drome)
- Culpepper, Mrs. Jean
- Cyres, Lee
- D'Vey, Phil
- Dahle, Harvey H.
- Dale, Bill
- Daubenspeck, Robert V.
- Davis, B. & I.
- Davis, E. B. (Bill)
- Davis, E. & R.
- Dearing, Ralph & or Stella
- Deffendoll, Glenn
- DeNise, Wm.
- DeMar, Robt
- DeOra, Pinito (La novia Del Aire)
- Doran, Bernard & Mrs.
- Duckett, William R.
- Eddy, Charles
- Eddy, Samuel Daniel & Marion
- Elder, Chas.
- Ellot, Jack K.
- Festel, Chas WII
- Evans, Dan
- Evans, Ted
- Feltz, Mrs. Millie
- Ferguson, Harold E.
- Fink, Harry
- Fisher, Bud
- Flake, Mrs. James (Mildred)
- Forkum, Bill
- Fraizer, Chas. Arthur
- Francis, Stanley
- Gabie, Joseph
- Gallagher Amuse. Co.
- Gallagher, F.
- Gallagher, John
- Gallagher, Mrs. Wm.
- Garin, Joe
- Gaughan, Harry I.
- Giouard, Alva
- Gilson, Mrs. F. A.
- Gordon, Geo. H.
- Grant, W. T.
- Graver, George E. (Whitey)
- Gross, Charlie
- Gutnick, Mrs.
- Hallstrom, D. & Mrs.
- Hambill, William D.
- Hamid, Albert Jos.
- Hammonree, Doreen
- Hangsterfer, Allan
- Hard, Richard
- Harr, George
- Harrington, Mrs. W.
- Hazen, Monkey
- Hayes, Harry Burton
- Hazelwood, Mrs. H.
- Hill, Eddie & Ethel
- Hitti, John (Blacky)
- Holden, Milo
- Howell, Otis
- Howell, Robt. N.
- Hubbard, Paul
- Huffie T. J. & Virginia
- Hughes, Tom (Dillinger Car)
- Hunt, A. & Mrs.
- Hunter, Robert E.
- Huot, George (prop boy)
- Ivey, James W.
- Jacobs, James
- James, Al
- Janney Geo W
- Johnson, Mrs. Edith
- Johnson, Mike R.
- Johnson, Richard
- Johnson, William & Mrs.
- Jones, Mrs. Al
- Jones, Mrs. Hody
- Jordan, Richard
- Josell, Herman D.
- Joseph, Mrs. Julia
- Kelley, Jean
- Kellman, Ben
- Keton, Alva
- King, Faith
- Kisban, Harry
- Kisler, Jeff
- Knight, Irish
- Knirk, John
- Kofron, Jack G.
- Kuykendall, Kathleen
- La Mar, H. L.
- La Pearl, Jack
- Lambert, Charles
- Lane, Mrs. Thomas
- Lankford, Harold & Mrs.
- Lanko, William C.
- Lanko, Wilson
- Laughan, N. M.
- Lay, Mayford
- Layfield, Mike
- Le Blanc, Pierre
- Lee, T. Tona
- Lemerice, Ernest
- Henry
- Levy, Stanley
- Lewis, George F.
- Little, Rosie & Gracie
- Lony, Bill
- Loomis, Joe Lee
- Lott, Walter & D.
- Lovell, Doc
- Lucas, Harold (Rides)
- Luck, Mrs. Bill
- Lyle, Leslie Leo
- Lynn, Jackie
- McCarthy, Pat
- McCrary, B. W. & Mrs.
- McGill, Rosa
- McHugh, Mrs. Jerry
- McKee, Robert A.
- McMinn, W. F.
- McSpadden, Myrtle, John R.
- Mack, LeRoy E.
- Maki, Edwin J.
- Malone, Ernest
- Mamon, Richard
- Mancuso, Sam
- Marks, Joseph M. & Pearl
- Marlin, Clyde
- March, Jesse
- Marin, Ed (Blackie)
- Martine, Samuel
- Maseth, Tony
- Massey, Cy
- Maynard, Glen
- Meyer Jr., Earl F.
- Mikloche, Jos. & Mary
- Miles, Mrs. Myrl
- Miller, Bobby
- Miller, Danny (c/o Skating Miller)
- Miller, Danny
- Millsap, Mrs. Hazel
- Mitchell, Pete L.
- Monroe, Robert
- Montanez, Paris A.
- Montello, James I.
- Moore, Mrs. W. J.
- Moyer, Edward
- Murphy, Spud
- Murray, R. E. & Mrs.
- Myers, Bill & Beesie
- Myers, P. N. & Mrs.
- Narby, Robert
- Nathan, Milton
- Neelson, David (Don)
- Neelson, R. C.
- Nicholas, E. or Mary
- Nixon, James L.
- Nolan, Mrs. Virginia
- Ogle, Karen Lee
- Olds, Frank
- Orsago, L. H.
- Osborne, Lnn
- Paddock, Buddy & Mrs.
- Paige, I.
- Fannebaker, George
- D. & Mrs.
- Partin, Chris
- Pearman, Mike
- Pelley, Mrs. Burnam
- Perez, James & Josephine
- Pheips, L. A. (Rosie)
- Pinkleton, Tex
- Porter, Florence
- Prichard, Lee
- Priest Sr., William B.
- Pryor, Evelyn
- Quarick, Paul J.
- Rft, John
- Ragland, Charles
- Raney, Mrs. Helen
- Reed, Allen S.
- Reed, James E.
- Reynolds, Mrs. P. L.
- Riffle, Charles
- Roch, Curley
- Rose (Merry-Go-Round)
- Robison, R. C.
- Rodriguez, Rita
- Rogers, H. L.
- Rooks, Francine
- Roth, Eddie
- Sakobe, Mrs. Mickay
- Sakobie, Myrtle
- Salter, Herbert E.
- Salyina, John
- Saum, Bill
- Schermerborn, Mr. Carrol
- Schmidt, Bobbie
- Scott, John C. & Lois
- Scott, Lewis
- Semmes, Oscar
- Sharkey Jr., Gene
- Showalter, Henry
- Shilverberg, Mattie
- Simmons, James
- Simmons, Mrs. William Virginia
- Smaha, Tom & Mrs. Simons, Charles & Helen
- Smith, Annie May
- Smith, Charles & Cassie
- Smith, Howard
- Smith, Mrs. James E.
- Smith, John (Co.)
- Smith, Mrs. Ruby
- Smith, Robert W.
- Solias, Fred (Tex)
- Spencer, Bill J.
- Stacy, Woodrow & Juanita
- Stanley, George G.
- Stephens, A. L.
- Stevenson, Louis E.
- Stone, Lew
- Stroud, Grover W.
- Sullivan, Edward M.
- Summers, Bill
- Talbot, Stanley
- Taylor, Gilbert A.
- Taylor, James R.
- Thompson, Mrs. Jan
- Toler, C. H.
- Treadwell, Mrs.
- Trivedey, Al & Mrs.
- Trosny, Joe
- Tudderoe, Ethel
- Tutterow, Charla
- Tyree, Dewey
- Tyrell, James C.
- Uwanawich, Steve
- Van Gough, Ray
- Vilcko, Paul
- Wallace, Al
- Wallace, John
- Walsh, Earl
- Wantz, Gerald & Mrs.
- Weaver, Mrs. Lillian
- Weber, Lou (Girl Show Talker)
- West, James A.
- Westlake, Rose
- Wetzel, Kenneth
- Whitely, Dick
- White, Ed (Agent)
- White, Henry
- White, Tex
- White, Worth
- Whitlock, Tex
- Whitite W
- Wilcox, Daniel
- Williams, Mrs. Rebecca
- Williams, Willie
- Stafford
- Winner, Grace
- Worthington, Arthur
- Wrenn, C. B.
- Yancey, Mrs. Mary
- Zaccina, T. O.
- Zebowsky, Mrs. Shirley
- Zimm, George
- Zingo, James & Mrs.

- Mitchell, Pete L.
- Montanez, Paris A.
- Montello, James I.
- Moore, Mrs. W. J.
- Moyer, Edward
- Murphy, Spud
- Murray, R. E. & Mrs.
- Myers, Bill & Beesie
- Myers, P. N. & Mrs.
- Narby, Robert
- Nathan, Milton
- Neelson, David (Don)
- Neelson, R. C.
- Nicholas, E. or Mary
- Nixon, James L.
- Nolan, Mrs. Virginia
- Ogle, Karen Lee
- Olds, Frank
- Orsago, L. H.
- Osborne, Lnn
- Paddock, Buddy & Mrs.
- Paige, I.
- Fannebaker, George
- D. & Mrs.
- Partin, Chris
- Pearman, Mike
- Pelley, Mrs. Burnam
- Perez, James & Josephine
- Pheips, L. A. (Rosie)
- Pinkleton, Tex
- Porter, Florence
- Prichard, Lee
- Priest Sr., William B.
- Pryor, Evelyn
- Quarick, Paul J.
- Rft, John
- Ragland, Charles
- Raney, Mrs. Helen
- Reed, Allen S.
- Reed, James E.
- Reynolds, Mrs. P. L.
- Riffle, Charles
- Roch, Curley
- Rose (Merry-Go-Round)
- Robison, R. C.
- Rodriguez, Rita
- Rogers, H. L.
- Rooks, Francine
- Roth, Eddie
- Sakobe, Mrs. Mickay
- Sakobie, Myrtle
- Salter, Herbert E.
- Salyina, John
- Saum, Bill
- Schermerborn, Mr. Carrol
- Schmidt, Bobbie
- Scott, John C. & Lois
- Scott, Lewis
- Semmes, Oscar
- Sharkey Jr., Gene
- Showalter, Henry
- Shilverberg, Mattie
- Simmons, James
- Simmons, Mrs. William Virginia
- Smaha, Tom & Mrs. Simons, Charles & Helen
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- Smith, Charles & Cassie
- Smith, Howard
- Smith, Mrs. James E.
- Smith, John (Co.)
- Smith, Mrs. Ruby
- Smith, Robert W.
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- Stevenson, Louis E.
- Stone, Lew
- Stroud, Grover W.
- Sullivan, Edward M.
- Summers, Bill
- Talbot, Stanley
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- Taylor, James R.
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- Trivedey, Al & Mrs.
- Trosny, Joe
- Tudderoe, Ethel
- Tutterow, Charla
- Tyree, Dewey
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- Whitely, Dick
- White, Ed (Agent)
- White, Henry
- White, Tex
- White, Worth
- Whitlock, Tex
- Whitite W
- Wilcox, Daniel
- Williams, Mrs. Rebecca
- Williams, Willie
- Stafford
- Winner, Grace
- Worthington, Arthur
- Wrenn, C. B.
- Yancey, Mrs. Mary
- Zaccina, T. O.
- Zebowsky, Mrs. Shirley
- Zimm, George
- Zingo, James & Mrs.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

- Bessmer, Ray D.
- Braun, Henry
- Christopher, Maurine
- Coombs, Bobby
- Cooper, Thomas & Ann
- Cooper, Robert C.
- Clark, Ernest
- DuPont, Bert
- Duf, Bruno
- Ford, Rocky
- Gould, Murray
- Halcamb, Frederick C.
- Jackson, Dixie
- Jameson, John
- King, Hope
- Langford, Billy
- Leonard, Thelma
- Lorraine, Blanche
- Lunt, Murray
- Marvel, David
- Weinberg
- Moore, Jim
- Nassen, Jewel
- Payhem, Joseph
- Reddy, Elaine
- Rector, George
- Rector, Pat
- Reed, Clyde
- Shoemaker, R. P.
- Stull, Hank
- Sutton, Vivian Van R.
- Sugarman, Mr.
- Subotsky, Milton
- Warren, JoAnn
- Wittherbee, Harold
- Wolfe, & Sarah
- Wolford, Nana

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Adam, Erich
- Archibald, Virginia
- Ayers, C. W. (Bob)
- Barron, Gene L.
- Bradley, Lee
- Clark, Cline
- Clewley, Dr. John M.
- Cox, A. V.
- De Koe, Gibby
- Donatto, Lillian
- Meyer Jr., Earl F.
- Mikloche, Jos. & Mary
- Miles, Mrs. Myrl
- Miller, Bobby
- Miller, Danny (c/o Skating Miller)
- Miller, Danny
- Millsap, Mrs. Hazel
- Farnan, Joseph
- Garrett, William H.
- Heaton, Robert
- Hudson, William
- Jenny, Happy
- Kelly, Jack A.
- Meyers, Leonard
- Nelson, Hebert
- Smith, Iola B.
- Wagner, Ralph
- Wilson, Louise J. (Rusty)
- Winchester, Norman
- Woolsey, J. R.
- Zima, Mrs. G. M.

(Continued on page 85)

WANT TO BOOK FOR SEASON

#5 Wheel, Tilt or Rolloplane. Must be in good condition. Name your own terms.

KIDDIE LAND

7407 Page Ave., St. Louis, Mo. Phone: Parkview 5-6981 after 6 p.m. No collect.

THANK YOU

W. O. (BILL) PAGE

owner Page Combined Shows, for your Chevrolet Tractor purchase.

"Save Money With Johnny"

JOHNNY CANOLI

Alltoona, Pa. Phones 9347 or 3-0003

SEYMOUR KLEIN JOHNNY RUSSELL AL COLBY

Get in touch at hotel K.

SEARCHLIGHTS

Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box. \$400. Brand-new Generators, still crated, 16.5 kw., \$700. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

J. PILE

825 Becker Road Glenview, Ill. Glenview 4-1240 or Mulberry 5-3510

W. A. THOMAS SHOWS

Want Concessions for June 15 opening at Boelus, Nebr.—Balloon Dart, Duck Pond, Scales, Age, Hi-Striker, Photo, Novelty Glass, Bear Pitch, etc. For Sale—Short Range on Trailer; will book same.

DALE THOMAS

Phone: 2255 Belgrade, Nebr.

PARADA SHOWS

Want Stock Concessions of all kinds. Second Men on Scambler and Wheel. Octopus Foreman. Bartlesville, Okla., North Chickasaw Ave., June 3-8; Dewey, Okla., June 13-14-15, big Celebration downtown.

H. C. SWISHER

WILL BOOK

Concessions and non-conflicting Rides for KINSLEY PICNIC, June 19-22.

BRODBECK & SCHRADER #2

Kinsley, Kansas

WANT-CONCESSIONS-WANT

BATTLE CREEK, MICH.
July 2-7, incl.

Mammoth 4th July Celebration. City Park—Free Gate. Can place all Games and Confections.

MARTINS FERRY, OHIO
July 2-6, incl.

4th July Celebration, School Grounds. Can place all Games and some Confections.

NELSONVILLE, OHIO
August 26-31, incl.

Parade of Hills. On downtown streets. Can place all Games and Confections.

NEWTON, ILL.
Sept. 2-6, incl.

Jasper County Free Fair. Can place all Games and Confections.

APPLY BY LETTER ONLY TO

GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS 8, OHIO

HETH SHOWS

30 CAR RAILROAD SHOW, MOTORIZED

LAST CALL—OPENING JUNE 10, SHEFFIELD-FLORENCE, ALA. Everyone who left address in office notified by letter. All others contracted, acknowledge.

Concession Man. Keith Chapman wants capable Man to handle 4 Concessions and drive semi tractor (George, who was with Lefty Block last season, wire), can use Wife on Concession. Top salary and pleasant season. Opening for Custard, Ice Cream Dip, Short Range, Basketball, Hi-Striker and Hanky Panks. Will book Dark Ride for season. Nat Mercy has good proposition for Candy Butcher on two Girl Shows. If you have outstanding Grind Show can place you for season. Would like flashy Mechanical City. Ride Help: We have openings but you must be sober and drive semi tractor.

All replies **HETH SHOWS**

P. O. BOX 5515

NO. BIRMINGHAM, ALA.

Floyd R. Heth, Owner & Gen. Mgr.

Al Kunz, Mgr.

FOR SALE

Three Abreast, 36 Foot Herschell Merry-Go-Round

with fluorescent lighting, complete in perfect condition. NO. 5 ELI WHEEL; EYERLY ROLL-O-PLANE; 15 KW. GENERATOR, DC (cheap); SCHIFF KIDDIE TRAIN RIDE. Will trade for or buy Herschell Kiddie Merry-Go-Round.

LAWRENCE TAMARGO, Island Manor Shows

227 FRANKLIN STREET, ELMONT, N. Y.

MIGHTY INTERSTATE SHOWS

WANT

WANT

SHOWS—Any worth-while Grind Shows and Penny Arcade. CONCESSIONS—All Hanky Panks open. Also Short Range, Long Range, Age & Weight, Novelties, etc. Have good opening for Bingo for balance of season. Want Agents for Six Cats, Buckets, Raffle, Clothes Pins and Skillo. RIDE HELP—Want Foremen for Merry-Go-Round, Tilt and Chairplane. Second Men on all Rides. Top wages. Prefer semi drivers. Want experienced Cook, Griddle Man and Waiters for Cookhouse. All replies to

H. B. ROSEN

Cumberland, Ky., this week; Wheelwright, Ky., to follow.

EVANS UNITED SHOWS

Boonville, Mo., June 3-8; Eureka, Kans., Shrine Celebration (on the Streets), June 13-15. CONCESSIONS: Want Heart Pitch, Fish Pond or Duck Pond, Basketball, String Games, Foot Longs, Grab, Scales and other legitimate Concessions that do not conflict. GOOD PROPOSITION FOR GRAB OR SMALL COOKHOUSE. RIDE HELP: Need Ride Help on all Rides. Can place Agents and Ticket Sellers.

Contact **MANAGER**, per route above.

TENNESSEE VALLEY AMUSEMENTS

Fiftieth Anniversary Fourth of July Celebration at West Baden Springs, Ind. Booking for now and the Fourth of July and balance of season. CONCESSIONS: Want flashy Bingo, Diggers, Long or Short Range, 6-Cats, Swinger, Fish or Duck Pond, Eating Concessions, Guess-Your-Age, Scales, Mitt Camp, Glass Pitch, Jewelry, Sium Spindle, Novelties open. Also Ball Games and Custard. SHOWS: Big Snake, Monkey and Freak, Mechanical and Girl Show with own equipment. Committee money and insurance. RIDE HELP: Foremen and Second Men on Wheel and Merry-Go-Round. Must drive semis. FOR SALE: Super Rolloplane in good condition, cheap, with semi. Princeton, Ind., this week. Write or wire **THEODORE MEADOWS**.

UNITED EXPO. SHOWS

WANT FOR FOUR DAY SPAGHETTI CELEBRATION AT BEND, ILL., JUNE 4-9; EAST PEORIA, ILL., TO FOLLOW. Want Bingo, Buckets, Nalls, Count, Clothes Pins and Skillo. Can place Hanky Pank Agents. ATTENTION—Benny the Bum, Jack Yazback, Bobby Locke, call R. A. (Crackerbox) Stewart. I have a 100 foot Side Show complete with banners. What do you have to put in it? Can place Girl Show with at least two Girls, I have equipment. Sober, reliable Ride Help, come on. Contact **C. A. VERNON, Mgr., Bend, Ill.**

BYERS BROS.' SHOWS

Want Foreman for new 3-abreast Allan Herschell Merry-Go-Round. Top salary for A-1 Man. Also Foremen for four new Kid Rides, Second Men on all Rides. Special proposition to Athletic Show, Snake Show or Girl Show. Must have own equipment. Few Hanky Panks open. 25 Fairs and Celebrations in Iowa, Missouri, Arkansas and Louisiana. All replies to **CARL BYERS, Clarion, June 3-8; Buffalo Center, June 10-12; Bancroft, June 13-15; Boone, June 17-22, all Iowa.** P.S.: James L. Reid wants Cookhouse Help.

SOUTHLAND AMUSEMENTS

Opening Monday, July 1, in Western Florida for the biggest 4th of July Celebration in Florida. Fireworks, etc. Followed by 16 weeks of Celebrations and Fairs in Florida, Georgia and Alabama. This Show is the only one in each spot this year, right in town. Want Ride Help on Tilt, Merry-Go-Round and Chairplane; must have driver's license and drive trucks. Concessions: All Hanky Panks open. Good opening for Mug and Jewelry. Can also use good Agents. Positively no grift or gypsies. Show leaves Winter Quarters June 24.

All replies to **E. J. (ED) GORDON, Gen. Mgr.**

P. O. Box 8068, Tampa 4, Fla. Route furnished to interested parties only.

WANTED

Ride Help and Concessions. Want good Wheel Man and Chairplane Foreman. Eddie Miller, contact. Want Candy Floss and Snow, 6-Cats and Hanky Panks. Will book any non-conflicting Ride. Contact

A. R. BRIGGS SHOWS

Tiro, Ohio, this week.

AL ZELLERS WANTS

P.C., Picture Frame, Bee Hive, Over 12 and other Grind Store Agents, Hannah wants Spitfire, Wheel and other Help. c/o Hannah's Amusements, Crucible, Pa.

COMMITMENTS

Racing Dogs Unit Resumes Tour in '58

NEW YORK—The racing dogs attraction of Jack Kochman will sit out this fair season, and return to the road in 1958, it is reported. Originally appearing as "Lucky Dogs" in 1955, the attraction's title was changed with considerable success last year to "Racing Greyhounds," which better expressed the content of the show, thereby increasing attendance.

It is reported that advertising commitments concerning his two automobile thrill shows prevented Kochman's spreading his manpower thin enough to include the dog unit this year. Kochman's accompanying the thrill show is required in the arrangements.

Organizational work over the coming winter will broaden the Kochman enterprise structure, to allow for two thrill shows—Kochman's Hell Drivers and Auto Daredevils—and the Racing Greyhounds, in 1958. Quarters in West Palm Beach, Fla., contains the kennels, and other equipment needed for the racing dogs tour.

Ride Imports Detailed by Hot Rod Firm

NEW YORK — Several ride importations have arrived for distribution here by the Hot Rods firm. Two Hot Rod units heading for Coney Island will give that area four such rides. New ones are a 10-car ride, and a 15-car ride, both owned by Neil Krymes and set for operation on 12th and 15th streets.

Hot Rods are also operated on Coney Island by the Jacobs Brothers and Garto Brothers. There is also a Jacobs Hot Rod at the new Funfair Park in Queens.

A Junior Hot Rod has arrived for Prett's Broadway Shows. Big Hot Rods are going to Al Varetz of Nashville, and Herman Douglas at Sun Dance Lodge, Caldwell, N. J. Mickey Hughes, of Hot Rods, has moved his family to Belmont Park, Montreal, to oversee the firm's ride installation there.

Tulsa Marks 50th Birthday

TULSA—Tulsarama, a nine-day celebration marking the 50th birthday of this city, got under way here Saturday (1) with a variety of events, many of them staged on the grounds of the Tulsa State Fair.

One of the features of the run is the historical pageant, Tulsarama, with a cast of 2,011. Other events on the schedule include historical exhibits and displays, queen contest, balls, parades, church services, polo games, homecomings, industrial exhibits, fashion shows, fishing derby, swimming meet, tennis tournament, baseball games, drag races and the burial of a time capsule.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Roanoke Diamond Jubilee

Roanoke, Va., June 14 to 22, Inc.

Can place all Legitimate Merchandise Skill Games for this Celebration. All Eats and Drinks have been sold. Have a few locations which are good for Hanky Panks.

WANT: Caterpillar Ride Foreman. Can use another Mule Driver and general experienced Workingmen in all departments. This is a 40 car railroad show. We furnish Union Welfare for all employees.

ALL ADDRESS

CETLIN & WILSON SHOWS

Petersburg, Va.

JAMES E. STRATES SHOWS

15—BIG FAIRS FOR 1957—15

STARTING JULY 29 AT CLEARFIELD, PA.

SHOWS—Want Wildlife, Fat Show, Unborn, Monkey Show, Freak Animal Show or any Grind Shows of merit.

HELP—Sign Painter, Carpenter, Mechanic, Ride Help in all departments. Edmond (Heavy) Patsco is Ride Superintendent. Curley Stewart needs Train Porters.

Want to buy Camels, Zebras, Llamas and Miniature Cage Wagons.

FOR SALE—One '5 Big Eli Wheel.

JAMES E. STRATES SHOWS, Inc.

Poughkeepsie, N. Y., this week.

Permanent Address: P. O. Box 55, Orlando, Fla.

GALA EXPOSITION SHOWS CO.

The Show Beautiful wants for three more still dates, then solid Celebrations and Fairs with the best route I ever had. The Big July 4th at Portia, Ark., 30,000 people.

WANT 10¢ Stores of all kinds, Ball Racks, prefer stock. Can use one more Flat Ride on the 4th, not conflicting. Ride Help in all departments who can and must drive. No cars allowed unless your wife drives. Bill Bemore wants Cookhouse Help and P.C. Dealers. Bill (Jellie) Hammond, get in touch. This Show has plenty of Shows in back. If you can stand to make money and are willing, you better lose no time as we have not had a blank. Get on the bandwagon now. 10,000 Airmen at our front door this week, under strong auspices at Jacksonville, Ark. Write, wire or phone the Man who knows the South

B. E. MILLER

POSITIVELY LAST CALL!

BIGGEST CELEBRATION IN THE UNITED STATES IN 1957
OKLAHOMA SEMI-CENTENNIAL, OKLAHOMA CITY, JUNE 14 TO JULY 7

BIG AS WORLD'S FAIR

Can place Long Range Gallery and Short Range Gallery, also few more Hanky Panks. Would like to hear from the following: Grabbo Henderson, Evelyn Renaldo (Charlie Rush's ex-wife) Marvin (Lefty) Lewis, Sam Shapiro (Heels Beels), Benny Vivona, Pat Gordon and other capable Stock Concession Agents; also four good Helpers for balance of season.

All contact at once. **CHARLES (CHUCK) MAGID**

Telephone: Regent 6-5611, Room 805, Biltmore Hotel, Oklahoma City, Okla.

KING BROS.' SHOWS

Want Wheel Foreman for Eli '5, also Octopus Foreman. Top pay. Can use Second Men on all Rides, must drive. Want Woman to operate Roll-O-Whirl. Will sell "X" on Novelties for Pagosa Springs, Colo., Fourth of July; also Leadville, Colo., Donkey Derby. Will book small Grab. Sorry no Concessions; am full. Bill (Olen Clay) Burgess, call collect important to you

All replies **JOE L. KING, Mgr.**

Littleton, Colo., this week; then as per route.

Want—HUGO NOVELTY EXPOSITION SHOWS—Want

RIDE HELP: Foremen for Tilt-a-Whirl and Octopus. Second Men on other Rides. (Payday every week in cash.)

CONCESSIONS: Can use Hanky Panks, Photos and Short Range Gallery.

Address: **CITY PARK, KANSAS AVE., TOPEKA, KANS., UNTIL JUNE 8.**

IMPERIAL SHOWS

WANT

WANT

WANT

Foremen for Merry-Go-Round and Ferris Wheel, top salaries. Can place other useful Ride Men, must drive. No cars, please.

Join Altan, Ill., June 4-8; Macomb, Ill., June 10-15.

BILL GULLETTE, MGR.

NORTHERN STATE SHOWS

We Carry 3 Elephants for Free Acts. CONCESSIONS WANTED—EX on Scale and Age, Hi-Striker, Ball Games, Photos, Long or Short Range (only one), Cork Gallery, Roman Targets, Glass Pitch, or what have you? Want one nicely framed Grind Show. Can use Foreman for Cattlett Wheel, also new Merry-Go-Round. Will book Bingo for season.

Wire or phone **T. MURPHY, Owner**

Herreid, S. D. June 3-4; McLaughlin, 5-6; McIntosh, 7-8; Turtle Lake, N. D., 10-11; Towner, 12-13; Edmore, 14-15; all North Dakota and Montana until August 16, then South Dakota.

Want—RIDE SUPERINTENDENT AND CLOWN—Want

Ride Superintendent must be handy with carpenter tools and electric. Clown must do appearances and make contacts. Both to double as assistant managers in permanent Kiddieland at Sharon, Pa., and Youngstown, Ohio (Gene Bain, Johnny Anderson, if at liberty, contact.) Jack LaPearl, I need a Clown. Call after midnight. Contact

DICK DILLON, Standard Hotel, Sharon, Pa.

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SPECIAL INTRODUCTORY OFFER
 Send \$7.50 for 10 of the "Hottest" Promotional Items of the Year. Each a Sure-Fire Seller. Money-Back Guarantee.

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 25 PER CENT WITH ORDER, BALANCE C.O.D.

ALEX FREEDMAN
 5414 VICTORIA AVENUE LOS ANGELES 43, CALIF.

You'll Swing Bigger Sales and SELL BIG WHEN DEMAND IS BIG

For complete details turn to Page 71 NOW!

MERCHANDISE TOPICS

A new idea in a tax-free ticket game called Match Your Number is receiving wide acceptance by the trade. Locations using the game are reporting strong and repeat profits. Send for details of this fast money-maker and other ticket games featured by Muncie Novelty Company, 309 North Jefferson Street, Muncie, Ind.

Sterling Jewelers, 1975 East Main Street, Columbus, O., has what it claims is the world's smallest lighter. Smaller than a postage stamp, the lighter has a chrome finish, sure-fire action and is individually boxed. It may also be worn on men's key chains or women's charm bracelets. Price per dozen is \$2.75, and if you order a gross the cost is \$30 plus shipping charges. A minimum order is three dozen and key chains are available at \$1.50 per gross extra. There is no federal excise tax on this item. A free catalog is available showing other fast-moving specialties.

A popular line of about 50 assorted well-constructed stuffed toys may be had from Feature Stuffed Toy Company, 4417 North Lauber Way, Tampa 3. These toys are made of the highest grade plush, says the firm. Shipments are made promptly on receipt of orders. The firm says a sample order will convince any concessionaire. Terms are 25 per cent deposit with all orders, balance c.o.d. A free catalog will be mailed on request. Two specials this week are a 28-inch bear at \$22.50 per dozen and a 23 by 18-inch seal at \$24 per dozen.

If you can use closeouts on earrings, scatter pins, necklaces and bracelets of a better grade, you should write to Princess Fashions,

Inc., 1 Washington Avenue, Department B, Providence 5, R. I. The firm says it has a large assortment of better-grade jewelry which is offered at less than half price. In addition, it has novelty scatter pins in cotton-filled boxes which come in 12 different styles in each dozen. They are offered at \$3.75 per dozen. These are 59 cents and over retailers. Many of them sell for \$1 in department stores.

Wilson Bros., P. O. Box 917, Commercial Station, 2503 North Delaware, Springfield, Mo., is introducing its Little Giant nationally advertised razor blade planes. These are two fast dollar sellers which the firm has made available to demonstrators. The first is a three-way curve plane and the second is a flat plane. The firm claims that pitchmen and demonstrators will get top money at fairs, shows and stores with these products. Wire or write for prices which will permit a strong mark-up.

Claiming to be the only firm offering Mexican reversible purses, Pearl Sales Company, P. O. Box 675, El Paso, says the purse is an unprecedented value because milady actually gets two different color purses in one. Simply by turning the flap around, she will have a different color purse. The product is made in many different color combinations and comes in two sizes. The 6-inch by 8-inch size is \$8.90 each, while the 7-inch by 10-inch size is \$10.90 each. There is a \$1 extra charge for a sample order of one. Pearl Sales Company will also send free catalogs of its many money-making products on request.

PIPES FOR PITCHMEN

By BILL BAKER

THE MOTOR CITY . . .
 isn't what it used to be; the seasonal slump and loss of overtime to factory workers having taken their tolls, according to Leo Heller, who has been ensconced in Sam's department store there with a foot joint. A drop in sales prompted Leo to try a musical foot pitch. Until he left recently to join Suicide Allen's Motordrome as talker, Heller hooked up a record player with his p.a. system and made his pitches to background music by Liberace. The team of Bill and Alice Pierce were also at Sam's until recently, doing their usual bang-up job with perfume. Others working in the store are Tom Fisher, Marty Halloran, Al Noel, Leo's cousin, Hellen and Lawrence (Peco) Maynard.

WRITING FROM . . .
 General Hospital, Akron, O., Don Snyder says that just when he was preparing to get back to the old grind he had to re-enter the hospital for the second spine fusion in two-and-a-half years. "I sure hope to be with it next spring," he writes. Snyder, who plans a switch to ballpoints or coils when he is discharged, would like to hear from friends.

NOTES . . .
 from Detroit reveal that Bea Reiser is on a well deserved vacation after pounding her gum joint for 22 weeks. . . . Bill Barlowe is at the local gadget show with Zoll's cleaner. . . . Doc Slocum has returned to California. . . . Joe Driver is working a foot joint in Kresge's.

. . . Garry Beardslee is doing sensational business in Woolworth's with cake decorators. . . . Phil and Eileen Kraft are doing well with their Formula No. 9 polish. . . . Glen Baggerly, who worked with the late Bob Roach, has been working factory gates with Svengealidacks. . . . Bob McDonald was a recent visitor, in from the Windy City. . . . Red McCool is working his route of auctions with vitamins and oil. . . . Kresge's is hosting Chick and Marion DeCoursey, who are getting top money with their own cleaner package. . . . Dorothy Thompson is back from Florida and working diet chewing gum.

JERRY DEETZ . . .
 perfume worker, sent word recently from Holland that he and his wife, Edna (Madame Rochelle), will tour Europe for six weeks in the lookout for new joints. Jerry previously did well with perfume in Detroit under the expert guidance of Bill and Alice Pierce.

SAYING HELLO . . .
 to his buddies on the Dick Coleman Shows lot was Gene (the Witch) Helbig, who has switched the pitch from needle threaders to drummer for the Seaside Heights (N. J.) Casino.

BERNARD D. KANTOR . . .
 reports from Akron that he has been hustling Windsor watches and pens to good returns thru Ohio. He occasionally changes pace by pitching dancing dogs at carnivals and baseball games.

Be sure your agate and mottled balloons are decorated in



Oak's Brilliant new BIG FLASH design that features

- MORE COLOR**
pink and blue pastels added
- BRIGHTER DECORATIONS**

MAKE IT A HOT SUMMER . . . Order COLORAMA Balloons from your Jobber TODAY!

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FIRST QUALITY PRECISION RETRACTABLE BALL PENS

TWO TONE
 In many color combinations
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SILVER TIPPED REFILLS
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 Choice of black, red, blue or green inks.

All Pens have the **SILVER TIP** refill with **FULL SHOT** of Ink

Many other styles, including standard gold cap with 14K gold-plated clips.

Write for free catalog and price list. M.O., check or deposit for C.O.D.'s required.

Special discounts for quantity users.

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Miracle Prayer Crosses, boxed . . .	\$4.25
Men's 3-Rhinestone Rings, boxed 2.75	
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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 34, Ohio

COMING EVENTS

Continued from page 72

Revere—Bunker Hill Celebration, June 14-22. Jeff Harris, 103 Walnut Ave.

Michigan

Bay City—Bay Co. Centennial, June 16-22. Jack Davis, Box 12.
Channing—Showboat, July 15-21.
Elio—Centennial, July 18-20.
Goodrich—Old Settlers Days, June 13-16. F. Bucky Walters.
Kingston—Centennial, June 19-22.
Fowler—Centennial, Aug. 21-24.
Harbor Beach—Street Fair, July 24-27.
Owendale—Centennial, June 26-29.
Pelkie—Baraga Co. Dairy Show, Aug. 7. Donald Lehto.
Mio—Celebration, July 3-7.

Minnesota

Edgerton—Dutch Festival, July 17-18. Clifford H. Peterson.

Mississippi

Houston—Chickasaw Co. Livestock Show, Aug. 28-31. Mrs. A. J. Harrington.

Missouri

Caruthersville—Centennial, June 3-9.
Centralia—Centennial, June 10-15.
Florissant—Centennial, June 17-23.
Gallatin—Davess Co. Jr. Livestock Show, Aug. 26. Geo. H. Schmitt.
Gerald—4-H Livestock & Home Economics Show, July 4-5. Raymond Ketterer.
Huntsville—Huntsville Horse Show, July 1-2. J. D. Bagby.
Janesport—Janesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
King City—Tri-County Livestock & Horse Show, Aug. 14-15. Herschel L. Yates.
Lucerne—Lucerne Stock Show, Aug. 29-31. K. K. Blanchard.

Maitland—Blue Grass Festival, June 28-29. Dale A. Marlon, American Legion.
Moberly—Kiwanis Club Jr. Fat Lamb Show, June 15. A. T. Johnson.
Mount City—Centennial, Aug. 23-25. Mrs. E. K. Griffith.
Monroe City—Centennial, June 3-8.
Montgomery City—Centennial, Aug. 30-Sept. 2. M. E. Anderson.
Republic—Osarks Future Farmer Fat Lamb Show, June 14. Vencil G. Mount.
Shelbyville—Shelby Co. 4-H Lamb Show, June 19. John M. Douglas.
St. Joseph—Interstate Jr. Dairy Show, Aug. 2. Webb Embrey.
St. Joseph—Buchanan Co. Dairy Show, July 27. Webb Embrey.

Nebraska

Bellevue—Sarp Co. Centennial, Aug. 5-10. Harold Pfander.
Grand Island—Centennial, July 1-6. Jerry Anderson, 1114 N. Eddy St.

New Mexico

Gallup—Inter-Tribal Indian Ceremonial, Aug. 8-11. Edward S. Merry.
Santa Fe—Santa Fe Fiesta, Aug. 30-Sept. 2. Mrs. Helene H. Baca.

New York

Lackawanna—Marine Corps Memorial Celebrations, June 11-16. Fred V. Catuzza Jr., 54 Jackson Ave.

North Dakota

Dickinson—Celebration, July 1-6.

Ohio

Amsterdam—VPW Homecoming, June 12-15. John Bodnar.
Gibsonburg—Firemen's & Legion Homecoming, July 24-28. Al Schiea, Vo. Fire Dept.
Jamestown—Lions Club Celebration, July 4-8. George Smith, 24 1/2 E. Market St., Xenia, O.
Philo—Firemen's Street Fair, June 26-29. J. P. Henderson.
Tallmadge—Centennial, June 10-15.
Waco—Homecoming, June 26-29. George Marlow, 911 Payne Ct. N.E., Canton.

Oklahoma

Dewey—Celebration, July 13-15.
Miami—Semi-Centennial, June 3-9.
Oklahoma City—Semi-Centennial Expo., June 14-July 7. James C. Burge, Box 5111, Farley Station.
Pawhuska—Intl. Round-Up Cavalcade, July 26-28. Clarence Paden, 1205 Brenner.
Tulsa—Tulsarama, June 1-8.
Wright City—Rodeo & Old Settlers' Reunion, July 2-4. James Lawhorn.

Oregon

Portland—Intl. Trailer Show, June 8-16. Jack Matlack, 410 Portland Trust Bldg.
The Dalles—Mid-Columbia Livestock Show, 4-H, Fat Stock & Sales, June 2-5. Elmer H. Lierman.
Union—Eastern Ore. Livestock Show, June 6-8. G. I. Hess.

Pennsylvania

Bridgeport—Community Park Fair, June 10-15.
Hazleton—Centennial, July 1-6.
Hyndman—Lions Club Street Fair and Celebration, July 1-6. Norman B. Poorbaugh.
Lyons—Firemen's Celebration, July 3-7.
Olyphant—Northwestern Pa. Vol. Firemen's Federation, Aug. 26-Sept. 2. J. Chichilla.
Phoenixville—Firemen's Fair, June 18-29. R. H. Miner, Siefko Blvd. and Walter St., Bethlehem.
Sharon Hill—Legion Celebration, June 17-22.
Sharon—Patagonia Fire Co. Homecoming, June 24-29. J. E. Barker Jr., 1039 Adelaide St.
S. Connellyville—Firemen's Jubilee, June 3-8.

Rhode Island

Bristol—Celebration, July 4.

South Dakota

Aberdeen—Jaycee Sportsmen's Show, Aug. 4.
Bristol—Diamond Jubilee, June 9-11.
Bristol—Old Settlers' Picnic, June 2.
Brookings—VPW Carnival Days, May 30-June 6.
Carthage—75th Anniversary Celebration, June 23-24.
Deadwood—Days of '76, Aug. 2-4.
De Smet—Old Settlers' Day, June 10.
Estelline—Celebration, July 4.
Faith—Tri-County Stock Show and Rodeo, Aug. 9-11. Hugh Millard.

Faulton—Diamond Jubilee, June 8-8.
Flandreau—4-H Achievement Days, Aug. 14-15.
Gregory—4-H Achievement Days, Aug. 19-22.
Hot Springs—Miss S. D. Talent & Beauty Pageant, July 20-22.
Lemmon—50th Anniversary Celebration, June 16-19.
Mitchell—4-H Achievement Days, Aug. 14-15.
Pierre—Oahe Powwow, June 16-17.
Pierre—Old Sioux Sun Dance, June 14-15.
Sturgis—Progress Day Celebration, June 15.
Vermillion—Horse Show, May 30.
Vermillion—Days of '59, Aug. 22-23.
Wessington Springs—Diamond Jubilee, June 3-5.
Woonsocket—Celebration, July 4.

Texas

Brady—Brady Jubilee, July 4-8. Jim Harkrider.
Brady—Jubilee, July 4-6. Jim Harkrider.
El Paso—Food-O-Rama (Coliseum), June 13-15. Continental Enterprises, Liberty Hall.
El Paso—Washington Park Celebration, July 4.
Fredericksburg—Angora Goat Show and Sale, Aug. 1-3. P. E. Guley.
Longview—East Tex. Quarter Horse Show & Races, Aug. 19-20. W. C. Holcombe.

Utah

Ferron—Southeastern Jr. Livestock Show, Aug. 8-10.
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 5-8.
Richfield—Southern Utah Jr. Livestock Show, Aug. 21-24.
Salt Lake City—Food-O-Rama (Fairgrounds), Aug. 1-3. Continental Enterprises, 501 Newhouse Bldg.
Salt Lake City—Western Riding Club Show, Aug. 16-17.

Virginia

Orange—Orange Firemen's Fair, June 14-15. Russell M. Preddy.
Roanoke—Roanoke Diamond Jubilee, June 14-22. Jim Mace, 412 S. Jefferson St.

Washington

Bothwell—Celebration, July 4.
Centralia—Lewis Co. Rose Show, June 29-30.
Edmonds—Celebration, July 4.
Ellensburg—Kittitas Co. Quarterhorse Show, June 8-9.
Ephrata—Sun Festival, June 28-30.
Everett—Celebration, July 4.
Ferndale—Old Settlers' Picnic, July 25-27.
Forks—Celebration, July 4.
Kelso—Kelso Dairy Week, June 17-22.
Kirkland—Eagles Strawberry Festival, June 21-22.
Okanogan—Nat'l Guard Exhn. and Fire-works, July 4.
Seattle—Rose Show, June 25.
Sedro Woolley—Loggerodeo Celebration, July 1-4.

West Virginia

Buckhannon—Central W. Va. Strawberry Festival, June 6-7. John A. Poling.
Ripley—Celebration, July 4. Don Plesher, Box 6.

Wisconsin

Appleton—Centennial, June 28-July 7.
Burlington—Legion Celebration, July 2-7.
Hudson—Centennial, July 4-7. Edward G. Younger.
Kenosha—Jr. Chamber of Commerce Lake Front Festival, June 25-30. Jack Hoyer.
Madison—Celebration, July 4.
Ladysmith—Water Regatta & Fair, July 26-28.
Milwaukee—Bay View Vets South Lake Shore Celebration, June 18-23. Dick Greinke, 2559 S. Havell.
Milwaukee—St. Rita Street Fair (N. Cass & E. Pleasant), July 11-14. Father Zanon.
Ontario—Centennial, July 12-14.
Rhinelander—Northern Wis. Sports & Vacation Show, July 3-9. Ed McGowan.
Spring Green—Centennial, June 27-30.

Wyoming

Daniel—Green River Rendezvous, July 7.
Greybull—Days of '49, June 8-9.
Sheridan—All-American Indian Days, Aug. 2-4.
Thermopolis—Gift of the Waters Indian Pageant, Aug. 10-11.
Thermopolis—State Park Day, June 9.
Laramie—Laramie Jubilee Days, July 11-14.
Isaquah—Celebration, Aug. 31-Sept. 1.
Morton—Loggers Jubilee, Aug. 17-18.
Port Angeles—Centennial, Aug. 25-Sept. 1.

CANADA

Ontario

Oakville—Oakville Centennial, June 29-July 6. Tom Ringler, Box 345.
Waterloo—Centennial, June 26-July 2.

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WINSTON DRI-LINE AMERICAN BEAUTY "Magic Touch" BALL POINT PENS

with REVOLUTIONARY 1,000,000-ACTION NEW NYLON MECHANISM



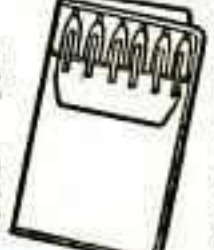
25 COLOR COMBINATIONS
GLEAMING 24 KT. GOLD STRIPED BARREL TRIMS AND EXTRA-LENGTH CLIPS THAT REACH DEEP INTO POCKETS FOR POSITIVE GRIP.
*Uses TWIN or SINGLE REFILLS.
Best Value Ever Offered! Comparable to pens selling to \$1.95.
25¢ ea.
\$2.50 per doz.—10 gross lots. Mail Your Sample Order Today!

FREE... Use of Self Service VENDORS

*Coin operated machines deliver Winston Dri-Line Ball Pens or 2 Long-life Winston Ink refills for only a quarter.

SPECIAL 6-PAK

6 Winston Dri-Line Ball Pens PLUS Leather Grained Plastic POCKET SECRETARY.
\$6.90 Doz. Sets in Gross Lots. \$7.40 Doz. Sets, less than Gross. Sample Sets \$1.00 Each.



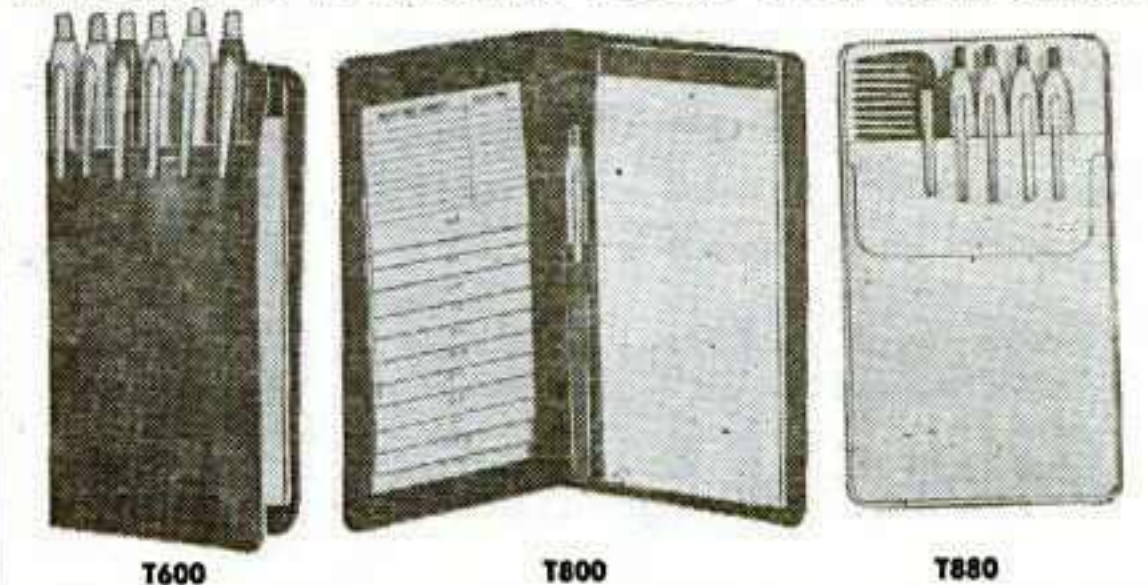
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WINSTON INDUSTRIES, Div. EDCO Mfg. Co., Inc.

20 W. 30 ST., NEW YORK

MU 6-3720

FABULOUS PACKARD BALL PEN SELLERS!



T600—7-PC. POCKET SECRETARY—BALL PEN SET—6 silver-tip smooth-writing ball pens, nickel-plated clips and buttons. Push button to write—push button to retract. Pocket secretary contains writing pad. \$7.80 doz. \$86.40 gross.

T800—POCKET SECRETARY—BALL PEN SET—Slim-line silver-tip ball pen with metal cap, pocket secretary with pad and alphabetical index. \$7.20 doz. \$84.00 gross.

T880—6-PC. POCKET SAVER—BALL PEN SET—4 silver-tip ball pens, write Black, Blue, Green, Red, metal caps. Comb and clip in pocket saver. \$6.00 doz. \$64.80 gross.

ALL PACKARD PENS FULLY GUARANTEED—Refills \$3.50 per 100

Send 25% with order, balance C.O.D., F.O.B. New York

PACKARD BALL PEN CO.

28 East 22 St. New York City 10



COOPERCLAD AUTOMATIC COOKER FRYER

Complete with FIRE-KING Ovens glass Cover, Westinghouse Thermostat Large automatic signal light. Approved by Underwriters' Laboratories. One-year written guarantee. Retail Price \$39.95.

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28" PLUSH BEAR Cotton stuffed, assorted colors. \$18.00 in gr. lots \$16.80 dz. \$14.40 in sr. lots \$14.40 dz.

24" TAFF CLOWN-DOLL bags, \$6.50 dz. Gr. lots. \$6.00 DOZ.

10" ASSD. DOGS-BEARS bright rayon, plush. \$19.25

13 1/2" PEASANT DOLL plastic face, bright colors. 3-4" Stuffed Dogs, \$9 sr. \$19.25

SAMPLES: 48 pcs. 1 dozen each

F.O.B. N.Y.C. 25% deposit, balance C.O.D. If not rated, FREE! NEW 46-page catalog of 400 plush and carn. items.

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2 OF 1,001 BARGAINS

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WEATHER BONNETS. Protect hat and hair from wind and rain. Use as dust hood or shower cap. Retail to \$6.00. A beauty parlor must. 10 gross, \$67.50. GROSS \$7.20

Deposit or payment FOB N. Y. Many samples and 1957 catalog, \$1 prepaid.

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Natl. Ad. 10-pc. Watch Sets, \$5.95; 8-pc., \$4.60 LADIES' WATCH SETS, \$5.95 New 17 J—His, \$10; Hers, \$9

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RESULT SALES

580-FIFTH AVE., NEW YORK 36, N. Y.

Letter List

Continued from page 82

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

Clark, William Wilson, Marguerita, Kenneth, 41c
McMillan, R. J., 5c

Ackley, James W.
Albers, Mrs.
Ames, Josephine
Baake, Freddie
Bennett, James T.
Bile, Mrs. Penny
Blankenship, Bob
Brown, August
Burke, J. L.
Burto, L. H.
Burten, Joseph
Burton, Mrs. Iune
Bydark, Albert
Carroll, Simmy & Ines
Carpenter, Clifford
Carpenter, Walter E.
Chisholm, Dave
Cooper, Russell L.
Crowe, Mrs. W. J.
Crowell, Harold W.
Darnell, Rickey
Daubenspeck
Davis, Lulu
Decker, Mr. & Mrs. J.

Hollfield, Bonnie L.
Hunter, George L.
Johnson, Bertel
Jordan, Jess J.
Kernes, Jim
Kirk, Walter
Kortas, Peter
Langford, Glynne Ellen
Langford, Linda
Langford, Melody
Lantz Jr., & Pete
Lauther, Mrs. Gloria
Leeper, Jerry E.
Light, June
Littler Sr., James L.
Lovett, Herbert
McAurthur, Jack
McCloud, Mrs. Mildred
McConn, Bud
McKay, Mrs. Ruth
McLendon, Leon
McMurtury, Richard
McSparren, Wm. P.
Mahoney, Ed
Martin, Bea
Mayberry, Arnold W.
Messina, Phillip
Middleton, Odell
Miller, Frank
Mitchell, Mrs. Sandra
Moore, Ray
Morton, Tiger (L. B.)
Nash, John
Neil, Kenneth or Etta
Nelson, Harold E.
Nelson, Joe William
Nelson, S. D.
O'Dea, James
Pearson, C. B. & Preston
Pitree, Allen
Poole, Bill
Ragon, M. E.
Riley, Hubert L.
Renee, Rite
Reynolds, Duke
Rice, Doris
Rogers, Gus
Ryding, Mary Ann
Searcy, Sam
Senior, Glen
Seutzing, Paul
Shaughnessy, Robert
Sheiford, William G.
Simons, Mr. & Mrs. Joe
Sitki, William Joseph
Slatery, Ted
Smith, E. & L.
Smith, Iola B.
Sorensen, Paul D.
Spinks, Bethel
Stanley, Little Bud
Starkey, John
Sterner, E. E.
Stewart, Raymond
Stewart, O'Dell
Sweigart, F. K.
Talley, Mrs.
Taylor, Curtis L.
Terry, Thomas L.
Timberlake, Forrest
Tracer, Gilbert
Turner, Albert
Vinson, Jack E.
Wallace, Vernon
Warren, Robert
Watford, Douglas
Webb, Mary E.
Weich, John J.
West, Mrs. Ralph
Whitehead, Mrs.
Wilson, E. T. Earl
Wright, Mrs. F. L.
Wright, Marie
Wyrick, Brice
York, Carl
Zimmer, Florence

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6 dz. Assorted Floral Colored Earrings, complete \$15.00
6 dz. Assorted Pearl Earrings, complete 22.50

FERRIS WHEEL FREE
2 pc. Floral Neck & Ear Set Boxed \$10.80 dz.

Charm Brac. Asst. 2.50 dz.
New! Colored Ropes 3.00 dz.
2-4 Strand Colored Bibs 6.00 dz.
Lg. Feather-Spray Earrings 6.00 dz.
Summer Neck. & Brac., asst. 2.95 dz.
Chalk-white Necklaces, asst. 3.00 dz.

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20% deposit with order, balance C.O.D.

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Included
FREE
Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

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New Styles

**BENRUS
ELGIN
WALTHAM
GRUEN
BULOVA
WATCHES**

Guaranteed
LIKE NEW!

Choice Lot
6 FOR \$49
All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95.)

Assortment, Men's Elgin, Waltham, Complete with Expansion Bands.
10 FOR \$69.50
(Sample \$8.95)

SPECIAL LOT—Men's Elgin, Waltham Watches
Reconditioned and Guaranteed. Expansion Bands included.
5-DAY Money-Back Guarantee.
10 FOR \$6.45 Each

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

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GET A BETTER DEAL AT
WEINMAN'S
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We Carry a Complete Line of
ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPs—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.
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L. D. Phone: MO 9-520
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Also portable cameras. Write for details.

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E2—Stone Earrings, Asst Gr.	\$1.00	R3—Gents' Stone Rings, Asst. Ds.	\$2.75
E3—Pierced Hoop Earrings Gr.	\$5.50	K101—Ladies' Manicure Set Ds.	\$7.20
E4—Stone E Rings, Etc. Asst. Gr.	\$2.00	K110—Men's Manicure Set Ds.	\$7.20
T1—Tailored Tie Sets, Bxd Ds.	\$3.50	R101—Pearl Rosaries, Bxd. Ds.	\$2.25
T2—Stone Tie Sets, Bxd Ds.	\$4.50	R102—Pearl Rosaries, Bxd. Ds.	\$2.25
T3—Asst. Tie Sets, Bxd. Ds.	\$5.75	2—Gift Perfume Set, Bxd. Ds.	\$4.40
T4—Tieslides, Carded. Ds.	1.25	6—"Your Grace" Perfume, Bxd. Ds.	\$9.00
T5—Marilyn Monroe Tie Sets Ds.	10.50	8—"Lia's Dear" Perfume, Bxd. Ds.	\$1.00
C1—Cufflinks, Carded. Ds.	1.25	2160—Stone Neck & Ears, Bxd. Ds.	7.50
O1—Odd Lot Neck & Bracea Gr.	15.00	2164—Stone Neck & Ears, Bxd. Ds.	9.00
B1—Bracelets, Asst. Gr.	\$4.00	2256—3-Piece Pearl Set, Bxd. Ds.	8.50
W1—Men's 6-Piece Watch Set	\$9.95	BF101—Ladies' Wallets Ds.	4.50
W2—Ladies' 5-Piece Watch Set	\$9.95	BF123—Ladies' Wallets Ds.	3.50
W8—Men's Stone Dial Watch	\$5.50	BF445—Ladies' Wallets Ds.	3.50
P12—Men's 10-Piece Watch Set	7.50	BF124—Men's Wallets Ds.	3.50
P13—Men's 10-Piece Watch Set	7.50	BF446—Ladies' Wallets, Bxd. Ds.	15.00
P16—6 Asst. Cuff Sets, Bxd.	3.00	BF447—Men's Wallets, Bxd. Ds.	11.25
P24—Men's 6-Piece Watch Set	3.00		

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Show-Biz presents the newest addition to its comedy library. Fifty categories of up-to-date material in hundreds of sharp gag lines. As modern as tomorrow. Order your copy now, only \$5.00.

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Cufflinks, carded, asst. 1.95 dz.
Necklaces, asst. 1.50 dz.
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1820 Westminster St. Providence, R. I.

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EVERY OUNCE GUARANTEED. Packed 4 gallon cans to carton, sold in carton lots only, \$1.35 per gallon.
RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 5 gallon cans to carton. \$1.50 per gallon.

SHERMAN MASTER PAINTERS PRODUCTS
Rubberized, concrete, porch and floor enamel. Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$2.40 per gallon.
3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/4" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton. \$1.00 per set. 25% dep., money order or bank check. Bal. C.O.D. F.O.B. Chicago
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8" HUNTING KNIFE
with Leather Sheath
Imported

Brilliant nicked steel blades with colored metal handles. Genuine leather sheath with snap-clasp.

OUR SPECIAL PURCHASE PRICES:
DOZEN \$ 3.00
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Wholesale Distributors Since 1850
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10 Choice Asst. WATCHES **\$69.50**
With Exp. Bands
Reconditioned and guaranteed like new. SAMPLE \$9.95. 25% with order.

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NEW FOR '57

* TWO TONE, FULLY AUTOMATIC top action retractable ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED.

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10 gross lots
—SAMPLE GROSS \$16.50—

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3 different color ball pens with ink to match, handy comb and plastic pocket saver.

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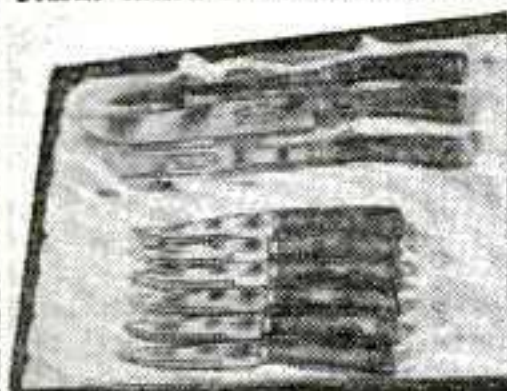
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SILVER TIP REFILLS \$6.48 GR.
Buy the box in bulk & Save \$35.00 M

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9-PIECE SHEFFIELD COMBINATION STEAK KNIFE AND CARVING SET



Perfectly matched polished all-horn handles. Micro-serrated tip knives. Guaranteed stainless forever sharp blades Full Hollow Ground. Chrome plated bolsters. Consists of 6 Steak Knives, Carving Knife, 2-Tine Fork. Honing Steel. Hinged gift box.

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Complete... Your choice of LEATHER HOLSTER or CAPS

TERRIFIC DOOR OPENER!

Little Atom is available - CAPS MUST BE SHIPPED AIRWAY EXPRESS. Dealers, distributors write, wire or phone for '57 Brochure.

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contact
AL HOULKER
(Jam Man)
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RANDY — RESERVATIONS HAVE BEEN made for you on Braniff Airlines, flight #51, to depart Kansas City at 2:35 p.m. (June 9). Call me before you buy your ticket. (Jackson 3-0161.) J.T.M.

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CHARCOAL PORTRAIT OF DISTINCTION done from your photo, \$15; in colored pastels, \$25; excellent gift. John Walencik, 15703 Kennicott, Harvey, Ill.

COMIC FOREGROUNDS AND BACK-grounds. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. np

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FREE! AMERICA'S FIRST DISCOUNT printing catalog! Thousands business cards with free case, \$3.49 postpaid. No COD's. Discount Printing Center, 1116-Q National Press Building, Washington 4, D. C.

NEW FLASHY 7x11" SIGNS, LIGHT reflecting, illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. je24

TESTED SHORT RANGE TARGETS, \$5 per 1,000. One-day service. Free samples. Fine Arts Press, 1016 Donald St., Peoria, Ill. je18

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

500 LABELS, \$1; 150 STATIONERY, 100 Envelopes, 50 Correspondence Cards, 50 Mail Aids, all for \$2.98; Decals, TopVal, Lyndhurst, N. J. je34

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 787-B Leith St., Flint 5, Mich. je17

SALESMEN WANTED

ESTABLISHED SALESMEN ONLY. Part time. Does \$180 weekly interest you? Sales Promotional Advertising. No Investment. Substantial front money. Rapid repeats. Box 44, Department 5, Rochester 1, New York. je10

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, Ill. cb-1n

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. je24

NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfit. Bright colors, concentrated black ink. Catalog free. Milt Zela, 728 Lesley, Rockford, Ill. je18

WANTED TO BUY

ADULT OR KIDNIE FERRIS WHEEL — Canvas Top for 45 ft. Merry-Go-Round. Trading Port, Manning Blvd. & Prospect, Albany, N. Y. je3

CASH FOR ODD, UNUSUAL MUSICAL Instruments. Describe fully; price or request offer. Sheridan, Rt. 2, Box 572, Albuquerque, N. Mex.

GOLD, SILVER, PLATINUM, DIAMONDS wanted. Cash immediately; highest prices; appraisals made. Information free. Wil-mot's, 1067 Bridge, N.W., Grand Rapids 4, Michigan. je24

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

ARCADE MECHANIC WANTED — JERSEY seashore resort. Year-round job for the right man. Coastal Amusement Company, Seaside Heights, N. J. je17

ATTRACTIVE, YOUNG, SINGLE GIRL Singer for well established Western Band. Television, personal appearances. Able to sing Pop and Western. Send photo and all details in first letter. Joe Mayo, 75 Aldis St., St. Albans, Vt.

LITTLE OSCAR SHOW WANTS ACTORS, Actresses. Year-round work. Top salary. Can use young team or single man and woman. Write Box 771, Wolf Point, Mont. Full particulars.

NEED EXPERIENCED STUNTMEN WITH driver's license for Motorcycle and Auto Crash Acts. Must be 21, sober and reliable. Write immediately. Crash Dick Auto Dare-devils, Box 313, Baraboo, Wis.

PIANO AND TRUMPET IMMEDIATELY—Commercial combo. Long locations; sing some harmony. Bill Grossick, Red Top Motel, Winona, Minn.

PIANIST — ABOVE AVERAGE. SOCIETY, combo experience, read, fake, shows, no characters. Locations top salary for right man, others write. Box C-189, c/o The Billboard, Cincinnati 22, Ohio. Jy22

WANTED—ADVANCE MEN AND CANVAS Men. Brooks Tent Theater, General Delivery, Winslow, Ill.



Bagged in polyethylene...
KEEP LONGER, SELL FASTER!
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE
Sherfy's
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7 and 10 color specials
4-5-6 and 7 ups
Midsets, 3,000 series—7 colors
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Attention: Carnival Men

28" Plush Bear	\$25.00 per dz.
25" Plush Bear	\$22.50 per dz.
Large Bird Nest Hats	1.60 per dz.
Heavy Beaded Bracelet	2.00 per gr.
Children's Ident Bracelet	2.50 per gr.

25% deposit if not known, balance C.O.D. Orders shipped same day received. WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.

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100 FOR \$3.50 PPD.
Silver-tipped, Black, Blue, Green, Red; each in cellophane bag. Double-shot ink, guaranteed first quality. (\$3.50 PER THOUSAND.) FREE SAMPLES.
DISPLAY CARDS WITH 24 INDIVIDUAL REFILLS, \$3.60 RETAILER, ONLY \$1 PER CARD POSTPAID

NATIONAL
2206-B FLATBUSH AVENUE
BROOKLYN 34, N. Y.

FRENCH DESIGN IMPORTED LADIES' JEWELLED SUN GLASSES

• Finest Optical Construction • 6 Base Optical Lenses • Hand Jewel Studded • Brilliant Colored Frames • Display Card • Bubble Pack • \$1.98 Retailer \$10.00 per doz. ppd. 6 doz. lots \$9.50 doz. Send cash with order or 25% deposit. balance C.O.D.

Specials listing sent on request.
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1601 Race St. Cincinnati 10, Ohio

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5c a Word Minimum \$1
Remittance in full must accompany all ads for publication in this column. No charge accounts.
Forms Close Wednesday for the Following Week's Issue

AGENTS & MANAGERS

BUSINESS MANAGER-PRESS AGENT—EXperienced showman, age 45, refined, well groomed, best wardrobe, Cadillac car. Theatrical publicity, promotion and personal management experience. Available after June 25. John Burke, 5540 S. Cornell, Chicago 37, Ill. je10

DRAMATIC ARTISTS

ATTRACTIVE WOMAN PERFORMER wishes to join act, team up with partner or buy good single act. Box C-190, c/o The Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

EDITOR, FEATURE, PROMOTION AND Publicity Writer wants part time work. Arthur G. Patterson, 2520 Euclid Place, Minneapolis 5, Minn. je3

HYPNOTIST FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va. je2 '58

MUSICIANS

ALTO CLARINET FOR COMBO. Locations only. No collect calls. Dick Rench, 11 So. McKinley St., Battle Creek, Mich. Phone: WO 4-2940.

COLORED BAND FOR NIGHT CLUBS, cocktail lounges, taverns, etc.; four men, entertaining and singing. Orchestra Leader, 3519 Rhodes St., Chicago, Ill. je10

COUNTRY MUSICIAN AVAILABLE — Hound dog steel guitar, electric guitar take-off rhythm, bass, mandolin, sing solo, trio. Many years radio, stage, etc. Rick Galensky, Baden, Pa.

PIANIST — AVAILABLE IMMEDIATELY. Age 31, all around, read, fake, cut shows. Fast butterfly style. Experienced, reliable, flexible. Prefer hotel style bands. Joe DeGregory, 534 Linden Ave., Steubenville, Ohio.

PIANIST, DOUBLES ORGAN AND Celeste, desires location. Moderate rate, very good ear and repertoire. Owns own Organ and Celeste, union, have car. Write Musician, 642 Park Ave., Hot Springs, Ark.

TRUMPET — JAZZ, DIXIE, COMMERCIAL. Available immediately. Kenny Buckles, 418 W. 3rd St., Garnett, Kan. Phone 368.

TRUMPET MAN, SINGER, COMMERCIAL. Read, fake anything. States all in first. Bill Gains, Gen. Del., Birmingham, Ala.

UNUSUAL NOVELTY ACT AVAILABLE. Can play anything, anywhere. Have own transportation. Write Box C-191, c/o The Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS

AT LIBERTY—PAMAHASIK'S PERFORMANCE by Fox Terrier Dog; marvelous attraction. 3504 N. 8th St., Philadelphia 40, Pa. Sagamore 2-5536. je24

ATTENTION, FAIRS, PARKS, CELEBRATIONS — Baranek's Kennelcade of Stars, now outstanding trick and dancing dogs, now booking dates. The Baraneks, 390 Arcade Bldg., St. Louis 1, Mo. je24

ATTENTION, FAIR SECRETARIES — Grandstand Attraction and Stage Sepia Rock and Roll Revue. "Jump" Jackson & His Orch.; five changes, singing group; Ann Butler, Baton Dancer; Guitar Gus; Benny Kelly, Comedian & M.C.; Dot & Dash, Dance Team. Full hour and a half stage show, plus dance music. Contact "Jump" Jackson, 5727 S. LaSalle, Chicago 21, Ill. Phone: Normal 7-4152 or Normal 7-4151. je3

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 1, Ind. je19

CLOWN, PUNCH & JUDY, VENTRILOquist, Magic Jargo, Giraffe Animal Balloons, Clown Gags, Lou Manly, 200 So. Ave., 56, Los Angeles 42, Calif. je10

FIVE-PERSON VARIETY STAGE SHOW OF Magic, vaudeville and dance. Beautiful costumes, talented, reasonable rates. Wright's Variety Show, Casey, Ill. Jy22

OUTSTANDING PLATFORM, TRAPEZE act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination Magnolia O. Route #1. je10

THE ASSIGNMENT STUNTMEN FEAR most is the Death Plunge as featured by Fox Movietone. Name your date and for a reasonable consideration Capt. Mac will appear personally and put on an act that will be long remembered. Blazing gasoline, sharp ugly spears revolving thru space, climaxed by a 5,000 impact, landing into the smallest tank in the world used for high diving purposes. Besides capturing audiences' attention here in the U.S.A. it has made a hit in South America and in 1956 it drew heavy patronage on the islands of Bermuda and Honolulu. The teenagers helped to bring this attraction into national prominence due to the superman qualities. Write, wire or phone Capt. Mac Productions, 456 Lamphier Place, Warren, O. Phone: 4-3337. je10

WORLD'S GREATEST HYPNOTIST NOW available for fairs and home shows. The Amazing Maurice, 1132 Euclid Ave., Miami Beach, Fla. je24

VOCALISTS

MR. TALENT BUYER — PRESENT THIS exceptional Act to your audience. "The Girl and Her Stallion" in Western Songs and Horsy Talk. A lovely girl and a beautiful animal expertly routine in a varied combination of a guitarist-vocalist and superb horsemanship. Box C-187, The Billboard, Cincinnati 22, O. je10.

Spotlight Value!

Packed with "SELL!"
Priced for PROFIT!



CEL-MAX Ensemble
KEY CHAIN
EXPANSION BAND
JEWELLED WATCH
CUFF LINKS
TIE BAR

Stunning Beauty in FIVE (5) Smartly matching pieces!
Complete Jewelry Wardrobe PLUS Handmade Jeweled Watch!
Shipped in assorted sets. Beautifully boxed! Min. order 8.
In lots of 12, \$4.79 Ea.

NATIONALLY ADVERTISED
It's terrific! High styled Cuff Links... Full length Key Chain... Tie Bar... Fine Expansion Band and Handsome Jeweled Watch... All luxuriously packed... Sensationally priced! A sample will convince you! 25% with order, balance C.O.D. Write for new catalog.

Cel-Max Extra!

Ladies' 6-Pc. Rhinestone Watch Set
Sparkling, Jeweled Watch • Sleek Band • Smart Necklaces • Matching Earrings and Stunning Bracelet.
Beautifully Boxed.
\$7.95 (12 or more sets, \$7.75 ea.)

CEL-MAX, Inc.
592 SO. MAIN ST.
MEMPHIS, TENN.

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP
All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.75 Doz. \$30.00 Gr.
Plus shipping charges.
Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax.
Free catalog.
STERLING JEWELERS
1975 East Main St. Columbus, Ohio
Ideal for Engravers. State Your Business.

PLUSH BEARS

26" BEAR
\$24.60 Dozen Milwaukee
\$22.00 Dozen F.O.B. K.C.
29" BEAR
\$30.00 Dozen Milwaukee
\$27.00 Dozen F.O.B. K.C.
Complete Assortment of All Plush Toys —Dolls—Concession Merchandise.

Wisconsin Deluxe Co.

1902 No. 3d St., Milwaukee 12, Wis.

NOVELTY SCATTER PINS

(in cotton-filled boxes)
12 different styles in each dozen, good show, bright gold non-tarnish finish, hand painted, retail for 59¢ and over (\$1.00 in dept. stores), new mfg.—\$3.75 per doz.

Also
CLOSEOUTS
Earrings, scatter pins, necklaces and bracelets, better grade, usually \$6.75 per doz. and over for \$3.75 per doz.
20% with order, balance C.O.D.

PRINCESS FASHIONS, INC.
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Providence 5, R. I.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

• TIP CARDS •
BASEBALL CARDS
at very reasonable prices.
Phone: Wheeling—CEDAR 34262
COLUMBIA SALES CO.
302 Main St., Wheeling, W. Va.

Unveil Slide Film Juke Display Unit

Set Production on \$280 Projector for Late June; Plan Sales Thru Distributors

CHICAGO—A slide film projector for on-location display use was unveiled to the trade at the Music Operators of America convention May 19.

Designed by Glen Walters, head of The Valdhre Company and Commercial Color Laboratories, Dayton, O., the new unit will be produced by W. & W. Music Company, a 20-year-old Dayton music operating firm headed by Ray Walters, designer's father and co-designer.

Also displayed was an automatic repeater motion picture projector, made by Busch Film and Equipment Company, Saginaw, Mich., showing color films made by Walters. Proposed use of this unit: As a sales aid for either distributors or operators, for distributors selling to operators, for operators selling to location owner on installing a machine.

14 Slides

The slide film unit consists of an optical system and an electrically-operated disc accommodating 14 slides housed in a cabinet styled to fit on the top of any new model juke box. The unit automatically revolves the disc, projecting each

slide on a 24-inch screen for a few seconds. Unit can be plugged into either the juke box or a wall socket (110 volts). Cabinet materials and finishes will be tailored to match any model.

A prototype of the production models was shown at the convention. Walters estimates that production will get underway by the end of June. Estimated price of the unit: \$280 f.o.b. Dayton.

Glen Walters sees the unit as a help in solving a music operator's problem of rising costs and declining play. According to Walters, the "increased number of selections of a 200-play unit has not consistently" *(Continued on page 108)*

AMI OFFERS PRICE OF PLAY SERVICE CHART

CHICAGO — AMI, Inc., has released a new chart for operators that details the setting of 13 different prices of play combinations on their Model H juke box.

The chart shows the operator by a step-by-step procedure, how to make the necessary settings as well as wire connection on the juke box, for whatever price set-up he desires.

The chart, set up on a check-list pattern, covers procedure on all three H models, including both standard and dual-price play where applicable.

Copies are available free to operators thru local AMI distributors or from the parent firm.

United Names 10 Phono Distributors

Firm in Limited Production Pending Expansion of Juke Plant Facilities

CHICAGO — United Music Corporation has announced the appointment of six distributors who will handle the firm's new 100-selection juke box in the United States, along with four more distributors for the overseas market.

Named for the domestic market are: Double-U Sales Corporation, Baltimore, Md.; Empire Coin Exchange, Chicago; T. B. Holiday Company, Charlotte, N. C.; C. A. Robinson Company, Los Angeles; Dave Simon Inc., New York; and Banner Specialty Company, Philadelphia.

Overseas, the line will be handled by Heinrich Hecker, Paderborn, Germany; Frans Simons

Antwerp, Belgium; Padorex Corporation, Lausanne, Switzerland; and Mondial Corporation, Marseilles, France.

Jack Mitnick, head of United Music Corporation, added that additional names would be announced as the firm expanded their production facilities.

United is in "limited production" on their phonograph now, but is planning to add an addition to their plant which will be used exclusively for juke box production. The new quarters, which will add *(Continued on page 104)*

Memphis Operators Voice Split Opinion on Juke Industry Future

Industry Squeezed by Increased Costs, Say Some; Others Say Business Solid

By ELTON WHISENHUNT
MEMPHIS—A survey of top music operators and distributors last week drew divided opinion about current increased operating costs, profit and the future of music operating in this Mid-South capital.

While all agreed that operating costs were up from five years ago, three of five operators felt the expenses were not offset by a comparable rise in income and as a consequence the music industry was facing a definite squeeze.

The other two, however, felt that any increase in expense had been offset by the recent switch to dime play, and that "things were about the same now in regard to investment and the operators' return on his money."

Interviewed were Parker Henderson, general manager of Southern Amusement Company, a distributor and operator; George Sam-

mons, president of Sammons-Pennington Company, distributor; Drew Canale, owner of Canale Amusement Company, operator, and Edward H. Newell, owner of Ormatt Amusement Company, operator.

Henderson, Dixon and Newell said the music business was in trouble and something was needed to pull it out before it is too late.

Canale and Sammons viewed the situation as favorable and saw no trend of trouble.

Here's what they had to say:

PARKER HENDERSON: "There are more juke boxes on location now than in 1952. There have been increases in the number on location every year. More and more operators have used equipment in use now than ever before. "When they buy a new machine now, they usually do not trade one in but leave it out on location. That has been the trend recently.

Of course, there was a decline during the Korean war when equipment was scarce."

Q. Does the operator earn more now than five years ago?

A. "No. It takes more juke boxes now to earn as much as the operator did in 1952. It takes about 10 more juke boxes. For example, if he had 100 on location in 1952, it would take 110 now to produce the same profit.

"The big factor involved is the increase in all operating costs. Five years ago a phonograph was \$795. Now it's \$1,295. Wages are up 20 per cent. Everything is up but the records, which cost about the same.

"Five years ago a new pick-up truck cost about \$1,050. Now it's about \$1,400. New equipment is higher now than it used to be."

Q. What's the profit picture?

A. "The net profit is going down every year because operating costs are going up. Collections are about the same, but that doesn't mean the profit is the same."

Q. What's the solution?

A. "To try to find ways to cut operating costs—to give the best service for the least cost and to diversify. Most operators are going into cigarette vending and other businesses.

"It takes 40 per cent more investment today than it did for the operator to have the same equipment five years ago. That's a tremendous jump.

"Our conversion to dime play two years ago helped a great deal." *(Continued on page 92)*

House Group Favors Killing Snack Bar Tax

Knifing 20% Fee On Milk Stops May Hike Juke Demand

WASHINGTON — Hope that snack bars may be exempted from the 20 per cent cabaret tax grew stronger last week (27) when the House Ways and Means Committee issued a report favoring the exemption.

The report, written to accompany H.R. 7125, Representative Ford's (D., R.I.) excise tax technical change act, reflects unanimous committee approval of lifting the tax from such establishments.

Favorable congressional action on the bill could increase the de- *(Continued on page 107)*

New MOA Slate: Ten Officers, 24 Directors

CHICAGO — Music Operators of America re-elected most officers and directors at the closed membership meeting held here May 22. In all, 10 officers, 24 directors and its legal counselor were named.

George A. Miller, after being re-elected president, immediately appointed Sidney Levine to another term as legal counselor. Both Miller and Levine were then voted substantial salary increases and given a standing ovation.

Martin Britz, Great Falls, Mont., was re-elected treasurer, and Harry Snodgrass, Albuquerque, N. M., was re-named secretary. Clint Pierce, Brodhead, Wis., was re- *(Continued on page 105)*

N. Y. Ops Predict Resort-Season Lag

NEW YORK—Empire State operators began setting up summer locations last week in preparation for the 15-week season which began Decoration Day weekend and ends a week after Labor Day.

In the Catskill and Adirondack mountain areas, where city dwellers spend their vacations and long weekends, an estimated 25 per cent of the locations which were in operation last year will be closed as far as games and music are concerned.

In the other 75 per cent which remain as game and music locations, operators expect that grosses will be well behind last year.

Pias Barred

Their pessimism is based on recent actions of the State Police in barring all pinball games and all games with any free-play features.

Pinball games have long been the top earners in New York State resorts, especially in the mountains and to a lesser degree on the Long Island beaches, and operators have been gearing their routes to pins. City operators, who could not op-

erate pins in the five boroughs, could run a summer route profitably and get off the nut in well under the 15 weeks.

Export Market

By now, most of the pins have been shipped from the State, most *(Continued on page 97)*

L. Beach Votes Down Coin License Boosts

LONG BEACH, L. I., N. Y.—City Council voted down a measure which would increase greatly the license fees of vending machines, juke boxes and amusement games.

Arguing against the proposed increases were Mervin Pollak, counsel for the Cigarette Merchandisers Association, and Tiny Weintraub, CMA executive director.

The proposed law would have set a license fee of \$500 per operator for any coin-operated game or phonograph operated at 5 cents

or more, providing they operate two or more machines, plus \$2 per machine. License fee for one machine would have been \$250. The current law, calling for a \$100 operator's license, plus \$10 per machine, prevails.

Cig Operators

The measure which would have hit cigarette operators was the one calling for an annual fee of \$350 plus \$2 a machine for operators with venders which require the insertion of 25 cents or more for *(Continued on page 107)*

Juke Box Union Case Awaits Court Decision

NEW YORK—The action of the Retail Clerks International Association, Local 1690, RCIA, and the Music Operators of New York against Local 531 awaits the decision of Supreme Court Justice Samuel Coleman.

On Tuesday (28), the defense rested its case. Last week, the plaintiffs had completed their testimony.

The plaintiffs are seeking an injunction which would prohibit Local 531 from continuing its activities in the juke box industry.

They charge that the Al Cohen-Mortimer Pearl union is a paper union more concerned with lining the pockets of the officers and operating as a front for racketeers than it is in bettering the welfare of juke box route employees.

In asking for a dismissal, the defense contended that no damages had been proved and charged monopoly on the part of the plaintiffs.

AMI Schedule New Service School Dates

GRAND RAPIDS, Mich. — AMI is scheduling a series of operator service schools to be held in Grand Rapids, beginning the third week of June, and set to run thru the third week of October. Each individual session will run for one full week.

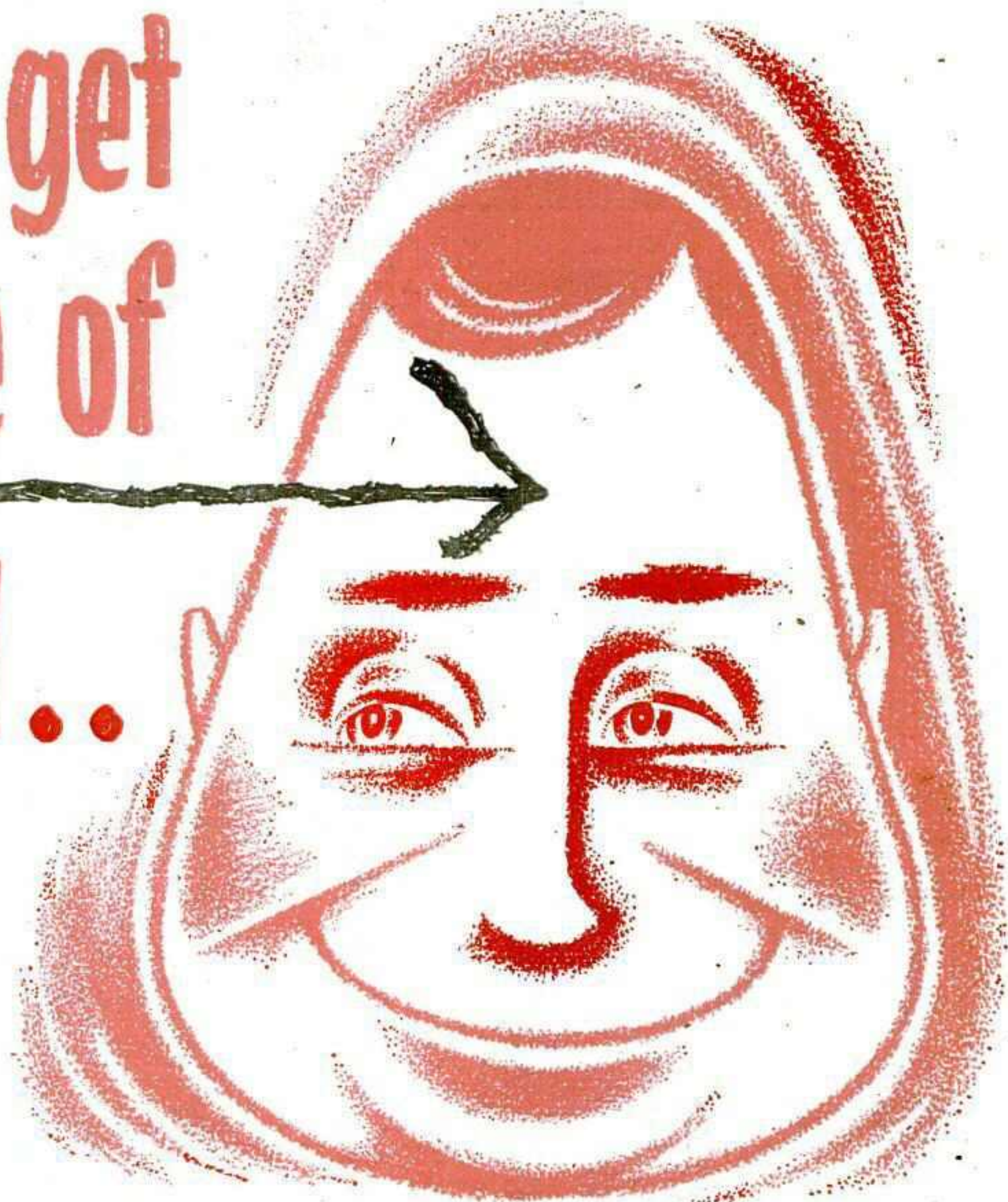
School dates have been set for the weeks of June 17, July 15, August 19, September 16 and October 21.

The sessions are open to any music operator or serviceman who wishes to attend. Classes start Monday morning and run thru Friday, concluding with a hotel banquet Friday evening at which service certificates are presented to those completing the course.

Each student is a guest of AMI for the full week, with his room at a downtown hotel, and all meals furnished free.

Sessions will be keyed to practical training on operation and maintenance of all AMI models, with special emphasis on the firm's new line.

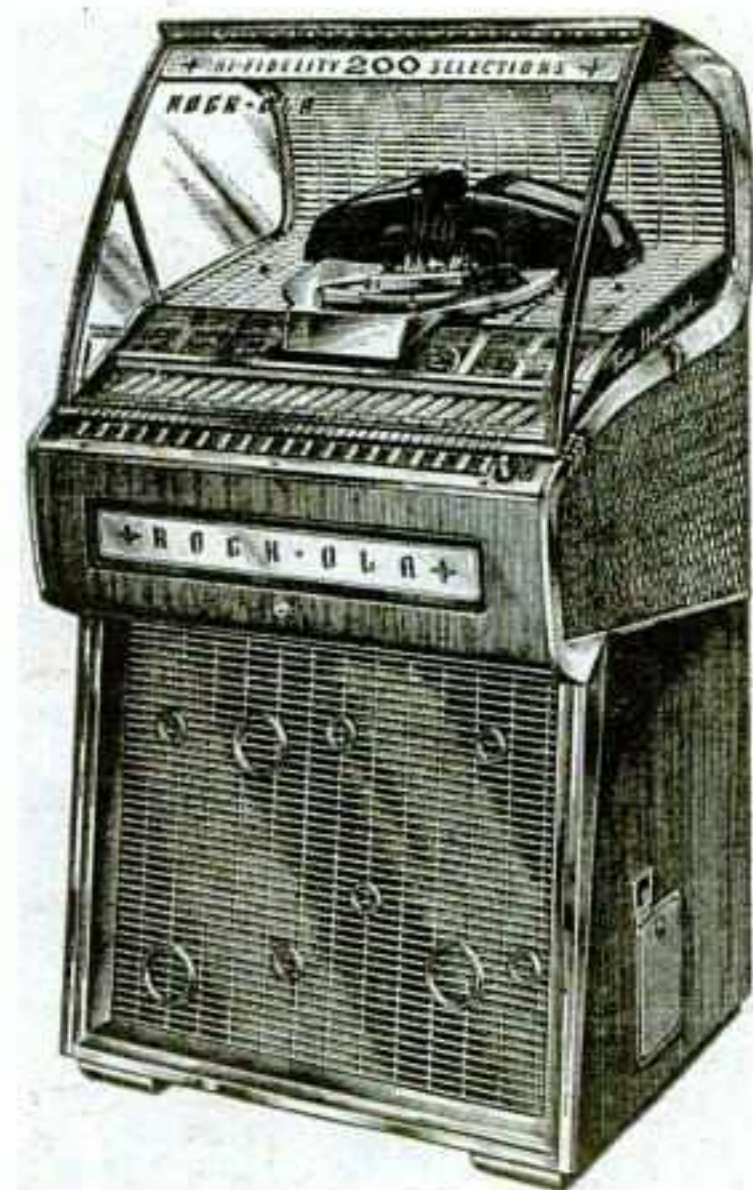
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Peace of
Mind...



when you BUY
ROCK-OLA

the Phonograph that proves itself on location with

- Proven time-tested mechanism*
- Proven time-tested ^{original} rotating magazine*
- Proven time-tested ^{original} rotating program*
- Proven profits with ^{the only} single button selection system*
- Proven service reliability*



200, 120, 50 Selections

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GORDON STOUT (I.) and Clint Pierce listen to questions from the floor during MOA forum panel session at convention last week.



G. NORMAN DITCHBURN (I.), chairman of the Ditchburn organization, London, and R. John Haddock, president of AMI, Inc., two featured speakers at MOA convention in Chicago last week.



JOHN WALLACE (I.) and Howard Ellis (r.) are two MOA officials who played active roles in convention last week.



LOU CASOLA (I.) and Sidney Levine, MOA legal counsel, chat before forum panel on which they were serving gets started at MOA convention.



MARTIN BRITZ (I.) and David Baker, national treasurer and a director of MOA respectively.

English Mfr.-Operator Outlines Juke Growth

Following is a speech by G. Norman Ditchburn, chairman of the Ditchburn Organization, London, given at the Music Operators of America convention May 21:

I feel rather like someone who has arrived at a theater just as the show starts to find himself on the stage with the curtain up. I came to watch and intending to observe the good old Lancashire maxim, "see all, hear all and say nought." But it hasn't taken me long to find out that there is only one person who gives instructions around here, and that's George Miller. So when George says "Tell them your story," there's only one thing to do. So here goes.

Almost exactly 10 years ago I saw my first coin-operated phonograph. I've been over here so long that I nearly said juke box. Before World War II there were a few machines in Great Britain which were operated mainly by showmen as side attractions, as the pins and Arcades. At the end of the war there was a demand from American forces in Europe for juke boxes and to save shipping space a British firm made about 500 and shipped them to occupied Germany. Then the business doubled and we took it over as a prize speculation. My company, Ditchburn Equipment, had never before made a mechanical device.

I became intensely interested in the job and its possibilities, and I foresaw a great future if it were handled correctly. After improving the design and mechanism, we decided to develop the British market by manufacturing and operating ourselves. Well now, after a little less than 10 years, we have a business very small by your standards, but one of which we are very proud.

Competition

As is to be expected, we are not without competition. A number of people have tried to break into the market, but as so often happens with people who try to get rich too quickly, they have mostly failed to make any impression. There is, however, one outstanding exception and that is AMI, Inc., who some years ago started a joint venture with a British engineering firm for the production of some of their models under license. Personally, I welcome AMI because it is a worthy competitor and it has certainly made big strides in the British market. The result is that now AMI and ourselves supply the bulk of the British market.

Our methods of distribution differ, I believe they make and sell thru distributors to operators. We, with our Music Maker, do not sell; we operate our own machines. So I can only tell you of our methods. I do this with some diffidence because we have a saying, "Don't teach your grandmother how to sack eggs." And, altho, some of you have better covers to your

head than I have, most of you are much older and experienced than I am in basic operating.

16-Play Units

Currently, we run a 16-play 78 r.p.m. cabinet model and its counterpart in Hideaway with wall boxes. Average number of wall boxes, two per location. We have a number of 100-selection machines and we have recently marketed our 200-selection model with EP's.

The results from installation of 100 selections in place of 16 selections have been roughly 60 per cent increase in the take. It's too early to judge the effect of 200 selections, but it looks as if we shall get some further advantage from EP's.

Right from the beginning we made it our policy to offer the phonograph as a service and we reckoned we could only do this if we had sufficient income from the machines.

We divide our operation into areas, Scotland, London, Midland, etc., and apart from our service headquarters at the factory in Lancashire, we have small workshops in each area.

Area managers control a staff of one or more mechanics and from six to 10 sales servicemen. The area managers' duties, apart from general supervision, include the purchase of records, requisitioning of spare parts, arranging workshop overhauls, movement of existing machines and the finding of new locations.

The sales and servicemen have a partial responsibility for site-finding and they visit machines as a rule weekly, change the program, service and clean machines, collect and bank money after counting and getting a receipt from the site owner for his part of the take.

We also employ inspectors who may arrive in any district without warning and check up, a sort of internal audit.

Personnel

I'm glad to say that in 10 years we have only had two cases of dishonesty. We pay our men well. It seems that their total remunerations, including expense allowances, is very much the same as yours. After a brief period they all become eligible for a staff pension scheme, and, of course, can supplement their earnings by winning prizes in competition. We hold area meetings at least every two months and area manager's meetings regularly and then we have an annual weekend conference to which we usually invite wives.

We have a general manager, a sales manager, programming department and all the usual office support.

Most of our machines are located in small restaurants and snack bars. There are some in licensed taverns, but our hours of opening are very restricted and as yet the taverns are only of interest to us if they will pay a fixed minimum.

I would be embarrassed if asked to quote figures of the take, but someone mentioned a low of \$7 yesterday. I should consider that low.

Fixed Terms

When it comes to terms to site owners, here I can only speak for my own company. As we still operate in Britain on 3 penny play (worth only about 4 cents) we cannot afford to give it all away. We therefore fix terms and stick to them.

We believe in being fair to all our customers and we budget to spend so much on one set of terms and some another. So we grade ours according to the take, from making a fixed minimum charge

and then allowing up to 25 per cent. This was our maximum until the introduction of the 100-selection and now on a few sites which gross over \$75 weekly we allow 33½ per cent.

We know some of our competitors play on this policy and offer what they call better terms, but the view we take is that the percentage is not so important to the customer as the amount of money he takes in his premise as the result of having mine which is well programmed and a machine which works.

There are many who feel that a greater share should be offered in certain cases to meet competition, but we are adamant. We'd rather lose a location. You could never limit such action to a few sites. It would be the beginning of a general all-round increase in terms with the inevitable result, for as you know, gentlemen, nothing exceeds like excess!

Expansion

The market in Britain is expanding, not at the rate you have expanded here. People's habits are different. We eat out much less than you do. Our premises tend to close early and our licensed bars have limited hours of opening. In many parts of the country either the premises close or music is prohibited on Sundays. Most places now insist on a music license which has to be allowed by the Justices of the Peace who have absolute power to refuse such licenses without giving reasons. The capital cost of equipment is high, due largely to a humble thing called Purchase Tax, e.g., a 200-selection machine now costs over \$1,800.

We haven't got ASCAP, but two organizations are entitled by law to extract fees from us which add up to over \$30 per machine per annum. I'm hoping to persuade your board of directors to lend us George Miller for a few months to put that one right.

Future Good

I would say that the future of the phonograph in Britain is very good. There will undoubtedly be much more competition which will make those of us who are successful keep wide awake, which is as it should be.

Before I sit down, and I'd as soon run across Madison Street with the traffic light against me and a cop on each corner as risk George's gavel, I would like to say how much I and my family have enjoyed being with you. But we are all disappointed. Where are the racketeers, the hoodlums and other exciting people mentioned in one of your magazines? Funny, we have to go back home without knowing what a hoodlum looks like! We have been right across U. S. and Canada and have not seen a single location where a phonograph was anything but a credit to the premises.

We shall go back home from this, our second trip, good supporters of Anglo American Relations. What a pity our two peoples do not see more of each other and get to know and understand our various points of view. All too much we leave to the politicians and read the newspapers who seem to delight in unkind and often unmannerly criticism. We shall not go back and talk of the odd occasions where we had poor service, or the few objectionable people we have met, or even the fog in Chicago. We shall talk of the sunshine in California, of the grand people we have met, of George Miller and Harry Snodgrass and my competitor, John Haddock and the rest of you who have been so kind to us.

Ladies and gentlemen, the provision of music is an honorable occupation. I am grateful for the opportunity of attending your convention. I congratulate you on your excellent organization and I admire your splendid team spirit. Thank you and good luck, Music Operators of America.



HARRY SNODGRASS



BERT BENDER AT THE PIANO

WHERE DO YOU SELL YOUR MUSIC?

This is the Queen's Gambit Club in Chicago. It's a private key club. It has a custom high fidelity sound system. It has a piano bar—and live entertainment. *It also has an AMI "G-200" juke box.* Why? Why does this private, prestige location want the "G"? Because the "G" fits—*anywhere*. Because club members wanted a juke box. Because—if you have the right juke box—you can sell your music in *all kinds of locations*. Why should AMI advertise the "G"—now that the new "H" is out? Because

every AMI juke box is designed to give operators a longer investment life . . . and a longer earning life in *all* kinds of locations.

AMi Incorporated 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927 . . . known by operators for coin-operated music instruments of unrivaled dependability since 1909.
LICENSEE, Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Slesbye, A/S, & Palasgade, Copenhagen K., Denmark.

Memphis Ops Differ on Juke Future

• Continued from page 88

But the squeeze on the operator continues."

EDWARD H. NEWELL: "The collections are the same, but the profit is down. It takes more machines on location now to produce the same profit as five years ago."

"Operating costs have increased considerably since 1952. Salaries are higher, gasoline is higher, so are trucks and records. There is no answer to it right now that I can see. Of course, the operator is always looking for places to cut operating costs wherever and whenever he can. But there are not many places where expenses can be cut."

"Most are fixed expenses, such as salaries, utility bill, cost of records, maintenance costs and the like."

ALLEN DIXON: "The profit picture now is that the operator is not earning as much in 1957 as he did in 1952. Expenses are higher. Equipment is higher. Labor costs are more. Transportation equipment and gas and servicing is higher now."

"I would estimate that the operators' earnings are off 10 per cent now compared to 1952."

"There are more juke boxes on location now than in 1952. It takes more to produce the same net income. Dime play was our greatest hope. But we're in trouble again."

Q. Do you think the 50-cent chute will help any?

A. "I don't think so. I believe our best bet is to get a better commission basis. Right now it's 50-50. It is not fair to the operator when you consider the expenses he bears."

"The only expense the location owner bears is for a little electricity

used to operate the machine. The operator pays for the machine, records and all license, except half of the federal license, which the location owner pays (the federal license is \$10). The operator has to pay for the city, county and State licenses by himself, a total of \$46.25."

"We will have to get a 60-40 commission arrangement for the business to become profitable again. Play on the machines is not what it used to be. Television is a deterrent, too."

GEORGE SAMMONS: "I am not an operator, and I don't face the problems they do, but as a distributor I think the dime play offset the increased operating expenses. There is an average 30 per cent increase in collections with dime play."

"I don't think the operator's investment is more now than in 1952 because they now get more for their money. The phonographs now earn more money for them and they don't need more machines than in 1952. The same number, I believe, will bring the same profit today because we've got bigger and better machines."

"The trend as I see it is that there is an increase in income over what it used to be. Dime play has solved that and I don't think costs have gone so high that the dime play increase won't take care of it."

DREW CANALE: "The situation now is about the same as it was five years ago. The increased costs have been offset by dime play. It is true that costs have edged up a little every year, but dime play has solved that."

"The 50-cent chute will also help. It should take care of any in-

crease in operating costs in the foreseeable future."

"There has been an increase in juke boxes in the city and county every year because we have a growing metropolis, expanding every year. In 1960 there will be more, and in 1970 and so on."

"There has been no great fall-off in profits. Different things affect profits. At the same time, there has been no increase since 1952. Things are about the same. But if it hadn't been for the change-over to dime play, profits would have fallen off about 40 per cent by now."

"I have always looked for ways to cut operating costs. I merged the operation of two routes to cut expenses. But there are some expenses that cannot be cut."

"All operating and maintenance costs have gone up. Machines have gone up. Record costs are up because with 200 machines it costs twice as much to buy records to fill it as it does on 100 machines. But all in all, collections are up and conditions are about the same now profit-wise as in 1952."

A check with Sloan O. Craig, city collector of licenses and privileges, showed a dip in the number of juke boxes licensed in 1952 in comparison with preceding years.

However, top operators say that conditions were unsettled then, because of the Korean war, and some operators probably did not have all their machines licensed. Here are figures showing the trend of machines licensed:

At Jan. 1, 1947-462
At Jan. 1, 1950-838
At Jan. 1, 1952-610
At Jan. 1, 1956-985
At Jan. 1, 1957-1,008

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

June 3—Springfield Phonograph Operators' Association monthly meeting, association headquarters, Springfield, Ill.

June 3—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.

June 4—Washington Music Merchants' Association, monthly meeting, Seattle.

June 4—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

June 4—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

June 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

June 5—Summit County Music Operators' Association, monthly meeting, Akron.

June 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

June 6—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

June 11—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

June 11—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

June 11—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

June 12—New York State Operators' Guild, monthly meeting, Palatine Hotel, Newburgh, N. Y.

June 12—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

June 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

June 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

June 18—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.

June 19—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

June 24—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

June 25—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

June 25—Music Operators of New York, Inc., quarterly meeting, New York.

June 27—West Virginia Music Operators' Association, Board of Directors meeting, McLure Hotel, Wheeling, W. Va.

June 28-29—West Virginia Music Operators' Association, State convention, Wheeling, W. Va.



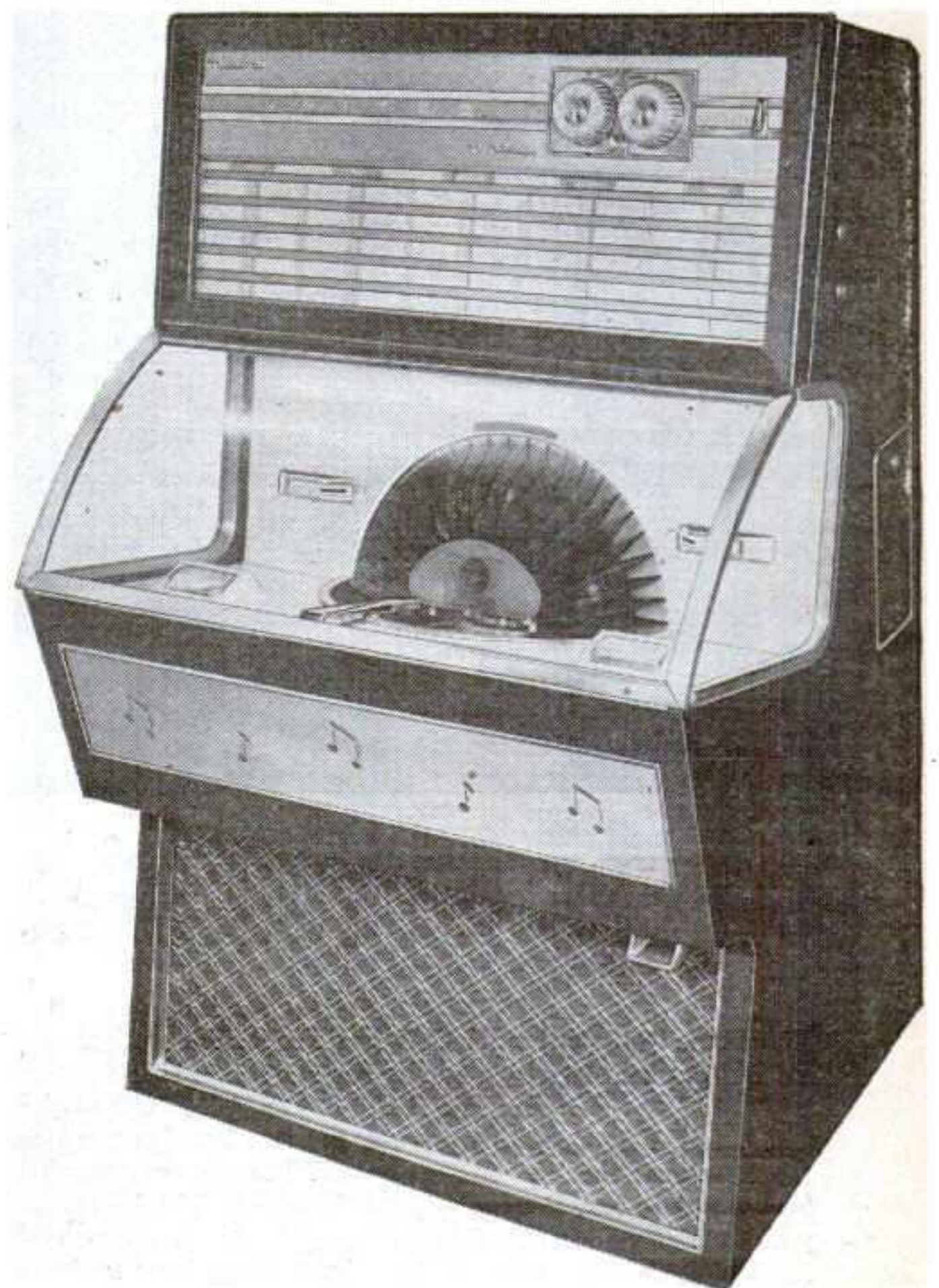
Be an early bird

Production facilities are rapidly expanding at United to meet the terrific demand for the sensational new, simplified United Phonograph, featuring many new major engineering developments that put more profits in the operator's pocket. It will pay you to keep informed. Write directly to United for the very latest information and earliest delivery dates. Your early action will bring faster delivery to you. Write today.

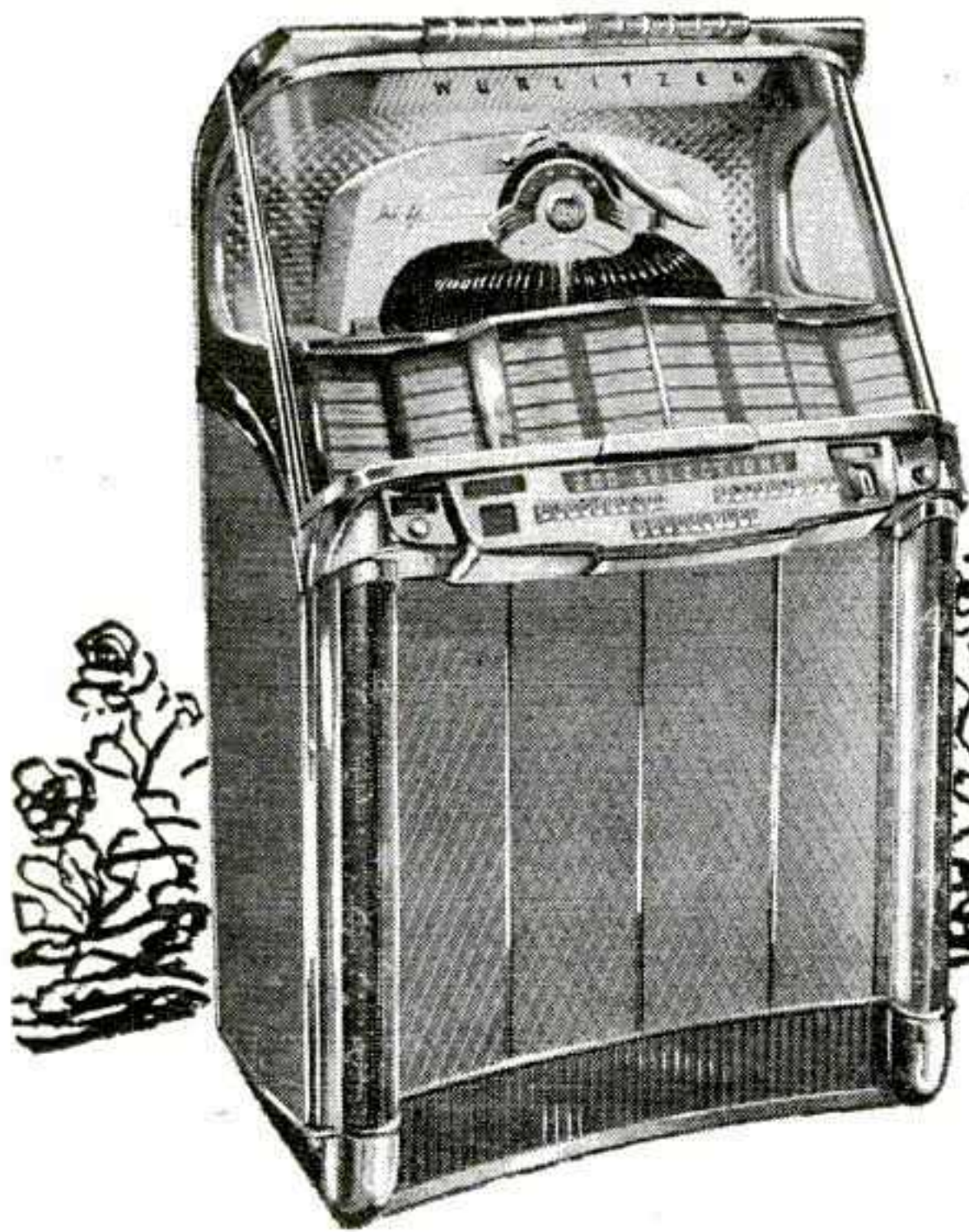


UNITED MUSIC CORPORATION

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Where those who expect the best gather to enjoy the best . . . there you'll find the Wurlitzer 2100.

Designed to reproduce music with breath-taking clarity, this beautiful phonograph is styled to subtly compliment any decor.

It is the favorite of people who recognize and appreciate the ultimate in fine musical performance.

WURLITZER • NORTH TONAWANDA, NEW YORK
Established 1856

Mills Industries, Heinz Sue Each Other on Vender Deal

Mills Asks \$1,750,000; Heinz Claims Food Units Inoperative, Asks \$750,000

DETROIT — Mills Industries, Inc., and the H. J. Heinz Company are principals in a cross-suit in Federal Court here over an alleged breach of contract in a previous lease agreement between the two first on hot food vending machines, it was learned last week.

At press time, no dates for court action had been set.

Mills Industries, a subsidiary of the F. L. Jacobs Company, filed a suit May 21 against Heinz for a total of \$1,750,000. At the same time, Heinz filed a counter suit against Mills and Jacobs for \$750,000.

Mills' Traverse City, Mich., plant has not been in production since last December, and is currently shut down, altho Mills Industries continues as a corporate entity. At press time, no Mills official could be reached to learn of the firm's plans for the manufacture of vending machines.

2,000 Units

Mills states in the suit it got an order in 1955 from Heinz for 2,000 hot food venders that were to be leased to vending operators by Heinz. Each machine was to cost \$495.

Mills says the firm delivered 937 of the venders to Heinz and offered to deliver the remainder but that Heinz refused to accept them. Damages are claimed for expenses and the loss of \$1 million profit.

Heinz in its counter suit states that it paid Mills \$481,635 on machines delivered but thereafter received numerous complaints from operators and locations that the venders failed to operate as specified.

The complaints, Heinz claims, stated the machines could not be kept in repair. Heinz asserts that neither Mills nor Jacobs have made the machines workable, adding that 376 venders have been returned.

The lease program between the two firms was begun early last year with Mills beginning production on the units in March. Under the program, Mills was to sell outright the

(Continued on page 95)

Brass Rail Named World Fair Caterer

Restaurant Chain to Bring Vending Machines To Brussels; Outdoor Test Seems Successful

NEW YORK—The Brass Rail restaurant chain has been appointed official caterer for the 1958 World's Fair to be held next April thru October in Brussels, Belgium.

According to Eli Elbert, in charge of the BR vending operations, the chain plans to lean heavily on American vending machines in catering at the exposition.

The chain will work with vending machine manufacturers in an effort to introduce new machines to exposition visitors.

Month Operation

Meanwhile, the Brass Rail has completed its first month of operation at its three-machine outdoor battery on the 36th Street side of its Eighth Avenue outlet.

The battery, which was installed May 1, consists of a McCann hot dog machine; an Apco drink machine with three carbonated drink selections and three selections of hot coffee and hot chocolate, and a three-selection Vendo ice cream unit.

Elbert said that while the installation hasn't been making any big money, the results of the test have been satisfactory enough to consider similar installations on other BR outlets.

He explained that the unit should do best in hot weather, and that summer is just around the corner. Hot dogs vend for 20 cents, as the competition from local stand operations is such that a 25-cent vend would fail to attract customers.

One advantage the Brass Rail

(Continued on page 104)

Rowe to Show Vending Line On West Coast

NEW YORK—The Rowe Manufacturing Company will exhibit its line of vending machines: Thursday, Friday and Sunday (6, 7 and 9) at the Boulevard Room of the Hollywood-Roosevelt Hotel, Hollywood.

The showing was picked to coincide with the West Coast National Automatic Merchandising Association Regional, Saturday (8).

Machines to be shown include the hot food unit, the 11-column candy vender which has just gone into production, the 14-column Ambassador cigarette machine, the 20-column cigarette console and the 5-cent gum unit.

The showing will be in charge of Joe Mendel, Western division sales manager.

Rowe Pushes Its Theater Vending Unit

NEW YORK—Rowe Manufacturing Company is marketing a three-machine vending combination as its Showcase Theater Vending Unit.

The combination includes candy, drink and cigarette machines. List price is \$1,753.50, while all the machines in the unit have been in production for some time, cabinet displays on the drink and candy machines are especially designed for theater use.

Heading the drive to increase Rowe sales in theater locations is John A. Hopson, national sales manager, theater vending division.

1958 NATD Meet Set for Miami Beach

NEW YORK—The 1958 convention of the National Association of Tobacco Distributors will be held at the Hotel Americana, Miami Beach, Fla.

The selection of Miami Beach was the result of a poll of NATD members. About 65 per cent of those voting chose the Florida resort.

Due to the physical layout of the convention site, there will be fewer exhibit booths for manufacturers than were available in the 1957 convention in Chicago.

Space will be allocated on a first-come-first-served basis.

Bally Names A. T. Murray To Sales Post

CHICAGO — Bally Vending Corporation has announced the appointment of Alexander T. Murray as sales representative for the firm. Fred Mills, Bally Vending sales manager, in making the announcement said that Murray would join the firm June 1, and would be responsible for the Michigan and Ohio territories.

Murray has had approximately 10 years' experience in the vending industry. He started in the business as a sales representative for Mills Industries (Chicago), later moving to Vendorator Manufacturing Company as regional sales manager. Before joining Bally, he was associated with Coan Manufacturing Company as a sales representative.

He is married, with three children and has permanent residence in Wisconsin Rapids, Wis.

Hebel Names 5 Distributors

ADDISON, Ill. — The Fred Hebel Corporation announced the appointment of five new distributors for their ice cream venders and field kitchen hot food venders.

George Howden, Birmingham, Ala., will handle sales for Georgia, Alabama, Mississippi and Tennessee.

Walter H. Strauss, Westbury, N. Y., will handle sales for Manhattan, Bronx, Brooklyn, Queens, Staten Island, Long Island, Westchester and Connecticut.

Albert E. Krasick, Minneapolis, will cover Minnesota, Wisconsin and North and South Dakota.

Texas Associated Enterprises, Amarillo, will handle sales for the State of Texas.

Vendors Equipment & Supply Company, St. Louis, will represent the firm in Eastern Missouri and Southern Illinois.

EDITORIAL

An Operator Speaks Up

An unsolicited letter we received from Dave Yurmark, head of Mark Vending, Clifton, N. J., a highly successful bulk vending operator, appears elsewhere on this page.

We think the five men who protested our editorial attack on National Vendors Association (in letters we reprinted last week) should read Yurmark's letter well.

After all, it is the Yurmarks the leaders of NVA must set out to convince of the value of attending NVA conventions.

But we don't think further comment on the inadequacies of NVA conventions is necessary. We do strongly feel—as we said last week—that the time for action has come. That NVA's leadership must begin now to plan the 1958 convention to get the attendance such a meeting justifies.

We will then have the happy privilege of urging all operators to attend.

We outlined last week several suggestions for NVA in licking its twin problems of membership and convention attendance. We hope that action will start along these lines—or along some other lines—soon.

VACATION

NVA Meet Lacks All, Op Writes

Following is a letter sent us by a bulk vending operator in reply to an editorial which appeared in the May 13 issue.

Our third editorial on this matter appears elsewhere on this page. We welcome letters. Write: Coin Machine Editor, The Billboard, 188 West Randolph Street, Chicago, I.

To The Editor: I agree with your editorial on the NVA 100 per cent.

I found the convention lacked everything. I went with the purpose of learning information, seeing new merchandise and new machines.

I came back very disappointed. Nothing new, nothing learned and nothing gained.

The only good thing I got out of it was a three-day vacation which I could have spent in a nicer place.

Dave Yurmark
Mark Vending Company
Clifton, N. J.

Bally Plans Showings on West Coast

CHICAGO — Bally Vending Corporation will hold a series of four showings of its hot drink vender for operators on the West Coast during June.

In Los Angeles a showing will be held at the Alexandria Hotel—Thursday (6) and Friday (7).

In San Francisco, showing will be held in the Cyprus Room of the Sir Francis Drake Hotel—Tuesday (11) and Wednesday (12).

Bally has also scheduled two showings to be held simultaneously in Seattle and Portland, in the offices of Dunis Distributing Company, Friday (14) and Saturday (15).

NEW LONDON, Conn.—A bill of sale has been filed with the town clerk in which Automatic Vendors, Inc., of New London, sold an undisclosed stock of cigarette and candy machines and other equipment to Frank Marks, also of New London, and Acme Automatic Sales. No purchase price was stated.

Cig Sales Hiked 3.4% Over 1956 1st Quarter

CHICAGO—Cigarette vending should be enjoying a banner year, according to national consumption figures released by the Tobacco Tax Council showing a 3.4 per cent increase for the first three months of 1957 compared to last year.

The percentage represents a total of 120,661,000 more packages smoked by the American public for this year's first quarter.

The Council figures are compiled from actual packages taxed in 43 States. Figures are not available for the five States that have no tobacco tax.

The figures take on even more meaning when it is considered that of the total States reporting, 36 showed actual increases in sales, with only 7 reporting any decline.

This is two more than last month, when only 34 States reported increases for the first two months of 1957 compared to last year.

March of this year appeared to be a strong buying month. While only 1.3 per cent ahead of March of 1956—compared to February of

this year, the increase is a whopping 33 per cent.

While the sharp climb is difficult to pin down, many vending operators feel that the public has finally recovered from recent cancer scares and is again following their normal smoking habits.

Cig Vending Firm Sold in Honolulu

HONOLULU — Agreement to purchase the Pacific Tobacco Company from owners Martin and Irving Bromley by the Island Tobacco Company for \$250,000 was announced this week. Harold T. Okimoto, owner of the Island Tobacco Company paid \$50,000 cash upon the execution of the agreement and the \$200,000 balance will be paid with 5 per cent interest at a rate of \$4,200 a month.

The Pacific Tobacco Company operates more than 650 cigarette vending machines on the island. The sale will enable Island Tobacco Company to expand its wholesale operations in the cigarette vending business.

PERFECTLY RECONDITIONED

8-Col. Rowe or 9-Col. National CIGARETTE VENDING MACHINES

to sell at 25c or 30c only

\$85.00

to sell at BOTH 25c and 30c

\$95.00

WRITE, WIRE OR REVERSE CHARGES Paducah 20592

T. O. THOMAS CO.
1572 Jefferson Paducah, Ky.

Vending Machines since 1937

Mills Industries

Continued from page 94

machines to Heinz. Heinz in turn leased the machines to vending operators at a monthly fee of \$23.50 per machine. The machines stocked Heinz products.

According to reliable reports, the chief complaint of operators against the machines was the coin mechanism which was of Mills' design. In December, 1956, Mills announced it would produce a three-selection unit in addition to a six-selection model and would sell machines outright to operators.

But in the same month Mills stopped production altogether.

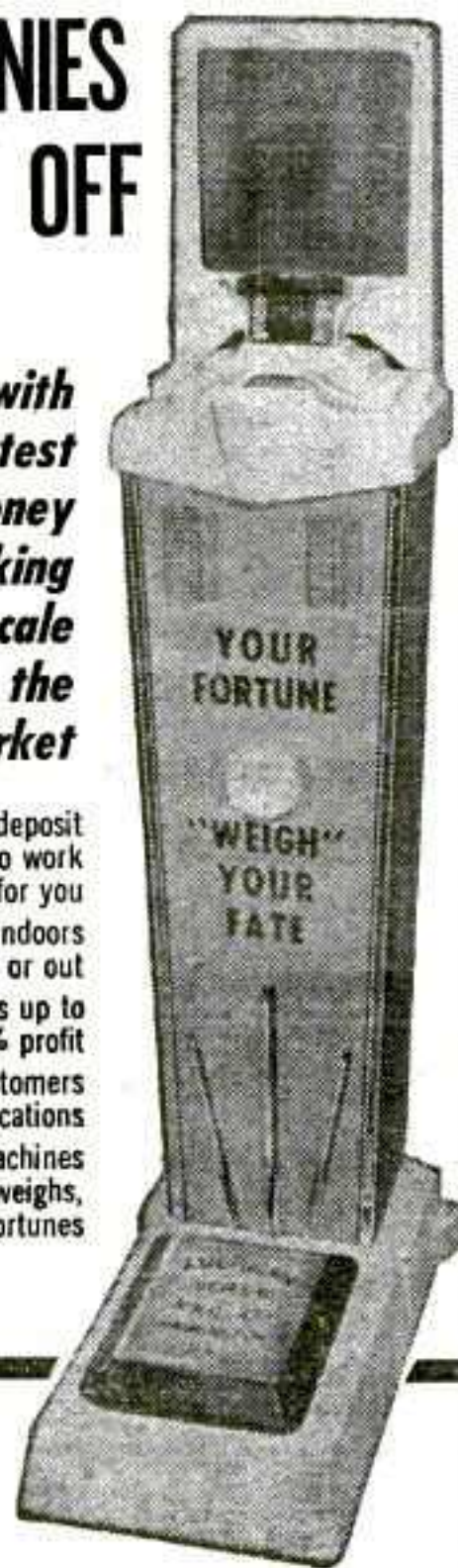
A Heinz spokesman last week confirmed the fact that the Heinz vending service department was still active in servicing machines bought under the lease program.

Heinz stated that machines on location—except for those returned by operators—were under the lease program.

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St., N.W., Washington 7, D. C.
Send more details Send scale
\$20 deposit enclosed
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

COINMEN YOU KNOW

Chicago

By NICK BIRO

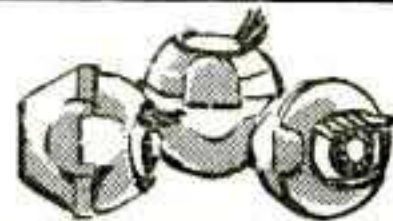
Joe Schwartz, National Coin Machine Exchange chief, has hired a linguist to help process National's expanding export business. She's Margo Helton, who'll work with Mort Levinson and Vi McCarthy in an effort to catch up on orders. . . . Ron Schwartz is ready to take off on a sales trip thru Iowa for National.

Fred Kline, First Coin Machine Exchange's personable salesman, is marking time at Edgewater Hospital following serious injury in an auto accident while touring the Illinois sales territory. Meanwhile,

brother Joe Kline, and Wally Finke and Sam Kolber, all working extra hours at the North Avenue headquarters. Pete Stringer is the new sales staffer at Empire Coin Machine Exchange. He'll travel the territory with Jac' Burns, Empire's gas-burning veteran.

Herb Tekip, Arcades manager at Riverview Park, spent part of the winter in Cuba. Now he's back at work, with Riverview opened up for the summer. . . . Also ending his recent vacation is Ed Levin, who returned from a two-week stay in Hot Springs. . . . Newest addition at Wico Corporation plant is Harry Smith, a full-blooded Navajo from Gallup, N. M. Max Wiczer, president of the firm, hired Harry (Continued on page 96)

"Eyes Right!"



Yes, all eyes are right on us with our **Magie Eye**. The most appealing, fascinating charm in years. Beautifully designed, realistic eyelids! (Tilt it down, the eye opens—tilt it up, the eye closes.) The hit of the N.V.A. show! So sensational you won't believe it until you see it. Available at your Distributors.

PRICE: **\$8.50** per gross

M. J. Ableson

2033 Fifth Avenue Pittsburgh 19, Penna. Atlantic 1-6478

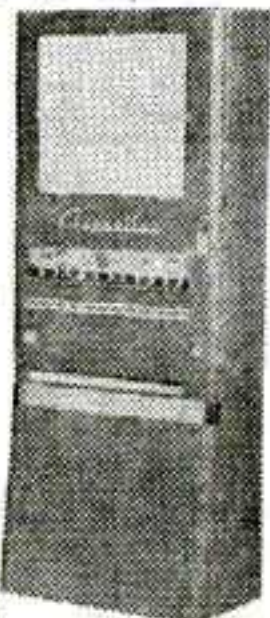
ROUTE FOR SALE

Good paying ball gum route consisting of Paper's Victor machines. Approximately 1,000 on location in Des Moines, Eastern Des Moines and southern portion of Illinois. Will sell all or part. Priced to sell.

Write: **Box 894**
The Billboard
188 W. Randolph St., Chicago 1, Ill.

JOBBER WANTED

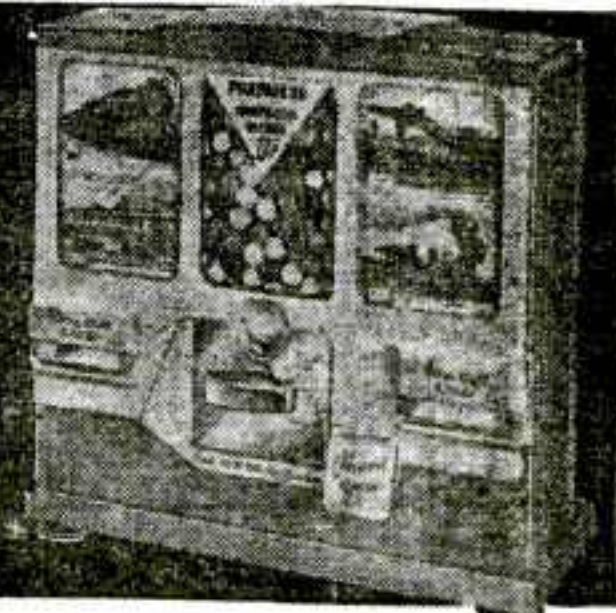
With qualified sales organizations to handle **LOW-PRICED LINE OF CIGARETTE VENDORS (3 SIZES)**
With or without 3-tube penny changer.
None finer quality; none lower in cost!
Also candy, cookies, postage stamps, etc.



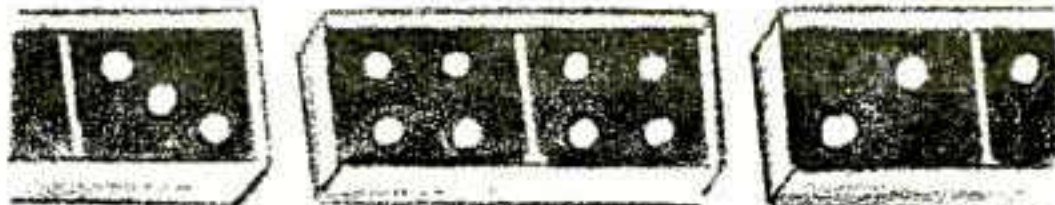
OUR 25th YEAR!
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

OAK'S "PREMIERE"

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.



Dominate with Dominoes!



REAL DOMINOES • Collect a Full Set

Kids will want the complete set. Big enough for a real game . . . gold or silver vacuum plating. A collector's item!



The **PENNY KING** Company

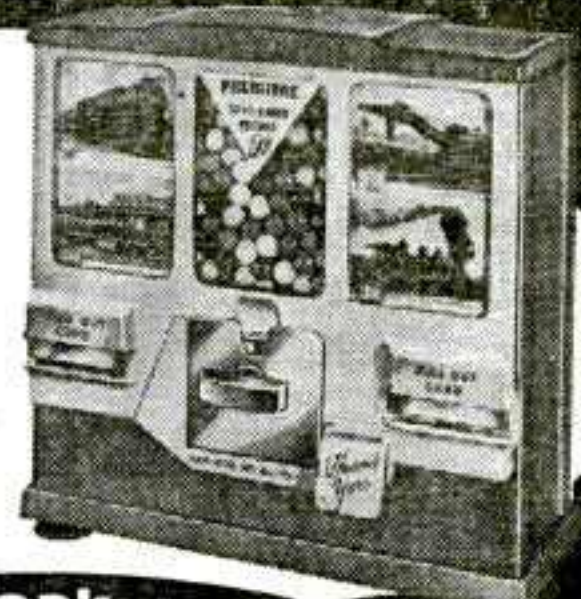
253 Mission Street, Pittsburgh, Pennsylvania
World's Largest Selection of Charms

NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

the new OAK'S "PREMIERE"

vends **Ball Gum and Picture Card both for 1c**

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's "400" capsule vendor

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!



contact your **DISTRIBUTOR** or

West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
1023 So. Grand Avenue, Los Angeles, California
OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office
M. J. ABELSON, Phone: AT 1-6478
2033 Fifth Ave., Pittsburgh, Pa.

Ball and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 37¢ lb
Chicle Ball Gum, 130 ct. 35¢ lb
Clor-o-Vend Ball Gum 40¢ lb
Clor-o-Vend Chicks, 320 ct. 40¢ lb
Chicle Chicks, 320 & 520 ct. 36¢ lb
Bubble Chicks, 320 & 520 ct. 27¢ lb
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt Pleasant • Newark 4, N. J.

J. SCHOENBACH

Distributor For **oak Manufacturing Co., Inc.**
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.C.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mide.	7.45
ABT Guns	30.00
Acorn, 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.49
Pistachio Nuts, Large Tulip	.57
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Shell	.43
Cashew Whole	.66
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Bio Ball Gum, 60 ct.	\$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-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

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngore 4-6467

GIVE TO DAMON RUNYON CANCER FUND

Experienced Operators Say: **"YOU MAKE MORE MONEY WITH.."**



VENDING EQUIPMENT" PROVE IT TO YOURSELF!

Just try a Model 49 all-product vander on your route and see for yourself how you can make more money. It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.



THE NORTHWESTERN CORP.
2671 ARMSTRONG STREET MORRIS, ILLINOIS

COINMEN YOU KNOW

Continued from page 95

as a milling machine operator and is so pleased with his work that he'll promote him to welder shortly.

New York

By AARON STERNFIELD

New York operators and servicemen are invited to attend the Wurlitzer service school, to be held the week of June 9 at Lake Placid, N.Y. Those interested in attending are advised to call Joe Young at Young Distributing. In charge of the school will be Joe Hrdlicka, factory service manager, and Hank Peteet, factory field engineer. . . . Bill Suesens, Broadway Music Service, and Mrs. Suesens, returned from a three-week Canadian

fishing vacation. The Suesens have been giving away a lot of fish to their neighbors.

Tom Gobel of Beacon, N.Y., was a recent visitor to the city. . . . Abe Lipsky of Young Distributors says used 45's are hard to get. . . . Murray Kaye of Atlantic City, New York, says that 40 to 50 servicemen have been attending the Monday service schools at the

shop. The schools will continue thru June.

Nate Sugerman, son of Barney Sugerman, Runyon Sales, receives his master's degree from Columbia University, Tuesday (4). He already holds a Bachelor's degree from Bucknell University. . . . Ed Decepoli, son of Carmine Decepoli, Sun-Glo Shuffleboard, visited his father when the U.S.S. Iowa docked in New York. Ed, who is serving with the Marines, sold

some equipment in Germany, Italy, Greece and Turkey while he was in those countries. . . . Mr. and Mrs. Humbert Betti, Jr., prominent New Jersey operators, recently became parents of a son, their third child. . . . Bob Slifer of Young Distributors has been busy in the field.

Nearly 400 persons are expected to attend the sixth annual dinner-dance of the Westchester Operators Guild, to be held Tuesday (4) at the Holiday Inn, Scarsdale, N. Y. Music will be provided by

(Continued on page 99)

BOYS & GIRLS JUST LOVE BUTTONS

THEY WEAR THEM - COLLECT THEM - TRADE THEM

START A BUTTON CRAZE in your territory by using them in your machines.

BASEBALL

ROCK-N-ROLL

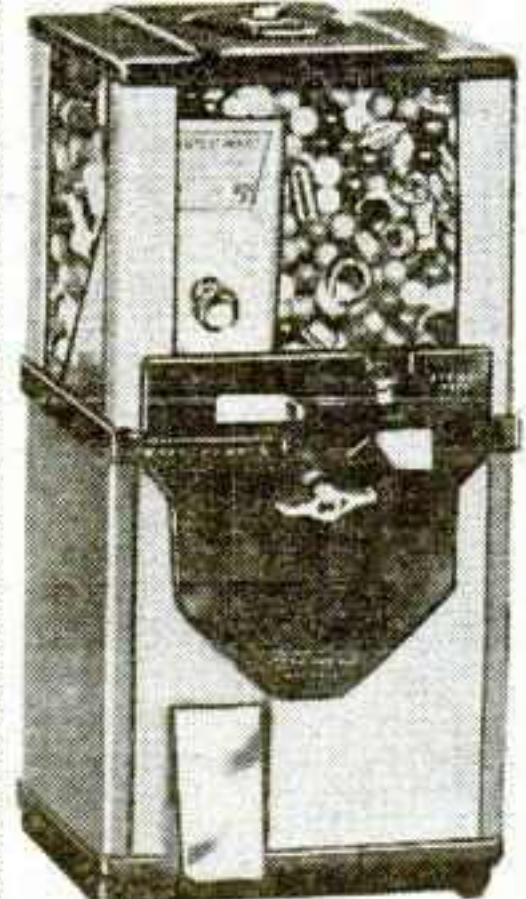
ELVIS PRESLEY

PLAN now to use BUTTONS. We will have... NEW - EXCITING - CLEVER BUTTONS COMING UP...

CONTACT THE FOLLOWING DISTRIBUTORS FOR SAMPLES & PRICES

- Automatic Merchandisers, Indianapolis, Ind.
- B. J. Becker Vending Service, Berkeley, Mo.
- B. K. Bittman, Kansas City, Mo.
- B & J Sales Company, Toledo, Ohio
- Ellingsworth Supply Co., Minneapolis, Minn.
- Folz Vending Co., Inc., Oceanside, N. Y.
- Gardner-Losa Co., Louisville, Ky.
- Graff Vending Co., Dallas, Texas
- Horn's Vending System, Youngstown, Ohio
- H. B. Hutchinson, Atlanta, Ga.
- King & Company, Chicago, Ill.
- LeBlanc Vending Co., Breaux Bridge, La.
- Miller-Newmark Distr., Grand Rapids, Mich.
- Northwestern Sales & Service, Boston, Mass.
- Northwestern Sales & Service Co., New York, N. Y.
- Ohio Gum Supply Corp., Wickliffe, Ohio
- Parkway Machine Corp., Baltimore, Md.
- S & P Distr. Co., Clayton, Mo.
- J. Schoenbach Co., Brooklyn, N. Y.
- Sidmore Vending Co., Pittsburgh, Pa.
- Standard Supply Co., Oakland, Calif.

2 GREAT MONEY MAKERS



SUPERMART VENDORAMA
With the Sensational LOOK-SEE VIEWER

and **PLAYBALL**



See Your Nearest **VICTOR** Distributor **QUICK**.
Write for Prices and Details
Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.
Manufacturers of the World-Famous Line of **TOPPER** Vendors

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

Ring Up Sales With 'WEDDING RINGS'

HIS HERS

Kids will want to "go steady" when they see your Wedding Rings and you will have a steady flow of profit from your machines. What better time than JUNE for RINGS . . .

ORDER NOW!

ASST'D SIZES (Silver or Hamilton Gold Plated) \$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

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

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

WEIGHT, 165 LBS.

Invented and made only by

WATLING

Manufacturing Company
4650 W. Fullon St. Chicago 44, Ill.
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ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/4" by 2" by 3/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c	\$ 8.50
Acorn, 5c	10.00
N. W. Model 49, 1c or 5c	8.50
Master, 1c and 5c	8.50
3 Col. Hot Nut	22.50
Asco Hot Nut	7.50
N. W. Model 39	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
Columbus, 5c, NEW	8.50
Perfume Machine	19.50
Ball Gum Hunter Machine	12.50
Silver King for 100 cl. Ball Gum	9.00
Shipman Stamp Mach., 2 col.	15.00
Baby Grand Rockets, 5c	7.50

SEND FOR 1957 CATALOG and Merchandise Lists!

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

VICTOR'S PLAY BALL

Sensational 210 Ball Gum Vendor

Snap the Ball through the air until you make the Pocket, then Player receives gum.

Vendor Holds 12 lbs. of 210 Ball Gum

Takes in	\$25.20
Cost of Gum	3.60
Pay location 25%	6.30
Your Net Profit is	15.30

PRICE \$19.75 EACH
Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

SPORTS MEDALS

be a champ at any sport!

SNAP ON MERIT BARS
for . . . Football - Fishing - Tennis - Swimming - Boxing - Baseball - Basketball - Hockey . . .

GIRLS CAN USE Merit Bars for BRACELETS

Plastic \$7.00 per thousand
Vacuum Plated 9.50 per thousand
at your distributor or

Karl Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER 8-COLUMN CANDY, 160 capacity, prowar model . . .	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prowar model . . .	80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model . . .	165.00
ROWE 8-COLUMN CANDY, 120 capacity	60.00
ROWE CANDY MERCHANT	99.50
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb.	97.50
DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column	87.50
NATIONAL CANDY, 9 column	75.00

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

ROY TORR

Lansdowne, Pa.



VICTOR'S PLAY BALL

Sensational 210 Ball Gum Vendor Fast Money Maker

PRICE \$19.75 EACH F.O.B. FACTORY

Write or Phone

Birmingham Vending Co.
540 Second Avenue No., Birmingham 4, Ala.
Phone: 54-7526

METAL NUTCRACKER

Opens & Closes

An Exact Miniature of a Nutcracker. Metal is the Right Material to use.

5,000 and up . \$10.50 per 1,000
1,000 to 4,000 . \$13.00 per 1,000

f.o.b. Jamaica, or at Distributors

The IDEA inherent in this Gimmick is sound as a NUT. Executed exactly Right. Does Right by you.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35 L.I. N.Y.

METAL NUTCRACKER

Opens & Closes

An Exact Miniature of a Nutcracker. Metal is the Right Material to use.

5,000 and up . \$10.50 per 1,000
1,000 to 4,000 . \$13.00 per 1,000

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The IDEA inherent in this Gimmick is sound as a NUT. Executed exactly Right. Does Right by you.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35 L.I. N.Y.

Report More Mfrs. Consider Duck-Pin Move

CHICAGO—Trade sources here reported last week that at least two more game manufacturing firms are considering adding duck-pin balls to coin-operated bowling games.

Exhibit Supply Company, Chicago started the move when they showed their Tru-Bowler conversion unit at the Music Operators of America Show, May 19-21. The conversion utilizes 4½-inch Brunswick duck-pin balls and new pin trip mechanism. It was one of the top attention-getters among the MOA amusement displays (The Billboard, May 27). Exhibit is already shipping the units.

The duck-pin idea is now reportedly in the experimental-development stage at other game factories.

CIAA Skeds June 4 Meet, Invites All Ops

CHICAGO — The Chicago Independent Amusement Association, local game operators group, is inviting both members and non-members to turn out for its meeting Tuesday night (4) at 9 p.m. in the Pine Room of the Congress Hotel.

A CIAA bulletin going out to all members last week pointed out that the association's sole interest is in "building a better industry for all," and that this can only be accomplished by "all planning and working together and by getting all operators to join with the association so that it will have real unity."

Refreshments at the June meet will be co-sponsored by Charles Pieri, Monarch Coin Machine Company, and Fred Minter, Gateway Distributing Company.

Suffolk-Nassau Ships Games and Jukes to Greece

FREEMONT, L. I., N. Y.—Suffolk-Nassau Amusements, local operator and distributor, last week made its first shipment to Greece, with 15 phonographs and 10 pin games going to an Athens distributor.

Gabe Forman, S-N executive, said that few barriers exist to the exporting of coin equipment to Greece. He feels that the Mediterranean country can develop into a good customer for used equipment.

Berger Reduces Installation Time on Bowling Conversion

NEW YORK—Harry Berger of West Side Distributors announced that he has modified his shuffle alley-to-bowling game conversion in an effort to reduce installation time.

Berger explained that the new conversion may be installed in two and a half hours. Previous installation time was six to seven hours.

The new conversion requires no routing out of the old surface and allows the operator to use the

Exhibit Ships Tru-Bowler, Readies Gun

CHICAGO — Exhibit Supply Company, following initial showings of its new Tru-Bowler conversion unit and Pop-Gun Circus gun game, is in shipment on the conversion and in production on the gun.

Sam Lewis, president, said reaction to both pieces at the Music Operators of America show here May 19-21, was good, and reported the bowler conversion going particularly well in the Michigan area.

Tru-Bowler consists of a cabinet unit which can be combined with any type of shuffle bowler to update the machine into a bowler utilizing 4½-inch duck pin bowling balls. Pop-Gun Circus features ping-pong balls shot from an air-compressing pistol at bobbing comical targets.

House Committee Favors Fed. Tax

WASHINGTON—Remote control amusement and gaming devices will be subject to the same federal levies as coin-operated devices, if the House Ways and Means Committee has its way.

A Committee report issued last week (27) voiced unanimous approval of a provision in Representative Forand's (D., R. I.) Excise Tax Technical Change Act which would bring the remote units under the Internal Revenue Code.

Proposed legislation will impose a \$10 or \$250 tax on remote machines if they are "similar to an otherwise taxable machine." (The Billboard, May 13.) The Committee report pointed out that while the revenue gain from the provision will be "negligible," it believes that coin-operated and non-coin-operated machines should be "on the same footing."

Action on the bill is expected to take place in the House early this week.

Chi Game Trade Gives Solid Backing to UJA

CHICAGO — Members of the Chicago amusement game industry were among representatives of the Amusement Division of the Combined Jewish Appeal who contributed \$65,000 at a campaign dinner May 24 at Fritzel's Restaurant here.

Gil Kitt, president of Empire Coin Machine Exchange, is chairman of the Division, which is a major branch of the 1957 Chicago campaign to raise \$10,500,000 to help rescue and resettle in Israel and other countries more than 125,000 Jewish refugees now in flight from Egypt, Eastern Europe and North African countries.

same rollovers. List price is unchanged—\$169.50.

He added that the conversion may be used as a straight bowling game or as a rolldown. He reported orders at the recent Music Operators of America show were heavy.

Charlie Katz, West Side sales manager, left Monday for an eight-week trip which will take him to every section of the country except East. The trip begins in Miami and ends in Seattle.

N. Y. State Game, Music Operators Set for Sub-Par Summer Season

Pinball Ban Forces Ops to Abandon 25% Of Resort Locations; Juke Play Suffers

• Continued from page 88

of them winding up on the export market. The few remaining games are stored away in garages and basements awaiting the day, if it ever comes, when an operator can place them on location without fear of raids.

Bowlers, pool games, shuffle alleys and gun games are replacing pins on summer locations, but only to a limited degree. For the most part, these games don't show nearly

the profit that pins do on summer locations.

While no accurate survey has been taken in regard to what the average summer stop does, a scattered sampling of operators indicates that it's about \$450 in 15 weeks, with the operator getting \$225 after commission.

As a rule of thumb, pins have been taking in \$2 for every \$1 taken in by juke boxes, with the

pin average \$20 a week and the juke running about \$10 a week.

Jukes generally do poorer in relation to games on summer locations than they do in year-round stops. This situation is caused by the number of player pianos, impromptu singers and planned activities in resort areas.

Except on the better stops, music is a break-even or only a slight-profit proposition; the games have (Continued on page 106)

Tots Rock, Too, on Coin-Operated Rides

Parents Pay \$5,500,000 Yearly to Seat Kids on Rockets, Motorcycles, Reindeer

• Continued from page 1

is accelerated by foot-pedal and is accompanied with whining siren. "Speeds" of up to 50 m.p.h. are registered on a speedometer. Forerunner of the Bike was the Bally Model T, a scale model of the legendary Ford automobile.

Kiddie-ride operators generally take about 60 per cent of gross receipts, the remainder going to the location. Most operators feel that they can't give better than a 40 per cent commission and operate at a profit, and most locations don't begrudge the fact. The rides usually bring in added customers and keep them at the location for a longer period of time.

Deliver 345,000,000 Spins
Leading firms in the business estimate that kiddie rides have served up 345,000,000 flings to the young 'uns since 1949, with the yearly totals over the 50,000,000 mark since 1952.

But the business is a highly competitive one, and the trend is for larger operators to continue growing, while smaller operators grow smaller or sell out. A few operators have locations throughout the nation; others concentrate in the Northeast, Midwest and other sections. Smaller firms operate in city or neighborhood areas.

This year, the ninth anniversary year of the business, profits per ride, due to higher operating and equipment costs, are down, but operators are concentrating on volume, and over-all gross sales are expected to increase. Weekly average grosses have gradually slid from \$50 in 1949 to \$18 since 1955. In 1956 an estimated 9,100 rides averaged \$600 grosses for the year.

Where 10 manufacturers served the field in 1952, today only a handful of manufacturers produce coin-operated rides in quantity, but the rides are known to hold up for years and an operator is often satisfied with addin gone good new line of rides to his routes per year.

Kiddie-ride operators are proud of the fact that they have maintained a remarkable safety record over their eight-year history, have upheld the reputation of their equipment as a sales stimulant to locations and by nature of the accounts they hold, have not tolerated the infiltration of their business by fringe elements often present in other industries.

Irving Kaye Set For Delivery on Pool Conversion

NEW YORK—The Irving Kaye Company is delivering its pool conversion which makes a six-hole pool game from a three-hole bumper game. The conversion, which Kaye says can be made in 30 minutes, uses 15 small balls and an over-sized shooter. It includes a new rail. List price is \$149.50.

Kaye is also in production on slate for six-hole pool games. As the firm does its own drilling, it can make slates for any existing pool game on order.

Kaye said that his recent exhibit at the Music Operators of America Convention in Chicago resulted in heavy orders.

Ariz. Co. Bows New 2-Speed Rodeo Pony

TUCSON, Ariz.—Rodeo Pony, a new coin-operated horse kiddie ride, is in production by the Paul W. Hawkins firm here.

Featuring a standard design pony figure, the ride has two speeds, which can be regulated by the rider. Kiddies can change gait of the horse at will, kicking the side of the horse to gallop and pulling the reins to slow down.

Mechanism is inside of the horse body, which is mounted on a steel plate with levelers for uneven floors.

Horse has a leather saddle and bridle, a G. E. Capacitor motor, S.K.F. ball bearings, Eberhardt-Denver drive and National slug rejector.

Body is fibreglass, low enough for small tots to mount. Rodeo Pony takes up 30 by 65 inches of floor space.

Ohio County Orders Pins Off Locations

CHARDON, O.—Pinball games were ordered removed from all locations in Geauga County May 18 by County Prosecutor James W. Dinsmore.

Dinsmore said he could show "some proof" of gambling at the machines in 12 of 32 locations in the county.

Dinsmore said he has notified all of the establishments concerned.

Game Union Case Goes To Trial on June 12

NEW YORK — Charges made by J. A. Suffridge and Fred A. Ammond, officers of the Retail Clerks International Association against Al Cohen, James Caggiano, officers of Local 433 and others will be aired in special terms, part III of the New York Supreme Court on June 12.

The plaintiffs seek to restrain the coin machine union from destroying lists or records. Basis of their charge is the contention that Local 433 no longer exists and that the trusteeship set up by RCIA under Ammond is the legal union in the industry.

The plaintiffs also seek to prevent the defendants from collecting dues or interfering with the trusteeship. A stay, which has the

effect of a temporary injunction, remains in effect until the case is completed.

A move by the defense to have the case heard in Federal Court was denied and the action was remanded to New York Supreme Court.

Originally, 433 was an independent union, after which it became affiliated with RCIA. When the officers of the local were suspended by RCIA, they said that the union membership had voted to sever its ties with the parent organization and operate as an independent, once more.

RCIA claims that the legal union is the trusteeship set up after the officers of Local 433 were suspended.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of May 27, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$ 75.00	\$ 45.00	\$ 75.00
Model B (48) 40 sel., 78 RPM.....	125.00	65.00	99.50
Model C-40.....	150.00	85.00	125.00
Model C (50) 40 sel., 78 RPM.....	150.00	65.00	109.50
Model D-80 (51) 40 sel., 78 RPM.....	345.00	149.50	279.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	295.00	295.00
Model E-80 (58) 80 sel., 45 RPM.....	435.00	350.00	385.00
Model E-120 (53) 120 sel., 45 RPM.....	475.00	275.00	425.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	395.00	625.00
ROCK-OLA			
1434 (50-51) 50 sel., 78 RPM.....	\$300.00	\$149.50	\$225.00
1434 Fireball.....	275.00	150.00	275.00
1436 A-(53) 120 sel., 45 RPM.....	275.00	149.50	169.50
1438 (54) 120 sel., 45 RPM.....	425.00	395.00	395.00
1442 (54) 50 sel., 45 RPM.....	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM.....	725.00	625.00	695.00
SEEBURG			
M-100-A (49) 100 sel., 45 RPM.....	\$245.00	\$150.00	\$225.00
M-100-B (51) 100 sel., 45 RPM.....	450.00	355.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	545.00	445.00	495.00
M100C (54) 100 sel., 45 RPM.....	675.00	545.00	595.00
M-100-R.....	765.00	650.00	725.00
M-100-W.....	625.00	575.00	595.00
HF-100-C.....	645.00	545.00	625.00
WURLITZER			
1015 (46) 24 sel., 78 RPM.....	\$ 95.00	\$ 39.50	\$ 65.00
1017 (46) 24 sel., 78 RPM.....	160.00	65.00	119.50
1250 (50) 48 sel., 45 or 78 RPM.....	145.00	100.00	125.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	139.50	175.00
1500 (52) 104 sel., 45-78 RPM Mix.....	310.00	195.00	210.00
1600 (53) 48 sel., 45 or 78 RPM.....	295.00	225.00	295.00
1650 (53) 48 sel., 45 RPM.....	395.00	285.00	385.00
1700 (54) 104 sel., 45 RPM.....	695.00	525.00	645.00
1800 (2/55).....	825.00	595.00	695.00
PINBALL GAMES			
BALLY			
Atlantic City (5/52).....	\$ 55.00	\$ 35.00	\$ 50.00
Beach Beauty (1/55).....	350.00	295.00	325.00
Beach Club (2/53).....	70.00	60.00	60.00
Beauty (11/52).....	65.00	45.00	65.00
Big Time (1/55).....	225.00	100.00	200.00
Bright Lights (5/51).....	95.00	40.00	65.00
Bright Spot (11/51).....	55.00	40.00	50.00
Broadway (12/55).....	195.00	335.00	375.00
Dude Ranch (9/51).....	65.00	65.00	65.00
Frolic (10/52).....	135.00	40.00	90.00
Gaiety (3/55).....	125.00	45.00	110.00
Gaytime (6/55).....	225.00	165.00	200.00
Hi-Fi (6/54).....	95.00	75.00	95.00
Ice Frolics (1/54).....	70.00	40.00	50.00
Miami Beach (9/55).....	245.00	100.00	225.00
Nite Club (3/56).....	475.00	300.00	425.00
Palm Beach (7/52).....	60.00	55.00	55.00
Palm Springs (11/52).....	235.00	49.50	120.00
Spot Lite (1/52).....	55.00	40.00	50.00
Surf Club (3/54).....	95.00	65.00	75.00
Variety (9/54).....	135.00	45.00	125.00
Yacht Club (6/53).....	75.00	45.00	60.00
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$175.00	\$135.00	\$135.00
Home Run.....	195.00	85.00	150.00
EVANS			
Saddle & Turf Club Model (10/53).....	\$275.00	\$175.00	\$225.00

	High	Low	Mean Avg.
GENCO			
Invader (3/54).....	\$145.00	\$109.50	\$125.00
GOTTLIES			
Arabian Knights (11/53).....	\$165.00	\$100.00	\$150.00
Chinatown (10/52).....	75.00	40.00	55.00
Coronation (11/52).....	85.00	50.00	85.00
Crossroads (5/52).....	75.00	70.00	75.00
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	225.00	100.00	195.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	225.00	125.00	175.00
Duette (3/55).....	265.00	185.00	225.00
Frontiersman (11/55).....	245.00	194.50	210.00
Gold Star (8/54).....	200.00	100.00	150.00
Green Pastures (1/54).....	145.00	75.00	130.00
Guys & Dolls (5/53).....	95.00	44.50	55.00
Gypsy Queen (2/55).....	210.00	165.00	185.00
Happy Days (7/52).....	95.00	60.00	95.00
Harbor Lites (2/56).....	210.00	210.00	210.00
Jockey Club (4/54).....	165.00	100.00	134.50
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marble Queen (6/53).....	135.00	75.00	95.00
Mystic Marvel (3/54).....	125.00	100.00	125.00
Niagara (12/51).....	65.00	29.00	64.50
Pin Wheel (10/53).....	125.00	75.00	115.00
Poker Face (8/53).....	90.00	89.50	90.00
Quartette (2/52).....	85.00	50.00	50.00
Queen of Hearts (12/52).....	110.00	55.00	99.00
Quinette (3/53).....	99.00	60.00	95.00
Score-Board (3/56).....	275.00	250.00	265.00
Shindig (9/53).....	90.00	55.00	85.00
Skill Pool (8/52).....	75.00	35.00	50.00
Sluggin' Champ (4/55).....	190.00	170.00	190.00
Southern Belle (6/55).....	245.00	155.00	205.00
Stage Coach (11/54).....	165.00	155.00	165.00
Toreador (6/56).....	345.00	310.00	325.00
Twin Bill (1/55).....	165.00	135.00	150.00
Wild West (8/51).....	265.00	250.00	250.00
Wishing Well (9/55).....	245.00	165.00	205.00
UNITED			
ABC (2/52).....	\$395.00	\$115.00	\$350.00
Cabana (3/53).....	55.00	45.00	45.00
Caravan (1/56).....	295.00	245.00	275.00
Circus (8/52).....	50.00	40.00	50.00
Havana (2/54).....	70.00	55.00	70.00
Hawaii (6/54).....	65.00	55.00	60.00
Leader (10/51).....	115.00	85.00	95.00
Manhattan (4/55).....	345.00	110.00	249.50
Mexico (3/54).....	75.00	45.00	65.00
Nevada (8/54).....	195.00	50.00	125.00
Pixie (9/55).....	225.00	135.00	185.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	100.00	50.00	70.00
Stardust (4/56).....	295.00	225.00	245.00
Starlet (11/55).....	245.00	210.00	220.00
Stars (6/52).....	65.00	40.00	60.00
Triple Play (8/55).....	150.00	125.00	135.00
Tropicana (1/55).....	115.00	50.00	110.00
Tropics (7/55).....	65.00	50.00	65.00
Zingo (10/51).....	65.00	65.00	65.00
WILLIAMS			
C. O. D. (9/53).....	\$175.00	\$ 75.00	\$115.00
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	125.00	65.00	125.00
Disk Jockey (11/52).....	75.00	40.00	75.00
Four Corners (11/52).....	80.00	80.00	80.00
Fairway (6/53).....	90.00	49.00	90.00
Grand Champion (8/53).....	95.00	95.00	95.00
Gun Club (11/53).....	75.00	45.00	75.00
Hayburner (6/51).....	75.00	35.00	75.00
King of Swat.....	275.00	245.00	245.00
Lazy Q (2/54).....	70.00	50.00	60.00
Major League (2/54).....	150.00	145.00	150.00
Nine Sisters (1/54).....	135.00	59.00	115.00
Palisade (4/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	225.00	134.50	175.00
Quarterback (10/49).....	285.00	215.00	225.00
Rainbow 5 Ball (11/48).....	125.00	80.00	110.00
Silver Skates (2/53).....	75.00	75.00	75.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	95.00	65.00	80.00
Spitfire (2/55).....	125.00	65.00	95.00
Star Pool (10/54).....	149.50	99.50	125.00
Thunderbird (5/54).....	125.00	125.00	125.00
Times Square (4/53).....	75.00	40.00	50.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50).....	\$360.00	\$ 85.00	\$110.00
Advance Bowler (CC) (5/53).....	100.00	100.00	110.00
American Bank (American Shuffleboard) (5/52).....	125.00	95.00	95.00
Arrow (CC).....	375.00	250.00	225.00
Banner (U) (8/54).....	135.00	115.00	135.00
Bikini (K) (6/54).....	180.00	75.00	95.00

	High	Low	Mean Avg.
Blue Ribbon Bowler (B).....	\$250.00	\$195.00	\$250.00
Bonus Bowler (K) (3/54).....	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55).....	215.00	210.00	210.00
Broadway Alley (U).....	395.00	325.00	375.00
Capitol (U) (6/55).....	225.00	195.00	210.00
Carnival (K) (5/53).....	195.00	175.00	185.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Champion (B) (5/54).....	95.00	85.00	85.00
Chief (U) (11/53).....	115.00	75.00	75.00
Clipper (U) (5/55).....	210.00	175.00	195.00
Clipper Deluxe (U) (5/55).....	425.00	225.00	325.00
Clover Shuffle (U) (3/53).....	65.00	35.00	35.00
Club (K) (4/53).....	50.00	50.00	50.00
Comet Targette (U) (11/54).....	150.00	95.00	145.00
Comet Deluxe (U) (11/54).....	345.90	125.00	245.00
Criss-Cross (CC) (11/53).....	135.00	95.00	115.00
Criss-Cross Targette Regular (CC) (1/55).....	100.00	75.00	75.00
Crown (CC) (4/53).....	100.00	75.00	75.00
Diamond (K) (5/53).....	160.00	95.00	190.00
Domino (K) (5/53).....	60.00	60.00	60.00
Feature (CC) (7/54).....	115.00	65.00	115.00
Fifth Inning Deluxe (U) (6/55).....	125.00	125.00	125.00
Fireball (CC) (11/54).....	225.00	150.00	150.00
Flash (CC) (9/54).....	335.00	195.00	195.00
Gold Cup (CC) (7/53).....	95.00	75.00	95.00
Gold Medal (B) (3/55).....	275.00	175.00	195.00
Hi Speed Triple Score (CC) (8/53).....	195.00	65.00	95.00
Holiday Match Bowler (CC) (9/53).....	95.00	75.00	75.00
Hollywood (CC) (5/55).....	225.00	175.00	195.00
Imperial (U) (9/53).....	90.00	55.00	90.00
Jet Bowler (B) (8/54).....	125.00	95.00	100.00
Leader Shuffle Alley (U) (11/53).....	195.00	125.00	165.00
League (K) (8/50).....	115.00	55.00	95.00
League Bowler (U) (1/54).....	115.00	100.00	105.00
Lightning (U) (2/55).....	185.00	145.00	175.00
Lightning Deluxe (U) (2/55).....	295.00	275.00	275.00
Magic (B) (12/54).....	165.00	100.00	145.00
Mars Deluxe (U).....	195.00	125.00	150.00
Match Bowl-A-Ball (CC) (8/52).....	70.00	45.00	45.00
Match Pool (Ge) (2/54).....	99.50	75.00	80.00
Mercury (U) (12/5			

	High	Low	Mean Avg.
Anti Aircraft.....	\$ 99.50	\$ 95.00	\$ 99.50
Atomic Bombers (M).....	125.00	95.00	125.00
Auto Photo (AP).....	1795.00	1495.00	1495.00
Balloons (Capitol P).....			
(1/55).....	345.00	225.00	295.00
Baseball, 2 Player (G).....	175.00	125.00	145.00
Basketball (G).....	225.00	175.00	195.00
Basketball (CC).....	195.00	155.00	195.00
Basketball Champ (CC).....	175.00	135.00	175.00
Bat-A-Score (Ev) (8/48).....	145.00	105.00	105.00
Bert Lane Merry-Go-Round.....	295.00	275.00	295.00
Big Broncho (1/51).....	395.00	395.00	395.00
Big Inning (B) (47).....	85.00	85.00	85.00
Big League Baseball (3/51).....			
(W).....	145.00	125.00	125.00
Big League Baseball (W).....			
(2/54).....	195.00	135.00	175.00
Big Top (G) (6/54).....	325.00	275.00	295.00
Bingo Roll.....	150.00	125.00	150.00
Bonus Deluxe (U).....	350.00	300.00	325.00
Bonus Gun (U) (1/55).....	255.00	225.00	245.00
Card Vendor (Ex).....	50.00	50.00	50.00
Carnival Deluxe (U).....	295.00	150.00	245.00
Carnival Gun (U) (10/54).....	195.00	175.00	185.00
Champion Baseball (G).....	275.00	175.00	275.00
Champion Hockey ('46).....	125.00	125.00	125.00
Coon Hunt (S) (2/54).....	175.00	85.00	100.00
Dale Gun (Ex).....	55.00	35.00	50.00
Defender (B) ('40).....	125.00	125.00	125.00
Derby, 4 Player (CC).....			
(3/52).....	145.00	99.50	145.00
Drivemobile (M) (7/54).....	165.00	95.00	160.00
500-Shooting Gallery (Ex).....			
(3/55).....	275.00	250.00	250.00
Flash Hockey (Coinex).....			
(9/46).....	225.00	225.00	225.00
Flying Saucer (M) (6/50).....	149.50	79.50	99.50
Football (M).....	85.00	85.00	85.00
Goalee (CC) (1/46).....	90.00	65.00	90.00
Gun Patrol (Ex) (5/51).....	150.00	62.00	95.00
Harvard Metal Typer.....	125.00	125.00	125.00
Hi-Ball (Ex) (2/38).....	95.00	95.00	95.00
Hockey (CC).....	295.00	225.00	245.00
Home Run, 6 Player (CC).....			
(3/54).....	200.00	175.00	195.00
Jet (B).....	95.00	95.00	95.00
Jet Fighter (W) (10/54).....	225.00	225.00	225.00
Jet Gun (Ex) (12/51).....	125.00	105.00	110.00
Jungle Gun (U) (7/54).....	185.00	135.00	150.00

	High	Low	Mean Avg.
Kicker & Catchers.....	\$ 25.00	\$ 18.00	\$ 20.00
K O Fighter.....	395.00	245.00	325.00
Lite League (W) (2/54).....	75.00	75.00	75.00
Lord's Prayer (M) (6/56).....	349.50	335.00	335.00
Mausier Pistol (Ex).....	89.50	89.50	89.50
Mercury Counter Gripper.....	25.00	20.00	20.00
Midget Movies (CC).....	145.00	125.00	125.00
Midget Skeeball (CC).....	175.00	145.00	145.00
Moon Rides (B) (5/54).....	250.00	250.00	250.00
Panoram (Mills).....	375.00	325.00	325.00
Pennant Baseball (W).....	125.00	125.00	125.00
Photomatic (M) (1/50).....	350.00	295.00	295.00
Pistol (CC) (1/49).....	50.00	39.50	50.00
Pitch'm & Bat'm (S).....	175.00	125.00	175.00
Polar Hunt (W).....	295.00	210.00	245.00
Pop Up.....	25.00	14.50	20.00
Ranger (K).....	295.00	250.00	295.00
Rapid Fire (B).....	125.00	110.00	110.00
Rifle Gallery (G) (6/54).....	175.00	150.00	175.00
Round the World Trainer.....			
(CC) (10/53).....	425.00	425.00	425.00
Royal Mustang Horse.....	375.00	375.00	375.00
Safari (W) (2/54).....	275.00	275.00	275.00
Set Shot Basketball.....			
(Munves) (6/52).....	295.00	225.00	275.00
Shoe Brush Up.....	95.00	95.00	95.00
Shoot the Bear (S).....	145.00	135.00	135.00
Shoot the Moon.....	65.00	65.00	65.00
Shooting Gallery (Ex).....			
(6/54).....	175.00	100.00	145.00
Sidewalk Engineer (W).....			
(5/55).....	195.00	135.00	150.00
Silver Bullets (Ex).....			
(11/49).....	125.00	125.00	125.00
Silver Gloves (M).....	225.00	165.00	225.00
Six Shooter (Ex).....	125.00	50.00	95.00
Skee Ball (W) (8/36).....	375.00	295.00	295.00
Sky Fighter (M) (9/53).....	135.00	110.00	135.00
Sky Gunner (G) (9/53).....	145.00	100.00	125.00
Sky Gunner (CC).....	145.00	100.00	125.00
Sky Rocket (G) (5/55).....	295.00	245.00	250.00
Space Gun (Ex).....	110.00	95.00	95.00
Space Ship.....	350.00	200.00	325.00
Sportland (Ex) (11/51).....	225.00	145.00	175.00
Sportsman (K) (11/54).....	195.00	175.00	195.00
Standard Metal Typer.....	325.00	199.00	275.00
Submarine (K) (1/42).....	125.00	125.00	125.00
Super Home Run (CC).....			
(3/54).....	185.00	125.00	185.00

	High	Low	Mean Avg.
Super Slugger (U) (7/55).....	\$295.00	\$255.00	\$275.00
Telequiz (T) (1/49).....	95.00	65.00	90.00
Treasure Cove (Ex) (6/46).....	325.00	275.00	275.00
Undersea Raider (2/46).....	125.00	125.00	125.00
World Series (W) (4/51).....	99.50	50.00	85.00
Zingo (U) (1/51).....	65.00	45.00	65.00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn, 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk.....	8.50	6.50	6.50
Du Grenier (7 Col.).....	67.50	14.50	45.00
Du Grenier (9 Col.).....	100.00	45.00	85.00
Du Grenier (11 Col.).....	87.50	75.00	87.50
Du Grenier Tab Gum.....			
(6 Col.).....	15.00	14.50	14.50
Du Grenier V D Cigarette.....	55.00	50.00	50.00
Eastern Electric C-8.....	155.00	40.00	110.00
Electro (8 Col.).....	95.00	95.00	95.00
Keeney Electric (9 Col.).....	165.00	75.00	135.00
Master 1c & 5c Bulk.....	8.50	8.50	8.50
Master 5c Bulk.....	6.50	6.50	6.50
Mills Candy (5 Col.).....	65.00	65.00	65.00
Mills Tab Gum (6 Col.).....	17.50	13.95	17.50
National M-9A (9 Col.).....	165.00	95.00	125.00
National 930.....	95.00	95.00	95.00
National 950.....	110.00	95.00	110.00
Northwestern 39, 1c.....	7.95	7.50	7.50
Northwestern 33 Ball Gum.....	7.50	6.50	6.50
Northwestern 49, 1c.....	12.50	8.50	12.00
Northwestern Deluxe, 1c & 5c.....	19.50	12.00	12.00
Northwestern (10 Col.).....			
Tab Gum.....	19.50	19.50	19.50
P X (8 Col.).....	125.00	75.00	115.00
P X (10 Col.).....	110.00	110.00	110.00
Rowe Candy (8 Col.).....	60.00	60.00	60.00
Rowe Candy Merchant.....			
(7 Col.).....	165.00	165.00	165.00
Rowe Crusader (8 Col.).....	97.50	97.50	97.50
Rowe Crusader (10 Col.).....	160.00	115.00	149.50
Silver King, 1c.....	8.50	7.45	7.45
Silver King 1c Ball Gum.....	8.50	7.45	7.45
Silver King 1c Mdse.....	8.50	7.45	7.45
Silver King, 5c.....	9.95	7.45	8.50
Stoner Candy (6 Col.).....	125.00	80.00	80.00
Stoner Candy (8 Col.).....	165.00	110.00	110.00
Uneda Cigarette (6 Col.).....	65.00	45.00	45.00

Coinmen You Know

Continued from page 96

Lester Lanin and his orchestra. Malcolm Wein, WOG counsel, will act as toastmaster. Seymour Pollack, banquet chairman promises there will be no speeches. Top recording talent will be on hand.

Milwaukee

By BENN OLLMAN

A large turnout of coinmen from all over the territory showed up May 5-6 at the Paster Distributing Company headquarters to view the new AMI Model H music machine. Operators and visitors enjoyed a buffet luncheon and refreshments, checked the equipment and talked shop. On hand to greet them were Herman Paster, Sam Cooper, Eric Dreyer and Paul Havenaarx, of the AMI plant in Grand Rapids, Mich.; Paul Huebsch, Keeney Manufacturing Company, Chicago, and Mr. and Mrs. Weikel, Fisher's Six Pocket Pool, Chicago.

Erv Beck, of Mitchell Novelty, notes that takes are down from a year ago. "Both music

and games have slumped a bit," he says. "We're still waiting for something really new and different to pop up in the game field," adds Erv Beck.

Laz Glassman, owner of Radio Doctors, busy downtown disk center, is back from an extended vacation to New York and Florida. Disk buyer Stu Glassman notes that the operator traffic continues at a strong level. Visitors included John Jesinski, Sheboygan; Chuck Hartman, Watertown, and Bibs De Rusha, Fond du Lac. . . Bowling conversions continue to catch on at

a mounting pace, according to Sam Hastings, of Hastings Distributing Company. The firm recently took on the conversion manufactured by the West Side Distributing Company of New York. Operators in to purchase some of the jobs included Harry Chissy, Sheboygan; Arnold Foch, Beloit; Red Jacomet, West Allis, and Harry Cisler, Milwaukee. Pat Gaffney was put on the payroll last week to help with conversion installations.

Dime play continues to gain strength on the Hilltop Coin Machine Company routes, notes Doug Opitz. . . A note

from Nick Novasic, of County Vendors, Inc., West Allis, indicates that soup vending installations are showing fairly good returns. "You need a variety of soups to keep plant workers interested," he says. "They tend to get tired of the

vended soups unless the menu is varied often."

Harry Jacobs Jr. is making an extended business trip thru Northern Wisconsin and Upper Michigan plugging Wurlitzer juke boxes and

(Continued on page 100)

COIN MARKET PLACE

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 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.

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, Ohio

Positions Wanted

FAMILY MAN

37 years old, don't drink or smoke. Has had 16 years' experience of which last 12 were operating own large route successfully. Can fix music, pin, bingo and percentage bingo. Wants proposition on bingo or mixed route. Will prove worth. References.

BOX M-199

c/o The Billboard Cincinnati 22, Ohio
MECHANIC-ROUTE MAN CAPABLE OF handling 20 years' experience coin machine business. Late Wurlitzer Phonos, Bally Bingos, also 100-Record Seeburgs. Now employed major city, would like job smaller town. Family man, references, dependable, permanent to right kind of proposition. Box M-200, c/o The Billboard, Cincinnati 22, Ohio.

Salesmen Wanted

SALESMEN — LEADING COIN MACHINE manufacturer offers excellent opportunity for capable, experienced salesman contacting distributors and operators. Unlimited possibilities; car essential. Give full details regarding yourself first letter. Our sales force knows of this advertisement. Box CH-167, c/o The Billboard, Chicago 1, Ill. ch

Used Coin-Operated Equipment

BARGAIN — A-B-T CHALLENGER, 1948; Pop-Up, Gottlieb Strength Test. The 3 for \$47.50, plus shipping. Everett, Box 416, Oswego, Ill.

FOR SALE—THREE LYON SINGLE DRINK machines, price reasonable. Coastal Amusement Co., Webster Ave. & Boardwalk, Seaside Heights, N. J. je17

Candy—Cigarette—"Swami" —1¢ Quiz Napkin Holder—

U-Select-It Candy, Mercury & Royal Cigarette Machines, Watling Seals, White's Latex & Comb Machines & Refills.

Texas Associated Enterprises
P. O. Box 1068 Amarillo, Texas

SHIPMAN DUPLEX STAMP MACHINES, #10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. je3

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 Hershey's, 320 or 520 ct. Candy-Coated Gum Leaflets; Coin Wrappers; Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. je1

Wanted to Buy

CASH—HIGHEST CASH PAID FOR C. C. Blinks, C. C. Bullseyes, United and Genco Guns and Wms, Baseballs. Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call Ca 6-0293. je17

ONE-CENT KICKERS & CATCHERS AND other Counter Machines. Lee Hirschler, 160 E. Mitchell Ave., Cincinnati, Ohio. je10

USED VENDING MACHINES WANTED — We will pay top price for your used Victor Toppers, Baby Brands, Acorn or Northwestern Gum and Capsule Machines. Write or call Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. je17

USED VENDING MACHINES WANTED — 49¢, Acorna, Toppers, Silver Kings, Counter Games. Send us your list. Eake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-15a



FOUR HUNDRED AND FORTY-SIX OF THE COIN MACHINE INDUSTRY raised \$30,000 for the United Jewish Appeal at a dinner at the Hotel Sheraton Astor on May 15. (The Billboard, May 7.) The dinner honored Meyer C. Parkoff (right), former chairman of the UJA Coin Machine Division and a leading figure in UJA fund-raising activities. Parkoff received a plaque from Louis Boorstein, 1957 division chairman (left), and was lauded for his selfless and dedicated efforts in behalf of UJA and other humanitarian causes.

RECONDITIONED REPLACEMENTS

- WURLITZER MODEL 1800..\$ 795
- WURLITZER MODEL 1900.. 875
- WURLITZER MODEL 2000.. 1,020
- SEEBURG MODEL 100-G.... 795
- SEEBURG MODEL V-200.... 875

CULP DISTRIBUTING COMPANY

614 West Grand Avenue
Oklahoma City, Oklahoma
Phone: Central 2-8084

Panoram Operators!
FOR SALE
 We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
 283 Market St. Newark 5, N. J.
 Market 2-4273

Cleveland Coin Machine Exchange, Inc.
 Valley Manufacturing Distributors
 2029 Prospect Ave. Cleveland, Ohio
 Tel. 1-6715
 Write for prices.

COINMEN YOU KNOW

• Continued from page 99

Valley pool tables. . . . Meanwhile, at the United, Inc., home base, Woody Johnson notes excellent sales activity. Operators stopping in to check new music and games equipment last week included Bob Puccio, P. & P. Distributing Company, Milwaukee; Art Bartz, Mount Foreb; Jerry Lawler and Howard Schlecht, L. & L. Amusement, Hurley; Frank Sczmuziak, Marinette; Mel Malcore, Green Bay; Bliz Blizzel, Sturgeon Bay, and Mrs. Lillian Williams and son Stanley, Bailey's Harbor.

Miami
 By **RAOUL SHAPIRO**
 Oscar Garcia of Garcia Music Company, Key West who recently recovered from a broken arm had another accident. Oscar let a machine slip on him and now has several cracked ribs. . . . "Mac" McLarty, Key West has changed the name of his firm to Mac Music Company. . . . Off to visit her daughter in Philly and then on to New York is Mrs. Willie Levey, Mellow Music Company.

Also to New York for a visit with relatives is Doris Shapiro and her sons Eddie and Ronny. Doris is with Music Makers, Inc. . . . Harry Silverman, Ace Music Company, is making "slight" repairs on his boat, for the fishing season.

With most coinmen complaining about collections, Sam Issenberg, Issenberg Music Company, says his route is doing well with several stops hitting an all time high. . . . Ditto for Bill Rogers, E. C. Rogers Amusement Company, Ft. Meyers; and Sam McConnell, Stuart Amusement Company in Stuart. . . . Buddy Smith of Music Makers is supplying everybody with beautiful mangos from his tree. . . . Off to New York on business is Ruth Michaelson of Continental Music Company.

Dave Engel, County Amusement Company has sold his entire route to Ralph Anson, a newcomer to the business. Anson is re-naming the firm Coast Line Amusement Company. Engle has not yet announced plans for the future.

Ed Mercer, Orange Amusement Company in Homestead reports that collections are beginning to slacken. . . . Collections are also down for Ray Sanders, Keys Vending Company in Marathon. . . . Johnny Marino, routeman and manager of the Lauderdale branch of Marino Music Company, says collections are holding up, even tho things are pretty quiet up in Broward County.

SEEBURG

M-100A MH-100A

CONVERSION

to 33 1/2 RPM to 45 RPM
\$24.50 • \$69.50
 F.O.B. Los Angeles
CALCOIN CORP.
 11167 West Pico Blvd.
 Los Angeles 64, Calif.

NOW DELIVERING

★ **BALLY A.B.C. BOWLING LANES** — 14 & 11 ft.
 ★ **ROCK-OLA PHONOS** — 50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.

CALDERON DISTRIBUTING, INC.
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W-A-N-T-E-D

COIN MACHINE SALESMAN

Excellent opportunity Leading Chicago Distributor.
 All replies confidential.

Write Box 896 Billboard, 188 W. Randolph, Chicago

KIDDIE RIDES FOR SALE

Bally Moon Ride	\$100.00
Lane Merry-Go-Round	275.00
King Army Tank	125.00
"Miss America" Boat	275.00
Harvard Metal Typer	250.00

In operating condition—All parts complete.

Terms — FOB Chicago. 1/3 Certified Deposit, Balance COD or Sight Draft.

WANTED

- Full Size Ponies
- Fire Engines
- Model T's

Specify manufacturer, type, quantity and condition.

KIDDIE RIDES, Inc.
 2557 W. North Ave., Chicago 47, Ill.
 Phone: ARmitage 6-8180

"Your Ambassador of International Selling"

The Billboard INTERNATIONAL At Your Service

. . . new diplomat . . . world traveler . . . marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate \$55,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to bona fide outlets in more than 100 countries.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL —the July number—is June 10, 1957

Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.



Moreover, because BILLBOARD INTERNATIONAL is designed to provoke world trade in a highly specialized field, it is printed in four languages—English, French, German and Spanish—insuring international absorption for your sales message.

The **Billboard International**

CHICAGO 188 W. Randolph St. CEntral 6-9818	NEW YORK 1564 Broadway PLaza 7-2800	HOLLYWOOD 1520 N. Gower St. Hollywood 9-5831	ST. LOUIS 812 Olive St. CHestnut 1-0443
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Detroit
 By **HAL REVES**

Nu-Way Popcorn Sales, headed by Anthony Swargi, is definitely continuing in business in the vending field. A line of type was lost in a recent item in this column, and some readers misinterpreted it to indicate the firm was discontinuing business. . . . Anthony Yuki and Ernest Gregory, relative newcomers to the coin machine field, are establishing the new Vendall Vending Machine Company to operate a diversified vending route in the northwest section.

Harry Erstein, partner with his brother, Abe Erstein, in the long-established Great Lakes Vending Company, reports that expansion plans are being held up pending developments on the proposed increase in State cigarette taxes. Great Lakes now operates in the cigarette field exclusively, having disposed of its music operations.

B. L. Howes, founder of the Fowes-Shoemaker Company, one of the largest cigarette vending companies here, has returned to his desk following recovery from a slight stroke. The company has, incidentally, gone extensively into candy vending, manager Benny Koss reports.

Washington
 By **DELORES NEWCOMB**

Fire caused considerable damage to the offices of Kwik Kafe here last week. James Bowen, manager of the local branch, says the blaze started Sunday afternoon and would have caused heavier damage if the smoke were not sighted by people in the neighborhood. Some office equipment and records were destroyed, but there was no damage to vending machines or supplies. "We were able to service all routes on regular schedule," Bowen says.

Sid Lotenberg, of the G. B. Macke Company, is pleased with the acceptance of fresh-brew coffee machines on location at Census Bureau. Macke will use the newer machines more extensively in the future if reaction continues favorable, he adds.

SOUTHERN NEW ENGLAND OPERATORS:

Is your name and address on our mailing list?

Send yours today! You will reap a harvest of money-saving values!

In addition to being direct factory representatives for

KEENEY AMUSEMENT GAMES AND VENDING MACHINES

We can also supply your needs for both new and used

Williams & Gottlieb Games

Rentals Available to Established Operators

LAVOIE & HILLMAN, INC.
 Est. 1924
 2 East Main Street
 Fall River, Mass.
 OSborn 8-5431; 3-7844

ARCADES

"AUTO TEST." Hazardous driving conditions unroll before player's eye on unbreakable film testing his skill and reflexes to the utmost. Scoring features. Without sound effects.
 New \$850.00; with sound . . . \$950.00
 "VOICE-O-GRAPH." New! Mutoscope two-speed 45 RPM-78 RPM Voice-o-Graph, 50¢ operation with musical introductions. New . . . \$1,850.00

Other New Machines Available:

Williams Crossfire Gallery, 1957, new	\$495.00
Genco Circus Gallery, 1957, new	500.00
Davy Crockett Kiddy Gallery, new	345.00
Peppy the Clown, Marionette Theatre, special, new	Write
Williams Crane, legal everywhere, new	Write
Williams Baseball, 1957, best yet, new	450.00
Standard Metal Typer, new	450.00
Relaxator, Foot Vibrator, new	240.00
Tungo Grip Machine, new	195.00
Bally Police Motorbike, top kiddy ride, new	700.00
Supreme Bull's-Eye Pistol	95.00
Trotter Horse, real leather saddle and harness, new	Write
Graphoscope, coin telescope, new	645.00
Exh. Vacuumatic Card Vendor, 2¢, w/base	234.50
Ant Colony, new and novel, new	149.00
Exhibit Barrel Peek Shows, set of two, new	225.00

We also have many floor samples and late model reconditioned machines. Tell us your requirements. We are the world's foremost arcade suppliers. Established 1912.

See Our Other Ad in This Section.
MIKE MUNVES CORP.
 577 TENTH AVE. NEW YORK, N. Y.
 BRyant 9-6677

COINMEN YOU KNOW

Hirsh de La Viez, president of Hirsh Coin, attended the MOA convention in Chicago. Phil Mason, vice-president at Hirsh, says the company's recent acquisition of the Jack Spitzer music route has expanded business to cover a 60-mile radius of Washington. Spitzer was in the business 15 years before he sold to Hirsh. Hirsh is "shooting" for 1,500 pieces of equipment and is "the fastest growing operation on the East Coast," Mason says. In line with the move to Suburbia by Washingtonians, Hirsh will place more jukeboxes in nearby Maryland and Virginia. Mason is celebrating his 25th year in the business.

Evan Griffith and Myron Loewinger, officers of the Washington Music Guild, attended the MOA conclave in Chicago as representatives of the Guild. They'll report to members at the next monthly meeting.

Me. . . Israel Specter, of Capital Music, settled in his new and enlarged quarters. . . Bob Jones, of Redd Distributors, is back from a trip to the Western part of the State. . . Edward Hafeth, who operates music in the Dutch West Indies, came in for a visit. He's delighted with all the new phonographs but will stick to used ones for the island customers.

Marshall Caras reports business booming at Trimount Automatic Sales Corporation. . . Dave Baker, Music Operators' Association of Massachusetts proxy, working hard trying to get a better break from the city on the \$50 license fee. On the brighter side, Dave says dime play is making big advances in Boston.

Denver

By BOB LATIMER

A complete "vending center" will be featured in the new 35,000-square-foot manufacturing plant being built by Rockmont Envelope Company here. Included will be a complete automatic cafeteria for employees and customers, phonograph, and amusement machines for "break periods," according to the management. . . David Brehoff, of Fort Morgan, Colorado, sold his phonograph route to a partnership composed of Pearl Messner and Lloyd T. Whitaker.

Rafael Rodriguez, Albuquerque phonograph operator, has purchased a 250-acre ranch near Santa Fe, New Mexico, where he plans to breed quarter horses for quarter-mile racing. Rodriguez had considerable experience with horse breeding in Mexico City, where his father made a hobby of breeding horses for use in Mexico's bull rings.

Phonograph and game operators throughout the Denver area report a sharp pick-up in play in almost all locations following the disastrous snows early in April which cut tavern traffic to nothing. . . Willard Berg, former operator of Rocky Mountain Amusement Company, Salida, Colorado, has announced sale of his route to Doyle Harrington, former partner in Drace Sales Company. Harrington has already moved to Salida, 155 miles from Denver, and will move his family in a few weeks.

The fact that the government has declared Los Alamos an "open city" after five years of tight security measures, is bringing joy to Pat Batterson, veteran New Mexico phonograph operator. Now that tourists can visit the "atom city," Batterson expects his market to increase by one-third or more.

Native American Indians are top customers for coin phonographs, according to Harry Deckerhoff, phonograph operator with headquarters in Taos. Deckerhoff, who has been in the coin machine operating field for more than 10 years, has one of the nation's most unusual routes. Several of his locations are in the huge Navajo Pueblo, a mile north of Taos, where thousands of Indians dwell under one communal roof. Besides his music route he also operates Taos' largest office supply business.

Mike Savio, partner in Draco Sales Company, has returned to Denver after a week-long trip which took him south to Santa Fe and Taos, New Mexico, visiting operators. He reported that collections in northern New Mexico are improving and that operators are planning to increase

(Continued on page 102)

Boston

By CAMERON DEWAR

Barney Blatt, of Atlas Distributors, has returned to work after a recent illness. Brother Louis, fishing up near the Canadian border, caught 28 square-tailed trout. The Blatt family is going to New Found Lake summer place in New Hampshire. . . Richard Mandell, of Associated Amusements, got his student pilot's license in a Piper Cub which he is buying. He'll use it to get around the territory faster. . . Associated's president, Edward Ravreby, addressed the Southern Connecticut Music Operators' Association at New London.

Ravreby is proud as punch these days. Can't wait until August when his daughter, Ruth, and son-in-law, Dick Mandell, will make him a grandpa. The whole family is planning to spend the summer at their place in Hyannis on Cape Cod. Associated is going jig on arcade equipment these days with the beach spots opening.

Ralph Ferretta, of Concord, N. H., dropped into town last week with his daughter, Irene, who helps him run his music and game routes. . . Another seldom-seen visitor was Alfred Drew, of Winthrop,

Valley

Now Delivering 6-POCKET POOLS

The Tables of "Cadillac Quality" . . . built to insure years of profitable operating!

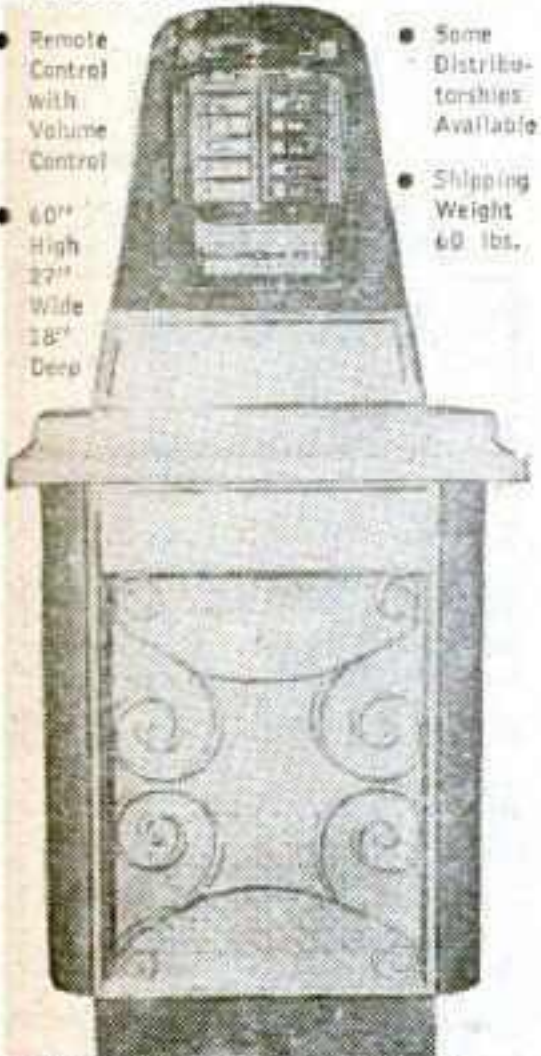
Write, Wire, Phone for Details Today!



VALLEY MFG. CO.
333 Morton Ave., Bay City, Mich.
Twinbrook 5-8587

"CONSOLETTA"

Replaces from 4 to 8 Wallboxes!



Write for Prices and Literature

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COIN MACHINE DISTRIBUTING CORP.
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GIVE TO DAMON RUNYON CANCER FUND

THE YOUNGEST & FASTEST GROWING DISTRIBUTOR

LEONARD HICKS



IN THE GREAT WEST

Wurlitzer 1800's \$740.00
Wurlitzer 1900's 865.00
Wurlitzer 2000's 1035.00
Seeburg V-200 735.00

SIERRA DISTRIBUTORS
2775 W. Pico Blvd., Los Angeles, Calif.
Exclusive Wurlitzer Distributors for Southern California & Southern Nevada

2 BIG HITS OF THE M.O.A.!

AQUATIC "SQUOITS"

(Water Polo)

2 players squirt a ping-pong ball with streams of water around a playing field for high score. Each goal registers. 100% skill. Good-tavern piece.

THE DALE "BURP" GUN

(Cops & Robbers)

Shoot the masked gangsters that appear at each "window" in the "house." Jumping targets, ringing gongs, flashing red lights, score steps up. Simplicity in construction.

Write to your nearest distributor for information:

Bilotta Distributing Co., Newark, New York
Birmingham Vending Birmingham, Ala.
Supreme Distributors Miami, Fla.
Lieberman Music Minneapolis, Minn.

Southern Music Memphis, Tenn.
Denver Music Co., Denver, Colo.
Miller-Newmark Detroit & Grand Rapids, Mich.
H. W. Brinck Butte, Montana

Joe Westerhaus Cincinnati, Ohio
Cleveland Coin Machine Cleveland, Ohio
Redd Distributing Corp. Allston, Mass.
Southern Automatic Jacksonville, Fla.

MIKE MUNVES CORP.

577 TENTH AVENUE, NEW YORK, N. Y.

WRITE YOUR NEAREST DISTRIBUTOR FOR PRICE INFORMATION OR WRITE TO MIKE MUNVES CORP.

Bryant 9-6677

(See Our Other Ad in the Coin Machine Section)



CHALLENGER PISTOLS, \$29.95

ATTENTION, OPERATORS: May We Invite You to Visit Our Premises and Inspect the Many Available Coin-Operated Kiddie Rides?

READY FOR LOCATION—1st COME, 1st SERVED!
KIDDIE RIDES—COIN-OPERATED

Exhibit's Big Bronco	Write	Merry-Go-Rounds	\$295.00
Royal Rocket Ride	\$150.00	Exhibit's Star Shooting Gallery	95.00
Clown See-Saws (Med. Size)	125.00	Exhibit Space Gun	100.00
Exhibit Vacuumatic Card Vender	149.50	Genco Sky Gunner	50.00
Chi Coin Super Jet	245.00	Goales	85.00

KIDDIE RIDES (Coin Operated) We Buy—Sell—Trade. Send us your list and requirements.

Export Inquiries Invited . . . All Prices F.O.B. Chgo. All Phones: Uptown 8-1369.

CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois



JOE ASH SAYS: ATTENTION, EUROPE

Our personal representative is now in Europe and will visit your country for several weeks. We will be most happy to include your place of business on his itinerary if you contact us as soon as possible. Our Cable Address is: COMAC.

SINCERELY YOURS,

JOE ASH

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in So. Jersey, Del and E Penn.

ACTIVE

You can ALWAYS depend on ACTIVE ALLWAYS.

AMUSEMENT MACHINES CO.

666 N. Broad St., Phila. 30, Pa. • PO 94895
Write or wire for prices



ROYAL

DISTRIBUTING, INC.



KEY WEST \$570.00

MIAMI BEACH 200.00

*** ROCK-OLD DISTRIBUTORS ***

Ask For Ben Mackie or Harold Hoffman
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GUARANTEED VALUES

BINGOS

BALLY
MIAMI BEACH . . . \$195
BROADWAY 345
NITE CLUB 395
BIG SHOW 495
KEY WEST 545

BOWLERS

BALLY
JET \$105
MAGIC 165
GOLD MEDAL . . . 195
UNITED TEAM \$ 95
11th FRAME 125

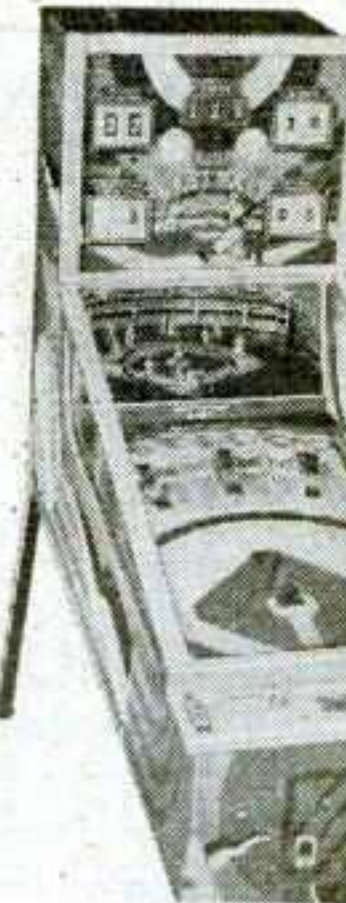
GAMES, INC.—GUNSMOKE \$365



MICKEY ANDERSON
314 E. 11th St., Erie, Pa.
Phone 5-7549

Also Other Bingos and Bowlers

1/2 Deposit, Balance C.O.D. or Sight Draft.



Williams DELUXE 1957

BASEBALL

REPLAY or NOVELTY

In Season Right Now and Ready to Out-Earn All Other Equipment!

Twin National Slug Rejector Coin Mechanism

New Delivering CROSS-FIRE also 6-POCKET POOL TABLE

4242 W. FILLMORE ST. CHICAGO 24, ILL.

when answering ads . . .

Say You Saw It in The Billboard

COINMEN YOU KNOW

Continued from page 101

phonograph and amusement strings.

Draco Sales Company has announced the appointment of Charles K. Campbell, as district representative for the Billings, Mont. area. . . . All members of the Colorado Music Merchants'

Association have completed conversion of their routes to 100 per cent dime play, according to Lou Shurman, of Modern Music Company. The only exceptions are a few 78 r.p.m. locations with 20-record machines, located primarily in the lower-income district, according to Shurman.

Memphis

By ELTON WHISENHUNT

Edward H. Newell, owner of Ormatt Music Company, won the attendance award statue at the region five meeting here recently of the Boy Scouts of America. Ed got more district officers of the Memphis area to the convention (23) than any other district official. He's vice-president of the Southeast district. . . . Mrs. Parker Henderson, wife of general manager

of Southern Amusement Company, vocalized with a quartet recently at the SFPOBSQSA show in Memphis.

Bob Goad, president of Game Sales Company, reports the new baseball game, which recently hit the market, is going well with customers. Operator have placed orders so fast, he said, he can't fill them fast enough. It's a needed boost for the game business in this area.

George Sammons, president of Samonus - Pennington Company, hit the trail to Mississippi last week, calling on music and game operators. . . . Bert Davidson, Wurlitzer factory representative, was in town on a good-will mission last week. He called on Drew Canale, Canale Amusement Company; Parker Henderson and others at Southern Amusement Company; Edward H. Newell, owner of Ormatt Music Company; Jack Canipe, Guy Canipe and Mrs. Jack Canipe Sr. at Canipe Amusement Company, and others.

Allen Dixon, general manager of S. & M. Sales Company, reports spring business good, with collections on music and game routes on the upswing. He says the baseball and new bowling games are responsible for the good game business, giving a shot in the arm to the long declining pinball business in Memphis.

Edward H. Newell, owner of Ormatt Music Company, lost an aunt last week and fellow operators expressed their sympathy. Ed flew to Newellton, La., for the funeral. . . . Parker Henderson, general manager of Southern Amusement Company, seen on the golf course early in the morning getting in nine holes before going to work. . . . Drew Canale, owner of Canale National Tobacco Distributors, lost his secretary, Mrs. Juanita Moore, recently because of illness.

Mid-South operators in Memphis for shopping recently included Charles Gist, Gist Music Company, Helena, Ark.; James Akers, Akers Music Company, Harrison, Ark.; George Fraley, Macon Music Company, Macon, Miss.; Bluford Taylor, Holmes Amusement Company, Tchula, Miss.; Joe Tierce, Tierce Amusement Company, Greenwood, Miss.

Also seen were Bill Hayden, Hayden Amusement Company, Caruthersville, Mo.; Robert Smith, Smith Bros. Amusement Company, Dyersburg, Tenn.; Raymond Bailey, Forsythe & Bailey Music Company, Millington, Tenn.; Eddie Barnes, Eddie's Music Service, Greenville, Miss.; O. H. Johnson, Johnson Music Company, Cleveland, Miss.; Lee Trefl, Delta Music Company, Cleveland, Miss.;

Charles Ethridge, John Haley Music Company, Durant, Miss.

Also in town for shopping were Lexie Howard, Crystal Amusement Company, Grenada, Miss.; Orell Bledso, National Novelty Company, Ed Dorado, Ark.; J. W. Singleton, Singleton Music Company, Marked Tree, Ark.; Manuel Caras, M. & H. Music Company, Pine Bluff, Ark.; Nathan Wheelless, Service Amusement Company, Jonesboro, Ark.

Also Jourd White, Jourd White Sales, Paris, Tenn.; J. A. Butcher, Butcher Amusement, Dyersburg, Tenn.; O. H. Rushing, Rushing Amusement, Philadelphia, Miss.; George Fraley, Macon Music, Macon, Miss., and Bert Shives, Yazoo Novelty, Yazoo City, Miss.

Little Rock, Ark.

By ELTON WHISENHUNT

Good spring weather has brought a big spurt upward in music and game collections, according to Kirspe-Hollenberg Music Company. . . . Also reporting increases were J. D. Asheley, Globe Amusement Company; Dutch Yancey, Arkansas Music Company; C. E. Craig, Arcade

REAL BUYS

AMI G200's
NEW
WRITE FOR PRICE

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- SEEBURG M100B 375
- SEEBURG M100C 475
- WURLITZER 1800 625
- AMI E120 395

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- Wurlitzer Model 1700... 575.00
- Wurlitzer Model 1800... 675.00
- Wurlitzer Model 1900... 800.00
- Wurlitzer Model 2000... 900.00

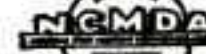
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WE HAVE NEW DELUXE FISHER IMPERIAL 6-POCKET POOL
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The Hit of the M.O.A. Show

MUSIC

WURLITZER

- 2000—1000—1800
- 1700—1500A—1500
- 1250—1100

AMI

- G-200—F-120—E-120
- E-80—D-80

SEEBURG

- V-200—J, R, C, B, BL, 100A

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WILL PAY CASH \$\$\$ for
WURLITZER 1800's—1500's—1700's—1500A
BALLY & UNITED BINGOS
GOTTLIEB & WILLIAMS 5 BALLS

—KIDDIE RIDES—

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- SEESAW..... 195
- SCIENTIFIC TV RIDE..... 195
- BOATS..... 225

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CLOSEOUTS: New POOL TABLES, \$50

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ALgonquin 4-4040



Exclusive distributors for
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SEEBURG Wallomatic WALLBOXES

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Special Volume Prices

Reconditioned—Davis Guaranteed

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Income can be doubled in many locations by adding 100-selection wallboxes

SEEBURG	
HF100R	\$725
HF100G	625
M100C	500

WURLITZER	
1700	\$525
1500AF	295
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1250	145

AMI	
G200	\$795
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D80	275

WURLITZER WALLBOX SPECIALS

5204, 104 Selection	\$19.00
5204A, 104 Selection	35.00
5205, 104 Selection	45.00
5206, 48 Selection	35.00
4851, 48 Selection	25.00
4820, 48 Selection	19.00
3020, 24 Selection	9.00

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Exclusive Seeburg Distributors
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WILL PAY CASH \$\$\$

for large route in UPSTATE NEW YORK

(Eastern or Northern New York)

Write Box 103

THE BILLBOARD, 1564 Broadway New York 36, N. Y.

COINMEN YOU KNOW

Amusement Company; Harold Dunaway, Twin City Amusement Company; Dan Levine, Levine Music Company, and C. W. Holmes, Western Sales Company.

Fishing is drawing operators to the lakes when they can get time off. Reporting good catches recent were Andrew Cassinelli, Little Rock Amusement Company; Cecil Hill, partner in Twin City Amusement Company, and Jeep Thomas, Thomas Amusement Company.

Local operators had another big increase in business recently with a swarm of tourists arriving for the big Arlington Hotel Golf Tournament. Operators reporting big collections were Van Ettinger, Van Ettinger Music Company; Duane Faull, Faull Amusement Company; J. Earl Gill, Gill Amusement Company; W. E. Lewis, Lewis Novelty Company; Phil Marks, Phil Marks Amusement Company.

Some of the operators seen at the golf tournament were R. G. Jennings, Jennings Coin Machine Company; Wilbur Green, Spa Amusement Company; Van Ettinger, Van Ettinger Music Company, and Duane Faull, Faull Amusement Company.

Pine Bluff operators report a new plant there is improving prosperity in the music and game business. Operators expanding their routes to take care of the new business are Guy Jones, Pine Bluff Music Company; H. H. Hay, Jefferson Music Company; Jimmy Ward and Vernon Ward, 19 Music Company; Charles Wilcox, Baker Music Company; Bill Foster, Foster

Music Company, and Manuel Caras, M. & H. Music Company.

C. O. Temple, Hope Novelty Company, enjoying his new ranching enterprises outside Hope. He's got horses and lots of cattle. He's even got a grandstand and corral to stage rodeo activities and puts on shows for visitors. He's enjoying a semi-retired (it's work) life in addition to his music route.

Bill Smead, former sheriff at Camden, Ark., is well acquainted with the music and game business now and is sold on it 100 per cent. He bought Camden Novelty Company some months back after serving almost 20 years as sheriff. . . . H. E. Taylor, Warren Amusement Company, Warren, reports his two-way radio is doing great in providing better and faster service to customers and location owners. The office relays calls by radio to the service man, who stays on route.

Arkansas operators seen in Little Rock recently shopping for equipment and supplies: Henry Hitchcock, Jonesboro Music Company, Jonesboro; Jack Ethridge, Jack's Music Company, Hampton; Floyd Williams, Williams Music Company, Stuttgart.

Jackson, Miss.

By ELTON WHISENHUNT

Don Wallace and his wife are happy parents of a baby boy born recently. They named him Don Wallace Jr. Don Sr. is route manager for Wallace Amusement Company, Columbus, operated by his brother, Grady Wallace. . . . John Dowdy, owner of Ole Miss Music Company, Pontotoc, reports all the rain recently helped farmers.

Mahon Jones, owner of Jones Music Company, is busy with a sideline of his at Maywood Swimming Pool near Memphis. He's got the concession there. Back at home

in Hoddy Springs, 44 miles from Memphis, he operates his music and game route. . . . D. Brassell, Brassell Music Company, Water Valley, predicts business will pick up soon with swarms of tourists coming into the area for fishing. There are many lakes and reservoirs around Water Valley.

Grady Wallace, Wallace Amusement Company, Columbus, has a new service manager. He's Slim Akins, formerly radio supply salesman at Columbus. He replaced Buck Buchanan, who became service manager at Fairway Amusement Company, Columbus, owned by John Tirey.

NEW 6 POCKET POOL GAMES

Size 41"x74"x32". Complete with 15 numbered balls, cue ball, rack, bottle and peas, instructions and repair kit.

- SLATE TOPS, 32"x48", for Pool Tables. . . . \$55.00
- SLATE TOPS, 32"x66", for Pool Tables. . . . 75.00
- ROTATION PLAYFIELD, Regular Size (Also available in Jumbo Size)
- 4-HOLE BUMPERLESS RACK POOL TOP . . . \$29.50 each
- Regular size—one hole in each corner. Above Tops include rack, oversize cue ball and Instruction Card.
- Aramith Rotation Balls, 1 to 10. Set . . . \$18.50
- Aramith Rotation Balls, 1 to 15. Set . . . Write
- Kelly Bottle and Peas. Set . . . 2.25

Write for list of pool supplies

MID-STATE CO. 2369 Milwaukee, Chicago 47, Illinois. Dickens 2-3444

SPECIALS

- Gottlieb Marathon . . . \$275.00
- Gottlieb Easy Aces . . . 195.00
- Gottlieb Hawaiian Beauty. 105.00
- Chi Coin 6-Player Ski Bowl 395.00
- Genco 2-Player Skill Ball. 350.00
- Exhibit Ringer Balls. . . . 125.00
- Williams 4-Bagger 350.00
- Genco Champion Baseball. 245.00
- Genco Hi-Fly Baseball. . . . 245.00
- Genco Rifle Gallery 150.00
- Keeney Sportsman Gun. . . 175.00
- Exhibit Dale Guns. 50.00
- Chi Coin Goalee. 50.00
- Evans Saddle & Turf. . . . 150.00

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EVERY ONE STEAM-CLEANED AND REFINISHED LIKE NEW!	SEEBURG	AMI	SEEBURG
	V200 . . . \$795.00	G-200 . . . Write	3W1 (Chrome) . . . \$55.00
	HF100R . . . 725.00	G120 . . . \$725.00	50¢ Conversion Kit . . . 79.50
	M100C . . . 525.00	F120 . . . 625.00	8" Wall Speakers . . . 8.50
	M100B . . . 425.00	E120 . . . 425.00	WURLITZER
	HF100G . . . 625.00	D80 . . . 295.00	1900 . . . \$795.00
	M100A . . . 225.00	E40, 78 RPM 295.00	1800 . . . 675.00
	100J 850.00	E40, 45 RPM 365.00	2000 . . . 825.00
		D40 195.00	

NEW EQUIPMENT

- UNITED**
Bowling Alley
Team Bowling Alley
- WILLIAMS**
6-Pocket Pool
6-Pocket Slate Pool
1957 Baseball
Crossfire Gun
- KLOPP**
Coin Counters
Coin Changers
- GENCO**
Circus Rifle Gallery
Gypsy Grandma
- AUTO PHOTO**
Model 11
Model 12

Special Closeout!!!
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Brand New! Write

GRAPHOSKOP
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- Quarterback . . . 215.00
- Crane 175.00
- Drivemobile 195.00
- Mutoscope Photomatic (prewar). . . 295.00
- Sidewalk Engineer 150.00
- Derby Roll 150.00
- Muto. Football . . . 275.00
- Submarine 125.00
- Telequiz 95.00
- Silver Gloves . . . \$165.00
- World Series . . . 99.50
- Pennant Baseball . 125.00
- Deluxe Baseball . . 125.00
- Hi Fly Baseball . . . 245.00
- Zodiac 175.00
- Major League Baseball 150.00
- Basketball Champ 175.00
- Peppy Write
- 2-Player Basketball \$195.00
- Goalee 90.00
- Four-Player Derby. . 99.50
- Big Bronco 395.00
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- Champion Baseball 225.00
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- Round the World Trainer 425.00

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Clipper
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GOTTLIEB and WILLIAMS PIN GAMES
GUNS OF ALL TYPES

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- 3 AMI G120 600
- 1 AMI F120 500
- 1 AMI E120 375

ALL MACHINES EXCEPTIONALLY CLEAN



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WURLITZER MODEL 1700...\$695
WURLITZER MODEL 1900... 875
SEEBURG MODEL V-200... 895

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MUSIC	ARCAD
AMI G-200 \$825.00	Exhibit Big Bronco \$395.00
AMI G-120 755.00	Chicago Coin Derby 95.00
AMI G-98 715.00	Chicago Coin Steam Shovel (new) Write
AMI F-120 595.00	Wms. Sidewalk Engineer 150.00
AMI F-120 425.00	Chicago Coin Twin Hockey 275.00
Wur. 3000 825.00	Exhibit Ringer Ball 200.00
	K.O. Fighter 395.00
	Monkey Climb 395.00
	Set Shot Basketball 245.00
	Wms. King of Swat 245.00
	Cross Country Drivemobile 295.00
	Pokerinos 95.00
	Chicago Coin Goalee 95.00
	Metro's Lord's Prayer Write

1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

MONROE

COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

Brass Rail Named

• Continued from page 94

Redi-Snak has its location near the kitchen entrance. Before the vending machines were installed, the wall was an eyesore. Elbert said that the battery gives the place a little class.

The Brass Rail's Jones Beach operation, with 300 drink, candy, cigarette and coffee machines in various beach areas, is going into full swing. Elbert said that nine ice cream machines have been installed this week, bringing to 10 the number on the State Park.

Sand Location.

This year the chain is actually placing vending machine batteries on the sand, with five such batteries due to be in operation by next week. Three existing umbrella stands have been redesigned to accommodate the machines, while skids have been build for the other two batteries.

The chain is going ahead on its industrial catering plans, with vending figured to play a prominent role in this phase of expansion. Latest addition is the Seagram plant in Maspeth, with 700 employees. This location, signed up last week, will have vending machines to augment the cafeteria operation, Elbert said.

Other plants and offices serviced by the Brass Rail include the Ford Foundation and the Socony Mobile building.

ARCADE EQUIPMENT

LIKE NEW IN APPEARANCE AND CONDITION—
NOTE THE VERY LOW PRICES

Exhibit Jungle Hunt (Pistol) ... \$225.00
Genco Champion Baseball 195.00
Genco Quarterback 175.00
Chicago Coin Twin Hockey ... 150.00
Williams Jolly Joker 60.00
Mutoscope Lord's Prayer (New) Write

We are distributors for Rock-Ola.

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WE ARE GIVING THIS EQUIPMENT AWAY

All machines have been thoroughly cleaned

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F-120, like new (choice of colors) \$565.00
E-120 375.00
A 45.00

SEEBURG

V-200 \$745.00
M-100R 665.00
M-100C 465.00
M-100B 385.00
M-100A 179.50

WURLITZER

2000 \$995.00
1900 895.00
1800 695.00
1700 595.00
1550AF (only 1 in stock) ... 285.00
1600 265.00
1650AF 295.00
1400 139.50
1100 75.00

WALL BOXES

Seeburg 100 Sel. Chrome . . \$ 45.00
Seeburg 100 Sel. Hammer-oid Finish 32.50
AMI 40 Sel. 2.95
Wurlitzer 4851 12.50
Wurlitzer 5204 (8 only) ... 15.00
Wurlitzer 3020 3.50

BINGOS

Hawaii \$ 60.00
Pixie 135.00
Yacht Club 55.00
Havana 70.00
Tropic 50.00
Singapore 85.00

BOWLERS

United Banner \$115.00
United Imperial 55.00
United Leader 85.00
United Rainbow 80.00
Bally Jets 95.00

TELEQUIZ \$65.00
OXYGEN MACHINE 95.00

1/4 down, balance C.O.D.



See **FIRST** to Be **FIRST!**

You're A Winner Every Time with **FIRST-Class** Equipment!

GO! "FIRST" IN POOL GAMES!

Everybody's Talking About EXHIBIT'S NEW

6-POCKET POOL GAME

Finest materials and workmanship by the industry's Leading Manufacturer of Coin Operated Pool Games! Size: 41"x72"x32". Complete with 15 numbered balls, cue ball, rack, pea bottle and instruction Posters for all types of games.

JUST COMPARE!

Exclusive Distributors for EXHIBIT in Illinois and Indiana

LIKE MAGIC! An Amazing 20-Ft. or 16-Ft. Bowling Alley from Your Old Shuffle Game!

EXHIBIT'S TRU-BOWLER

BIG! 2-lb. genuine Brunswick-Balke Mineralite Duck Pin Bowling Balls, 4 1/2" diameter. Closest thing to Real Bowling!

United Names 10

• Continued from page 88

approximately 15,000 square feet of space to the plant, are expected to be completed within the next 60 to 90 days.

The United phonograph received its first public unveiling in this country at the Music Operators of America convention here, last week. A previous showing had been held for distributors April 4, at Chicago's Bismarck Hotel (The Billboard April 13), along with numerous private showings of the model at United's plant.

A previous unveiling of the model had been held for the overseas market, at the International Spring Fair at Frankfurt, Germany, March 10-14.

SHUFFLES

CHICAGO COIN

SCORE-A-LINE \$295
THUNDERBOLT 225
FIREBALL 225
TRIPLE STRIKE 225
CRISS CROSS BOWLER 135

UNITED

MARS \$195
BANNER 135
ACE 125
LEAGUE 95
SHUFFLE TARGETTE 135
SUPER 10th FRAME 75
POOL ALLEY 195

KEENEY

CHALLENGER \$115
BIKINI 75
CLUB 10-PLAYER 50

ARCAD

Mut. LORD'S PRAYER... Write
Mut. K. O. CHAMP \$325
C. C. TWIN HOCKEY 245
Wms 6-PL. ALL STAR 185
C. C. STEAM SHOVEL 185
Gen. 2-PL. BASKETBALL 185
Mut. TUNGO 175
Wms. SIDEWALK ENGINEER 150
C. C. BASKETBALL CHAMP 135
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
Wms. DL. WORLD SERIES 85
Sc. BATTING PRACTICE 75

SPECIAL CLOSEOUT!

KAYE SUPER DeLUXE SLATE POOL GAMES

Most luxurious Bumper Pools ever made! Finest mahogany cabinet! Rich Furniture Finish! Genuine Slate Tops! Jumbo Plastic Bumpers!

THESE ARE REALLY, REALLY GORGEOUS!

NOW—limited quantity — **\$215**

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FINEST SLATE TOPS

Regulation size 32"x48". Rubber-backed billiard cloth. Jumbo Plastic Bumpers **\$67.50**

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GUNS

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STATE FAIR \$345
WILD WEST 265
SKY GUNNER 125

EXHIBIT

JUNGLE HUNT \$415
JET GUN 110
SPORTLAND GALLERY 740

UNITED

BONUS GUN \$245
CARNIVAL 185

SEEBURG

SHOOT THE BEAR \$135

5-BALLS

GOTTLIES

Fair Lady, 2-PI \$375
Gladiator, 2-PI 295
Easy Aces 215
Harbor Lights 215
Derby Day 225
Sluggin' Champ 190
Shindig 120
Guys & Dolls 95
Chinatown 75
Skill Pool 75

WILLIAMS

Race the Clock \$210
Grand Champion 90
Silver Skates 80
Four Corners 80
Disc Jockey 75

FOR SALE

Drivemobiles (post-war), Chicago Jet Space Ships, See-Saws, Merry-Go-Rounds, A-1 condition. WANT BALLY MODEL T. Cash or trade.

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WANTED! 5 BALLS!

SHUFFLE BOARDS
SCORE BOARDS
WALL TYPE \$49.50
OVERHEAD TYPE 95.00
FRONT END POOL TABLES 50.00

SUPPLIES

Rotation Balls, Sets \$12.50
Del. Rotation Balls. 18.50
Playfield Cloth 9.50

SIX POCKET POOLS... \$265.00



Slate pool tables, reconditioned with brand-new slate top installed... **\$115.00**

Reconditioned pool tables. Each **\$50**

Phonographs!

SEEBURG V200... \$795
SEEBURG R. 695
SEEBURG C's 495
WURLITZER 1800 . 595

SPECIAL ON **14 FT. BOWLERS!!**

Write

SHUFFLES

UNITED

SUPER BONUS \$290
* IMPERIAL 90
ROYAL 80
OLYMPIC 70
* STAR 10TH FRAME 55

KEENEY

* DIAMOND \$160
BIKINI 130
PACEMAKER 80
* DOMINO 60
CARNIVAL 50
10 PLAYER 50
*Indicates Match Play

1st AND STILL GROWING

FIRST

COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

1st AND STILL GROWING

PURVEYOR Better Buys

DISTRIBUTING CO.

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We Need

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★ **Gottlieb**
1954 • 1955
1956 • 1957
Models

MUSIC

★ **Wurlitzer**
1500A's
1550A's
1800's
1900's
2000's

SHUFFLE ALLEYS

★ **Bally**

- Victory
- Champion
- Jet
- Rocket
- Mystic
- Magic
- Blue Ribbon
- Gold Medal

★ **Rock-Ola**

- 1438's
- 1446's

★ **Seeburg**

- A's
- B's
- BL's
- C's
- G's
- R's
- V's

New MOA Slate

• Continued from page 88

elected first vice-president. Other vice-presidents named are: Albert S. Denver, president of Music Operators of New York, New York City; Hirsh de la Viez, Hirsh Coin Machine Company Washington; William Hullinger, Hullinger Music Company, Delphos, O.; Les Montooth, Peoria, Ill., and Howard Ellis, Coin-A-Matic Music Company, Omaha. Thomas Withrow, Midland, Tex., was re-elected sergeant at arms. All officers serve as directors also.

New directors named are:

K. A. Carmeny, Richmond, Va.; Joe Lederman, Newark, N. J.; Carl Pavesi, White Plains, N. Y.; George J. Morgan, Peru, Ind.; Ralph McMichaels, Denver; Jake Friedman, Atlanta, and Joe Silla, Oakland, Calif.

Re-elected directors are:

James Tolisano, Hartford, Conn.; Larry Marvin, Sacramento, Calif.; Willie Blatt, Miami; Lew Ptacek, Manhattan, Kan.; Max Hurvich, Birmingham; Vic Ostergren, Gary, Ind.; Norm Gefke, Sioux Falls, S. D.; David Baker, Arlington, Mass.; John Wallace, Oak Hill, W. Va.; Pete Weyh, Havre, Mont.; Gordon Stout, Pierre, S. D.; Ralph Ridgeway, Springfield, Mass.; Harlan Wingrave, Emporia, Kan.; James Hutzler, West Virginia; Ted Nichols, Fremont, Neb.; Lou Casola, Rockford, Ill., and Frank Fabiano, Buchanan, Mich.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

KEY WEST	\$545.00	GAY TIME	\$190.00
BIG SHOW	500.00	VARIETY	110.00
NITE CLUB	400.00	GAYETY	90.00
BROADWAY	350.00	YACHT CLUB	60.00
MIAMI BEACH	210.00		

Immediate Delivery. 1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

GUARANTEED MUSIC!

A.M.I. G-120	... \$695
A.M.I. Model E-120	... 425
A.M.I. Model C	... 125
A.M.I. D-80	... 295
Seeburg 100-R	... 725
Rock-Ola (51-50)	... 150
A.M.I. Model B	... 125

NEW!
KEENEY

BOWL-O-RAMA
Team Scoring—Team Marks
—Gutter!

6-POCKET POOLS
IMMEDIATE DELIVERY!

All Phonographs Reconditioned—
REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.



A Quarter Century
of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

WORLD WIDE . . . World's Best!

BINGO GAMES

KEY WEST	5565	BRAZIL	5375
BIG SHOW	525	MONACO	335
DOUBLE HEADER	445	STARDUST	245
NITE CLUB	415	STARLET	195
BROADWAY	375	PIXIES	185
BEACH BEAUTY	295	TRIPLE PLAY	145
MIAMI BEACH	215	TROPICANA	115

5-BALL GAMES

4-PI. REGISTER	5345	RAINBOW	5295
4-PI. SCOREBOARD	265	HARBOR LITES	210
2-PI. SEA BELLES	325	SWEET ADD-A-LINE	175
2-PI. TOREADOR	275	SLUGGIN' CHAMP	175
2-PI. DUETTE	195	REGATTA	145
C.C. BLONDIE	245	C.C. CAPRI	165
Bally BALLE-A-POPPIN'	255	JOCKEY CLUB	125

ARCADE EQUIPMENT

Un. PIRATE GUN	5365
Genco STATE FAIR	335
Un. CARNIVAL	175
Wms. CRANE	145
Genco 2-PI. BASKETBALL	195
C.C. HOCKEY	235
Deco SPACE SHIP	155

SHUFFLE GAMES

Ex. RINGER BALL	5195
Genco SKILL BALL	225
Un. DLX. COMET	95
Un. DLX. TARGET	85
C.C. HOLLYWOOD	185
Bally VICTORY	75
Un. TEAM BOWLER	75

See FISCHER'S NEW, Ultra-Modern "IMPERIAL" SIX-POCKET POOL

ON DISPLAY AT OUR SHOWROOM TODAY!
Priced Right! Immediate Delivery!

ALL EQUIPMENT THOROUGHLY RECONDITIONED, IN STOCK!

Cable Address
"GAMES,"
Chicago

Terms: 1/3 Deposit, Balance
Sight Draft.

WORLD WIDE DISTRIBUTOR

Chicago 47

2330 N. Western Ave.

Phone: EVerglode 4-2300

GIVE TO DAMON RUNYON CANCER FUND

For biggest pool profits operate new improved

Bally Official 6 POCKET Pool

New Visual-Totalizer Ball-Sorter
speeds up play, increases earnings

No time lost shuffling chips to keep score. No time wasted in arguments.
Result is more coins through the chute per hour, bigger profits for you.



DOUBLE DIME OR SINGLE QUARTER CHUTE

PATRONS CAN PLAY

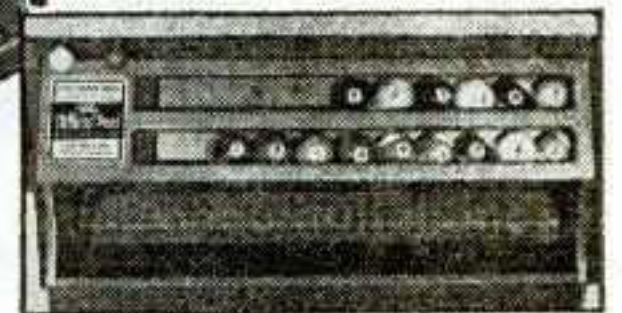
- Basic Pool
- Rotation Pool
- 15-Ball Pool
- 9-Ball Pool
- 8-Ball Pool
- Kelly or Pea Pool
- 10-Ball Pool
- 10-Ball Rotation Pool
- 10-Ball Kelly Pool

76 1/2 IN. BY 43 1/2 IN.

Sturdy construction, simple mechanism insure years of trouble-free profitable performance. Warp-proof pressed-wood playfield upholstered with genuine green billiard cloth, as are live-rubber cushions. Cabinet luxuriously finished in 2-tone browns to harmonize with fixtures in all types of locations.

LOOK
what you get
to promote play

- Finest quality imported cue-ball
- 15 highest quality imported numbered pool-balls in official colors and striping
- 4 accurately balanced cue-sticks
- Polished wood triangle
- Cue-chalk
- Complete set of tally-balls or peas for Kelly Pool
- Pea-Shaker Bottle
- Complete rules for 9 different games and glossary of pool-terminology
- Cue Repair Kit
- Accurate spirit-level



New Visual-Totalizer Ball-Sorter—exclusive feature of Bally OFFICIAL POOL—speeds up play, boosts earnings. Players are not required to shuffle tally-chips to keep score, never waste time in arguments. Ball-Sorter automatically separates each player's pocketed balls from opponent's pocketed balls. And, because pocketed balls are always in view, players follow progress of game merely by glancing at Visual-Totalizer. Balls cannot be removed from Ball-Sorter until coin is deposited, when balls drop into ball-delivery rack.

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO 18, ILLINOIS, U. S. A.

N. Y. State Ops

Continued from page 97

provided the major portion of the revenue.

Association

As a result, operators had been putting juke boxes on locations to keep the pinball players happy.

This year there will be no pinball players.

Operators are still hoping that the game manufacturers will come thru with a game that will do as well as the pinball and not run afoul of the State authorities. But these hopes are being pinned on next year. They have all but written off the summer of 1957.

Chi Game Trade

Continued from page 97

Schaeffer, Joe Robbins, Mrs. William Weintrau, all officials of Empire Coin Machine Exchange.

Among others leading the campaign are Dave Gottlieb, D. Gottlieb & Company president, Sam Wolberg, co-head of Chicago Coin Machine Company, and Sam Lewis Exhibit Supply Company president.

Others in the industry attending were Art Weinand, Williams Manufacturing Company sales manager, Stanley Levin, All State Coin Machine Exchange, Fred Minter, Gateway Distributing Company, Julius Mohill, Chicago operator, and Ken Knauft, The Billboard. Joe Kiine and Wally Finke, First Coin Machine Exchange, were also represented at the dinner.

Irving Green, co-chairman of the Division and president of Mercury Records, presided at the meeting, which was addressed by Joshua B. Glasser, general chairman of the campaign.

Trade-Ins Are Pouring In!

SHAFFER SEEBURG "JET" SPECIALS



SEEBURG 3W1 100 Wall Box Special

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

\$49.50

SEEBURG	AMI
HF100R \$725.00	G-120 \$695.00
HF100G 625.00	F-120 550.00
M100C 525.00	D-80 275.00
M100B 425.00	MODEL C 109.50
	MODEL A 69.50

WURLITZER	ROCK-OLA
MODEL 2000 (200 Sel.)... \$750.00	1438 Comet
MODEL 1800 (104 Sel.)... 625.00	\$395.00
MODEL 1500 195.00	
MODEL 1250 129.50	

Shaffer Music Has One of America's Finest Service Departments

- ★ Mechanisms Completely Overhauled and Tested
- ★ All Worn and Defective Parts Replaced with New Parts
- ★ Amplifiers and Tone Arms Reconditioned or Replaced
- ★ Cabinet Refinished and Plastics, Glass Replaced Where Needed

WRITE FOR ILLUSTRATED CATALOG

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years
Columbus, Ohio 849 N. High St. AXminster 4-4614
Cincinnati, Ohio 1200 Walnut St. MAin 1-6310
Indianapolis, Ind. 1327 Capitol Ave. MErose 4-3571

KIDDIE RIDES

Deco Rocket Ship \$235.00	Big Broncho Pony \$445.00
Bally Space Ship 175.00	King Train Ride 195.00
Clown See Saws, Formica Base 145.00	Bally Champion Pony 465.00
King Ponies ... 285.00	Bally Bull's-Eye Guns 185.00
Miss America Boat 275.00	
Capital Midget Racer 195.00	
B. Lane Zoo Ride 165.00	

Export Inquiries Invited

We have one of the largest Kiddie Ride inventories which assures you of complete selection of any type ride.

All Prices F.O.B. Pittsburgh. Subject to Prior Sale. We Buy—Sell—Trade.

FORBES AMUSEMENTS

2106 Forbes St.
Pittsburgh 19, Pa.

when answering ads . . .
Say You Saw It in The Billboard

"SWEET TWENTY ONE"

SENSATIONAL NEW ROLL-DOWN GAME for 1 or 2 Players

**EXCITEMENT, SUSPENSE GALORE!
NOTHING LIKE IT IN THE ENTIRE
COIN GAME FIELD**

Hits a new high in BUILT-IN competitive challenge—a thrill in every play. Ideal for every location.

- National Coin Rejector Coin Chute
- 2½" Wooden Balls
- Durable Formica Playfield
- Easy Servicing — All mechanics in back rack
- 4 exciting frames—adjustable to 3
- Bonus and double bonus features

ADJUSTABLE FOR REGULAR OR REPLAY

KEEP "ON THE GO" WITH GENCO

STILL GOING STRONG!

"CIRCUS"

Rifle Gallery

Featuring
Mysterious "CRAZYBALL"
and "SAD SAM" Targets

GENCO

MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

Unveil Slide Film Display Unit

• Continued from page 88

paid off commensurate with the higher costs it enforces on an operator."

He declares that "a 200-selection phonograph just does not earn enough more than a 100-selection category machine to cover the additional costs of programming (records, title strips and labor)."

Application

Walters believes that the slide film projector which will feature 16 mm. color slides of record artists (possibly with copy on late releases) which will be changed periodically, in a moving display, will keep up public interest in the juke box, attract more attention to it. "Other selling features," said Walters, "is that it will strengthen operator-location relations by giving the location an effective device for displaying menu items and/or bar specialties (in addition to slides of artists), possibly open up new revenue sources thru paid advertisements, and prolong model life of a phonograph thru greater location acceptance, and thus give an operator a longer period in which to amortize his equipment investment."

Color slides of artists, stock shots of drinks and menu items and national brand name products will be supplied by W. & W. Music Company at 60 cents each.

Optical system for the unit is manufactured by the Projectograph Corporation, Oshkosh, Wis. Cabinets will be made by a contract manufacturer. Assembly will be done by W. & W. Music.

Initial plans for the unit call for sales thru juke box distributors still to be named.

Location tests are planned for this month. Walters said that six location owners had been invited to see the prototype and liked it.

Walters makes both 16 and 35 mm. motion picture films for industrial use. One of his clients: J. P. Seeburg Company. He made a 10-minute color film on Seeburg's V-200L for sales use by the firm's 52 distributors.

Walters said that the Busch film projector, which is portable, is an effective device for showing short films to potential location owner customers also.

Glen Walters, 27, graduated from Dennison University in 1952. He took graduate work at Stanford University the following year.

In late 1953, he went to work for Ohio Bell Telephone Company

in their Dayton area film library. Interested in industrial film, he left Bell in 1954 and set up Valdhare, an industrial film production firm which, Walters said, offers a complete line of services in audio-visual

presentation, including motion picture, slide and strip films, commercial photography. Early this year, he set up Commercial Color Laboratories for color processing services.

BINGO MECHANIC WANTED

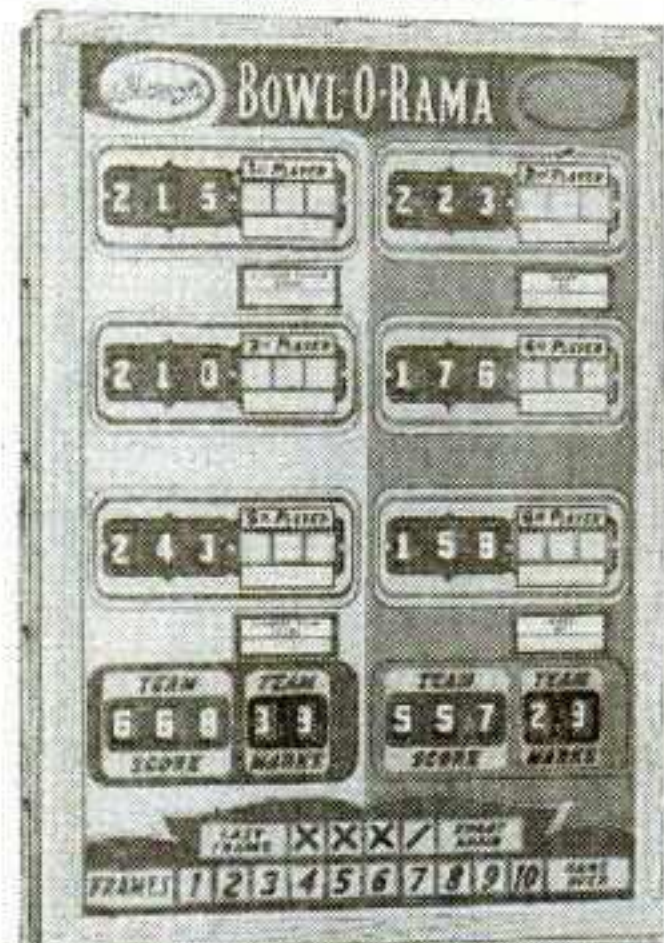
**GOOD PAY
NO DRIFTERS**



WRITE TO BOX 895

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

SILVER MIRRORED BACKGLASS



KEENEY GIVES YOU THIS FANTASTIC NEW MONEY MAKER THAT DEFIES COMPARISON IN THE BOWLING FIELD!

**6-PLAYER
REGULATION
BOWLER**

BOWL-O-RAMA

TOTAL TEAM SCORING!

TOTAL TEAM MARKS!

IMPROVED
PIN RE-SET
MECHANISM

"FEATHER-LIFT" PLAYFIELD

EASY TO SERVICE!

FEATURING:

- ★ Jam-Proof Ball Lift
- ★ Actual Gutters
Also available without gutters
- ★ Colored Reels for Team Scoring
- ★ Black and White Reels for Team Marks

Keeney is First with Regulation Bowling at its very best in

"BOWL-O-RAMA"

HAND-HIGH BALL RETURN BUTTON!

National Slug Rejector Coin Mechanism

**Order FROM YOUR
KEENEY DISTRIBUTOR NOW!**

J. H. *Keeney* & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

**HINGED
INSERT!**



Loosen 2 clips to swing open the picture frame moulding of life-box—then entire insert with reels and wiring folds forward

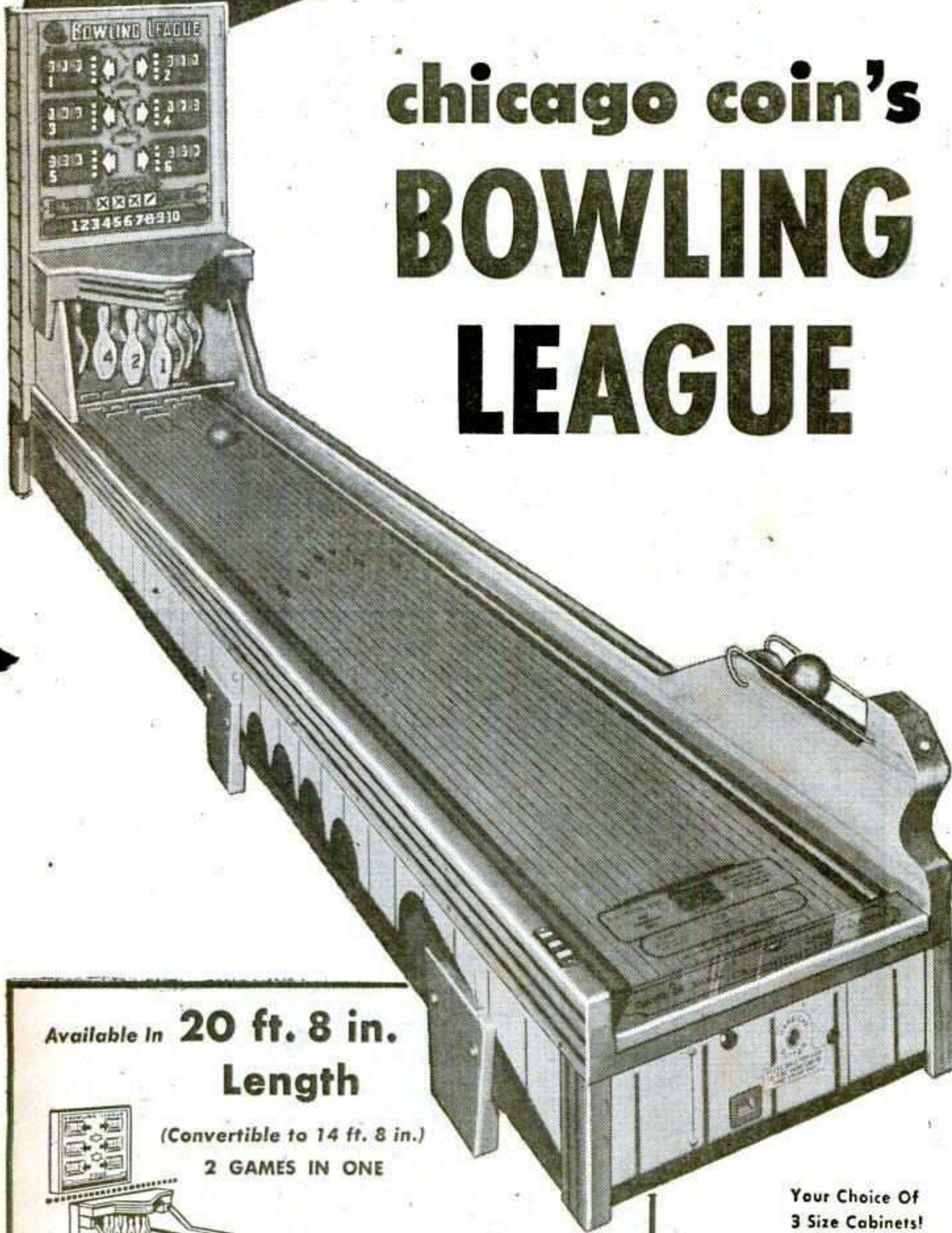
Two Lengths: 14 ft. and 11 ft.

Now Available In
Super FREE-PLAY Model

NEW COLORS! NEW PLAY! NEW BIGGER PROFITS! NEW REALISTIC STRIPED PLAYFIELD!

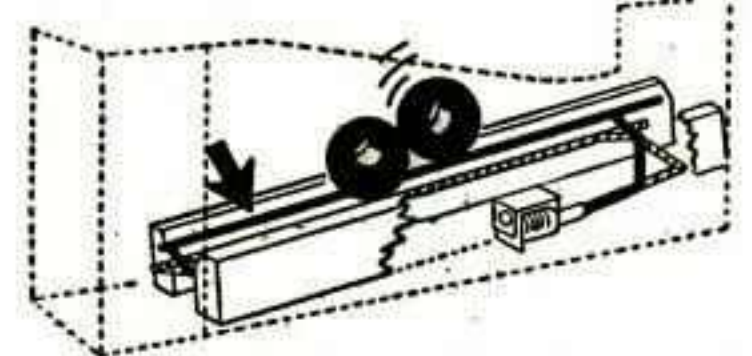
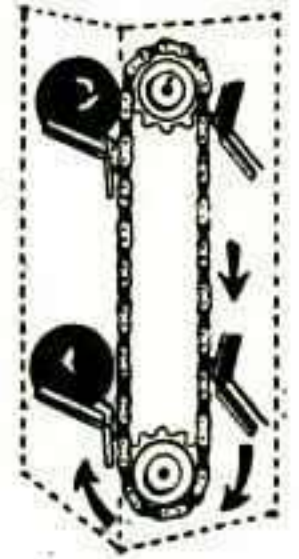
Tops in EXTRA FEATURES!
Tops in EXTRA PROFITS for YOU!

chicago coin's
BOWLING LEAGUE

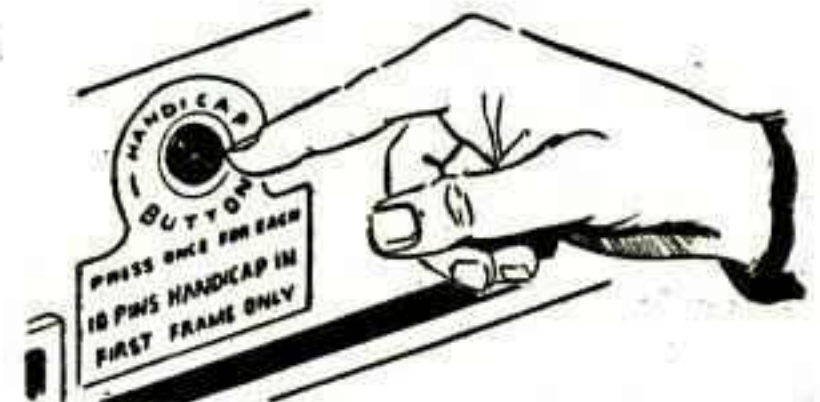


NEW!
ALL METAL
ROLLER CHAIN
AND SPROCKET
BALL LIFT

(ELIMINATES
BALL JAMS)



BALLS FEEDING ON TO CHAIN ELEVATOR GET
AGITATED IN THE TROUGH, PREVENTING
JAMMING OR BALL HANG-UPS



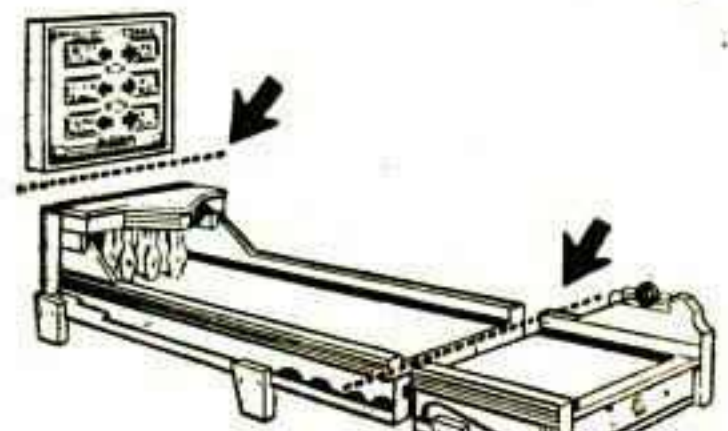
SCORING HANDICAP CONTROL



ALL MECHANISM IN THE BACK RACK



GENUINE GUTTERS
NEW REALISTIC STRIPED PLAYFIELD!



3 SECTIONS FOR EASY HANDLING!
Custom Built For A Perfect Fit

Available In **20 ft. 8 in.**
Length

(Convertible to 14 ft. 8 in.)
2 GAMES IN ONE



Order Now For Early Delivery

Your Choice Of
 3 Size Cabinets!

20 Ft. 8 In. Length

14 Ft. 8 In. Length

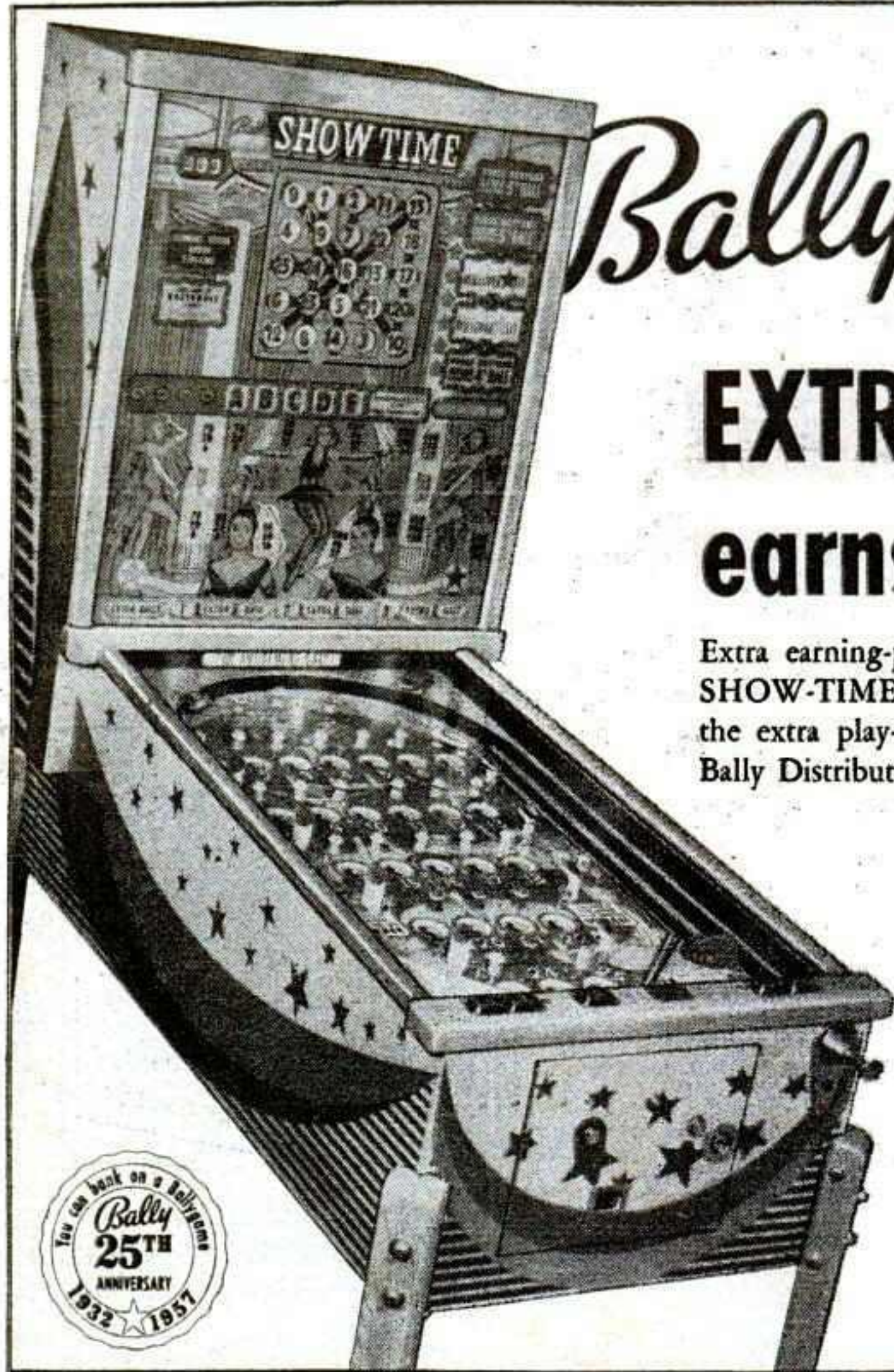
12 Ft. Length

29 Inches Wide
 18 Inches High

Equipped With National Slug Rejector!

chicago
coin
 MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



Bally SHOW-TIME

**EXTRA time is EXTRA fun,
earns EXTRA cash for you**

Extra earning-power of Extra Time is profit-proved in greatest Ballygames. Now SHOW-TIME gives players 4 WAYS TO PLAY FOR EXTRA TIME . . . and the extra play-appeal insures extra profits to you. Get SHOW-TIME from your Bally Distributor today.

New Style **MAGIC SQUARES**
plus New **MAGIC LINE**

**TRIPLE-DECK ADVANCING SCORES
CORNER SCORES — BALLYHOLE
EXTRA BALLS .**



ABC Bowling Lanes

PLAYED WITH 3 IN. BALLS

SCORES AUTOMATICALLY TOTALIZED BY

**OFFICIAL
BOWLING RULES**

STRIKES — SPARES — SPLITS

STRAIGHT BALL • HOOK BALL • BACK-UP BALL

6 CAN PLAY

3 POPULAR SIZES

11 ft., 14 ft., 18 ft. long

18 IN. HIGH ALLEY • SECTIONAL CONSTRUCTION

ORDER FROM YOUR BALLY DISTRIBUTOR

BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago



Free
**TOURNAMENT
PROMOTION KIT
WITH EACH GAME**

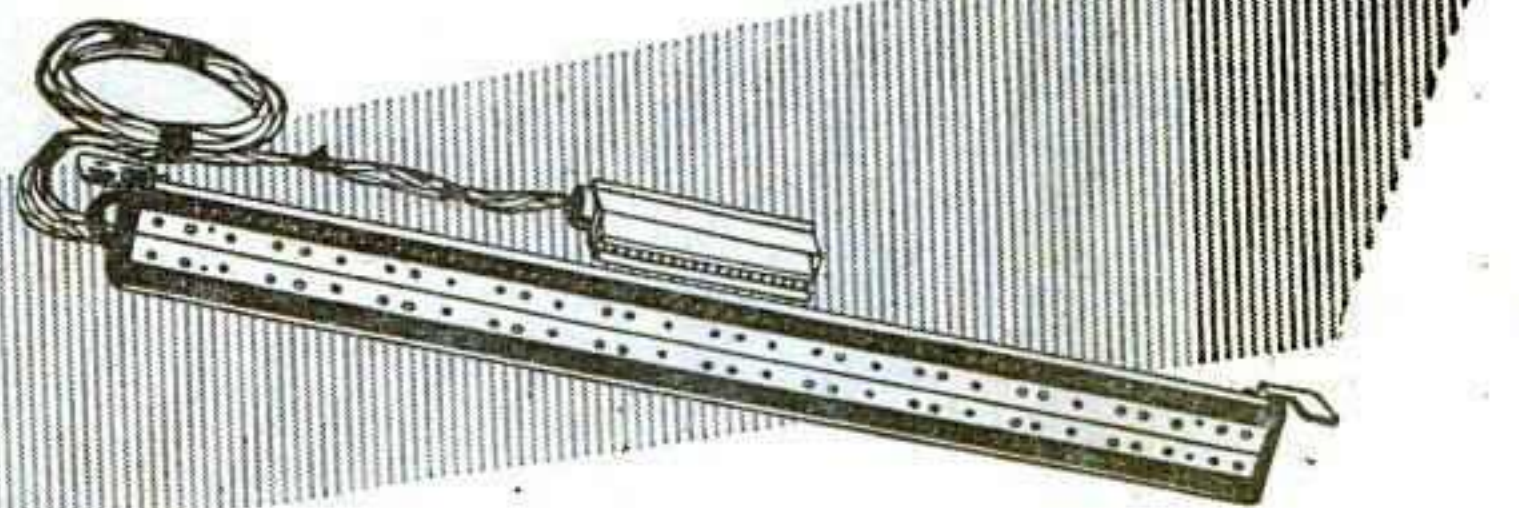
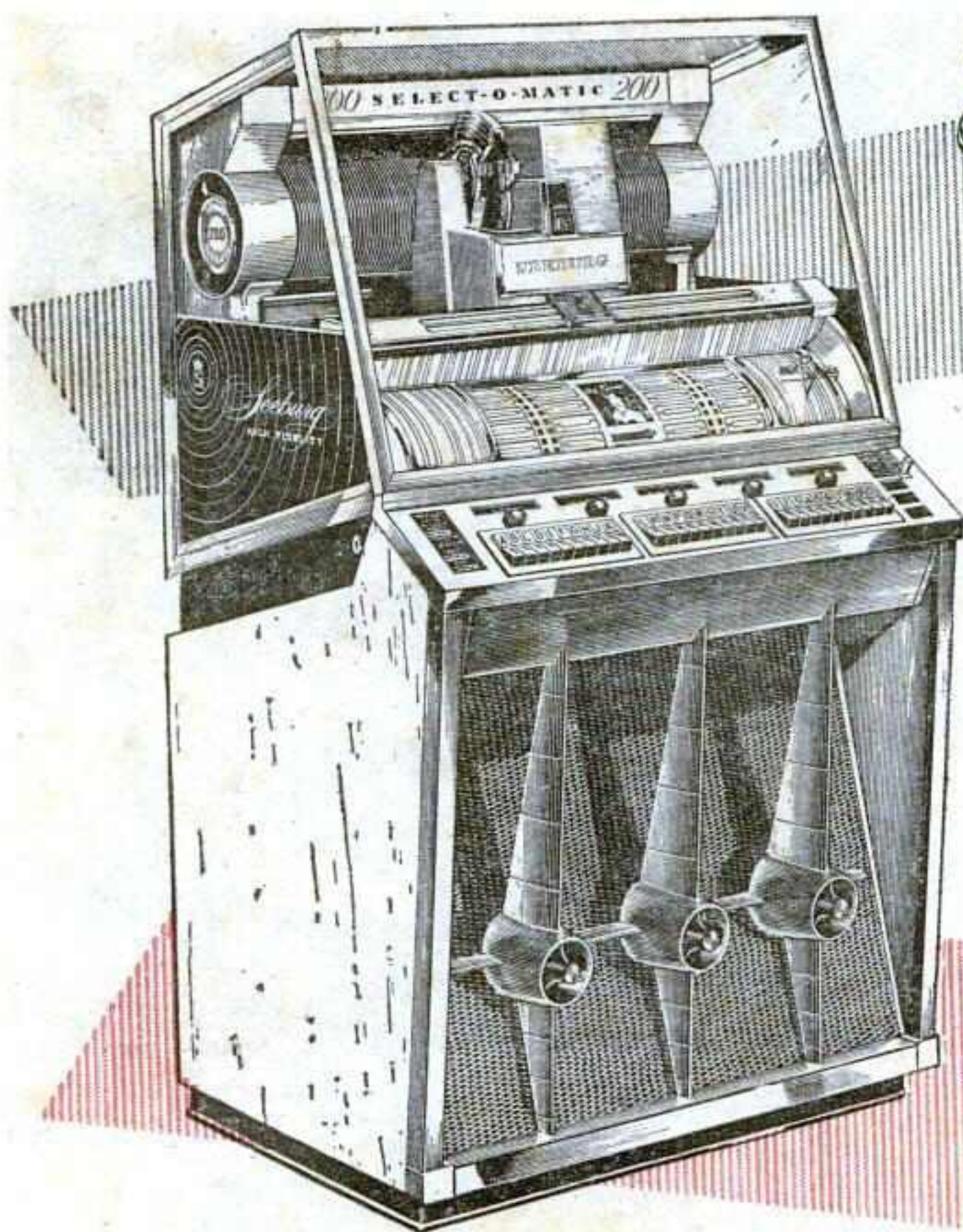
Seeburg..

ALWAYS FIRST

WITH MAJOR ADVANCEMENTS!

...the exclusive

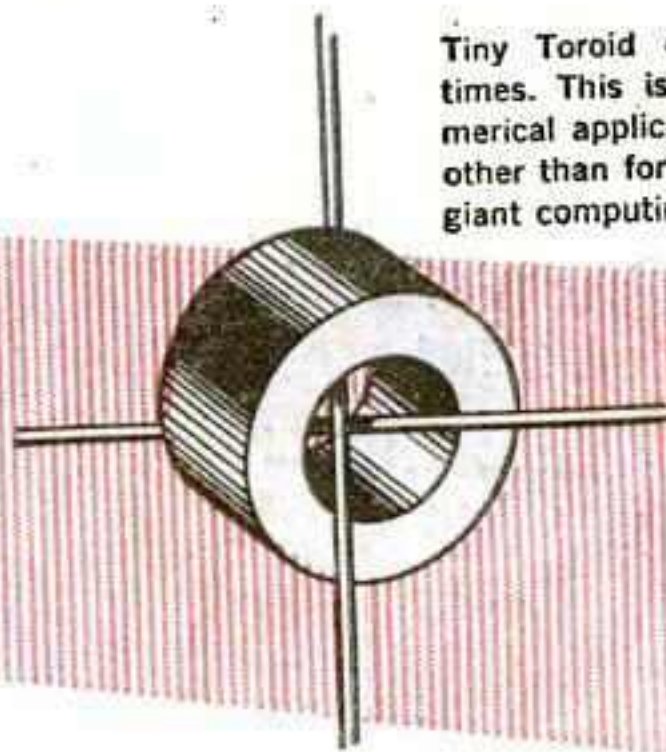
Tormat memory unit



Another Seeburg exclusive. Until the development of the Seeburg Tormat Memory, all such previous assemblies involved *hundreds of moving parts*. With the Tormat Memory Unit *there are no moving parts*. That's because there is a tiny Toroid with an individual "memory" to control the play of each of the 200 record sides.

Completely Sealed! Guaranteed 5 Years!

Tiny Toroid enlarged many times. This is the first commercial application of Toroids other than for "memories" of giant computing machines.



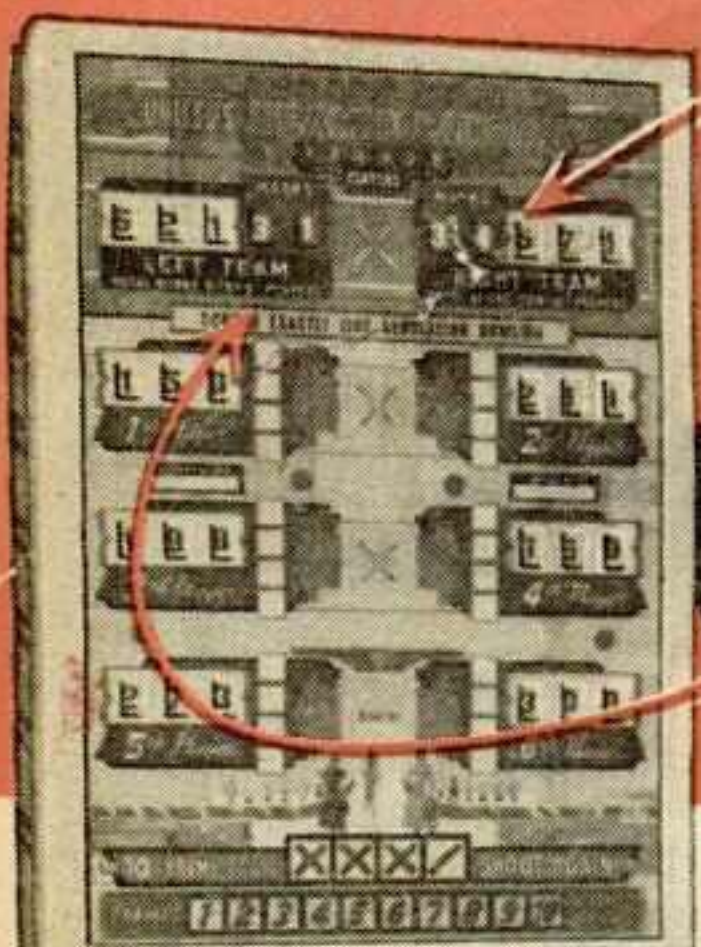
Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated

*America's Finest and
Most Complete Music Systems*

The Finest Bowling Game Ever Built!

UNITED'S

TEAM Bowling Alley



Introducing GREAT NEW MARK FEATURE

- ✓ MARKS INDICATE MORE ACCURATE PROGRESS OF GAME FRAME BY FRAME FOR INSTANT VISUAL SCORES.
- ✓ STRIKES OR SPARES SCORE MARKS. EACH MARK IS WORTH APPROX. 10 POINTS

ALL MARKS ARE REGISTERED **AUTOMATICALLY**

AUTOMATICALLY TOTALIZES SCORE OF EACH INDIVIDUAL PLAYER... TOTAL SCORE OF EACH TEAM

GREAT FOR TOURNAMENT PLAY

2-Player or 3-Player teams may play

1 to 6 may play individually

Beautifully lined formica playfield simulates commercial bowling alley
STURDY ABUSE-PROOF CABINET

NEW, FASTER PLAY INSURES MORE COINS PER HOUR

UNITED'S **DROP CHUTE** TAKES THE DIME EVERY TIME
NO STICKING

3 SIZES

- 11 FT. LONG
- 14 FT. LONG
- 18 FT. LONG

SECTIONAL CONSTRUCTION FOR EASY INSTALLATION AND HANDLING

18 FT. MODEL CAN BE REDUCED TO 14 FT. LENGTH BY SIMPLY OMITTING ONE SECTION
14 FT. MODEL CAN BE ENLARGED TO 18 FT. LENGTH BY SIMPLY ADDING ONE SECTION

4 FT.

IDEAL COMPANION GAME FOR UNITED'S BOWLING ALLEY FOR DOUBLE PLAY...DOUBLE PROFIT

FREE TOURNAMENT KIT PACKED WITH EACH GAME. Additional kits may be obtained from your United Distributor at nominal cost.

Operates Everywhere



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SEE YOUR DISTRIBUTOR