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Final Celler Report Softer on TV Webs

Overall Language Less Threatening Than Original Staff Recommendations

By MILDRED HALL

WASHINGTON—After weeks of dissection, the House Antitrust Subcommittee, chaired by Emanuel Celler (D., N. Y.), finally issued a "unanimous" report except "for conclusions respecting option time and broadcaster activities in the music field, on which additional views were filed." With the exception of the changed recommendation to FCC to "amend" option time provisions, rather than "abolish," as in the original staff memo, the report generally follows the basic and blockbusting lines of the staff document, as disclosed exclusively in *The Billboard*, April 29 and May 6 issues.

Some Overall Comfort

Overall comfort to the networks is the assurance to the networks that no one wants to tear them down and that "the Committee regards network operations as indispensable to television broadcasting." Less comforting is added wording that "the natural dominance of the two networks" does not excuse the "added concentration of power" of practices such as option time, must buy and "anti-competitive" programming practices. However, the overall language was less threatening than the group's original memo.

The report, released today (10), is based on the premise that "the American public is entitled to a national TV system that will not be dominated by two all-powerful networks." Although the networks get a pat on the back for their "achievements" in programming, nevertheless the strongest wording in the report is directed at possible tie-in between net control of time sales, and net-controlled programming, which the report particularly wants Justice Department to in-

Net Affiliate Deals Rapped

WASHINGTON—Large advertisers on the TV networks can secure quantity discounts as high as 25 per cent on gross billings, a practice which can be destructive to smaller sponsors, according to the Celler Committee's report. The report also says that the setting of time sale rates of affiliated stations leaves as "an open question at the present time" whether this can fall under the category of "price fixing" and thus be liable to antitrust action.

The rules giving network affiliates first call on web shows "in effect suppresses" the show by keeping it out of the hands of local stations, the report said. A suggested solution would have the webs notify other stations when an affiliate does not carry a show, to give them a chance at it.

TV FILM RIGHTS SUIT LOOKS TO SET PRECEDENT

NEW YORK—A suit filed last week in New York Federal Court may set a precedent which could bring a rash of similar legal fireworks against distributors of feature films now playing on TV stations. The suit, charging copyright infringement, was leveled against C&C Television Corporation by Louis Shipman and Eleanor Hymer as a result of C&C's TV distribution of an old RKO Radio movie titled "Law of the Underworld," which features Chester Morris, Walter Abel and Jack Carson.

The plaintiffs are heirs of the late Sam Shipman and John C. Hymer, who in 1930 sold movie rights to a literary work titled "Crime" to RKO Radio, which subsequently produced the film. The original work was copyrighted in 1926, and the copyright was renewed by the plaintiffs in 1953 for the 28-year period starting in November 1954. The suit charges that although C&C secured the film in the RKO package in December 1955, the plaintiffs are the sole proprietors of the rights to this work and that C&C had no right to arrange for TV airings.

The suit requests an injunction to halt C&C from selling the film for TV showing, and asks for an accounting for damages sustained by the alleged copyright infringements resulting from TV exposure, as well as the delivery of all prints by C&C pending result of the action. Walter J. White, attorney for the plaintiffs, told *The Billboard* that all stations showing the film also are subject to similar suits.

Clearance of rights has long been recognized as a major problem in sale of films to TV, but this is the first known legal repercussion.

investigate in its overall study of TV monopoly aspects.

No Direct Control

The report notes that the committee "does not favor direct government regulation" of the networks. Instead, it favors an improved competitive picture based on amendments to present FCC chain broadcast rules, and on present antitrust legislation. The Subcommittee itself intends to introduce legislation extending the antitrust laws to cover "services" as well as commodities, to bring TV services under the wing of the Robinson-Patman Act and the Clayton Antitrust Statutes.

Option time "may" permit the networks to decide programming for their licensees; may keep competing programs out of prime viewing time; may put non-network advertisers at disadvantage, and could be depriving the public of the "widest" possible choice of programs that are and could be available in a free competitive market. In the final report, a mollifying note is added that the time options "should be considered together with the networks' contention that option time is indispensable to their operations."

Must buy gets the same hard deal in the Subcommittee report as in the staff document. The report would have FCC prohibit the "must buy" practice by networks, and permit, instead, a "gross time charge." A new wrinkle in the report adds that the FCC put a maximum on the gross demanded by a network—but on the other hand, the Subcommittee would decidedly not give the FCC "authority to prescribe the figure."

Investigation by Justice Department is urged most strongly in field of network programming practices and in talent control. The original

(Continued on page 8)

Balloon-Type Arena May Prove Boon to Outdoor Business

Inflated 'Airhouse' Economical Substitute for Tent Operations

By SAM CHASE

NEW YORK—Outdoor show-business requiring seating for up to 15,000 people is quietly undergoing a housing revolution which may well spark a major revitalization. Events such as circuses and theatrical presentations are immediately affected but the horizons would seem to embrace other forms as well.

Two rival organizations are involved in a legal battle to determine which will have the right to present a summer theater program this year in New York's Central Park. While either program would be *ad fresco* this season, both groups plan to expand on a much larger scale, utilizing the new type of arena. Several other organizations also are quietly investigating possibilities of converting present operations or undertaking new ones with this type of arena as a basis.

Balloon Arenas

Center of attraction is a new type of balloon arena made of an all-weather vinyl-coated nylon fabric, which uses no poles or rigid supports of any kind but is completely supported by an air system which simultaneously air conditions the interior. The fabric, called Fibertin, is the product of U. S. Rubber Company, while the housing offshoot, designed by famed architect Frank Lloyd Wright, is manufactured by the Irving Air Chute Company of Lexington, Ky., nation's oldest and largest parachute firm.

A small version of the arena called "Airhouse" was demonstrated at the International Home Exposition at the New York Coliseum last month. The fabric utilized is almost impossible to rip,

resists punctures, flame, sunlight, weathering, oils and most acids. The Airhouses are now being used for industrial purposes, and were tested and used by the Air Force for two years under the most adverse weather conditions during the construction of the radar line in the Arctic.

Park Site Suit

The Appellate Court here is about to render a decision on a suit by producer St. John Terrell to restrain Chris Anderson and Michael P. Grace from operating the summer theater in Central Park, on the basis that Terrell was assured first crack in the future when turned down several years ago. Meanwhile, Terrell last week opened the ninth season of his Lambertville (N. J.) Music Circus, and adjacent to his standard tent he is demonstrating a small-scale version of the "Air Top," which he will use starting next year. In fact, Terrell hopes to get going with it this season at Commack, Long Island, where he is in the midst of negotiations to operate a second Music Circus this summer.

Anderson has even more grandiose plans. He has organized Andersonco as a firm to produce original musicals throughout this nation and Western Europe, which would be staged in an international chain of these "Balloon Bijoux." He is reportedly negotiating with Frank Loesser to turn out the first show. Contracts have been set for use of municipal parks in a number of key U. S. cities, and deals are in preparation for Europe as well.

One aspect of the operation

(Continued on page 62)

Product Cues Broad Uses

NEW YORK—The "Airhouse," which now is being adapted to showbusiness uses, already has a number of successful applications in other fields. Aircraft manufacturers, for example, are utilizing them to protect new planes coming off the assembly line. There is now talk of providing individual Airhouses for planes, which can carry them in the cargo, for temporary use when airports are overcrowded.

Over 50 Airhouses now are in use as warehouses, with Calumet Industrial District of Chicago using one 40 feet wide, 80 feet long and 20 feet high, which can hold more than 2,000,000 pounds of industrial goods. Others are used to store oil drilling equipment, beer bottles, spare naval parts, power equipment and asbestos. Polk Bros., of Chicago used one for a portable store last November when it introduced new appliances.

NEWS OF THE WEEK

7 Unprogrammed Night Hours Still Available at 3 Networks . . .

With the fall selling season at the halfway mark, the three networks have a total of seven unprogrammed nighttime hours. Alternate week buys are available in 18 shows. . . Page 2

Disk Industry Execs Blueprint 'Academy' Awards Organization . . .

The phonograph record industry is expected to engage in its greatest public relations effort as the result of the formation last week of the "National Academy Recordings Arts & Sciences." Spearheaded by James B. Conkling, formerly president of Columbia Records, and other key members of the disk industry, the "Academy" will be patterned along the lines of the motion picture and TV groups. . . Page 18

Celler Report Out, Lack of Unity Seen Moderating Factor . . . The House Antitrust (Celler) Subcommittee

recommends that the Justice Department investigate all phases of the music field, according to a report issued Monday (10) on extensive committee hearings last fall. The effect of the report was seen softened, however, both thru additional views expressed by five members on BMI-ASCAP topics, and by moderating or deleting certain suggestions in the committee's original memo. . . Page 20

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AVAILABLE TIME DWINDLING

4 Prime Hrs. Left at ABC, 2 at NBC, 2 Halves at CBS

NEW YORK—With the selling season at the half-way mark, what shows and time periods can an advertiser still buy for next season? NBC-TV has 2 hours of prime time (7:30 to 11 p.m.) open—that is, time periods unprogrammed—CBS-TV has two half-hours and ABC-TV has four hours. Of shows looking for fuller alternate week sponsors, NBC has eight, CBS six and ABC four.

Among the clients still looking for evening exposure are reported to be Quaker Oats, Singer, P. Lorillard, Swift, Gulf, Mutual of Omaha, S. C. Johnson, Marlboro and Sheaffer Pen. Colgate-Palmolive is seeking a sports show for its line of men's products.

Availabilities on NBC run as follows: Sunday, locked up tight. Monday, half of "The Price Is Right" with Speidel, 7:30 p.m. Half of "Restless Gun" with Warner-Lambert, 8 p.m. Half of "Crisis" with Ford, 10-11 p.m. Tuesday, the 7:30-8 p.m. slot, also the 10-11 p.m. slot. Wednesday, all of "Wagon Train," 7:30-8:30 p.m., also the 10:30-11 p.m. slot.

Thursday, half of "Tic Tac Dough" with Warner-Lambert, 7:30 p.m. Lever Bros. wants a buyer for half of its "Lux Video Theater" or may cut back to a half-hour show. Friday, half of "Life of Riley" with Lever Bros., 8:30 p.m. Half of "Manhunt" with American Tobacco, 9 p.m. Saturday, the 10-10:30 time period.

The CBS availabilities are: Sunday, locked up. Monday, locked up. Tuesday, the 10:30-11 p.m. time period. Wednesday, locked

up. Thursday, half of "Harbourmaster" with R. J. Reynolds, 8 p.m.

Friday, half of "Wally and the Beaver" with Remington Rand, 7:30 p.m. Half of "Mr. Adams and Eve" with R. J. Reynolds, 9 p.m. Saturday, half of "Perry Mason" with Purex, 7:30-8:30 p.m. Half of "Dick and the Duchess" with Mogen David, 8:30 p.m. Also, the 10:30-11 slot.

ABC has the following openings: Sunday, the 9-10 p.m. time period. Monday, the 7:30 p.m. slot. Tuesday, half of "Sugarfoot" with American Chicle, alternate weeks, 7:30-8:30 p.m. Also, the 10-10:30 p.m. slot. Wednesday, locked up, the Bristol-Myers may sell off half of its 8:30-9 buy.

Thursday, 17 weeks of "Navy Log" with U. S. Rubber, 10 p.m. Friday, half of "Jim Bowie" with American Chicle, 8 p.m. Campbell Soup may sell off half of its 10-10:30 buy. Saturday, the 7:30-9 p.m. periods. Also, half of the Guy Mitchell show with Revlon, 10 p.m.

For their blank spots, the webs each have a number of programs in which they have invested, nor is there any dearth of unsold pilot films. But, with the choicest time periods filled and the open spots dwindling, the buyer's market is beginning to shrink.

Still looking for properties to meet their time buys are Pharmaceuticals, Inc., CBS-Tuesday, and Colgate, NBC-Friday.

'Dead' Segs Revive, 'Live' Ones Dropped

NEW YORK — The program sales contest as it shapes up so far is splattered with paradoxes, inexplicable on the face of it. Some shows that have been doing pretty well in the rating reports are out of the running, while the competition they've been matching or beating will be renewed.

For example, "Panic," which has been making steady strides since it replaced "Noah's Ark" in mid-season, and which overtook "Wyatt Earp" in the most recent overnight Trendex, has been abandoned by its sponsors and so far has no takers for the fall.

"West Point," which started the season at about a 20.0 Nielsen and worked its way to over 27.0, has been axed by General Foods, while "Jim Bowie," which it beat in the latest Nielsen, will continue.

"On Trial" which had trouble earlier in the season but which beats all its competition in the May report of the American Research Bureau, is being dropped by Campbell Soup in favor of "Colt

45." But "Mr. Adams and Eve," one of the shows it beats, has been renewed by R. J. Reynolds.

One thing these paradoxes demonstrate is that ratings are not necessarily the be-all and end-all for a program. It also suggests that sponsors are not always right about their own shows.

This is borne out by another paradox of the sales season. That is the fact that with all the helter-skelter turnover and the high casualty rate, a certain number of shows that were once all but dead but were then resold are now weathering the present storm gracefully.

Outstanding example of this is "Father Knows Best," which was a quick fatality for Kent Cigarettes two years ago, but after a hard go was resold to Scott Paper. Now "Father" is the envy of the trade. When Scott recently decided it couldn't support the whole show any more, it quickly got Lever Bros. to come in as co-sponsor.

"Ozzie and Harriet," which was all cancelled out a year ago, has found a satisfied customer in Eastman Kodak, which has renewed it for next year. "Navy Log" was considered a casualty of last season, but it was resold to U. S. Rubber, which will keep sailing with it.

Reselling a dead one is a tough business, but the record clearly indicates that the corpse may have plenty of life left in its bones.

Ronzoni Cottons To 'Honeymooners'

NEW YORK — Ronzoni Macaroni is reported interested in picking up the reruns of Jackie Gleason's "The Honeymooners," which CBS-TV Film Sales has just put on the syndication market. Ronzoni would sponsor the situation comedy in New York, New Haven, Conn., Schenectady, N. Y., and Philadelphia.

Ronzoni currently sponsors "Celebrity Playhouse" on WRCA-TV here.

CBS-TV Set Except for Two Afternoon Slots

NEW YORK—CBS-TV has virtually set its fall programming schedule, with the exception of Tuesday and Saturday at 10:30, tho it still has several choice alternate week slots available. (See other story this issue.)

The web has slotted "Wally and the Beaver" for 7:30-8 Friday evening, where it will be sponsored on alternate weeks by the type-writer division of Remington-Rand. The following half hour will be occupied by "Trackdown," a Four Star Productions vidfilm series to be sponsored by the Lucky Strike division of American Tobacco, and by Socony-Mobil Oil, a new network advertiser which previously had been using national spot.

NBC BOUQUET GOES TO HOUSE

NEW YORK — NBC-TV congratulated the House Antitrust Subcommittee for "concluding that network operations are indispensable to television broadcasting," in an official statement released today.

The web calls any comment on specific practices questioned by the subcommittee "inappropriate at this time," but terms it "encouraging" that it "gives such forthright recognition to the pioneering role of the networks in developing the medium."

Carter Weighing News Show, Piece Of Pro Football

NEW YORK — Carter Products will probably snap up the alternate half of "Sunday News Special," the 11-11:15 CBS-TV Walter Cronkite current events stanza. Whitehall Pharmacal has already bought the other half of the quarter hour stanza.

Carter is also interested in buying a piece of CBS-TV's National Professional Football League gridiron telecasts of next season.

Wyman Series Still Orphan

NEW YORK—The new revised Jane Wyman vidfilm series is still looking for a time period. Singer Sewing Machine wanted the show for 26 weeks on NBC-TV, but the web is holding out for a 52-week contract.

Meanwhile, Quaker Oats would still like the show for Saturday evenings at 10, but the web has cooled to the idea because of its inability to find an alternate client.

Gross-Krasne Sets Intl. Distrib Firm

HOLLYWOOD — Gross-Krasne last week formed an international TV distribution subsidiary, to be known as Gross-Krasne, Ltd. It will be headed by V. P. Guy V. Thayer Jr., who will headquarter in London.

Additional overseas offices will be set up in Canada and Latin America. Philip N. Krasne said. A sale in England alone, according to Krasne, can bring in about \$250,000 on a series.

On the production side G-K is filming two series, "African Patrol" and "Jungle Boy," in Africa.

Sinclair Joins BB's TV Staff, Plotnik to SG

NEW YORK—Charles Sinclair joins The Billboard's TV department next week as associate Editor in charge of special features. He replaces Gene Plotnik, who leaves to join the publicity staff of Screen Gems.

Sinclair has resigned his post as account executive at Rogers & Cowan to become a Billboard staffer. While at R&C he handled telefilm, live TV and motion picture accounts. Prior to that he put in two stretches at Sponsor magazine, the most recent running over four years. Sinclair also worked for the New York Daily News, United Press and Today's Advertising, and handled publicity at WPIX, New York.

Plotnik will report to Phil Cowan, publicity chief at Screen Gems. He has been with The Billboard since August 1948.

CBS Slot Sought By Helene Curtis

NEW YORK — Helene Curtis has reinstated its interest in the Saturday 8:30-9 p.m. time period on CBS-TV. The network has already pacted the Wine Corporation of America for the time slot, which will be occupied by "Dick and the Duchess," a new Sheldon Reynolds package.

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TIME AFTER 1



Meet James W. Seiler (above), Director of the American Research Bureau and eminent authority on TV program ratings. He is seen here as he selects a Midwest market for special review . . . one of the hundreds of markets in which ZIV shows consistently rate high.

In the photo at the left, ARB Tabulation Director, Kenneth F. Aurich, is supervising distribution of ARB's national diaries. In these diaries TV viewers record the facts behind the ARB ratings we list on these pages.

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WILLIAM GARGAN



Get Martin Kane in your market and you get TV's most firmly established mystery-adventure hero. Wire or phone immediately for a look at a truly gripping audition and a comprehensive sales plan.

NBC Exec Defends 'Mass Appeal' Aims

NEW YORK—A top NBC-TV spokesman last week spiritedly defended the network's reliance on mass-appeal programming. The executive pointed out that the economic facts of life obviously dictate that the web deliver "bread and butter" programming to its advertisers.

The emphasis on mass appeal, he maintained, is nothing new to media other than TV that aim at

attracting a mass following. Thus, for example, the Saturday Evening Post offers the kind of printed matter which will interest the maximum number of readers. Other magazines which are not concerned about mass appeal, such as The Reporter, go after a much more limited audience.

But TV, with its 37,000,000 sets in use, is obviously a mass-appeal medium, the executive declared.

He also made clear that by mass-appeal programming the network was in no sense talking about cheap programming. Such shows as "Wagon Train," and the new Gobel-Fisher Tuesday night musical variety series will run about \$75,000 per hour.

Minimize Risks
The advertisers are also seeking to minimize their risks, and for good reason, he remarked. Companies which put the majority of their advertising funds into network TV, frequently spending \$10,000,000 and upwards, cannot afford ill-advised purchases of programs without risking their futures.

NBC, the high official stated, would be derelict only if it concentrated exclusively on mass-appeal programming.

This is not the case, he declared. There are two other kinds of shows, specials and public interest, he reported, and we are actively engaged in creating and telecasting such programming.

The web has blueprinted about 90 specials that it is offering to advertisers. It has also created a special unit headed by Henry (Pete) Salomon which will devote itself entirely to public service programming. In addition to the large number of such shows already in preparation, NBC is prepared to spend several millions more for two new series.

McAvity in Line
It will also create a special idea team which will concentrate on en-

tertaining programs. As yet no head has been selected, but Tom McAvity, a top programming veepee, is said to be under consideration for the post.

The executive went on to say that there seemed to be a misunderstanding in the trade about the network's decision not to program spectaculars on a regular basis. Instead of programming them once a month, where they interrupt the continuity of weekly series, he said, NBC has decided to offer them irregularly for three reasons:

"We wish to select a time period where we feel they will get the best rating (thus, for example, the Perry Como "Pied Piper" spectacular will be slotted Sundays 7:30-8:30 to hit kid audiences). Second, we want to pick a time period which will interest advertisers and cater to his needs. Third, we want to program them at a time of the year when they help the sales efforts of advertisers."

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:

DRAMATIC PROGRAMS
SITUATION COMEDIES

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.

Drama Programs

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$2.04
2. PLAYHOUSE 90 (Bristol-Myers, Amer. Gas, Philip Morris, CBS)..... 2.52
3. THE MILLIONAIRE (Colgate, CBS)..... 2.67
4. LUX VIDEO THEATER (Lever, NBC)..... 2.83
5. KRAFT THEATER (National Dairy, NBC)..... 2.89
6. STUDIO ONE (Westinghouse, CBS)..... 2.91
7. ALCOA HOUR (Aluminum Co., NBC)..... 2.97
8. U. S. Steel Hour (U. S. Steel, Revlon, CBS)..... 2.99
9. ON TRIAL (Campbell, Lever, NBC)..... 3.06
10. JANE WYMAN (Procter & Gamble, NBC)..... 3.17

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$2.76
1. ALCOA HOUR (Aluminum Co., NBC)..... 2.76
3. PLAYHOUSE 90 (Bristol-Myers, Amer. Gas, Philip Morris, CBS)..... 3.17
4. THE MILLIONAIRE (Colgate, CBS)..... 3.29
5. ON TRIAL (Campbell, Lever, NBC)..... 3.48
6. LORETTA YOUNG (Procter & Gamble, NBC)..... 3.65
7. LUX VIDEO THEATER (Lever, NBC)..... 3.76
8. U. S. STEEL HOUR (U. S. Steel, CBS)..... 3.83
9. BIG STORY (Amer. Tobacco, Ralston, NBC)..... 3.85
10. CONFLICT (Chesebrough-Ponds, General Electric, ABC)..... 3.90

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$1.84
2. PLAYHOUSE 90 (Bristol-Myers, Amer. Gas, Philip Morris, CBS)..... 2.41
3. THE MILLIONAIRE (Colgate, CBS)..... 2.43
4. LUX VIDEO THEATER (Lever, NBC)..... 2.49
5. KRAFT THEATER (National Dairy, NBC)..... 2.63
6. ALCOA HOUR (Aluminum Co., NBC)..... 2.76
7. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS)..... 2.77
8. STUDIO ONE (Westinghouse, CBS)..... 2.78
9. LORETTA YOUNG (Procter & Gamble, NBC)..... 2.89
10. JANE WYMAN (Procter & Gamble, NBC)..... 2.95

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. CONFLICT (Chesebrough-Ponds, General Electric, ABC).....\$3.67
2. CLIMAX! (Chrysler, CBS)..... 4.41
3. THE MILLIONAIRE (Colgate, CBS)..... 5.59
4. PLAYHOUSE OF STARS (Schlitz, CBS)..... 5.96
5. JANE WYMAN (Procter & Gamble, NBC)..... 6.30
6. CROSSROADS (Chevrolet & Plymouth, ABC)..... 7.05
7. KRAFT THEATER (National Dairy, NBC)..... 7.16
8. STUDIO ONE (Westinghouse, CBS)..... 7.17
9. ON TRIAL (Campbell, Lever, NBC)..... 7.35
10. G. E. THEATER (General Electric, CBS)..... 7.39
10. PANIC (Liggett & Myers, Sales Builders, NBC)..... 7.39

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Situation Comedies

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. I LOVE LUCY (General Foods, Procter & Gamble, CBS).....\$1.99
2. DECEMBER BRIDE (General Foods, CBS)..... 2.05
3. FATHER KNOWS BEST (Scott, NBC)..... 2.73
4. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.75
5. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 2.97
6. BURNS AND ALLEN (Carnation, Goodrich, CBS)..... 3.05
7. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 3.08
8. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 3.19
9. OZZIE AND HARRIET (Eastman Kodak, ABC)..... 3.22
10. LIFE OF RILEY (Gulf, NBC)..... 3.45

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (General Foods, Procter & Gamble, CBS).....\$2.61
2. DECEMBER BRIDE (General Foods, CBS)..... 2.65
3. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 3.61
4. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 3.86
5. BURNS AND ALLEN (Carnation, Goodrich, CBS)..... 4.07
6. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 4.08
7. LIFE OF RILEY (Gulf, NBC)..... 4.24
8. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 4.26
9. FATHER KNOWS BEST (Scott, NBC)..... 4.36
9. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 4.36

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (General Foods, Procter & Gamble, CBS).....\$1.76
2. DECEMBER BRIDE (General Foods, CBS)..... 1.96
3. FATHER KNOWS BEST (Scott, NBC)..... 2.62
4. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 2.82
5. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.91
6. BURNS AND ALLEN (Carnation, Goodrich, CBS)..... 2.93
7. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 3.08
8. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 3.38
9. LIFE OF RILEY (Gulf, NBC)..... 3.51
10. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.54

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (General Foods, Procter & Gamble, CBS).....\$2.70
2. DECEMBER BRIDE (General Foods, CBS)..... 2.77
3. FATHER KNOWS BEST (Scott, NBC)..... 2.91
4. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 2.92
5. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.99
6. BLONDIE (Toni, Nestle, NBC)..... 3.28
7. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 3.29
8. LIFE OF RILEY (Gulf, NBC)..... 3.42
9. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.97
10. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 3.99

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

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

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

STEINMAN STATION
Clair McCollough, Pres.
Representative **MEEKER**
316,000 WATTS

COMING COST PER THOUSAND ANALYSES:

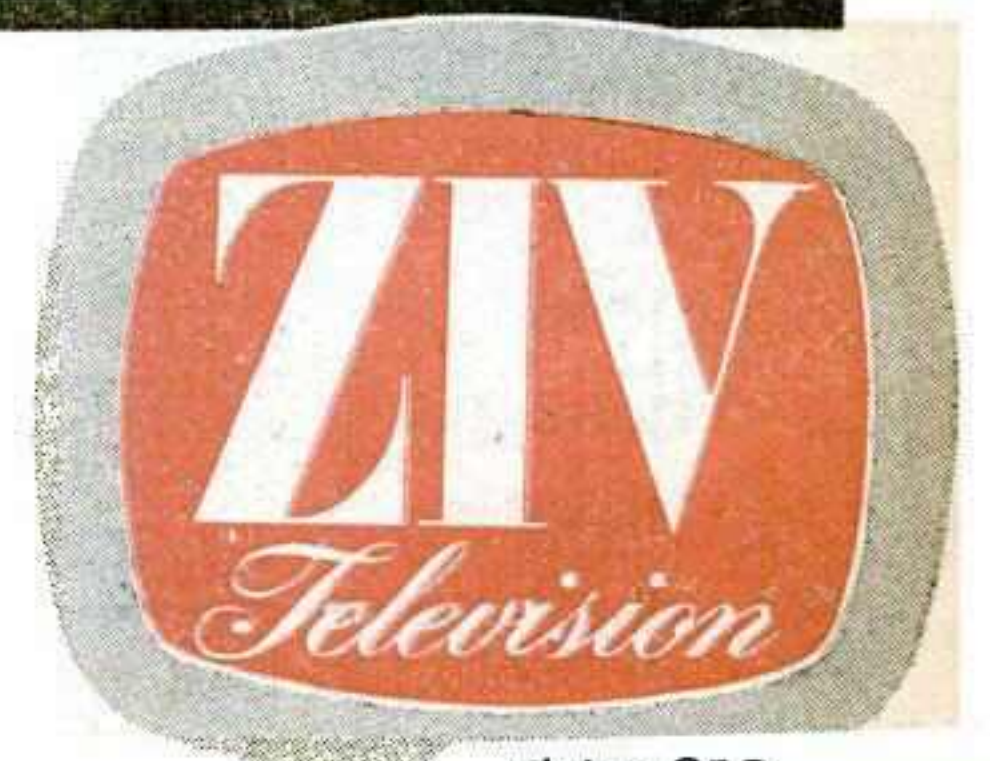
Next Week: News-Commentary and Adventure--Mystery-Western Shows
June 24: The Top 20 for May
July 1: Quiz and Comedy-Variety-Music Shows
July 8: Dramas and Situation Comedies

TIME IN CITY AFTER 5PM

<h2>"Men of Annapolis"</h2> <p>Starring the U. S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD TALENT!</p>		<h2>"Highway Patrol"</h2> <p>starring BRODERICK CRAWFORD</p>		<h2>"SCIENCE FICTION THEATRE"</h2>	
<p>IN CHARLESTON, W. VA.</p> <p>33.0</p> <p>BEATS: I Love Lucy, Dragnet, Playhouse 90, What's My Line and many others. ARB, Mar. 1957.</p>	<p>IN NORFOLK</p> <p>33.2</p> <p>BEATS: Groucho Marx, Bob Hope, Perry Como, Dragnet, and many others. ARB, Mar. 1957.</p>	<p>IN ROCHESTER</p> <p>40.2</p> <p>BEATS: I Love Lucy, \$64,000 Question, Groucho Marx, Playhouse 90 and many others. ARB, Feb. '57.</p>	<p>IN SEATTLE-TACOMA</p> <p>37.6</p> <p>BEATS: Ed Sullivan, I Love Lucy, \$64,000 Question, Groucho Marx and many others. ARB, Feb. '57.</p>	<p>IN PITTSBURGH</p> <p>38.0</p> <p>BEATS: Playhouse 90, Wyatt Earp, Arthur Godfrey, What's My Line and many others. ARB, Jan. '57.</p>	<p>IN SAN FRANCISCO</p> <p>23.9</p> <p>BEATS: Arthur Godfrey, Lux Video Theatre, Steve Allen, Sid Caesar and many others. ARB, Jan. '57.</p>
<p>IN COLUMBIA, S. C.</p> <p>32.2</p> <p>BEATS: Ed Sullivan, I Love Lucy, \$64,000 Question, Playhouse 90 and many others. ARB, Mar. '57.</p>	<p>IN BALTIMORE</p> <p>25.1</p> <p>BEATS: Dragnet, Phil Silvers, George Gobel, Sid Caesar and many others. ARB, Mar. '57.</p>	<p>IN SAN FRANCISCO</p> <p>31.2</p> <p>BEATS: Playhouse 90, Dragnet, Arthur Godfrey, Phil Silvers and many others. ARB, Jan. '57.</p>	<p>IN CEDAR RAPIDS-WATERLOO</p> <p>56.5</p> <p>BEATS: Ed Sullivan, I Love Lucy, \$64,000 Question, Perry Como, and many others. ARB, Feb. '57.</p>	<p>IN PORTLAND</p> <p>49.8</p> <p>BEATS: Perry Como, Bob Hope, Playhouse 90, Disneyland and many others. ARB, Nov. '56.</p>	<p>IN SEATTLE-TACOMA</p> <p>22.1</p> <p>BEATS: Arthur Godfrey, Playhouse 90, Phil Silvers, Lux Video Theatre and many others. ARB, Jan. '57.</p>
<h2>"DR. CHRISTIAN"</h2> <p>starring MACDONALD CAREY</p>		<h2>"The Man Called X"</h2> <p>starring BARRY SULLIVAN</p>		<h2>"The CISCO KID"</h2> <p>starring DUNCAN RENALDO and LEO CARRILLO</p>	
<p>IN BUFFALO</p> <p>27.1</p> <p>BEATS: Groucho Marx, Perry Como, Arthur Godfrey, Dragnet and many others. ARB, Feb. '57.</p>	<p>IN MOBILE</p> <p>37.5</p> <p>BEATS: Ed Sullivan, Groucho Marx, Jack Benny, Playhouse 90 and many others. ARB, Feb. '57.</p>	<p>IN BALTIMORE</p> <p>30.7</p> <p>BEATS: Ed Sullivan, Groucho Marx, Perry Como, Playhouse 90, and many others. ARB, Oct. '56.</p>	<p>IN JACKSON, MISS.</p> <p>40.7</p> <p>BEATS: Groucho Marx, Perry Como, Jack Benny, Climax and many others. PULSE, Dec. 1956.</p>	<p>IN BALTIMORE</p> <p>25.4</p> <p>BEATS: George Gobel, Lux Video Theatre, Sid Caesar, Ernie Ford, and many others. ARB, Feb. '57.</p>	<p>IN SACRAMENTO</p> <p>25.2</p> <p>BEATS: Arthur Godfrey, Playhouse 90, Phil Silvers, George Gobel and many others. ARB, Feb. '57.</p>
<p>IN LAS VEGAS</p> <p>53.9</p> <p>BEATS: \$64,000 Question, Groucho Marx, Perry Como, Disneyland and many others. ARB, Dec. '56.</p>	<p>IN SAN ANTONIO</p> <p>27.0</p> <p>BEATS: George Gobel, Steve Allen, This Is Your Life, Danny Thomas and many others. PULSE; Nov. '56.</p>	<p>IN BIRMINGHAM</p> <p>35.8</p> <p>BEATS: Groucho Marx, Dragnet, Climax, Jack Benny and many others. PULSE, Dec. '56</p>	<p>IN SAN ANTONIO</p> <p>30.2</p> <p>BEATS: Dragnet, Arthur Godfrey, Steve Allen, This Is Your Life, and many others. PULSE, Nov. '56.</p>	<p>IN COLUMBIA, S. C.</p> <p>38.9</p> <p>BEATS: Ed Sullivan, I Love Lucy, \$64,000 Question, Jack Benny and many others. ARB, Mar. '57.</p>	<p>IN MOBILE</p> <p>37.8</p> <p>BEATS: Ed Sullivan, Groucho Marx, Lawrence Welk, Jack Benny and many others. ARB, Feb. '57.</p>

Not just one survey, not just one month, but almost always! That's how often you find Ziv shows at the very top of the rating lists. So if you want the CONSISTENTLY BIG AUDIENCE of a CONSISTENTLY HIGH-RATED SHOW, join the big happy family of Ziv show sponsors.

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



This One

 ARBJ-6WW-Y7LU

WRITERS INKED

CBS Building New Comedy Hothouse

NEW YORK—Louis G. Cowan, CBS-TV creative services veepee, will take an active part in the building of a comedy development department for the web. CBS has been quietly making offers to almost every top laugh writer in the industry, as a first step. Salary figures range upward from \$35,000 per year for five-year contracts. The network is anxious to nurture new shows in the musical comedy, situation comedy and comedy-variety areas. While mulling such brainchildren, the writers

would have regular chores on current network shows. Over 100 scripters are said to be considering terms this month, with the first signed contracts coming ten days ago from Marvin Marx and Walter Stone, six-year staffers for Jackie Gleason. During the past year, CBS has been amassing a file of "new faces" among young performers via its

casting department and a series of talent showcases for invited industry audiences. The two searches are reported being joined in a new department which Cowan, one of the sparkpluggers of the concept, may head. What might result is a latter-day version of NBC's late creative development project, which didn't do much for writers but produced a half-dozen star comics, including Jonathan Winters and Pat Carroll. The "eclipse of the TV star comedian" as a programming staple is called "a chief factor in the formation of this new department" by one web spokesman. One of the early assignments some of the writers will draw is what to do with a thousand-odd properties by P. G. Wodehouse,

8-Week Delay for Weaver Net Open'g

CHICAGO—Program Service, Inc., Pat Weaver's new network, is notifying its outlets of an eight-week delay in going on the air. New date is August 26, instead of the July 1 opener announced last week by Weaver for "Ding Dong School" and Mary Margaret McBride. The delay, Weaver is explaining, is caused by a difficulty in clearing morning time on a sufficient number of stations in the summer. British humorist, who has given the web rights to many of his novels, plays and short stories.

ARB Changes Diary Method

HOLLYWOOD—Beginning next month the American Research Bureau will eliminate its rating week. Diaries will be placed in homes for the entire month period, with whatever week chosen for compilation of the ratings being selected at random. It may affect the rating week, which has been a point of contention between advertising agencies and programmers for some time. It may affect the rating of feature film programs especially, since the practice has been for stations to slot their biggest pix during the week ratings are taken.

CBS Tops NBC 16% in Nielsen

NEW YORK—CBS-TV ran 16 per cent ahead of NBC-TV, which in turn ran 40 per cent ahead of ABC-TV in average prime time ratings, according to the latest Nielsen national report. NBC's April position was the best monthly performance this season against both competitors. Its improvement stemmed chiefly from Steve Allen, "Circus Boy" and "The Chevy Show" on Sunday, "Twenty-One" and "Wells Fargo" on Monday, and "Father Knows Best" on Wednesday. The latest Trendex standings are also encouraging for NBC. The May report puts the web only 11 per cent behind CBS, as compared with 25 per cent in March.

We're Glowing with Pride... and wouldn't you if some of your best customers—and some you'd like to have as customers—said you were "the best!" That's pretty much what happened when Billboard ran its 19th Annual Promotion Competition this year. Its panel of top advertiser and agency judges named...



WSUN-TV

First in Florida for Syndicated Film Program Promotion and Third across the Nation in all 3 Station Markets!

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



ST. PETERSBURG-TAMPA
ABC on the Florida Suncoast.
Represented by
Venard, Rintoul & McConnell, Inc.
James S. Ayers, Southeastern

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on April TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs, compared by program type and sponsor group and broken down by audience composition. Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children,

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

provided to The Billboard on a confidential basis, are average show costs over a 52-week period. Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

By Sponsor Groups:

AUTOMOTIVE & PETROLEUM APPLIANCES & FURNISHINGS

Automotive & Petroleum Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$0.96
2. DODGE (Welk's Top Tunes, ABC)..... 1.60
3. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.78
4. CHRYSLER (Climax!, CBS)..... 2.04
5. CHRYSLER (You Bet Your Life, NBC)..... 2.08
6. AMERICAN MOTORS (Disneyland, ABC)..... 2.30
7. AMERICAN OIL (Person to Person, CBS)..... 2.55
8. FORD (Ernie Ford, NBC)..... 2.56
9. FORD (Zane Grey, CBS)..... 2.64
10. CHEVROLET (Chevy Show, NBC)..... 2.87

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$1.00
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.74
3. DODGE (Welk's Top Tunes, ABC)..... 1.93
4. CHRYSLER (You Bet Your Life, NBC)..... 2.34
5. CHRYSLER (Climax! CBS)..... 2.76
6. CHEVROLET (Chevy Show, NBC)..... 2.77
7. FORD (Ernie Ford, NBC)..... 2.91
8. FORD (Zane Grey, CBS)..... 3.04
9. GREYHOUND (Steve Allen, NBC)..... 3.05
10. AMERICAN OIL (Person to Person, CBS)..... 3.36

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$0.75
2. DODGE (Welk's Top Tunes, ABC)..... 1.37
3. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.49
4. CHRYSLER (Climax! CBS)..... 1.84
5. CHRYSLER (You Bet Your Life, NBC)..... 1.86
6. AMERICAN OIL (Person to Person, CBS)..... 2.22
7. FORD (Ernie Ford, NBC)..... 2.44
8. CHEVROLET (Chevy Show, NBC)..... 2.45
9. FORD (Zane Grey, CBS)..... 2.64
10. GREYHOUND (Steve Allen, NBC)..... 2.80

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. AMERICAN MOTORS (Disneyland, ABC).....\$1.42
2. DODGE (Lawrence Welk, ABC)..... 1.95
3. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 2.85
4. GULF OIL (Life of Riley, NBC)..... 3.42
5. FORD (Zane Grey, CBS)..... 3.46
6. GREYHOUND (Steve Allen, NBC)..... 3.58
7. CHRYSLER (You Bet Your Life, NBC)..... 3.90
8. GOODRICH (Burns and Allen, CBS)..... 4.21
9. CHRYSLER (Climax! CBS)..... 4.41
10. FORD (Ernie Ford, NBC)..... 4.99

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Home Appliance & Furnishings Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. KIMBERLY-CLARK, SUNBEAM, RCA (Perry Como, NBC)\$2.09
2. AMERICAN GAS (Playhouse 90, CBS)..... 2.52
3. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.71
4. SCOTT (Father Knows Best, NBC)..... 2.73
5. WESTINGHOUSE (Studio One, CBS)..... 2.91
6. ALUMINUM CO. (Alcoa Hour, NBC)..... 2.97
7. U. S. STEEL (N. S. Steel Hour, CBS)..... 2.99
8. SYLVANIA (The Buccaneers, CBS)..... 3.21
9. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.40
10. U. S. RUBBER (Navy Log, ABC)..... 3.43

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. KIMBERLY-CLARK, SUNBEAM, RCA (Perry Como, NBC)\$2.24
2. ALUMINUM CO. (Alcoa Hour, NBC)..... 2.76
3. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.82
4. AMERICAN GAS (Playhouse 90, CBS)..... 3.17
5. JOHNS-MANVILLE (Meet the Press, NBC)..... 3.56
6. U. S. RUBBER (Navy Log, ABC)..... 3.58
7. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.83
7. U. S. STEEL (U. S. Steel Hour, CBS)..... 3.83
9. GENERAL ELECTRIC (Conflict, ABC)..... 3.90
10. SYLVANIA (The Buccaneers, CBS)..... 4.04

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. KIMBERLY-CLARK, SUNBEAM, RCA (Perry Como, NBC)\$1.70
2. AMERICAN GAS (Playhouse 90, CBS)..... 2.41
3. SCOTT (Father Knows Best, NBC)..... 2.41
4. ALUMINUM CO. (Alcoa Hour, NBC)..... 2.76
5. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.77
6. WESTINGHOUSE (Studio One, CBS)..... 2.78
7. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.82
8. ARMSTRONG CORK (Kaiser Hour, NBC)..... 3.13
8. KAISER ALUMINUM (Kaiser Hour, NBC)..... 3.13
10. JOHNS-MANVILLE (Meet the Press, NBC)..... 3.49

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. GENERAL ELECTRIC (Cheyenne, ABC).....\$2.31
2. SYLVANIA (The Buccaneers, CBS)..... 2.70
3. KIMBERLY-CLARK, SUNBEAM, RCA (Perry Como, NBC) 2.75
4. SCOTT (Father Knows Best, NBC)..... 2.91
5. REYNOLDS ALUMINUM (Circus Boy, NBC)..... 3.08
6. GENERAL ELECTRIC (Conflict, ABC)..... 3.67
7. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.83
8. U. S. RUBBER (Navy Log, ABC)..... 4.77
9. WESTINGHOUSE (Studio One, CBS)..... 7.17
10. GENERAL ELECTRIC (G. E. Theater, CBS)..... 7.39

June 24: The Top 20 for May

July 1: Food-Beverage & Cigarette-Tobacco Sponsors

July 8: Automotive-Petroleum & Appliance-Furnishings Sponsors

COMING COST PER THOUSAND ANALYSES:

Game called on account of a.a.p. cartoons

Bugs Bunny and Popeye are breaking up a lot of young ball games in Salt Lake City. The kids hurry home at four every weekday afternoon to watch the "Popeye and Bugs Bunny Cartoon Hour" on KUTV—giving the station an ARB average rating of 22.5 against an even 3.0 for each of the two competing stations.

And only months ago, before programming these all-time favorites of the small fry, KUTV had a rating of 3.8 in the 4-5 PM time period against 5.9 and 21.8 for the competition.

The Popeye and Warner Bros. cartoons distributed by A. A. P. are setting the same kind of record in market after market from coast to coast. When you want this kind of audience in your area, write or phone

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., Murray Hill 6-2323
75 E. Wacker Dr., Dearborn 2-4040
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES



GOING, GOING . . .

ABC Deals Hang Fire As Sponsors Ponder

NEW YORK—It was a week of sponsor nibbles for ABC-TV last week, with Remington Rand interested in "Maggie" for the Sunday 9-30 p.m. slot, Gulf mulling "Amazon Trader" for Saturday nights, and General Foods planning to buy off half of the Bristol-Myers Wednesday 8:30-9 p.m. time period.

American Home Products is talking Mondays 7:30-8 p.m. for "The Californians." Marlboro is still considering alternate weeks of "Sugarfoot" for the Guy Mitchell show. Confirmed as certain is the Ralston alternate week buy of "Broken Arrow" in the Tuesday 9-9:30 p.m. period.

Colgate-Palmolive is interested in sharing "Colt .45" with Campbell Soup Company, which has bought the adult western for Friday, 10-10:30 p.m. On the daytime front, Lever Bros. and the web are negotiating "Lucky Lady," the Walt Framer audience participation strip starring Keefe Braselle and Virginia Graham.

The live drama being encouraged by S. C. Johnson Company has shrunk from an hour to a half-hour series, Sunday, 3:30-10 p.m. Talks between ABC and Julius La Rosa have been resumed, with an unnamed sponsor considering a half-hour musical stanza for the singing star.

Corset Firm Gets 'Queen'

NEW YORK — NBC-TV has added another new sponsor to its line-up of clients. The Gossard Corset Company last week took the plunge when it bought seven quarter-hours of "Queen for a Day," beginning Friday, August 16, and running into November. The advertiser will use Friday 4-4:15. Edward Weiss is the agency.

Nat Wolff to Quit NBC; Wife Ailing

NEW YORK—Nat Wolff, NBC-TV director of program planning, is expected to hand in his resignation momentarily. The resignation of the top program executive is said to be connected with the illness of his wife, Edna Best. He was formerly head of TV for Young & Rubicam.

Texaco Takes Linkletter Spec

NEW YORK — Texaco has bought one of the new series of six spectaculars blueprinted on CBS-TV for Art Linkletter and titled "People and Places." The spectacular purchase is the first of four such shows expected to be bought by the oil company next season.

Linkletter will take the viewer on human interest guided tours to a department store at Christmas time, various educational institutions and other places in the series of six specials.

Report Offers Some Comfort

• Continued from page 1

indictment of the staff report is toned down somewhat to acknowledge that the question of network tie-in of time sales and web-controlled programming "is not completely resolved by the record." However, the report comes in the back door with a reference to the strong "parallel" to the Paramount case, which led to having "defendants in that case divorce their production operations from their theater operations."

As in the staff document, the final report does not mince words in pointing out anti-competitive angles of alleged pressure by networks for program participation—plus rerun merchandise—plus profit sharing with independent producers. The networks are noted for "superior bargaining power" to the extent that they can obtain "a stock interest in the producing entity itself," the report states. These practices indicate "use of control of network time as a lever for obtaining a financial interest in programming."

Similarly strong language is used in recommending that network control of talent thru long-term contracts gets Justice attention. The practice is termed anti-competitive to smaller programmers and producers who can't afford such contracts. The report feels Justice might find a strong enough parallel to the 1941 suit against radio network "talent bureaus" to determine whether "filing of a new antitrust suit is warranted."

Ad agencies are warned to police themselves in the public interest. Adding sharper edge to the warning, the final report wants Justice to look into the possibility of any "understanding, express or implied" between webs and agencies, that nets will not sell directly to a sponsor.

Affiliation contracts are left in the hands of the FCC, but the report urges the agency to study the alleged "discriminatory and arbitrary and substantial" difference in terms accorded by nets to different affiliates. This discrimination "primarily favors larger, multi-station owners," the report notes. The American Broadcasting Company gets an orchid for "making uniform, so far as possible, the terms of all its affiliation contracts." The report would like other nets to follow suit.

Midnight to 6 Seg Would Put KCOP On 24-Hour Basis

HOLLWOOD—Indie Station KCOP is developing an early morning show to run from midnight to 6 a.m. Talks are under way for disk jockey Bob McLaughlin to host the program.

The show, which would make TV a 24-hour business in Los Angeles, would have music, personalities and probably feature pix, being patterned in general after late-night radio programs. An Oldsmobile dealer, Bob Yeakel, presently has a Saturday morning show running from 1 to 1:15 a.m. which has proved highly successful.

WW Marks Yr. 10 Via Special Shows

DETROIT — WWJ-TV here staged three closed circuit telecasts in New York, Chicago and Detroit to mark its 10th anniversary last week. The NBC-TV affiliate, first Michigan TV station, has been colorcasting since 1954. It claims 18,000 square miles in coverage area, with over six million in population.

Love those advertisers . . .

Love those agency people . . .

who named

WOR-TV FIRST FOR PROMOTION* OF FEATURE FILM PROGRAMS IN THE NATION'S FIRST MARKET!

. . . and not only the best for promotion, but the best feature film programs to promote! This coming Fall WOR-TV's promotion excellence will continue to serve as a heavy weapon in the battle for audience not only for "Million-Dollar Movie," but also for the powerful new half-hour film programs, such as "Harbor Command," "New Adventures of Martin Kane," "Crusade" and "O. Henry."



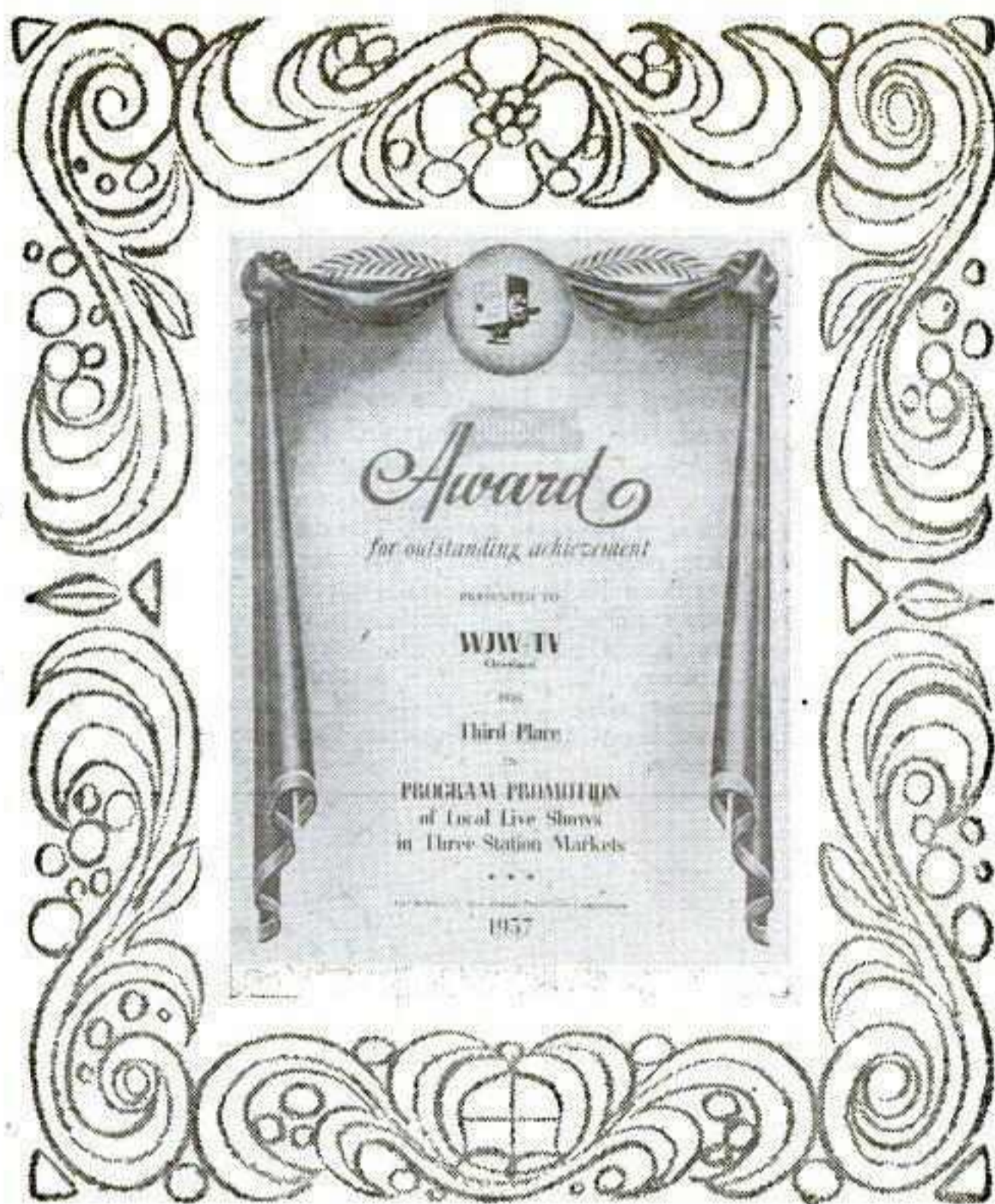
*THE BILLBOARD'S 19TH ANNUAL PROMOTION COMPETITION.

WOR-TV

A division of RKO Teleradio Pictures, Inc.



NEW YORK



THE STORER BROADCASTING COMPANY

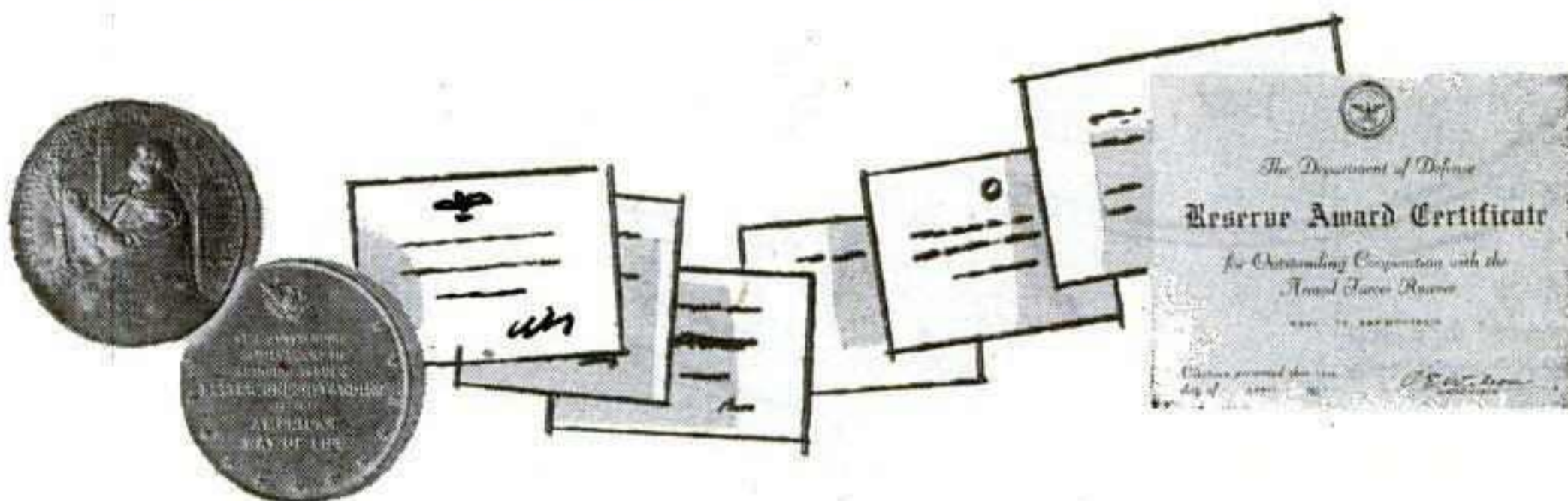
Proudly Receives...

The Billboard Award* (3rd place) for Local Program Promotion in a 3 station market.

Won by WJW-TV, Cleveland, Ohio; thereby placing **FIRST IN CLEVELAND!**

A worthy addition to the Storer trophy case wherein over 300 awards of various types and categories, from Public Service to Client Promotion, are already on display.

* Billboard's 19th Annual Promotion Competition.



STORER BROADCASTING COMPANY



WSPD-TV
Toledo, Ohio

WSPD
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJW
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WJBK
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WAGA
Atlanta, Ga.

WPFH-TV
Wilmington, Del.

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NEW YORK — 625 Madison Avenue, New York 22, Plaza 1-3949
 SALES OFFICES CHICAGO — 230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
 SAN FRANCISCO — 111 Sutter Street, San Francisco, Sutter 1-8589

Webs, Agencies Eye New Testing Device

NEW YORK — Both ABC-TV and NBC-TV and a host of important advertising agencies are displaying interest in a new program-testing device which could play a significant role in program evaluation. Only on the market three weeks, the electronic pre-testing evaluator measures for the first time, involuntary and minute responses in the interest level of audiences.

Owned by the Electronic Pre-testing Corporation, the device also offers a continuous and quantitative measurement of audience response. Consequently it can be used to show where and when the

interest is lost, when and if it is regained, if the response is negative, and any specific impact point. Not only can it be used for program testing, but also for commercials, for newspaper copy and advertisements, for talent impact, and for audience measurement of feature length movies.

The electronic unit into which the person being tested places his hand, measures the autonomic nervous system by showing the reaction of the sweat glands and the pulses generated in the muscle fibers. It tests groups of from 15 up and can be managed so that audience composition is broken

down. Thus, for example, young, middle-aged and old people can be measured, as can men and women, different wage earners, and virtually any other classification desired. The components of interest can also be tested, as can the size of the impact.

The Electronic Pre-testing Corporation offers its service for specific campaigns. Companies employing it will learn the methods used, the audience sample, the findings and the conclusions, which will offer suggestions for changes wherever needed. The device, perfected by Cleve Backster, has been 10 years in development. Other principals in the company are Ed Carroll and Dr. Joyce Brother, the "64,000 Question" winner who has a doctorate in psychology from Columbia University.

Name Sought For Paar in 'Tonight' Spot

NEW YORK — NBC-TV last week was searching for a new title for its former "Tonight" show, which bows out in July. The show will star Jack Paar in an 11:30-1 strip format which will be reminiscent of the Steve Allen "Tonight" show of yesteryear. New elements will be a comedy panel and a recording star.

The web's daytime programming department was also canvassing properties to find a show for its 10:30-11 strip. Arlene Francis will occupy the 10-10:30 strip in a personality show. These two shows will replace "Home."

NEW USE

'Playhouse Integrates Taped Scene

HOLLYWOOD—First use of tape for the original recording of a scene recently occurred on "Playhouse 90's" "Circle of the Day."

Tape was utilized to pre-record a flashback sequence, which was then integrated into a live portion of the program. This solved the production problem of how to make an instantaneous switch from one set to another.

CBS execs emphasize tape was not edited in any way, but used exactly as it was shot. Union jurisdictional dispute over edited v.t.r. is presently holding up use of tape for actual program production.

Harris Pushes FCC to Clarify Toll Powers

WASHINGTON — Chairman Oren Harris (D., Ark.) of the House Committee on Interstate and Foreign Commerce is still not satisfied with the toll TV situation at the Federal Communications Commission. He wrote the FCC chairman last week (6) to ask more details on how the FCC reached the conclusion that it had authority to authorize the use of TV broadcast frequency for pay service—yet left for "future determination" the question of how to classify the toll service and a possible appeal to Congress for more power to regulate subscription TV in the public interest.

Harris feels the Commission's statement in its subscription TV notice of May 23 (The Billboard, May 27) may lead some to conclude that the Commission claims in principle the "general" legal power to authorize pay TV, but that, having authorized it, the FCC may lack the "specific" power to regulate it, as broadcast or non-broadcast service, in such a way as to protect the public interest.

"In view of the importance of the question of whether the commission has the authority claimed by it, I shall greatly appreciate a statement setting forth in detail the basis for the commission's conclusion that it has this authority," Harris wrote.

NBC Offers Choice For Sundays at 7

NEW YORK—NBC-TV is trying to interest sponsors in buying one of two programs for its Sunday 7-7:30 slot next fall. They are "Blue Angels," the Sam Gallu-produced vidfilm series about a Navy flying team, and a new situation-comedy starring Joan Davis.

'Panic' Tops 'Earp,' Future Is Unsettled

NEW YORK—With its future still in doubt, "Panic" (NBC-TV, Tuesday, 8:30-9 p.m.) continues to make rating inroads. Last week it finally overtook "Wyatt Earp," according to an overnight Tiendex.

It's 13th installment got 17.8 with a 37.4 share, while "Earp" drew 16.9 with a 36.3 share.

"Panic" is sponsored by Chesterfield and Max Factor, both of which are moving to Saturday, 9-9:30 p.m., next season, while "Panic" time is absorbed into the Gobel-Fisher hour.

We're very good at drumbeating!

The BILLBOARD AWARD
for Outstanding Achievement to **KYW-TV** for First Place in General Audience Promotion
The Billboard's 19th Annual Promotion Competition 1957

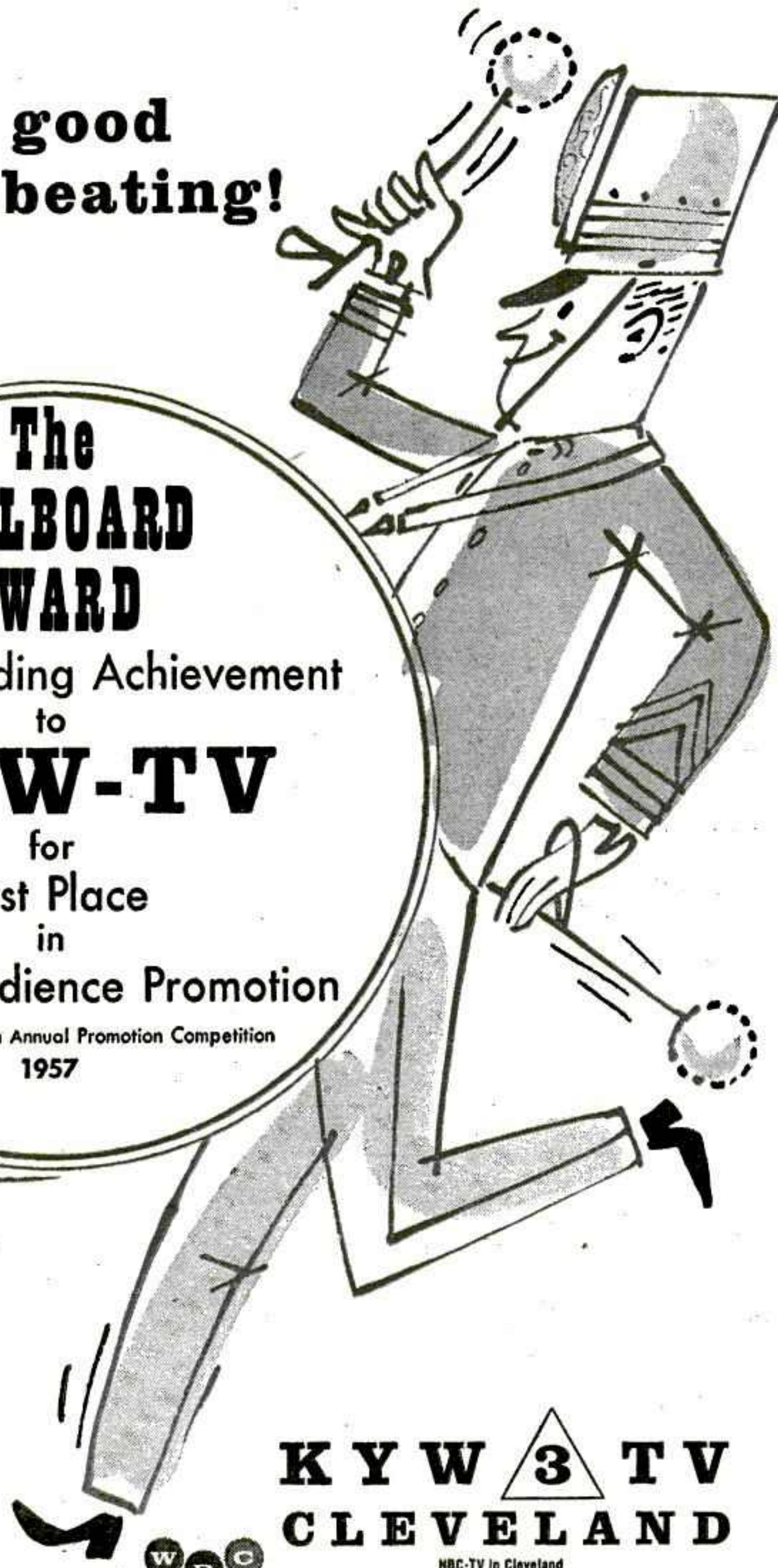
You don't have to take our word for it. Top Television Advertisers and Agency people just said so!

They gave us an award that says: "KYW-TV is the VERY BEST, not just in Cleveland, but in ALL 3-station markets for GENERAL AUDIENCE PROMOTION."

Thank you Judges! This means greater audience, and better opportunities to sell your product. And, we want you to know that we intend to keep up our intensive promotion efforts for all our clients.

Thank you, Judges, once again!

Your nearest PGW Colonel will explain further or simply call Al Krivin, Sales Manager, KYW-TV.



K Y W 3 T V
C L E V E L A N D

NBC-TV in Cleveland

WESTINGHOUSE BROADCASTING COMPANY, INC.

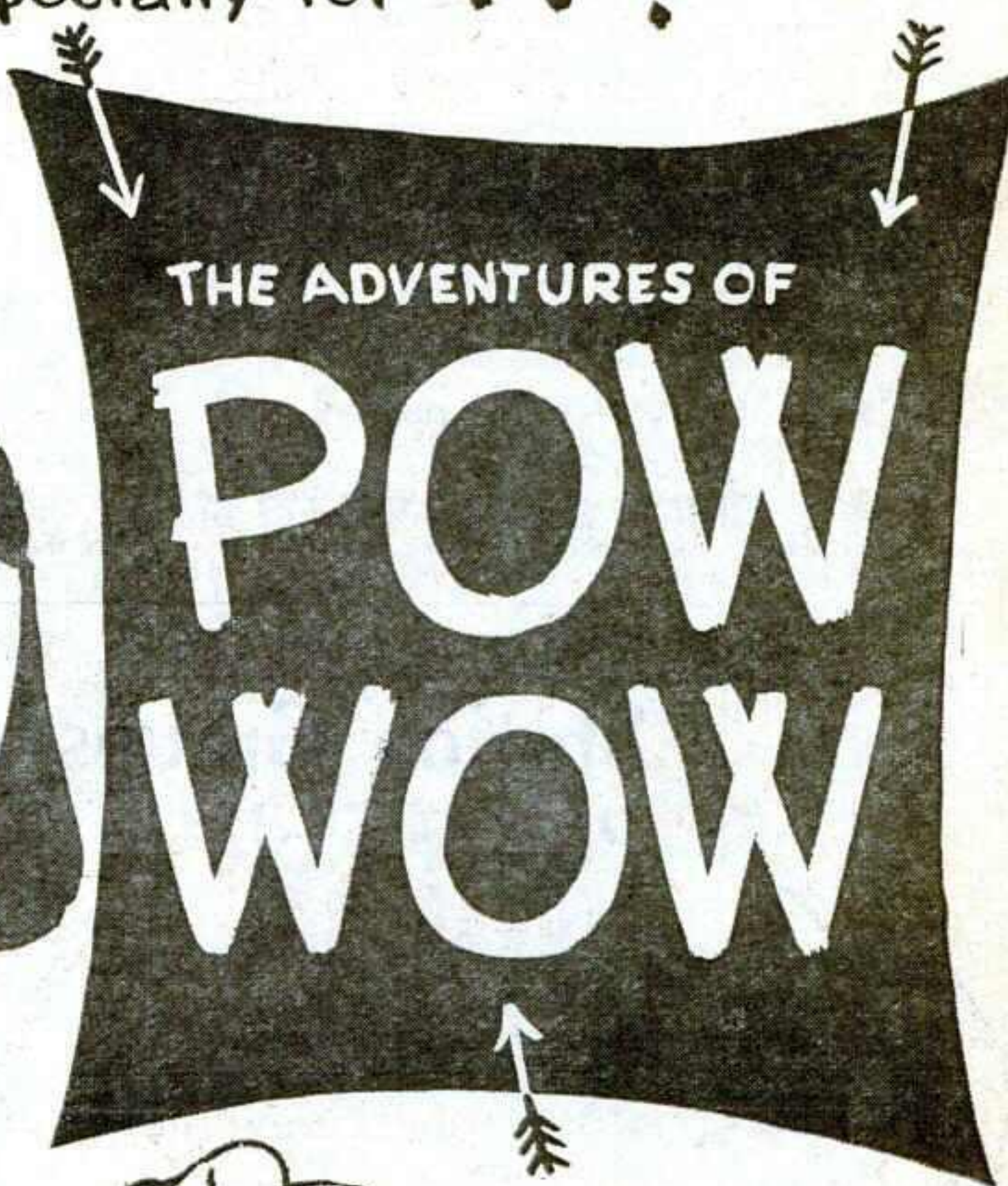
Radio: BOSTON, WBZ + WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO
CHICAGO, WIND • PORTLAND, KEX • Television: BOSTON, WBZ-TV • PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX

WIND represented by A M Radio Sales. KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

BRAND NEW!

5 MINUTE ANIMATED CARTOONS

produced especially for TV!



**HEAP BIG FUN
FOR
SMALL FRY!**

For details call

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES
711 FIFTH AVENUE, NEW YORK, N.Y.

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter St.,
Empire 3-4096

SCREEN GEMS INNOVATION

Partnership Deals Ease Syndie Risks

NEW YORK—Screen Gems has worked out a partnership arrangement with a group of key stations for the production and distribution of TV film programs. The deal appears to be of precedential importance in that it may remove some of the distributor's excessive risks in series syndication and may thus assure a steady flow of top-notch product into the syndication market.

In essence it appears to be the kind of arrangement that the Vitapix Corporation was set up to make. But Vitapix never succeeded in swinging any important half-hour shows into the market. It tried to sell "Parole Chief" and "Blondie" on a national spot basis, but sales were never consummated.

The stations that have now made the tieup with Screen Gems are the Westinghouse Broadcasting Corporation (KDKA-TV), Pittsburgh; WBZ-TV, Boston; WAAM-TV, Baltimore; KPIX, San Francisco, and KYW, Cleveland, also WPIX, New York, and KTTV, Los Angeles.

The first show Screen Gems will produce under this setup arrangement is "Casey Jones," an adventure about the railroading here of the 1890's. It stars Alan Hale. Screen Gems will begin shooting immediately, aiming for a fall debut.

The exact nature of the deal between the distributor and these stations was not revealed, but the stations are known to have a financial stake in the show. The distributor is apparently getting a period of grace in which to land regional sponsors.

It is understood that Screen Gems will be able to offer sponsor prospects firm time clearances on the stations tied into the production deal. The distributor is understood to be already in negotiations

UA Gives Up on National Deal

NEW YORK — United Artists has just about given up trying to make a national sponsorship deal on its new package of feature films. Tho no deal had been closed yet last week, UA did start sending out contracts for station managers' signatures.

This followed months of on-again-off-again dealings with a string of blue chip sponsors looking toward a network or national spot deal.

The new 52-picture package, titled the "Award" group, is topped by "Moulin Rouge" and "African Queen." John Leo, TV head of UA, denied that any of the pictures in this group had been or were likely to be sold to Kaiser Aluminum for its upcoming Sunday evening show on ABC-TV.

Foreign Webs Buy CBS-Kru

NEW YORK — Eight foreign stations and networks and 23 U. S. stations have bought the hour-long "Face the Nation" interview with Nikita Khrushchev, seen on CBS-TV June 2. CBS Television Film Sales just concluded deals in Sweden, East Germany, Canada, Australia, Cuba and Great Britain.

The still-echoing governmental and editorial reaction to the telecast prompted the quick sales on a cost basis.

with a couple of key regionals. If it does not make any sales in the specified time, the stations will be free to sell the show locally.

"Casey" is understood to be budgeted at around \$35,000 a film. The economics of syndication have usually discouraged distributors from budgeting a first-run show over \$25,000. Screen Gems is one distributor that is known to have heretofore looked askance at a budget over \$25,000 for first-run syndication.

The guarantees involved in having a show pre-sold and pre-cleared in seven of the biggest markets seems to have been the determining factor in boosting "Casey's" budget.

Screen Gems has already made a couple of straight station sales on "Casey," covering Detroit, Spokane and some smaller California markets.

The idea for this tie-up is said to have originated with Dick Dinsmore, Screen Gems' West Coast manager. Screen Gems broached it to the stations at the National Association of Radio & TV Broadcasters Convention in April.

STRENGTH IN NUMBERS

Station Groups Achieve New Power Role in Film Buying

NEW YORK — The important stations and station groups have stepped into a new position of influence in film buying. They now have the power to pull a big new program into syndication. This was proven last week by the RKO Teleradio stations' keynote purchase of the Mickey Spillane show and by Westinghouse Broadcasting's partnership deal on "Casey Jones."

Heretofore the kickoff deal on any important show was, for all intents and purposes, the exclusive prerogative of the major regional sponsors, principally the beers and oils.

Largely responsible for the increased buying power of the multiple station owners was the influx of the major feature films in 1956. Film buying thereby reached such enormous proportions that it of necessity became a top management function. The vast feature purchases of the Triangle stations,

Wildroot Buys 13 Half Hours Of 'Bowling'

CHICAGO — Wildroot has bought 13 half hours of the one-hour "Championship Bowling" for a 71-market spread. This is the second deal Wildroot has made recently on a Pete DeMet sports package distributed by the Walter Schweinamer Company.

The week before this Wildroot bought alternate-week half hours of the Schwimmer-DeMet "All-Star Golf," which debuts in October on ABC-TV, Saturday, 4-5 p.m. Miller Brewing was earlier signed to sponsor half of the golf show every week. The other alternate-week half hour is still open.

The report last week on Wildroot's buy of the golf show erroneously identified it as "Championship Golf."

PLANS JELLING

Fall Debuts Lined Up for Syndie Shows

NEW YORK—Plans have been jelling rather quickly for new shows to be put into syndication for fall debuts. Here is a rundown of the product now understood to be firm for the fall:

Television Programs of America — "The New Adventures of Charlie Chan."

MCA-TV—The Mickey Spillane Show.

Screen Gems — "Casey Jones" and "Ranch Party."

Official Films—"Marco the Magnificent" and "Vagabond."

NBC Television Films — "Union Pacific."

Ziv-TV—"Harbor Command."

National Telefilm Associates — "George Jessel's Music Hall" and "The Big Little Show."

Gross-Krasne is planning to shoot "African Patrol" into syndication, but it is not expected to be ready for debut before the winter.

Last fall two major shows made fall debuts in syndication, and three others made sporadic starts thru the fall.

MCA BREAKS GROUND

Spillane Kicks Off With Group Sale

NEW YORK—MCA-TV is putting the Mickey Spillane show into the syndication market for a fall debut. It concluded a sale last week to the RKO Teleradio stations, which cover New York, Los Angeles, Boston, Detroit and Memphis.

This is the first time that a station-group sale has kicked off a major show. The last first-run show that MCA put into syndication, "State Trooper," which bowed in January, was kicked off by a 70-market sale to Falstaff Beer.

Teleradio bought "Trooper" and other important first-run series of the past season. But never before has it or any other station group been able to make the keynote deal on a series. Distributors have heretofore been unwilling to sell the station groups until they had exhausted all regional sponsorship possibilities, lest the patchwork station deal interfere with a possible regional line-up.

The Spillane show will be produced by MCA's Revue Productions. Shooting will start as soon as Revue and Spillane have found an actor to play Mike Hammer.

The pilot film made three years ago starring Brien Keith has been scrapped. It was produced by Victor Saville in association with Charles Moss and Dick Lewis and was agented by MCA. A network deal was almost made at that time with R. J. Reynolds, but it finally fell thru.

WCBS Adds To Backlog Of Features

NEW YORK — WCBS-TV bought two feature film packages in the past couple of weeks, even tho according to its programming scheme it had enough product to keep its movie shows going at present strength for another six years.

It bought a group of seven pictures that were produced in 1955 and originally released by Allied Artists. Among the pictures in this package are "Las Vegas Shake-down" with Dennis O'Keefe, "Port of Hell" with Dan Clark and "The Big Tipoff" with Richard Conte. The deal is for 10 runs over three years, with airing to begin in December.

The new package was bought from Signet TV, which also distributes the "Action" group, 35 Pine-Thomas pictures.

WCBS also just bought the new "Big 50" package from National Telefilm Associates. This package includes reruns of the 39 20th Century-Fox pictures playing the NTA Film Network.

'Mama' Sells More Reruns

NEW YORK—Nationwide Insurance has bought the reruns of "Mama" from CBS TV Film Sales for 32 markets in 14 Midwestern and Northeastern states. It bought two runs of the 26 films for a reported \$750,000 time and program cost.

This is the second regional sale of "Mama." BVB Foods, which bought it a few weeks ago for nine markets in New York State, will sponsor it alternate weeks with Nationwide in those markets that they both cover.

This is the first TV sponsorship for Nationwide, an auto insurance company, tho it has used spot announcements in a few markets. Its agency is Ben Sackheim.

Saturday A.M. Slots Filled 75% at NBC

NEW YORK—NBC-TV is 75 per cent sold out in its Saturday 10 a.m.-1 p.m. block thru January. Sweets Company and Continental Baking have "Howdy Doody" in the 10-10:30 a.m. slot, with Sweets remaining at 10:30 for "Gumby Show" until September 28, when "Andy's Gang" (Andy Devine) moves in for Minnesota Mining.

At 11, "Fury" has been renewed by Borden and General Foods, with "Captain Gallant" renewed at 11:30 by Heinz. "True Story" and "Detective's Diary" remain half-sponsored by Sterling Drug in the 12-1 slot.

for instance, were personally handled by Roger Clipp.

Buying Consultants

A concomitant factor has been the appointment by certain big station groups of central and expert film buying consultants, such as Mel Fenster at Teleradio and Dick Pack and Bill Kaland at Westinghouse.

There have always been a certain number of key stations, especially independents like KTTV, Los Angeles, that have grabbed for every good new half-hour series as soon as it was put on the market. While stations have never before been able to swing a big show into syndication, the multiple ownership groups have displayed growing muscle among station buyers over the past year.

One problem that seems to have persuaded KTTV to get into the "Casey" partnership deal with Westinghouse was its loss of certain hit shows of the past season to KHJ-TV, which acquired them thru Teleradio. Teleradio bought for KHJ and other stations in its family "State Trooper," "Whirlybirds" and "O. Henry Playhouse," all properties that KTTV would apparently have liked to gather in.

Welcome Change

With the station groups showing increasing film buying strength, it

was in a sense a natural evolution that got them to their present kick-off position. The Packs and the Fensters have been out scouting the program market and screening the pilots as assiduously as the top agencies.

To many the new influence of the stations in the syndication field is welcome. For one thing, the program experts at the station groups are thought to have a better sense of showmanship than the beer and oil companies. At least, it is said, they rate a chance to show what they can bring into the market. For another thing, the kind of tie-up worked out on the "Casey Jones" deal seems to involve certain guarantees for the distributor that make it possible for him to put a higher budget on the show than he would be inclined to in the face of the standard syndication risk.

MUST COMPLY

Packagers Lose Final FCC Pleas

WASHINGTON—The four TV program packagers who are fugitive from the Federal Communications Commission network-study subpoenas lost all pleas with the full Commission for oral hearings, or for quashing the subpoenas. The full commission last week (7) gave the recalcitrants one more chance to comply with presiding officer James Cunningham's order to appear June 12 at Foley Square in New York City with the information requested.

The holdouts from the orders to produce confidential business data represent Screen Gems, Inc.; Ziv-TV Programs, Inc.; Revue Productions, and MCA-TV (The Billboard, June 3).

The next step would be for the commission to take the case to U. S. District court and force compliance.

Flamingo Pic Sale Is Near

NEW YORK—A deal for the sell out of Flamingo Films is on the verge of consummation, it was reported last week. Sy Weintraub, one of the partners in Flamingo, is reported about to tie the ribbon on a new TV film operation.

Flamingo was originally formed in 1947 by the Harris Group, consisting of Joe and Jim Harris, Weintraub and Dave Wolper. It was merged into Motion Pictures for Television in 1951. The Harris Group re-activated it in 1954.

• 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
BUSINESS, FINANCIAL			
Consumer Services			
Commonwealth Edison, Light and Power, Leo Burnett....	1 (20)	FA	Playhouse
Pacific Telephone, BBD&O	1 (20), 1 (60)	LA	Volcano
Banks, Insurance, etc.			
American Express, Travelers Checks, Benton & Bowles....	1 (50), 1 (20)	FA	Hankinson
Kemper Insurance, J. W. Shaw....	5 (60)	LA, FA	Kling
Office Equipment, Supplies			
Minnesota Mining, Scotch Brand Tape, BBD&O (Mickey Mouse)....	1 (60)	LA	Volcano
Royal McBee, Typewriters, Young & Rubicam (Playhouse 90)....	5 (60)	LA	Sound Masters
Industrial Materials			
E. I. du Pont de Nemours, All Products (Du Pont Theater)....	1 (180)	LA, SE	Transfilm
GENERAL SECTION			
Smoking Materials			
P. Lorillard, Old Gold Cigarettes, Lennen & Newell (Jackie Gleason)....	2 (100)	LA, SA	Transfilm
Philip Morris, Marlboro, Leo Burnett (Playhouse 90)....	—	NA	Universal
American Tobacco, Hit Parade, BBD&O (Jack Benny)....	—	NA	Universal
Philip Morris, Parliament, Benton & Bowles....	—	NA	Universal
Liggett & Myers, Chesterfield, McCann-Erickson (Dragnet)....	4 (60)	FA	Hankinson
R. J. Reynolds, Camels, Wm. Esty (Mr. Adams and Eve)....	1 (60)	SA	Lou Lilly
Camels, Wm. Esty	2 (60)	LA	Lou Lilly
Entertainment and Amusement			
Columbia Records, "Buy of Broadway," McCann-Erickson....	1 (60)	LA	Shamus Culhane
Sporting Goods and Toys			
Mattel, Mattel Gun, Carson-Roberts....	1 (60)	SA, LA	Ray Patin
Ideal Dolls, Revlon Doll, Prichett & Plevin....	1 (60), 1 (30)	SA	Sound Masters
Miscellaneous			
Scripto, Inc., Pens and Pencils, Donahue & Coe....	2 (60), 2 (20)	LA, FA, J	Transfilm
Air Force, Recruiting, Ruthrauff & Ryan....	1 (60)	LA, FA	Shamus-Culhane
Reuben Donnelley Corp., Yellow Pages, N. W. Ayer....	1 (10)	SE, M	Roger Wade
Top Value Enterprises, Merchandise Stamps....	4 (60)	SA	Film Associates
Bruno Food Stores, Supermarket....	1 (10)	SA	Soundac
RKO Teleradio Pictures, Brotherhood Week....	2 (10), 1 (20)	FA	Soundac
Howard Johnson's Restaurant	3 (60)	FA	Soundac
RKO Teleradio Pictures, WNAC-TV Signature....	1 (10)	FA (C)	Soundac
Burdine's Dept. Stores, Direct....	1 (20)	LA, SA	Soundac
U. S. Navy, Recruiting	4 (60), 2 (20)	FA	Playhouse
Northern Pacific R. R., BBD&O....	1 (60), 1 (20)	NA	Playhouse
Lever Bros., Easy Win Contest, J. W. Thompson....	—	NA	MPO TV
Junior Achievement, Trade Fair, Henri Hurst & McDonald....	1 (20), 1 (60)	LA	Fred Niles

(Continued next week)

PROMOTION

Pack Adult Items Into 'Chan' Kit

NEW YORK — A variety of Chinese items have been worked into the merchandising kit of "The New Adventures of Charlie Chan," which goes on the syndication market in a couple of weeks. Jean Hurvins, promotion co-ordinator of Television Programs of America, said she put a lot of emphasis on adult items so the merchandise would have the broadest possible potential for sponsors.

Among the adult items are a couple of paperback books, including an original Charlie Chan mystery by Earl Derr Biggers and "The Sayings of Confucius," handkerchiefs embroidered with Chinese good luck symbols, Chinese recipes, and a game of Chinese checkers that will liquidate at 30 cents. For possible giveaways the kit has a magic billfold, chopsticks, and a back scratcher.

For the kids there is a Charlie Chan makeup kit, which can liquidate at 10 cents.

Also included are materials and instructions for a Charlie Chan Detective Association.

'Point,' Dropped by GF, Climbs to 27.2

NEW YORK — "West Point," already canceled by General Foods, has been making steady rating gains. It became tops in its time period, Friday, 8-8:30 p.m. in March and continued to build thru April. Its latest Nielsen rating was 27.2 against 23.8 for "Jim Bowie." "West Point" started with a 20.5 Nielsen in October.

2 Teen-Age Quizzes Are Scanned for Fall

NEW YORK — Networks and ad agencies are currently getting a first look at two live quizzes as fall possibilities. Bill Leonard's "College Try" and Marge Green's "It's a Draw," both of which utilize teen-age contestants, are being mulled.

Producers Get Greater Autonomy at Transfilm

NEW YORK — Transfilm has re-organized its commercial production operation to give each of its producers greater autonomy. Each ad agency has been assigned a producer-account exec who has complete responsibility for its commercials from planning thru billing.

Previously Transfilm had project supervisors working under a production vice-president. Bob Klaeger, who was responsible for all commercials that went thru the firm's studios. Klaeger resigned a couple of weeks ago.

William Miesegages, president, said the new operational plan was occasioned by the agencies' demand for more personalized service. The realignment, he said, will give Transfilm's clients the intimate service expected of small production firms without sacrificing the advantages of extensive facilities.

The Transfilm producers are

John Fenton, Tom Whitesell, Bob Bergmann and Jack Davis.

Transfilm is planning to add another floor to the five it now occupies in its midtown building here.

'Championship Bowling For 95 Markets in Fall

CHICAGO—To date, 95 markets are wrapped up for next fall's distribution of "Championship Bowling," the Walter Schwimmer distributing house announced. Schwimmer projected a total spread of 175 to 200 stations for the feature.

NEW YORK—Television Programs of America is holding its sales clinic this week on "The New Adventures of Charlie Chan." A couple of sales are said to be in the works, but they have not been reported yet.

KVEC to Get KSBW Shows As 'Satellite'

SALINAS, Calif. — KVEC-TV, San Luis Obispo, will be carrying the full program schedule of KSBW-TV here, starting this week, in a satellite operation similar to the KELO-KDLO unification in South Dakota last year.

KVEC, which is changing its call letters to KSBY-TV, will originate no shows, but will receive via microwave relay programming of the three networks carried by KSBW, thus filling the West Coast gap between San Francisco and Los Angeles. With this combination buy, priced at four-fifths of the cost if the markets are purchased separately, advertisers will get a Central Coast market 125 miles in diameter.

First "BUTTERFLY" Now... Even Greater "FABULOUS" Another Smash Hit on CAMEO RECORDS **CHARLIE GRACIE** ★ A Great In-Person Act ★ Booking Direction **BERNIE ROTHBARD** **SUEZ ROTHBARD OFFICE** 250 S. Broad St., Philadelphia 2, Pa. Phone: KI 5-1665-6-7

COMMERCIAL CUES

SPOT GEOGRAPHY

Pan American World Airways, which serves 82 lands around the globe, will have visited nearly 30 of them in its TV commercials by the time the Pan-Am-sponsored "See It Now" series takes its summer vacation beginning June 9. The spots are produced by Information Productions, Inc., a division of United States Productions, New York. J. Walter Thompson is the agency.

MONEY TREES

Procter & Gamble's \$32,000 "Money Tree" contest to promote dishwashing liquid JOY was introduced recently by CBS-TV's Sgt. Bilko on the Phil Silvers show, "You'll Never Get Rich." Entry in the contest requires completion of a four-line jingle, which is sent along with a copy of the serial number from the bottom of a can of JOY. First prize is a money tree worth \$15,000; second prize, a \$7,000 money tree; third prize, a \$3,000 money tree. In addition, P&G will award seven \$1,000 prizes to winning contestants.

JINGLE-MEN HAILED

In a talk before Chicago advertising agency principals last week Richard Olmsted, vice-president of Olmsted Sound Studios, paid tribute to the great musical writers who have thrown their hats into the TV jingle ring. Special mention was

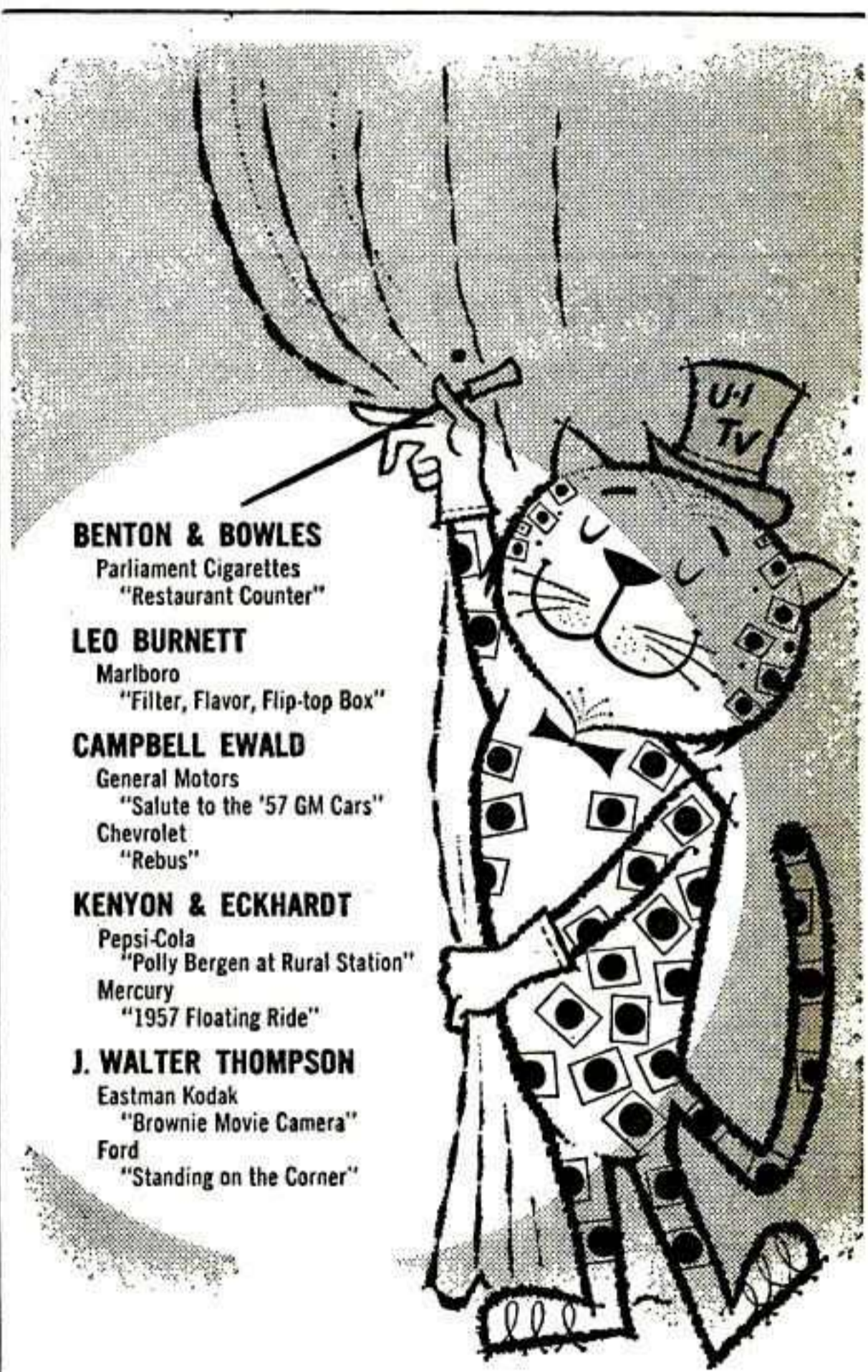
made of the contributions of Frank Loesser, Vernon Duke, Harold Rome, Raymond Scott, Hoagy Carmichael, and Ogden Nash. Mr. Olmsted saluted not only the new star names in the jingle field, but all those who in the past few years helped to elevate the standards of the singing commercials.

DOUBLE TAKES

MPO Television Films, Inc., New York, went on a double shift schedule last week with two units shooting at the MPO production center in Lincoln Square and on location. Producer-director Marvin Rothenberg shot commercials for Nabisco (McCann-Erickson) and Richard Hudnut (SSC&B). Joe Kohn shot films for Schick (Benton & Bowles) in New York, and then flew to San Francisco with his crew to film Old Gold spot (Lennen & Newell).

ID's...

Wilbur T. Blume, producer of the 1956 Academy of Motion Picture Arts and Sciences award-winning film, "The Face of Lincoln," became a member of the executive staff of the Princeton Film Center, Inc. Until June 1 Blume was on the faculty of the University of Southern California. At Wilding Pictures Productions, Inc., Jack Lemmon became Eastern manager of TV Sales and Joseph Morton was upped to Midwest manager of Wilding TV Sales.



BENTON & BOWLES

Parliament Cigarettes
"Restaurant Counter"

LEO BURNETT

Marlboro
"Filter, Flavor, Flip-top Box"

CAMPBELL EWALD

General Motors
"Salute to the '57 GM Cars"
Chevrolet
"Rebus"

KENYON & ECKHARDT

Pepsi-Cola
"Polly Bergen at Rural Station"
Mercury
"1957 Floating Ride"

J. WALTER THOMPSON

Eastman Kodak
"Brownie Movie Camera"
Ford
"Standing on the Corner"

We're happy to put you on the spot!

Congratulations to Benton & Bowles, Leo Burnett, Campbell Ewald, Kenyon & Eckhardt and J. Walter Thompson for those television commercials recently selected by the 4A's as outstanding examples of improvement in advertising content.

We are proud to have played a part in producing them.

UNIVERSAL PICTURES TELEVISION DEPARTMENT

"There's no substitute for experience"

New York Office — 445 Park Avenue
Telephone: PLaza 9-8000

Hollywood Office — Universal Studio, Universal City
George Bole in charge of Production
Telephone: STanley 7-1211



Write for free illustrated brochure

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.

Syndicated Film Mystery Shows

MARCH RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Avg. Rating	Women Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	17.9	90
2.	Code Three (ABC)	13.4	87
3.	Badge 714 (NBC)	11.6	87
4.	Mr. District Attorney (Ziv)	9.6	87
5.	San Francisco Beat (CBS)	9.6	85
6.	Boston Blackie (Ziv)	9.2	83
7.	City Detective (MICA)	8.6	83
8.	Public Defender (Interstate)	7.7	82
9.	Racket Squad (ABC)	7.7	81
10.	The Whistler (CBS)	5.2	81

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Kids Per 100 Homes Tuned In
1.	The Whistler (CBS)	85	54
2.	Highway Patrol (Ziv)	84	39
3.	Mr. District Attorney (Ziv)	81	35
4.	Mr. and Mrs. North (Schubert)	80	27
5.	City Detective (MICA)	79	24
5.	Code 3 (ABC)	79	24
5.	Lone Wolf (MCA)	79	23
5.	Public Defender (Interstate)	79	22
5.	San Francisco Beat (CBS)	79	22
10.	Racket Squad (ABC)	77	20

Syndicated Film Comedy Shows

MARCH RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Avg. Rating	Women Per 100 Homes Tuned In
1.	Life of Riley (NBC)	19.5	89
2.	Amos 'n' Andy (CBS)	9.5	85
3.	Great Gildersleeve (NBC)	7.5	85
4.	Laurel and Hardy (Governor)	7.0	85
4.	My Little Margie (Official)	7.0	85
6.	Stu Erwin Show (Official)	6.9	85
7.	Susie (TPA)	6.8	85
8.	Mickey Rooney Show (Screencraft)	5.4	84
9.	Life With Elizabeth (Guild)	4.8	82
10.	Meet Corliss Archer (Ziv)	4.3	81

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Kids Per 100 Homes Tuned In
1.	Life of Riley (NBC)	80	94
2.	Ray Milland Show (MCA)	77	46
3.	Amos 'n' Andy (CBS)	76	37
3.	Great Gildersleeve (NBC)	76	35
5.	My Little Margie (Official)	74	31
5.	Stu Erwin Show (Official)	74	31
7.	Mickey Rooney Show (Screencraft)	64	31
8.	Meet Corliss Archer (Ziv)	62	30
9.	Life With Elizabeth (Guild)	61	29
10.	Susie (TPA)	58	25

WCBS Tops WRCA 52% in New Nielsen

NEW YORK—WCBS-TV has racked up a total-day share of audience 52 per cent greater than WRCA-TV, and about equal to the

other five New York stations combined, according to the April Nielsen Report. In the 12-3 p.m. mid-day period, WCBS swells its lead to 156 per cent. Nielsen puts the average number of homes using TV each day in the New York market at 1,276,900.

Believability

Believability is a key factor in the effectiveness of a sales message.

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PULSE LOCAL RATINGS FOR APRIL

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

BALTIMORE
3 TV STATIONS—406,800 TV HOMES
Population—1,481,600 (12th in U. S.)
Buying Income—\$2,360,849,000 (13th)
Retail Sales—\$1,662,028,000 (12th)
Food Sales—\$386,142,000 (12th)
Drug Sales—\$66,537,000 (12th)
Automotive—\$254,051,000 (16th)
Above figures include following counties: Anne Arundel, Baltimore City and Baltimore County, Md.

TOP NETWORK SHOWS
1. I Love Lucy, WMAR, M. 44.3
2. Gunsmoke, WMAR, S. 34.8
3. Lineup, WMAR, F. 34.8
4. Perry Como Show, WBAL, S. 34.6
5. \$64,000 Challenge, WMAR, Su. 34.5
6. Ed Sullivan, WMAR, Su. 34.3
7. Person to Person, WMAR, F. 34.0
8. Playhouse 90, WMAR, Th. 33.6
9. Godfrey's Talent Scouts, WMAR, M-F. 32.8
10. Jackie Gleason, WMAR, S. 32.8

TOP MULTI-WEEKLY SHOWS
1. Amos 'n' Andy, WMAR, M-F. 19.3
2. Mickey Mouse Club, WAAM, M-F. 18.6
3. Public Defender, WMAR, T, Th. 17.3
4. Dial Dollars, WMAR, T, Th. 13.5
5. CBS News, WMAR, M-F. 12.8
5. Officer Happy, WBAL, M, W. 12.8
7. Final Weather (7 p.m.), M-F. 12.7
7. Guiding Light, WMAR, M-F. 12.7
9. Search for Tomorrow, WMAR, M-F. 12.6
10. Garry Moore, WMAR, M-F. 12.2

TOP FEATURE FILMS
Once Weekly
1. Theater of the Air, WMAR, S-11:00-12:00 mid. 16.9
2. Million 5 Movie, WBAL, S-1:00-3:30 p.m. 13.4
3. Ford Film Playhouse, WAAM, F-10:30-12:00 mid. 11.2
4. Hollywood Film Theater, Su-7:30-9:00 p.m. 11.0
5. Adult Theater, WAAM, S-4:30-6:30 p.m. 10.6

Multi-Weekly
1. Channel 2 Theater, WMAR, M-F-11:15-12:00 mid. 10.3
2. 20th Century-Fox Theater, WBAL, S, Su-11:15-12:00 mid. 10.1
3. Playhouse 13, WAAM, M-F-1:00-2:30 p.m. 6.6
4. Nocturne Movies, WAAM, M, S, Su-11:30-12:00 mid. 5.2

TOP SYNDICATED FILMS
1. Superman (Flamingo), WBAL, W-7:00 26.5
2. Annie Oakley (CBS), WBAL, S-5:30 22.3
3. Sheriff of Cochise (NTA), WBAL, S-10:30 21.3
4. Wild Bill Hickok (Kellogg), WBAL, F-7:00 20.5
5. Amos 'n' Andy (CBS), WMAR, M-F-6:00 19.3
6. Captain Midnight (Screen Gems), WMAR, S-6:30 19.0
6. Men of Annapolis (Ziv), WMAR, S-10:30 19.0
8. Federal Men (MCA), WMAR, F-6:30 18.3
9. City Detective (MCA), WMAR, W-6:30 17.8
9. Sky King (Nabisco), WBAL, S-4:30 17.8
9. Science Fiction Theater (Ziv), WBAL, Su-10:30 17.8
12. Waterfront (MCA), WMAR, M-6:30 17.3
12. Public Defender (Interstate), WMAR, Th-6:30 17.3
14. Cisco Kid (Ziv), WBAL, T-7:00 16.8
14. Highway Patrol (Ziv), WMAR, S-7:00 16.8
16. Soldiers of Fortune (MCA), WBAL, Th-7:00 15.8
17. Esso Golden Playhouse (Official), WMAR, Su-7:00 15.5

NASHVILLE
3 TV STATIONS—92,700 TV HOMES
Population—354,600 (63d in U. S.)
Buying Income—\$554,116,000 (62d)
Retail Sales—\$424,948,000 (60th)
Food Sales—\$88,716,000 (65th)
Drug Sales—\$11,005,000 (70th)
Automotive—\$89,832,000 (59th)
Above figures include following counties: Davidson

TOP NETWORK SHOWS
1. Ernie Ford, WSM, Th. 46.9
2. I Love Lucy, WLAC, M. 43.2
3. Groucho Marx, WSM, Th. 39.9
3. \$64,000 Question, WLAC, T. 39.9
5. Perry Como, WSM, S. 39.0
6. Lawrence Welk, WSIX, S. 36.3
7. \$64,000 Challenge, WLAC, Su. 34.2
8. December Bride, WLAC, M. 32.9
8. Dragnet, WSM, Th. 32.9
8. Red Skelton, WLAC, T. 32.9

TOP MULTI-WEEKLY SHOWS
1. Popeye, WLAC, M-F. 19.0
2. Mickey Mouse Club, WSIX, M-F. 17.6
3. Queen for a Day, WSM, M-F. 15.9
4. NBC News, WSM, M-F. 15.2
5. Esso Reporter, Misc. (10 p.m.), WSM, M-F. 14.2
6. Xavier Cugat, WSM, W, F. 12.7
7. Opry Matinee, WSM, M-F. 12.4
8. Big Payoff, WLAC, M-F. 11.6
9. Bob Crosby, WLAC, M-F. 11.5
10. Arthur Godfrey, WLAC, M-Th. 11.3

TOP FEATURE FILMS
Once Weekly
1. Hollywood Spectacular, WLAC, Su-1:00-2:30 p.m. 16.5
2. Hollywood Film Theater, WSIX, Su-6:30-8:00 p.m. 15.3
3. Saturday Showcase, WSIX, S-2:00-4:00 p.m. 11.0
4. Western Frontier, WSIX, S-12:45-1:45 p.m. 10.8
5. John Wayne, WSM, S-8:00-9:00 a.m. 10.4
5. Command Performance, WSM, W-10:15-11:45 p.m. 10.4

Multi-Weekly
1. Home Theater, WSM, M-F-4:30-6:00 p.m. 10.6
2. Big Show, WLAC, M-F-4:30-6:00 p.m. 10.6
3. Million 5 Movie, WLAC, M-Su-10:00-12:00 mid. 8.6
4. Night Show, WSIX, M-Th-10:30-12:00 mid. 7.0
5. Morning Movie, WSIX, M-F-10:30-12:00 p.m. 6.1

TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WSM, S-9:30 28.7
2. Dr. Christian (Ziv), WSM, Th-8:00 27.9
3. Frontier Doctor (Hollywood), WLAC, F-8:30 27.3
4. Mr. District Attorney (Ziv), WSM, W-9:30 23.9
5. Dr. Hudson's Secret Journal (MCA), WSM, F-7:00 21.9
6. Sheriff of Cochise (NTA), WSIX, M-9:30 19.9
7. Popeye (Assoc. Artists), WLAC, M-F-6:00 19.0
7. State Trooper (MCA), WSIX, F-8:00 19.0
7. Science Fiction Theater (Ziv), WSM, M-9:30 19.0
10. Whirlbirds (CBS), WSM, F-9:30 18.5
11. Buffalo Bill Jr. (CBS), WSM, Th-6:00 17.0
12. Death Valley Days (U. S. Borax), WLAC, S-6:00 16.2
13. Superman (Flamingo), WSM, F-6:00 15.9
14. Stage 7 (TPA), WSM, W-7:00 15.4
15. Wild Bill Hickok (Kellogg), WSM, M-6:00 15.2
16. Captain Midnight (Screen Gems), WSM, W-6:00 14.9

HOUSTON-GALVESTON
3 TV STATIONS—289,900 TV HOMES
Population—1,076,200 (15th in U. S.)
Buying Income—\$1,937,585,000 (15th)
Retail Sales—\$1,340,018,000 (16th)
Food Sales—\$308,506,000 (15th)
Drug Sales—\$40,807,000 (17th)
Automotive—\$281,344,000 (14th)
Above market statistics are for Houston only and include following county: Harris

TOP NETWORK SHOWS
1. Perry Como, KPRC, S. 32.6
2. I Love Lucy, KGUL, M. 30.2
3. Ed Sullivan, KGUL, Su. 30.1
4. Bob Hope, KPRC, Su. 28.2
5. \$64,000 Question (KGUL), T. 27.5
5. This Is Your Life (KPRC), W. 27.5
7. Robin Hood, KGUL, M. 26.2
7. \$64,000 Challenge, KGUL, Su. 26.2
9. What's My Line? KGUL, Su. 26.0
10. Life of Riley, KPRC, F. 25.9
10. On Trial, KPRC, F. 25.9

TOP MULTI-WEEKLY SHOWS
1. My Little Margie, KGUL, M-F. 20.1
2. City Detective, KGUL, M, T, F. 18.4
3. Queen for a Day, KPRC, M-F. 13.4
4. Newsreel, Weather (6:15 p.m.), KPRC, M-F. 13.0
5. World Sports (6 p.m.), KPRC, M-F. 12.9
6. NBC News, KPRC, M-F. 12.8
7. Roy Rogers, KPRC, M-F. 12.7
8. Mickey Mouse Club, KTRK, M-F. 11.6
9. Late Show, KGUL, M-Th. 11.3
10. Modern Romances, KPRC, M-F. 11.0
10. Xavier Cugat, KPRC, W, F. 11.0

TOP FEATURE FILMS
Once Weekly
1. Star Steel Hour, KPRC, Su-10:00-11:30 p.m. 11.4
2. Weekend Theater, KGUL, F-10:30-12:00 mid. 10.6
3. Mystery Parade, KPRC, S-11:00-12:00 mid. 9.4
4. Saturday Matinee, KTRK, 1:00-4:00 p.m. 8.2
5. Saturday Matinee, KGUL, S-4:00-5:00 p.m. 7.3

Multi-Weekly
1. Late Show, KGUL, M-Th, S. 11.0
2. Movietime U. S. A., KTRK, M-F, Su-10:00-12:00 mid. 8.6
3. Movie Date, KPRC, M-F-12:00-1:00 p.m. 6.6
4. Mid-Day Movie, KTRK, M-F-12:30-2:00 p.m. 3.8
5. Hollywood Theater, KTRK, M-F-9:30-11:00 p.m. 2.9

TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), KGUL, T-9:30 24.2
2. O. Henry Playhouse (Gross-Krasne), KPRC, Th-7:30 23.5
3. Dr. Hudson's Secret Journal (MCA), KPRC, Su-9:30 20.9
4. Stage 7 (TPA), KPRC, W-9:30 20.2
5. My Little Margie (Official), KGUL, M-F-6:00 20.1
6. Captain David Grief (Guild), KPRC, F-9:00 19.9
7. Rosemary Clooney (MCA), KPRC, S-6:30 19.2
8. City Detective (MCA), KGUL, M, T, F-10:00 18.6
9. Sheriff of Cochise (NTA), KPRC, Th-10:00 18.2
9. State Trooper (MCA), KTRK, M-9:30 18.2
11. Wild Bill Hickok (Kellogg), KTRK, T-8:30 17.9
12. The Falcon (NBC), KGUL, Th-10:00 17.7
13. Dr. Christian (Ziv), KPRC, E-10:00 16.5

STATION SIGNALS

Construction of the new studios of WANE-AM-TV, Fort Wayne, Ind., got under way on May 28. Participating in the ground breaking ceremonies were Indiana Congressman E. Ross Adair and Mayor Robert E. Meyers. The modern radio-TV center is expected to be completed and ready for occupancy by late fall.

KWTV-TV, Bryan, Tex., began regular operation June 5. It is affiliated with KBTX-TV, Waco, and receives network programs over microwave from Waco. Tomorrow (11), WROC-TV, Rochester, N. Y., celebrates its eighth anniversary.

WNDY-TV, South Bend, Ind., televised the University of Notre Dame's 1957 commencement exercises on June 2. Highlights of the ceremonies included an address by

Chief Justice Earl Warren and award of the university's Lactare Medal to former Ambassador to Italy Clair Booth Luce. TV narrator was Edward L. Doyle, WNDU-TV's director of public affairs.

For the fourth consecutive year KMTV-Cardinal Booster Night, May 30, has set an attendance record at Omaha's Municipal Stadium. KMTV originated Booster Night in 1954 to salute the Omaha Cardinals and help increase ballpark attendance. The station invited area people to see a spectacular pre-game show featuring recording star Don Cornell and a double-header with Denver. The final championship heat of the 59th Gold Cup Hydroplane speed boat races from Seattle's Lake Washington will be televised nationally by ABC thru the facilities

of KING-TV. Date of the telecast is Sunday, August 11. On June 5 WBZ-TV pre-empted regularly-scheduled programming to bring viewers a realistic straight-forward documentary, "City in Shadow." Purpose of the program is to show what the city of Boston must do to maintain her place as an urban leader.

Worth Kramer, vice-president and general manager of WJR, Detroit, was unanimously elected president of the Adercraft Club of Detroit. The club is ranked among the country's oldest and largest. C. R. Braham is the new commercial manager of WSM-TV, Nashville, Tenn. Irving Waugh has been upped to vice-president and general manager of Nashville's WSIX-AM-TV. William Lewis Cooper Jr., for seven years head of film for WJAR-TV, Providence, R. I., has been named film manager of WPIX, New York.

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 UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

NEW ORLEANS

2 TV STATIONS—207,700 TV HOMES
Population—797,100 (20th in U. S.)
Buying Income—\$1,211,480,000 (30th)
Retail Sales—\$805,253,000 (28th)
Food Sales—\$155,853,000 (36th)
Drug Sales—\$32,520,000 (25th)
Automotive—\$129,261,000 (40th)
Above figures include following counties: Jefferson, Orleans and St. Bernard

TOP FEATURE FILMS

- 1. Bob Hope, WDSU, Su. 62.4
2. Perry Como, WDSU, S. 60.5
3. Life of Riley, WDSU, F. 60.3
4. Father Knows Best, WDSU, W. 59.8
4. Groucho Marx, WDSU, Th. 59.8
6. Jane Wyman, WDSU, T. 58.3
7. Ernie Ford, WDSU, Th. 58.0
8. Caesar's Hour, WDSU, S. 57.3
9. Big Story, WDSU, F. 57.0
9. Dragnet, WDSU, Th. 57.0
9. Robert Montgomery, WDSU, M. 57.0

TOP MULTI-WEEKLY SHOWS

- 1. NBC News, WDSU, M-F. 37.3
2. Sports, Weather (6:15 p. m.), WDSU, M-F. 36.1
3. Esso Reporter (6 p. m.), WDSU, M-F. 35.9
4. Little Rascals, WDSU, T, F. 36.4
5. My Little Margie, WDSU, M-F. 20.9
5. Queen for a Day, WDSU, M-F. 20.9
7. Matinee Theater, WDSU, M-F. 20.5
8. Modern Romances, WDSU, M-F. 20.4
9. Stu Erwin, WDSU, M-F. 20.0
10. World Tonight, WDSU, M-F. 18.7

TOP FEATURE FILMS

- Once Weekly
1. Western Roundup, WDSU, S. 8:00-9:00 a. m. 19.6
2. Afternoon Preview, WJMR, S. 1:00-4:00 p. m. 6.5
3. Movie Memories, WJMR, S. 12:00-1:00 p. m. 6.1
4. Sunday Matinee, WJMR, Su. 1:30-2:30 p. m. 5.3
Multi-Weekly
1. Late Show, WDSU, M-Su. 11:30-12:00 mid. 15.4
2. Midday, WDSU, M-F. 12:00-1:30 p. m. 12.6
3. Million 5 Movie, WJMR, M-Su. 9:30-12:00 mid. 7.2

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WDSU, F. 10:00 56.3
2. I Search for Adventure (Bag-nall), WDSU, S. 9:30 50.8
3. Dr. Christian (Ziv), WDSU, W. 7:00 50.3
3. San Francisco Beat (CBS), WDSU, W. 9:30 50.3
5. Man Called X (Ziv), WDSU, M. 9:30 48.8
6. Count of Monte Cristo (TPA), WDSU, T. 9:30 44.8
7. Esso Golden Playhouse (Official), WDSU, S. 6:00 40.8
8. O. Henry Playhouse (Gross-Krasne), WDSU, Su. 9:30 40.3
9. I Led Three Lives (Ziv), WDSU, S. 10:00 39.8
10. Stage 7 (TPA), WDSU, Th. 10:00 39.0
10. Science Fiction Theater (Ziv), WDSU, M. 10:00 39.0
12. State Trooper (MCA), WDSU, T. 10:00 38.8
13. Soldiers of Fortune (MCA), WDSU, Su. 5:00 38.3
14. Gene Autry (CBS), WDSU, S. 1:00 36.4
15. I Spy (Guild), WDSU, Th. 10:30 34.8
16. Sky King (Nabisco), WDSU, S. 11:00 a. m. 33.8
17. Studio 57 (MCA), WDSU, T. 10:30 33.5
18. Jungle Jim (Screen Gems), WDSU, S. 11:30 a. m. 33.3

BIRMINGHAM

2 TV STATIONS—148,100 TV HOMES
Population—612,700 (131st in U. S.)
Buying Income—\$389,479,000 (41st)
Retail Sales—\$607,803,000 (44th)
Food Sales—\$142,033,000 (40th)
Drug Sales—\$16,699,000 (53d)
Automotive—\$141,745,000 (32d)
Above figures include following counties: Jefferson

TOP NETWORK SHOWS

- 1. I Love Lucy, WBRC, M. 48.0
2. \$64,000 Question, WBRC, T. 45.5
3. Godfrey's Talent Scouts, WBRC, M. 43.8
4. Perry Como, WABT, S. 42.9
5. Burns and Allen, WBRC, M. 42.5
6. December Bride, WBRC, M. 41.8
7. Red Skelton, WBRC, T. 41.3
8. Ernie Ford, WABT, Th. 40.8
9. Millionaire, WBRC, W. 40.0
10. Hey! Jeannie, WBRC, S. 39.5

TOP MULTI-WEEKLY SHOWS

- 1. Dinner Theater, WABT, M-F. 19.6
2. Mystery Playhouse, WBRC, M-W, F. 18.0
3. Mickey Mouse Club, WABT, M-F. 17.5
4. Circle 6 Ranch, Misc., WBRC, M-F. 17.3
4. NBC News, WABT, M-F. 17.3
6. Circle 6 Theater, WBRC, M-F. 16.8
6. News, Sports, Weather (6:30 p. m.), WABT, M-F. 16.8
8. CBS News, WBRC, M-F. 13.9
8. Uncle Bill and Spooky, Misc., WBRC, M-F. 13.9
10. News, Sports, Weather (5:30 p. m.), WBRC, M-F. 13.7

TOP FEATURE FILMS

- Once Weekly
1. Academy Theater, WBRC, Su. 4:00-5:30 p. m. 21.3
2. Premiere Performance, WBRC, Su. 2:00-3:30 p. m. 18.6
3. Stories—Ole West, WBRC, Su. 12:30-1:30 p. m. 15.0
4. Saturday Matinee, WBRC, S. 12:00-1:00 p. m. 13.3
5. Million 5 Movie, WBRC, S. 11:30-12:00 mid. 10.8
6. Starlite Theater, WABT, Su. 11:30-12:00 mid. 10.0
Multi-Weekly
1. Hollywood Hit Parade, WABT, M-F. 12:00-1:30 p. m. 9.2

TOP SYNDICATED FILMS

- 1. Man Called X (Ziv), WBRC, T. 8:00 32.5
2. The Whistler (CBS), WBRC, F. 9:30 32.0
3. State Trooper (MCA), WBRC, T. 9:30 31.5
4. The Unexpected (Ziv), WBRC, S. 9:30 27.8
5. Highway Patrol (Ziv), WBRC, T. 10:00 27.3
6. Sheriff of Cochise (NTA), WBRC, F. 10:00 25.0
7. Dr. Christian (Ziv), WBRC, W. 10:00 24.5
7. Science Fiction Theater (Ziv), WBRC, Th. 8:30 24.5
9. Dr. Hudson's Secret Journal (MCA), WABT, W. 9:30 24.3
10. Stage 7 (TPA), WBRC, Th. 9:00 23.5
11. Amos 'n' Andy (CBS), WBRC, Th. 10:00 22.5
11. Death Valley Days (U. S. Borax), WABT, S. 10:00 22.0
13. Soldiers of Fortune (MCA), WBRC, W. 6:00 22.0
14. Rosemary Clooney (MCA), WBRC, M. 6:00 20.8
15. Annie Oakley (CBS), WBRC, T. 6:00 20.5
16. Crosscurrent (Official), WABT, T. 9:30 20.0
16. Whirlybirds (CBS), WBRC, Th. 9:30 20.0
18. Code 3 (ABC), WBRC, Th. 10:30 19.8
19. Badge 714 (NBC), WBRC, M. 10:00 18.5

CLEVELAND

3 TV STATIONS—457,100 TV HOMES
Population—1,616,800 (111th in U. S.)
Buying Income—\$3,597,116,000 (10th)
Retail Sales—\$2,136,950,000 (11th)
Food Sales—\$502,023,000 (10th)
Drug Sales—\$76,207,000 (10th)
Automotive—\$402,002,000 (11th)
Above figures include following counties: Cuyahoga, Lake

TOP NETWORK SHOWS

- 1. Bob Hope, KYW, Su. 45.9
2. Disneyland, WEWS, W. 44.5
3. Perry Como, KYW, S. 39.4
4. I Love Lucy, WJW, M. 38.9
5. Playhouse 90, WJW, Th. 37.1
6. Godfrey's Talent Scouts, WJW, M. 36.0
7. Lawrence Welk, WEWS, S. 35.5
8. Lineup, WJW, F. 34.4
9. Ed Sullivan, WJW, Su. 34.3
10. Loretta Young, KYW, Su. 34.2
10. Wyatt Earp, WEWS, T. 34.2

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WEWS, M-F. 28.5
2. 6 o'Clock Adventure, Misc., KYW, M-F. 16.7
3. Reporter, Sports Final (11 p. m.), WJW, M-F. 15.1
4. 11th Hour News, Weather, KYW, M-F. 14.7
5. Queen for a Day, KYW, M-F. 14.5
6. News Helixes (6:30 p. m.), WEWS, M-F. 14.1
7. Weather, 2 Star Reporter (6:45 p. m.), WEWS, M-F. 13.4
8. Noon Show, WEWS, M-F. 13.3
9. Theater 5, WEWS, M-F. 12.9
10. Captain Kangaroo, Misc., WJW, M-F. 10.5

TOP FEATURE FILMS

- Once Weekly
1. Western Theater, KYW, Su. 3:00-4:00 p. m. 23.7
2. Western Theater, WEWS, S. 4:00-6:00 p. m. 16.7
3. Leisy's Premier Theater, WJW, S. 11:15-12:00 mid. 15.7
4. Home Theater, KYW, S. 11:15-12:00 mid. 14.2
5. Showcase Theater, WJW, F. 11:15-12:00 mid. 12.9
Multi-Weekly
1. Noon Show, WEWS, M-F. 12:00-1:00 p. m. 13.3
2. 1:00 Playhouse, KYW, M-F. Su. 1:00-2:30 p. m. 9.2
3. Nite Owl Theater, WJW, M-Th. Su. 11:15-12:00 mid. 7.5
4. Late Show, WEWS, T-Th. S. 11:00-12:00 mid. 6.4
5. Late Matinee, WJW, M-F. S. 5:00-6:15 p. m. 5.1

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJW, T. 10:30 30.7
2. Sheriff of Cochise (NTA), KYW, Su. 10:30 29.2
3. Ellery Queen (TPA), KYW, Su. 5:00 24.9
4. Frontier (NBC), WJW, S. 10:30 24.2
5. Range Rider (CBS), WEWS, Su. 7:00 23.2
6. Soldiers of Fortune (MCA), KYW, Th. 7:00 20.9
7. Big Playback (Screen Gems), WEWS, W. 10:45 18.7
8. Annie Oakley (CBS), WJW, S. 6:30 18.5
9. Death Valley Days (U. S. Borax), WJW, S. 7:00 18.3
10. San Francisco Beat (CBS), WJW, T. 7:00 17.0
11. Buffalo Bill Jr. (CBS), KYW, S. 11:30 a. m. 16.9
12. Waterfront (MCA), WEWS, M. 7:00 15.9
13. Looney Tunes (Guild, Assoc. Artists), WJW, S. 11:00 a. m. 15.3
14. Steve Donovan, Western Marshal (NBC), WEWS, W. 7:00 15.2

COLUMBUS, O.

3 TV STATIONS—163,400 TV HOMES
Population—585,300 (35th in U. S.)
Buying Income—\$3,492,253,000 (129th)
Retail Sales—\$761,591,000 (33d)
Food Sales—\$164,157,000 (33d)
Drug Sales—\$25,718,000 (30th)
Automotive—\$140,831,000 (33d)
Above figures include following counties: Franklin

TOP NETWORK SHOWS

- 1. I Love Lucy, WBNS, M. 39.2
2. Playhouse 90, WBNS, Th. 36.4
3. Godfrey's Talent Scouts, WBNS, M. 36.0
4. Bob Hope, WLW-C, Su. 35.9
5. Ed Sullivan, WBNS, Su. 34.9
5. Lassie, WBNS, Su. 34.9
5. \$64,000 Question, WBNS, T. 34.9
8. Robert Cummings, WBNS, Th. 34.4
9. Wyatt Earp, WTVN, T. 34.2
10. Gunsmoke, WBNS, S. 33.9

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WBNS, M-F. 26.3
2. Chet Long (7 p. m.), WBNS, M-F. 26.1
3. Mickey Mouse Club, WTVN, M-F. 22.7
4. Flipppo's Gang, WBNS, M-F. 19.3
5. News, Weather (11 p. m.), WBNS, M-F. 16.5
6. Western Roundup, WBNS, M-F. 15.7
7. Armchair Theater, WBNS, M-F. 14.6
8. Arthur Godfrey, WBNS, M-F. 13.0
9. Captain Kangaroo, WBNS, M-F. 12.7
10. Garry Moore, WBNS, M-F. 12.4

TOP FEATURE FILMS

- Once Weekly
1. Sunday Showboat, WTVN, Su. 12:30-5:00 p. m. 18.3
2. Premiere Performance, WTVN, Su. 10:30-12:00 mid. 14.2
3. Hollywood Film Theater, WTVN, Su. 7:30-9:00 p. m. 13.7
3. Saturday Showboat, WTVN, S. 5:00-6:30 p. m. 13.7
5. 1st Run Theater, WLW-C, Su. 12:30-2:00 p. m. 10.7
5. Gold Cup Theater, WLW-C, S. 5:00-6:30 p. m. 10.7
Multi-Weekly
1. Western Roundup, WBNS, M-F. 5:00-6:00 p. m. 15.7
2. Armchair Theater, WBNS, M-F. Su. 11:15-12:00 mid. 14.5
3. Midday Movie, WTVN, M-F. 12:30-2:00 p. m. 9.6
4. Ladies Home Theater, WTVN, M-F. 10:00-11:30 a. m. 8.2
5. Early Home Theater, WTVN, M-F. 2:30-4:00 p. m. 7.4

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WBNS, Th. 7:00 23.0
2. Badge 714 (NBC), WSB, M. 7:00 22.9
3. Highway Patrol (Ziv), WAGA, F. 7:30 22.0
4. Superman (Flamingo), WSB, W. 7:00 21.9
5. I Search for Adventure (Bag-nall), WSB, T. 7:00 21.2
5. State Trooper (MCA), WAGA, F. 7:00 21.2
7. Science Fiction Theater (Ziv), WAGA, T. 7:00 17.5
7. Studio 57 (MCA), WAGA, T. 10:30 17.5
9. City Detective (MCA), WLW-A, W. 6:30 17.2
10. Rosemary Clooney (MCA), WAGA, M. 7:00 16.5
11. Frontier Doctor (Hollywood), WAGA, Su. 5:30 15.9
12. Dr. Hudson's Secret Journal (MCA), WSB, M. 10:30 15.7
12. Cisco Kid (Ziv), WAGA, S. 5:30 15.7
14. Death Valley Days (U. S. Borax), WLW-A, Th. 6:30 15.3
15. Wild Bill Hickok (Kellogg), WLW-A, Th. 6:00 14.9

ATLANTA

3 TV STATIONS—181,500 TV HOMES
Population—778,900 (123d in U. S.)
Buying Income—\$1,361,091,000 (24th)
Retail Sales—\$1,093,106,000 (21st)
Food Sales—\$211,835,000 (23d)
Drug Sales—\$35,608,000 (23d)
Automotive—\$201,453,000 (22d)
Above figures include following counties: Cobb, DeKalb, Fulton

TOP NETWORK SHOWS

- 1. I Love Lucy, WAGA, M. 40.2
2. Bob Hope, WSB, Su. 38.2
3. Godfrey's Talent Scouts, WAGA, M. 36.2
4. Burns and Allen, WAGA, M. 34.7
5. I've Got a Secret, WAGA, W. 34.5
6. Red Skelton, WAGA, T. 33.2
6. Wyatt Earp, WLW-A, T. 33.2
7. December Bride, WAGA, M. 33.0
7. The Millionaire, WAGA, W. 33.0
10. Ed Sullivan, WAGA, Su. 32.9
10. \$64,000 Question, WAGA T. 32.9

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, WSB, M-F. 14.4
2. Mickey Mouse Club, WLW-A, M-F. 13.1
3. Clubhouse Gang, WSB, M-F. 12.8
4. NBC News, WSB, T-F. 12.3
5. Weather, News (6:45 p. m.), WAGA, M-F. 12.1
6. Modern Romances, WSB, M-F. 11.8
7. CBS News, WAGA, M-F. 11.6
8. News, Weather, World News, (6:30 p. m.) M-F. 11.2
9. Love of Life, WAGA, M-F. 11.0
10. Search for Tomorrow, WAGA M-F. 10.7

TOP FEATURE FILMS

- Once Weekly
1. M-G-M Playhouse, WSB, Su. 12:15-2:35 p. m. 20.9
2. 20th Century Playhouse, WSB, Su. 10:30-12:00 mid. 17.8
3. Premiere Performance, WAGA, F. 11:15-12:00 mid. 12.0
4. Hollywood Film Theater, WLW-A, Su. 7:30-9:00 p. m. 10.4
5. Movietime, U. S. A., WLW-A, Su. 2:30-4:00 p. m. 9.4
Multi-Weekly
1. Late Show, WSB, S. 11:30-12:00 mid. 13.3
2. Armchair Playhouse, WSB, M-S. 1:00-2:30 p. m. 11.2
3. Movietime N.S.A., WLW-A, Th. F. 11:15-12:00 mid. 7.1
4. Sky Theater, WLW-A, Su. 10:30-12:00 mid. 5.5
5. Movie at 11, WLW-A, M-F. 11:00-12:30 p. m. 4.0

TOP SYNDICATED FILMS

- 1. Amos 'n' Andy (CBS), WAGA, Th. 7:00 23.0
2. Badge 714 (NBC), WSB, M. 7:00 22.9
3. Highway Patrol (Ziv), WAGA, F. 7:30 22.0
4. Superman (Flamingo), WSB, W. 7:00 21.9
5. I Search for Adventure (Bag-nall), WSB, T. 7:00 21.2
5. State Trooper (MCA), WAGA, F. 7:00 21.2
7. Science Fiction Theater (Ziv), WAGA, T. 7:00 17.5
7. Studio 57 (MCA), WAGA, T. 10:30 17.5
9. City Detective (MCA), WLW-A, W. 6:30 17.2
10. Rosemary Clooney (MCA), WAGA, M. 7:00 16.5
11. Frontier Doctor (Hollywood), WAGA, Su. 5:30 15.9
12. Dr. Hudson's Secret Journal (MCA), WSB, M. 10:30 15.7
12. Cisco Kid (Ziv), WAGA, S. 5:30 15.7
14. Death Valley Days (U. S. Borax), WLW-A, Th. 6:30 15.3
15. Wild Bill Hickok (Kellogg), WLW-A, Th. 6:00 14.9

SHORT SCANNINGS

Richard M. Paek and Ralph N. Harmon, vice presidents of the Westinghouse Broadcasting Company, were the recipients of the "Westinghouse Order of Merit and Silver W," highest honor conferred by the board of directors, for outstanding contributions to Westinghouse leadership in both the technical and the creative aspects of broadcasting. . . . Screen Gems (Canada) Limited has purchased the "Stories of John Nesbitt" from Hall Roach Studios for distribution thruout Canada. . . . Harry Pertka and Peter McGovern have joined the NTA Film Network staff as sales executive and director of network promotion, respectively. Pertka was formerly a sales executive of the ABC-TV net and

McGovern was previously with Byron Productions. Bud Yorkin asked for and received his release from NBC as a contract producer-director ("The Web") and immediately resigned with the Bedford Corporation to direct and produce the Ernie Ford Show next season on a free lance basis. . . . Warner Bros. Pictures has been inked for the production of a series of four one-hour color films on science for TV and schools by the Bell Telephone System. Walt Disney has signed Jerome Courtland to portray the title role in "Andy Burnett," a series of six complete one-hour shows for the ABC-TV "Disneyland" program. . . . Alen Smith of the "Today" show and Helene Smith, formerly of the "Steve Allen" show, are the proud parents of a baby boy. . . .

Charles B. Seton, a partner in the Socolow, Stein & Seton law firm, has teamed up with Gustave J. Rosen to form a new law firm under the name of Rosen & Seton. Jack Denove, of Jack Denove Productions, received the George Washington Honor Medal from Freedom Foundation for his half-hour musical, "See You at the Polls." . . . Theodore W. Herbert has resigned as Eastern sales manager for the General Teleradio Division owned-and-operated radio and TV stations of RKO Teleradio Pictures, Inc. . . . Don Medford has been named senior director for the live productions of "Crisis," NBC's new suspense-mystery-drama series which debuts September 30. . . . Sterling Television has moved its New York headquarters to 6 E. 39th Street. Producer Herb Wolf left for London to attend the kickoff of his "Masquerade Party" TV show, which will have a year's run on the BBC commercial network.

LOOKING FOR RATINGS? BUY "TROUBLE WITH FATHER" Top Morning ARB AVERAGES Across-the-Board! 4.1 WCBS-TV New York City 9:00 A.M. 5.4 WGN-TV Chicago 10:30 A.M. 6.3 WCDA Albany, N. Y. 9:30 A.M. Whopping Afternoon AVERAGE Figures Monday thru Friday! 21.6 WDSU-TV New Orleans 4:00 P.M. 6.8 WEWS-TV Cleveland 1:30 P.M. 9.8 KDKA Pittsburgh 2:30 P.M. Call "The Man From Official" Official Films, Inc. 25 W. 45th ST., N. Y. C. Plaza 7-0100

Newly Formed NARAS Seen P.R. Force in Disk Industry

Jim Conkling Temporary Chairman; Org to Include Top Trade Figures

NEW YORK—The phonograph record industry is expected to engage in its greatest public relations effort as the result of the formation last week of the National Academy of Recording Arts and Sciences.

James B. Conkling, former president of Columbia Records and the Record Industry Association of America, disclosed that he had been asked by a group representing various creative aspects of the national disk industry to form an academy patterned along the lines of the motion picture and television groups.

Conkling declared that meetings have been held on both coasts in recent weeks, and many of the top figures in the industry are being invited to serve as representatives of their respective crafts, i.e., vocalists, leaders and conductors, art directors, engineers, arrangers and orchestrators, composers, producers and directors and instrumentalists.

Immediate plans call for the appointment of a steering committee from among these creative groups, to eventually provide nominations for a board of governors to be

elected by the membership. The board of governors will then elect a president and other officers. Conkling emphasized that he is serving as chairman in a temporary capacity until the national organizational structure is achieved.

Griffin Endorsement

John W. Griffin, executive secretary of the Record Industry Association of America, declared, "I am personally delighted to learn that such a representative and authoritative group of the recording industry has come together for the purpose of organizing a national academy. The need for such an activity has been obvious in recent years, and the RIAA has even gone so far as to make preliminary surveys, but I personally feel that now it is much more appropriate that such an organization spring from the creative people themselves,

rather than the record companies. I will recommend to the RIAA board of directors that they offer their hearty endorsement and support and best wishes for success."

Conkling pointed out that the organization would be a purely non-profit group, to give national recognition to industry achievements.

Those working with Conkling on his formation committee include Lloyd Dunn and Nick Jones, Capitol; Paul Weston and Mitch Miller, Columbia; Sonny Burke and Milt Gabler, Decca; conductor Axel Stordahl; Jesse Kay, M-G-M; Dennis Farnon, RCA Victor; Doris Day, Giselle MacKenzie and Harry Meyerson, M-G-M. All of these individuals have been working with Conkling independent of their respective company affiliations and out of a desire to see the academy become a reality.

EDITORIAL

A Welcome Project

The contribution of the record industry to home entertainment has been far reaching.

The disk industry's contribution to the various related showbusiness fields has been profound. Talent developed on disks have enriched radio and television programming, motion pictures, the personal appearance field.

The disk industry and its creative people have broadly influenced—and are an integral part of—musical America.

For these reasons we welcome the move to create an Academy which would give national recognition to the record industry achievements. (See separate story.)

That an Academy would function in such a way as to reflect credit upon the record industry is beyond question. This is guaranteed by the fact that Jim Conkling has taken it upon himself to advance the project, and has gathered about a notable committee of industry execs.

We wish success to Conkling, Lloyd Dunn, John Griffin and the many others associated in the enterprise.

Glory Suit Poses Competition Control

By JUNE BUNDY

NEW YORK—For the first time within recent memory, a comparatively small independent record company struck with a legal club at one of the major labels. Depending on the suit's outcome, several important changes in recent disk industry operating procedure may result from the action.

The suit was filed last week in the New York Supreme Court by Glory Records, Inc. against the Radio Corporation of America and Bruno-N. Y., Inc. Asking for \$500,000 in damages, Glory's attorney, Lee V. Eastman, accused the defendants of "unfair competition" practices on two counts, one involving the Glory waxing of "The Banana Boat Song" by the Tarrriers, the other concerning Vince Martin's Glory recording of "Cindy O Cindy."

Glory alleges RCA attempted to cash on the indie's "Banana Boat Song" platter by "palming off"

Harry Belafonte's RCA Victor version of a similar song "as that of the plaintiff." The disk was originally released in a Belafonte album under the title "Day O," and later re-titled "Banana Boat (Day-O)" when RCA released it as a single.

As a result, Glory maintains: "The two disks became confused in the minds of the public, decries and trade journals." This, charges the indie, "was an improper attempt by a superior competitor with enormous resources to crush a small independent competitor and to capture for itself the market which had been created by the plaintiff."

The Glory suit alleges that RCA dominates "the exploitation of recordings" and the record business in general "aided and abetted in its exploitation by virtue of the various market outlets controlled by it, including its wholly owned subsidiary the National Broadcasting Company."

Specifically, the Glory suit charges that RCA—"by virtue of its volume of business and by virtue of related articles which it sells, such as phonographs, TV and a hard goods line, wholly dominates control of distributors throughout the country" and "through its superior facilities dominates the activities of independent companies attempting to compete with it."

In its second cause of action—bearing on the practice of covering

(Continued on page 21)

Second Disk Academy Set Up on Coast

HOLLYWOOD—Coincidental with the formation of a disk industry academy temporarily helmed by James B. Conkling, independent members of the industry here last week disclosed the organization of the Academy of Recording and Transcription Arts and Sciences, to be chartered as a non-profit corporation pursuant to the laws of California.

It was learned that both groups have no connection with each other. Local organization has been started by songwriters Al Stewart and Roger Davenport and by disk jockey Hunter Hancock. Accord-

(Continued on page 24)

DISK ACADEMY INVITES AID

NEW YORK—Topflight recording artists, conductors, art directors, composers, artist and repertoire men, engineers, and instrumentalists will be invited to participate on the temporary steering committee of the newly formed National Academy of Recording Arts and Sciences.

In addition to stars of such stature as Perry Como, Patti Page, and Frank Sinatra, etc., invites will be extended to key artists and execs on both the major and leading indie labels as well as outside personages, including Mitch Miller, Steve Scholtes, Nathan Milstein, Gregor Piatagorsky, Spike Jones, Edward R. Murrow, Cole Porter, Stan Freberg, and many others.

'Vacation in Hi-Fi' Theme of Cap Push

Firm's Most Ambitious June Campaign Embraces Longhair, C.O.W., Pop LP's

HOLLYWOOD—Capitol Records will follow up its heavy May package release with what the company terms its most ambitious June program ever, the latter embracing the theme, "Vacation in Hi-Fi."

Firm will release a total of 25 new LP's, nine classical works, six in its Capitol of the World series and 10 popular albums.

Label will conduct a major merchandising campaign during June, with dealers to receive a prolific amount of window and store display material. Key to the program is the use of a pre-packaged giant "Vacation" display kit, a four-color cardboard piece of luggage which will introduce the dealer to the merchandise and which can subsequently be used as a window display piece.

High point of the firm's merchandise is the heavy classical release and the debut of a series of four packages titled "The History of Jazz." Serious works included are by Andre Navarra, Sylvia Marlowe, Victor Schioler, Denis Mathews, three sets by Victor Aller, with the Hollywood String Quartet performing the Brahms Quartets, Leonard Pennario, and the N. W. D. R. Hamburg Orchestra.

Firm did not release any classical material during May, and it is

expected Capitol will continue to increase the number of serious music packages from here on.

Six Capitol of the World packages in the release contain music from Israel, India, South Africa, Bolivia, Scotland, and a Ray Martin set titled "High Barbaree," music of the sea.

Cap's "History of Jazz" is broken down in four volumes: "New Orleans Origins," featuring Sonny Terry, Wingy Manone, the Mount Zion Church Choir, Lizzie Miles, Nappy Lamare and others; "The Turbulent Twenties," with Paul White-

(Continued on page 24)

Zenith Has 18 New Phonos

CHICAGO—Zenith has unveiled its 1958 phonograph line consisting of 18 models, ranging in price from \$29.95 for a four-speed portable to \$625 for a decorator-styled, high-fidelity console.

A distinctive feature of the line is the decorator collection of FM-AM high-fidelity phonograph combinations. Each unit, according to Zenith Sales Vice-President L. C. Truesdell, is a "furniture piece in its own right." Cabinetry is designed in the French Provincial, early American, traditional and modern styles.

Seven portables are found on the low end of the line. The "Band Box" and the "Pied Piper" are four-speed manuals at \$29.95 and \$39.95 respectively. The "Band Box" comes in a choice of three two-tone cases.

At the \$99.95 level, Zenith has a portable AC-DC portable radio-phonograph. The firm also is showing a hi-fi portable tagged at the same price.

Bourne Gets 'Heavenly'

NEW YORK—Bourne Music, Inc., has acquired the score of "Simply Heavenly," off-Broadway musical which opened to favorable reviews at the 85th Street Playhouse. Deal was wrapped up by Lester Sims, general professional manager of Bourne. A folk drama with music, the play is based on Langston Hughes' book, "Simple Takes a Wife," with lyrics by Hughes and music by David Martin.

New Life for '360' Phono

NEW YORK—Columbia Records has introduced a radically improved model of its now famous "360" table model, hi-fi first debuted about five years ago. According to James Sparling, manager of the firm's phono department, a continuous demand has existed for the "360" since its inception.

The original "Hatbox" size (16 1/2 by 12 1/2 by 10 inches) and the curved front design have both been retained in the 1957 model. New additions include a plug-in adaptation of a cross-over network which links an external speaker to the pair within the main set. The amplifier has double the power of former models. The set is available in blonde, mahogany, ebony and walnut finishes, is equipped with detachable brass-tipped legs and will retail at about \$175, including external speaker and cross-over network.

All aboard the Profit Train!

TEDDY RANDAZZO



B/W HOW COULD YOU KNOW?

Vik x-4x/0277

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HICKORY-DICKORY-DOCK

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JACK DUPREE

OLD TIME ROCK AND ROLL

b/w
ROCKY MOUNTAIN

Vik x-4x/0279

Vik records
A Division of Victor Records of America

Celler Report Sparks Committee Dissension

Five Members Take Issue; Full Justice Dept. Inquiry Asked

By MILDRED HALL

WASHINGTON — The embattled House Anti-Trust Subcommittee report, which finally emerged this week (10), recommends that Justice Department undertake "a complete and extensive investigation into all phases of the music field," as pertaining to broadcasting activities, "to determine whether the antitrust laws have been or are being violated."

However, the conclusion on the BMI-ASCAP aspects covered in last year's TV hearings held by the Celler (D., N. Y.) Subcommittee, brought the strongest dissents. Three Republican members of the group issued "additional views" protesting possible prejudice of the pending court action brought by ASCAP songwriters against BMI. Also in additional views, two Democratic members wanted nothing in the report "construed as expressing any opinion with respect to pending litigation." This split in comment broke up on what might have been a five-man majority dissent, which would have put the BMI issue more clearly in minority status in the report.

Evidence of compromise within the Subcommittee is clear in the more moderate wording of the final Subcommittee report on this issue, and in several omissions. The original staff document compiled by chief counsel Herbert Maletz and chief associate counsel Samuel

Pierce, recommended that Justice "file suit promptly," seeking among other things, "divestiture of broadcaster ownership of BMI," if warranted.

Also omitted was original memo's recommendation that alleged preference for BMI music by network record companies, Columbia and Victor, be next in line for "detailed" investigation. Present report concludes that "limitations of time, money and manpower prevented" the Committee's staff from going into sufficiently detailed investigation and analysis, to determine if the allegations of preference were valid.

Also omitted were original memo's projections into "future possibility" of a shut-out of ASCAP music by a BMI-broadcaster combination. (The Billboard, April 29, May 6.) The broadcasters, as reciprocal parties to BMI's alleged anti-competitive moves against ASCAP, receive far less mention in the final report, which is termed

"unanimous" except for "conclusions respecting option time and broadcasters' activities in the music field."

Republican Dissenters

Ranking GOP member Kenneth Keating (N. Y.), took the report to task for discussing "issues in a civil antitrust action brought in a U. S. District Court by certain songwriters against BMI and broadcasters."

It is the Keating view that in contrast to the court testimony being assembled, the Subcommittee had "only a small fraction of the facts presented to us. Obviously, we cannot and should not take any action or say anything which will in any way prejudice any party in that case."

Keating added that the Committee had been confronted with "assertions and counter assertions," and it was "impossible" for it to determine "on the record before us where the truth lies." He added (Continued on page 57)

See No Wax Parallel To Du Pont-GM Set-Up

NEW YORK — Speculation in the trade as to the possible implications to the disk industry of the U. S. Supreme Court's decision regarding holdings of E. I. Du Pont de Nemours & Company in the General Motors Corporation, appears to be groundless, according to legal brains within the record business.

The Du Pont-General Motors link, it is argued, is between two firms in unrelated fields. The relationship in effect, is one between a customer and a supplier. The holding by Du Pont of 23 per cent of outstanding GM stock, was seen as evidence that the supplier (Du Pont) could unfairly influence purchases by the customer (General Motors) of its products, required by GM in the manufacture of autos. In this respect, the tie-up was found to be in violation of the Clayton Antitrust Act.

A number of the biggest diskeries are either wholly owned subsidiaries of firms in other fields or at least have stock tie-ups with other entities. In none of these cases, however, it's pointed out, is there any such buyer-seller relationship, which could be construed as being in restraint of trade or constituting unfair competition, the only possible advantage allegedly enjoyed by certain majors

is the fact that they are in a position to lure top talent to the fold by holding out possible motion picture or TV commitments. This was seen as an inconsequential factor, however, in comparison to the importance of the Du Pont-GM tie.

One legal expert pointed out, however, that the question of network stock ownership in broadcast Music Inc. has already been widely aired, the Court's decision focusses added interest on the matter.

Decca Flying Sales Exec Wings Again

NEW YORK—Sydney N. Goldberg, Decca Records sales veepee and one of the most traveled of current diskery execs, takes to the air again Monday (10) for a cross-country one-week junket of the company's divisions.

He'll visit the label's headquarters in Los Angeles, New Orleans, Cleveland, Detroit and Chicago. In the latter city, Goldberg will confer with division brass including Carl Wayne, formerly the Peoria branch manager, whose appointment as assistant Midwest Division manager has just been announced.

Goldberg returned last week in company with Leonard Scheider, exec veepee, and Hugh Stone, export manager, following a two-week business swing thru West Germany, France and England. While in Hamburg, headquarters of Deutsche Grammophon Gesellschaft, which distributes Decca in Germany, arrangements were made for Decca release in France on the DGG subsidiary Polydor label. Is Horowitz, the diskery's classical artists and repertoire chief, joined the group for part of the safari and later conducted independent repertoire huddles with DGG a.&sr. brass.

Reisman to Baton Show

NEW YORK — Joe Reisman, RCA Victor musical director, has been named to handle batoning chores on the forthcoming NBC-TV Galaxy of Stars, which will feature all-Victor talent. Reisman will front a group of 30 musicians plus an eight-voice Ray Charles vocal unit. Emphasis will be on a "modern" sound, according to Reisman.

Hi-Fi Signs Lanchester

HOLLYWOOD — Elsa Lanchester has been signed to an exclusive recording contract by High Fidelity Recordings, coast indie. Richard Vaughn, president of the label, disclosed that Miss Lanchester will record an album of her special "Party" songs and that her husband, Charles Laughton, will introduce each song with a comical explanation of what to expect. Tentatively titled, "Songs My Mother Taught Me Not to Sing," the album has been a pet project of Vaughn's, and he plans a unique exploitation campaign which will include the sale of the album in book stores nationally.

Package will be recorded this month for September release.

IMPERSONATION IRKS THRUSH

NEW YORK — Veteran thrush Lee Wiley is irked over reports that an unknown New Jersey canary has been impersonating her in the Midwest. The gal reportedly claims to be Lee Wiley, but, when pressed, says Miss Wiley is her aunt and she is using her arrangements.

Several Midwest nitery owners are said to have been taken in by the fake-lark, along with RCA Victor representatives in the area.

Miss Wiley was particularly pained when she learned that the Victor men had expressed dismay over the prospect of handling her new RCA album basing their attitude on the in-person vocal quality of her impersonator.

True Romance Mag Sponsors Lyric Contest

NEW YORK — A song-writing contest is being launched this month by True Romance magazine.

Contestants are to write lyrics only for a song entitled "My True Romance," and music for the winning lyric will be clefted by none other than Johnny Green, composer of such tunes as "Body and Soul," "I Cover the Waterfront," "Out of Nowhere," etc. Green, a member of ASCAP, is a three-time Academy Award winner, and currently is head of the music department for M-G-M pictures.

Judges of the entries, along with Green, will be lyricist Paul Francis Webster, exec Norman Foley of Robbins, Feist and Miller, M-G-M Records' Jesse Kaye and True Romance editor Frank Gould.

Winner will be awarded \$500 plus any film, sheet music and disk royalties that may be earned. Further details are in the current issue of True Romance.

ATLANTIC DEBS 6 LP'S BY TOP R-R STABLE

NEW YORK—Atlantic Records has released a special grouping of LP's highlighting its six top rock and roll artists. The group, known as the "8000 series" will be combined with a previously issued set of four jazz LP's in the "1200" series for purposes of a special dealer pricing deal.

The new set of six includes albums of the biggest hits of Clyde McPhatter and the Drifters, Ruth Brown, Joe Turner, Ray Charles, Lavern Baker and Ivory Joe Hunter. With the exception of four new bands on the Joe Turner disk, all material is taken from the backlog of each artists' singles hits. Also in each case, except that of Turner, these packages mark the artists' debut in the album field.

The 5-color cover design for all six is basically the same except for the use of different combinations of color on each. The label has set the release up in this way to derive maximum display benefits from dealers, who are also being offered special 12 by 15 inch display stands thru distributors.

Another feature of the new sets is the inclusion of 14 instead of the normal 12 bands on each disk. The price is held at \$3.98 each. Part of the promotion on the set includes special fact sheets and bio material on the artists which goes out with a sample copy of each album to each distributor salesman. The latter becomes company policy for all future releases.

PANELS TO MULL DOPE PROBLEM AT NEWPORT

NEWPORT, R. I. — The narcotics problem, real or exaggerated, has been set as one of the subjects for panel discussion at the fourth annual American Jazz Festival, to be held here July 4-7.

The subject has been slated despite strong objections from several leading jazz journalists, who believe that any such airing would give many outsiders the impression that the jazz world is singularly afflicted. Proponents of the topic, including panel moderator Nat Hentoff, feel that the citing of statistics will effectively combat such impressions, and that if a drug problem truly exists that it should be aired with a view to creating a combative program.

The discussion, which is sched-

Map Plans for West Coast C.&W. Fest

SALINAS, Calif.—Final plans for the California Country Music Convention to be held at the Big Barn here, August 23-24, were formulated at the organization meeting of the sponsoring group, the California Country Music Convention and Festival Association, held here recently. The new org voted to hold an annual convention on the West Coast for the purpose of promoting country music and its artists in that area and to establish better relationship between all facets of the country music field.

Officers of the new association are Dick Eaton, of Salinas, president; J. E. (Red) Swarr, of Maywood, Calif., vice-president, and Jane Malcolm, South Gate, Calif., secretary. Dovie Pierce, of Modesto, Calif., will handle the fan club activity at the convention, and Bill Carter, deejay-performer, of San Pablo, Calif., will direct the disk jockey part of the program. Fred Maddox, of the Maddox Brothers, was named convention program director. He will also handle emcee chores at the various convention shows.

Conclave will get under way Friday, August 23, with an open house to which all members of the country music field will be invited. Meeting of deejays will be held Friday afternoon, with the day's festivities ending with a show and dance open to the public. Fan club meeting is scheduled for Saturday. (Continued on page 24)

Dot Covers Another of Own Hits

NEW YORK—For the second time in just two months, Dot Records has covered one of its own hits.

This time it's "A Fallen Star." With the original Jimmy Newman dishing on the country and western charts, the company has rushed out a pop-slanted cover by the Hilltoppers, whose last notable cover success was "Marianne."

The precedent was established when the Bonnie Guitar dishing of "Dark Moon" on Dot was tagged as a country hit, and the same label covered with pop thrush Gale Storm. Then both versions made the Pop Best Selling Charts.

It is noted incidentally, that these two hits, along with Dot's other current smash, Pat Boone's "Love Letters in the Sand," are ballads.

uled for Saturday, July 6, at 1 a.m., will have as participants Dr. Paul Diamond, psychiatrist, who has made special studies in the field; John Hammond; Maxwell T. Cohen, attorney and business manager for several top jazz artists; pianist Billy Taylor, and Father Norman J. O'Connor, Boston jazz authority and chaplain of Boston University's Newman Club.

The other panel subject, to be aired Friday (5) a.m., will be "Working Conditions of Jazz Musicians, Present and Possible." Panelists will be jazz maestro Gerry Mulligan; talent manager John Levy, Bert Block of Associated Booking Corporation, and George Avakian of Columbia Records.

Hentoff will moderate this panel as well.



TOMMY SANDS

sings

FANTASTICALLY YOURS

*and from the new documentary
film "THE JAMES DEAN STORY"*

LET ME BE LOVED



RECORD NO. 3743



AFM Hit by Fourth Suit Seeking \$2 1/4 Mil

Some 60 E.T.-Spot Blurb Firms Also Sued in Test of Validity of Trust Fund

By JOEL FRIEDMAN

HOLLYWOOD—On the eve of what promises to be a most stormy national convention, the American Federation of Musicians and upward of 60 companies engaged in the production of electrical transcriptions of radio shows and jingles, and spot announcements for both radio and television use were hit with another lawsuit asking damages of \$2,270,000 against the Federation.

Thirty-eight plaintiffs joined in the complaint, filed by attorneys Harold A. Fendler and Daniel A. Weber on behalf of approximately 1,000 musicians employed as instrumental musicians in the transcription, jingle and spot announcement fields. In addition to the specified damages, suit seeks declaratory and injunctive relief.

Action is the fourth such suit filed against the AFM and increased the total of damage suits by the plaintiffs in these actions to approximately \$19 million.

The action challenges the validity of the Music Performance Trust Fund, originated for the purpose of giving free public concerts. Complaint alleges that the Federation violated its fiduciary duties by the diversion from the plaintiffs to the fund of payment made by the defendant companies for re-use of transcriptions, jingles and spot announcements. Plaintiffs claimed that the musicians engaged in these fields constitute less than one-half of 1 per cent of the Federation membership, and that this "tiny segment" is required to subsidize the entire trust fund thru payments derived from their services. "Constructive fraud" by the Federation is charged in the complaint.

According to the suit filed in Los Angeles Superior Court Thursday (6), producers of transcriptions, jingles and spots are required to make re-use payments to the trust fund in the event they wish to re-use a transcription originally produced for one sponsor, in connection with the program of another sponsor. In the TV field, it's also asserted, producers are required to pay \$100 for each jingle to the trust fund, for the unlimited right of re-use thereof.

No Legal Right

Plaintiffs claim that the producers are "required" by the Federation to make these re-use payments to Samuel R. Rosenbaum, trustee of the fund, as a condition of their right to use their services, and that the Federation had no legal right to take away benefits belonging to them.

Unlike previous actions filed, the musicians involved in the current action seek a money judgment directly against two companies making such payments, Columbia Broadcasting System and the National Broadcasting Company. Damages are claimed against CBS in the amount of \$80,000, representing payments made in connection with the "Gunsmoke" and "Jack Benny" radio shows, and against NBC in the amount of \$40,000 for payments for the "Dragnet" radio show.

According to a statement from Cecil Read, one of the plaintiffs in this suit and a leader in the previous actions, the new suit is the last of the series of cases to be filed that previously was authorized by the general membership of Local 47 on February 27, 1956, and it covers the remaining source of payments to the trust fund. Previous actions filed covered the recording field, the exhibition of mo-

tion pictures on TV, and the production of TV films.

If there was any doubt about a floor fight at the convention, such doubt now appears to have dissipated. Local 47 President Eliot Daniel has previously asserted that the local is not a party to the law suits, tho the membership has endorsed the principles involved in the lawsuits and has instructed its delegates to the convention to fight for these principles.

The rift within the local, somewhat stop-gapped by Daniel's reaffirmation of his platform and office last week, was widened nonetheless by the circulation of a newsletter from Cecil Read, in which Read unequivocally attacked Petrillo's recent peace offering. Read averred that Petrillo's offer to let rank and file musicians sit in on film studio negotiations was not "tangible evidence of good faith or even real desire," coming as it did so shortly before the AFM convention.

It appeared as if Read and Daniel would map separate paths henceforth, with Read declaring that "there is no justification whatsoever for the assumption that Mr. Daniel speaks for the plaintiffs in these suits or that we will retreat from the vigorous prosecution of the lawsuits; or that we intend to sacrifice any of the principles that the suits involve."

H&R, Hunter Hassle to Be Decided

NEW YORK—Ivory Joe Hunter's suit against Hill & Range involving his tune "I Almost Lost My Mind" (published by H. & R.'s St. Louis Music firm) goes before the Supreme Court of New York County this week.

Composer-singer Hunter—represented by attorney Abner Greenberg—claims that under a contract he signed with H. & R. in 1949, St. Louis agreed to pay him 50 per cent of performance royalties received by H. & R. on the song from Broadcast Music, Inc.

However, H. & R. contends that since Hunter signed with BMI in 1954, BMI is now the assignee and Hunter should collect from them. BMI, on the other hand, is reluctant to pay Hunter unless he agrees to release H. & R. from the 1949 agreement on performance money.

Greenberg is also scheduled to represent another writer in a suit involving H. & R. and BMI in Municipal Court this week—American Society of Composers, Authors and Publishers writer George Mysels' suit against H. & R. on "I Want You, I Need You, I Love You," recorded by Elvis Presley and published by H. & R.'s Presley Music firm in BMI.

Mysels penned the lyrics for the tune, while the music was written by a member of BMI. Mysels claims H. & R. agreed to compensate him for the fact that as an ASCAP writer he couldn't collect performances by giving him 50 per cent of their BMI performance royalties on the song.

Now however, alleges Mysels, H. & R. has refused to pay this percentage on the grounds that BMI is the assignee of performance rights. Mysels receives half of the performances paid by BMI to the writer of the music.

SMARTEN UP WITH ELVIS

JACKSONVILLE, Fla.—Mae Boren Axton, teacher in one of the local high schools, has found Elvis Presley an inducement to good work in the classroom.

"In spite of what some have said about the adverse Presley influence on teen-agers," says Miss Axton, "I have found the opposite to be true. With the end of school in sight and with warm days urging them to the beach, my high school kids find it a bit difficult to keep their minds on the subjects.

"So, when they become a bit restless, I offer them the privilege of talking about their idol or even permit a record session of his records, if the week is completed with adequately done work. You'd be surprised how enthusiastic they become. The high school crafts teacher has also found that he accomplished a lot by allowing his pupils to work under the Presley influence."

P.S.—Miss Axton is the co-writer, with Tommy Durden, of "Heartbreak Hotel," the tune that skyrocketed Presley to fame.

Pubber Sees Added Disk Sales Boom

NEW YORK—The record business is on the verge of an even greater expansion, and this will have large scale benefits on the publishing level, according to Norman Foley, Feist Music topper. Foley claims the children's group below the teen-age level—the so-called sub-teens—are being tremendously influenced by the teens and will prove a tremendous sales boon. The international music picture is also highly favorable to American publishers and writers, Foley points out, in view of the preponderant use of American music abroad.

Foley is currently setting a flock of records on his most important project since "Friendly Persuasion." This is "An Affair to Remember," which is themed and reprised thru-out the 20th Century-Fox film of the same name, opening next month at the Roxy. Disks have already been cut by Vic Damone on Columbia; Carmen Cavallero on Decca; Pete King on Liberty; Leroy Holmes, M-G-M; Luis Arcaez, Victor; Machito on Tico; Vivian Della Chiesa on VEP and others.

Seeco Adds 3 Labels to SA D'trib String

NEW YORK — Seeco Records last week acquired South American distribution rights to Dot, ABC-Paramount and Urania Records.

The outfit, which does the greater part of its business in Latin American countries, will press all of these lines on the Seeco label. Bulk of the pressings, for the present, will be manufactured in State-side plants and exported, but Seeco prexy, Sidney Siegel, will fly to Buenos Aires early in July to set up the first in a projected string of local pressing arrangements.

Siegel also is acquiring S-A rights to a number of European labels. In addition to Seeco, Siegel owns and operates Dawn Records, a jazz line.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Wildwood-by-the-Sea, N. J., already mentioned in past issues of this column, is blossoming forth as a prime summer exploitation area for disk talent, particularly in the area of the big beat. At least six big local clubs will feature rock and roll talent this summer following a successful immersion in the medium last year. Possibly the most important set of bookings has been slated for Ben Martin's 1500 seat Club Bolero. The summer talent line-up there is headed by the one and only Fats Domino who goes in for the week of August 9 at a reported \$10,000 for the stint. Club opens June 28 with Lavern Baker, Chris Connor and Dizzie Gillespie's band, followed July 12 with Chuck Berry and a return date for Miss Baker. Bill Doggett also comes in for a week's stay later in the summer.

Booked for Harry Roeshe's Beachcomber for a summer-long stand are the Trenier Twins with their younger brother Milt and the Gene Gilbeaux band. The club will also feature the Three Ds, Eddie Fontaine and Jimmy Cavallo's House Rockers. Steve Gibson and the Re-caps plus Damita Jo and the Flamingos head the hot weather bookings at Jake Diamond's Martinique, while Johnny Caterini's Club Riptide will be headlining the Tyrones, the Nite Riders and the Top Notes. On the stand at Eddie Suez' Club Avalon will be Charlie Gracie and Allis Lesley, billed as Era Records' "female Elvis Presley." The Nitecaps and Stomp Gordon's Band highlight the attractions set for the Hotel Biltmore Surf Club.

A report carried earlier without confirmation by London's Melody Maker that Alan Freed would front a fall package of rock and rollers for Britain looks closer to reality this week. Morris Levy, who handles Freed's appearances, reported that the deal looks very good at this point, altho no details on talent making up the package could be revealed. . . . Little Richard has been set for upcoming slottings at the Showboat in Philadelphia and the Bel Air Club in Chester, Pa. . . . Barbara Blassingame of the Quaker City has named the dig dat at which time she'll become Mrs. "Screaming" Jay Hawkins. . . . Jim Perkins of WJMB, Brookhaven,

SPA to Tell Effects of D.C. Decisions

NEW YORK—Songwriters Protective Association will hold a special press conference Monday afternoon (10) in the Waldorf-Astoria Hotel's Astor Gallery. Those present will include such SPA luminaries as Oscar Hammerstein III, Paul Whiteman, W. C. Handy, Rex Stout, Paddy Chayevsky, Harold Arlen, Yip Harburg, Morton Gould, Carmen Lombardo, Richard Adler and Deems Taylor.

It was announced by a spokesman that "new and vital matters will be disclosed," in light of: 1) The Cellar Committee's report on "ownership and operation of the music interests controlled by the broadcasting industry," which will be released officially that day and 2) The Supreme Court's du Pont decision which, according to the SPA statement, "is destined to have an immediate and far-reaching effect on the entire broadcasting industry."

Miss., reports the start of a new three-hour nightly r.&b. disk show on his station. He reports difficulty in getting disks from many smaller labels.

Shaw Artists is in the process of putting together another big package which will hit the Southern trail for five weeks, starting June 14. It's called the "Fantabulous Rock and Roll Show of 1957." Coincidentally, the Dick Jacobs band on Coral, issued a single last week, with the title "Fantabulous." At any rate, the "Fantabulous" booking is being headed by Ruth Brown and includes a sensational array of talent including the Coasters, Bo Diddley, the Drifters, the Schoolboys, Smiley Lewis, the Five Satins, Johnny Hartman, the Spence Twins and Paul Williams and his ork. The tour moves out from Charlotte, N. C., with bookings already set for Knoxville, Birmingham, Louisville, Chattanooga, and Greenville and Kinston, N. C. . . . Joe Turner has opened a one-weeker at the Casino Royal in the nation's capital, following Ruth Brown in the spot. . . .

(Continued on page 60)

May Hottest Sales Month, Says Epic

NEW YORK—Despite a softening of the disk market in recent weeks, Epic Records has experienced exceptionally good business during the last 40 days. The month of May, according to Bill Nielson, Epic-Okeh sales chief, was the best singles record month in the label's history. Similarly, May was Epic's best pop album month in point of sales. As for classical repertoire, Nielson stated that May has been exceeded only by the good business done last fall when the label announced its August promotion program.

Nielson stated the Sal Mineo disk, "Start Movin'," is at the half-million sales mark; the Four Coins' "Shangri-La" at the 200,000 mark. Lester Lanin's LP, Nielson added, is the biggest seller the line ever had, having racked up over 100,000. Additionally, a number of promising new disks have just been launched, putting the label into a good position to carry thru the summer months, Nielson added.

Art Hughes Honored for Civic Work

NEW ORLEANS — Arthur Hughes, phonograph distributing official who has devoted his life to curbing juvenile delinquency and helping underprivileged boys, was honored at Loyola University last week when an honorary degree of doctor of law was conferred upon him.

Hughes is vice-president in charge of sales of S. H. Lynch Company, Dallas. Seeburg distributors for the Southwest.

Speaker at the occasion was Arthur Hull Hayes, president of Columbia Broadcasting System, who also received an honorary doctor of law degree for his outstanding work in his field.



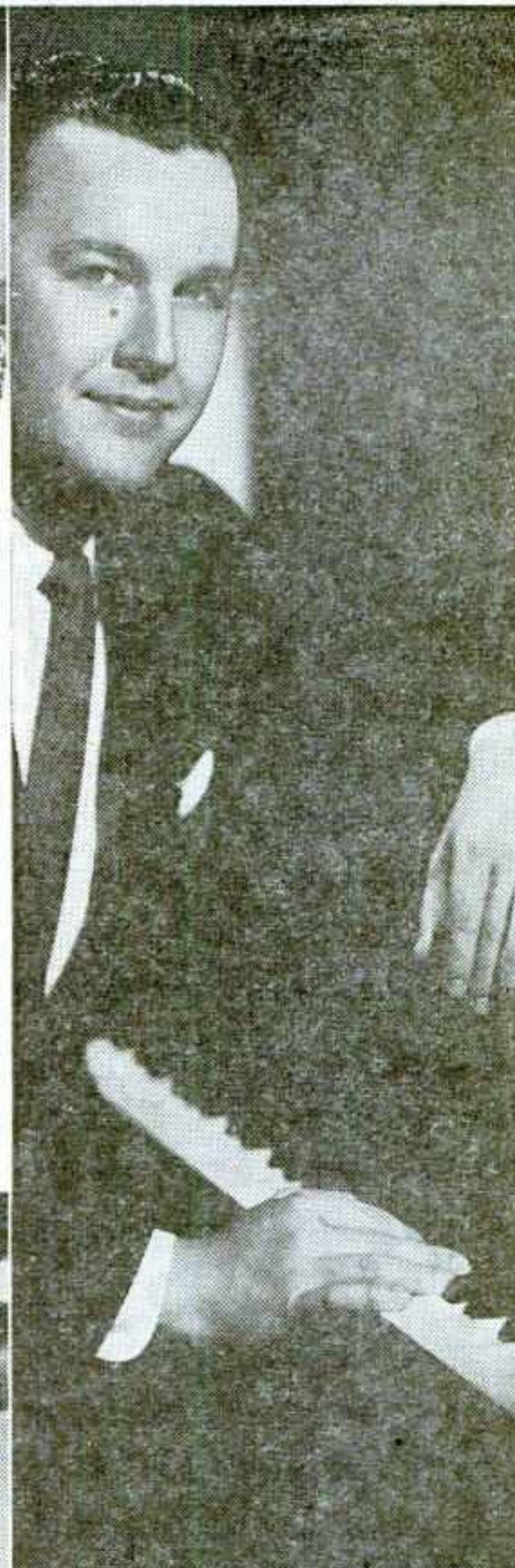
GUY MITCHELL

Sweet Stuff b/w
In the Middle of a Dark,
Dark Night
with Jimmy Carroll
4-40940



SAMMY KAYE

Past My Prime
(from "Li'l Abner") b/w
Charm Bracelet
4-40936



THE NORMAN PETTY TRIO

The trio is the most recent addition to Columbia's roster of fabulous talent. Their send-off disc is like a "first kiss"—sensational! And you'll be looking for more to come!

The First Kiss
vocal by Vi Petty b/w
The First Kiss
instrumental
4-40929



GAYLA PEEVEY

Too Young to Have
a Broken Heart b/w
I Want You to Be My Guy
with Ray Conniff
4-40932



LU ANN SIMMS

Run, Don't Walk b/w
The Still Small Voice
with Jimmy Carroll
4-40937



CLIFF JOHNSON

King of a Honky
Tonk Heaven b/w
Just a Memory of You
4-40935-c

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

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IT'S CALYPSO
IT'S ROSEMARY CLOONEY

WHO DOT
MON, MOM?

Columbia #40917
REMICK MUSIC CORP.

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"LOVE LETTERS IN
THE SAND"

b/w
"LIGHT A CANDLE"
(Say a Prayer)
VIP-1003



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"HITS" From THE "HOUSE OF BOURNE"
PAT BOONE—LOVE LETTERS IN THE SAND (DOT)
FOUR ACES—YES SIR, THAT'S MY BABY (DECCA)
DAVID SEVILLE—CAMEL ROCK (LIBERTY)
THE KING SISTERS—IMAGINATION (CAPITOL)
TINA ROBIN—LADY FAIR (CORAL)
TONY TRAVIS—RED SHUTTERS (VERVE)
EYDIE GORME—I'LL TAKE ROMANCE (AM-PAR)
BIG MAYBELLE—ALL OF ME (SAVOY)
ANN LEONARDO—LOTTERY (CAPITOL)
THE BUDDIES—LOTTERY (DECCA)
BOURNE, INC.—ABC MUSIC CORP.
156 W. 52 St. N. Y. C.

MUSIC AS WRITTEN

Vik Warbler Tees-Off
In Film Stint . . .

The new teen-slanted film, "Mr. Rock and Roll," begins shooting today (10) with Teddy Randazzo and Lois O'Brien as leads. Randazzo, Vik Records warbler, currently, is coming up fast with his disk of "Next Stop Paradise."

'Frankie & Johnny' Bloom
Again on Own LP . . .

M-G-M Records has released "Frankie and Johnny," an LP based on the folk tale with original music and lyrics by Robert Cobert. The two-act work runs for 55 minutes. Dion McGregor did the lyrics while Herb Harris conducted the work in the Phil Lang orchestrations. Cast includes Mary Mayo, Danny Scholl, Joan Coburn and Nathaniel Frey.

New York

Steffi Krasnow, daughter of Reynard Music veepee Hecky Krasnow, last week won a six-week study scholarship in Israel. Miss Krasnow was one of 12 winners in a national essay contest sponsored by the Women's Division of the American Jewish Congress. . . . Betsy Shoket, daughter of Bill Shoket, partner in Malverne Distributing here, will be married June 16 to Richard Abrams. Abrams is a junior exec with Malverne. . . . The Dukes of Dixieland opened Wednesday (5) at the Preview in Chicago for a 14-week stand. Unit just completed 33 weeks at the Hotel Thunderbird, Las Vegas.

The Rover Boys, who had been with ABC-Paramount, switched last week to Vik Records. Vik's Bob Rolontz scheduled their first date for last Friday (7). Group's big record was "Graduation Day." . . . Irving Fields Trio is at the

Sands, Las Vegas. . . . Whitney Balliet is now doing jazz disk reviews and features for the New Yorker magazine. His spot on the Saturday Review has been taken by Martin Williams. . . . RCA Victor has signed 19-year-old warbler Milton Allen for its country and western department. . . . Dick Gersh has been retained to handle national publicity for Clark Galehouse's Golden Crest label.

ABC deejay Martin Block and his missus leave Wednesday (12) on the Queen Elizabeth for a seven-week vacation in Europe. . . . Betty Wells, ABC-Paramount recording thrush, opens at the Elegante, Brooklyn, on Wednesday (12) for a five-day engagement. . . . Two new works by longhair composer Darius Milhaud will receive their premiere recordings on Decca early this month, with the composer conducting. The works — "The Globetrotter Suite" and "Joys of Life" — are published by Mills Music.

Associated Recording Studios, one of the more active demo cutters in town, is moving to new, enlarged quarters this week. Partners Nat Schnapp and Paul Friedberger are adding a new large studio for professional cutting. . . . Vik's Tommy Leonetti opens tomorrow (11) at the Zephyr Club, Cleveland, for a week.

Hi-Fi Vacation

• Continued from page 18

man, Julia Lee and Red Nichols; "Everybody Swings," with Glen Gray, Benny Goodman, Art Tatum and Duke Ellington; and "Enter the Cool," with Miles Davis, Stan Kenton, Al Casey and Woody Herman. Many of the tracks in the four albums have been culled from previously released singles and albums.

Other pop sets are by Les Baxter Pee Wee Hunt, "The Magic of Believing" by Jane Russell, Connie Haines and Beryl Davis, Dean Martin, Stan Kenton, and the sound track from "The James Dean Story." Latter album is the only pop set at a \$4.98 suggested list price.

Stan Kenton package, titled "Kenton With Voices," will receive special promotion, with dealers getting "in person" streamers in those cities the maestro visits on his current tour. In addition, a 12-inch "Best of Kenton" LP has been cut for disk jockeys, and special Kenton era 45's will also be used.

Sales aids include giant posters, streamers, counter and window easels, a set of miniature suitcases, full-color reproductions of the June albums, and the mailing of 10,000 replicas of the "Vacation in Hi-Fi" suitcase to dealers thruout the country.

Coast C&W Fest

• Continued from page 20

urday afternoon, to be followed at 7 p.m. by the selecting and crowning of Miss Country Music of the West Coast. Another public show and dance Saturday night will bring the conclave to a close. Moneys derived from the various shows will be used to defray convention expenses and to establish a country music hall of fame.

Among the artists who have already signed to appear in the various shows are the Maddox Brothers and Retta, Glen Trout, the Valley Raiders, Chester Smith, Hazel Houser, Stuart Hamblin, Tom Tall, Betty Luther, Merle Travis, Gary Williams, Peggy Upton, Joy Anne Farmer, Jeani and Janie Black, Jeani Mack and Kenny Pierce. Artists wishing to appear on the convention program are asked to contact J. E. Swarr, Box

15 Man Unit Set for TV Music Group

NEW YORK—The All-Industry TV Music License Committee has elected a 15-man temporary subcommittee as a permanent unit, it was announced last week by chairman Irving R. Rosenhaus. Latter is president and general manager of WATV-TV Newark. Elisha Goldfarb, counsel of RKO Teleradio Pictures, Inc., and secretary of MBS, is committee treasurer. The committee, at its organizational meeting in Chicago last April, authorized its subcommittee to retain former Judge Simon H. Rifkind as counsel. Rifkind represented a similar industry-wide group three years ago.

All TV station owners are being invited to join the all-industry committee, with membership fees based on a percentage of the card rate. In addition to the two officers, subcommittee members permanently elected are Charles B. Britt, WLOS-TV, Asheville, N. C.; Roger Clipp, WFIL-TV, Philadelphia; Sam C. Digges, WCBS-TV, New York; Omar Elder, ABC, New York; Frank Fitzimmons, North Dakota Broadcasting, Fargo; Nathan Lord, WAVE-TV, Louisville, Ky.; Dwight Martin, WAFB-TV, Baton Rouge, La.; Claire McCullough, WGAL-TV, Lancaster, Pa.; John E. McCoy, Storer Broadcasting, Miami; John T. Murphy, Crosley Broadcasting, Cincinnati; Hamilton Shea, WWSA-TV, Harrisburg, Va.; Edward Thoms, WKYC-TV, Fort Wayne and Lloyd Yoder, WRCA-TV, Philadelphia.

Glory Suit

• Continued from page 18

a hit disk—Glory alleges that RCA first tried to buy Vince Martin's "Cindy O Cindy" master from them, but was turned down by the indie. Then, charges Glory, RCA had Eddie Fisher record the tune, "copying exactly the same arrangement as that used by the plaintiff," and "arranged to flood the market with this recording thereby diverting unto itself all plaintiff's benefits."

Call Acts 'Conspiracies'

Termining these acts "conspiracies," Glory alleges they were committed by RCA "with the intent, purpose and objective of destroying the plaintive, thereby eliminating competition." Glory asks that RCA be restrained from using "the trade name 'The Banana Boat Song' or any simulation" and that it be restrained "from duplicating or following up the plaintiff's recording of 'Cindy O Cindy'."

In addition to asking damages of \$500,000 and an accounting "for all sums of money" received by RCA from sales of the Fisher and Belafonte disks, Glory requests that RCA be restrained from "imitating or making follow-up copies of the plaintiff's recordings," thus putting to a legal test the question of whether labels have the right to "cover" a hit by duplicating its arrangement and sound.

Thus the outcome of this suit could have far reaching effects on the now generally accepted industry practice of covering indie hits. A notable example was Georgia Gibbs' cover-waxing of Lavern Baker's "Tweedledee" disk, on which occasion Miss Baker issued a letter of protest, aimed at Congress and the trade.

107, Maywood, Calif., before July 20.

All facets of the country music field are invited to participate in the convention, Swarr says, with a number of music publishers, recording firms and bookers already signifying their intention to be represented. Station KDON, Sallians, is slated to air the two public shows.

Disk Academy

• Continued from page 18

ing to the latter group, the recording academy is being implemented by a number of persons in the disk industry who have pledged their co-operation. Bing Crosby has ostensibly accepted the position of honorary lifetime chairman of the Academy. Others who already have agreed to participate in the Academy's inception on either an honorary or active basis are: Jerry Lewis, Nat Cole, Hoagy Carmichael, Jimmy Wakely, Freddy Martin, Nelson Riddle, Billy Vaughn, Les Baxter, Milt Raskin, Danny Gould, Luis Valentin, Thorne Nogar, Cliffie Stone, Art Rupe, David Rose and Ahmet Ertegun.

According to Stewart and Davenport, spokesmen for the group, the Academy will extend charter membership invitations to others of comparable stature in their respective fields in Los Angeles, Chicago, Nashville, New York and other cities, as well as in Europe and other parts of the world.

The purposes, aims, structure and functions of the Academy are similar to those of the Academy of Motion Picture Arts and Sciences and the Academy of Television Arts and Sciences. Broadly, the plank will be: "To advance the arts and sciences of recordings and to foster co-operation among the creative leadership of all branches of the industry for cultural, educational and technological progress."

A statement from the group declared, "This Academy will embody idealistic principles, selective basis of membership and establishment of prestige, and will contribute to the maintenance of a dignified social and educational forum and meeting place of the creative personnel of the recording industry, a function which is not duplicated by any other organization and which compares with literary and professional academies, institutes and societies in other fields."

Newly formed Academy hopes to culminate its activities with an Academy Award presentation on television early in 1958, to be an annual event thereafter.

Billy Brando

"LOVE ME AGAIN"

b/w

"ONE SIDED LOVE"

VIP-1002



RECORDS
157 West 57th St., NYC

WALKIN'
THE FLOOR
OVER YOU

GEORGIA GIBBS

RCA Victor

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

Al Conte
Quartet

12" Long Play

"MISTER PIANO—
MISTER BANJO"

VIP-2001



RECORDS
157 West 57th St., NYC

TERESA BREWER

Steps Out Front

Singing the Pop Hit Version of one of the Greatest Country Standards



**"TEARDROPS
IN MY HEART"**



61850; 9-61850



Never has a diary

revealed so much!

BEGINNING this week, a new kind of diary will appear in retail record outlets all over the country. It will be an important part of a new dealer-tested method to report the nation's best selling records with cash register accuracy.

This new system, under the supervision of New York University's School of Retailing, will log more than 10,000 actual unit record sales each week—in a cross-section of record stores across the nation.

This week and every week, over 175 stores will be requested to participate in the survey—and to keep a "diary" of exact sales for one day.

After recording each sale, dealers and field workers will airmail the diary sheets to Cincinnati, where, in The Billboard's own statistical department, each sale will be electronically tabulated and within days the up-to-the-minute Best Seller Charts will be printed and distributed from coast to coast in The Billboard.

This means that beginning with the issue dated June 24, The Billboard will give you the fastest, most accurate measure of the best selling records—for all speeds, sizes and categories.

This rapid, already-tested, cash-register-accurate survey is the first of its kind. More than ever, it means the most up-to-the-minute record buying data for Billboard's 8,141 record dealer readers, 6,793 juke box operator readers, and the more than 5,146 radio and TV station and network people who look to The Billboard as their programming guide!

This is a typical "diary" page—

RECORD SALES LISTING SHEET Page of Pages

PLEASE LIST EVERY SALE - FILL THE PAGE BEFORE GOING ON TO NEXT PAGE

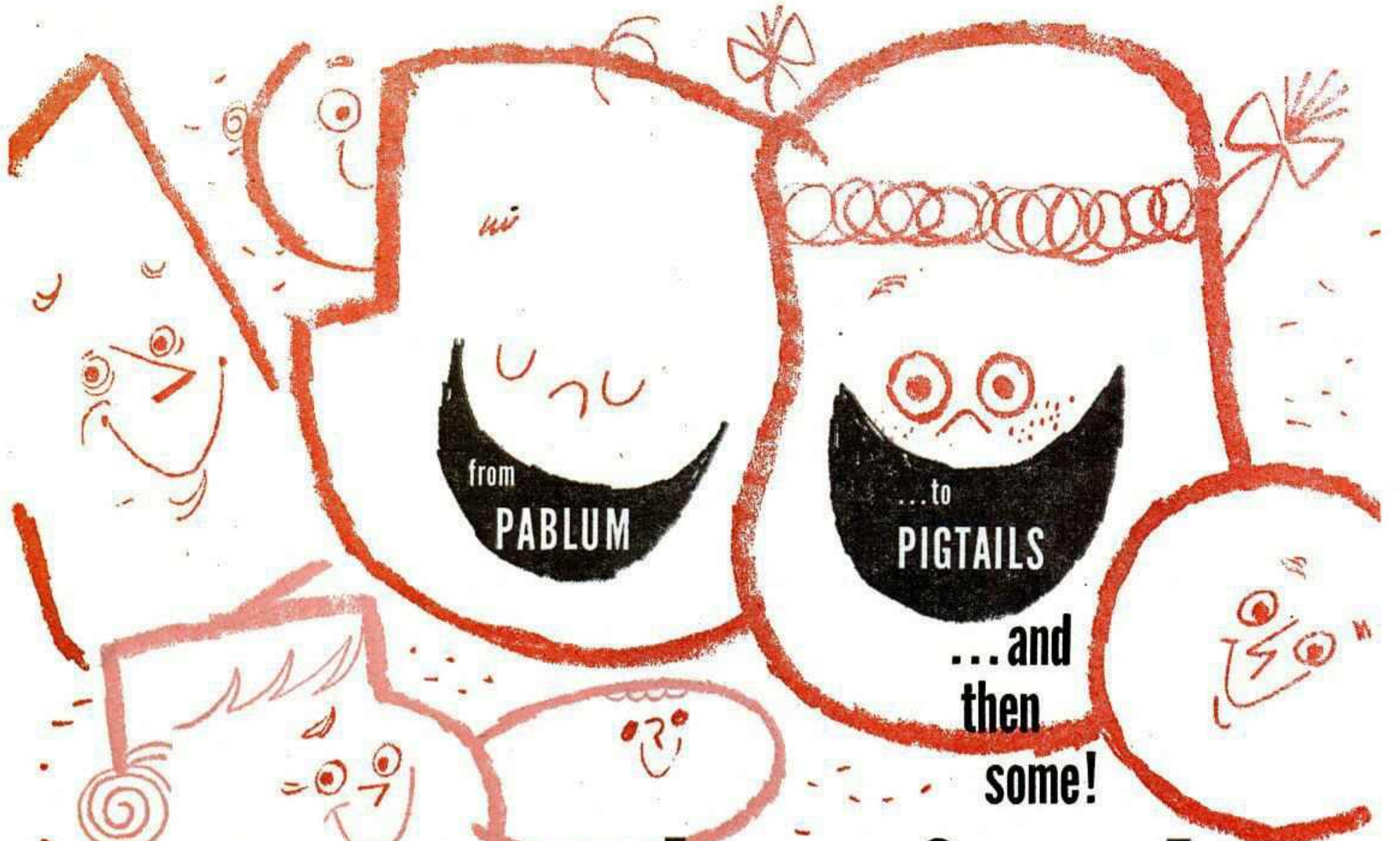
TITLE/ARTIST	LABEL NAME	PRICE	SPEED/SIZE
(1) TITLE: _____ ARTIST: _____	Label: _____	Price: _____ 45¢ 45¢ 16¢	78 () 33-10" 45 () 33-10" 45 () 33-12" 16 () Tape
(2) TITLE: _____ ARTIST: _____	Label: _____	Price: _____ 45¢ 45¢ 16¢	78 () 33-10" 45 () 33-12" 45 () 33-12" 16 () Tape
(3) TITLE: _____ ARTIST: _____	Label: _____	Price: _____ 45¢ 45¢ 16¢	78 () 33-10" 45 () 33-12" 45 () 33-12" 16 () Tape
(4) TITLE: _____ ARTIST: _____	Label: _____	Price: _____ 45¢ 45¢ 16¢	78 () 33-10" 45 () 33-12" 45 () 33-12" 16 () Tape
(5) TITLE: _____ ARTIST: _____	Label: _____	Price: _____ 45¢ 45¢ 16¢	78 () 33-10" 45 () 33-12" 45 () 33-12" 16 () Tape
(6) TITLE: _____ ARTIST: _____	Label: _____	Price: _____ 45¢ 45¢ 16¢	78 () 33-10" 45 () 33-12" 45 () 33-12" 16 () Tape

you may be requested to list your exact sales for one day. A field representative will provide you with the diary sheets—and pick them up from you.

For your co-operation, you will receive two top-selling albums free of charge.

Far more important, your co-operation in this survey will provide you . . . and the entire music industry . . . with the kind of fast, guaranteed accurate reports that will make the whole business of manufacturing and selling records more profitable.

The Billboard THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY



everyone's raving about

NAT "KING" COLE

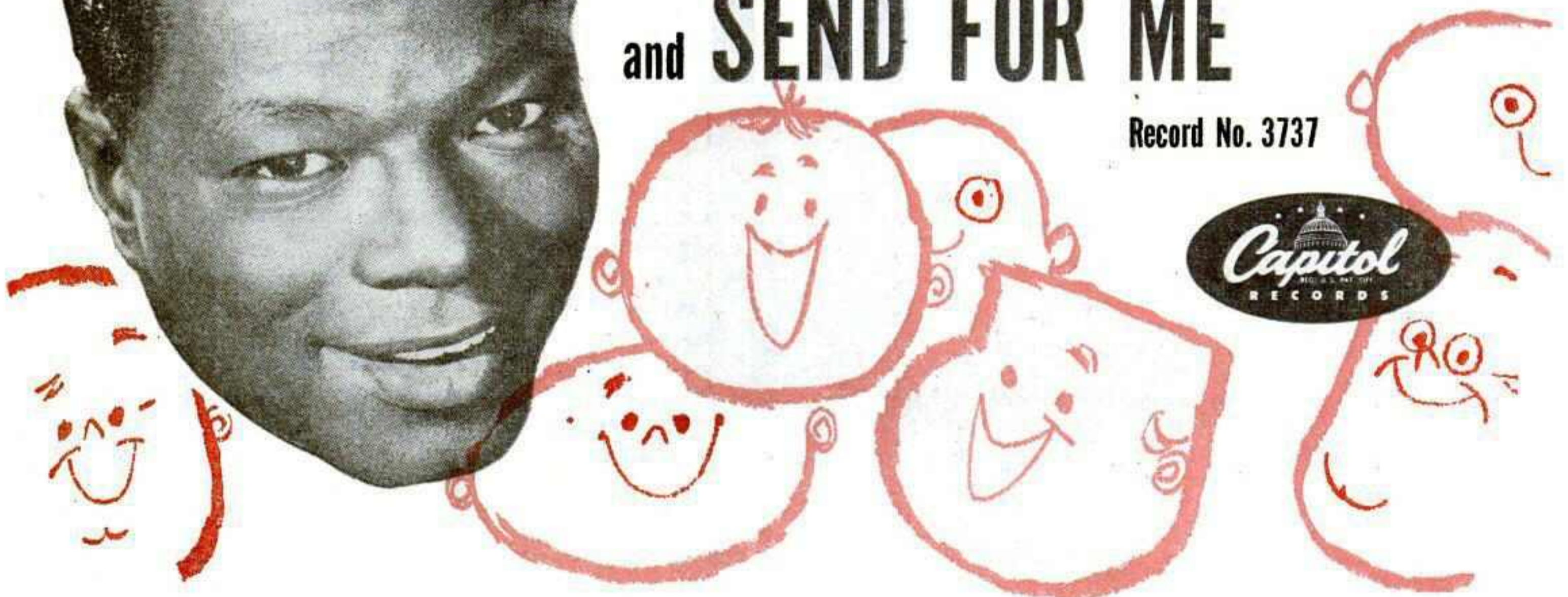
singing

MY PERSONAL POSSESSION

with THE FOUR KNIGHTS

and **SEND FOR ME**

Record No. 3737



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



Three M-C-M dealer aids are available this month. These are three full-color easel display cards. At left is the June for Joni display, pointing up the special tie-in sale of a \$3.98 Joni James album for \$1.98 when another album is purchased at the regular price. In the center is a display card featuring Dick Hyman albums of 60 Great All-Time Songs which have sold at special prices and have now reverted to the full \$3.98 price. Dealers who stocked heavily on this merchandise when it was sold at reduction can now promote it at full price with this display. There is no mention of special price on the card. The card at right is an easel display of the Ray Charles Singers' "Summertime." This release rounds out the seasons as far as this vocal group is concerned. Dealers who had success with the previous three seasons disks can use this card to advantage.

NEW PRODUCTS

DYNAVOX DEBUTS DE LUXE PORTABLE . . .

One of the new Dynavox phono line for 1958 is a de luxe portable known as Model 877. The unit has an amplifier powered at five watts, with a frequency response of 40 to 18,000 c.p.s. (plus or minus 2db.). Separate bass and treble controls and a volume control are provided.

The 877 features a V-M de luxe, four-speed changer which intermixes records and shuts off both turntable and amplifier after the last disk is played. The light-



weight tone arm is equipped with twin sapphire needles and a hi-fi cartridge. The unit has two six-inch speakers housed in a "reflex bass baffle dynascopic chamber." A separate jack for an external speaker is provided.

A plywood case is covered with Du Pont scuff-resistant fabric and is styled like luggage. French stitching and brass hardware are one of the styling features and the case is available in three different colors.

The 877 is available for immediate delivery. It carries a list price of \$119.95. A matching speaker unit in matching finish with an eight-inch woofer and three and one-half-inch tweeter is available for \$42.50.

NEW CARTRIDGE FROM PICKERING . . .

The Pickering Company has a new single miniature-magnetic cartridge which has a flat re-

sponse of 10 to 30,000 cycles, according to the manufacturer. This new Series 370 Fluxvalve mounts into almost every type of pickup arm.

The miniature unit weighs only nine grams and will track from two to six grams, depending upon the type of pickup arm. The Model 370-1S is equipped with a one mil sapphire stylus and is priced at \$17.85. The Model 370-XD has a half mil diamond stylus and is priced at \$35.85.

BOETSCH READIES 1958 PHONO LINE . . .

Boetsch Bros., New York phono-graph manufacturers, is readying a new 1958 line in anticipation of the coming NAMM Show. The firm has a shorter line than heretofore but believes this to be its most attractive line in its history. No more than 12 units will be included.

The firm expects a lot of action on a three-tube, three-control unit which is new to the line. The Model 637 is priced at \$69.95 and also features the de luxe V-M changer. Another unit which they expect to become popular is a promotionally priced two-speaker job.

NEW PENTRON TAPE RECORDER LINE . . .

Three new tape recorders are being introduced by Pentron. The line, called the Custom Line, is available in either monaural or stereophonic versions.

At the top of the line is the Model NL-3 Aristocrat, retailing for \$189.95 in the monaural version and \$219.95 in the stereophonic. The unit has four speakers, 10-watt amplifier, VU meter and a frequency response of 40 to 15,000 cycles.

The NL-2 Champion is the medium-priced unit at \$149.95 (monaural) and \$179.95 (stereophonic). It has two speakers, five-watt amplifier with frequency response of 40 to 13,000 cycles. The unit has a magic-eye level indicator.

The budget entry is the NL-1 Mercury, retailing for \$109.95 (monaural) and \$179.95 (stereo-

PROMOTION-WISE

How Disk Dealers Get the Most From Promotion \$\$\$

- The average dealer chooses promotion media by hit-or-miss methods
- Exploiting the promotion medium is the clue to the big pay-off

By RALPH FREAS

Advertising and promotion pose knotty problems for the average dealer. How much should he spend? Where can he spend it most effectively? When should he spend? What results should he reasonably expect per advertising dollar spent?

The problem is not made easier by the variety of media available to the dealer. He has to choose between daily or weekly newspapers, shopping papers, radio and TV, school newspapers and magazines, music programs or direct mail. Each media can offer substantial reasons for accepting the dealer's money. The larger dealer can put the problem into the hands of an ad agency which presumably has a media director to settle the problem. But this is hardly the average dealer.

Even among advertising specialists there is debate about the time to advertise. For instance, should heavy advertising be done during traditionally slow periods in order to perk up business or should it be done during the traditionally heavy sales periods when people are in a spending frame of mind? Opinion is sharply divided.

Hit or Miss Methods

But the dealer isn't in the position of the large corporation with a huge budget. He can afford to take chances and determine what's best for him by hit-or-miss methods. In so doing, he has come up with a good understanding of what's best for him.

One dealer told The Billboard that for a long time he had virtually thrown his money away advertising in his local daily newspaper. He couldn't understand what was wrong. The paper had a healthy circulation. His ad copy, he later found out, was okay. Finally, quite by chance, he found out what was wrong. His ads were placed in the wrong section of the paper.

"There are only two places I'd put an ad in the paper now," he said. "One is the front page, the other is the TV and radio program listings page. Those pages are the two I'm sure everyone is going to read."

Since he began using the TV and radio page, his advertising has had a decided effect upon traffic and sales.

Getting More From a Paper

Another dealer's hit-or-miss media selection resulted in his regular use of a weekly shopping newspaper. He used the shopping paper and the local daily, too. By using them on alternate weeks he discovered that the shopper got him the better results. But, as he later learned, he wasn't getting maximum results.

This particular shopping newspaper was pretty typical. It was published once a week on a Thursday. It was given away, mailed or delivered by hand to

virtually every residence in the community. Housewives watched for it, read it religiously for bargains, and kept it all week for reference until the next one was delivered.

All the stereophonic units are equipped with stacked (in-line) heads, plus an additional amplifier for the second channel.

And like other shopping papers, this one contained page after page of advertisements and a half dozen canned editorial features. The features were the usual thing—recipes, sewing and fashion, beauty hints, gardening, homemaking, etc. They weren't the most compelling kind of reading material for several reasons.

The publisher didn't particularly care what the copy was, as long as it filled the space around the ads. The readers didn't care partly because the features held little interest, partly because they were mainly interested in reading for bargains in the ads.

A Free Ride

The dealer reasoned that he could help the publisher fill that editorial space and do himself a good turn at the same time. He offered to write a weekly column devoted to news and reviews of the latest recordings as well as a run-down on the musical scene locally. The publisher was de-

lighted to give the dealer the space. It provided the publisher with interesting editorial copy and it gave him a chance to ingratiate himself with a regular advertiser.

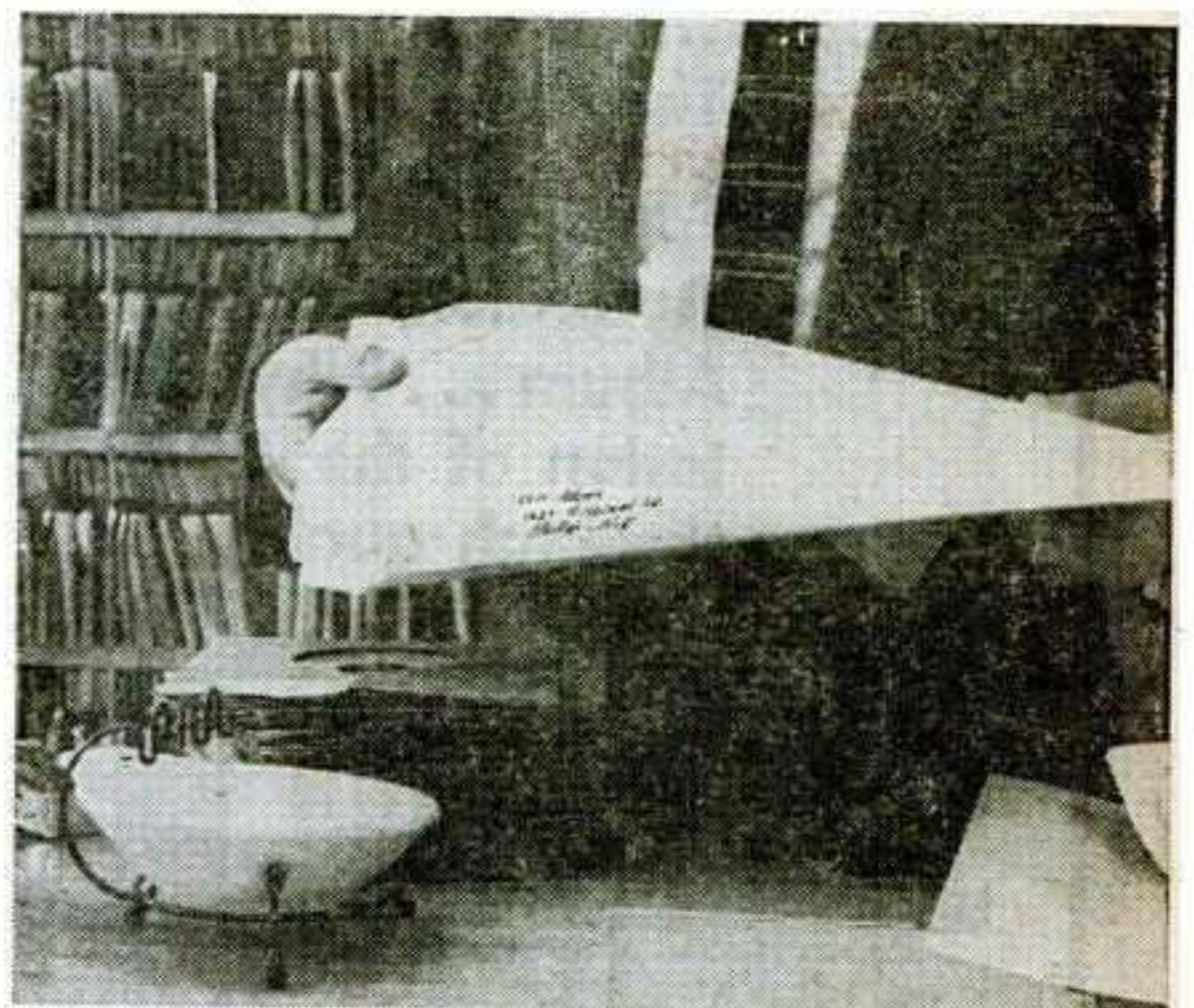
The column was highly successful. It brought the dealer new business even tho he signed the column with his own name rather than the store's. His regular customers read the column faithfully and bought from it. And it made the dealer more interested in the product he was selling.

Schreiber's Top 50

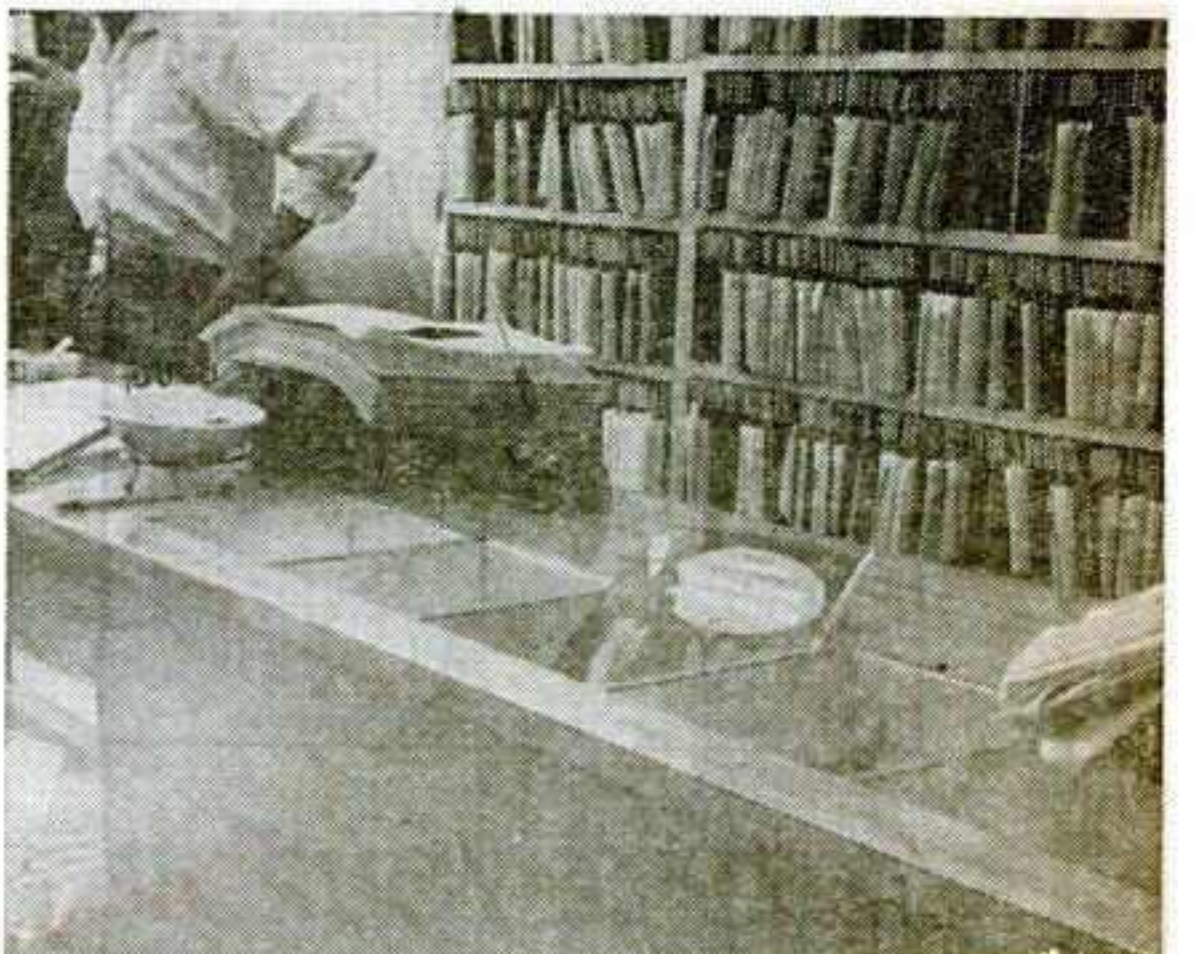
An inexpensive, mimeographed direct-mail piece does an effective promotion job for Al Schreiber, Baltimore dealer. Schreiber, in the record business only two and a half years, knew he had to do more than open his doors and display his merchandise. Newspaper and radio advertising seemed a bit too expensive for him. He finally hit on the idea of identifying his store with the top popular records by means of an inexpensive mailing piece.

Every week he keeps tab of best-selling singles. Besides his actual sales he also checks local

(Continued on page 57)



Sheets to be mimeographed with Al Shreiber's "Top 50" are addressed beforehand. This procedure saves the cost of addressograph plates, no small amount if a large mailing list is involved. After mimeographing, the sheets are folded twice and bulk mailed for 1 1/2 cents each.



One of the more unique features of the Schreiber shop is this row of 45 wells built into the check-out counter. The six most popular 45 singles are kept here for quick customer service.

AUDIO FIDELITY RECORDS BILLBOARD AD NO. 1



MR. DEALER:

SELL-UP ↑ **with AUDIO FIDELITY**
NOW... and **EVERY DAY**—make **EXTRA MONEY** each time you sell
AUDIO FIDELITY, the **ONLY** fast turnover, high quality profit Album!

SELL-UP ↑ **with AUDIO FIDELITY**

Lowering of List Prices and "Mark-Down Merchandising" by record companies have drastically cut the dollar value of your earned assets and inventory. Your profit on the sale of an ordinary LP Album has been slashed at a time when you can least afford it! The sale of an **AUDIO FIDELITY LP Album** has *always* provided you with the greatest cash return and legitimate profit!

SELL-UP ↑ **with AUDIO FIDELITY**

DISPLAY AUDIO FIDELITY RECORDS! SUGGEST AUDIO FIDELITY RECORDS!

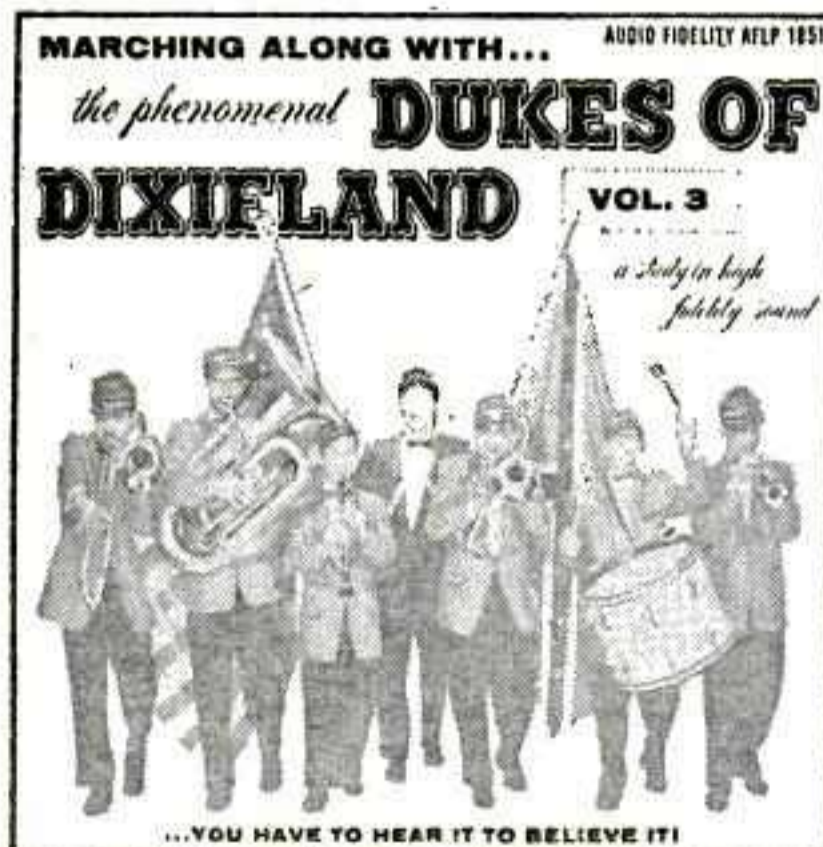
Make MORE MONEY by selling AUDIO FIDELITY RECORDS!

These are *the finest and most easily saleable* records in your shop. They are *the most profitable sales* you can make!

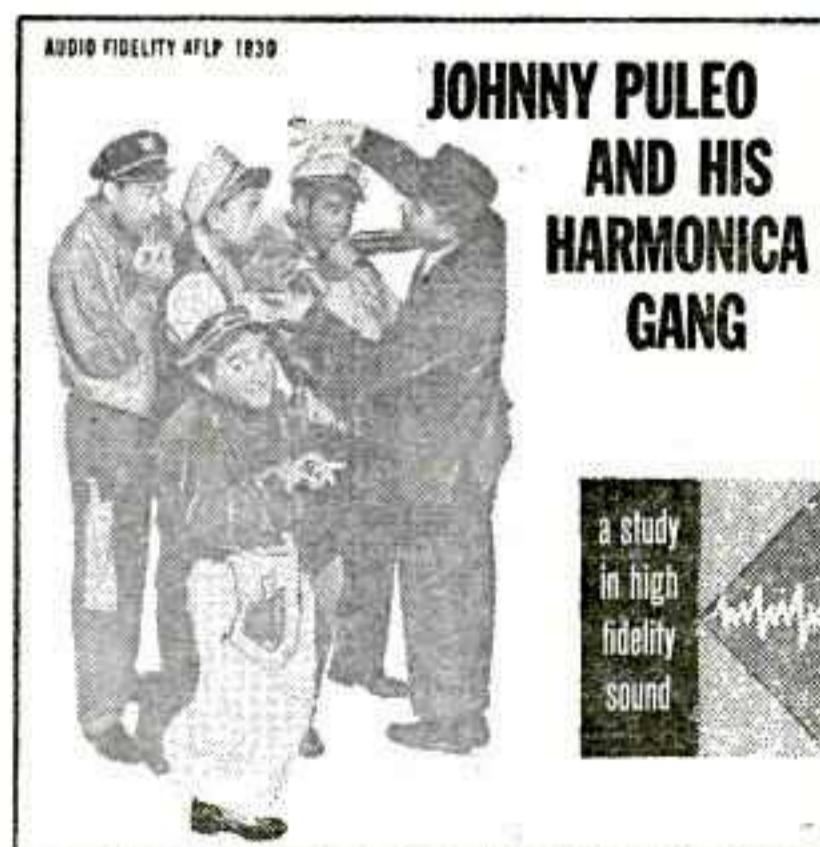
For Example: — Whether your customer asks for a Dixieland, Cha Cha, Accordion, etc., record — sell him the **AUDIO FIDELITY Original Hit Album**... Why offer him a lower priced, harder sell, profitless imitation of the **AUDIO FIDELITY Hit** — when it's just as easy to sell him the high quality class product — **AUDIO FIDELITY** — the album with the **EXTRA PROFIT MARGIN!**

SELL-UP ↑ **with AUDIO FIDELITY**

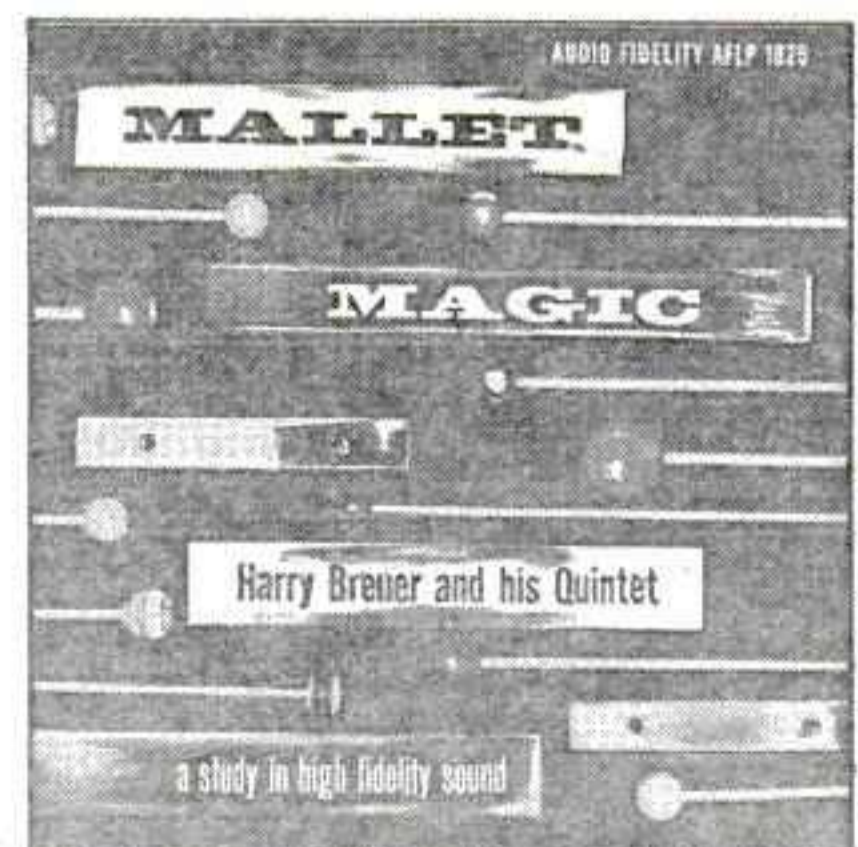
3 New Smash Hits that will earn MORE MONEY for YOU!



AFLP 1851 \$5.95



AFLP 1830 \$5.95



AFLP 1825 \$5.95

CALL YOUR AUDIO FIDELITY DISTRIBUTOR TODAY!

Mr. Dealer: Your comments on this ad will be appreciated

AUDIO FIDELITY RECORDS • 465 WEST 51st STREET • NEW YORK 19, N. Y. • CIRCLE 7-5533

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

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

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

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 Gorme...Eydie Gorme ABC-Paramount 150
2. Waltz With Lawrence Welk...Lawrence Welk Coral CRL 57119
3. Pat...Pat Boone Dot DLP 3050
4. Dance to the Music of Lester Lannin...Lester Lannin Epic LN 3340
5. Music for the Love Hours...Jackie Gleason Capitol W 816
6. Calypso Holiday...Norman Luboff Choir Columbia CL 975

Most Played by Jockeys

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

- 1. SWINGIN' AFFAIR-Frank Sinatra...Capitol W 803
2. LOVE IS THE THING-Nat (King) Cole...Capitol W 824
3. 'S WONDERFUL-Ray Conniff...Columbia CL 925
4. EYDIE GORME-Eydie Gorme...ABC-Paramount 150
5. STEADY DATE WITH TOMMY SANDS-Tommy Sands...Capitol T-848
6. ROCKIN'-Frankie Laine...Columbia CL 975
7. GREAT SONGS FROM HIT SHOWS-Sarah Vaughan...Mercury MGP-2-100
8. AN EVENING WITH HARRY BELAFONTE-Harry Belafonte...Victor LPM 1402
9. CALYPSO-Harry Belafonte...RCA Victor LPM 1248
10. SUDDENLY IT'S THE HI-LO'S-Hi-Lo's...Columbia CL 052

Spotlight on Sound

ARNOLD: HOMAGE TO THE QUEEN (1-12)-Philharmonia Orch., Irving (Cond.). RCA Victor LM-2037.

Unashamedly romantic music by a contemporary English composer, full of thundering climaxes, lush melodies and brilliant color. Arnold attempts to capture the essence of air, earth, fire and water and, in doing so, provides the listener with some remarkable sound effects. Recommend to the hi-fi enthusiast without hesitation.

Review Spotlight on...

Popular Albums

NEW GIRL IN TOWN (1-12)-Original Cast incl. Gwen Verdon, Thelma Ritter, etc. RCA Victor LOC 1027

Dealers should have a fair-sized summer boom, thanks to this eminently enjoyable show album from Broadway's latest hit. The Robert Merrill score is tuneful, warmhearted and geared to a large audience, particularly "Sunshine Girl" and the beautiful "Look at 'Er." Singing and recording are good grade, and the whole family ought to enjoy it. The cover is one of Victor's most intriguing, and it's a cinch to make just about every store window.

LENA HORNE AT THE WALDORF-ASTORIA (1-12)-Nat Brandywynne's Orch. RCA Victor LOC-1028

Lena Horne's incendiary delivery and sultry, sexy cover photo make this package a solid stock item for dealers and a rich programming source for more discriminating jocks, altho some of the bands are too spicy for air consumption. The selections, waxed during the thrush's Waldorf-Astoria date, are a mixture of sophisticated standards, special material-type ditties and haunting ballads.

Classical Albums

HOROWITZ IN RECITAL (1-12)-Vladimir Horowitz, Pianist. RCA Victor LM-1957

Unique Horowitz concert performances of Schumann, Chopin, Haydn, Brahms and others. Recital atmosphere intensifies impact of pianist's range from astonishing brilliance to the utmost delicacy and control. Quality of recording is uneven because of the circumstances, but incidental audience sounds have been reduced to a minimum. This is a package of first importance-artistic and commercial.

Special Merit Vocal Album

RITA STREICH SINGS MOZART (1-12)-Decca DL 9915

These beautiful, graceful and sometimes difficult Mozart songs seemingly present no problem to young Miss Streich, who executes them with few technical or stylistic flaws. Her voice is lovely and expressive, and it's beautifully recorded. Try the poignant item on Band 4, Side One, and the light, bright bit that follows. Any voice connoisseur will grab it.

Special Merit Classical Album

BACH: SUITES NOS. 1 & 3 FOR VIOLA (1-12)-Lillian Fuchs, Viola. Decca DL 9914

These complete the set of six Suites (usually played on cello) and they represent quite an achievement for the artist. She knocks them off with considerable authority and flawless musicianship that recall Casals' treatment of these

on the cello. Only flaw is the recording, which is excessively souped up, to the point of virtually obliterating nuance. Nevertheless, this is one for the connoisseur to own.

Jazz Albums

CONNIE BOSWELL AND THE ORIGINAL MEMPHIS FIVE IN HI-FI (1-12)-RCA Victor LPM 1426

Most people have forgotten that Miss B. was one of the first fem jazz artists, and from the surprising, delightful evidence here, she's still one of the very best. The Five has several good tracks to itself, and the instrumental star is B. Butterfield, who took over when original trumpeter Phil Napoleon couldn't make the gig. He and Miss Boswell make this set, which can be a big one, especially if dealers and jocks demonstrate "When the Saints Go Marchin' In," where the thrush is positively a gasse.

New Jazz Talent

CANTEEN DANCE BAND (1-12)-Daler's Dance Band, Farmingdale, Long Island, N. Y.: Farmingdale High School 26273

This swingin' high school band is equally at home on progressive jazz sides like "Popo" and "Bernie's Tune" as it is with the more danceable sides such as "Ghost of a Chance" and "Strange." All members attend the Farmingdale High School. The kids have a real professional, big band sound and their future looms bright.

Album Cover of the Week



NEW GIRL IN TOWN, RCA Victor LOC 1027. Cover design, already familiar on billboards advertising the new hit show, is a natural display piece. The bright provocative color sketch is sure to get attention and attract sales.

Reviews and Ratings of New Albums

Popular

ABOUT THE BLUES...86 Julie London (1-12) Liberty LRP 3043

This is an attractively made up package, with a cover that's simple, yet catches the bluesy mood of the disk Julie London, on these selections, is at her breathiest and most sultry, seeming to sing not with her vocal cords, but rather to radiate a proto-plasmic sound. The backing by Russ Garcia is expert-quietly modern. Followers of the calendar girl will like the package. Tunes include "Basin Street Blues," "Blues in the Night," etc.

SKETCHES BY SKITCH...85 Skitch Henderson Orch. (1-12) RCA Victor LPM-1401

Bewhiskered Skitch Henderson glows out from this cover with a pixelish and salable smile and the contents are no letdown. The label's June S-R-O bargain package contains some of the classic standards in a listenable new dress of experimental woodwind scoring. Sound is tops. Interesting added color comes from a trio of French horns and spots of the maestro's piano. One of the sharp mood sets of the day. Can do very well.

(Continued on page 32)

Classical

DVORAK: SLAVONIC DANCES (1-12)-Philharmonia Orch., Nicolai Malko, Cond. RCA Victor LM-2096...82

Highly competent realization of repertory of almost universal appeal. Excellent orchestral contribution and good at dio rank this release along with the top competing versions. Good choice of numbers sustains the present issue against higher-priced two-record sets.

BORODIN: SYMPHONY NO. 1: RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL (1-12)-Philharmonia Orch., Alceo Galliera, Cond. Angel 35346...80

Tuneful program of Russian music executed with distinction in hi-fi sound. Borodin Symphony should find adherents among admirers of his more popular "Second Symphony." "Capriccio Espagnol" has received enormous coverage so dealers should stress pairing with companion-piece, as well as superlative sound.

SHOSTAKOVICH: SYMPHONY NO. 10 (1-12)-Philharmonia Orch., Ffrem Kurtz, Cond. RCA Victor LM-2081...79

Shostakovich's rather somber symphony demands brilliant playing, which is amply supplied here. Kurtz brings intensity and brilliance to the present interpretation which is well recorded, but is destined to share the market with Mitropoulos' version.

(Continued on page 56)

Jazz

SOLO FLIGHT...80 (1-12) Jazz West Coast 505

Such front-line men as Bud Shank, Bill Perkins, Art Pepper, Lee Konitz, Russ Freeman, Chet Baker, Bob Brookmeyer, Harry Edison, Richie Kamuca, Phil Urso and Jim Clay are featured soloists. The contrasts displayed are eye-opening, with an excellent "workshop" manner quite evident. Kamuca's tenor and Brookmeyer on valve trombone are especially engaging. Cover is in the label's modernistic artist series and well worthy of display.

THE GENIUS OF CHARLIE PARKER...78 Vols. 3 thru 8 (1-12) each Verve MG V 3005, 8006, 8007, 8008, 8009, 1010.

Save for an upcoming Parker memorial album, these LP's represent the last of what has been termed the definitive library of jazz pioneer Charlie Parker. Never limited as to style or choice of repertoire, aficionados of Bird will find an unusual variety of his works here, ranging from his interpretative cutting of "Charlie Plays Cole Porter," to the unique blend in "Bird & Diz." Each package stands well enough on its own.

(Continued on page 34)

You Make More

--- if you

SELL SOUND!

DICTOGRAPH Model No. 110A
LIST PRICE \$189.50
(slightly higher Fla., Tex. and West Coast)
(Table Optional at Extra Cost)

In attractive two-tone leather-grained Fabrikoid with the Four Musts of TRUE CUSTOM HI-FI:

10-watt Dictograph Amplifier (peak of 15 watts) (the famous Williamson-type circuit). G. E. Magnetic Cartridge with 4-speed changer. Diamond Stylus. Separate Speaker System: One 8" and one 3" speaker in acoustic cabinet.



Custom HIGH Fidelity at LOW Packaged Price!

Dictograph offers you a time-tested "push-button" sales approach. Press a button and Dictograph sells itself on sound!



A personal invitation from Tom Millington, Vice President, Dictograph Products, Inc., Hi Fidelity Division.

I INVITE you to become a Dictograph dealer. If you qualify, you will represent one of America's finest lines of hi-fidelity equipment, backed by a half century of experience. Experts and specialists in the research and manufacturing of Audio and Sound equipment for over 54 years, Dictograph now offers you a ground floor opportunity.

Here is a custom engineered true hi-fidelity which you will be proud to offer. Here, at last, is a hi-fi set that is unmatched in quality and price—ready to plug in and play.

Dictograph hi-fi so faithfully reproduces sound, it is almost impossible to tell the difference between the original living music and the recorded music.

Dictograph Equipment Is Built for Sound—Not for Furniture! and Dictograph Will Never Be a Football.

Dictograph hi-fi units are precision engineered and manufactured with superb components to form a perfectly matched hi-fidelity system, that will give your customers years of musical enjoyment. The Dictograph system has 5 jacks on it. It is wired for extra speakers, tuner and tape recorder. It is a complete home music system. For a slight extra charge, even TV sound can be made to play through the Dictograph speaker.

Get Aboard Our Profit Train NOW!

You make full profit on the Dictograph line. Our list prices are fair. They are not padded to reflect a bigger discount. Write, wire or phone me now, at Jamaica 6-2323 for the complete story.

DICTOGRAPH

Dictograph Products, Inc., 95-25 149th St., Jamaica 35, N. Y.
Att.: Tom Millington

Please send the full line Dictograph Catalog #BD.

Name.....

Address.....

City..... State.....

Reviews and Ratings of New Popular Albums

Continued from page 31

SOUTH SEA ISLAND MAGIC 80
Frank Chacksfield Orch. (1-12")
London LL 1538

Sales power of the popular English orchestra should move the package, in spite of the heavy seasonal load of similar albums. The Island melodies are given beautiful, lush treatments and are relaxing and listenable throughout. Included are "The Moon of Manakora," "Sweet Lelani," and "Aloha Oe." Attractive cover will lure customers.

FREDDY MARTIN AT THE COCOANUT GROVE 80
(1-12")
RCA Victor LPM-1414

Here's a strong dance package for the mature terp set. Veteran band leader Martin, practically a fixture at L.A.'s Cocoanut Grove niery, plays a smoothly nostalgic group of instrumental standards—some up-tempo, others languid, but all with a danceable beat—"Deep Purple," "I'll Be Seeing You," "Indiana," etc.

WARM AND TENDER 78
Leroy Holmes Orch. (1-12")
M-G-M E 3430

Another lushly romantic, instrumental mood music set by Holmes. This one has interesting cover aimed at the teen trade. Selections, mostly culled from Broadway and film themes, includes the title tune, "The Rose Tattoo" and "Wouldn't It Be Lovely." A dependable seller and sure-fire jockey primer for sentimental segs.

JERI GENTLY JUMPS 76
Jeri Southern (1-12")
Decca DL 8472

Miss Southern's fourth Decca album features her usual clean, cool thrashing with Ralph Burns' orkings and the lady's occasional pianistics. Jocks will like such numbers as "My Ideal," "All Too Soon" and "My Old Flame," and the Southern fanciers will like them, too. Tho more could have been done with the cover, package merits a test spot on the display rack.

BOY ON A DOLPHIN 75
20th Century-Fox Orch. and Chorus,
Lionel Newman Cond. (1-12")
Decca DL 8580

Hugo Friedhofer's lushly descriptive score for the Sophia Loren-Alan Ladd film, "Boy on a Dolphin," is penned in a dramatic semi-classical vein, blended with some melodic segs, based on the folk music of Greece. A provocative cover photo of the bosomy Italian star should account for some sales to film fans, but otherwise the album has limited appeal for the pop market. Excellent orchestrations and attractive thrashing of title theme by Mary Kaye.

DARLENE OF THE TEENS 74
Darlene Gillespie (1-12")
Disneyland WDL 3010

A brace of teen-age bait tunes and pop hits by a teen-ager with superb vocal shading. Young Darlene is faintly reminiscent of a young Judy Garland and, accordingly, is strong on emotional appeal of her voice. As she's a steady on the "Mickey Mouse" television, package should have some hefty exposure there.

33's SKIDOO 72
Hans Zupp (1-12")
Superior 102

This collection of "songs my granddad sang," with Hans Zupp at the honky-tonk piano, is far better than most. There's a noticeable lack of funky sound and excellent choice of repertoire to match the spirited 88

work. Such gems as "She's More to Be Pitied Than Censored" are included, and that one's a good demo track. Cover is good for laughs and exposure.

EMOTION, INC. 68
King Guion Ork (1-12")
ABC-Paramount ABC 172

Guion continues his long-time pursuit of a "new sound," and weights his reed section too much for comfort, producing a sound that is not always attractive. As a dance band, it's often too heavy—hardly irresistible. There always are jocks looking for something different in the band line, but from the commercial viewpoint, this one hasn't got it.

A LATIN IN PARIS 65
Lydia Scotty and Orch. (1-12")
Secco CELP 404

Brazilian canary Lydia Scotty has enjoyed some success in Parisian niteries, hence the title of this album. She warbles in an effectively throaty fashion on a group of international standards—a Spanish lyric version of "Blue Moon," "Arrivederci Roma," "Bahia," etc. Limited appeal for pop market, but good stock item in specialized field.

Children's

BAMBI (Soundtrack) 78
Disneyland WDL 4010

DUMBO (Soundtrack) 78
Disneyland WDL 4013

TRUE ADVENTURES (Soundtrack) 76
Disneyland WDL 4011

There's a world of adventure and experience for youngsters in these three packages. Music from "Bambi" and "Dumbo" is particularly impressive, while Paul Smith's score for selections from the Disney "True Life Adventure" series is equally appealing. All make for an excellent story-telling back-drop, and fit well with educational and listening standards.

Rhythm & Blues

SINGIN' THE BLUES 85
B. B. King (1-12")
Crown CLP 5020

One of the better r.&b. artists, a goodly portion of B. B. King's hits have been put together in this set. B. B.'s country blues vocal style, together with his frenetic guitar method, is enough to sell the r.&b. market. Price here is the attraction, too. (\$1.49)

EDDIE MY LOVE 76
The Teen Queens (1-12")
Crown CLP 5022

A collection of previously released singles by this group, including the hit "Eddie My Love" side. Attempt here, as indicated by the cover art, is to capture the teen-age market. At the \$1.49 retail price, package is a good buy.

International

VIENNA'S FAVORITE SONGS (1-12")—
Erich Kunz, Angel 65034..... 76

A great album of its type, loaded with—shall we say—gemutlichkeit. The blue seltzer bottle set, devotees of the Wine, Women and Song culture of Old Vienna, cannot find this package other than entrancing. It is beautifully recorded. Kunz sings the numbers in a baritone voice of great charm and technical skill. A set of fine liner notes—about the songs—and a pretty cover are added attractions.

SOUVENIR OF VIENNA (1-12")—Jaro Schmeid and His Schrammel Ensemble. Angel 65033..... 75

This is an outstanding package of its kind—Schmeid presenting in these grooves the unique musicality of Vienna. The album makes a perfect companion package for Angel's Erich Kunz disk (see separate review), and this should be borne in mind in displaying or demonstrating the packages. A buyer of one is a good prospect for the other. Schmeid plays selections by Lehar, Johann Strauss, Leopoldi, etc.

SOIREE TZIGANE (1-12")—Orch. of the Hungarian National Ballet. VOX VX 25.330..... 73

More or less a companion piece to the label's previously issued "A Hungarian Rhapsody" (VX 24.240). This package, however, holds strictly to the csarda tempos, with selections based on traditional compositions. Content lives up completely to title. It's a schmaltzy, gypsy soiree, projected by a hand-picked group for Magyar ear appeal. Excellent background in the goulash-tokay belt, but general appeal is considerably limited.

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	—	—
ADVANCE	2	—	—
ALADDIN	—	2	—
ARCADE	1	—	1
BRUNSWICK	3	—	—
CAPITOL	4	—	—
CASA GRANDE	1	—	—
CHALLENGE	2	—	—
COLUMBIA	2	—	—
CORAL	3	—	—
DALE	1	—	—
DAWN	1	—	—
DECCA	5	—	3
DREAM	1	—	—
DOT	2	—	—
ECLIPSE	1	—	—
ENCINO	1	—	—
ESTA	1	—	1
EVENT	—	—	1
GOLDENROD	1	—	1
IMPERIAL	—	2	—
INTRASTATE	1	—	—
KEN	—	—	1
JAMIE	1	—	—
JUBILEE	1	—	—
LIBERTY	3	—	—
LONDON	1	—	—
MERCURY	1	—	1
M-G-M	4	—	3
OKEH	1	—	—
PREP	1	—	—
RCA VICTOR	7	—	3
ROULETTE	1	—	—
RURAL RHYTHM	—	—	1
SAGE	—	—	1
SARG	—	—	1
SOLO	—	—	1
STATES	—	1	—
SOE	—	1	—
TALLY	—	—	3
TREQU	—	—	1
UNITED	1	—	1
ZEBRA	—	1	—
TOTAL	56	7	24

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12" Long Play
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VIP-2001
ODD RECORDS
157 West 57th St., NYC

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

the trumpet of RAY ANTHONY

and his orchestra blend with organ & cellos for a "new pop sound"



THE LONELY TRUMPET



CELLO-PHANE



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YOU'LL BE HAPPY TOO

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16 ALL-TIME FAVORITES

played by the writer of "Hey, Mr. Banjo"

FREDDY MORGAN

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Plenty of Pretty Peppy Polkas for your perfect party by the **POLKA BOYS** starring **OLE SVENSON**



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HAPPY TRUMPETS POLKA
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Immediate Response in
 Chicago... L.A. ... Minneapolis

Verve RECORDS

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

• Reviews and Ratings of New Jazz Albums

• Continued from page 31

for drive, inventiveness and a bottomless well of imagination. "Fiesta" is a highly unorthodox view of Parker, while "Now's the Time" and "Jazz Perennial" are more the quicksilver style Parker fans know well. Of the lot, "Swedish Schnapps" rates the nod.

DEEP IN THE HEART OF DIXIELAND 73
 Geo. Bruns & the Wonderland Jazz Band (1-12")
 Disneyland WDL 3009

A great collection of Dixie standards, skillfully arranged and persuasively performed by an excellent group. Sidemen include Nick Fatool, Marvin Ash, Red Roundtree, Geo. Probert, Don Kinch and Roy Leatherwood, and generally, the air abounds with traditional two-step. "Wolverine Blues," "Kansas City Stomp" and "Come Back Sweet Papa" are musts.

LEX GOLDEN JAZZ OCTET IN

HI-FI 64
 (1-12")
 Superior 101

A relaxed quiet jazz aura surrounds this package, tho there's not enough substance to warrant heavy sales. Golden, a vet studio musician, comes thru with some fine trumpet passages, tho he's not facile enough for serious moderns. Arrangements by Marty Paich, particularly "Jeepers Creepers" and "Around the World," are interesting.

LATIN AMERICAN 78

JOE LOCO PLAYS THE CLASSICS...78
 (1-12")
 Seeco CELP 406

The familiar Loco touch is applied to romantic themes from the classics in mambo and cha cha cha adaptations. The set should go well among Latin American dance albums. The original treatments each have a girl's name. "Thais" becomes "Claudia," "Prelude in C Sharp Minor" is "Irma," etc. Rubinstein and Tchaikovsky are also represented.

LET'S DANCE THE CHA CHA CHA...77

Various Orks. (1-12")
 Seeco SCLP 9096

A very listenable collection of cha cha cha melodies styled by several South American orks. Selections include and Gentle" by the S. Bolivar ork and an interesting interpretation of "Easter Parade" by Cesar Concepcion. The album should appeal to fans of the popular dance tempo. Attractive cover.

CUBA'S QUEEN OF RHYTHM76

Celia Cruz (1-12")
 Seeco SCLP 9101

Dealers with a regular Latin trade—and those whose clientele includes followers of the Afro-Cuban genre, will find this a profitable package. It contains 12 selections—most of them exciting—expressing the different popular styles of Cuban music. Celia Cruz's voice is sultry and warm, and is wonderfully showcased by the authentic rhythms of Sonora Matancera.

A VISIT TO ARGENTINA 68

Prima Corcha Orch. (1-12")
 Seeco SCLP 9097

The Corchia ork is a small typical affair with accordion, violin and piano sharing most of the spotlight. Many of the selections are tangos and they are played in authentic Argentina style; jerky for American tastes. Dealers should be guided by the nature of their local market. In the over-all Latin field, album would have trouble competing.

FIESTA DE TOROS 68

Larry Sonn Orch. (1-12")
 Seeco SCLP 9099

For Americans who may be bull fight enthusiasts, this package of music of the bull ring might be a memento. Otherwise, salability would be strictly along Spanish and Mexican nationality lines. Colorful cover painting of the matador and the bull in action makes for good display, but the market served would still be the guide to ordering.

Coral Opens L. A. Branch

NEW YORK — Coral Records has opened a new company-owned branch operation in Los Angeles. The move follows by a scant three months opening of the label's third company branch in Detroit last March. Other branches are in New York and Chicago. Tom Flack has been named manager of the new outlet, which will also handle the firm's subsidiary line, Brunswick.

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ViVienne

"LOVE LETTERS IN THE SAND"

b/w

"LIGHT A CANDLE"

(Say a Prayer)

VIP-1003



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"AROUND THE WORLD"

and

"IT'S NOT FOR ME TO SAY"

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Kapp #184

exclusively on

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119 WEST 57th STREET, NEW YORK CITY

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending June 5

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Love Letters in the Sand By N. Kenny, C. Kenny & Coots—Published by Bourns (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORD AVAILABLE: Vi Vienne, V.I.P. 1003; Mac Wiseman, Dot 15578.	2	5	6. So Rare By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.	7	9
2. All Shook Up By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: Elvis Presley, Vic 20-6870. RECORD AVAILABLE: David Hill, Aladdin 3359.	1	11	7. School Day By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1653. RECORD AVAILABLE: Big Tiny Little, Brunswick 55007; Don James, Esta 287.	8	8
3. Dark Moon By Ned Miller—Published by Dandelion (BMI) BEST SELLING RECORDS: Bonnie Guitar, Dot 15550; Gale Storm, Dot 15558. RECORDS AVAILABLE: Hawkshaw Hawkins, Vic 20-6910.	3	8	8. Round and Round By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: Perry Como, Vic 20-6815. RECORD AVAILABLE: Walter Sotek, Dana 2121.	6	15
4. White Sport Coat By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Marty Robbins, Col 40864. RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don James, Esta 287.	5	8	9. Four Walls By Marvin Moore & George Campbell—Published by Sheldon (BMI) BEST SELLING RECORDS: Jim Lowe, Dot 15569; Jim Reeves, Vic 20-6874. RECORDS AVAILABLE: Dorothy Collins, Coral 61828; Five Keys, Cap F 3699; Bill Monroe, Dec 30327	10	5
5. Little Darlin' By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	4	13	10. Come Go With Me By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Del Vikings, Dot 15538. RECORDS AVAILABLE: Federals, Deluxe 6112; Sunny Gale, Dec 30321.	9	14

Second Ten

11. Bye Bye Love By B. Bryant & F. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; Tommy Tommy, Dot 15576.	13	2	16. Searchin' By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6087.	18	2
12. Gone By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: Ferlin Husky, Cap 3628. RECORDS AVAILABLE: Red Sovine, Dec 29755; Bobby Wayne, Mercury 71070; Joan Weber, Col 40852.	11	14	17. Empty Arms By I. J. Hunter—Published by Ivory Music (BMI) BEST SELLING RECORD: Teresa Brewer, Coral 61805. RECORD AVAILABLE: Ivory Joe Hunter, Atlantic 1128.	16	7
13. Teenager's Romance By Gilliam—Published by Aztec (ASCAP) BEST SELLING RECORD: Ricky Nelson, Verve 10047.	13	3	18. Old Cape Cod By Rogh Rock-Wakus—Published by George Pincus & Sons (ASCAP) RECORD AVAILABLE: Patti Page, Mercury 71101.	-	1
14. I'm Walkin' By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORDS: Fats Domino, Imperial 5428; Ricky Nelson, Verve 10047.	12	14	19. Start Movin' By D. Hill & B. Stevenson—Published by Sheldon (BMI) BEST SELLING RECORD: Sal Mineo, Epic 9216.	15	3
15. Freight Train By James & Williams—Published by Peter Maurice (BMI) 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.	19	3	20. Young Blood By Leiber Stoller & Pomus—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.	-	3

Third Ten

21. Why Baby Why? By Dixon-Harrison—Published by Winneton Music Corp. (BMI) RECORD AVAILABLE: Pat Boone, Dot 15545.	17	13	27. I Just Don't Know By R. Allen & J. Stone—Published by Korwin (ASCAP) RECORD AVAILABLE: Four Lads, Col 40914.	-	2
21. It's Not for Me to Say By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col. 40851.	28	3	28. Gonna Find Me a Bluebird By Marvin Rainwater—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12412.	28	2
23. Valley of Tears By A. Domino & D. Bartholomew—Published by Travis (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5442.	-	1	29. Chantez-Chantez By Albert Gams-Irving Fields—Published by Cromwell (ASCAP) RECORDS AVAILABLE: Dinah Shore, Vic 20-6792; Gene Wisniewski, Dana 2120.	23	13
24. Marianne By Gilkyson-Dehr-Miller—Published by Montclare (BMI) RECORDS AVAILABLE: Terry Gilkyson, Col 40817; Hilltoppers, Dot 15537; Burl Ives, Dec 30217; Lane Brothers, Vic 20-6810.	20	19	29. Wonderful, Wonderful By Rauleigh & Edwards—Published by Edwin Marks (BMI) RECORDS AVAILABLE: J. Mathis, Col 4-40784; J. Pearce, Vic 20-6916; D. Vaughn,	-	2
24. Rock-A-Billy By W. Harris-Deane—Published by Oxford (ASCAP) RECORDS AVAILABLE: Darlene Gillespie, Disneyland 52; Guy Mitchell, Col 40877.	21	9	29. I Like Your Kind of Love By Melvin Endsley—Published by Acuff-Rose (BMI) RECORD AVAILABLE: Andy Williams, Cadence 1323.	-	1
24. Shish Kebab By J. Sbraton—Published by Pure Music (BMI) RECORD AVAILABLE: R. Marterie, Mercury 71092.	-	3	29. Wondering By Jack Schaffer—Published by Egap (BMI) RECORD AVAILABLE: Patti Page, Mercury 71101.	-	1

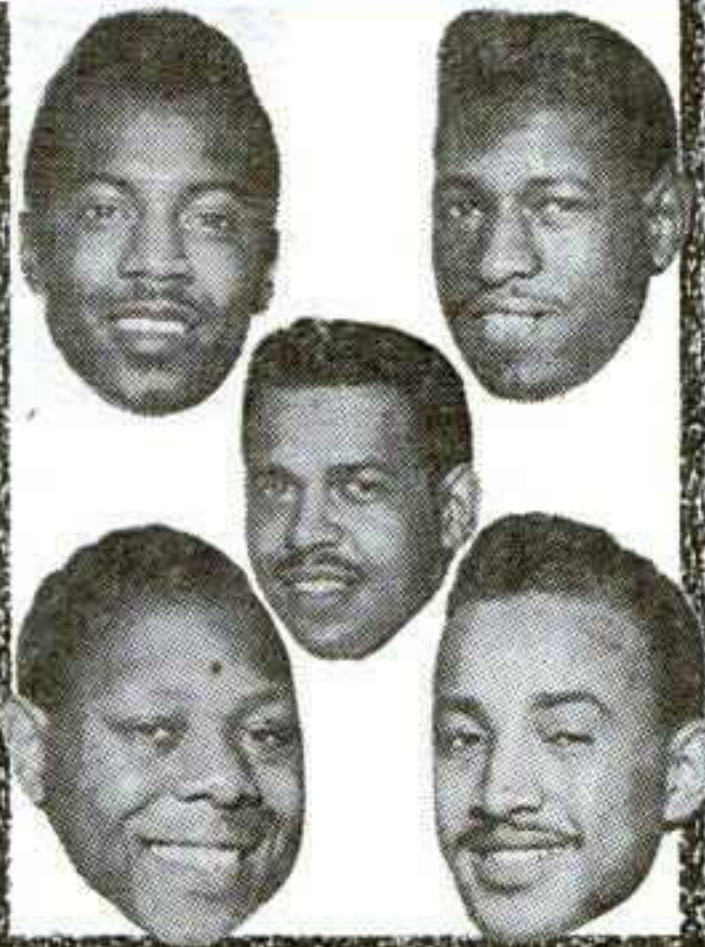
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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.



Buyboard

**THE
FIVE
KEYS**



**THE BLUES
DON'T CARE**
with Orchestra and Chorus conducted by VAN ALEXANDER
THIS I PROMISE YOU

with Orchestra conducted by VAN ALEXANDER

record no. 3738

**LOU
BUSCH**

and his Orchestra



CAYO COCO
(Coconut rock)
HOT CAPPUCCHINO

record no. 3735

**RON
GOODWIN**

and his Orchestra



**SKIFFLING STRINGS
I'LL FIND YOU**

(from the Motion Picture "Sea Wife")

record no. 3748

**PEE WEE
HUNT**

and his Orchestra



**GOIN' BACK TO MEMPHIS
IT GETS YA'**

record no. 3736

**SKEETS
MCDONALD**



**WELCOME HOME
YOUR SWEET LOVE IS GONE**

record no. 3741

**KEELY
SMITH**

with NELSON RIDDLE's Orchestra



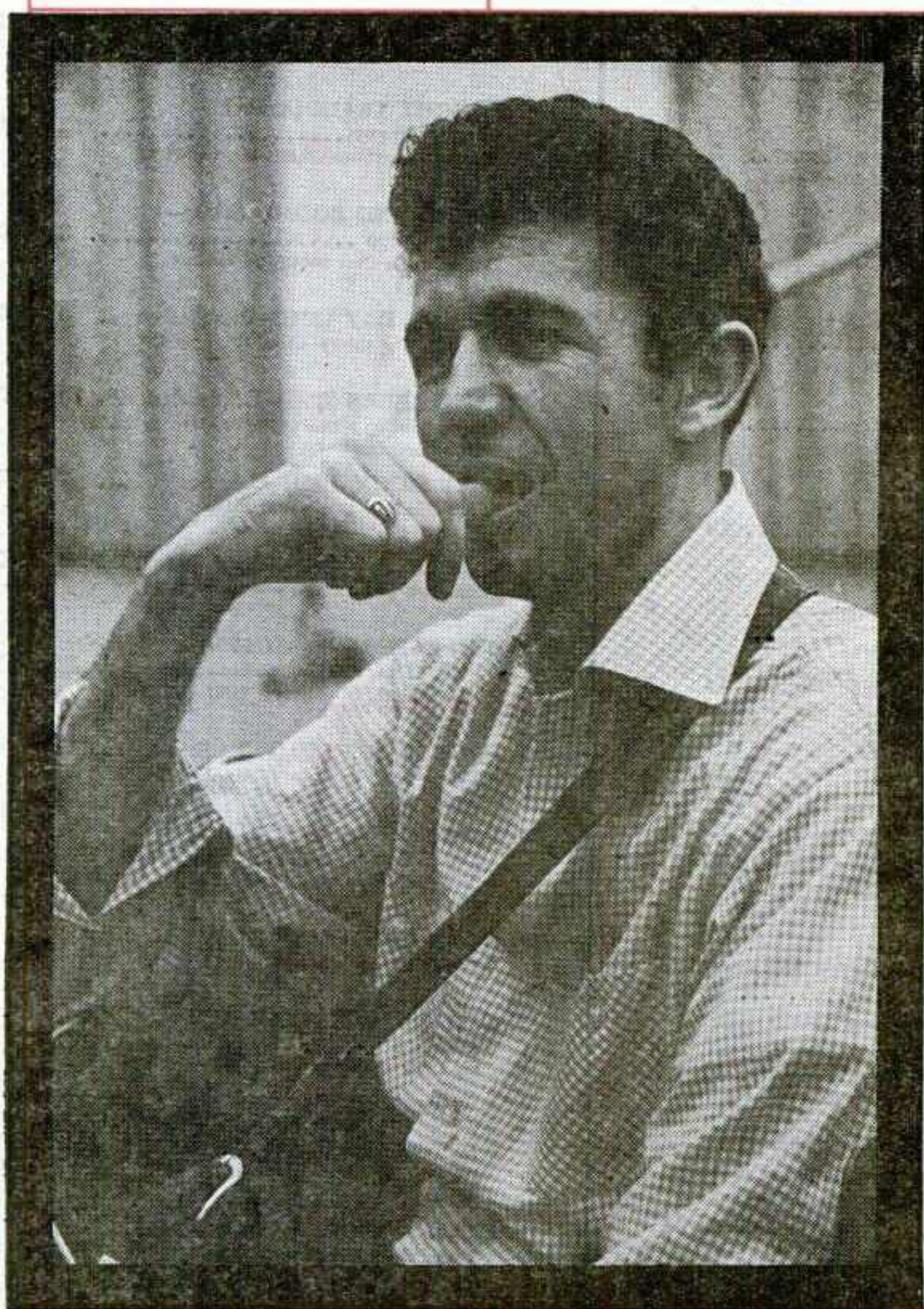
**GOOD BEHAVIOR
YOU'LL NEVER KNOW**

record no. 3740

"YOUNG LOVE"
 sold over a million!

"FIRST DATE, FIRST KISS, FIRST LOVE"
 still climbing!

NOW! another
GOLD RECORD
HIT by...



SONNY

JAMES
 The Southern Gentleman

DEAR LOVE

LOVESICK BLUES

record no. 3734

• Best Sellers in Stores

For survey week ending June 5

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	1	5
BERNARDINE (ASCAP)—Dot 15570		
2. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson	4	6
I'M WALKIN' (BMI)—Verve 10047		
3. WHITE SPORT COAT (BMI)—Marty Robbins	2	7
Grown Up Tears (BMI)—Col 40864		
4. SO RARE (ASCAP)—Jimmy Dorsey	5	9
Sophisticated Swing (ASCAP)—Fraternity 755		
5. BYE BYE LOVE (BMI)—Everly Brothers	12	1
I Wonder If I Care as Much (BMI)—Cadence 1315		
6. ALL SHOOK UP (BMI)—Elvis Presley	3	4
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
7. DARK MOON (BMI)—Gale Storm	8	6
Little Too Late (BMI)—Dot 15558		
8. SCHOOL DAY (BMI)—Chuck Berry	6	9
Deep Feeling (BMI)—Chess 1653		
9. LITTLE DARLIN' (BMI)—Diamonds	7	14
Faithful and True (BMI)—Mercury 71060		
10. START MCVIN' (BMI)—Sal Mineo	9	4
Love Affair (BMI)—Epic 9216		
11. SEARCHIN' (BMI)—Coasters	14	4
YOUNG BLOOD (BMI)—Atco 6087		
12. DARK MOON—Bonnie Guitar	10	8
Big Mike (BMI)—Dot 15550		
13. COME GO WITH ME (BMI)—Del Vikings	11	16
How Can I Find True Love? (BMI)—Dot 15538		
14. FOUR WALLS (BMI)—Jim Reeves	16	5
I Know and You Know (BMI)—Vic 20-6874		
15. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis	18	3
Warm and Tender (ASCAP)—Col 40851		
16. GONE (BMI)—Ferlin Husky	13	13
Missing Persons (BMI)—Cap 3628		
17. FREIGHT TRAIN (ASCAP)—Dusty Draper	22	2
Seven Come Eleven (BMI)—Mercury 71102		
18. GOIN' STEADY (BMI)—Tommy Sands	24	2
Ring My Phone (BMI)—Cap 3723		
19. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams	—	1
Stop Teasin' Me (ASCAP)—Cadence 1323		
20. ROUND AND ROUND (BMI)—Perry Como	15	15
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
21. FABULOUS (BMI)—Charlie Gracie	17	4
Just Lookin' (ASCAP)—Cameo 107		
21. FOUR WALLS (BMI)—Jim Lowe	19	2
TALKING TO THE BLUES (BMI)—Dot 15569		
21. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	23	3
My Baby's Gone On, On (BMI)—Chess 1664		
24. WITH ALL MY HEART (ASCAP)—Jodie Sands	—	1
More Than Only Friends (ASCAP)—Chancellor 1003		
25. OLD CAPE COD (ASCAP)—Patti Page	—	1
Wondering (BMI)—Mercury 71101		

• Most Played in Juke Boxes

For survey week ending June 5

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP (BMI)—Elvis Presley	1	10
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	3	4
BERNARDINE (ASCAP)—Dot 15570		
3. LITTLE DARLIN' (BMI)—Diamonds	2	12
Faithful and True (BMI)—Mercury 71060		
4. WHITE SPORT COAT (BMI)—Marty Robbins	6	6
Grown-Up Tears (BMI)—Columbia 40864		
5. DARK MOON (BMI)—Gale Storm	5	5
Little Too Late (BMI)—Dot 15558		
6. GONE (BMI)—Ferlin Husky	4	10
Missing Persons (BMI)—Cap 3628		
7. SO RARE (ASCAP)—Jimmy Dorsey	5	7
Sophisticated Swing (ASCAP)—Fraternity 755		
8. SCHOOL DAY (BMI)—Chuck Berry	9	6
Deep Feeling (BMI)—Chess 1653		
9. ROUND AND ROUND (BMI)—Perry Como	7	13
Mi Casa Su Casa (ASCAP)—Vic 20-6815		
10. SEARCHIN' (BMI)—Coasters	18	13
Young Blood (BMI)—Atco 6987		
11. COME GO WITH ME (BMI)—Del Vikings	10	7
How Can I Find True Love? (BMI)—Dot 15538		
12. DARK MOON (BMI)—Bonnie Guitar	12	6
Big Mike (BMI)—Fabor 5018		
13. FOUR WALLS (BMI)—Jim Reeves	14	3
I Know and You Know (BMI)—Vic 20-6874		
14. BYE BYE LOVE (BMI)—Everly Brothers	18	2
I Wonder If I Care as Much (BMI)—Cadence 1315		
15. FOUR WALLS (BMI)—Jim Lowe	15	2
TALKIN' TO THE BLUES (BMI)—Dot 15569		
16. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson	12	3
I'M WALKIN' (BMI)—Verve 10047		
17. PARTY DOLL (BMI)—Buddy Knox	11	15
My Baby's Gone (BMI)—Roulette 4002		
18. CONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater	—	1
So You Think You've Got Troubles (BMI)—M-G-M 12412		
19. EMPTY ARMS (BMI)—Teresa Brewer	—	4
Ricky-Tick Song (BMI)—Coral 61985		
20. WHY, BABY, WHY? (BMI)—Pat Boone	16	12
I'm Waiting Just for You (BMI)—Dot 15545		

• 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	6
2. Love Letters in the Sand (Bourne)	8	3
3. All Shook Up (Shamir-Prezley)	3	9
4. White Sport Coat (Acuff-Rose)	5	6
5. Little Darlin' (Excelloree)	4	6
6. Round and Round (Rush)	2	14
7. Four Walls (Springfield)	12	5
8. Come Go With Me (Gil-Fechee)	6	7
9. So Rare (Robbins)	—	2
9. Marianne (Montclare)	7	16
11. Why, Baby, Why? (Winnerton)	10	10
12. Chantez-Chantez (Cromwell)	8	13
13. Empty Arms (Ivory)	14	4
14. Rock-a-Billy (Oxford)	15	3
15. School Day (Arc)	—	1

• Most Played by Jockeys

For survey week ending June 5

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

This Week	Last Week	Weeks on Chart
1. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone	2	5
Bernardine (ASCAP)—Dot 15570		
2. ALL SHOOK UP (BMI)—Elvis Presley	1	10
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
3. SO RARE (ASCAP)—Jimmy Dorsey	5	6
Sophisticated Swing (ASCAP)—Fraternity 755		
4. LITTLE DARLIN' (BMI)—Diamonds	3	12
Faithful and True (BMI)—Mercury 71060		
5. WHITE SPORT COAT (BMI)—Marty Robbins	4	7
Grown-Up Tears (BMI)—Col 40864		
6. DARK MOON (BMI)—Bonnie Guitar	13	6
Big Mike (BMI)—Dot 15550		
6. FREIGHT TRAIN (ASCAP)—Rusty Draper	15	2
Seven Come Eleven (BMI)—Mercury 71102		
8. ROUND AND ROUND (BMI)—Perry Como	8	16
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
9. SCHOOL DAY (BMI)—Chuck Berry	6	8
Deep Feeling (BMI)—Chess 1653		
10. SHISH KEBAB (BMI)—Ralph Marterie	14	5
Bop a Boo-Bop a Doo (ASCAP)—Mercury 71092		
11. DARK MOON (BMI)—Gale Storm	9	5
Little Too Late (BMI)—Dot 15550		
12. WONDERING (BMI)—Patti Page	22	2
Old Cape Cod (ASCAP)—Mercury 71101		
13. OLD CAPE COD (ASCAP)—Patti Page	17	2
Wondering (BMI)—Mercury 71101		
14. FOUR WALLS (BMI)—Jim Reeves	11	4
I Know and You Know (BMI)—Vic 20-6874		
15. COME GO WITH ME (BMI)—Del Vikings	10	11
How Can I Find True Love? (BMI)—Dot 15538		
16. GONE (BMI)—Ferlin Husky	7	14
Missing Persons (BMI)—Cap 3628		
17. GIRL WITH THE GOLDEN BRAIDS (BMI)—Perry Como	15	3
My Little Baby (BMI)—Vic 20-6904		
18. TEENAGER'S ROMANCE (ASCAP)—Ricky Nelson	19	2
I'm Walkin' (BMI)—Verve 10047		
19. SEARCHIN' (BMI)—Coasters	12	2
Young Blood (BMI)—Atco 6987		
20. I JUST DON'T KNOW (ASCAP)—Four Lads	—	3
Golly (ASCAP)—Col 40914		
21. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis	—	3
Warm and Tender (ASCAP)—Col 40851		
21. VALLEY OF TEARS (BMI)—Fats Domino	—	1
It's You I Love (BMI)—Imperial 5442		
23. MANGOS (ASCAP)—Rosemary Clooney	17	9
Independent (ASCAP)—Col 40835		
24. EMPTY ARMS (BMI)—Teresa Brewer	—	3
Ricky-Tick Song (BMI)—Coral 61805		
25. BYE BYE LOVE (BMI)—Everly Brothers	21	2
I Wonder If I Care as Much (BMI)—Cadence 1315		
25. WONDERFUL, WONDERFUL (BMI)—Johnny Mathis	—	2
When Sunny Gets Blue (BMI)—Col 40784		

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LET ME HOLD YOU
IN MY ARMS

MERCURY 71124



M-G-M Records IS HOT!

JONI JAMES



HOT

Plugged on Ed Sullivan Show

SUMMER LOVE
and
I'M SORRY FOR YOU, MY FRIEND

K12480 • MGM 12480

CONNIE FRANCIS



HOT

HIT OF THE MOA CONVENTION!

Picked by BILLBOARD—CASH BOX—VARIETY

EIGHTEEN

and
FADED ORCHID

K12490 • MGM 12490

MARVIN RAINWATER



HOT

POP HIT!

GONNA FIND ME A BLUEBIRD

K12412 • MGM 12412

DAVID ROSE and His Orch.



HOT

Follow-up to "CALYPSO MELODY"

UMA CASA PORTUGUESA
and
ARIANE

K12492 • MGM 12492

ROBBIN HOOD



HOT

FOR THE LOVE OF MIKE

(Or for Pete's Sake)
and

WOULDN'T CHA LIKE TO KNOW

K12486 • 45 RPM ONLY

ROBERT MAXWELL HIS HARP, ORCHESTRA AND CHORUS

MARY LOU

OPEN YOUR MOUTH AND SING

K12488 • 45 RPM

HOT

HANK WILLIAMS

LEAVE ME ALONE WITH THE BLUES

WITH TEARS IN MY EYES

K12484 • MGM 12484

• Territorial Best Sellers

For survey week ending June 5

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. Four Walls, Jim Reeves, Vic.
3. Love Letters in the Sand Pat Boone, Dot
4. Mama Look-A Booboo Harry Belafonte, Vic.
5. Round and Round, Perry Como, Vic.
6. So Rare, Jimmy Dorsey, Fly.
7. White Sport Coat, Marty Robbins, Col.

Baltimore

1. Love Letters in the Sand Pat Boone, Dot
2. Young Blood, Coasters, Atco.
3. Dark Moon, Bonnie Guitar, Dot
4. So Rare, Jimmy Dorsey, Fly.
5. Bye Bye Love, Everly Brothers, Cdc.
6. Four Walls, Jim Reeves, Vic.
7. School Day, Chuck Berry, Chs.
8. Empty Arms, Teresa Brewer, Cor.
9. Little Darlin', Diamonds, Mer.

Boston

1. Love Letters in the Sand Pat Boone, Dot
2. It's Not for Me to Say Johnny Mathis, Col.
3. White Sport Coat, Marty Robbins, Col.
4. Around the World, Victor Young, Dec.
5. Bye Bye Love, Everly Brothers, Cdc.
6. Queen of the Senior Prom Mills Brothers, Dec.
7. So Rare, Jimmy Dorsey, Fly.
8. With All My Heart, Jodie Sands, Clr.
9. Dark Moon, Bonnie Guitar, Dot

Buffalo

1. Love Letters in the Sand Pat Boone, Dot
2. Teenager's Romance, Ricky Nelson, Vrv.
3. Bye Bye Love, Everly Brothers, Cdc.
4. Come Go With Me, Del Vikings, Dot
5. Freight Train, Rusty Draper, Mer.
6. All Shook Up, Elvis Presley, Vic.
7. Old Cape Cod, Patti Page, Mer.
8. Little Darlin', Diamonds, Mer.
9. Queen of the Senior Prom Mills Brothers, Dec.

Chicago

1. So Rare, Jimmy Dorsey, Fly.
2. I'm Walkin', Ricky Nelson, Vrv.
3. Dark Moon, Bonnie Guitar, Dot
4. Love Letters in the Sand Pat Boone, Dot
5. With All My Heart, Jodie Sands, Clr.
6. Bye Bye Love, Everly Brothers, Cdc.
7. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
8. Don't Cry My Love, Vera Lynn, Lon.
9. Start Movin', Sal Mineo, Epic

Cincinnati

1. Love Letters in the Sand Pat Boone, Dot
2. White Sport Coat, Marty Robbins, Col.
3. I'm Walkin', Ricky Nelson, Vrv.
4. School Day, Chuck Berry, Chs.
5. Dark Moon, Gale Storm, Dot
6. All Shook Up, Elvis Presley, Vic.
7. Teenager's Romance, Ricky Nelson, Vrv.
8. Gone, Ferlin Husky, Cap.
9. Round and Round, Perry Como, Vic.

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. I Just Don't Know, Four Lads, Col.
6. So Rare, Jimmy Dorsey, Fly.
7. School Day, Chuck Berry, Chs.
8. I Like Your Kind of Love Andy Williams, Cdc.
9. It's Not for Me to Say Johnny Mathis, Col.

Dallas-Fort Worth

1. White Sport Coat, Marty Robbins, Col.
2. Come Go With Me, Del Vikings, Dot
3. Little Darlin', Diamonds, Mer.
4. Love Letters in the Sand Pat Boone, Dot
5. School Day, Chuck Berry, Chs.
6. Searchin', Coasters, Atco.
7. Bernardine, Pat Boone, Dot
8. Teenager's Romance, Ricky Nelson, Vrv.
9. Talkin' to the Blues, Jim Lowe, Dot
10. Young Blood, Coasters, Atco.

Denver

1. School Day, Chuck Berry, Chs.
2. All Shook Up, Elvis Presley, Vic.
3. Love Letters in the Sand Pat Boone, Dot
4. I'm Walkin', Ricky Nelson, Vrv.
5. Gone, Ferlin Husky, Cap.
6. White Sport Coat, Marty Robbins, Col.
7. Teenager's Romance, Ricky Nelson, Vrv.
8. Dark Moon, Gale Storm, Dot
9. Freight Train, Rusty Draper, Mer.
10. So Rare, Jimmy Dorsey, Fly.

Detroit

1. Love Letters in the Sand Pat Boone, Dot
2. Start Movin', Sal Mineo, Epic
3. Bye Bye Love, Everly Brothers, Cdc.
4. Young Blood, Coasters, Atco.
5. Rosie Lee, Mello Tones, Gee
6. I'm Walkin', Ricky Nelson, Vrv.
7. Dark Moon, Gale Storm, Dot
8. Rang Tang Ding Ding, The Cellos, Apo.
9. I Like Your Kind of Love Andy Williams, Cdc.
10. School Day, Chuck Berry, Chs.

Kansas City

1. Teenager's Romance, Ricky Nelson, Vrv.
2. Love Letters in the Sand Pat Boone, Dot
3. So Rare, Jimmy Dorsey, Fly.
4. All Shook Up, Elvis Presley, Vic.
5. School Day, Chuck Berry, Chs.
6. White Sport Coat, Marty Robbins, Col.
7. I'll Take Romance, Eydie Gorme, ABC
8. Young Blood, Coasters, Atco.
9. Shish Kebab, Ralph Marterie, Mer.
10. Too Late, Gene Austin, Vic.

Los Angeles

1. So Rare, Jimmy Dorsey, Fly.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, Elvis Presley, Vic.
4. Love Letters in the Sand Pat Boone, Dot
5. Dark Moon, Gale Storm, Dot
6. Round and Round, Perry Como, Vic.
7. School Day, Chuck Berry, Chs.
8. White Sport Coat, Marty Robbins, Col.
9. Come Go With Me, Del Vikings, Dot
10. Gone, Ferlin Husky, Cap.

Milwaukee

1. I'm Walkin', Ricky Nelson, Vrv.
2. Love Letters in the Sand Pat Boone, Dot
3. Dark Moon, Bonnie Guitar, Dot
4. White Sport Coat, Marty Robbins, Col.
5. Start Movin', Sal Mineo, Epic
6. Four Walls, Jim Reeves, Vic.
7. I Like Your Kind of Love Andy Williams, Cdc.
8. Come Go With Me, Del Vikings, Dot
9. Leap Frog, Chuck Alaimo, M-G-M

Minneapolis-St. Paul

1. School Day, Chuck Berry, Chs.
2. Love Letters in the Sand Pat Boone, Dot
3. Bye Bye Love, Everly Brothers, Cdc.
4. So Rare, Jimmy Dorsey, Fly.
5. White Sport Coat, Marty Robbins, Col.
6. Goin' Steady, Tommy Sands, Cap.
7. He's Mine, Platters, Mer.
8. All Shook Up, Elvis Presley, Vic.
9. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
10. Freight Train, Rusty Draper, Mer.

New Orleans

1. Love Letters in the Sand Pat Boone, Dot
2. Valley of Tears, Fats Domino, Imp.
3. All Shook Up, Elvis Presley, Vic.
4. Teenager's Romance, Ricky Nelson, Vrv.
5. White Sport Coat, Marty Robbins, Col.
6. C. C. Rider, Chuck Willis, All.
7. Start Movin', Sal Mineo, Epic
8. Dark Moon, Gale Storm, Dot
9. Mangos, Rosemary Clooney, Col.

New York

1. Little Darlin', Diamonds, Mer.
2. It's Not for Me to Say Johnny Mathis, Col.
3. All Shook Up, Elvis Presley, Vic.
4. So Rare, Jimmy Dorsey, Fly.
5. Come Go With Me, Del Vikings, Dot
6. Gone, Ferlin Husky, Cap.
7. Love Letters in the Sand Pat Boone, Dot
8. Dark Moon, Gale Storm, Dot
9. Party Doll, Buddy Knox, Rit.
10. With All My Heart, Jodie Sands, Clr.

Philadelphia

1. Love Letters in the Sand Pat Boone, Dot
2. Little Darlin', Diamonds, Mer.
3. Bye Bye Love, Everly Brothers, Cdc.
4. Start Movin', Sal Mineo, Epic
5. White Sport Coat, Marty Robbins, Col.
6. All Shook Up, Elvis Presley, Vic.
7. Wonderful Wonderful Johnny Mathis, Col.
8. Dark Moon, Gale Storm, Dot
9. Round and Round, Perry Como, Vic.
10. School Day, Chuck Berry, Chs.

Pittsburgh

1. Searchin', Coasters, Atco.
2. White Sport Coat, Marty Robbins, Col.
3. Love Letters in the Sand Pat Boone, Dot
4. Dark Moon, Gale Storm, Dot
5. Queen of the Senior Prom Mills Brothers, Dec.
6. Teenager's Romance, Ricky Nelson, Vrv.
7. It's Not for Me to Say Johnny Mathis, Col.
8. Bye Bye Love, Everly Brothers, Cdc.
9. Susie Q, Dale Hawkins, Chk.

St. Louis

1. Start Movin', Sal Mineo, Epic
2. Teenager's Romance, Ricky Nelson, Vrv.
3. Love Letters in the Sand Pat Boone, Dot
4. Little Darlin', Diamonds, Mer.
5. Freight Train, Rusty Draper, Mer.
6. Around the World, Victor Young, Dec.
7. Fabulous, Charlie Gracie, Cam.
8. Goin' Steady, Tommy Sands, Cap.
9. Shish Kebab, Ralph Marterie, Mer.

San Francisco

1. School Day, Chuck Berry, Chs.
2. So Rare, Jimmy Dorsey, Fly.
3. White Sport Coat, Marty Robbins, Col.
4. All Shook Up, Elvis Presley, Vic.
5. Dark Moon, Bonnie Guitar, Dot
6. Searchin', Coasters, Atco.
7. Rang Tang Ding Ding, Cellos, Apo.
8. Teenager's Romance, Ricky Nelson, Vrv.
9. Gone, Ferlin Husky, Cap.

Seattle

1. Over the Mountain, Johnnie & Joe, Chs.
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. Searchin', Coasters, Atco.
7. Start Movin', Sal Mineo, Epic
8. I Like Your Kind of Love Andy Williams, Cdc.

Toronto

1. Bye Bye Love, Everly Brothers, Cdc.
2. White Sport Coat, Marty Robbins, Col.
3. Gone, Ferlin Husky, Cap.
4. Love Letters in the Sand Pat Boone, Dot
5. Dark Moon, Gale Storm, Dot
6. So Rare, Jimmy Dorsey, Fly.
7. School Day, Chuck Berry, Chs.
8. Four Walls, Jim Reeves, Vic.
9. I Like Your Kind of Love Andy Williams, Cdc.

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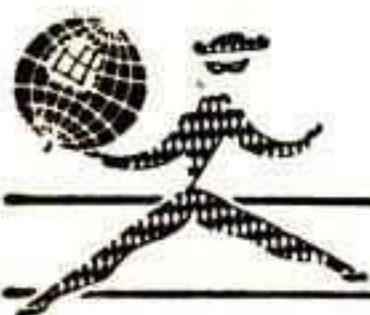
AN AFFAIR TO REMEMBER

(Our Love Affair)

from the 20th Century Fox picture

"An Affair To Remember"

DECCA 9-30362



A NEW WORLD OF SOUND



THE TOP 100

For survey week ending June 5

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.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	1
2.	ALL SHOOK UP, Elvis Presley, Victor	2
3.	WHITE SPORT COAT, Marty Robbins, Columbia	3
4.	SO RARE, Jimmy Dorsey, Fraternity	5
5.	LITTLE DARLIN', Diamonds, Mercury	3
6.	DARK MOON, Gale Storm, Dot	8
7.	SCHOOL DAY, Chuck Berry, Chess	6
8.	DARK MOON, Bonnie Guitar, Dot	11
9.	ROUND AND ROUND, Perry Como, Victor	9
10.	COME GO WITH ME, Del Vikings, Dot	10
10.	GONE, Ferlin Husky, Capitol	8
12.	FOUR WALLS, Jim Reeves, Victor	12
13.	TEENAGER'S ROMANCE, Ricky Nelson, Verve	13
14.	BYE BYE LOVE, Everly Brothers, Cadence	15
15.	SEARCHIN', Coasters, Atco	13
16.	FREIGHT TRAIN, Rusty Draper, Mercury	17
17.	I'M WALKIN', Ricky Nelson, Verve	19
18.	YOUNG BLOOD, Coasters, Atco	46
19.	OLD CAPE COD, Patti Page, Mercury	34
20.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	23
21.	TALKIN' TO THE BLUES, Jim Lowe, Dot	31
22.	VALLEY OF TEARS, Fats Domino, Imperial	24
23.	BERNARDINE, Pat Boone, Dot	30
23.	FOUR WALLS, Jim Lowe, Dot	21
25.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	34
26.	GOIN' STEADY, Tommy Sands, Capitol	21
27.	START MOVIN', Sal Mineo, Epic	16
28.	I JUST DON'T KNOW, Four Lads, Columbia	50
29.	EMPTY ARMS, Teresa Brewer, Coral	20
30.	WONDERFUL, WONDERFUL, Johnny Mathis, Columbia	26
31.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	40
32.	SHISH KEBAB, Ralph Marterie, Mercury	29
33.	YES, TONIGHT, JOSEPHINE, Johnnie Ray, Columbia	—
34.	ROCK A BILLY, Guy Mitchell, Columbia	18
35.	GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	27
36.	ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	36
37.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	—
38.	MY DREAM, Platters, Mercury	59
39.	MANGOS, Rosemary Clooney, Columbia	42
40.	FREIGHT TRAIN, Charles McDevitt-Nancy Whiskey, Chic	41
40.	WHY, BABY, WHY? Pat Boone, Dot	28
42.	CAN'T WAIT FOR SUMMER, Steve Lawrence, Coral	45
43.	C. C. RIDER, Chuck Willis, Atlantic	57
44.	QUEEN OF THE SENIOR PROM, Mills Brothers, Decca	53
45.	WITH ALL MY HEART, Jodie Sands, Chancellor	—
46.	HE'S MINE, Platters, Mercury	39
47.	FABULOUS, Charlie Gracie, Cameo	31
47.	PARTY DOLL, Buddy Knox, Roulette	25
49.	I'M SORRY, Platters, Mercury	51
50.	AROUND THE WORLD, Victor Young, Decca	56
51.	WONDERING, Patti Page, Mercury	—
52.	IT'S YOU I LOVE, Fats Domino, Imperial	52
53.	PLEDGE OF LOVE, Ken Copeland, Imperial	38
54.	LITTLE WHITE LIES, B Johnson, Bally	43
55.	I'M WALKIN', Fats Domino, Imperial	33
56.	ONE FOR MY BABY, Tony Bennett, Columbia	49
57.	DON'T CRY MY LOVE, Vera Lynn, London	55
58.	MY LITTLE BABY, Perry Como, Victor	48
59.	SUSIE Q, Dale Hawkins, Checker	—
60.	BILLY GOAT, Bill Haley, Decca	—
61.	BUTTERFLY, Andy Williams, Cadence	43
62.	COCOANUT WOMAN, Harry Belafonte, Victor	64
63.	LOVE IS A GOLDEN RING, Frankie Laine, Columbia	36
64.	ALMOST PARADISE, Roger Williams, Kapp	47
65.	ROSIE-LEE, Mello Tones, Gee	60
66.	I'LL TAKE ROMANCE, Eydie Gorme, ABC-Paramount	65
67.	PLEDGE OF LOVE, Mitchell Torok, Decca	53
68.	SHANGRI-LA, Four Coins, Epic	92
69.	MAMA GUITAR, Don Cornell, Coral	69
70.	PARTY DOLL, Steve Lawrence, Coral	80
71.	CHANTEZ CHANTEZ, Dinah Shore, Victor	89
71.	FABULOUS, Steve Lawrence, Coral	77
73.	BYE BYE LOVE, Webb Pierce, Decca	74
73.	WARM UP TO ME BABY, Jim Bowen, Roulette	66
75.	GONNA FIND ME A BLUEBIRD, Eddy Arnold, Victor	61
76.	TILL, Percy Faith, Columbia	—
77.	AFTER SCHOOL, Randy Starr, Dale	—
77.	LITTLE DARLIN', Gladiolas, Exello	72
79.	*STARDUST, Nat (King) Cole, Capitol	—
79.	LUCILLE, Little Richard, Specialty	86
81.	I'M GOONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	80
82.	FALLEN STAR, Jimmy Newman, Dot	—
83.	DO I LOVE YOU? Tony Martin, Victor	—
84.	DO I LOVE YOU? Vic Damone, Columbia	76
84.	MAMA LOOK-A BOOBOO, Harry Belafonte, Victor	68
86.	*PEACE IN THE VALLEY, Elvis Presley, Victor	90
86.	I'M STICKIN' WITH YOU, Jim Bowen, Roulette	63
88.	TEENAGE CRUSH, Tommy Sands, Capitol	—
89.	SITTIN' IN THE BALCONY, Eddie Cochran, Liberty	78
90.	SO LONG MY LOVE, Warren Smith, Sun	—
91.	GONNA FIND ME A BLUEBIRD, Joyce Hahn, Cadence	84
92.	NINETY-NINE WAYS, Tab Hunter, Dot	69
92.	WHEN ROCK 'N' ROLL COME TO TRINIDAD, Nat (King) Cole, Capitol	88
94.	SUNSHINE GIRL, Eddie Fisher, Victor	—
95.	TRUST IN ME, Chris Connor, Atlantic	—
96.	CRAZY LOVE, Frank Sinatra, Capitol	86
96.	AROUND THE WORLD, Mantovani, London	—
98.	TINA, Easy Riders, Columbia	—
98.	1492, Betty Johnson, Bally	98
100.	ROCKIN' SHOES, Ames Brothers, Victor	—

*(Not available as a Pop Single. Available on RCA Victor EPA 4054)

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

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.

ROCKIN' AND HACKIN'

THEIR WAY STRAIGHT TO THE TOP!

THE AMES BROTHERS
ROCKIN' SHOES

with Joe Reisman's Orch. and Chorus

"TAMMY"

(from the Universal International film, "Tammy and the Bachelor")

47/20-6930

DAVID HOUSTON
HACKIN' AROUND

ONE AND ONLY

47/20-6927



RCA VICTOR

TRADE MARK
RADIO CORPORATION OF AMERICA



A "Tip" that came through

THE BILLBOARD'S WEEKLY

JUNE 3, 1957.

• **Review Spotlight on . . .**

POP DISK JOCKEY PROGRAMMING

TOMMY STEELE . . . London 1735 **BUTTERFINGERS**

TEEN-AGE PARTY (Maurice, ASCAP)

"The king of British rock and roll can make a strong dent in the American market with this pairing, and smart jocks will give their fans an early listen. Great for conversation."



TOMMY STEELE

BUTTERFINGERS

B/W

Teenage Party

1735

LONDON
RECORDS

539 West 25 St., New York 1, N. Y.



• **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
- All Shook Up (R)—Presley-Shalimar—BMI
- Around the World (R) (F)—Young—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
- Four Walls (R)—Sheldon—BMI
- Freight Train (R)—Maurice—ASCAP
- Get Me to the Church on Time (R) (M)—Chappell—ASCAP
- Girl With the Golden Braids (R)—Roncom—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
- Italiano (R)—Harms—ASCAP
- It's Good to Be Alive (R)—Valyr—ASCAP
- It's Not for Me to Say (R)—Korwin—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Kill Me With Kisses (R)—Broadcast—BMI
- Little Darlin' (R)—Eccelleorec—BMI
- Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
- Look at 'Er (R) (M)—Valyr—ASCAP
- Love Letters in the Sand (R) (F)—Bourne—ASCAP
- Man on Fire (R) (F)—Robbins—ASCAP
- Mangos (R)—Redd Evans—ASCAP
- Old Cape Cod (R)—Pincus—ASCAP
- Round and Round (R)—Rush—BMI
- Sing Little Birdie Sing (R)—Rush—BMI
- So Rare (R)—Robbins—ASCAP
- Speak for Yourself John (R)—Famous—ASCAP
- Stars Fell On Alabama (R)—Mills—ASCAP
- Wonderful Wonderful (R)—E. B. Marks—BMI

Television

- A Teen-Agers Romance (R) — Aztec—ASCAP
- A White Sport Coat (R)—Acuff-Rose—BMI
- All Shook Up (R)—Presley-Shalimar—BMI
- Around the World (R) (F)—Young—ASCAP
- Beginning of Love (R)—Longridge—ASCAP
- Bernardine (R) (F)—Palm Springs—ASCAP
- Butterfly (R)—Mayland-Presley—BMI
- Charm Bracelet (R)—E. H. Morris—ASCAP
- Dark Moon (R)—Dandelion—BMI
- Do I Love You? (R)—Williamson—ASCAP
- I Can't Give You Anything But Love Baby (R)—Mills—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Like Your Kind of Love (R)—Acuff-Rose—BMI
- I'm Walkin' (R)—Reeves—BMI
- Just in Time (R)—Stratford—ASCAP
- Little Darlin' (R)—Eccelleorec—BMI
- Look at 'Er (R) (M)—Valyr—ASCAP
- Love Letters in the Sand (R) (F)—Bourne—ASCAP
- Marianne (R)—Montclare—BMI
- Mutual Admiration Society (R) (M)—Chappell—ASCAP
- My Little Baby (R)—Gil—BMI
- My Love Song (R)—Birchwood—ASCAP
- Oh Pain Oh Agony (R)—Pincus—ASCAP
- Old Cape Cod (R)—Pincus—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Rock-a-Billy (R)—Oxford—ASCAP
- Round and Round (R)—Rush—BMI
- Send for Me (R)—Winnerton—BMI
- So Rare (R)—Robbins—ASCAP
- Sunshine Girl (R)—Valyr—ASCAP
- Where's the Happy Ending (R)—Chippendale—ASCAP

• **Best Selling Sheet Music in Britain**

(For week ending June 1)

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)
- Mr. Wonderful—Chappell (Laurel)
- Ninety-Nine Ways—Good Music (Mayland)
- Chapel of the Roses—Victoria (Triangle)
- Rock-a-Billy—Joy Music (Joy Music)
- Heart—Frank (Frank)
- When I Fall in Love—New World (Young)
- True Love—Chappell (Buxton Hill)
- Good Companions—Maurice (Maurice)
- Look Homeward Angel—Kassner (Greta)
- I'll Find You—Robbins (Robbins)
- Singing the Blues—Frank (Acuff-Rose)
- Young Love—Cromwell (Lowery)
- Yes, Tonight Josephine—Berry (Astor)
- The Banana Boat Song—Morris (E. B. Marks-Bryden)
- Marianne—Montclare (Montclare)
- White Sport Coat—Frank (Acuff-Rose)

• **Best Selling Pop Records in Britain**

(For week ending June 1)

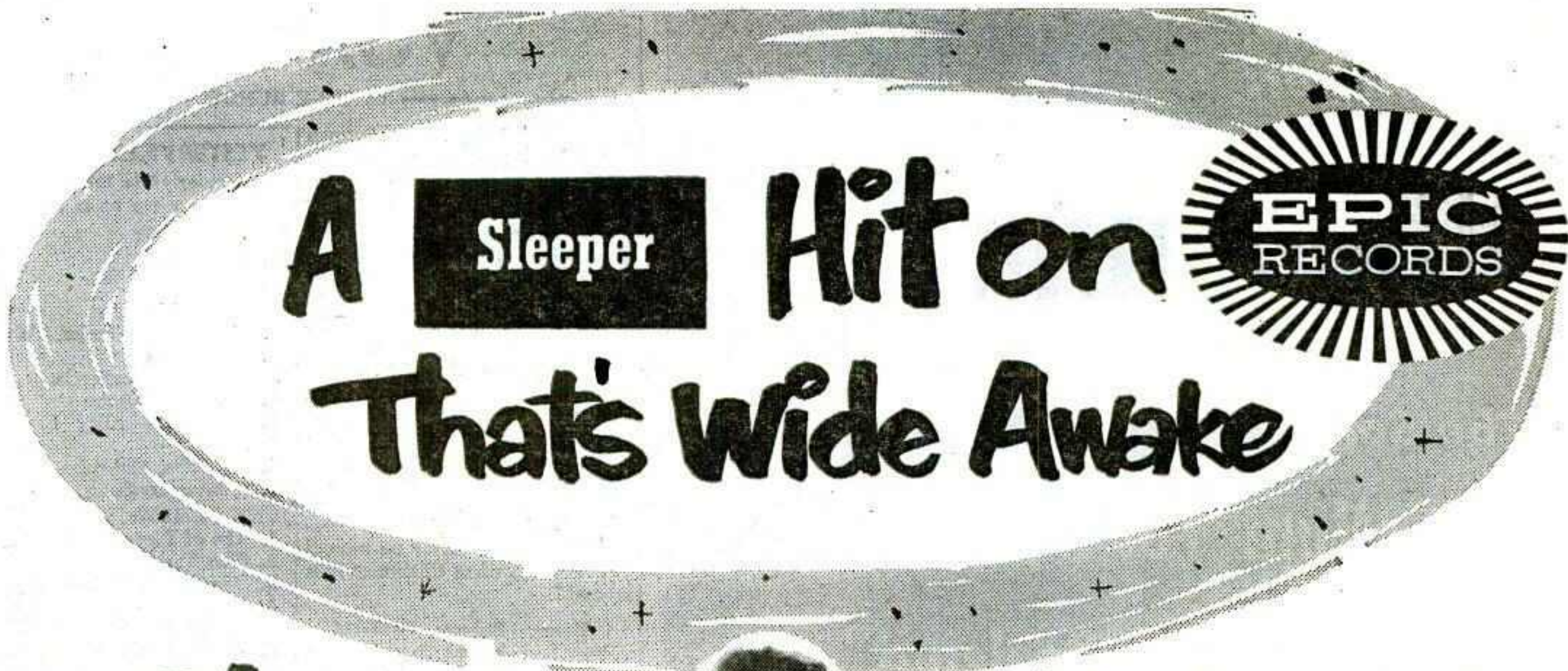
This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips)	3
2. BUTTERFLY—Andy Williams (London)	1
3. ROCK-A-BILLY—Guy Mitchell (Philips)	2
4. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	4
5. FREIGHT TRAIN—Chas. McDevitt Group (Oriole)	6
6. MR. WONDERFUL—Peggy Lee (Brunswick)	10
7. AROUND THE WORLD—Ronnie Hilton (HMV)	13
8. I'LL TAKE YOU HOME AGAIN KATHLEEN—Slim Whitman (London)	8
9. AROUND THE WORLD—Gracie Fields (Columbia)	10
10. AROUND THE WORLD—Bing Crosby (Brunswick)	16
11. TOO MUCH—Ervis Presley (HMV)	5
12. GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa)	—
13. CUMBERLAND GAP—Lonnie Donegan (Pye-Nixa)	6
14. BUTTERFINGERS—Tommy Steele (Decca)	18
15. NINETY-NINE WAYS—Tab Hunter (London)	9
16. BABY BABY—Teen-Agers (Columbia)	14
17. CHAPEL OF THE ROSES—Malcolm Vaughan (HMV)	12
17. I'M SORRY—Platters (Mercury)	15
19. WHITE SPORT COAT—King Brothers (Parlophone)	—
20. LITTLE DARLIN'—Diamonds (Mercury)	—
20. WE WILL MAKE LOVE—Russ Hamilton (Oriole)	—

Bally Active In Pacting New Talent

CHICAGO—Bally Records has added three new artists to its talent roster. Jeri Jordan, Chicago thrush, has waxed her first sides, "The Architect," and "Sea Shells." Singer Bob Laurie is slated for an early session, while Ike Cole, brother of Capitol's Nat Cole, will work both vocally and instrumentally in an album now in the works. Two new album releases for the label were also announced by prexy Jimmy Hilliard. Frank Fay, a legend in the business as "Harvey," does a succession of nostalgic tunes in a set called "Be Frank With Fay," while singer Nathan Russell has a package titled "Calypso in Hi-Fi," ready for release.

Cantor Makes Disk Return Via Vik Pact

NEW YORK—Eddie Cantor is returning to the disk scene via Vik Records. The veteran personality signed with the RCA Victor subsidiary label Thursday (6). Cantor's first dates for Vik will be cut next week in Hollywood under the aegis of Herman Diaz, Vik artists and repertoire chief for albums. While in Hollywood, Diaz will slice his second album with pianist-orkster Nat Brandwvme. Diaz leaves for the Coast this week with Vik manager Ben Rosner. First phase of the jaunt will be for promotion in such Coast cities as Portland, Ore.; Seattle, San Francisco and Los Angeles.



Claire

Nelson



AT
OUR
HOUSE

JOHNNY
COME
KISS ME

EPIC 9220

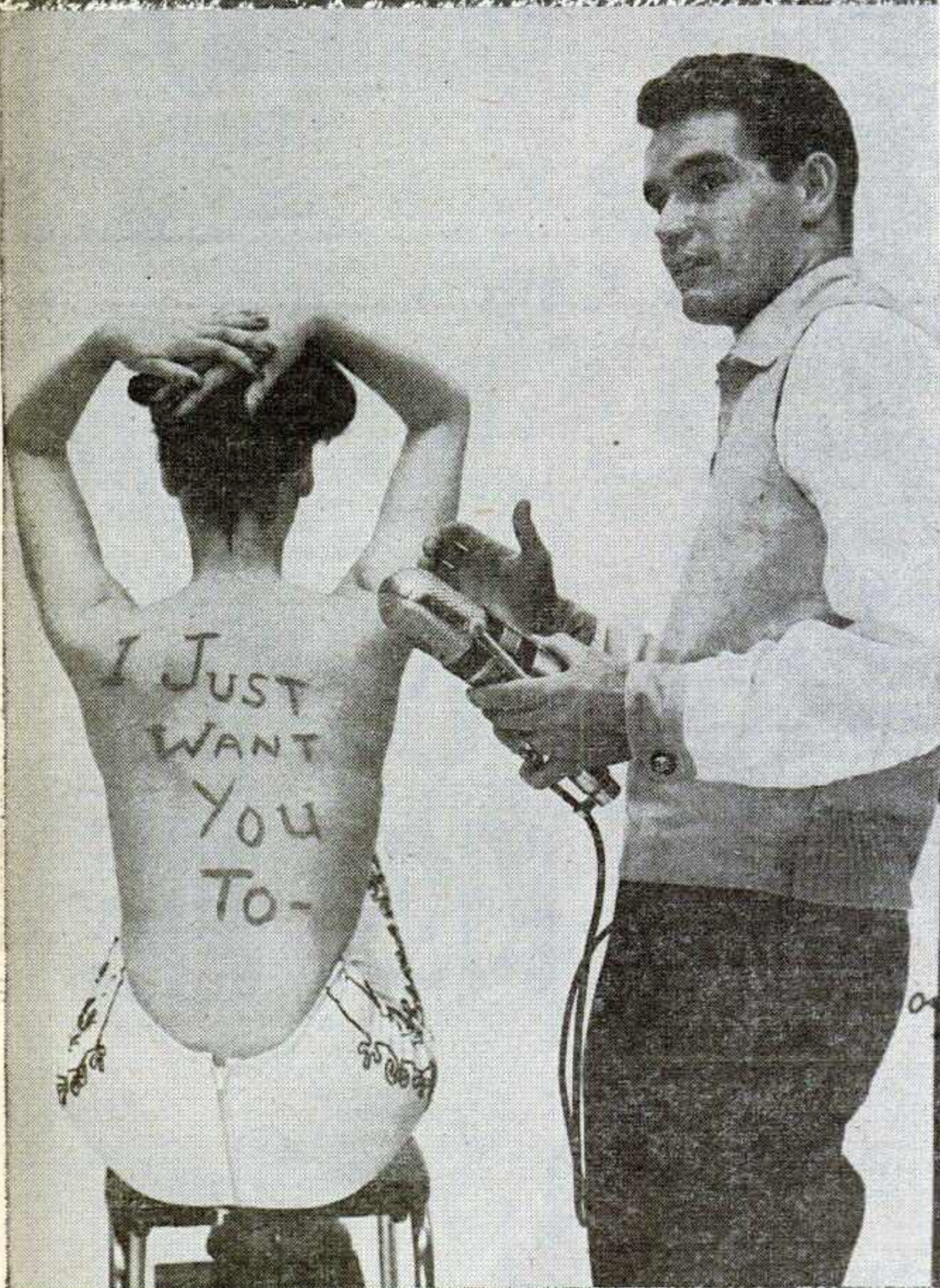


Published by
Monument Music, Inc.

Published by
Melody Lane Pub., Inc.
Gen. Prof. Mgr.
Murray Deutch

The Singer:**BOB McDANIELS****The Songs:****"I Just Want You to Want Me"**

B/W

"This Can't Be Love"**R-505****The Company:**

another **HIFI RECORD** hit recording from

HIGH FIDELITY RECORDINGS, INC.
6087 SUNSET BLVD. • HOLLYWOOD 28, CALIF.

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Don Putman and Jim Henderson—morning man and night man, respectively, on WBBZ, Ponca City, Okla., share the same theme song, the spinning of which was particularly appropriate recently when flood waters of the Arkansas River rose within a few feet of the station's back door. The tune? "River Stay Away From My Door." . . . In a move to encourage safe driving during the recent holidays, Chuck Marsh, WNIL, Niles, Mich., followed each on-the-air traffic fatality report with a dedication of a traditional Christmas song ("White Christmas," etc.) to "all the careless drivers who won't be around to hear them when Christmas rolls around."

Bunny Roberts, WHOM, New York, has a unique sound gimmick, whereby he puts a Presley platter on one turntable and a disk by the Japanese Kabuki musicians on another. He then switches back and forth from the wailin' West to the eerie East, in hope that the twangs might meet. . . . New program director appointments this month include Gerald A. Spinn at WBZ and WBZA, Boston, and Hal Moore at WNEW, New York.

Art Laboe has taken over the emcee spot on the new Prez Prado show over KTLA-TV, Hollywood. . . . Bob Cooper, formerly with KTSA, San Antonio, appointed program director at KONO, San Antonio. . . . New staffer at WHP, WTOP, Washington, D. C. is Jaime Bragg, formerly with WHP, Harrisburg, Pa. . . . J. E. Waltz, a radio-TV appliance dealer, purchased the largest amount of time ever ordered on WNDU, South Bend, Ind., over a 13-week period recently when he signed to sponsor "Midnight Madness," a nightly disk show, emanating from a local cafe and emceed by Pat Fitzgerald.

CHANGE OF THEME: Mike Woloson, formerly with WNOR, Norfolk, Va., has joined WNEW, New York. . . . Meanwhile, Lonny Starr, who emceeds "Music Hall" at WNEW, has also taken over the spin-spot on that station's

MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas.

Saginaw, Mich.
"Teen-Agers Romance," Ricky Nelson, Verve
Williamsport, Pa.
"Your Kisses Kill Me," Eydie Gorme, ABC-Paramount
Shouna, La.
"Byou Baby," Eddy Arnold, RCA Victor
Kansas City, Mo.
"Too Late," Gene Austin, RCA Victor
Bozeman, Mont.
"So Rare," Jimmy Dorsey, Fraternity
Salt Lake City
"When I Fall in Love," Nat Cole, Capitol
Augusta, Ga.
"Love Letters in the Sand," Pat Boone, Dot
Weslaco, Tex.
"There Oughta Be a Law," Mickey and Sylvia, Vik
Baton Rouge, La.
"A Face in the Crowd," Hi-Lo's, Columbia
St. Louis
"Girl With the Golden Braids," Perry Como, RCA Victor

YESTERYEAR'S TOPS—

as reported in The Billboard

The nation's top tunes on records

JUNE 14, 1947:

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

JUNE 14, 1952:

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

"Bing Crosby and his Friends" show. . . . Ray Perkins celebrated his 11th year of broadcasting over KIMN, Denver, this month. . . . Another long-term engagement was chalked up last month by Jim Mendes, who observed his seventh year on WICE, Providence, R. I., by taking on an additional two hour evening show across the board. . . . Bill Garr celebrated his fifth year with a remote program from a Pasadena Drive-In Theater over KPOP, Los Angeles.

CHANGE OF THEME: Bert Metcalfe named general manager of XEO, Brownsville, Tex. and XEOR, McAllen, Tex. . . . Bob DeHaven's "North Star Serenade" debuted over WCCO, Minneapolis, last week across the board. . . . Sixteen-year-old jock Roger Blackwell has taken over the morning show on KNIM, Maryville, Mo., in addition to his regular early evening and Saturday afternoon segs. Blackwell says the station has trouble getting indie disks, and, therefore, has to spin "covers by the majors." . . . James Pansula has joined WHDH, Boston.

DENVER GIMMIX: Warren Chandler and Stan Brown who share the night time mike at KLZ, Denver, on "Denver at Night," use a localized version of "Wide, Wide, World" by making on the spot telephone calls to fire departments, police headquarters, city hospital, emergency wards, city officials, highway patrol offices, State and government executives and visiting celebrities to add a touch of personalized interest to their program. The evening show is broken up with Starr Yelland's "Party Line," whereby local residents have a chance to air ideas, opinions and complaints about nearly anything and everything, via beep telephone. . . . KIMN, Denver, has come up with some zany contests ("Most Kissable Lips," "Best Mustache," "Longest Sideburns," etc.), but last week promotion director Ted Nelson literally went "ape" when he inaugurated a "Name the Aardvark" contest on the early morning Gary Owen show. "National Advisory Board of Judges" include Lawrence Welk, Aldo Ray, Jayne Mansfield and Earl Wilson. Winners will cop some 80 prizes, including wrist watches, TV antennas, perfume, toy radio stations, etc.

PAT KELLEY

**THE NEWEST STAR
OF ALL!**

With a rock 'n' roll beat

that has drive,

DRIVE, D-R-I-V-E!!



with a sensational
recording of

THE STRANGER DRESSED IN BLACK

SHE'S A DEVIL

Chic #1009

THE CASH BOX BULLSEYE

"THE STRANGER DRESSED IN BLACK" (2:20) [Cedarwood, Smash BMI—J. Ferguson]
 "SHE'S A DEVIL" (2:50) [Cedarwood, Smash BMI—J. Ferguson]
PAT KELLEY
 (Chic 1009)

Wax debuts dominate the Bullseye spotlight this week. This time, it's the rapidly rising Chic label adding another great talent, in the name of Pat Kelley, to its solid roster of artists. And the chanter 'pulls out all the stops' as he brightly belts out a pile-driving, romantic blues item labeled "The Stranger Dressed In Black." On the lower portion 'rock-a-billy' Kelley slows down the pace as he movingly spins another emotion-packed lover's blues tagged "She's A Devil." It's a haunting tale that moves along at a steady, r&r-bal-lad beat. Sensational vocal and instrumental backdrop on a pairing that oughta keep the country, pop and r&b boxes hoppin' day and night.

BIO NOTES:
 Pat is 17 years old, has been singing before audiences since he was 13. He heads his own band, The Shamrocks; has been featured on recent tours of 78 and 21 days' duration, and is equally adept at rock and roll, pop and country and western.

Exclusive management:
JOHN KELLY
 319 7th Ave. No.
 Nashville 3, Tenn.
 Phone: ALpine 5-1432 or 5-1151

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. **I'm Gonna Sit Right Down and Write Myself a Letter** *Billy Williams*
(ASCAP) Coral 61830
2. **Gonna Find Me a Bluebird** *Marvin Rainwater*
(BMI) M-G-M 12412
3. **I Just Don't Know** *Four Lads*
(ASCAP) Columbia 40914
4. **Rock Your Little Baby to Sleep** . . *Buddy Knox*
(BMI) Roulette 4009
5. **Queen of the Senior Prom** . . . *Mills Brothers*
(BMI) Decca 30299
6. **Shangri-La** *Four Coins*
(ASCAP) Epic 9213
7. **My Little Baby**
The Girl With the Golden Braids . *Perry Como*
(BMI); (ASCAP) RCA Victor 6094
8. **My Dream** *Platters*
(ASCAP) Mercury 71093
9. **Rang Tang Ding Dong**
(I Am the Japanese Sandman) *Cellos*
(BMI) Apollo 510
10. **Shish Kebab** *Ralph Marterie*
(BMI) Mercury 71092

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.

I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (DeSylva, Brown & Henderson, ASCAP)—Billy Williams—Coral 61830—This is a strong one! In release only a short time, the platter has already gained enough momentum to head the best seller list in virtually all markets. Flip is "Date With the Blues" (Vernon, ASCAP).

SHANGRI-LA (Robbins, ASCAP)—The Four Coins—Epic 9213—Sales for the disk have been moving steadily. It's a top contender for coin in most of the major markets. Other areas report that sales are building. Flip is "First in Line" (Ross-Jungnickel, ASCAP). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

POP RECORDS

- ELVIS PRESLEY** RCA Victor 47-7000 **TEDDY BEAR**
(Gladys, ASCAP)
(Presley, BMI)
Both tunes are from Presley's forthcoming movie, "Loving You." "Teddy Bear" is a sock rockabilly item, while flip features a tender reading of the film's poignant title theme. Special sleeve, spotlighting Elvis and a teddy bear, is powerful display material.
- SONNY JAMES** Capitol F3734 **DEAR LOVE**
(Central Songs, BMI)
LOVESICK BLUES (Mills, ASCAP)
James has another strong entry for the pop and country and western markets. "Dear Love," a heartfelt rendition of a plaintive ballad, has the haunting flavor of the singer's "Young Love" hit. The flip is a feelingful vocal on the old Hank Williams c.&w. click.
- TERESA BREWER** Coral 61850 **TEARDROPS IN MY HEART**
(Southern, ASCAP)
LULA ROCK-A-HULA (Vernon, ASCAP)
This one could put the thrush back in the best seller class. "Tear-drops in My Heart" is an effectively simple Vaughn Horton weeper, while flip is cute Hawaiian-flavored rock and roll novelty. Gal sells both sides with standout songmanship.
- JOHNNIE RAY** Columbia 40942 **BUILD YOUR LOVE**
(Winneton, BMI)
STREET OF MEMORIES (Marks, BMI)
Ray projects plenty of sales-savvy on "Build Your Love," an infectious rhythm tune with catchy ukulele backing. His wailing is equally effective on the flip, a haunting ballad.
- THE HILLTOPPERS** Dot 15594 **A FALLEN STAR**
(Tree, BMI)
The label covers itself again following a dual Gale Storm, Bonnie Guitar smash on "Dark Moon." This time the very strong and appealing ballad, "Fallen Star," gets a powerful treatment by the group spotlighting Jimmy Sacca's great lead. This will compete well with both Jimmy Newman (on the same label) and a good version by Ferlin Husky on Capitol. Flip is another pleasing ballad, "Footsteps" (Randy-Smith, BMI).
- PAUL ANKA** ABC-Paramount 9831 **DIANA**
(Pamco, BMI)
A smart, 16-year-old Canadian newcomer piles thru with a mighty rockabilly debut. Disk has a beat, classy arrangement, great sound and, most of all, mighty chanting by the youngster. An exciting talent find who can easily make it on this initial disk.
- ROGER WILLIAMS** Kapp 186 **MOONLIGHT LOVE**
(Elkan-Vogel, ASCAP)
EVERY LITTLE MOVEMENT (Witmark, ASCAP)
With his "Almost Paradise" hit still gathering loot, Williams has a natural two-sided followup. Great, lushly-orked, pianistics on top on the "Clair de Lune" adaptation. Flip is a gratifying version of a solid soft-shoe rhythm standard.
- MAYMIE AND ROBERT** Glory 260 **AIN'T NO WAY IN THE WORLD**
(Anita, BMI)
PARTING TEARS (Bryden, BMI)
Here's a new rhythm and blues couple with the class to push Gene and Eunice, Mickey and Sylvia, etc., for the chips. The top features a slow rhythm job with powerful, exaggerated beat. Flip is an extra slow, tearful ballad. A big debut.

RELIGIOUS

- GEORGE BEVERLY SHEA** RCA Victor 6935 **NO ONE UNDERSTANDS LIKE JESUS**
(Clayton, SESAC)
IF I CAN HELP SOMEBODY (Leeds, ASCAP)
Two excellent sacred sides by the Billy Graham warbler, who blends sincere simplicity with a rich, dramatic quality. Graham's recent sellout appearance in Manhattan should further bolster Shea's always dependable sales position.

Reviews and Ratings

- GUY MITCHELL**
Sweet Stuff 88
COLUMBIA 40940 — Mitchell has another sock rockabilly effort, similar to his last two clicks. Has a good chance to keep the string alive. (Hawthorne, ASCAP)
The Middle of a Dark, Dark Night . . . 73
This side is in the vein of those cut by the warbler before his recent, sensational revival. Flip figures to get bulk of plays. (Oxford, ASCAP)
- OWEN BRADLEY QUINTET WITH ANITA KERR QUARTET**
White Silver Sands 86
DECCA 30363—Pairing of instrumental and vocal groups has very listenable results. Song is getting action in certain areas on a small label and this cover, with its interesting staccato-styled verses and organ and guitar sounds can easily do good business. Watch it. (Fellows, BMI)
Midnight Blues 72
Bradley Quintet works alone on this moderate-paced instrumental side. Good danceable blues stuff for the boxes, but big listens will be for the flip. (Trans-World, BMI)
- EDDIE FISHER**
Around the World 85
RCA VICTOR 6947—Tune is shaping up as a slow, but long-burning hit, and previously issued version is recoupled to give it the fresh look. Not top version, but it figures to be a moneymaker. Former flip was "Cindy O Cindy." (Young, ASCAP)
Slow Burning Love 83
Altho the backing could use a stronger beat, Fisher gives this country-style opus a good belt. Good coupling for a flip which still has plenty of mileage. (Winneton, BMI)
- HUGO AND LUIGI**
Shenandoah Rose 83
ROULETTE 4012 — There are several versions of this sprightly march-tempo folk theme, a la the "Yellow Rose of Texas." This is one of the best, tho, and a lively, likely contender for juke and jockey plays. (Planetary, ASCAP)

(Continued on page 54)

THE FASTEST RISING MUSIC PUBLISHING FIRMS IN THE INDUSTRY!

**OLD
CAPE COD**

**PATTI PAGE
MERCURY**

**GIL
MUSIC
CORP. (BMI)**

**GEORGE
PINCUS
& SONS**

**MUSIC
CORP.
(ASCAP)**

•
Lee & Irwin
Pincus,
Gen. Mgrs.
1650 Broadway
N. Y., N. Y.

•
Irwin Zucker
Hollywood

**MY LITTLE
BABY**

**PERRY COMO
RCA VICTOR**

**OH, PAIN!
OH, AGONY!**

**GISELE MACKENZIE
VIK**

THE DEL VIKINGS

A First Release
on Mercury

**COOL
SHAKE**

Just Out

**WHISPERING
BELLS**

B/W

**DON'T BE A
FOOL**

DOT

Still Going
Strong

**COME
GO
WITH
ME**

DOT

Personal Appearances

Anna Maria Alberghetti
Cocoanut Grove, Los Angeles

Go thru the dictionary, pick out all the superlatives, lump them together and you have a description of Anna Maria Alberghetti's opening at the Grove. The appreciative crowd gave her an ovation.

Miss Alberghetti's is perhaps the best classic voice ever to be nurtured in pop circles, and Capitol Records should be reaping rich profits. Its clarity, strength and purity of pitch can only be described as fantastic. There were moments when the accompanying instruments sounded as if they had been turned out in a boiler factory and tuned by a plumber.

Miss Alberghetti did such pop numbers as "You I Love," "I Could Have Danced All Night" and "It's a Most Unusual Day," but her real strength lies in the classics. A couple of duets with sister Carla did not come off too well, but only because their voices are almost identical and provided no contrast. Carla, 17, has all the promise of her older sister and should be a real plum for a record company.

Dancer Conrad Bruckner and comedian Peter Wood opened the show. Freddy Martin ork provided usual strong backstopping when not forced to compete with Miss Alberghetti. Bob Spielman.

Patti Page,
Blinstrub's, Boston . . .

Mercury hottest product, Patti Page, waltzed into Blinstrub's Village with all her old favorites and one new one, "Old Cape Cod," and had the patrons at this 1,700-seater crying for more. Strange thing about it is that the fans don't seem to care what or how Patti does it. They apparently just want to hear her.

"Cape Cod" was handled with a good Tennessee accent, that could shock a good Cape Coddier.

She goes in for a great deal of kidding and personality projecting which gives her act a feeling of being over-produced. All of the carrying on also leaves the impression that most of her numbers are also suffering from over-arranging. Whether its "Soft Lights and Sweet Music" or "Day-O," they have a hard finish that shouldn't be there. Dewar.

June Christy
Crescendo, Hollywood

June Christy garners first-rate reception in her current Hollywood stint. The blues singer seems to have reached full showbiz maturity and displays new assurance and poise. It all gives added authority to a voice that can flow from throaty whisper to high pitch in a split second without cracking or losing a note.

The 40-minute show combined some special material with such standards as "That's All," "Blue Moon," "It Could Happen to You" and "I'll Take Romance." It was in these latter that her inimitable styling showed to best advantage.

Off-beat comic Lenny Bruce shared the bill, with Dave Pell Octet providing excellent backstopping. Bob Spielman.

The Hi-Lo's
Birdland, New York

Opening of the Hi-Lo's at this jazz corner of the world Thursday (6) was like a cool, clean spray in a world of full decibel and not always musicianly group singing. The group, long touted here via its original disks on the Starlite label, its new Columbia packages and its status as a regular on the Rosemary Clooney TV show, gives out with the best of its ear-teasing harmony structures, set in a framework of a very polished and well-paced act.

Following a smartly styled opener of "Chinatown," and the

ballad "Fools Rush In." Gene Puerling, a member of the group, took over as emcee and quickly proved he has the making of a fine comic. Interspersed with Puerling's quips from here on were such tunes as "Button Up Your Overcoat," "Little White Lies," "Birth of the Blues," and an exceptionally moving solo job by tenor Clark Burroughs on "Black Is the Color of My True Love's Hair." The group worked without benefit of Frank Comstock's great band backings, familiar on their disks, but it made little difference. With only the rhythm trio backing, the Hi-Lo's scored a strong personal smash. The collegiate looking lads with the ready smiles and talented pipes should make a lot of new friends here in their East Coast debut.

Others on the bill include the Julian (Cannonball) Adderley Quintet, and Maynard Ferguson and the Birdland Stars, with agreeable thrashing spots by Irene Prall. Ren Grevatt

Count Basie,
Waldorf, New York

Confusion apparently reigned at the Waldorf-Astoria's Starlight Roof last week while the management and booker Willard Alexander were trying to decide whether Count Basie should be Sammy Kaye or Harry Belafonte.

The top jazz band of the day, on opening night (3) was cast as part of a nondescript calypso show which, by the following night had begun to fade away. In fact, on opening night co-star thrush Sarah Vaughan sang and danced the prescribed calypso numbers then, reportedly dissatisfied, came right back to do her own standard repertoire.

At the show caught, which was the Tuesday (4) dinner show, Miss Vaughan confined her turn to staples from her own repertoire, and judging by audience reaction, she had it made. She sang standards in her best virtuoso manner, displaying rich tone, spectacular range, and the best modern Vaughan tricks minus coy mannerisms.

During Basie's turn, the fine warbler-showman, Joe Williams, was kept under wraps, as were all of Basie's top-seeded jazz sidemen. The Count ran thru an innocuous boogie-woogie solo on piano and greatly abbreviated band renditions of "One o'Clock Jump" and "April In Paris" sans solos, altho audience indicated it was familiar with both and could have used more.

Basie later played for dancing and demonstrated that this outfit can play music as smooth and danceable as most of the "hotel" bands. However, if the band is to score with Waldorf patrons, it is most likely to make the grade by reverting to its usual unique, interesting, and swinging self. Bill Simon

Howard Miller Sets Concert

CHICAGO — Deejay Howard Miller, who grossed \$25,000 in a concert double-header at the Civic Opera House last winter, is out to do it again Saturday (15). The concerts, scheduled for 7 and 10 p.m., star Tab Hunter, Chuck Berry, Charlie Gracie, Eileen Rodgers, Eddie Cochran, Brenda Lee, the Everly Brothers, Nick Noble, Four Esquires, Carl Sally's Rock-and-Roll combo and Dan Belloc's ork.

Tickets are scaled from \$4.50 to \$2.50. Capacity is 3,500 for each show.

Reviews of New Pop Records

Continued from page 52

Rockabilly-Party... 82
A personable chorus plugs leading disk artists—regardless of label affiliation—"I'll Bring Patti," etc.) on a swingy rhythm tune with a mild rock and roll flavor. Apt wax for jocks with teen-age followings, and good theme music for same. (Planetary, ASCAP)

BOB JAXON
Beach Party... 83
VICTOR 6945—A good piece of material, with special seasonal appeal, nicely belted for teen tastes. (Feist, ASCAP)

I'm Hangin' Around... 80
A most attractive piece of rockabilly material, well-produced. Warbler, who showed promise on earlier indie outing, could break out with this one. Two good sides. (Ross-Junknickel, ASCAP)

JOHNNY MADARA
Be My Girl... 81
PREP 110—A sock rockabilly platter featuring an intense warbling stint by Madara on an infectious r.&r. ditty. Watch this one. (Stratton, BMI)

Love Sick... 77
Another solid rockabilly side. Madara chants with sincerity and heartfelt emotion on a hard-hitting rhythm-ballad. (Stratton, BMI)

JOHNNY DESMOND
Shenandoah Rose... 78

CORAL 61846—This harks right back to the "Yellow Rose," Civil War era and, this Desmond version of the bright, happy tune can get action. Hugo and Luigi version on Roulette will offer strong battle for the coin, however. This is one of Desmond's best efforts. (Planetary, ASCAP)

Consideration... 74
Tune is from Desmond's pic "Calypso Heat Wave," and it swings with fancy rock and roll guitar by George Barnes in the backing. Singer hands it a good selling job but this calypso is a doubtful entry. Attention should be on flip. (Desmo, BMI)

LINCOLN CHASE

You're Driving Me Crazy... 78
LIBERTY 55074—The long-standing standard gets the benefit of an off-beat but stylish rhythmic arrangement and chanting by Chase. Background has strong and easy-listening jazz overtones. This would be the spin side for the hipper jocks. (Bregman, Vocco & Conn, ASCAP)

Johnny Klingeringding... 68
Chase, previously on the Dawn label, sings a far-out bit, of his own clefting, about a fellow with a weird name. Story goes on and on with a nice performance but limited commercial power. (Studio, BMI)

CHUCK AND BILL

Watch Your Step... 77
BRUNSWICK 55011—Tune clefted by writer of "After School" is another likely rockabilly prospect. Lead voice here combines elements of Elvis and Fats Domino, and the orking is live. (Republic, BMI)

Way Out There... 70
Material is a little farther out here than flip. Backing has fine beat, but the warble, with lead by the other partner, isn't up to flip. (Lady Mac, ASCAP)

JERRY WALLACE

Blue-Jean Baby... 76
CHALLENGE 1003—Well-made disk. Wallace sells well on a good teen-slanted rock-ballad. Could be a big one if label's boss-man Gene Autry tags it for full promotion. (Golden West, BMI)

Fool's Hall of Fame... 74
This side could also be strong. Tempo is a bit brighter, the idea is good, and Wallace turns in a truly pro performance. (Golden West, BMI)

JERRY REED

Rockin' in Bagdad... 75
CAPITOL 3731—Combination of oriental licks, english horn and Reed's rockin' warble adds up to interesting, different listening. Provocative entry figures to get a whirl. Lowery, BMI)

Oh! Lonely Heart... 75
Styling is more country on this gently rockin' ballad. Attractive item with fine warbling. Coupling is one to watch. (Lowery, BMI)

CAROL RICHARDS

Come to Mama, Papa Do... 75
RCA VICTOR 6940—Miss Richards thrushes this one gently and appealingly in a light soft-shoe rhythm. Melody is graceful but the Yiddish lyric spots add very little. Singing rates a listen. (Peer Intl., BMI)

Daddy... 73
Bobby Troup's old tune gets a nice up-to-date reading here with little-heard lyrics in a second verse. Innuendos about "Daddy, you won't be sorry," will probably keep it off the air, but it has some very cute touches.

MARC FREDERICKS ORK

Mood for Tonight... 75
ECLIPSE 1654—Extremely pretty, rhapsodic theme played by piano and large ork concerto-style. A fine deejay side that could hit commercial pay dirt if exposed. Quality stuff. (Sylvia, BMI)

Get On Your Mark... 68
Attractive, unusual polka with large ork and featuring Bob Creash's accordion. Side is short (1:38) and has a Slavic flavor. Flip is the side, but this could serve on the boxes. (Shoestring, BMI)

BETTY MADIGAN

When School Lets Out This Year... 75
M-G-M 12493—Altho thrush has switched to Coral, her old label apparently still has some sides in the can. This attractive ballad, slanted at teen-agers, should draw some spins, but gal's new Coral disk has advantage performance-wise. (Remick, ASCAP)

Am I Blue?... 72
Tasteful vocal wrap-up on torchy oldie, complete with verse and fine backing by Phil Moore. Excellent jockey programming material but limited sales potential in today's market. (Witmark, ASCAP)

SAMMY KAYE

Charm Bracelet... 74
Deejays will note that Sammy Kaye adopts a rock and roll style here. Not extreme, but relaxed and with an attractive riff in the backing. Barry Frank and the Kaydets chant the vocal. A nice side. (World, ASCAP)

Past My Prime... 74
A smart piece of material from "L'I Abner," engagingly chanted by Sandi Summers and the Kaydets—and very much in the teen-age groove. Tenor sax taking over after the vocal is solid. Good wax. (Commander, ASCAP)

BOB CORLEY

Number One Street (Parts 1 & 2)... 74
RCA VICTOR 6946—Humorous monolog, with audience, which Corley recorded originally a couple of years ago for Stars label. Plenty of yocks here, and this could go with the folks who buy Andy Griffith records, to which it bears some similarity. (Stars, BMI)

CAROL JARVIS

Rebel... 74
DOT 15586—The talented young artist makes an impressive ballad with on a slow paced rhythm ballad with chorus assistance. The side should appeal to teens. (Falstaff, BMI)

Whirlpool of Love... 74
The thrush is equally strong here. Side is also a ballad and gets a similar treatment. Both sides could go well. (Falstaff, BMI)

INDIA ADAMS

Bitter Honey... 74
DAWN 229—Here's an unusual, provocative coupling in which jocks should find plenty of merit. This side is a "different" rocker by Lincoln Chase that merits "name" covers, altho Miss Adams sells it with showmanship. Raleigh & Lively Arts, BMI)

You and the Night and the Music... 73
Jocks might favor the show-wise thrush's exciting version of the standard, backed by the jazz group, Les Modes, at fast tempo a la Peggy Lee's "Lover." Gal sounds like sock

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LEVY RECORDS ON SHEEPSKIN

NEW YORK—Like most publishers, George Levy, mahoff of Lowell Music, is constantly on the prowl for new records. This week he had two new ones, making him, in his own words, "the richest publisher in the music business."

His sons both take degrees with high honors from two different Ivy League schools Monday (10). Harold Sheldon Levy, a 1954 graduate, and Phi Beta Kappa member at Harvard, graduates magna cum laude from the Yale Law school. He has been on the staff of the Law Journal there and last week was admitted to the Order of the Coif, top honor group at the school.

Meanwhile, the younger brother, Robert I. Levy, also a member of the Phi Beta Kappa, graduates from Cornell pre-medical school with highest honors and distinctions. He will enter Yale Medical School in the fall.

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musical comedy talent and an excellent bet for future diskings. (Harms, ASCAP)

LU ANN SIMMS
Run, Don't Walk74
COLUMBIA 40937—A rousing rhythm side, out of the common groove. Song construction has qualities of march and gospel rhythms. Deejays will find it a change of pace. (Hecht-Lancaster, & Buzzell, ASCAP)
The Still Small Voice...73
A tender ballad, and altho a love story, it has a touch of sacred about it. Miss Simms sings it from the heart—with the instrumentation giving an effect of chimes. For jocks. (Blackwood, BMI)

DAVID ROSE ORK
Uma Casa Portuguesa74
M-G-M 12492—Gay, melodic instrumental wax with liting Latin tempo. Quality wax for jocks. (Ardmore, ASCAP)
Ariane...72
Dreamy, rather slow-paced ballad is accorded rich instrumental treatment. Theme is from new Audrey Hepburn-Gary Cooper movie, "Love in the Afternoon," and as such may get initial play, but flip is better side. (Commander, ASCAP)

THE COMMODORES
Not a Day Goes By74
CHALLENGE 1004—Here's a rock and roll ballad full of pulsing triplets. Group gives the tune a big full production with good decibels and harmonies. Definitely rates a listen and could catch on. (Golden West, BMI)
Sweet Angel...70
The boys give the rockabilly a nice swinging sound that could latch on to spins in spite of trite lyric content. The reading and arrangement are definitely current. Group should be watched. (Golden West, BMI)

TERRY NOLAND
Ten Little Women73
BRUNSWICK 55010—A solid rockabilly side. Tune, done by Sam Butera on Prep, comes over excellently here. Noland's belting vocal is backed by true back-shack type of instrumentation. (Nor-va-jak, BMI)
Hypnotized...72
Already waxed by the Drifters, this tune is belted out in rockabilly fashion by clefter Noland. Backing is typical, and with a rocking beat. Noland's vocal has a good sound. (Nor-va-jak, BMI)

ROGER KING MOZIAN
Limbo73
DECCA 30349—Calypso with an exciting quality. El Boy's vocal is backed by a fine instrumental arrangement by Roger King Mozian. Song is from the Warwick film, "Fire Down Below." A good one for jocks. (Columbia, ASCAP)
Fire Down Below...70
From the Warwick film of the same name comes this instrumental. Has a calypso beat, and a bright sound. For jocks. (Columbia, ASCAP)

THE ENCHANTERS
Fan Me, Baby73
CORAL 61832—There's a gospel rhythm and quality to this rock and roller chanted by the group. Side moves right along to a rousing beat. (Stardust, BMI)
There Goes...70
Good singing here, altho side has not the flash of the flip. Enchanters have a relaxed style, and altho a vocal, it's eminently danceable. (Mills, ASCAP)

THE FOUR KNIGHTS
Walkin' and Whistlin' Blues73
CAPITOL 3730—Light, easy vocal on a slow blues with whistling and footsteps in the background. Bluesy mood with appeal to jocks. (Beechwood, BMI)
I Love That Song...70
Close, old-fashioned harmony on a peppy ricky-tick tune that is not much in line with current commercial hits. Fans of the group will like it. (Leeds, ASCAP)

THE PALMS
Edna72
UNITED 208—Lead singer chants a pretty melody which has a Latin beat and flavor. Backing is quiet and tasteful, leaving all emphasis on the vocalist. Style is completely pop. (Pamlee, BMI)
Tear Drops...72
Another pretty melody—this one with a folk quality. Lead singer again does a tasteful job, with a quietly effective backing. (Pamlee, BMI)

THE CRICKETS
That'll Be the Day72
BRUNSWICK 55009—Fine vocal by the group on a well-made side that should get play. Tune is a medium beat rockabilly. Performance is better than material. (Nor-Va-Jak, BMI)
I'm Lookin' for Someone to Love...72
As with the flip, the material is inferior to the rendition. The up-tempo rockabilly gets bright, vigorous treatment, and should do as well as the flip. (Nor-Va-Jak, BMI)

THE LANE BROTHERS
Uh-Uh Honey72
RCA VICTOR 6900—Typical rockabilly flavor to this one. The Lane Brothers and the material have that back-shack quality. (Hill & Range, BMI)

Ding Dang Dangle'....71
A rock and roller. Group is backed instrumentally by an arrangement stressing guitars and a honky-tonk piano. (Meridian, BMI)

JOE ALLEGRO
I Found a Dream72
LIBERTY 55064—A gentle rock and roll backed ballad. Allegro sells with a strong, legit-styled voice and the chorus and ork are solidly with him in the pretty arrangement. Worth a listen. (Schwartz, ASCAP)
Once in a Moment Rare...67
Allegro performs well again on this side but material on the flip is sharper for today's requirements. (S & S, ASCAP)

NORMAN BROOKS
Two Lovely Blue Eyes72
JAMIE 1042—A nice, singable melody in waltz time handled in fine style by Brooks. Chorus and big ork also featured. Has a most agreeable sound that could account for a healthy reaction. Give it a hearing. (Howard, ASCAP)
I'm Never Satisfied...65
An older tune gets a revival by Brooks with help from high femme choristers. Jolson angle will probably still win a few jock spins but it's hard to see this side moving. (Simon, BMI)

KURT EDELHAGEN ORK
Fanfare Blues71
DECCA 30347—A flashy instrumental, recorded by Deutsche Grammophon. Has a big band sound and interesting arrangement reminiscent of Glenn Miller. For jocks. (Blum, ASCAP)
Love Theme From "La Strada"...71
From the film of the same name, this is a lush instrumental. Like the flip, it has a full sound, a chorus and some flashy effects. For jocks. (Leeds, ASCAP)

DAVE BURTON
Butterfingers (I Let You Go)71
M-G-M 12489—Another cover of the Tommy Steele British-rockabilly platter. Burton sells it in straight pop fashion sans the r. & r. backing. Deejays should find it a tasteful change of programming pace, but Steele version is more commercial. (Maurice, ASCAP)
Lovin' Baby...69
Okay vocal job on a fast-moving rhythm tune with swiny backing. Flip, tho, has better chance of pulling spins. (Maurice, ASCAP)

JEFF HOLLAND
Solitaire Street71
JUBILEE 5286—A ballad of the tender sort, with considerable quality. Holland sings it with a good feeling for the lyric. A change from rock and roll fare. (Whale, ASCAP)
Don't Be Afraid...68
This side is a rock and roller, with a chorus in the arrangement. Adequate rhythm and pace. (DeLeon, ASCAP)

TUNE WEAVERS
Happy, Happy Birthday Baby70
CASA GRANDE 4037—A good sound to this disk. Lead singer chants a sensitive ballad, backed by an arrangement which emphasizes rock and roll figures and a slow, persistent beat. (Donna, BMI)
Ol' Man River...70
The standard gets an interesting performance. Quartet sings it straight; but there's a considerable inventive quality in the accompaniment. (Harms, ASCAP)

THE FOUR GRADS
From This Moment On70
LIBERTY 55077—From their current album, the Grads offer this colorful, big sound, big-band-backed version of the Porter standard. Group has enthusiasm, volume and good harmony, and the band swings. Some jocks will want to program this, and some action could follow. (Buxton Hill, ASCAP)
You Make Me Feel So Young...69
Also from the album comes a slightly slower-paced album arrangement with solid harmonies of the tune which was a hit via a Sinatra album waxing. Both sides have class and rate jockey attention. (Bregman, Vocco & Conn, ASCAP)

LORRY RAINE
A Heart That Cries70
ADVANCE 3019—Thrush doesn't hit many notes in tune on this side, but she belts it and gets strong rock and roll band and group backing. It's wild enough to get some attention. (Lorrac, BMI)
Appreciation...58
On a Kay Starr kick, Miss Raine falls short. A rather hectic endeavor. (Volkwein Bros., ASCAP)

GAYLA PEEVEY
I Want You to Be My Guy69
COLUMBIA 40932—A rhythm side, well-recorded and arranged. Gayla Peevey backed with a chorus, chants it in swiny fashion. (Oxford, ASCAP)
Too Young to Have a Broken Heart...68
Lyric is in the teenage groove. Melody is a ballad, slow in tempo. Gayla Peevey, backed with a chorus, sings it adequately. (Joy, ASCAP)

LOUIE BASHALL ORK
Shuffle Blues69
RCA VICTOR 6937—Pleasant vocalizing by Chet Zurawik on a leisurely (Continued on page 56)

Two Arrows that hit the bull's-eye!

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"8 O'CLOCK DATE"

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King 5053

NEW RELEASE

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

KING RECORDS

Reviews of New Pop Records

Continued from page 55

paced, attractive blues. Pop jocks will find it a soothing change of pace. (Peer Intl., BMI)

Pennsylvania Pike Polka...65
Bright, bouncy polka wax, featuring happy thrashing stint by the Winkert Sisters. Solid item for polka market, but slim chances in pop field. (Sherwin, ASCAP)

GUY WARREN
An African's Prayer...68
DECCA 30352—Bright tune, with an African rhythm pattern, clefted by Warren, is from his recent album, "Africa Speaks—America Answers." Vocal is in tribal dialect. Side features a tenor sax solo. Dick Jacobs has also recorded the tune. Best chances as off beat deejay side. (Northern, ASCAP)

Monkies and Butterflies...68
Tune with a slightly faster, and equally interesting, tempo is also from the above album. Backing here includes a male chorus. Same chances as flip. (Northern, ASCAP)

DICK WOLF
Drive-In Movie...68
DALE 26378—This has the ingredients of guitars, wild echoes and out-of-breath chanting that are designed to hit the teen brackets with a wallop. Disk is well made and the talent rates a good listen. Idea could make for some action, too. (Republic, BMI)

Spine Tingalin' Love...68
This side is in the real groovy rockabilly framework with another nice performance by Wolf. This can grab spins, too. (Republic, BMI)

ANDY BEY
My Personal Possession...68
DECCA 30361—Dramatic vocal interpretation of the moving ballad. Slim chances for this version against Nat Cole waxing. (Roosevelt, BMI)

The Meaning of the Blues...67
Strongly stylized reading on a haunting blues with folk-flavored lyrics. (Northern, ASCAP)

SUSAN JOHNSON
Sea Shell...68
RCA VICTOR 6943—Thrush from "The Most Happy Fella" essays a straight nostalgic waltz. Attractive side, but not unlike a few dozen others in character. (Tannen, BMI)

By the Riverbank...65
Performance is more strenuous, less satisfying on this honky tonker. (Reis, BMI)

COONEY TRIO
Ragtime Days...68
ABC PARAMOUNT 9829—Young thrush Patty Brandon here sounds like another edition of Brenda Lee, to the accompaniment of a nice Southland-styled band with a big banjo sound. Rates juke plays. (Debar, ASCAP)

Calypso Parakeet...65
At least this is refreshingly off the "girl in Jamaica" kick but neither the tune nor the reading are strong enough to penetrate. Action, if any, would figure to be on the flip. (Debar, ASCAP)

DARLA HOOD
Just Wanna Be Free...68
ENCINO 1018—Here's an animated chick who belts in a good commercial groove. Bill Parker band lends a hefty, swing-styled backing. Not the big seller type but disk could go in the juke dancing parlors. (Granson, BMI)

Lover's Prayer...64
Almost an over-dramatized, pop-type pleader by Miss Hood. Okay performance over-all, but thrashing and dance band backing do not measure up to current market needs. (Granson, BMI)

RAY COLEMAN
Jukebox Rock and Roll...67
ARCADE 147—Titles from several recent hits are included in the lyrics of this honky-tonker which gets a peppy rendition by the artist. Fair chances. (Howard, BMI)

Rock, Chicken, Rock...64
Coleman sounds like a country edition of Bill Haley on this rockabilly clefted by the Comets. Not much new here. (Valley Brook, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

DICK CAROZZA—Dream Roses/How Much I Love You—Intrastate 21

THE CLASSMATES—You Do Something to Me/You Aren't the Only One—Dot 15589

DON JAMES—School Day/A White Sport Coat—Esta 287

LORRY RAINIE—The Flame of Love/All My Love—Advance 3018

ANNITA RAY—Frankie's Song/Elvis Presley Blues—Dream 1300

JIMMY RUSHING—My Last Affair/Baby, Don't Tell Me—Okeh 7086

HAROLD SHUTTERS AND HIS ROCATS—Bunny Honey/Blues of a Broken Heart—Goldenrod 300

Religious

BLACKWOOD BROTHERS QUARTET
Jesus Holds the Keys...74
RCA VICTOR 6934—Sincerity is the chief element of this fine sacred side. The Brothers sing the moving lyric with dignity and emotion. (EMIs, SESAC)

Never...74
Excellent gospel-type performance. The blend and technique of the Blackwood Brothers is very solid. This one moves right along. (Gospel Quartet, BMI)

THE BISHOP SISTERS
Just a Closer Walk With Thee...69
ESTA 286—The Bishop Sisters, with organ accompaniment, have cut a side which on first hearing seems to lack production; but there's a simple charm to it.

A Prayer in My Heart...69
Similar to the flip in its simple production; and like it, a sincere, pleasant side. (Dodds, BMI)

Spiritual

SPIRITUAL FIVE
The King's Highway...77
Nashboro 602—A gentle but insistent

rhythm pervades this side with tricky vocal backing for the shouting lead singer. Seems to be a lot happening at all times. Can go in the right markets. (Excelsior, BMI)

I Don't Have to Worry...75
Satisfying performance with climactic moments. Lead thrush has a dedicated spirit and sound. Pleasing coupling. (Excelsior, BMI)

CHOSEN GOSPEL SINGERS
Walk With Me...76
NASHBORO 601—A strong supplication on this side in an insistent rhythm pattern. Refreshing performance and both sides have the quality to move profitably. (Excelsior, BMI)

Won't Be Back...74
A joyful sound of fulfillment as the boys raise the level of excitement throughout the side. Nice material, ably handled in upbeat rhythm. Right markets can sell it. (Excelsior, BMI)

MORGAN BABB
Dedication to Mothers...70
NASHBORO 603—Babb with gospel chorus support offers a slow, baleful dedication to mothers. Much sincerity in the delivery and arrangement but material is not the strongest. (Excelsior, BMI)

Wonder How Long...67
Babb has a comfortable, relaxed style here as he recites his worldly troubles. Very slow pace seems to make the interest wane while material fails to generate the needed spark. (Excelsior, BMI)

Reviews and Ratings of New Classical Albums

Continued from page 31

sion. Composer's pre-eminence among contemporary symphonists should provide adequate sales for both.

MOZART: SERENADE FOR WIND INSTRUMENTS (1-12)—Berlin Phil. Fritz Lehmann, Cond. Decca DL 9918...77
Gratifying work in Mozart's lighter vein played with impeccable skill by first-rate instrumentalists of the Berlin Philharmonic. Fine recorded tonal balance and fidelity to timbres of wind instruments outweigh conductor's over-compensation against sentimental approach.

MENDELSSOHN: VIOLIN CONCERTO; BEETHOVEN: ROMANCES (1-12)—Johanna Martzy, Violin; Philharmonia Orchestra, Paul Kletzki, Cond. Angel 35236...76
Young Hungarian soloist combines dexterity, good tone and excellent taste. She launches the Mendelssohn standard in fast, accurate manner that sets the pace for a fluent traversal, faithfully recorded. Dealers might exercise some caution, noting that virtually every major violinist has turned his attention to the piece. Violinist is slated to tour here next season.

GRIEG: SINGURD JORSALFAR SUITE; TWO ELEGIAC MELODIES; SYMPHONIC DANCES (1-12)—Bamberg Symphony, E. van Remoortel, Cond. VOX PL 10330...76
Van Remoortel's earlier success with Greig works may well be repeated with the present disk, which offers good choice, not too often recorded. "Symphonic Dances" is ambitious effort based on Norwegian folk dances. "Two Elegiac Melodies" for string orchestra have wistful attraction. Incidental music for drama "Sigurd Jorsalfar" contains popular "Triumphal March."

HAYDN SYMPHONIES NOS. 86, 92 (1-12)—Scazzati Orch., Franco Caracciolo, Cond. Angel 35325...75
Two better-known Haydn symphonies in fluent, rather pedestrian, renditions by group which specializes in music of this period. Well-realized sound is a positive factor, since there has been scant recent competition.

HAYDN: SYMPHONIES "FAREWELL" (NO. 45); "THE BEAR" (NO. 82) (1-12)—Southwest German Radio Orch. Rolf Reinhardt, Cond. VOX PL 10340...75
Animated readings that capture the vitality and grace of two familiar symphonies from different periods of Haydn's production. Neither work has been duplicated too frequently on disks. Sound is generally good, with some tendency toward thin string tone.

DVORAK: VIOLIN CONCERTO; GOLDMARK: VIOLIN CONCERTO (1-12)—Bronislaw Gimpel, Violin, Southwest German Radio Orch. Rolf Reinhardt, Cond. VOX PL 10290...74
Pair of romantic violin concertos of popular appeal. Dvorak work has greater substance and warmth; infrequently performed Goldmark showpiece is melodious and readily absorbed. Gimpel's contribution has verve, but could benefit from more sensuous tone.

BRAHMS: SONG OF DESTINY; LISZT: PSALM XIII (1-12)—Beecham Choral Society-Royal Philharmonic, Sir Thomas Beecham, Bart. Angel 35400...73
Beecham brings drama to these choral selections sung in English by a well-drilled and responsive group. Premier recording of Liszt's setting of Psalm XIII, "Lord, How Long?" features tenor solo-

ist along with other forces. Disk is completed in rousing style with Brahms' "Academic Festival Overture."

TCHAIKOVSKY: PIANO CONCERTO NO. 2 (1-12)—Shura Cherkassky, Piano. Berlin Phil. Orch. Richard Kraus, Cond. Decca DL 9916...73
It's difficult to understand why this beautiful, well-knit work isn't more popular. It will never rank in appeal with the more tuneful, dramatic No. 1, but it can be sold. Cherkassky does a good job, poetically and technically, and sound is splendid. The Vox version with Wuehrer, however, gives more value, including also the Scriabin Concerto on same disk, and that one, too, is first-rate in all respects.

MOZART: SYMPHONY NO. 36 "Linz"; SYMPHONY NO. 33 (1-12)—Symphony Orch. of the Bavarian Radio, Eugen Jochum, Cond. Decca DL 9920...71
The "Linz," which has formidable competitive versions, comes off best under Jochum. No. 33 gets a competent, straightforward reading, and both get beautiful sound via Deutsche Grammophon. It's the only disk with this particular coupling, and specialty shops could stock it for that reason. Very tasteful cover.

THE JANACEK QUARTET PLAYS DVORAK STRING QUARTET NO. 7 (1-12)—Decca DL 9919...66
Czech ensemble plays unhackneyed composition with fine insight. Music relies on Czech and Bohemian themes appropriate to players' inclination toward vigor rather than suaveness. Lively presence in recorded sound will help sales within its rather limited category.

BETHOVEN: STRING QUARTET NO. 7, OP. 59, NO. 1 (1-12)—The Koecherl Quartet. Decca DL 9917...62
Popular "Rasoumovsky" Quartet in adequate performance that does not equal previous issues by more widely publicized Budapest and Hungarian quartets. Dealers who do not stock more than one version should be wary.

ROUSSEAU: LE DEVIN DU VILLAGE (1-12)—J. Micheau, Sop; N. Gedda, Ten; M. Roux, Bass-Bar. Angel 35421/L...72
First recording of charming one-act opera by 18th century writer and philosopher, Jean-Jacques Rousseau. Soloists and orchestra give excellent performance of naively melodic work which alternates recitatives with pastoral arias. Limited musical audience might be reinforced by buyers with specific literary interests.

Sacred

HYMNS OF PRAISE (1-12)—Hamilton Quartet, George Broadbent, Organ. Decca DL 8492...68
These are the evergreen Protestant hymns such as "Stand Up, Stand Up for Jesus," "Abide With Me," and "Rock of Ages," many of which have had recent big choral interpretations on various labels. The Hamilton group sings them in straight, four-square harmony to the accompaniment of George Broadbent at the organ. Not a big seller, but it's the type of merchandise of which at least a sampling should always be in stock.

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Celler Report Sparks Dissension

• Continued from page 20

that the three Republican members were confident that the Justice Department "can and will protect the public interest, if there is evidence of any antitrust violations by any of the parties to that action, or any other persons involved in the music field."

Keating's additional view noted that Justice has "on many occasions since 1940 looked into such matters. There is no evidence before this Subcommittee that the Department of Justice has been remiss in the performance of their duties."

The Celler (D., N. Y.) Anti-Trust Subcommittee report's chapter on "Activities of broadcasters in music" begins with the premise that "a musical composition has practically no chance of becoming popular and financially successful unless it is played on radio or TV. Therefore, broadcasters not only have the power to control the popularity of a song, but also to exercise dominance over the entire music market." It was on this basis that the report focused its attention on the "sharp impact" of Broadcast Music, Inc.

The body of the report contains most of the evidence taken from the hearings, relative to BMI activities from 1940 to 1950. It also kept the earlier document's run-downs of The Billboard Honor Roll of Hits, showing that BMI had only one tune on the Honor Roll for all of 1948, to ASCAP's 519, in contrast to peak year when BMI had 291 top hits to ASCAP's 233 on The Billboard Honor Roll.

The report feels this illustrates the fact that altho ASCAP tunes make up 80 per cent of tunes broadcast, as against BMI's 20 per

cent, a breakdown would show that ASCAP has more old "standards" broadcast, while BMI has more new tunes on the air. In this connection, the report also states that a breakdown for "appropriate comparison with BMI recordings" in the new versus standards area would also be "meaningful."

A good deal of space is given to a contrast between the competitive position of ASCAP and BMI as a result of the widely differing consent decrees under which they operate. The report says ASCAP's decree is far tougher and more prohibitive as against BMI's "far less restrictive" decree.

ASCAP's handicaps are tallied not only in the decree area, but because it operates as a "Society" while BMI is a "Corporation." ASCAP's "limited scope of activity means that it cannot publish anything, record any compositions, own any copyrights, try to exploit or publish any work in its repertory to the exclusion of others. It cannot publish the BMI-type "pin-up sheet" the report notes. Nor can it "spend large sums of money" on services to broadcasters, or "subsidize" people in the music world—the report accuses BMI of both of these activities, based on hearings testimony, including the Otto Harback affidavit, which BMI spokesmen claim was no sound basis for accusations.

The report, like the original staff memo, takes BMI to task for having been helped off the ground by networks, and for having 25.6 per cent of its stock owned by nets alone. It also repeats charges of "rebating" by BMI to broadcasters, referring to the maximum-minimum sliding scale of payments

which BMI claims are in lieu of dividends to its broadcast stockholders.

Topics which speak for themselves, held over from the original staff memo, include: "All tendency of broadcasters to favor BMI music"; "services to broadcasters"; "relationship between BMI-licensed music and recording companies affiliates with networks"; "BMI as an instrument of the broadcasting companies"; and "alleged inducement" (to writers and publishers to leave ASCAP and hook up with BMI).

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Most From Promotion \$\$\$

• Continued from page 29

disk jockeys to see what they've been playing. The results are tabulated on Saturday night, and Al doesn't go home until the stencil is cut for the mimeographed copies of the list.

The 50 top tunes are mimeographed on a legal-size (8 1/2 by 14-inch) sheet of colored paper. At the top of the sheet, Al points out that his shop is open every night and that there is free parking next door. A short paragraph tells how the list is compiled and explains that it "gives you the accurate, vital information you need when making your record purchases." "Don't take unnecessary chances," it says, "check Al Schreiber's Top 50 before you buy."

At the bottom of the sheet, in large letters over the store name and address, is an afterthought. "Thousands of other titles carried in stock," reads the copy. "The ones listed above are just the most popular ones."

Circulated Two Ways

There's always a stack of Al Schreiber's Top 50 on his counter. Folded in four, they make a nice-sized stuffer for the record bags. Every five weeks, the current copy of the Top 50 is mailed to a carefully tended mailing list. Again, the sheet is folded in four and bulk mailed for only 1 1/2 cents apiece. This is the most

expensive aspect of the whole operation. The price per sheet of mimeographing is negligible—a fraction of a penny. Paper, too, is an inexpensive stock which costs very little when bought in quantity.

Al Schreiber's mailing list is compiled from the customers who call at his store. Currently, however, he is exploring a new method of adding active names. When business is slow in the store, his assistant goes out into the neighborhood and copies names from both residences and businesses. Slowly, one block at a time, Al Schreiber is building a list of names of everyone within a 10-block radius of his location. He plans to hit all the names on the list with a regular mailing, and then see what happens.

Developing this type of promotion is not the easiest thing in the world. It's painstaking and it isn't very exciting, but Al Schreiber believes it's good business. And the results will probably bear out his belief.

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• C&W Best Sellers in Stores

For survey week ending June 5

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. WHITE SPORT COAT (BMI)—Marty Robbins	2	9
Grown-Up Tears (BMI)—Col 40864		
2. FOUR WALLS (BMI)—Jim Reeves	3	7
I Know and You Know (BMI)—Vic 20-6874		
3. GONE (BMI)—Ferlin Husky	1	17
Missing Persons (BMI)—Cap 3628		
4. GONNA FIND ME A BLUEBIRD (BMI)—		
Marvin Rainwater.....	6	7
So You Think You've Got Troubles (BMI)—M-G-M 12412		
5. ALL SHOOK UP (BMI)—Elvis Presley	4	10
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
6. HONKY TONK SONG (BMI)—Webb Pierce	5	12
SOME DAY (BMI)—Dec 30255		
7. FRAULEIN (BMI)—Bobby Helms	7	11
Heartsick Feeling (BMI)—Dec 30194		
8. BYE BYE LOVE (BMI)—Webb Pierce	9	2
MISSING YOU (BMI)—Dec 30321		
9. BYE BYE LOVE (BMI)—Everly Brothers	11	4
I Wonder If I Care as Much (BMI)—Cadence 1315		
10. WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline ..	8	16
Poor Man's Roses (ASCAP)—Dec 30221		
11. NEXT IN LINE (BMI)—Johnny Cash	12	3
Don't Make Me Go (BMI)—Sun 266		
12. FALLEN STAR (BMI)—Jimmy Newman	15	2
I Can't Go On This Way (BMI)—Dot 1289		
13. TRAIN OF LOVE (BMI)—Johnny Cash	—	25
THERE YOU GO (BMI)—Sun 258		
14. TOO MUCH WATER (BMI)—George Jones	—	1
I've Got to Go Cry (BMI)—Mercury 71096		
15. THREE WAYS (BMI)—Kitty Wells	15	2
A Change of Heart (BMI)—Dec 30288		

• Most Played C&W in Juke Boxes

For survey week ending June 5

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. WHITE SPORT COAT (BMI)—Marty Robbins	1	9
Grown-Up Tears (BMI)—Col 40864		
2. GONE (BMI)—Ferlin Husky	2	15
Missing Persons (BMI)—Cap 3628		
3. ALL SHOOK UP (BMI)—Elvis Presley	4	9
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
4. FOUR WALLS (BMI)—Jim Reeves	3	6
I Know and You Know (BMI)—Vic 20-6874		
5. GONNA FIND ME A BLUEBIRD (BMI)—		
Marvin Rainwater.....	5	10
So You Think You've Got Troubles (BMI)—M-G-M 12412		
6. HONKY TONK SONG (BMI)—Webb Pierce	6	10
SOME DAY (BMI)—Dec 30255		
7. FRAULEIN (BMI)—Bobby Helms	7	4
Heartsick Feeling (BMI)—Dec 30194		
8. FALLEN STAR (BMI)—Jimmy Newman	—	1
I Can't Go On This Way (BMI)—Dot 1289		
9. TOO MUCH WATER (BMI)—George Jones	9	2
I've Got to Go Cry (BMI)—Mercury 71096		
10. WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline ..	8	11
Poor Man's Roses (ASCAP)—Dec 30221		

• Most Played C&W by Jockeys

For survey week ending June 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. FOUR WALLS—Jim Reeves	2	7
Vic 20-6174—BMI		
2. WHITE SPORT COAT—Marty Robbins	1	9
Col 40864—BMI		
3. GONE—Ferlin Husky	3	16
Cap 3628—BMI		
4. GONNA FIND ME A BLUEBIRD—		
Marvin Rainwater.....	4	10
M-G-M 12412—BMI		
5. ALL SHOOK UP—Elvis Presley	5	10
Vic 20-6870—BMI		
6. HONKY TONK SONG—Webb Pierce	6	12
Dec 30255—BMI		
7. BYE BYE LOVE—Everly Brothers	7	5
Cadence 1315—BMI		
8. FRAULEIN—Bobby Helms	9	9
Dec 30194—BMI		
9. FALLEN STAR—Jimmy Newman	8	4
Dot 1289—BMI		
10. NEXT IN LINE—Johnny Cash	13	3
Sun 266—BMI		
11. WALKIN' AFTER MIDNIGHT—Patsy Cline	11	14
Dec 30221—BMI		
12. FIRST DATE, FIRST KISS, FIRST LOVE—		
Sonny James.....	10	8
Cap 3674—BMI		
12. GONNA FIND ME A BLUEBIRD (BMI)—		
Eddy Arnold.....	—	2
Vic 20-6905—BMI		
14. MISSING YOU (BMI)—Webb Pierce	—	3
Dec 30321—BMI		
14. POOR MAN'S ROSES (BMI)—Patsy Cline	—	14
Dec 30221—BMI		
14. DARK MOON (BMI)—Bonnie Guitar	—	1
Dot 15550—BMI		
14. I'LL BE THERE (BMI)—Ray Price	—	1
Col 40889—BMI		

This Week's C&W Best Buys

THE FIRST ONE TO LOVE YOU (Acuff-Rose, BMI)
PLENTY OF EVERYTHING BUT YOU (Acuff-Rose, BMI)—Ira and Charley Louvin—Capitol 3715—The brothers, who seldom miss, have another two-sided hit. All of the top country markets report strong sales. Other centers that list top sales include Chicago, Milwaukee, St. Louis, Baltimore and Philadelphia. Both sides are previous Billboard "Spotlight" picks.

Review Spotlight on . . . C&W RECORDS

ELVIS PRESLEY
 (Let Me Be Your) Teddy Bear (Gladys, ASCAP)
 Loving You (Presley, BMI)—RCA Victor 7000—See review in Pop Spotlight section.

SONNY JAMES
 Dear Love (Central Songs, BMI)
 Lovesick Blues (Mills, ASCAP)—Capitol 3734—See review in Pop Spotlight section.

(COUSIN) HERB HANSON
 Up the Path and in My Door (Lu-Tal, BMI)—Tally 108—Henson presents a very amusing vocal on a honky-tonkish novelty with instrumental effects to describe the itinerary in the title. The side should provide listeners of country jocks with many chuckles. Flip, "Up Yaander," is a piano instrumental relative of "Down Yonder" that also rates attention. (Lu-Tal, BMI).

Reviews of New C&W Records

DON GIBSON
 Sittin' Here Cryin'85
 RCA VICTOR 6942—Unusual material—a clipped-phrase chant intoned against fast, shuffling guitars. Has a sound and a beat and could stir some action. (Acuff-Rose, BMI)

Everything Turns Out for the Best65
 Gibson gives this weeper, clefted by him, a robust traditional-styled warble. Well-made disk, but lacking prime appeal for current market. (Acuff-Rose, BMI)

CLIFF JOHNSON
 King of a Honky Tonk Heaven82
 COLUMBIA 40935—Title, message and Johnson's poignant mood make this a strong bet for action, despite the artist's newness. (Golden West, BMI)

Just a Memory of You78
 A classy, imaginatively produced side that could satisfy traditional country fans as well as those who dig the new sounds. Johnson is a warbler and clefter of quality. (Blackwood, BMI)

LEFTY FRIZZELL & JOHNNY BOND
 Sick, Sober and Sorry79
 COLUMBIA 40934—The two veteran artists team for a flavorsome honky-tonker. This hominy bit could register with the juke patrons. The refrain is a natural for barflies. (Red River, BMI)

Lover By Appointment78
 A hunk of bitter truth penned by Frizzell, deals with a simple country boy who couldn't dig the city woman's ways. Intriguing and spin-worthy. (Hill & Range, BMI)

THE WESTERNAIRES ORK
 Walking Alone in a Crowd79
 DECCA 30351—A strong bit of chanting on a better than average song idea. Curly Williams carries the load here with femme help by June Spaulding. Melody, lyric and delivery combine to make it a strong entry. This can gather some loot. (Ridgeway, BMI)

Sweet Talk76
 Curly Williams and Ralph Hanzel offer the vocal job on this strongly folksy song. Rhythm has a calypso-folk flavor. Many-versed love story has an appeal which could grab some juke and jock action. (Champion, BMI)

DON GIBSON
 It Happens Everytime77
 M-G-M 12494—Gibson wails with sock emotional impact on a moving Melvin Endsley weeper. A strong side of the old c.&w. school. (Acuff-Rose, BMI)

I Ain't A-Studying You, Baby75
 Gibson sells an unusual Deep-South blues with intensity, showmanship and a sense of humor. (Acuff-Rose, BMI)

THE BERRY KIDS
 You're My Teen-Age Baby76
 M-G-M 12496—Youthful duo sings an agreeable brand of rockabilly on a rockin' rhythm tune with a catchy beat. Commercial wax for both pop and c.&w. market. (Acuff-Rose, BMI)

Rootie Tootie74
 Another good rockabilly side with beat-wise vocalizing by the team. Same comment on spin potential, altho flip is shade stronger. (Milene, ASCAP)

JIMMY SWAN
 Good and Lonesome74
 M-G-M 12495—Plaintive weeper is sung with heart and sincerity by the country warbler. With proper exposure this could do well with buyers who favor the old-time c.&w. style. (Acuff-Rose, BMI)

Lonesome Man72
 Same comment. (Acuff-Rose, BMI)

HAL GOODSON
 Later, Baby73
 SOLO 108—Talented rockabilly vocal wrapup on a catchy rhythm team. If Solo has any distribution at all this one should pull spins. (T-C, BMI)

Who's Gonna Be the Next One, Honey72
 Show-wise reading on an effective up-tempo tune with good lyrics. Same comment on spin chances. (T-C, BMI)

RUSTY WELLINGTON
 I Ain't A-Movin' On No More73
 ARCADE 144—Very interesting side. Material has a true American touch, with homey lyrics and a rollicking bit and the flavor of Jimmy Rodgers. Wellington merits good exposure. (Valley Brook, ASCAP)

Convict and the Rose68
 A weeper, as indicated by the title. There's a Tex-Mex sound to the string arrangement of this side. Wellington sings it well, with a bit of yodelling. Sounds a bit old fashioned, but may find regional favor. (Shapiro-Bernstein, ASCAP)

BILL CLIFTON & DIXIE MOUNTAIN BOYS
 Little White Washed Chimney72
 MERCURY 14965—There's a bright hoedown flavor to the pluckin' and fiddlin' on this mountain folk-type tune. Chanting has quality, too, for the traditional hill trade, altho broader appeal isn't here. (Starrite, BMI)

Pal of Yesterday67
 Old-fashioned weeper, but at a brisk pace, with some brother harmony. For the back-country. (Starrite, BMI)

HARLAN HOWARD
 Fun on the Free-Way72
 TALLY 107—The artist sounds like a less nervous Norvus. The medium paced novelty is gimmicked with the sounds of screeching cars on the highway. Side should get play from country jocks. (Lu-Tal, BMI)

A Guy Named Joe64
 Nice vocal on an off-beat narrative that tells of a debt unpaid by "A Guy Named Joe." Flip is stronger side. (Lu-Tal, BMI)

JEFF STONE
 The Clown70
 SARG 151—A weeper, but this one has an interesting lyric treatment. Stone sings it with a mournful quality quite suitable to the song. (Chs, BMI)

Everybody Rock68
 Country blues, with typical rockabilly sound. Stone's vocal is okay. (Chs, BMI)

CLIFF CROFFORD
 Teenage Tears70
 TALLY 109—Pretty ballad with light shuffle rhythm backing can appeal to teens. Side has potential in pop markets, too, and could attract coin, if plugged. (Lu-Tal, BMI)

A Night for Love67
 Fine selling of a rockabilly that features some nice guitar work. Side can also go well, if pushed. Pop possibilities here, too. (Lu-Tal, BMI)

DON HESS
 Pan American68
 KEN 23—Train song, clefted by the late Hank Williams, is related to "Wabash Cannonball," and lends itself to a touch of rockabilly. (Acuff-Rose, BMI)

I'm Getting Nowhere With You68
 Warbler, despite poor sounding disk,

C&W Territorial Best Sellers

For survey week ending June 5

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. White Sport Coat, Marty Robbins, Col.
3. Four Walls, Jim Reeves, Vic.
4. Some Day, Webb Pierce, Dec.
5. Fallen Star, Jimmy Newman, Dot

Charlotte

1. All Shook Up, Elvis Presley, Vic.
2. Four Walls, Jim Reeves, Vic.
3. White Sport Coat, Marty Robbins, Col.
4. Bye Bye Love, Everly Brothers, Cdc.
5. There You Go, Johnny Cash, Sun

Dallas-Fort Worth

1. Bye Bye Love, Webb Pierce, Dec.
2. All Shook Up, Elvis Presley, Vic.
3. Fraulein, Bobby Helms, Dec.
4. White Sport Coat, Marty Robbins, Col.
5. Four Walls, Jim Reeves, Vic.
6. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
7. Too Much Water, George Jones, Mer.
8. Fallen Star, Jimmy Newman, Dot
9. I'll Be There, Ray Price, Col.
10. Gone, Ferlin Husky, Cap.

Houston

1. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
2. Bye Bye Love, Webb Pierce, Dec.
3. Too Much Water, George Jones, Mer.
4. White Sport Coat, Marty Robbins, Col.
5. Fraulein, Bobby Helms, Dec.
6. Gone, Ferlin Husky, Cap.
7. All Shook Up, Elvis Presley, Vic.
8. Four Walls, Jim Reeves, Vic.
9. Next in Line, Johnny Cash, Sun
10. Gentle Love, Charlie Walker, Mer.

Memphis

1. So Long, I'm Gone, Warren Smith, Sun
2. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
3. White Sport Coat, Marty Robbins, Col.
4. Whole Lotta Shakin' Going On Jerry Lee Lewis, Sun
5. All Shook Up, Elvis Presley, Vic.
6. Fallen Star, Jimmy Newman, Dot
7. Gentle Love, Charlie Walker, Mer.
8. Gone, Ferlin Husky, Cap.
9. Too Much Water, George Jones, Mer.
10. Fraulein, Bobby Helms, Dec.

Nashville

1. Bye Bye Love, Everly Brothers, Cdc.
2. Four Walls, Jim Reeves, Vic.
3. White Sport Coat, Marty Robbins, Col.
4. Fallen Star, Jimmy Newman, Dot
5. Is It Wrong? Warner Mack, Dec
6. Mister Love Ernest Tubb and Wilburn Brothers, Dec.
7. Fraulein, Bobby Helms, Dec.

Richmond, Va.

1. Bye Bye Love, Everly Brothers, Cdc.
2. Four Walls, Jim Reeves, Vic.
3. Gone, Ferlin Husky, Cap.
4. White Sport Coat, Marty Robbins, Col.
5. Don't Laugh, Louvin Brothers, Cap.

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.

gets across considerable flavor and country beat in this brisk lament. With full promotion, this could do okay. (Advance, ASCAP)

BOBBY JOHN
 Put It Right Back68
 RCA VICTOR 6944—The big Belgian warbler sings in English on a folk-style waltz tune, and gets a strong emotional quality. He also whistles to pleasantly strumming accompaniment. Some country potential. (Tanaka, BMI)

Yodel-ee Yodel-ay66
 Virtuoso yodelling on this bright Swiss-type polka. Hard to see where the market would be for this in the States, except among yodel fans. (Zodiac, BMI)

CHARLIE MONROE
 I'm Weary of Heartaches68
 DECCA 30307—He's on the lonesome road and he's thinking of her back home. Monroe gives the three-quarter time tune the benefit of a spirited reading but tune itself lacks spin power. (Champion, BMI)

Weep and Cry65
 Monroe comes up with a nicely chanted duty in a moderate rhythm pacing. Material less than imposing however. (Cedarwood, BMI)

(Continued on page 61)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Pee Wee King emcees the "Old Dominion Barn Dance" on WRVA, Richmond, Va., Saturday (15). Meanwhile King is prepping his unit for a season of pairs booked by CAC-Hamid. He'll use the Andy Doll band and guests on the fair trek. . . . Jim Reeves' itinerary for the remainder of June stacks up as follows: Duncan, Ariz., June 14; Montrose, Colo., 15; Grand Junction, Colo., 17; San Antonio 19; Austin, Tex., 20; Oklahoma City 21-22; St. Louis 23; "Grand Ole Opry," Nashville 29. . . . An "Ozark Jubilee" unit, highlighting Smiley Burnette, Billy Walker, Libby Horne, the Tall Timber Boys, Marvin Rainwater, Suzi Arden, Uncle Cyp and Aunt Sap, Slim Wilson and Goo-Goo Rutledge, pulled a meager 1,000 paid at Cincinnati Garden Cincinnati, Friday night, May 31, with reserves scaled from \$1.50-\$2.50 and general admission 90 cents for adults and 50 cents for kids.

The Jim Denny Artist Bureau, Nashville, has taken over the handling of Johnny and Jack and Kitty Wells. The Denny office also has booked the following artists for the "Jimmy Dean Show," heard each morning, Monday thru Friday, over the CBS-TV network via WTOP, Washington: Steve Schulte, week of June 17; the Porter Wagoner Trio, week of July 1, and George Morgan and Anita Carter, week of July 15. June 9 Denny had Webb Pierce, the Duke of Paducah, George Morgan, Anita Carter and Patsy Cline in Norfolk, Va., to be followed the next day by a package featuring Ferlin Husky, Minnie Pearl, Porter Wagoner, Benny Martin and Mel Tillis.

While in Hollywood recently for a two-day guest shot on "Town Hall Party," Texas Bill Strength was called in on a session that may net him a movie shot soon. Bill's newest on the Capitol label is "Six Fools," aimed at both the pop and country trade. Deejays may obtain a copy by writing to him at his record shop, 1003 Marquette, Minneapolis. . . . Bob Cone, of the John Kelly office, Nashville, has taken on the personal management of Stonewall Jackson, "Grand Ole Opry" regular, whose first Columbia platter, recently released, is "Don't Be Angry," b.w. "Knock Off Your Naggin'." Deejay samples are available by writing to Cone at 319 Seventh Avenue, North, Nashville.

Hank Snow kicks off an extended Canadian tour at Memorial Gardens, Sault Ste. Marie, Ont., July 8. Trek winds up in Newfoundland August 1. Included in the package besides Snow and His Rainbow Ranch Boys, will be Wilma Lee and Stoney Cooper and the Clinch Mountain Clan, Carol Lee Cooper, Mother Maybelle Carter, Cowboy Copas, Jimmie Rodgers Snow and comedian Sleepy McDaniel. Mrs. Snow will accompany her husband on the trip. Hank did a session for RKO Victor in Nashville recently, cutting four sides with the Anita Kerr Singers. He emcees the Prince Albert portion of "Grand Ole Opry" over the NBC radio network Saturday (15).

Tillman Franks, personal manager to Columbia Records' Johnny Horton, reports that the latter will play Amvets Park, Granite City, Ill., June 23, with Johnny Rion and Jim Reeves, and is booked six days, along with Marty Robbins and Lee

Emerson, at the Casino Theater, Toronto, beginning July 11. . . . Bob Martin's Trio, a newly formed combo, are playing six nights a week at Guy's Dude Ranch, San Antonio. . . . Spud Goodale and Curly Williams are furnishing the music and vocals for the weekly shindigs at John Floore's Country Store in Helotes, Tex. . . . Charles Wright, Dallas agent, is holding weekly auditions for new talent and new songs at 5513 1/2 East Grand in that city. Much of the talent auditioned is presented on "Country Picnic," new TV show seen each Sunday at 12:30 p.m. over KRLD-TV, Dallas. Joe Bill and Jimmy Fields, of the "Country Picnic" show, are present at the Wednesday night auditions with their hand to aid in the auditions and the selection of the promising tunes.

Gabe Tucker has just inked Bobby Helms to a long-term personal-management pact and presently has him set on an extended string of personals, after which he does a guest shot on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network. Helms is heard on the Decca label. Gabe has his own "Gabe Tucker Show" on KRCT, Houston, 9-11 a.m., Monday thru Saturday, sponsored by the Hub Clothing Company. . . . Melvin Endsley, Homer and Jethro, Hank Snow, Jim Reeves and 12-year-old Libby Horne, who has been appearing on "Ozark Jubilee" cut a session for RCA Victor in Nashville last week, with "Grand Ole Opry's" Chet Atkins supervising. Steve Sholes, manager specialty artist and repertoire for RCA Victor, was in from New York for the deal.

Leon McAuliffe and His Cimarron Boys are slated for a return engagement on "Town Hall Party," Compton, Calif., June 15-18. (Continued on page 61)

Al Conte Quartet
 12" Long Play
"MISTER PIANO—MISTER BANJO"
 VIP-2001

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 157 West 57th St., NYC

SHE'S GREAT!
BARRELHOUSE BESSIE
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MERRIL MOORE
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Billboard Pick!
HOP, SKIP AND JUMP
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YOUNG HEART
 The COLLINS KIDS
 Larry & Lorie
 Col. 40921
VIDOR Publications
 5927 Sunset Blvd.
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HAVE A HOT ONE!
Shirley & Lee
ROCK ALL NIGHT
 b/w
DON'T YOU KNOW I LOVE YOU
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"I GOTTA GO"
 b/w "I'LL CRY FOR YOU"
 Peacock #1674
(This number was listed incorrectly in our big MOA issue ad. Correct number is 1674)

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MUSIC CITY RECORDS
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Ops! Dealers! DeeJays! Watch This One GROW!
 Vee Jay #246
"EVERYONE'S LAUGHING"
 The Spaniels
VEE-JAY Records, Inc.
 2129 S. Michigan Ave. Chicago
 Phone: CAIumet 5-6141

R&B Territorial Best Sellers

For survey week ending June 5

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. Searchin', Coasters, Atco
 3. Just to Hold My Hand, Clyde McPhatter, Atl.
 4. C. C. Rider, Chuck Willis, Atl.
 5. Young Blood, Coasters, Atco
 6. Jenny, Jenny, Little Richard, Spe.
 7. Little Darlin', Diamonds, Mer.
 8. Let the Four Winds Blow, Roy Brown, Imp.

- Charlotte**
1. Searchin', Coasters, Atco
 2. C. C. Rider, Chuck Willis, Atl.
 3. Valley of Tears, Fats Domino, Imp.
 4. Just to Hold My Hand, Clyde McPhatter, Atl.
 5. I'm Walkin', Ricky Nelson, Vrv.

- Chicago**
1. So Rare, Jimmy Dorsey, Fty.
 2. It Hurts to Be in Love, Annie Laurie, Del.
 3. All Shook Up, Elvis Presley, Vic.
 4. Next Time You See Me, Little Jr. Parker, Duk.
 5. School Day, Chuck Berry, Chs.

- Cincinnati**
1. My Dream, Platters, Mer.
 2. Everyone's Laughing, Spaniels, VJ.
 3. All Shook Up, Elvis Presley, Vic.
 4. C. C. Rider, Chuck Willis, Atl.
 5. Jim Dandy Got Married, LaVerne Baker, Atl.

- Detroit**
1. School Day, Chuck Berry, Chs.
 2. Love's a Hurting Game, Ivory Joe Hunter, Atl.
 3. All Shook Up, Elvis Presley, Vic.
 4. Young Blood, Coasters, Atco
 5. Rosie Lee, Mello Tones, Gee

- Los Angeles**
1. All Shook Up, Elvis Presley, Vic.
 2. School Day, Chuck Berry, Chs.
 3. Come Go With Me, Del Vikings, Dot
 4. Johnny's House Party, John Heartsman, Mcy.

5. Over the Mountain, Johnnie & Joe, J & S
6. Little Darlin', Diamonds, Mer.
7. So Rare, Jimmy Dorsey, Fty.
8. It Hurts to Be in Love, Annie Laurie, Del.
9. My Dream, Platters, Mer.
10. Valley of Tears, Fats Domino, Imp.

- New Orleans**
1. Valley of Tears, Fats Domino, Imp.
 2. C. C. Rider, Chuck Willis, Atl.
 3. What Can I Do? Donnie Elbert, Del.
 4. All Shook Up, Elvis Presley, Vic.
 5. Over the Mountain, Johnnie & Joe, J & S

- New York**
1. My Dream, Platters, Mer.
 2. School Day, Chuck Berry, Chs.
 3. C. C. Rider, Chuck Willis, Atl.
 4. Blue Monday, Fats Domino, Imp.
 5. Just to Hold My Hand, Clyde McPhatter, Atl.

- Philadelphia**
1. C. C. Rider, Chuck Willis, Atl.
 2. What Can I Do? Donnie Elbert, Del.
 3. Over the Mountain, Johnnie & Joe, J & S
 4. Next Time You See Me, Little Jr. Parker, Duk.
 5. All Shook Up, Elvis Presley, Vic.
 6. Valley of Tears, Fats Domino, Imp.

- St. Louis**
1. School Day, Chuck Berry, Chs.
 2. Young Blood, Coasters, Atco
 3. Sun Is Shining, Jim Reed, VJ
 4. Valley of Tears, Fats Domino, Imp.
 5. I Wanna Get Married, B. B. King, RPM.
 6. All Shook Up, Elvis Presley, Vic.

- Washington, D. C.**
1. Young Blood, Coasters, Atco
 2. Bye, Bye Love, Everly Bros., Cdc.
 3. Searchin', Coasters, Atco
 4. Just to Hold My Hand, Clyde McPhatter, Atl.
 5. C. C. Rider, Chuck Willis, Atl.
 6. All Shook Up, Elvis Presley, Vic.
 7. Over the Mountain, Johnnie & Joe, J & S
 8. Valley of Tears, Fats Domino, Imp.

ON THE BEAT

Continued from page 22

Fats Domino appeared on the Perry Como TVer Saturday (25). Domino has just been set for another 12-week road tour starting next September for Irving Feld's Super-Attractions.

Following Alan Freed's recent well-received rock and roll TV airing, another entry may soon be on screens, if plans being shaped up by Shaw Artists pan out. The outfit reports encouraging reaction from a potential sponsor for a weekly filmed TV series, to run initially for 13 or 26 weeks. The show would feature at least eight different acts which would be rotated week to week. No network has been named officially and no target date has yet been set to hit the air. At the moment, various formats are under discussion and several potential emcees are being considered.

Savoy Records has come thru with news of two new pactings. Libby Dean, a new pop chick and "The Wailer," an r.&b. cat, will shortly be out with their first releases. The diskery's prexy, Herman Lubinsky, also reports hot up-

coming disks by Nappy Brown and Little Esther, with the Jive Bombers now set for a July release. Lubinsky, in his usual colorful terms said he had returned last week from "the Roman holiday in the market place," (the lobby of the Morrison Hotel) where the MOA Convention took place. Lubinsky deplored what he described as "the various spectaculars," at these conventions, adding, "Who are they trying to impress." . . . Glory Records has signed a new r.&b. couple act in Maymie and Robert. Initial sides are "Ain't No Way in the World," and "Parting Tears." Phil Rose, mahoff of the label, points out the difficulty of springing a national hit today. He's holding up on volume of releases while continuing to ride with recent sides by the Tarriers and Vince Martin, pointing to the phenomenon of Johnny Mathis' "Wonderful Wonderful," as justification for staying with a side on the long pull. The latter disk made the charts last week six months after its release.

Baton Records has bought the master of two sides by Tony Reynolds, former house singer at New York's Copacabana. Sides are "When They Danced the Tarentella," and "King of the Stars," a rock and roll ballad. Disk features the Ray Charles Singers and a 25 piece band. Sy Oliver did the arrangements. . . . Bill Doggett embarked on a long one-nighter trek starting at Newport News last Wednesday (22). Tour continues thru July 16.

R&B Best Sellers in Stores

For survey week ending June 5

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)—Coasters	11	5
YOUNG BLOOD (BMI)—Atco 6087		
2. SCHOOL DAY (BMI)—Chuck Berry	2	10
Deep Feeling (BMI)—Chess 1653		
3. ALL SHOOK UP (BMI)—Elvis Presley	3	10
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
4. C. C. RIDER (BMI)—Chuck Willis	4	9
Ease the Pain (BMI)—Atlantic 1130		
5. COME GO WITH ME (BMI)—Del Vikings	5	14
How Can I Find Love? (BMI)—Dot 15538		
6. VALLEY OF TEARS (BMI)—Fats Domino	8	3
IT'S YOU I LOVE (BMI)—Imperial 5442		
7. LITTLE DARLIN' (BMI)—Diamonds	7	13
Faithful and True (BMI)—Mercury 71060		
7. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	6	4
My Baby's Gone, On On (BMI)—Chess 1654		
9. JUST TO HOLD MY HAND (BMI)—Clyde MacPhatter	9	7
No Matter What (ASCAP)—Atlantic 1133		
10. NEXT TIME YOU SEE ME (BMI)—Little Jr. Parker	12	14
My Dolly Bee—Duke 164		
11. MY DREAM (ASCAP)—Platters		1
I Wanna (BMI)—Mercury 71093		
12. SO RARE (ASCAP)—Jimmy Dorsey	11	3
Sophisticated Swing (ASCAP)—Fraternity 755		
13. JOHNNY'S HOUSE PARTY —Johnny Heartsman		1
Part No. 2—Music City 807		
13. BYE BYE LOVE (BMI)—Everly Brothers		1
I Wonder If I Care as Much (BMI)—Cadence 1315		
15. WHAT CAN I DO (BMI)—Donnie Elbert	14	2
Hear My Plea (BMI)—Deluxe 6125		

Most Played R&B in Juke Boxes

For survey week ending June 5

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)—Coasters	2	6
YOUNG BLOOD (BMI)—Atco 6087		
2. C. C. RIDER (BMI)—Chuck Willis	6	9
Ease the Pain (BMI)—Atlantic 1130		
3. COME GO WITH ME (BMI)—Del Vikings	4	12
How Can I Find Love? (BMI)—Dot 15538		
4. SCHOOL DAY (BMI)—Chuck Berry	3	9
Deep Feeling (BMI)—Chess 1653		
5. VALLEY OF TEARS (BMI)—Fats Domino	7	4
IT'S YOU I LOVE (BMI)—Imperial 5442		
6. ALL SHOOK UP (BMI)—Elvis Presley	1	8
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
7. LITTLE DARLIN' (BMI)—Diamonds	5	10
Faithful and True (BMI)—Mercury 71060		
7. JUST TO HOLD MY HAND (BMI)—Clyde McPhatter		1
No Matter What (ASCAP)—Atlantic 1133		
9. LUCILLE (BMI)—Little Richard	8	13
SEND ME SOME LOVIN' (BMI)—Specialty 598		
10. EMPTY ARMS (BMI)—Ivory Joe Hunter		7
LOVE'S A HURTING GAME (BMI)—Atlantic 1128		

Most Played R&B by Jockeys

For survey week ending June 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. SCHOOL DAY—Chuck Berry	1	10
Chess 1653—BMI		
2. C. C. RIDER—Chuck Willis	2	7
Atlantic 1130—BMI		
3. VALLEY OF TEARS—Fats Domino	3	3
Imperial 5442—BMI		
4. ALL SHOOK UP—Elvis Presley	4	10
Vic 20-6870—BMI		
5. COME GO WITH ME—Del Vikings	8	11
Dot 15538—BMI		
6. OVER THE MOUNTAIN—Johnnie & Joe		3
Chess 1654—BMI		
7. SEARCHIN'—Coasters	7	3
Atco 6087—BMI		
8. YOUNG BLOOD—Coasters	6	6
Atco 6987—BMI		
9. I'M WALKIN'—Fats Domino	9	14
Imperial 5428—BMI		
9. JUST TO HOLD MY HAND—Clyde McPhatter	12	4
Atlantic 1133—BMI		
11. JIM DANDY GOT MARRIED—Lavern Baker	14	3
Atlantic 577—BMI		
11. SEND ME SOME LOVIN'—Little Richard		9
Specialty 598—BMI		
13. NEXT TIME YOU SEE ME—Little Jr. Parker		5
Duke 164—BMI		
13. MY DREAM—Platters		4
Mercury 71093—BMI		
13. SUSIE Q—Dale Hawkins		1
Checker 863—BMI		

This Week's R&B Best Buys

DING DONG (Lynbeth, BMI)—Bill Doggett—King 5058—Recent disks by the artist have come close, but the sales strength of his current platter indicates that this one will make it. Buffalo, St. Louis, Durham, New York, Chicago, Philadelphia and the Southern markets all report that the record is moving strongly. Flip is "Cling to Me" (Jay & Cee, BMI).

Review Spotlight on . . .

R&B RECORDS

JOE TURNER

Love Roller Coaster (Tiger, BMI) World of Trouble (Valleybrook, BMI) — Atlantic 1146 — "Roller Coaster" is a happy medium beat rocker that gets a strong vocal by Turner. Handling of "World of Trouble," a slow blues, based on traditional material, also shows the artist in top form. Excellent orking on both sides. Either tune is a good bet to pile up many sales.

JIMMY REED

Baby, What's on Your Mind? (Conrad, BMI) The Sun Is Shining (Conrad, BMI)—Vee Jay 248—"Baby" is a low-down blues, rendered with an appealing moaning vocal. Backing includes a funky guitar, a gutbucket drum and a "smoky" harmonica that really set the mood. "The Sun Is Shining" is a slightly faster blues with more of the same mood backing. Both sides should attract sales, especially among devotee of Southern blues.

MAYMIE AND ROBERT

Ain't No Way in the World (Anita, BMI) Parting Tears (Bryden, BMI) — Glory 260 — See review in Pop Spotlight section.

THE FIVE SATINS

To the Aisle (Angel, BMI) — Ember 1019 — The group is very attractive on pretty ballad. Rhythm backing includes a wailing alto. Side could be a repeat of their hit, "In the Still of the Night." Flip, "Wish I Had My Baby," finger-snappin' rocker that features listenable harmony and interesting vocal interplay. (Angel, BMI).

THE BOBBETTES

Mr. Lee (Progressive, BMI)—Atlantic 1144—The lead, with excellent assistance, sounds like she really misses Mr. Lee on this contagious rocker. The alto voice here is also something to hear. Flip, "Look at the Stars," is a fast calypso-blues that should go well. (Progressive, BMI).

PAUL ANKA

Diana (Pamco, BMI)—ABC-Paramount 9831—See review in Pop Spotlight section.

TWO BIG NEW RELEASES

ARE YOU SURE b/w HOB-NOB

by KID KING'S COMBO

Excello 2109

THEY CALL ME LAZY b/w GO AHEAD

by LAZY LESTER

Excello 2107

Keep an eye on THE GLADIOLA'S New Record RUN, RUN LITTLE JOE

(by Maurice Williams, the writer and composer of "LITTLE DARLIN'")

Excello 2110

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Vivienne "LOVE LETTERS IN THE SAND"

b/w

"LIGHT A CANDLE"

(Say a Prayer)

VIP-1003



RECORDS 175 West 57th St., NYC

GIVE TO DAMON RUNYON CANCER FUND

Reviews of New C&W Records

Continued from page 59

JOHNNY TYLER

If I'm to Bear the Name . . . 68 RURAL RHYTHM 510—He's throwing the words back in her teeth as he sets out on a career of honky tonking. Cute, flavoresome ditty in a traditional vein. Tyler handles lyric nicely, but sales appeal is probably limited. (Fairway, BMI) Devil on My Shoulder . . . 64 Tyler pours out a country blues which in today's blues-inspired market, figures to have a tough go. Other side has better chance. (Hill & Range, BMI)

BOBBY BOBO

Doggone, Longgone Blues . . . 68 SAGE 239—Deep, bass vocal with chorus backing on a moderate honky-tonker. With violin and piano support. Fair chances. (Four Star, BMI) Stamps . . . 62 Recitation on current craze by Bobo with brief chorus interludes on a fast novelty. Backing includes piano and violin. Country jocks might like it, altho Arthur Smith's has been out for some weeks. (Lynn, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

JOHNNIE BAILES — I Owe It to My Heart/You Make Me Live Again—Decca 30342

KEN FAIRLIE—Tonight Is Just Another Night to Cry Myself to Sleep/The Table's Turned—Event 4264

SYBIL GIANI—Highway of Life/Within These Four Walls—Esa 284

LOYAL & RONNIE—Darling How I Miss You/You Can't Hand Me That Line—Trepur 1002

JOYCE POYNTER—Chill Dippin' Baby/The Angels Know—Goldenrod 301

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.



Reviews of New R&B Records

WILBUR WHITFIELD

The One I Love . . . 80 ALADDIN 3381 — Wilbur Whitfield, with a chorus behind him, shouts this one effectively. Arrangement is reminiscent of earlier Fats Domino disks; but Whitfield has a unique quality. Nice r.&b. wax. (Aladdin, BMI) P. B. Baby . . . 78 A rock and roller, with a novelty element in the lyric. Moves along briskly, with chicks answering the questions posed by Whitfield. (Aladdin, BMI)

IRVING ASHBY ORK

Guitar Rock . . . 78 IMPERIAL 5445—A gentle rocker with an engaging melody is handed an excellent instrumental treatment, highlighted by sock guitar solo work. Great jockey and juke wax—both pop and r.&b. (Travis, BMI) Gonna Have a Good Time . . . 77 The mood of this jauntily paced old-time instrumental is exactly what the title implies. A bright, good-time platter with considerable juke appeal. (Travis, BMI)

CRAWFORD BROTHERS

Midnight Mover Groover . . . 78 ALADDIN 3375—Instrumental with a load of mood and color. Soloists shine, notably tenorman. Funky quality with modern touches. Fine for deejays. (Aladdin, BMI) Midnight Happenings . . . 76 Another solid instrumental. Drums, horn and piano are outstanding. A moody, primitive-sounding beat is very effective. For deejays. (Aladdin, BMI)

THE STROLLERS

Go Where Baby Lives . . . 71 STATES 163—Listenable vocal on a mild rocker with rhythm backing. Side also has a tenor sax solo. Fair chances. (Pamlee, BMI) In Your Dreams . . . 69 Slow ballad with a prominent drum beat is attractively styled by the lead with fine assistance by the group. Flip is slightly stronger. (Pamlee, BMI)

JIMMY ROGERS

One Kiss . . . 70 CHESS 1659—Rogers chants a swiny blues. His style is thoroly relaxed, and the backing has a Southern quality. (Ar BMI) I Can't Believe . . . 70 Another blues, but this one has a sharp rhythmic quality, and, of course, a good dash of funky color. The guitar backing is outstanding. (Arc, BMI)

THE UP-BEATS

Goodness Gracious Baby . . . 69 ZEBRA 23—Blues. Up-Beats chant it with a good feeling. Arrangement is standard, with a solid beat. (Fomark, BMI) I Would If I Could . . . 69 This side is similar to the flip, with the instrumentation a little wilder following the vocal by the group. (Fomark, BMI)

LARRY DARNELL

If You Go . . . 67 DE LUXE 6136—Tame r.&b. ballad. Has a refined sound that may hold it back, tho the vocal is delivered with quality. (Crestwood, BMI) Fing Fang Foy . . . 65 Darnell works over a very routine piece of rhythm material. Unimaginative side. (Men-Lo, BMI)

LEO BAXTER ORK

No Nights Without You . . . 66 DUKE 3020—Routine blues instrumental, with vocal. Side has good beat. (Lion, BMI) No Longer Wanted . . . 66 Similar to the flip — an adequate blues; on this side, however, ork's arrangement grows more for the last half of the disk. (Lion, BMI)

BROOKS AND BROWN

Sleeping in an Ocean of Tears . . . 66 DUKE 3032—The pair has a wildish gospel approach on this entreaty. Back-up has a distractingly jerky sound. Intriguing title may win some spins. (Lion, BMI) They Call Her Rosalie . . . 65 The boys throw what they have into a pulsing, minor-key blues tune. Pair doesn't lack for enthusiasm but the market is full of stronger blues wax. (Lion, BMI)

JIMMY McCRACKLIN

Savoy's Jump . . . 66 IRMA 107—Side has a swinging beat with a talkin' blues style vocal. Tenor sax man wails here, and the side qualifies for terpers' dimes. Both sides are listed as instrumental-but both carry vocals. (B-Flat, BMI) I'm the One . . . 63 Slow plodding blues material is a handicap to the chanter. A good cat but he needs more .o work with. (B-Flat, BMI)

THE MATADORS

Have Mercy Baby . . . 55 SUE 701—An okay, albeit unexciting

FOLK TALENT & TUNES

Continued from page 59

Combo cuts a session for Capitol in Hollywood June 17 and then works a string of dates in Arizona, Utah, Colorado and Wyoming en route back to Tulsa, Okla. . . . Billy Armstrong, Los Angeles, has joined Hank Thompson's Brazos Valley Boys to replace Curley Lewis, who leaves the band June 15 to quit the business. The Thompson crew concluded a tour of the Northwest at Bainville, Mont., Sunday (9), and repeats thru that sector opening at Cortez, Colo., July 10. . . . Webb Pierce's contribution to the modern trend in country music is "Bye, Bye, Love" on Decca.

Sherry Lee Myers, 16-year-old c.&w. singer of Batavia, Ill., recently signed as a rockabilly artist by George Goldener, president of Gone Records, New York, is now working out of the Gale Agency in the Big Town, with Irving Schacht and Paul Kallett serving as her personal managers. With the switch to a new field, Sherry's handlers have changed her name to Jackie Dee. Her initial release on the Gone label is "How Wrong I Was" b.w. "I'll Be True." Jackie is slated to open at the Uptown Theater, Philadelphia, July 3, and two weeks later will appear at the Paramount, New York, with Alan Freed's big rock 'n' roll show.

Following 10 days on the Coast for promoter Stew Carnall, Johnny Cash flew into St. Louis Sunday (9) for the opening of Johnny Rion's park at nearby Granite City, Ill. On June 12, Cash joins Carl Perkins, Jerry Lee Lewis and Onie Wheeler for a stand at the Tomato Festival at Warren, Ark., and June 15 returns to the "Grand Ole Opry" in Nashville. Bob Neal, Cash's manager, infos that deejay copies of Johnny's new release, "The Next in Line" b.w. "Don't Make Me Go," may be obtained by writing to him at 1916 Sterick Building, Memphis. . . . Carl Perkins guestars on "Big D Jamboree," Dallas, Saturday (15), with Jerry Lee Lewis set for a "Big D" appearance June 22.

The Rhythm Ramblers, comprising Louis Armentaro on steel,

performance on a routine rhythm tune. (See, BMI) Be Good to Me . . . 55 The boys warble acceptably on a so-so ballad. Nothing outstanding here. (Chico, BMI)

Oscar Bergsing on rhythm, Frank Armentaro on electric bass, Jake Jabs on take-off, are set on rodeo dates at Willsall, Mont., June 15, and Big Timber, Mont., June 22-23. . . . Jimmy Martin, a feature with the Casey Clarke show in Detroit, has a new Decca release titled "I'm the Boss of This Here House" b.w. "Dog Bite Your Hide." Deejays may obtain a copy by writing to Martin at 532 Parkview Drive, Detroit 14. Members of Jimmy's Sunny Mountain Boys combo are Johnny Dacus, fiddle and bass singer; Bill Gill, tenor singer, and J. D. Crowe, five-string banjo.

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Herb Dotten

Railroading, Showbiz in Blood

TRANSPORTATION men, as well as the public, for years were fascinated by the speed with which the Ringling-Barnum Circus train was loaded and unloaded. In transportation circles, the Ringling show was held up as a model. Significantly, the military adopted many of its methods.

Time has wrought changes. The once impressive Ringling train is no more. Now, the mighty Royal American Shows, the biggest touring carnival the world has ever known, rules the roost as the largest show on rails.

The Royal moves on 60 railroad cars in the U. S. and as many as 89 in Canada. It is not only the largest touring show but also the best staffed and the best equipped. It came by the distinction of being the largest railroad show by default, but it is well worthy of the distinction.

Its route is long, stretching all the way from its Tampa winter base to Calgary in Western Canada. Some of its jumps are big. Its schedule is tight. Speed in loading and unloading, as well as in making extremely fast moves, is of paramount importance.

What manner of man is responsible for this needed speed?

Wally Cobb, the Royal's trainmaster, comes by the job naturally.

His father was both a showman and a railroad man. He owned two motion picture theaters and as many burlesque houses in Michigan. At one time he was co-owner with the late Dick O'Brien in the O'Brien minstrel show which toured the North Central and Central States. At his death, he was general auditor for the Chicago and Milwaukee Railroad.



COBB

Doubled as Clown, Wagon Dispatcher

Wally, who is now 68, started in show business at the age of 12, working as a candy butcher in his father's theater in Escanaba Mich. His next stint was as a clown with the Hagenbeck-Wallace Circus, on which he also learned how a show moves. When not clowning, he dispatched wagons from and to the lot and the train.

In turn, he became superintendent of the sleepers, then assistant trainmaster, and finally trainmaster of the Hagenbeck-Wallace show. In 1935, at the age of 26, he shifted to the carnival field, becoming trainmaster of the Dodson World's Fair Shows, with which he stayed for seven years. In 1933 he went with the World of Mirth as trainmaster and remained with that show until 1948. Ill health kept him off the road one year. When he returned it was to the Royal American Shows, with which he remained ever since.

Winters while he was with the Dodson Show and also during the World War II years he turned to railroading as a conductor, working the Richmond and Washington and the Southern Pacific.

Cobb enthuses when he talks about the speed with which the Royal loads and unloads. On the average, it takes a little over three hours to unload; three and one-half hours to load, he says. Record for unloading was established last year at Calgary, where the full 89-car train was loaded in two hours and 55 minutes.

In Canada, the train moves in three sections; in the U. S. in two. When in three sections, the first section is made up of show-owned and system flats; the second of flats, box cars and Pullmans, and the third of Pullmans and baggage cars.

Only Carnival Train With Gas-Cut

The Royal is the only carnival with a gas-cut, with the first nine flats of the first section unloading by a gas-cut, with motorized units, such as the sanitary truck, caterpillar tractors and other tractors and mules at the end of each car pulling off all of the wagons on its particular flat.

First off is the sanitary wagon, pulling behind it the whicky (with generator for the train) wagon. All of the show's generators and light towers are moved on the first section, along with the show's bulldozer, the cats and the mules—the mechanized muscle of the show.

All of the 60 show-owned cars have steel wheels, approved U-type side frames and air brakes. All wagons have hook-ups on the back, so that one tractor can move up to four wagons at a time. All of the show-owned flats are 72 feet long.

In the U. S. the train carries 116 pieces of rolling stock (wagons, trucks, tractors, etc.). In Canada the number hits 142 pieces.

En route to Canada, the show picks up seven system box cars at Davenport, Ia., and three sleepers at Minneapolis. At Winnipeg, 19 more system-owned cars—18 of them flats, the other a box car—are added. These added flats are used to transport trucks which move in a convoy from Davenport to Winnipeg, where the show begins its railroad swing across Western Canada.

Wally has a 16-man crew which, once the train is unloaded, puts up the entrance arch and thereafter maintains the cleanliness of the midway. His assistant is Ray Miller, for eight years assistant trainmaster of the Ringling-Barnum show before he joined the Royal two years ago.

Wally's standing—like the Royal's standing—is high in the railroad business. Characteristically, Wally was tapped to assist Pat Morgan, master car-builder for the New Haven and Hartford Railroad, in laying out the first piggyback cars used in the U. S. That's the kind of tribute the Ringling Circus formerly was due and received.

Mickey Doolan Dies; Operated Chicago Rides

CHICAGO — Michael J. (Mickey) Doolan, 73, Chicago Kiddieland operator, died here early Friday, June 7, at Southtown Hospital. He had been ill for more than a year and in the hospital for several days. Funeral services will be Monday (10).

Doolan was widely known for his activities with showmen's clubs in Chicago, Hot Spring and Los Angeles. As a youngster in Chicago he sold theater programs. Later he worked in Denver and elsewhere and once worked in the Ringling circus cookhouse.

Prior to 1918, Doolan worked high pitch on carnivals. Then he began promotion of charitable events. It was then that he suggested bazaars of Catholic churches in Chicago could include rides. By 1941 he was operating 38 rides for church events. By that time he also had introduced bingo as a church attraction and this idea also expanded thruout the area.

He sold his equipment and retired in 1941 but returned to the business in 1945 as owner of Green Oaks Kiddieland, in suburban Oak Lawn, Ill. The kid spot is one of the major kiddielands in the Chicago area.

Survivors include two daughters, Kathleen and Margaret. Services will be from the Kenny Brothers Funeral Home, Chicago, Monday (10).

San Diego Cele Pacts Erik Rolf

SAN DIEGO, Calif.—Erik Rolf, announcer and actor, has been signed as narrator of "The California Story," which will be presented here from July 27 thru August 10 as a feature attraction of the Fiesta del Pacifico celebration, Wayne Dailard, producer, announced last week.

As narrator, Rolf will set the scenes and bridge the gaps in history as the outdoor musical pageant reviews the history of California.

Lucille Norman, mezzo-soprano, will star in the production, which will be presented 13 times. Meredith Willson will be the musical director, and Vladimir Rosing will direct "Story," assisted by Chris Mahan.

Balloon-Type Arena Looms as Biz Boon

• Continued from page 1

which is most intriguing is the virtual elimination of large crews of roustabouts to set up these new-type tent theaters. They are compact enough to be carted about in a station wagon, and according to size, take only one to four hours to inflate, using a ventilating blower. Three to six men can handle the entire operation. An Airhouse recently was shown on the "I've Got a Secret" TV show, carried in a suitcase and inflated while the blindfolded panelists were asking questions of moderator Garry Moore.

Circus Ops Interested

These qualities have made circus operators particularly interested, and it's understood that negotia-

Oklahoma City Cele Set for 24-Day Run

Extensive Attractions Program Includes Names, Races, Fun Zone

OKLAHOMA CITY — The Oklahoma Semi-Centennial Exposition will kick off its 24-day run here Friday (14) with an attraction-laden program of name acts, auto races and thrill shows, a midway of rides and shows and a long list of special events and contests.

Three different night grandstand shows will be presented during the 24 days. The first of these, Lou Walters' "Ziegfeld Follies" will feature Mickey Rooney and Dorothy Lamour and a cast of close to 60. "The Latin Quarter Revue" and "Folies Parisienne" will follow the Ziegfeld presentation which will be presented at 8 p.m. Monday thru Thursday and 8 and 10 p.m. Friday, Saturday and Sunday during the week of June 14-20.

Patti Page and the Four Aces will be featured June 21-23; Johnnie Ray, June 24-June 30, and the McGuire Sisters July 1-7.

Appearing in all three shows will be the Lou Walters' line of

30, and Hal McIntyre and his band will play for the entire run.

In the afternoons, Lavelly's hot rod races will take over the grandstand June 14-23; an animal circus and Earl Newberry's Trans World Daredevils will be presented June 24-30, and a rock and roll show will move in for July 1-7. Bill for the latter will include Al Hibler, George Hamilton, Professor Backwards, the Big Four Quartet, Dave Scott's orchestra and the Evening Breeze Quintet and Candy Candido.

The 20th Century Shows will provide the midway attractions for the 24 days.

Exhibit-wise, the fair will present a broad variety of things to see. Included will be a big General Motor's unit, an old-time Oklahoma town and broad representation by the oil industry.

Jim Arness

Set to Play

Ohio State Fair

COLUMBUS, O. — The Ohio State Fair, which this year has already signed Tennessee Ernie Ford to head up its list of name attractions, will also have Jim Arness, who is Matt Dillon in the TV program "Gunsmoke," and Rint-Tin-Tin, also of video note.

Arness and the dog performer will be featured in the Holmes Rodeo Company, which will do six shows the first two days of the fair, August 23-24.

Also on the bill will be Jimmy Brown and Lee Acker.

Sweeney Race Pulls 12,300 At Topeka

TOPEKA, Kan.—Al Sweeney's National Speedways beat out a threat of rain and tornado warnings at pull 12,300 to its Memorial Day 100-mile stock car race at Kansas Free Fairgrounds.

The IMCA-sanctioned even drew a sell-out crowd in the grandstand and paddock area and hundreds of standing room tickets were sold in the infield. All reserved seats were sold 24 hours in advance. The improved track, resurfaced under supervision of Maurice E. Fager, fair manager, accounted for the track record being lowered by 20 of the 22 participating drivers.

Lombardo Returns To Jones Beach

NEW YORK—Guy Lombardo is scheduled to start the second season of his "Show Boat" production at Jones Beach here on June 27 and run until Labor Day.

Show uses a floating boat as a stage for part of the performance before 8,200 seats. Lombardo stated recently that the staging costs were \$350,000 and that season's costs will be \$850,000. Last season, he said, the production netted \$40,000 despite three weeks of rain.



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'Fair Lady' Heads Dallas Show Sked

'Ice Capades', Swenson Thrillcade, Three Football Games on Program

DALLAS — "My Fair Lady," current Broadway musical hit, has been booked as the Auditorium attraction at the 1957 State Fair of Texas, October 5-20, topping a lineup of entertainment features taking shape for the exposition.

There will be 24 performances of the show during the 16-day fair. The national company of the musical will star Brian Aherne and Anne Rogers. Ticket prices will be scaled from a \$4.95 top down to \$1.65 in the 4,126-capacity house.

The "Fair Lady" booking follows the Dallas fair policy of bringing in the big shows concurrent with their Broadway runs, and is expected to have close to the potential of "South Pacific" which grossed \$394,422 at the fair in 1950. Other top shows the fair has featured in recent years have been "Guys and Dolls," "Annie Get Your Gun," "The King and I," "Pajama Game," and last year, "Damn Yankees."

"Ice Capades" again will be the attraction in the Ice Arena, with 24 performances for the 16 days. The show is booked in by Clarence Linz.

In the Grandstand, the Aut Swenson Thrillcade will play 26 performances, with five shows scheduled on one single day—the 5, opening day of the fair.

The De Leon Aztec - Mayan spectacular featuring the flying Indians pole act will be presented twice daily as a free attraction sponsored by Magnolia Petroleum Company. Plans are also to present the show as part of several big free shows in the Cotton Bowl.

Three big-time college football games are set for the bowl during the fair—Southern Methodist-Missouri, Texas-Oklahoma and Smu-Rice. The SMU-Missouri and Texas Oklahoma games come on the Friday night and Saturday afternoon of the middle weekend of the fair.

Georgia Law Requires Shows Post Insurance

MACON, Ga.—Circuses and carnivals playing Georgia are confronted with a new law passed at the recent session of the Legislature requiring the posting of a \$100,000 liability insurance policy or a bond in the same amount before doing business in this State.

The new law also requires the designation of a resident of Georgia who can be legally served for any action arising out of the appearance of the shows in Georgia. On failure to appoint such agent, the law specifies that the secretary of State shall act as agent and that service on the secretary's office at the State capitol in Atlanta will be legally sufficient.

In the title and body of the act it is made applicable to "all circuses, carnivals, road shows, tent shows and other itinerant shows," but shows presented in a "regularly licensed theater, auditorium or other building" are specifically exempted.

Show owners can file the copy of the insurance policy or liability bond in the office of the secretary of State or in the office of the ordinary, which in Georgia handles all probate matters, in the individual counties to be played. The liability insurance policies and indemnity bonds are to cover death, person injury or property damage.

The new law makes it a crime operate a show in violation of the act, defining such action as a misdemeanor which under Georgia law provides for imprisonment in the penitentiary for 12 months and in the county jail for six months and a fine of \$1,000

Wis. State To Include Cisco Kid

MILWAUKEE—The Cisco Kid TV and motion picture Western actor, will be featured in the Holmes Rodeo at the Wisconsin State Fair here this year.

The rodeo, which will be back after its successful run at last year's fair, will again be presented in the State Fair Coliseum, which was recently expanded to include a total of 4,000 seats. Box seats for the show have been upped to \$3 and the number of reserved seats has been increased by 500.

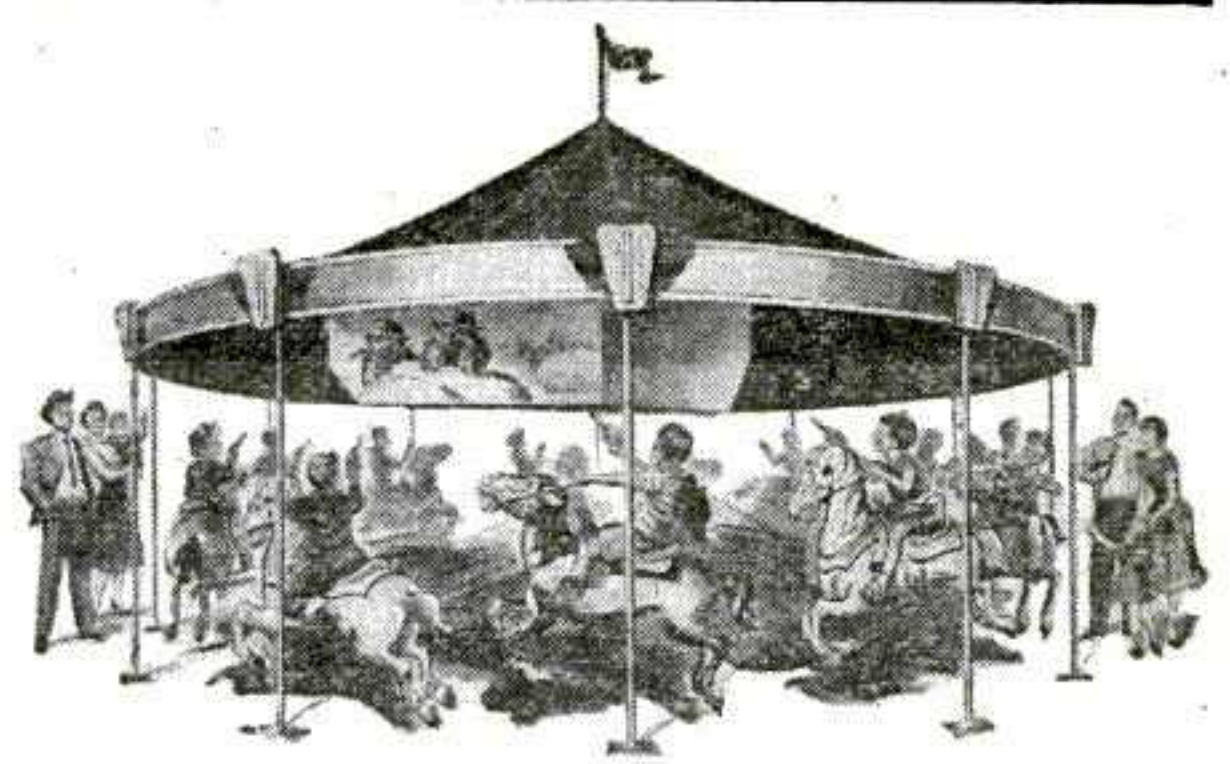
Also in the rodeo will be Chief White Eagle and his troupe of Indian dancers, Lenard Hampton, roper, and Dave Sharp and his brother, collie sheep dog act.

8 Fairs for Sands Line

NEW YORK—A string of Midwest fair dates has been signed for the 20-girl Manhattan Rockets line of Hal Sands, it is reported. Dates were set by Ernie Young of Chicago, representing the GAC-Hamid Agency.

Fairs include Minot and Grand Forks, N. D.; Austin and New Ulm, Minn.; Davenport, Ia.; Pueblo, Colo.; Allegan, Mich., and the Allegheny County Fair in Pittsburgh, Pa.

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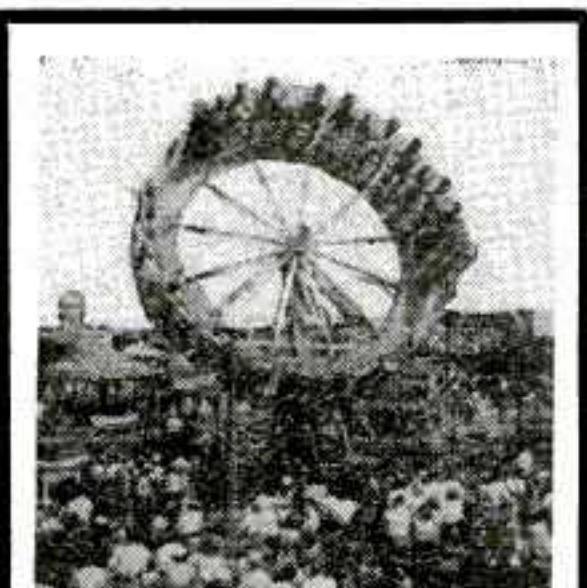
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COMING EVENTS

Alabama
Enterprise—Diamond Jubilee, June 17-22. Don Donaldson.
Tuskegee—Booker T. Washington Picnic, June 30-July 6. Booker Washington Centennial Commission, Booker Washington Birthplace, Va.

Arizona
Flagstaff—Indian Powwow, July 4-5.

Arkansas
Mammoth Spring—Soldiers, Sailors & Marines Reunion, Aug. 12-17. E. E. Sterling.
Portia—Celebration, July 4.

California
Del Mar—Southern Calif. Expo, June 28-July 7.
San Diego—Fiestadel Pacific, July 24-Aug. 10. Wayne Dallard.
San Francisco—San Francisco Flower Show, Aug. 22-23. Walter G. Brendel, 1227 Hayes St.
Santa Barbara—Horse Show & Flower Show, July 16-21. Edward G. Van Cleave, 715 Santa Barbara St.
Stockton—Legion Celebration, July 4.

Colorado
Denver—Food-O-Rama (Coliseum), Aug. 29-31. Continental Enterprises, 415 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 30-July 7. Bob White.

Idaho
Blackfoot—Snake River Valley Horse Show, July 11-13. Dess Lauder, Sugar City.
Emmett—Emmett Cherry Festival, June 17-22.
Rigby—Rigby Pioneer Days, June 14-16.

Illinois
Alton—Firemen's Celebration, June 20-22.
Calumet City—Celebration, Aug. 29-Sept. 2. Lou Allen, Room 814, 32 West Randolph, Chicago.
Cortland—Celebration, June 12-17.
Chicago—Associated Variety & Novelty Mrs. Show (Hotel Morrison), Aug. 4-8.
Chicago—Chicagoand Fair (Navy Pier), June 28-July 4. Geraghty, Chicago Assn. of Commerce, 1 N. La Salle St.
Chicago—Celebration (Soldier Field), July 4.
Cicero—Centennial, Aug. 15-25.
Geneseo—Celebration, July 3-6. JFW Post 5083, S. State St.
Hardin—Legion Picnic, July 1. Howard Devine.
Madison—Celebration, July 1-4.
Palmyra—Terry Park Indus' al Fair & Rodeo, July 14-18. Oral H. Cooper.
Poio—Centennial, June 17-27.
Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson.
Springfield—Land of Lincoln Capiteneal, July 1-6.
Stockton—Street Carnival, July 18-20. Frank Niemeyer.

Indiana
Bainbridge—Street Fair, June 12-15. G. Klugore.
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.
Loogootee—Lions' Club Celebration, June 17-22.
North Webster—Mermaid Festival, June 24-29. Robert Huffman, Lions Club.
Shoals—Railroad Centennial, July 1-6. Sadford A. Deekard, Shoals News.
Terre Haute—Miners' Picnic, Aug. 2-4. Jack Wilton.
West Baden—Legion Celebration, July 1-6. Dow S. Henson, Box 91.
Valparaiso—Celebration, June 26-29.

Iowa
Creston—Celebration, July 1-4. M. E. Nickel.
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.
Eureka—Shrine Celebration, June 13-15.
Kinsley—Kinsley Picnic, June 19-22.

Kentucky
Louisville—Homecoming, July 1-6. Dr. E. J. Tisko.
Paintsville—Celebration, July 1-6.

Louisiana
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.
Revere—Bunker Hill Celebration, June 14-22. Jeff Harris, 103 Walnut Ave.

Michigan
Battle Creek—Celebration, July 3-7.
Bay City—Bay Co Centennial, June 16-22. Jack Davis, Box 12.
Chesaning—Showboat, July 15-21.
Elsie—Centennial, July 18-20.
Goodrich—Old Settlers Days, June 12-16. F. Bucky Walters.
Kingston—Centennial, June 19-22.
Pawley—Centennial, Aug. 21-24.
Harbor Beach—Street Fair, July 24-27.
Owendale—Centennial, June 26-29.
Pekie—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
Centralia—Centennial, June 10-15.
Florissant—Centennial, June 17-22.
Gallatin—Davless Co. Jr. Livestock Show, Aug. 26. Geo. H. Schmitt.
Gerald—4-H Livestock & Home Economics Show, July 4-5. Raymond Ketterer.
Huntsville—Huntsville Horse Show, July 1-2. J. D. Bagby.
Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
King City—Tri-County Livestock & Horse Show, Aug. 14-15. Herschel L. Yates.
Lucerne—Lucerne Stock Show, Aug. 29-31. K. K. Blanchard.
Maitland—Blue Grass Festival, June 26-29. Dale A. Marion, American Legion.
Moberly—Kiwanis Club Jr. Fat Lamb Show, June 15. A. T. Johnson.

(Continued on page 68)

Polack East Plays Austin

AUSTIN, Tex. — Attendance for a nine-performance stand this year fell below the seven-day stand a year ago for the Polack Bros. Circus Eastern unit. The 4,200-seat City Coliseum had crowds of three-quarter and near-full on May 22 and 23; near-full and full on May 24; and three near-full houses on May 25. Shrine was the auspices.

Polack Uses Palsy Fund At Oakland

OAKLAND, Calif. — Western unit of the Polack Bros. Circus played here May 18-25, using the Oakland Municipal Auditorium. Total attendance was reported at 78,000 persons. Auspices was the Cerebral Palsy Association.

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Winds Buffet Mills in Ill.

LANSING, Ill. — High winds complicated the Mills Bros.' Circus appearance here Saturday (1). Slight damage to the top was caused by wind in the afternoon. Poles bounced during the gusts. About three-quarters of capacity caught the afternoon show, however.

Band personnel includes Frenchy LeBeauf, leader; Ramon Escorcio, cornet; Carmine Petrarce, cornet; Jack Evans, trombone; Steve Palahach, alto, and Nick Altroph, clarinet. A drummer is joining soon.

Line-up of trucks includes semi-trailer units hauling poles and seats, three new seat units, office and concessions, four sleepers, two elephant semis, props, dining department, power plant, ponies, horses, canvas derrick and lights. Straight bed units include those for seat planks, stake driver, water and welding units. There are three busses, plus a pick-up truck for the 24-hour man.

Ranger-Lassie Gets 30,000 in Chicago

CHICAGO—The Lone Ranger-Lassie western show, produced by H. G. Saperstein, pulled a reported 30,000 people to its two matinee programs in Wrigley Field here Saturday and Sunday (1-2). The appearance of the two TV names was heavily promoted thru a grocery chain which offered half-price tickets.

Cookeville, Tenn., Buys New Grounds

COOKEVILLE, Tenn. — Construction has started on new grounds for Putnam County Fair, located between the Sparta Highway and the Bunker Hill Road.

The land, formerly used as a site for the fair, was sold at auction for \$38,755. The plot was divided into 23 lots and first sold in single lots, then some lots were grouped.

ARENAS & AUDITORIUMS

New Day Dawning for Legit In Auditorium-Arena Field

By TOM PARKINSON

WITH the dissolution some months ago of the United Booking Office, the road booking picture for the legitimate theater attractions took on a new complexion. Previously, the UBO, a Shubert operation, dominated the field. Then a court ruling, stemming from an antitrust finding, required that UBO be sold or discontinued.

Into the vacuum have stepped several organizations. They are Legitimate Independent Theaters of North America, Inc., called LITNA; Columbia Artists Management, Inc., and the League of New York Theaters. The Shuberts' office still handles booking of its own theaters.

A LOOK INTO THIS FIELD reveals readily that it is still fluctuating, still shifting as the participants organize and experiment. Talks with auditorium-arena managers reveals, too, that many of them are watching closely to see how the new system affects them, how the new operations meet the needs of arenas and auditoriums.

It is being pointed out by some managers that in the past some phases of the legitimate theater have not looked kindly upon auditorium-arenas, if indeed they looked that direction at all.

Some times building managers have found it nearly impossible to approach legitimate attractions. Understandably, legitimate thinking has been channeled to theaters and has minimized attractions in arenas.

BUT THE POSITION of today's arena and auditorium managers is that not only has the operation of buildings changed, but the buildings themselves have changed. Many of the auditoriums and arenas of today are managed by professional persons fully capable of handling engagements by legit shows.

Similarly, there are more and more auditoriums and arenas with adequate facilities for legit. The building managers point out that names are confusing and terminology is not standardized—that altho a building's formal name may include such words as "arena" and "coliseum," it may not be the barn that some anticipate. Many modern municipal auditoriums or arenas are equipped to handle stage productions, and more than a few have second halls which are in fact well-outfitted theaters.

WHILE SOME ARENA-AUDITORIUM men have been making these observations, the legitimate theater men have not been idle. In fact, several unique developments are in the works, and they would appear to indicate that the theater is reevaluating the road, particularly as auditoriums-arenas are affected.

Promising programs are being outlined. New concepts are being put forth. There is more promise held out now for legitimate attractions than building men have dared hope for in the past. These will be discussed, with the plans of Columbia Artists Management on deck for next week.

Vicks Cancels Rodeo Route

CHICAGO—Victor Vicks confirmed here this week that his Continental Rodeo has canceled virtually all of its dates between now and September. Trucks, bulls and some other stock have been taken to his ranch in Florida. Horses have been taken to Jacksonville, Ill.

He said the contest rodeo will open again in September to make indoor stands. Vicks complained that competition of exhibition rodeos, which are not required to come up with certain minimum amounts in prize money, made it impractical to operate a contest rodeo and transport a large amount of livestock. He also said that summer dates in four large cities still are pending.

CHS Conclave Set for August

FLINT, Mich.—Convention of the Circus Historical Society will be here August 9-11, it has been announced by CHS secretary Robert King, of Richmond, Ind.

The CHS will meet with Hagen Bros.' Circus, which will be playing in Flint August 10.

Sarasota in Fold-Up

OLNEY, Ill. — The Sarasota Circus, operated by Red Larkin, folded here June 1. The show opened several weeks ago in Louisiana and played Arkansas stands also.

Cristiani Straws 2, Adds 1 To Handle Big Reading Crowd

READING, Pa. — Two straw houses and an extra performance were registered at Reading by the Cristiani Bros.' Circus (28).

The afternoon show was strawed, but enough room was left for track acts. When a horse became startled and bolted from the tent to its trailer, patrons scampered out of the way and there were no injuries.

At night the first show was strawed and a third show was given to a half house. Auspices was the Sertoma Club, which grossed about \$2,100 on the date.

Photographers for The Saturday Evening Post were on the lot again. The Post is expected to publish a story about the Cristiani show in the near future. Work on it began while the show was still in quarters at Sarasota last March.

Sunbury, Pa. (25), gave the show three-quarter and half houses. Allentown, Pa. (31), brought three-quarter and near-full houses.

Jump Breakers Okay for Beatty

LEVITTOWN, Pa. — Clyde Beatty Circus played to three good crowds out of four as it made two stands between its Long Island route and its potentially big stand at Philadelphia.

Plainfield, N. J., Friday (24) had a three-quarter afternoon and near-full night. Levittown, Pa., had a three-quarter afternoon but a one-half house at night. Hunt Bros. played there May 4. Beatty's advance sale was weak but publicity was good.

CFA Moves On Hollywood

HOLLYWOOD — National Convention of the Circus Fans' Association will be here June 12-14. Members from all parts of the country were arriving here over the weekend. The CFA will visit Disneyland, site of Jungleland, and other attractions in the Los Angeles area. Harry B. Chipman is convention chairman and headquarters are at the Roosevelt Hotel. President of CFA is Gil Conlinn.

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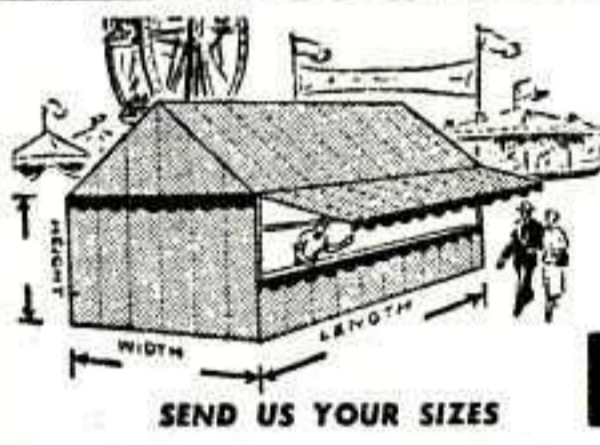
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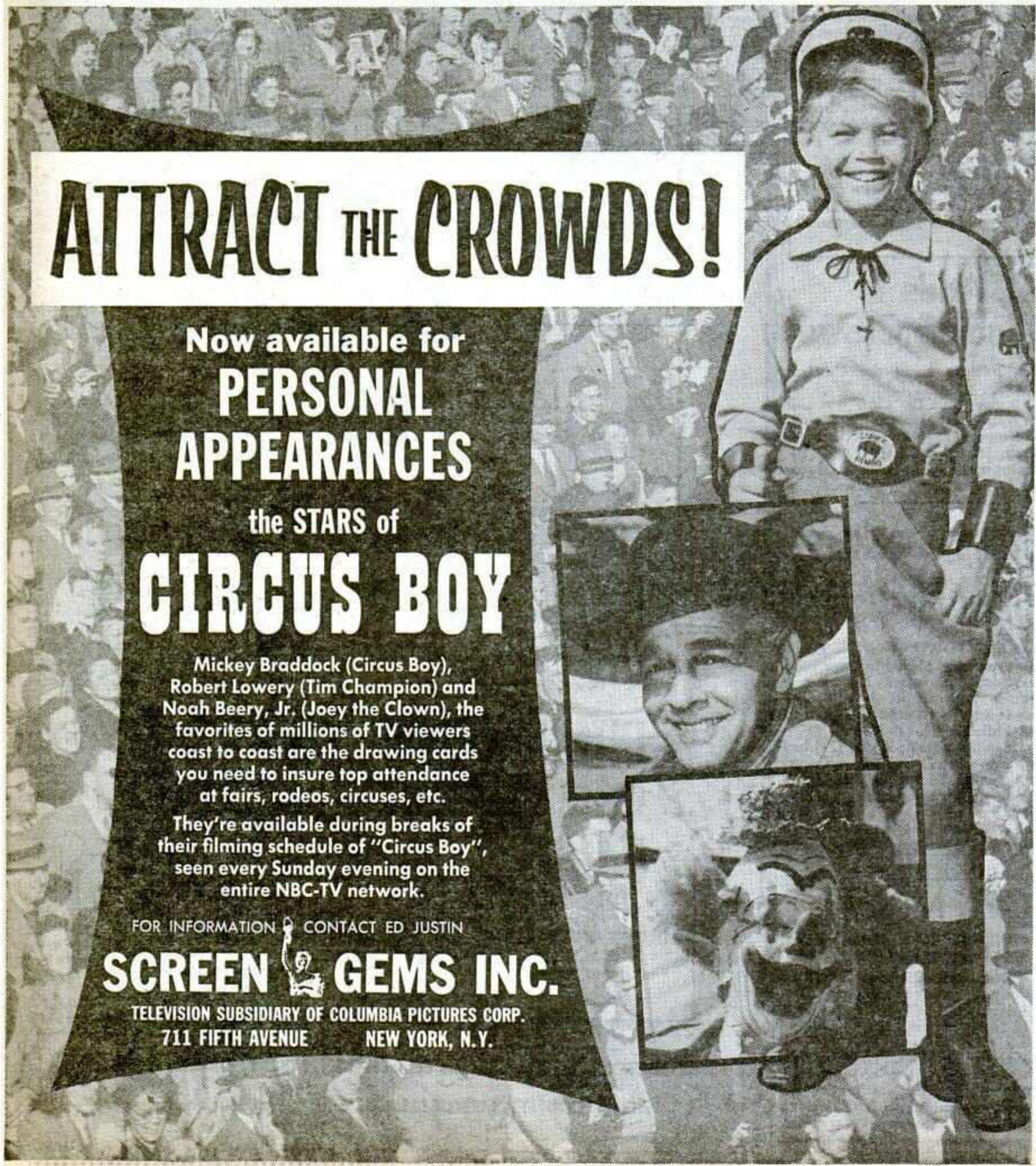
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American Beauty: Des Moines, Ia.
Amusements of America: Newton Square, Pa.
Babcock United: Santa Barbara, Calif., 12-16.
Baker United: Noblesville, Ind.; Greencastle 17-22.
Beam's Attrs.: Johnstown, Pa.; Latrobe 17-22.
Bee's Old Reliable: Whitesburg, Ky.; Hazard 17-22.
Belle City: (4500 Douglas St.) Racine, Wis.
Big City: Scottsburg, Ind.
Bogle, F. C.: Salina, Kan., 14-22.
Borderland: Balmorhea, Tex.
Brown, Al, Tri-State: Castlewood, S. D., 10-11; Ramona 12-13; Balaton, Minn., 14-16; White, S. D., 17-18; Clear Lake 19-20; Bryant 21-22.
Buck, O. C.: Massena, N. Y.
Buckeye State: West Carrollton, O.
Burkhart, No. 1: Cortland, Ill., 12-17; Waukegan 19-24.
Byers Bros.: Buffalo Center, Ia., 10-12; Bancroft 13-15; Boone 17-22.
Carpenter Bros.: Holland, O.; Perrysburg 17-24.
Carroll's Greater: Gaylord, Minn.,

10-12; Waterville 14-16; Franklin 17-19; Renville 20-22.
Central States: Kearney, Neb.
Cetlin & Wilson: Roanoke, Va., 14-22.
Chanos, Jimmie: Portland, Ind.
Cherokee Am. Co.: Chanute, Kan.; Centralia 20-22.
Coleman Bros.: Norwich, Conn.
Collins, Wm. T.: (78th & Chicago Ave.) Minneapolis, Minn., 10-19; Hutchinson 21-23.
Continental: Morrisville, Vt., 10-12.
Crafts Expo.: Novata, Calif., 12-16.
Crystal Am. Co.: Newberry, S. C.
Cunningham Expo.: Sardis, O., 17-22.
Davis Am. Co.: Baker, Ore., 11-16; Oakridge 19-23.
Davidson-Brannen: Scranton, Ia., 13-15.
Del Flore Am. Co.: Darlington, Pa.; Natrona 17-22.
Dixie Am. Co.: Sedan, Kan.; Madison 17-22.
Down River Am. Co.: Plymouth, Mich.; Sumpter 18-23.
Drago, No. 2: Lebanon, Ind.
Drago, No. 1: Bedford, Ind.; Alexandria 17-22.
Drew, James H.: Princeton, W. Va.
Dumont: Glasgow, Ky.; Campbell 22-27.
Dyer's Greater: Du Quoin, Ill.; Herrin 17-22.
Eastern Am. Co.: Belfast, Me.
Eddie's Expo.: Rimersburg, Pa.; Petrolia 17-22.
Evans United: Eureka, Kan.; Cherryvale 17-22.
Fidler's United: Jerseyville, Ill.

Foley & Burk: Colusa, Calif.; Pleasanton 17-July 4.
Franklin, Don: (Fair) Topeka, Kan., 11-12; Salem, Ill., 24-29.
Frontier: Richfield, Utah, 11-15; Panguitch 18-22.
G & B: Friendsville, Md.
Gala Expo.: Lonoke, Ark.; Stuttgart 17-22.
Gem City: Richmond, Ky.
Georgia Am. Co.: Fairburn, Ga.
Gladstone Expo.: Springfield, Ky.
Glass City: Amherstdale, W. Va.
Gold Bond: Edgerton, Wis., 10-17; Janesville 18-25.
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Gooding Am. Co., No. 10: Elyria, O.
Gopher State: Bayport, Minn., 14-16; Hunter, N. D., 20-22.
Grand American: Colfax, Ia., 11-12; Dumont 13-15; Washington 17-19; Brooklyn 20-22.
Great Western: Ukiah, Calif., 10-16.

Griggs Bros.: Petersburg, Ind.
Groscurth Combined: East Gary, Ind.
Hale's Show of Tomorrow: Kansas City, Kan.
Hannah's Am. Co.: Trauger, Pa.; Jeannette 17-22.
Hannum, Morris: Magnolia, N. J.; Philadelphia, Pa., 17-22.
Happyland: Pontiac, Mich., 11-22.
Hartsock Bros.: Brashear, Mo.
Heth, L. J.: Sheffield, Ala.; Decatur 17-22.
Hill's Greater: Lusk, Wyo.; Rapid City, S. D., 17-22.
Holiday Am. Co.: Ottawa, Kan.; Lee's Summit, Mo., 17-22.
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Inland Empire: McCall, Idaho, 13-16; Emmett 18-22.
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Ken Penn Am. Co.: Coraopolis, Pa.; Leechburg 17-22.
Kile, Floyd O.: Clinton, La., 10-23.
King Bros.: Florence, Colo.
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Lee United: Saginaw, Mich.
Lindle: Virginia, Ill.; Divernon 17-22.
Little Dixie Am. Co.: Antonito, Colo., 12-15; Walsenburg 16-22.
Lone Star Am. Co.: Dumas, Tex.; Clayton, N. M., 17-22.
Lynn's Midway: Chakio, Minn., 12-13; Erskine 14-16.
Maddox Bros.: Bird City, Kan., 13-15; Wauneta, Neb., 18-19; Haddam, Kan., 20-22.
Manning, Ross: Lexington, Va.; Bristol 17-22.
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Mercury: Centralia, Mo.
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Midway of Mirth: Trenton, Ill.
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Monarch Expo.: Rochelle, Ill.; Polo 17-22.
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Park 19-23.
Pan American Am., No. 2: Mo-
desto, Calif., 12-16; Visalia 19-
23.
Pan American, No. 3: Kingston,
Tenn.
Parada: Dewey, Okla., 13-15.
Penn Premier: Connellsville, Pa.;
Munhall (Homestead) 17-22.
Playland: Sunnyside, Wash.;
Brownsville, Ore., 17-23.
Powelson Am. Co., No. 1: Tall-
madge, O.; Canton 17-22.
Powelson Am. Co., No. 2: New-
comerstown, O.; Killbuck 19-22.
Prel's Broadway: Rotterdam, N. Y.
Putska, A. H., Am.: Bensenville,
Ill., 12-16; Indian Hill 19-23.
Raines Am. Co.: Locust Grove,
Okla.; Siloam Springs, Ark., 17-
22.
Reid, King: Arlington, Mass.
Reid's Golden Starr: Greenville,
Tenn.
Ritter's United: San Bernardino,
Calif., 11-15; March Air Force
Base 19-23.
Robinson's Greater: Sheffield, Ia.,
14-15.
Rock City: Channahon, Ill., 12-16.
Rogers Bros.: Sheldon, N. D., 10-
12; Mayville 13-15; Grafton 17-
22.
Rohr's Modern Midway: St. Ame,
Ill., 12-16.
Rose City Rides: Seymour, Mo.,
10-15; Jonesburg 17-22.
Royal American: Davenport, Ia.
Royal United: Westbrook, Minn.,
10-11; Clarksfield 12-13; Breck-
enridge 14-16; Melrose 17-19;
Willmar 20-22.
Rumble Greater: Mount Vernon,
Ind.; Loogootee 17-22.
Shop-O-Rama: Rifle, Colo.
Show of Shows: Mount Olive, Ill.
Siebrand Bros. Comb.: Price, Utah.
Skerbeck: Marquette, Mich.
Smiley Am. Co.: Greensburg, Pa.;
Homer City 17-22.
Smith, Geo. Clyde: Coalport, Pa.;
Hontzdale 17-22.
Smith's Funland: East Rainelle,
W. Va.
Snapp Greater: Miami, Okla.; Ray-
town, Mo., 17-30.
Southern Valley: Kilgore, Tex.;
Marshall 17-22.
Stan-Nell's: Petersburg, N. D., 10-
11.
Stanley, Wm. D.: Pierz, Minn., 11-
12; Mora 14-15; Maple Lake
17-18; Sebeka 21-22.
Stephens, Otto: Melcher, Ia.
Stipe's: New Richland, Minn., 13-
16; Chaska 21-23.
Sunset Am. Co.: Owatonna, Minn.;
Mankato 17-22.
Tatham Bros. Comb.: Tremont, Ill.,
10-12; Heyworth 13-15.
Tennessee Valley Am. Co.: Peters-
burg, Ind.
Thiess United: Cedar Point, Ill.,
13-16.
Thomas, Art B., No. 1: De Smet,
S. D., 10; Clark 11-12; Redfield
13-15; Pierre 20-23.
Thomas, Art B., No. 2: Webster
City, Ia., 10-12; Minneapolis,
Minn., 14-16; Shakopee 17-20;
(Columbia Heights) Minneapolis
21-23.
Thomas Joyland: Waynesburg, Pa.
Tidwell, T. J.: Levelland, Tex.
Tinsley, Johnny T.: Greensboro,
N. C.; North Wilkesboro 17-22.
Tip Top: De Pere, Wis., 14-16;
Alma Center 21-23.
Tivoli Expo.: Edwardsville, Ill.;
Rantoul 17-22.
20th Century: Oklahoma City,
Okla., 14-July 7.
United Expo.: East Peoria, Ill.
United States: Clintwood, Va.;
Grundy 17-22.
Victory Expo.: Cortez, Colo.
Virginia Greater: Laurel, Del.
Wade, W. G.: Pontiac, Mich.; Ann
Arbor 18-23.
Wade Greater: East Detroit, Mich.
Wall, Alfred Am.: Milford, Ill., 12-
15; Sheldon 18-22.

Wallace Bros.: Dixon, Ill., Fort
Atkinson, Wis., 17-22.
W. B. J.: Petersburg, Mich., 12-15;
Sycamore, O., 18-22.
West Coast, No. 2: (Fair) Gilroy,
Calif., 10-16; Stockton 17-23.
Wilber's Wolverine: Sturgis, Mich.;
Hartford 17-22.
Wilcox, Dick: Pittsfield, Me.
Wilson Famous: North Chillicothe,
Ill.; Ottawa 17-22.
World's Finest: Winnipeg, Man.
World of Mirth: Charlestown,
Mass.
World of Pleasure: Battle Creek,
Mich.
Young, Monte: Heber City, Utah;
Pleasant Grove 17-22.

Circus Routes

Beatty, Clyde: Williamsport, Pa.,
10; Elmira, N. Y., 11; Ithaca
12; Binghamton 13; Oneonta
14; Amsterdam 15; Poughkeepsie
16.
Benson Bros.: Rantoul, Ill., 10;
Danville 11; Terre Haute, Ind.,
12.
Carson & Barnes: Circle, Mont.,
10; Wolf Point 11; Poplar 12;
Culbertson 13; Plentywood 14;
Whitetail 15; Opheim 16.
Clyde Bros.: London, Ont., 10-12;
St. Thomas 13; Windsor 14-15;

Toledo, O., 17-18; Richmond,
Ind., 19-20.
Cristiani Bros.: Newport, R. I.,
10; Brockton, Mass., 11; Nor-
wood 12; Leominster 13; Glou-
cester 14; Lowell 15.
Gray, Gil: Winner, S. D., 12-13.
Hunt Bros.: Union, N. J., 10; Cald-
well 11; Waldwick 12; Totawa
13; Pompton Lakes 14; Nanuet,
N. Y., 15; Kingston 17.
Kelly-Miller: Liberal, Kan., 10;
Dodge City 11; Garden City 12;
Syracuse 13; Lamar, Colo., 14;
Las Animas 15; Rocky Ford 16;
Trinidad 17; Walsenburg 18;
Pueblo 19; Canon City 20; Colo-
(Continued on page 68)

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ST. LOUIS 1, MO. 290 Arcade Bldg. CHestnut 1-0443	HOLLYWOOD 28, CALIF. 3520 North Gower St. HOLlywood 9-5831	

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!

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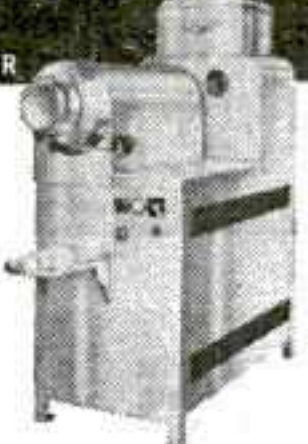
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THE FINAL CURTAIN

BOYLE (Mundee)—Connie Allen, 74, who with his wife, June, formed the vaude team of Mundee and June, May 20 at his home in Dallas after an illness of four years. Prior to the demise of vaudeville the team played all the large circuits and later spent 10 years with the late Hailey Sadler's tent show. In addition the team worked on the Bibbee, Brunk, Schaffner, Plunkett and Little Oscar tent shows. Surviving, besides his widow, are two sisters and a brother of Allentown, Pa., the home town.

LOCKWOOD—Eugene Ernest, 45, a past president of the Davidson Agricultural Society, recently at Davidson, Sask. Sur-

viving are his widow and four children.

VINEY—William, 88, for 28 years a director of the Tisdale Agricultural Society, recently at Tisdale, Sask. Survived by his widow, two daughters and three sons.

WHITE—David Lee, one-time member of the Buffalo Bill Wild West and later a champion rodeo rider and Western movie performer. Surviving are a sister and three brothers, one of whom is Reagan White, Sheridan, Wyo.

Circus Routes

Continued from page 67

rado Springs 21; Englewood 22; Golden 23; Aurora 24.
Mills Bros.: Brookville, Ind., 10; Camden, O., 11; Winchester, Ind., 12; Fort Wayne 13; Van Wert, O., 14; Lima 15; Miamisburg 17; Middletown 18; London 19; Circleville 20; Bainbridge 21; Whitehall 22; Zanesville 24.
Packs, Tom, Eastern: Mount Vernon, Ill., 11-12.
Packs, Tom, Western: Worland, Wyo., 16; Casper 20-22; Cheyenne 23-24; Laramie 25; Rock Springs 27.
Polack Bros. Eastern: Missoula, Mont., 14-15; Boise, Idaho, 18-20; Twin Falls 21-22; Ogden, Utah, 24-25; Salt Lake City 27-29.
Ringling Bros. and Barnum & Bailey: Raleigh, N. C., 17-20; Charlotte 21-23; Winston-Salem 24-27; Richmond, Va., 28-30.

Miscellaneous

Damon, Dwight, Magician: Tampico, Ill., 10; Lyndon 12; Wheatland and Stanwood, Ia., and Abingdon, Ill., 15; Walnut, Ill., 20.
Jungleland Circus: Modesto, Calif., 12-16; Visalia 19-23; Hanford 26-30.
McGraw Motor Circus: Tacoma, Wash., 12; Seattle 13-14; Yakima 15; Spokane 16; Salt Lake City, 18-19.
O'Day, Jarie, Palace Dar: Owensboro, Ky., 10-15; Rockport, Ind., 17.
Rabbit Foot Minstrels: Jackson, Miss., 10; Canton 11; Carthage 12; Kosciusko 13; Starkville 14; West Point 15; Columbus 17.

Ice Shows

Shipstads & Johnson's Ice Follies of 1957: Seattle, Wash., 10-16; San Francisco, Calif., June 19-Sept. 1.

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COMING EVENTS

Continued from page 64

Mound City—Centennial, Aug. 23-25. Mrs. E. K. Griffith.
Montgomery City — Centennial, Aug. 30-Sept. 2. M. E. Anderson.
Republic—Ozarks 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—Sappy Co. Centennial, Aug. 5-10. Harold Pfander.
Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P.O. Box 5.
Grand Island—Centennial, July 1-5. 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 Celebration, June 11-16. Fred V. Catuzza Jr., 54 Jackson Ave.
New York—International Housewares Show (Coliseum), June 30-July 5.

North Dakota

Dickinson—Celebration, July 1-5.

Ohio

Amsterdam—VFW Homecoming, June 12-15. John Bodnar.
Gibsonburg—Firemen's & Legion Homecoming, July 24-28. Al Schlie, Vo. Fire Dept.
Jamestown—Lions Club Celebration, July 4-6. George Smith, 24 1/2 E. Market St., Xenia, O.
Martins Ferry—Celebration, July 2-6.
Nelsonville—Parade of Hills, Aug. 26-31.
Philo—Firemen's Street Fair, June 26-29. J. P. Henderson.
Tallmadge—Centennial, June 10-15.
Waco—Homecoming, June 26-29. George Marlow, 911 Payne Ct. N.E., Canton.

Oklahoma

Dewey—Celebration, July 13-15.
Oklahoma City — Semi-Centennial Expo., June 14-July 7. James C. Burge, Box 5111, Farley Station.
Pawhuska—Intl. Round-Up Cavalcade, July 26-28. Clarence Paden, 1205 Brenner.
Wright City—Rodeo & Old Settlers' Reunion, July 2-4. James Lawhorn.

Oregon

Portland—Intl. Trailer Show, June 8-16. Jack Matlack, 410 Portland Trust Bldg.

Pennsylvania

Bridgeport—Community Park Fair, June 10-15.
Franklin—Legion Fair, June 24-29.
Hazleton—Centennial, July 1-6.
Hyndman—Lions Club Street Fair and Celebration, July 1-5. Norman B. Poorbaugh.
Latrobe—Mardi Gras, June 17-22.
Levittown—St. Michael's Church Fair, June 24-July 6.
Lyons—Firemen's Celebration, July 3-7.
Mansfield—Centennial, July 3-7. Mickey Percell, 900 Main St., S. Williamsport.
Olyphant—Northeastern Pa. Vol. Firemen's Federation, Aug. 26-Sept. 2. J. Chichilla.
Phoenixville—Firemen's Fair, June 18-29. R. H. Miner, Stefkco Blvd. and Walter St., Bethlehem.
Sharon Hill—Legion Celebration, June 17-22.
Sharon—Patagonia Fire Co. Homecoming, June 24-29. J. E. Barker Jr., 1039 Adelaide St.
Sligo—July 4 Celebration & Old Home Week, July 1-6.

Rhode Island

Bristol—Celebration, July 4.

South Dakota

Aberdeen—Jaycee Sportsmen's Show, Aug. 4.
Carthage — 75th Anniversary Celebration, June 23-24.
Deadwood—Days of '76, Aug. 2-4.
Estelline—Celebration, July 4.
Faith—Tri-County Stock Show and Rodeo, Aug. 9-11. Hugh Millard.
Plandreau—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 18-19.
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—Days of '59, Aug. 22-23.
Woonsocket—Celebration, July 4.

Texas

Brady—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. Gully.
Longview—East Tex. Quarter Horse Show & Races, Aug. 19-20. W. C. Holcombe.
Marshall—Celebration, June 17-22.
Nacogdoches—Celebration, June 24-29.

Utah

Ferron—Southeastern Jr. Livestock Show, Aug. 8-10.
Richfield — Southern Utah Jr. Livestock Show, Aug. 21-24.
Salt Lake City — Food-O-Rama (Fairgrounds), Aug. 1-3. Continental Enterprises, 501 Newhouse Bldg.
Salt Lake City — Western Riding Club Show, Aug. 16-17.

Virginia

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.
Ephrata—Sun Festival, June 28-30.
Everett—Celebration, July 4.

Ferndale—Old Settlers' Picnic, July 25-27.
Forks—Celebration, July 4.
Issaquah—Celebration, Aug. 31-Sept. 1.
Kelso—Kelso Dairy Week, June 17-22.
Kirkland—Eagles Strawberry Festival, June 21-22.
Morton—Loggers Jubilee, Aug. 17-18.
Okanogan—Nat'l Guard Exhn. and Fireworks, July 4.
Port Angeles—Centennial, Aug. 25-Sept. 1.
Seattle—Rose Show, June 25.
Sedro Woolley — Loggerdeco Celebration, July 1-4.

West Virginia

Ripley—Celebration, July 4. Don Fleisher, Box 6.

Wisconsin

Appleton—Centennial, June 28-July 7.
Burlington—Legion Celebration, July 3-7.
Hudson—Centennial, July 4-7. Edward G. Younger.
Kenosha—Jr. Chamber of Commerce Lake Front Festival, June 23-30. Jack Hoye.
Madison—Celebration, July 4.
Ladysmith—Walter Regatta & Fair, July 25-28.
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.
Racine—Caledonia Firemen's Celebration, June 12-16. Harvey Heiding.
Spring Green—Centennial, July 27-30.
Waukesha—Celebration, July 2-7.

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.
Laramie—Laramie Jubilee Days, July 11-14.

CANADA

Ontario

Oakville—Oakville Centennial, June 29-July 6. Tom Ringler, Box 345.
Waterloo—Centennial, June 26-July 2.



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VITAL PROBLEM

Regina Costs Up 200G in 10 Years

REGINA, Sask.—The cost of operating the summer fair in Regina is now nearly \$200,000 higher than it was 10 years ago. C. B. McKee, chairman of the executive and finance committee of the Regina Exhibition Association, informed a recent directors' meeting.

In 1946 the cost was \$74,576 and last year the expenditures for the week totalled \$251,422, an increase of \$176,846.

"The increasing cost of operations is one of the most vital things confronting the exhibition today," McKee said.

"Our net surplus is decreasing from year to year and we have got to find more sources of revenue if we are to keep pace with the times," McKee reminded.

Discussing the continuous losses incurred in operation of the stadium, McKee said that in the nine years the exhibition association has operated the building the city has been paid \$54,484 in amusement tax, while capital improvements have cost more than \$100,000. Efforts will be made to have the city council ease the amusement tax.

Expect 90G Net

Surpluses of \$90,843 on the year's operations and \$54,291 on the summer fair are anticipated in the 1957 budget of the Regina Exhibition. In 1956 surpluses of \$121,056 on the year and \$79,347 for the fair were recorded.

The exhibition board estimates that revenue this year will be \$545,059 and expenditures \$454,216, compared with \$507,177 and \$386,121 last year.

Summer fair revenue is expected to be \$375,150, as against actual

revenue last year of \$330,769, and fairtime expenditures are estimated at \$320,859 as against the 1956 outlay of \$251,422.

Breakdown of the estimated revenue for the 1957 exhibition is as follows: Main gates, \$68,000; grandstand, \$74,000; midway, \$27,000; races, \$130,000; concessions, \$60,000; exhibit space, \$13,000; exhibitors' fees, \$1,650, and parking, \$1,500.

Racing will run nine days instead of six and the anticipated revenue of \$130,000 is based on an estimated race handle of \$1,150,000.

In 1956 the fair board budgeted for revenue of \$68,000 on six days of racing and the actual figure was \$82,653. The race committee, which spent \$62,906 in 1956, is budgeting for a outlay of \$111,270 this year. Race purses will total \$68,100.

Capital expenditures this year are estimated at \$94,365, compared with last year's \$184,515. Major spending will be \$40,000 on hard-surfacing of roadways and \$14,965 on an entrance gate.

The board estimates that grounds and buildings revenue from rentals will total \$65,500 and that expenditures will be \$54,300 for a surplus of \$11,200. In 1956, revenue was \$68,592 and a surplus of \$16,839 was shown.

TV & Dinner Open Advance At Petersburg

PETERSBURG, Va.—A TV show was offered May 22 to kick off publicity work on the Southside Fair's Maid of Virginia beauty contest. Show was conducted for a half hour before a West Indies background set, representing the first prize of a trip to Jamaica for two.

First two girls to enter the contest were interviewed over the program, with the interviewer leading fair officials into a discussion of the contest and other fair activities.

The 1957 premium book was announced May 28 at a luncheon in the Hotel Petersburg, where it was distributed to county and home demonstration agents of surrounding counties. Extension Service representatives from 10 counties were given an outline of the fair program by William G. Richie, the annual's agricultural chairman.

One of the contests this season will be among articles made from feed bags.

Greenville, N. C. Sets Attractions, Posts 4G Premiums

GREENVILLE, N. C.—The Pitt County American Legion Agricultural Fair recently completed its plans here including all attractions, Norman Y. Chambliss, veteran manager, announced.

Features will include Jack Kochman's thrill show, micro midget auto races and Joan Brandon's hypnotist act. Efforts are being made to secure a TV name for kids' day. O. C. Buck Shows will provide the midway attractions for the second year and Fireworks Corporation of America will produce the pyro displays.

A total of \$4,000 has been posted in premium money for agriculture and livestock.

Dallas Skeds Do-It-Self Style Show

DALLAS — A "do-it-yourself" type fashion show is planned as a daily feature of the Women's Building at the 1957 State Fair of Texas, October 5-20.

The twice-daily fashion revues during the fair will present professional models wearing clothes which can be duplicated by any lady fairgoer who sews, made from patterns by Advance, Butterick, Simplicity and McCall's.

The shows will be presented with the co-operation of the Singer Sewing Machine Company, and will tie in with that company's \$125,000 sewing contest which it Talon Zippers Company also is participating in the presentations.

A special feature at the fair will be presentation of the top five winners of the annual Singer Sew-Off for adults, who will be chosen from among regional winners thruout the nation in a New York contest in June.

The home sewing fashion show is a switch from the fair's style show policy of the past few years, when garments made by Texas manufacturers were shown.

Tulsa Posts Record 90G In Premiums

TULSA — This year's Tulsa State Fair and Exposition has posted a record \$90,874.34 in premiums for the September 28-October 4 run.

Livestock premiums total \$71,935 for open classes and the junior livestock show. This exceeds last year by \$10,680.95. Other departments will offer \$18,939.34, which is close to \$1,000 more than last year.

Of the \$7,775 allocated for the horse shows, \$3,000 goes to Shetland ponies, \$3,075 to palominos and \$1,700 to quarter horses.

Allan Williams Takes Over Reins At Ionia, Mich.

IONIA, Mich.—Allan M. Williams, president of the Ionia Free Fair, has retired as engineer-manager of the Ionia County Road Commission and plans to devote full time to operation of the fair. He had been with the road commission 38 years.

Williams was the subject of a recent feature article in The Detroit News, which credited him with establishing probably the first roadside tables for use by travelers in the United States. A plaque has been placed on the road near Saranac, Mich., to mark the first.

Rose Sarlow, for many years secretary-manager of the fair, resigned from that post several weeks ago.

Swift Current Exhn. Adds \$7,000 Stable

SWIFT CURRENT, Sask.—Construction of a \$7,000 stable at the exhibition grounds to provide accommodations for an additional 100 head of stock is well under way. The barn will be 30 by 180 feet.

Du Quoin Contracts Mitchell, Joni James

Chitwood Show Replaces Motorcycles; Motorboat Races Added to Program

DU QUOIN, Ill.—The Du Quoin State Fair, which this year will feature harness racing's Kentucky Derby—the Hambletonian—has also signed a strong night grandstand show of name attractions, Don and Gene Hayes, managers, announced.

Following its longtime policy of featuring record and TV artists, the fair will present a Labor Day night revue with Guy Mitchell, Joni James, the Four Aces and the Fontaine Sisters, booked thru GAC-Hamid.

In addition to the one-nighter, the nightly grandstand show, in for seven performances, will feature Betty (I Dreamed) Johnson, Mills Brothers and the Wiere Brothers supported by various acts.

Two major changes are planned for the motor events. The Joie Chitwood auto thrill show will replace the motorcycle races which have long been a part of the scene. On the same program with the

Chitwood show will be championship motorboat races sanctioned by the National Outboard Association on the infield watercourse. Another new attraction is a USAC 100-mile convertible auto race on September 1, replacing the usual program of big car sprint races.

Advance Hits 80,000 High At Calgary

CALGARY, Alta.—By May 24 the advance sale of grandstand reserved seats for the Calgary Exhibition and Stampede had reached an all-time high of 80,000, according to Maurice E. Hartnett, general manager. Dates of the show are July 8-13.

Demand for grandstand seats is running far ahead of last year, despite the fact 1956 sales had also set a record, Hartnett said.

Total attendance last year was 520,784, and officials are estimating this year's turnout may reach 535,000.

Starke, Fla., Sets Program

STARKE, Fla.—The Bradford County Fair Association has inked the Page Combined Shows to play the annual date October 28 thru November 2. Sponsoring organization is integrated with Post 56, American Legion Commander X M. Smith is also fair president.

An improved fair will provide a free Children's Day and increased prize money in a wider variety of departments.

Gridley, Calif., Sets Talent Bill

GRIDLEY, Calif.—The talent contract for Gold Feather Fair, August 30-September 2, has been awarded the Hollywood Theatrical Agency. Carolina Benson, president of the agency, disclosed the talent will include the Frontiersmen, Lionel Kaye and Kathleen, Robey and Dell, Chop and Charlene, Boy Foy and Partner, and the Hal Lyons ork.



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Warm Holiday Uncovers Ready Coin at Detroit

DETROIT—Southeastern Michigan park operators on Decoration Day got solid evidence that there is plenty of good spending money for recreation to be tapped this year when the conditions are right in the consistently good business done. The weather was warm and sunny, and crowds turned out to spend readily.

The encouragement was needed, because the six weeks of operation for most of the parks since Easter have been dismal. There were four rainy weekends in the period, in addition to continuing cool weather. Evidence that the volume of park business is still closely linked to weather conditions was supplied when Sunday business was generally poor after the holiday despite a sunny day, as the thermometer hovered around 80 degrees.

Roundup of the parks here indicates uniform satisfaction with the holiday business. "The biggest Decoration Day in 10 years," was the report of Manager Cy Wagner at Edgewater Park. "One of the best" was the word from Jefferson Beach, with expectations of a good year based upon this barometer of patronage.

Scrambler Clicks

At Walled Lake Park, Owner Fred W. Pearce reported the holiday business about 20 per cent ahead of last year. At Bob-Lo Park, which opened for the season the first time on the holiday, patronage also was somewhat ahead of last year.

Evidence of the hypo given business by strong new attractions was the record of the Scrambler, which went into service May 17 at Walled Lake Park, and has become the Number 2 ride in the park, outranked only slightly by the Roller Coaster. Pearce called it "the best park ride developed in the last 15 years."

Following the strong opening at Bob-Lo, patronage dropped a little

Birthday Fete, Weather Boost Rolling Green

SUNBURY, Pa.—Good weather for the first time in five years brought out between 8,000 and 9,000 people for the season's opening of R. M. Spangler's Rolling Green Park here.

Helping the draw were special ceremonies marking the park's 50th anniversary. Taking part in festivities were county Judge William L. Showers, former Judge A. Francis Gilbert, Mayor Allan Wolfe, State Representative Harvey Murray, and Mrs. Spangler, who lit 50 electric candles on a huge artificial anniversary cake. Added attraction was a concert on the park's vaudeville stage by the city band. More than 50 congratulatory messages were received by owner Spangler from parkmen and others in the outdoor amusement field.

Top grosses were taken by the Tilt-a-Whirl, Roller Coaster and Queen of Rolling Green, the park lake showboat. The swimming pool also went into operation on opening day.

Spangler reported that prospects for the season look good, with picnic booking running ahead of those for the corresponding period last year. Included are a number of industrial dates.

because of several cold days. This park, reached only by a 20-mile boat ride on the Detroit River, is exceptionally dependent upon weather conditions.

However actual park business at Bob-Lo has been kept at a sound level thru a series of special school picnic bookings, arranged under the direction of Ray Scheetz, veteran magician and showman, who is general passenger agent. Within the first week of operation, three special trains were brought into Detroit with 500 to 800 youngsters aboard each, to spend the day at Bob-Lo. They came from the public schools of Ionia, Clinton, Gratiot, Montcalm and Shiawassee counties, averaging 200 to 300 miles for the round trip.

'Dalton Gang' Poses Big for Cowpoke Park

FARMINGDALE, N. J.—Carrying kiddie participation to the extreme in Western park activities is the achievement of Cowboy City. Altho in only its second season, it is the granddaddy of New Jersey's Western theme parks. Three others have opened their gates this year.

In Cowboy City, which was established by John Anders and Lou Shaw, there are live ponies, surreys, buckboards, stagecoaches, mule train ride and a narrow-gauge train.

Chief draw of the spot, however, is the big sheriff's posse led by cowboy emcee Jack Spear. This costs kids nothing and gives a whale of a lot of fun. The Dalton Gang holds up the stagecoach and makes off with a loot box, whereupon Spear deputizes everyone in sight, and the kids, often numbering into the high hundreds, scour the town for the bandits.

Kids Are Jury

When the gang is rounded up, Spear stalls off the violent-minded kids and swears some in as a jury to try the gang, which is always convicted and run out of town to the sound of gunshots. Entire bit takes 40 minutes to stage.

Spear is helped this year by Jim Wyler, TV cowboy personality. The big Dalton gang hunt is promoted in ads and brochures by Harold Tulchin, who handles press and advertising for the park. Covering 120 acres, it represents a reported \$250,000 investment, and had attendance last year figured at 250,000. Three times as many are expected during 1957. In addition to rides, priced from 15 cents to 40 cents, revenue aspects are the gate, 60 cents and 35, and food, souvenir and novelty operations.

Frame Adds Units for S. C. Beat

CRESCENT BEACH, S. C.—Bingo and Skooters Cars were added by Harry Frame to his Crescent Beach Amusement Park operation last week. The spot, on the beach's Grand Stand, now has 14 rides plus a concession line-up.

Rounding out the operation are a restaurant, dancing pavilion and roller rink with a 10,000-square-

Cedar Rapids Spot Restores Aged Jenny

CEDAR RAPIDS, Ia.—Cemar Amusement Center here has purchased a 44-year-old Merry-Go-Round and two other rides from Fred Shew, former independent ride operator of Grandview, Ia., and will operate them here this summer. Operator of Cemar Amusement Center is Don McElhinney.

Other rides include a Ferris Wheel and Chairs.

The Cedar Rapids Gazette Sunday (26) carried a feature article in which the new owner told about the ornate old Merry-Go-Round. It was built by the old C. W. Parker firm, Leavenworth, Kan., and was tramped by rail and truck to Middle Western fairs and celebrations until its retirement and storage seven years ago.

McElhinney pointed out that the horses are wooden with glass eyes, horsehair tails and leather harness, while the upright rods are solid brass. The numerous painted landscapes and the 16 carved eagle decorations as well as other filigree are being restored. Care is being taken to see that all the original materials and artwork are preserved and that no modern material or art is substituted. With the Merry-Go-Round came a Wurlitzer organ in good condition. There are 28 horses, a pair of carved rabbits, one chariot and a whirling love seat on the ride.

Records turned over to McElhinney by the original owner revealed that in 1926 the ride was at a horse show in Washington, Ia., and that it operated continuously from 8 a.m. one day until 2 a.m. the next. In that time it reportedly carried 16,880 riders at 5 cents each.

Bill Hunt Adds Pier At Wildwood

WILDWOOD, N. J.—William C. Hunt adds a boardwalk amusement pier to his many amusement enterprises here. Altho not on the same elaborate scale as his original Hunt's Pier which was demolished by fire a decade ago or so, the new Hunt's Pier is located on the same site.

Devoted exclusively to rides, the pier will help fill the amusement void created when State law closed down the bumper crop of games that represented a major amusement at this South Jersey resort.

Hunt's Amusement Enterprises named Vincent J. Kostek as Hunt's Pier manager. The grand opening is scheduled for June 21. Feature amusement ride is the Flyer, a Roller Coaster attraction constructed under the supervision of James Martz. Also included is a large tank for a Boat Ride and canvas for the Merry-Go-Round and Pony Ride. A Train Ride runs all around the pier, called Pennsylvania Railroad Limited.

Already operating on weekends are the Helicopter and Scrambler in addition to the Merry-Go-Round and Flyer. Six more rides will be installed for the opening.

foot floor. It is the first year the beach has had a complete amusement center.

Novel Units Aid Willow Grove

By IRWIN KIRBY

WILLOW GROVE, Pa.—A host of departures from conventional amusement park operations make Willow Grove Amusement Park noteworthy this season. Some of these elements have to do with the handling of tickets and money, and some with the park's window dressing. All are credited with having increased earnings since the spot was bought from the transit company two years ago.

Operators of Willow Grove are the Cohen brothers, who have holdings at Pimlico race track, WAM-TV in Baltimore, and in realty firms, and Dr. Leon Gerber, of Washington, and his father, Dr. Simon Gerber, of Miami. Manager is Joseph Helprin.

Rather than concentrate on the addition of new units, the management has worked at improving the appearance and operation of the park. Innovations catching the eye immediately are the array of food drink vending units, the race track-styled ticket counters, and a ticket collection system which cuts sharply into the possibility of rehashing.

A long, centrally located battery of windows sells tickets of 5-cent value which are used at all rides. At each ride is a metal ticket deposit cannister capped with a slotted clear plastic dome. The unit is locked. Tickets drop onto a metal disk which is revolved by an outside handle, letting them drop into the canvas cannister insert. Since tickets are machine-dispensed at the booths and ride operators are prevented from touching money or tickets, tight control is assured.

No Re-Rides

Signs inform patrons that no re-rides are permitted, the only return being to leave the ride and come back past the ticket receptacle. Location of the ticket window is far removed from the ride, altho located centrally.

Also novel is the vending set-up. Several modern structures were erected, stone-faced at the ends but open thruout their length. Each contains a hot dog or pizza installation on one side, and a bank of vending machines against the other wall. In addition, there are 10 machines lined up on a plaza, spaced 15 feet apart, each in its striped canvas, three-sided enclosure. There is a well-decorated change building for vending patrons.

A total of 40 vending units is employed, maintained by a special three-man department. Park owns the units, which carry cigarettes,

Shop Center Kiddieland Opens in N. Y.

SYRACUSE — Wonderful World, a Kiddieland at the Shop City shopping center at Syracuse, has opened under the management of Harold Simpson. An Indian chief was an opening-day attraction.

Rides include Boats, Sky Fighter, Rodeo and MT Miniature Train. The spot was designed and equipped by Allan Herschell Company, Inc. Tickets are 10 cents and six for 50 cents. Attendants wore white and gray uniforms. Area is landscaped and equipped with benches, lawn chairs and awnings.

cheese crackers, soft drinks, candy, ice cream and chocolate milk.

Both the ticket dispensing and vending are labor-saving as well as revenue-boosting. Under the old system, where there was a ticket booth at each ride and 34 cashiers were required. Now there are from five to 10. Vending units produce as much revenue in one day as the entire counter-food operation, with only 20 per cent as much help.

New Ride Fronts

Several cartoon fronts and ride decorations are prominent this year, most impressive being the Caterpillar treatment. This ride is fronted by a great dragon's mouth, and patrons walk a short ramp thru the open mouth and onto the ride platform. At night the eyes flash and the nostrils erupt smoke.

Bulk of the concession games, which have been modified in scope during the last years, are operated by Murray Goldberg, in his 18th year at the park, and George Bertoli, in his 25th year. Park owns its major rides, and the Kiddieland units are run on a concession basis by Joe Barnes. Park has dropped its big-name policy and sticks to a diet of circus acts, mostly of the thrill variety.

Assisting Helprin is John Jalmairi, who had a crew of 40 men at work over the winter with eye-catching results, and promotion-publicity is done by Jerry Katz. Picnic booking is by Thomas Yates.

Eighth Year Good One for Pa. Playland

PHILADELPHIA — Playland, prime-located Kiddieland on Roosevelt Boulevard, is entering its eighth year here, and early business has been as good as in any recent season, operators John Quinn and Jack Essner report.

The park occupies an irregular lot measuring some 300 by 700 feet on a heavily traveled thoroughfare.

Units include a Kiddie Coaster, Merry-Go-Round, Caterpillar, Turnpike, Ferris Wheel, Boat Ride, Airplane, Whip, Train, Kiddie Ferris Wheel, Fire Engines, Chairplane and Pony Carts. There is an 18-hole miniature golf course, refreshment stand, cotton candy, snowballs and novelties.

Quinn and Essner operate the Active Bazaar Company which fields 15 rides and 65 concession games, in addition to the permanent park equipment.

Quassapaug Adds Tables

MIDDLEBURY, Conn.—Lake Quassapaug Park resumed operations for the season Memorial Day, advertising its newly constructed pier, Olympic aluminum diving board and new tables in the picnic grove.

Two orchestras provided music for holiday dancing May 30 at 80 cents.

Bus service is being offered from downtown Waterbury to the park at 50 cents a round trip.

ROLLER RUMBLINGS

Are Women's Sessions Answer to Adult Biz?

CINCINNATI—A recent issue of Rinkside, house organ of the Roller Skating Foundation of America, quoted a New York University survey among 1,000 adults which showed that 87 per cent of the polled adults had begun developing sports skills before they were 12-years old. The survey further reported that 65 per cent of the skills were developed before the people were 10 years of age.

The RSFA further reported that from facts supplied by it Cosmopolitan magazine, in its June issue, stated in a feature article that more and more adults are attending roller rinks as a result of interest generated in the sport via family and adults-only nights, helped along by the mounting hours of leisure that are being afforded people under our current economy.

From facts reported in the survey, the RSFA concluded that roller rinks must get their patrons young, and then continue to keep them interested in the pastime, a conclusion which is correct beyond a shadow of doubt. The knotty problem for rink operators, however, is how to keep youngsters in-

terested in roller skating after they have reached 21 years of age and begin treks to the marriage altar. This is one question to which operators have not been able to find the answer, for as surely as marriages take place, families are soon to follow, and with them, disinterest in the roller skating that formerly occupied these young people's minds.

The promotion of adults-only and family-night sessions is one of the few bright spots to appear in recent years on a trade horizon that has been otherwise bleak. Yet more recent developments make it appear possible that in promoting these events the trade may have gone about its job in a roundabout manner, putting the cart before the horse, as it were.

That statement refers specifically to the promotion of women's daytime skating sessions in rinks, a program that has gained popularity in scattered areas. Women and mothers attending these sessions are, in many cases, the same people who a few years earlier were regular rink patrons. Now, however, in addition to roller skating for fun, they come to keep their waists slim. In this connection, it is interesting to note that American women spend \$1,000,000,000 a year for that purpose. Is there any surer method to box-office success than thru a woman's vanity?

It is true that women control the nation's purse and much of the family thinking, so it seems that these women are the ones to be sold or resold on roller skating. It is they, who having, experienced again the pleasures of rink skating, will urge their husbands to take them and the kids back to the rink on other nights as well as family and adult nights. Rink men, it appears, by catering to women via special sessions for them, may perhaps be able to re-ignite in many of those 1,000 adults surveyed the desire to redevelop athletic skills they had before they were 12 years old.

Portsmouth Benefit Party Draws 250 . . .

PORTSMOUTH, O. — More than 250 people attended a recent skating party at Kendall J. Calagan's Portsmouth Roller Rink, a benefit affair thru which the local Clay Band Boosters attempted to raise funds for purchase of band uniforms.

Pool and Rink Tax Measure Up for Action . . .

WASHINGTON — The movement to exempt privately operated rinks and swimming pools from the admissions tax gained strength recently when the House Ways and Means Committee announced unanimous approval of a provision in Rep. Forand's (D., R. I.) excise tax technical change act that would exempt such facilities from the tax. In a report written to accompany

Smyrna Beach Fiesta Pulls 20,000-Plus

NEW SMYRNA BEACH, Fla. —The annual Seaside Fiesta, which kicks off the season at this East Coast resort, closed its four-day run (May 30-June 2) with boat races and a water show. Crowds estimated at nearly 25,000 flocked to the Boardwalk area for daily features, which included concerts, parades and a series of beauty contests climaxed by the crowning of the Seaside Fiesta Queen.

The 1957 titlist is Nancy Warner, 19-year-old blonde of Daytona Beach, Fla., a junior at the University of Florida.

The event was solidly-backed by city council, the Chamber of Commerce and various civic clubs. Splendid weather conditions aided the turnouts, and beach concessions reported brisk spending.

Spending Boom At Rockaway

NEW YORK — Operators at Rockaway's Playland report ride and game business at least 40 per cent ahead of last year. Weather this spring has been superb and beach crowds have been heavy.

Several park buildings are being sandblasted, prior to receiving new waterproof surfacing by the A. C. Horn Company.

Santa Fe RR Co-Operates With Kid Spot

TOPEKA, Kan. —The Santa Fe Railroad arranged a special stop by one of its trains near the Dairy Freeze Kiddieland here so that publicity photos could be taken to show the real train and its Allan-Herschell Miniature Train counterpart together.

The amusement ride, decorated in Santa Fe style, was added to the kid spot by Owner Jerry Boyles. Installation required 2,000 yards of fill, a 30-foot trestle and 1,600 feet of track.

Other rides include a Merry-Go-Round, Ferris Wheel, Boat Ride, Airplane, Auto Ride, Handcars and gasoline Tractors. Tickets are 15 cents, two for 25 cents and nine for \$1.

Forand's bill (H.R. 7125), the committee pointed out that "operators of private facilities" frequently are in competition with publicly "operated facilities." The committee believes that both types of facilities should be free of the admissions tax.

The report noted that revenue losses to the government would be "negligible." Admissions to dancing facilities, however, are not to be exempted from the tax. House action on the bill is expected soon.

Cooks Sell Washington Rink to Cloud for 150G . . .

SPOKANE — Paul Cloud, of Twin Falls, Idaho, and Kent Wash., has purchased Cook's Roller Rink in nearby Dishman from Silas and Charles Cook, of Liberty Lake. Consideration was reported to be \$150,000.

The 100-by-208-foot rink was built by the Cooks in 1941. Silas Cook plans to continue operation of the North Division Roller Rink in Spokane.

One Good Day Over Holiday at Cedar Point

CEDAR POINT, O. — One good day out of three was recorded by Cedar Point during its pre-season opening over the Decoration Day week-end. The holiday (30) offered ideal weather for fun-seekers while Saturday was rainy and Sunday was fair but cool from a northeast wind off Lake Erie.

The beach, picnic facilities and amusements were open again this week-end (8-9), with the Breakers Hotel, dining rooms and ballroom to open Saturday (15) and remain available to the public thru Labor Day. With full operation of the resort on Saturday (15) will come opening of the mile-long causeway from Sandusky, shortening travel distance.

The causeway has been under construction approximately two years and includes three bridges to permit flow of water in East Sandusky Bay and passage of small boats under one span. The black-top pavement will permit two-way traffic from Sandusky to the resort. A drive to connect First St. with Routes 2 and 6 is planned during the next year to help relieve traffic congestion near the causeway entrance.

Name bands return to the resort ballroom starting on June 15 with

Sam Donahue, formerly with Billy May's orchestra. Other names and dates follow: Johnny Long, June 22; Buddy Morrow, June 29; Glenn Miller's orchestra under baton of Ray McKinley, July 4; Hal McIntyre, July 20; Ernie Rudy, July 27; Ralph Marterie, Aug. 3; Blue Barron, Aug. 10; Charlie Spivak, Aug. 17 and Pee Wee Hunt, Aug. 24. Local or State bands are set July 6; Bus Widmer, July 13 and Vic Stuart, Aug. 31.

Les Kimris aerial trio opened the free act season on Decoration Day and continue thru Sunday (9). Other vaudeville or free acts are unannounced as yet. Another dark ride "Honeymoon Express" made its debut with the opening.

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NAAPPB Adds Booth Space For Fall Show

CHICAGO—Two-thirds of the booth space for the trade show of the National Association of Amusement Parks, Pools and Beaches has been sold, it was announced last week by Paul Huedepohl, executive secretary. Show is in December.

With revisions in the Hotel Sherman exhibition hall, the NAAPPB this year will have 168 booths available, compared to 156 in last year's layout. In addition, there are several small niches that usually are sold just prior to the show's opening. The new layout provides for 1500 more square feet, and the new booths are shaped to accommodate long, narrow displays.

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32,000 See Ringling At Rochester Arena

Two-Thirds of Total Seats Used; Show 'Not Displeased' by Score

ROCHESTER, N. Y.—Ringling Bros.-Barnum & Bailey Circus played to 32,514 people in seven performances in the new Rochester War Memorial Auditorium here in the five days ended Sunday (1).

Ringling-Barnum personnel was reported pleased with the business.

Promoting the local date was Greater Rochester Events, Inc., and its secretary, Arthur Posner, said during the engagement: "We're a little disappointed with the circus attendance, but the circus management doesn't appear to be."

He said that having the show on Decoration Day weekend hurt, with local resident heading for parks and picnic groves at that time. Weather was excellent.

'Circus Not Displeased'

"It has been an experiment here," Posner noted. "Circus people aren't displeased with attendance in view of the fact that the longest this circus was ever here before was one day. The circus was well pleased with the facilities of War Memorial Auditorium."

Rudy Bundy, Ringling director of sales, said Saturday (1) that John Ringling North indicated he was pleased with the stand after the early returns were in. "We'll know more about what to do the next time we come in," Bundy stated. "Playing in places like this is the only future the circus has. We should have done this seven years ago."

The circus had come here from Providence, its first new-style stand, and opened Wednesday night (29) to a crowd of 6,411 in the 7,050 seats. On Decoration Day evening there was a half house of 3,526. No afternoon show was given. Local baseball drew 6,000 on the same day. Friday (31) had an afternoon crowd of 6,784, with kids in at half price, and a two-thirds night house of 4,018 people.

On Saturday (1), Ringling had 3,863 in the afternoon. At night it drew 3,727. The wind-up on Sunday (2) afternoon drew 4,185. The total attendance of 32,514 amounts to nearly 66 per cent of capacity available for the seven shows.

Hagen Gives Extra Showing For Oshkosh

OSHKOSH, Wis.—Hagen Bros. Circus gave three shows to handle the big business here Saturday (1). The first afternoon show was a turnaway, and the extra show at 4 p.m. pulled a two-thirds house. Night house was three-quarters filled.

The show played Baraboo, Wis., May 29 and, together with a number of circus fans, conducted memorial services for deceased circus people.

On Decoration Day (30) the show had a straw house in the afternoon and a near blank at night in Beaver Dam, Wis., under Elks auspices. Morning rain ended by show time.

North Fond du Lac, Wis., Friday (31) had half and near-full houses under auspices of the Business Men's Club.

Hagen Bros. this season is using a new set of press material prepared by General Agent Joe McMahon. The pack includes prepared newspaper stories for use by sponsors at various stages from the time of signing the contract until time for the show to arrive. A feature of the material is an extra sheet which provides basic data about the show and its appearance. This one is designed with the idea that many editors prefer to have only the pertinent information so that they may readily prepare their own news coverage, McMahon pointed out.

Beers-Barnes In Pennsylvania

BIRDSBORO, Pa.—Beers-Barnes circus played here recently. Managers Charles Beers and Roger Barnes again are carrying two elephants, camel, some cage animals, plus trained pigs and other acts.

K-M Loses 3 Shows As Rain, Wind Rage

LEVELLAND, Tex.—Al G. Kelly & Miller Bros. Circus lost three shows to mud, flood and tornado. The cancellations came only after the show played town after town against weather odds and won. In several Texas towns the show arrived during the first important rain the spots had had in three and four years, and houses were good.

Monahans, Tex., Sunday (26), had a two-thirds afternoon-only performance in rain and winds, the latter strong enough to lift some trailers off the ground. It was the town's first good rain in three years.

Monday (27) in Pecos, Tex., brought a half house in the afternoon and full house at night, during the first rain in four years. Wind was strong. Tim McCoy concert had a good night. The show received a six-pony drill from quarters to replace stock electrocuted earlier.

Straw Hobbs Night

At Hobbs, N. M., Kelly-Miller played Tuesday (28) to a two-thirds afternoon and straw night house. Show made the 120-mile jump and was on time with help from a change in time zones. Some trucks blew the arrows. Press was strong in Hobbs. The concert filled the reserves at night.

Also getting a needed rain after long drought was Seminole, Tex., Wednesday (29), where the afternoon was better than half and the night show played to a full house after the crowds stood patiently in line during the hard rain to buy tickets. The Frank Ellis pit and Lone Stevens concessions did well. Tim McCoy made a radio broadcast, and the concert pulled strongly.

At Lamesa, Tex., Thursday (30), the circus had a half house in the afternoon. A crowd that gave assurance of a capacity audience was on the lot at night, but a severe storm broke just as the doors were opened. Tornado funnels were seen thruout the day. High

wind, rain and hail continued. In the end the night house pulled only a few hundred, and the concert was canceled. Winds had the poles hopping.

It was in Brownfield, Tex., that the losses began. Cotton planting season held down the afternoon business and severe rain killed the night. Downtown units worked as usual, and Tim McCoy made not only a luncheon club but also the auto agency stop to give autographs.

Tornado funnels were sighted (Continued on page 78)

WANTED
Organist with organ and transportation who can read and cut a show. Opening July 3 in Midwest. Can also use one or two Family Acts doing one or more.
SAM HOWARD'S WATER FROLICS
4300 S.W. 13th St.
Coral Gables, Florida
(Phone: Highland 6-0015)

WANT 3 GOOD PHONEMEN
That can get money. UPC, Tickets and Banners. Clyde Beatty Show for Shrine Temple Date. Phones ready Wednesday, June 12.
Contact CIRCUS CHAIRMAN
Media Shrine Temple, Watertown New York. Phone, but not collect.

PHONEMEN BOOK, TICKETS, BANNERS CIRCUS OFFICE
205 Endicott Bldg. on 4th, St. Paul, Minn. Tel.: CA 55767 Day — SP 99343 Night. \$33,000 Resales. Use good Publicity Man that can handle Merchants, Tixs.

2 PHONEMEN CLYDE BEATTY CIRCUS
MR. G.
Work under top sponsors all season. Call me at Murdock 3-2827. Lawrence, Mass.
P.S.: Tibbetts, you never answered letter; call me collect.

5 PHONEMEN OR PHONEWOMEN—5
For Albany, N. Y., deal. U.P.C.'s, banners. Other dates follow. Deal starts June 12. Steve Salamone, call.
Phone 4-3417, Cloversville, N. Y., days.
P. J. PATTERSON

CIRCUSIANA MART
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.
A feature in the Circus Section of the
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
CIRCUSIANA MART 2160 Patterson St., Cincinnati 22, Ohio

CREW MANAGER WITH PHONEMEN
State-Wide Convention Program. Long commission.
ERMEL
Phone prepaid—Indianapolis. Victor 6-2142.

PHONEMEN
Labor Deals year round. Plenty of leads and co-operation. Now working 6th Annual Ticket Deal. When in Los Angeles see
ART HESS or ROY BELL
2847 W. 8th St., Los Angeles
Dunkirk 8-0120 No collect calls

PHONEMEN
Repeat Catholic Advertising Deal, 80th Anniversary. Pay Daily.
CALL DELANO
Amherst 8-6223 Columbus, Ohio

Philly Not Equal To Beatty's Hopes

PHILADELPHIA—The Clyde Beatty Circus suffered its first big disappointment of the year during the eight days here on the Light-house grounds at Front and Erie.

HUMAN ODDITY PHOTOS
FOR SALE: 753 actual 5x7 photos of authentic Human Freaks. Most top-notchers since Barnum's time such as Mule Faced Woman; Lion and Dog Face Men; Frog and Lobster Boy; Three and Four Breasted Women; Double Sexed (but malleable); Siamese; Rubber Skinned; Four-Legged Woman, etc. Twelve Photos, two dollars. Fifty different for five dollars. Complete descriptive texts.
BERNARD L. KOBEL
14 North San Remo Avenue
Clearwater, Florida

ACTS AERIAL AND GROUND
For Des Moines, Ia., 19th Annual July 4th in Drake Stadium. Underwritten by American Legion. Money in the bank. Phone now!
AT 2-0672 Days—AM 6-4544 Eve.
2 Phonemen, 3 fast wks., A-1 Giant Deal. Pay 25% on Tickets.
E. J. FLOYD

2—PHONEMEN—2
Circus Banners and UPC's for Lions Club Circus Date. Daily pay and collection.
BILLY SIMPSON, Wampum, Pa.
Phone: Kellogg 5-4271
(Phones in. Office opens June 12.)
No collect, PLEASE.

The date formerly was played by Ringling.

Opening Sunday drew one good house, but the second was hampered by rain. First straw house was experienced Decoration Day, Thursday (30). Otherwise there was not much activity until the closing weekend.

Some observers put the total paid attendance at around 20,000. The town was better papered than during the last Ringling engagement here, but turnouts were disappointing.

Coming on the heels of high earnings in the New York area, Philadelphia's eight days, with unique permission to show on Sundays, represented a potential bonanza. Advertising and press did not have the budget or material put out in the past by Ringling.

Added for the run from the Frank Wirth office were Kay and Kay, balancing, who were in for three days; Joe Galasso, finger stand, and clowns Al Florenz, Dip-ly Diaz and Charles Frank. The Zoppe Troupe's revolving three-girl rigging is used in center ring for the web number, in place of Don Dorsey, who was injured in North Carolina.

HALL OF FAME CIRCUS WANTS
Animal—Aerial—Family Acts doubling—Circus Organist—Contracting Agent to book sponsored dates. Want union Billposter with own transportation.
Contact
ROBERTO de VASCONCELLOS, GEN. MGR.
704 Houle Ave. Sarasota, Fla.
Phone: Ringling 6-3427

WANTED 4 PROMOTERS
Zavante. Also Phonemen needed by
ALICE & ED HAVERSTICK
Gene Williams, Frank Moore, Bob Wallace, Buck Snyder, all contact.
Phone: Spruce 5-3228.
Portland, Maine.
Chuck Lewis, Kendall, McCloskey, Ray Sullivan, Dick Tremont, Bob Allen, answer.

PROMOTERS PHONEMEN
Towns ready, top sponsors and commission. Pay daily. Police, Firemen, Shrine, Lions and Kiwanis, Banners, programs and UPC's. We set bond and N. Y. license. Promoters must be highest caliber and financially able to take over big towns. Phones:
GRanite 1-6602 and GRanite 1-5681.
Syracuse, N. Y.

PHONEMEN NEEDED IMMEDIATELY
Phones in. Nation's #1 country show. Top sponsors, steady work, pay daily. Book, banners, tickets, UPC's.
TOWN & COUNTRY PRODUCTIONS
Jewel Theater Building, Springfield, Mo. Phone 6-4810. No collect.

Hunt Bros.' Circus & Wild West Show Wants
Trumpet or Cornet capable of leading. Combination Biller, must drive and be union. Concession Help.
Reply as per route or call Mobile Operator our nearest city. Ask for ZL 44465, 1-3 and 7-10 p.m. daily.

WANTED 4 ADMEN ONLY
State Convention Yearbook. 25%. Immediate pick-ups.
Call Rockford, Ill., 3-4137.
EDDIE GRANT

PHONEMEN—25% FIREMEN'S DEAL
Book, Board Directory, Tks.
Phone:
CH. 27197 Days—CA. 83623 Nights.
Nashville, Tenn.
P.S.: Burke, come in.

CIRCUS HIGH ACTS
With open dates, please send photos and literature to
Mrs. Walker A. Dick
c/o Ohio Valley Yacht Club
Wheeling, W. Va.

WOM Debuts Big, Colorful '57 Show

PLAINFIELD, N.J. — The World of Mirth's 1957 edition—similar in many respects to last year's but noteworthy in its brilliantly painted rolling stock—got off to a successful start at the traditional premier date in nearby Arbor.

The Statewide legislation on concession games which is discouraging many shows from routing into the State, made the World of Mirth's heavy earning power even more evident, with a 15-unit back end and more than two dozen rides getting the bulk of the spending money.

Trucks and wagons of Frank Bergen's 50-car railroader are painted a brilliant, solid orange. Units are trimmed in red, and wheels are yellow. The effect is striking, with narrow white panels bearing the show title. Work was handled by George Zinn and Walter Woods.

Business Good

Opening days, starting with Memorial Day eve, were highly successful for all units, with crowds being plentiful. Rain fell on Sunday but weather held fair during the rest of the 10-day engagement. The usual jump into New Brunswick is not being made this time, management figuring on an early entry into New England, in the Boston area.

Glen Falls Open Cold For Cont'l

PLATTSBURG, N.Y. — Memorial Day date in Glen Falls, N.Y., proved satisfactory for the Continental Shows, which pulled in from Ogdensburg in time for the Monday (27) opening. The opening was greeted by rain and cold, and it remained cold on Tuesday.

Weather broke okay Wednesday (29) for good holiday eve business. Memorial Day itself was also a winner, as was Saturday, starting with the kiddies' matinee. King Reid was a visitor on two days.

Weather Break Helps Page

ALBANY, Ky. — After two weeks of persistent rain, Page Bros. Shows broke into the clear here last week and business was definitely on the up-grade, according to W. E. (Shotgun) Page, owner-manager.

Henson Bros. Circus, now a back-end unit after an okay independent tour, is holding the night crowds with its free performances. The Page No. 2 unit, managed by Colon Lenard, is playing in the Louisville area and reports business as fair.

Owner Page was recently commissioned a Kentucky colonel by the lieutenant-governor of the State. L. P. Duchene is handling the bill for the No. 1 show. H. P. Asher joined with concessions.

Staff of the first unit, in addition to Page, includes Ep Glosser, business manager; Mrs. W. E. Page, secretary; Congo Brooks, electrician. Line-up has 8 rides, 5 shows and 35 concessions.

Several shades of blue highlight a modernistic 24-sheet poster used this year, with rectangular panels shown and the lettering being subdued and neat.

Front-end operations are again directed by Bernard (Bucky) Allen. A partial concession line-up includes the bingo, Bill Jones; Clyde Warbritton, novelties and scales; Harry Hauck, floss; Mark Riley, popcorn and candy apples; Edward Cenname, jewelry; George Reinhart, cookhouse; Mangan and Barnes, french fries; G. Sollenberger, custard and hats; Jim Bergen, grab; Gerald Snellens, two grab stands and candy; Vaughn Richardson, derby; Morris Friedenheim, 3 concessions; Johnny Miller, 4; Clyde Warbritton, 6.

Rides and foremen are the Looper, Fred Tatrou; two Ferris Wheels, E. Nye; Octopus, James

(Continued on page 78)

MANNING BINGO

Dues Money Rolling in At Miami

NEW YORK—More than 10,000 miles have been covered for the Miami Showmen's Association in conjunction with personal business by Jimmy Stabile, who reports midway business obviously good on the basis of dues money collected thus far.

In Haverstraw, N. Y., a benefit bingo on the Ross Manning Shows yielded \$165 for the club, and owner Manning announced he would run one every third week. The Ladies' Auxiliary will benefit from the next bingo.

Marty Weiss, club secretary, is reportedly anxious to hear from friends. He is in the Leo N. Levi Hospital, Hot Springs, and will recuperate longer before returning East.

In Miami, Stabile reported, the clubhouse lunch counter and lights have been removed in preparation for installing the new bar which will be in service this fall.

C&W Opens Big, Stopped by Rain

PETERSBURG, Va.—A tremendous opening day on Saturday (1) was followed by a solid week of rain for the Cetlin and Wilson Shows, to dampen the season's debut. Winter quarters work had been completed, with the rolling stock decked out in a flashy, scarlet and white scheme.

Opening day kiddie matinee was a big one, and the day's gross reportedly was the best in 19 years. But rain had operators looking toward the week-end for a possible break.

On Thursday (6) the Raynell Revue, starring Sally Rand, was opened. Sally addressed the Lions Club the previous day, with 300 members turning out. The unit sports great neon lettering.

A back-end feature is the \$100,000 Queen Elizabeth Rolls Royce car, shimmering in a gold paint job.

100-ODD UNITS

Philly Circus Midway Pulls Large Turnout

PHILADELPHIA — Altho the expected high spots graced the circus date here on Wednesday night (29), Memorial Day, and Saturday (1), midway earnings were not as good as in prior years. Rides had a satisfactory-to-excellent week, and concession business was spotty for some operators.

A new layout on the Lighthouse grounds at Front and Erie streets provided what many viewers considered a better flow of traffic on the midway. The Clyde Beatty Circus, playing the date for the first time, did not require the lot space of the Ringling aggregation and thereby permitted more midway flexibility.

More than 100 concessions were up, in addition to 11 major rides and a group of kiddie rides. John Quinn and Jack Essner, who assembled the units, gave the concession total at 102; the largest to date.

This year's layout was a near-perfect circle backed against a baseball diamond, with very wide

(Continued on page 78)

Ten Jones Bingos Geared for 1957

PHILADELPHIA — Ten bingo units will be fielded by H. William Jones this season, and early indications are that the year will be a winner for Jones and other Eastern operators of the game. Five of the Jones units will be transient, one of which he managed himself at the Philadelphia circus date prior to taking it on the World of Mirth Shows.

In addition to the World of Mirth operation, there will be Jones bingos on the James E. Strates Shows (managed by Guy Markley), Coleman Bros. Shows (Eugene O'Donnell), Ross Manning Shows (Howard Drayer) and a unit bossed by Tom Ely, which will book independently throught the season.

Also notable is the Purtle motor-drome, and Vittorio Zacchini is joining this week with a new mirror maze built in Teo Zacchini's Sarasota shop. There is also a prehistoric monster show, Swede Ericson's little horses and Snake Show, shows by Bob Edwards, and Jerry Jackson's Rock 'n' Roll.

Show will jump from here into Roanoke, Va., for the Diamond Jubilee, starting Friday (14), then will play the Washington area.

With weather being poor, Rip Weinkle's new cookhouse reportedly has had a good week with show customers. Other eating operations on the show include those of Sadie Wilson, the Purples' cotton candy, and the Dorso popcorn and candy apples. Al Dorso has the bingo. Bernie Cory has six 32-foot pitch stands, and Irene Sechrest, one.

Battle Creek Bow Yields \$\$ for Wade

Early Ride Unit Tour Produces Little Business Due to Weather

BATTLE CREEK, Mich.—The opening of the season for the W. G. Wade Shows as a complete unit here proved the best stand they have played in this city since World War II days. The show opened Tuesday (28), a day later than planned, due to a truck breakdown.

Unusual for this territory, Decoration Day business was termed as pleasing by Manager Doug Wade. Weather was favorable for the first time in four years. The stand, which was sponsored by the Optimists, was on a new lot, about three-quarters of a mile east of the former location. A sizable parking lot was provided.

The show bowed with 11 major and 5 kiddie rides, 4 shows and 29 concessions. New this season are an Allan Hirschell Turnpike, which garnered plenty of kid trade here, and a Dodgem, both owned by Earl Ingalls; a new King Dark Ride and Milo Rupp's Flying Skooter.

The Wade organization moved out of winter quarters April 30 to play a few weeks of dates with

rides only. Spots played included Jackson, Mich., where cold and rain hurt; Ann Arbor, Mich., which also got rain and cold, with the exception of one big night, and Livonia, Mich., where weather again cut down takes.

From Battle Creek the show moved to Kalamazoo, Mich., for a six-day stand. It will then play still dates until July 4 when celebrations and fairs will start in Michigan and Indiana. The two Hoosier annuals are at Galveston and Muncie. Final date of the season will be the Michigan State Fair, Detroit.

Staffers include W. G. Wade Jr., owner; Doug Wade, manager; Jack Horbett, assistant manager; *(Continued on page 78)*

SUN WANTED

Frontier Folk Still Search For Spring

ELY, Nev. — Personnel on Frontier Shows are beginning to wonder if spring has sprung or not, according to J. L. Ritter, manager. Show has experienced nothing but rough going with severe winds at the Las Vegas opener followed by more wind accompanied by rain at Elko, Nev.

The stand here was somewhat better and a couple of days of good weather helped to buoy *(Continued on page 78)*

Babcock Dates Run Sharply Ahead of '56

GLENDALE, Calif. — The Frank W. Babcock United Shows, which has been playing community fairs this spring, has been topping all 1956 grosses thus far, many by substantial margins, according to Pete Sutton, general manager.

At the Orange (Calif.) Maytime Fair rides were up a whopping 45 per cent, he said, and the show was recontracted for next year. The best single night of the season was racked up at the opening of the Artesia Dairyland Fair.

In the line-up are 20 adult and kid rides which are transported on *(Continued on page 78)*

Royal Canadian Inks Cardston

CARDSTON, Alta.—Royal Canadian Shows will provide the midway at the Cardston Rodeo July 15-16, and Bob di Paolo has been signed to provide the platform show. The Roy Rogers string of matched palomino ponies will be featured. The Cardston Rodeo Association is a member of the Southern Alberta rodeo circuit. Outstanding cowboys are expected to stop off after competing at the Calgary Stampede.

E. M. Haworth Gets Away To Big Start

UNION, Ore. — Haworth's Playland Shows got off to a good start for its second season on the road by racking up a big week at the Granger (Wash.) Cherry Festival. Weather was ideal and all segments enjoyed the spending.

Since then the show played Dayton Days at Dayton, Wash., and moved here last week for the annual livestock show. Other Oregon dates on the route are at Brownsville, Madras, Molalla, Joseph, El *(Continued on page 78)*

THREE TERRIFIC WEEKS WITH ONE SHORT MOVE

Morris Hannum Shows

One of the Great Eastern Shows

THREE TERRIFIC WEEKS WITH ONE SHORT MOVE

CAHILL FIELD FAIR, 29th & CLEARFIELD STS., PHILADELPHIA, JUNE 17-22. 100,000 TICKETS SOLD ON THREE AUTO GIVEAWAYS. THRILL ACTS INCLUDING SOL SOLOMON'S HIGH DIVE. ST. MICHAEL'S CHURCH FAIR, LEVITTOWN, PA., JUNE 24-JULY 6, ON THE CHURCH GROUNDS OPPOSITE SHOPPING CENTER. NIGHTLY AWARDS, FIREWORKS, CAR GIVEAWAYS.

CONCESSIONS

Jewelry, Hats, Photos, Novelties, Chocolate Dip, Waffles, Candy, Pizza, Eats and Drinks, Ball Games, Glass, Bear and Bird Pitches, Wheels, Six Cats, Buckets, Crazy Ball, Derby Racers and all other legitimate games.

RIDES

Round-Up, Caterpillar, Pretzel.

HELP

First class Men on Octopus, Wheel and Comet. Also other good openings for Ride Men who drive. Truck Mechanic with tools for Ford F-8's. Good wages and long season.

Want experienced Promotion Man at once. If you are now in this area, telephone me. No time to write.

All replies to MORRIS HANNUM, 934 Murdock Road, Philadelphia, Pa. Phone Chestnut Hill 7-8176

RAS Gets Rain At Ia. Opener

DAVENPORT — The Royal American Shows Wednesday night (5) caught some rain, and tornado warnings were out in the Davenport area as the Royal opened its annual stand here. Even with the rain and tornado warnings, a fairly good-sized crowd put in appearance.

The Evansville, Ind., stand closed Saturday (1) in rain, capping an engagement which was marred by much rain and light business. Rain hit about 4 p.m. closing day, and the show tore down in rain and deep mud.

Gilda Lee, annex attraction, recently rejoined Preacher Monroe's Side Show in Walsenburg, Colo. Also joining there was exotic Leona Lee, formerly of the O. C. Buck Shows.

WANTED

FOR

WANTED

CROWN POINT YOUNG DEMOCRATS' FOURTH OF JULY CELEBRATION

CROWN POINT FAIRGROUNDS, JULY 4-5-6-7.

All kinds of Hanky Panks. No gaff, no gypsies. Apply:

STENSON CARNIVAL SUPPLIES

511 No. Halsted Street, Chicago, Illinois

Chesapeake 3-9424

WANTED

Experienced Ride Foremen for Merry-Go-Round and Ferris Wheel. Second Man on Tilt. Also experienced Ride Men for other Rides. All must drive semi and stay sober. Good wages and treatment. Bob Martin, Cliff Carter, Buba Brown, get in touch with James Schaffer, care Lakeshore Amusement. Can place Hanky Panks. Dousman, Wis., June 28-30; Mark, Ill., July 4-7. Other Celebrations to follow.

SAM MENCHIN

Shore Amusements
11 West Division St., Chicago, Illinois
Phone: Superior 7-7243

RIDE FOREMEN AND SECOND MEN

Want good, sober, reliable single men; prefer men with some age, not punks. No cars or wives. Must drive. Only interested in settled men. This is year-round work, we play large shopping centers only; move once a month. We furnish sleeping van. Salary more than any carnival owner can afford to pay; pay every week with bonus. If you can fill the above on Wheel, Merry-Go-Round, Tilt-A-Whirl, Round-Up, Octopus and baby Rides, don't write or phone, just come on.

W. R. GEREN'S RIDES

Eastown Shopping Center, Dayton, Ohio.

Here until June 29.

MANSFIELD, PA., CENTENNIAL

WEEK JULY 4 TO 7

Heart of town, day and night. parades, 2 firework displays, many more events.

Want Concessions, Shows of all kinds, Pitchmen, Novelties, Dingers, Peddlers. Rides not conflicting (this is big). All replies to

MICKEY PERCELL

900 Main St., South Williamsport, Pa. Phone 34010

Dyer's Greater Shows

R. V., "Kentucky Ray" no longer connected with this "Lotta Hooley." Jim White now Concession Manager. Want Agents for One Ball, Bowling Alley, Pitches, Tubs and others. Join quick. Pete Smith, answer. Show wants Hanky Panks. Ride Men and useful People. Du Quoin, Ill., opens June 11; Herrin, Ill., follows.

ARVILLE SCOTT

contact

ROSIE STARR

at once.

c/o 20th Century Shows
Oklahoma City, Okla.

WALLACE BROS.' SHOWS

SHOWS: Can place Wildlife, Last Supper, Motordrome, Monkey Show, Illusion, 10-in-1, Unborn, Fat Show or any Grind Show.

CONCESSIONS: Place Knife Rack, Ball Games, Shooting Gallery, Scales, Novelties, Pronto Pups, Shake Up, Balloon Darts, Roman Target and Hanky Panks.

HELP: Place Help on Merry-Go-Round, Ferris Wheel, Tilt, Spitfire, Dipper, Rock-a-Plane, Scrambler, Mix-Up, Kid Rides. Want Man for Towers, also Electrician Helper.

All replies: **E. E. FARROW, Mgr.**

Dixon, Ill., this week; Ft. Atkinson, Wis., June 17-23.

JIMMY CHANOS SHOWS

Want for the following Celebrations: Lions Fair, Selma, Ind.; Cambridge City, Ind., Firemen's Celebration on the streets; then 4th of July Celebration, sponsored by American Legion and Junior Chamber of Commerce, Fairborn, Ohio, and other Fairs to follow.

Want legitimate Concessions of all kinds, strictly Hanky Panks. Want Shows with own outfits. Can use Ride Help that drive semis. No drunks, no chasers or anyone with a car needed.

All replies to **JIMMY CHANOS, Portland, Indiana**

THOMPSON BROS.

WANT

WANT

FOR BARNESBORO, PA., OLD HOME WEEK CELEBRATION, JUNE 17-22, AND OTHER WEEKS.

Mechanical City, Monkey Show, Motordrome (Mickey Danahue, contact), also Fun-house. Write

THOMPSON BROS.

2901 1/2 Ave.

Altoona, Pa.

MOTOR STATE EXPOSITION SHOWS

12 RIDES — 3 SHOWS

Paulding, Ohio, June 11-16; with Waterville, Ohio, Annual Festival following, and a continuous route of Celebrations and Fairs. Want a few more Hankies. Can place Agent for Scale. Help: Foremen for Rock-a-Plane, Tilt, Merry-Go-Round, one more Wheel Man, must drive and have license; top wages and sure bonus. No drunks. Help for Monkey Speedway; will consider Man to operate same. Can place useful Show People. John, Blackie Hitti, Howard Rayburn, Jack Little, come on. All replies

JOE FREDERICK

Paulding, Ohio, this week; Waterville, Ohio, follows.

WILBER'S WOLVERINE SHOWS

Want Hanky Panks of all kinds. Agents for office-owned Grind Stores.

HENRY O. WILBER, Owner-Mgr.

Sturgis, Mich., this week; Hartford Strawberry Festival follows.

CONCESSIONS WANTED

AT STOCKTON, ILLINOIS
Concessions and Wrestling Show for ANNUAL STREET CELEBRATION, July 18-19-20, 1957.
Sponsored by Lions Club, Stockton, Ill., twenty miles west of Freeport, Ill.
FRANK C. NIEMEYER, Sec.
Phones: Main 3 or 70, Stockton, Ill.

AL WALLACE WANTS

Help for dark ride with or without experience; must drive semi. Tex. contact me. Also need Agents for Bushel Basket outfit. Answer to

AL WALLACE

Care Coleman Bros.' Shows
Norwich, Conn., this week.

HELP WANTED

Best job in the business with best pay, operating one unit of five rides. Move once a week. Reliable Man for Tilt-a-Whirl and Ferris Wheel.

DAVID SWARTHOUT

5813 Northwest Highway, Chicago 31, Ill.

DON MILLER WANTS

Agents for Buckets and Picture Frames. Those who have worked for me before, come in. Wire

Care Proll's Broadway Shows
Schenectady, N. Y.

MULLINS ROYAL PINE SHOWS

CONCESSIONS: Want Popcorn, Candy Apples and Floss for balance of season. Hanky Panks of all kinds, Photos, Cork Gallery, Break Record, etc.
RIDE HELP: Ride Help on all Rides, semi drivers preferred.

NOW BOOKING FOR OUR BIG 4TH OF JULY CELEBRATION IN WOODLAND, MAINE.

Contact: **CLIFFORD W. MULLINS, Mgr.**
Plymouth Hotel, Fort Fairfield, Maine.

AGENTS WANTED

One Peek Store Agent and one Count Store Agent. Following people get in touch: Ray McCauley, Dick Burns, Domino.

Contact: **MAX SHARP**

c/o Proll's Broadway Shows

Rotterdam Junction, N. Y.

LEE UNITED SHOWS

WANT

WANT

WANT

Ride Men for Merry-Go-Round, Ferris Wheel, Octopus and Kid Rides. Salary, \$60.00 per week and bonus. Must drive and have licenses. Also want Hanky Pank Concessions, Shows that can set on streets. All Centennials and Street Celebrations. Address: **SAGINAW, MICH., OR BOX 68, BAY CITY, MICH.**

SUNSET AMUSEMENT COMPANY

Can place Bird, Glass and Lamp Pitches, Ice Cream, Bowling Alley, Ball Games and other Hanky Panks. John T. Hutchens wants one good Attraction or Freak; prefer man and wife who can work Illusion. Can use good Magician who can lecture inside of Big Show. Can use Ride Help, must be sober and drive semis; must have licenses. Opening for Snake, Monkey, Mechanical or Grind Show. Address:

Owatonna, Minn., this week; Mankato, Minn., next.

ANN-MOORE SHOWS

Want for Stockdale, Texas, Celebration, June 17-22; Port Isabel, Texas, Fourth of July, and good Cotton Spots in the Valley till Fairs.

Concessions—Hanky Panks all open. Want Rides and Shows that do not conflict. Need Ride Help.

Wire **ANNA MOORE, Mgr.**

3627 Roosevelt Ave.

San Antonio, Texas

MIDWAY CONFAB

Phil Cook is back with Robert K. Parker, opening at Philadelphia for the circus date and continuing to the King Bros.' Shows in Canada. . . . Visitors in Philadelphia included Lou Kan, Jeff Harris, Dewey Essner and Johnny Canole. . . . World of Mirth opener in Plainfield, N. J., was visited by a parade of carnival friends over the week-and-a-half, including James E. Strates, John Weisman, Jeff Harris and Dan and Evelyn Thaler.

Alton Pierson visited Marty Weiss at the hospital in Hot Springs. . . . Petie Norman is sick in Detroit. . . . The three Dead End Boys are having their best season, Danny Dell being concession manager on Amusements of America, John Campi going over big in Canada and Chuck Magid's independent stands also being successful. Many gift hand-carved walking canes are sprouting in the hands of officials and committeemen in the East. Concessionaires are getting them from Jimmy Stabile.

M. J. (Mickey) Doolan, Chicago Kiddieland op and veteran ride operator, is confined in Southtown Hospital, Chicago. . . . C. B. (Fat) Hayes and Danny Stevens were recent visitors on the Blue Grass midway at Danville, Ill., Hayes, former Side Show op, has been retired the past 25 years. Both renewed acquaintances with Joe Pearl, mailman and agent for The Billboard on the Groscurth show.

Charles Lueder, ride owner and show electrician, is recovering in Englewood (N. J.) Hospital from an emergency appendectomy.

Pete Norman, who recently underwent an operation in Harper Hospital, Detroit, is recuperating at the Seville Hotel and would like to hear from friends.

Mr. and Mrs. Pete Kortez left their Pasadena, Calif., home recently for Edmonton, Alta., to join Jerry Crawshaw's Royal Canadian Shows with their Side Show. This will mark their first tour with the Crawshaw organization. . . . Claire L. (Bobb) Gerry joined

Walter Wanous Side Show on World of Mirth for the month of June. She will commute to the unit from her home in Elizabeth, N. J.

Prof. Willie J. Bernard and wife, Hancock, N. H., leave soon for a fishing trip to their Maine camp, after which they plan to join a carnival for fall fairs. . . . Jimmy Moore, former professional fighter and wrestler, recently joined the Hoard & Mullis Amusement Company at Indian Springs, Ga.

Clarence Thames, girl show operator, has closed with Hill's Greater Shows and is in Topeka, Kan., under a doctor's care. He expects to recover in time to play fairs with the Art B. Thomas Shows. . . . Gay and Gean Nadreau arrived in Minneapolis recently from Tampa to join the William T. Collins Shows. Gean to handle the front on Rivero's Globe of Death.

Vivonas Click At Still Date In Matamoras

DICKSON CITY, Pa. — Good weather finally smiled on the Vivona operation last week, making possible a good week for the Amusements of America in Matamoras, adjoining Port Jervis, N.Y. Monday and Tuesday (3-4) were cold. It turned warm the following day to make possible the best family matinee thus far. Attendance was heavy by 6:30 p.m. and continued that way to closing. Thursday and Friday were okay, and the Saturday kiddie matinee and night business was reported exceptional.

A return agreement with the sponsoring fire company was signed by John Vivona, general manager. Announcement of a third family unit was made here. It will be taken out by Phil Vivona, who returns north following a tour with the Duke University baseball team. To be known as Vivona Bros., Unit No. 2, it will play church and other celebrations like No. 1 unit currently managed by Babe Vivona.

During the fair season the units will combine with the Amusements of America under that title, Morris Vivona continues as general agent for all shows, assisted by Harry E. Wilson, who is also handling publicity and promotions.

Tony Mason is managing the Girl-A-Rama and Club Macambo shows in addition to keeping rolling stock in shape. Tarzan Banks is assisting Don Crown, scenic artist. It was Mrs. Catherine (Mom) Vivona's 59th birthday Saturday (1).

Model of Can. Back to Qtrs.

TORONTO — Model Shows of Canada, which opened recently in St. John, N. B., has closed and is in storage at Brantford, Ont., winter quarters of the Conklin Shows. It was announced last week by Joe C. Harris, vice-president of Sims Greater Shows, operator of the Model unit.

Harris blamed the high cost of railroading and a lack of big fairs to play for the closing. He has resigned his vice-presidency and has no plans for the future, but said that Frank Rome, president, may play some of the Conklin fairs with a few rides.

PENN PREMIER SHOWS

worlds • cleanest • midway

MUNHALL-HOMES, AD, PA., STREET FAIR, JUNE 17-22. Followed by McKeesport, Pa., then the largest Fourth of July Celebration in the East, Charlevoix Veterans' Celebration. Parade every night.

CONCESSIONS

Can place Age, Scales, Novelties, Short Range, Derby Racer, Pitches, Fishpond and any other legitimate Concessions. CAN PLACE MANAGERS FOR MOTORDROME, MONKEY DROME, SNAKE SHOW; ALSO GOOD, RELIABLE MANAGER FOR GIRL SHOW. ALSO PLACE WORKING ACTS AND ANNEX ATTRACTIONS FOR SIDESHOW.

SHOWS

Can also place any worth-while Shows not conflicting. We are prepared to start our Fairs the last week in July. Al Renton, contact me. Want Free Acts for July 4.

HELP

Can place Scenic Artist who can letter; also good, sober Ride Men in all departments. Must drive semis.

Address all mail and wires to

Lloyd D. Serfass, Owner
Penn Premier Shows
CONNELLSVILLE, PA.

All phone calls to

Harry (Buster) Westbrook, Bus. Mgr.
Irwin, Pa. Phone: Underhill 3-2110.

DON FRANKLIN SHOWS

Want for Fairs and Celebrations

HELP

Can place reliable Ride Help. All must be licensed semi drivers (no cars). Can place Wives on Tickets or Concessions. Have several openings for Foremen, including Wheels and Scrambler. Second and Third Men for Merry-Go-Round, Rock-a-Plane, Octopus, Looper, new Tilt, new all-aluminum Scooter, Coaster, Scrambler, Wheels and Kid Rides. Need experienced Scooter Help. Fair wages start next week; Foreman, \$75.00; Second Men, \$50.00.

CONCESSIONS

Can place Long Range, Basketball, Heart Pitch and Hanky Panks not conflicting.

SHOWS

Can place Big Snake, Mechanical and Wildlife.

Now showing Topeka, Kansas, Fairgrounds, June 11-21. All Celebrations and Fairs to follow—Salem, Ill. (Reunion), June 24-29; Clinton, Iowa (Celebration), July 2-7. Then the following Fairs:

Peoria, Ill.	Blue Earth, Minn.	Coffeyville, Kans.	Rosenberg, Tex.
Stoughton, Wis.	New Ulm, Minn.	Hugo, Okla.	Angleton, Tex.
Faribault, Minn.	Appleton, Minn.	Tyler, Tex.	Refugio, Tex.
Austin, Minn.	West Union, Iowa	Wharton, Tex.	

CONTACT: DON FRANKLIN, MGR. (Fairgrounds), Topeka, Kansas, thru June 21

DEL FLORE AMUSEMENTS

WANT FEW MORE LEGITIMATE CONCESSIONS FOR THE FOLLOWING CELEBRATIONS:

DARLINGTON, PA., FIREMEN'S STREET FAIR, JUNE 10-15

NATRONA, PA., OLD HOME WEEK, JUNE 17-22

YOUNGWOOD, PA., FIREMEN'S JAMBOREE, JUNE 24-29

IRWIN, PA., WESTERN PENNSYLVANIA'S LARGEST 4th OF JULY CELEBRATION, JULY 1-6

CARBON, PA. (GREENSBURG), FIREMEN'S JUBILEE, JULY 8-13

CHIPPEWA TOWNSHIP FAIR (BEAVER FALLS, PA.), JULY 15-20—
Western Pennsylvania's Biggest Little Fair.

CAMPBELL, OHIO, ARCHANGEL MICHAEL'S GREEK ORTHODOX CHURCH 4TH ANNUAL BAZAAR, JULY 22-27

All replies to AL DEL FLORE, Darlington, Pa., this week

NORTHERN EXPOSITION SHOWS

Northwest's Finest Midway

WANT WANT WANT WANT

FOR WELL PROVEN SPRING ROUTE—INCLUDING MINOT, N. D., WILLISTON, N. D., BISMARCK, N. D.—PLUS DICKINSON, N. D., DIAMOND JUBILEE ON MAIN STREET FOR WEEK OF THE 4TH, WOLF POINT WILD HORSE STAMPEDE—AND 12 MONTANA "B" CIRCUIT FAIRS.

CONCESSIONS—Can give exclusive on Long and Short Range Shooting Galleries, Live Duck Pitch, Roman Targets, Strings, Basketball, Age & Scales and Punk Rack. Will book only one of a kind. Must stay thru Sept. 15. NO MITT CAMPS, GRIND STORES OR ALIBIS WANTED.

SIDE SHOWS—Will book any good, clean Show with own equipment and transportation. Due to disappointment can place panel GIRL SHOW with GIRLS. Can use Snake, Funhouse, Mechanical or any new, novel Attractions. Must stay thru Sept. 15. RIDE HELP—Can always place good, sober, reliable Ride Help, must be able to drive semi trucks. If married can use Wives for Ticket Sellers.

PHONE OR WIRE

MIKE SMITH—OWNER

MINOT, NORTH DAKOTA, JUNE 10-15.

PARAKEETS

ADULTS OR BABIES

CAGES 50c ea.

Heavy metal—quick assembly!
FOB Los Angeles

24 Hr. Service

WELLS BIRD FARM

2143 S. Myrtle,
Monrovia, Cal.
EL 9-4591

NEW ENGLAND AMUSEMENTS

Want for Springfield, Mass., June 17-22. Sponsored by Our Lady of Hope Church. First time in years, bigger than a Fair.

Legitimate Concessions of all kinds. Space limited.

NOW BOOKING FOR GLOUCESTER, MASS., LEGION 4TH OF JULY CELEBRATION, JULY 1-6. CAN USE COCKHOUSE FOR THIS DATE.

All replies to Athol, Mass., now. Phone 69-W. After 5 P.M. Phone 667. After Saturday call Springfield, Mass., Republic 6-0237.

GIVE TO DAMON RUNYON CANCER FUND

WHAT'S NEW IN CONCESSION GAMES AND WHAT'S GETTING MONEY!

New 1-Ball Milk Bottle Game. Some folks use 3 bottles and some folks use 4 bottles. This is getting top money with Panda Dolls for prizes.
3- Bottle \$5.00 ea.
4- Bottle \$5.50 ea.
Our Bucket Game is still the top number, throwing out Pandas. If you don't throw out anything, you won't get anything. We have some boys that are getting big money with Buckets following other people in. Punks for Punk Racks, superior in the eyes of everyone.
Six Cats, 2 styles, clean white wool around polka dot \$10.00 ea.
Cat style 12.00 ea.
Still the old reliable—Huckley Buck Keg Game—keeps now made of aluminum, gets money where everything else doesn't work. . . \$35.00 ea.
Our Penny Pitch Boards are really coming back into their own \$60.00 ea.
Pitch-Tilt-You-Win Game with 1 gross of rings. This game has cop blocks on it to make you throw out some of the prizes on the big blocks. Type of prizes you throw out is electric flashlights, pen and pencil sets with a \$5.00 marker, imitation Roman fighters, costing you \$4.50 to \$5.00 a dozen. Don't forget, when you throw out slum try to buy good slum, as all of these games are 25c now. . . \$400.00 & up
Whether you want Jewelry Spinners, Spot Game or a Slot Rollown Table, Rollown Table or a Razzle Table, we have it ready for you for immediate delivery. We understand your problems sometimes, other times we don't. Get on the bandwagon and remember everyone loves to win, that's the reason they play games. Shipment goes out on most items same day they are received. Some we send out air freight, which is the cheapest way to get things out fast if you have an airport near you. Remember you must go to the airport to pick up your goods. Write for free catalog.

RAY OAKES & SONS

P.O. BOX 434 TAMPA, FLORIDA

Telephone: Tampa 73-8121

MO.-ARK. SHOWS

Want Photos, Diggers, Short Range, Glass Pitch and Bear Pitch. No flats, no supplies. Want to book or lease Merry-Go-Round.

Cuba, Mo., this week; Summerville, Mo., June 24-29; Norwood, Mo., July 3-6.

W.G. WADE SHOWS

ANN ARBOR, MICHIGAN

6 DAYS, Tuesday, June 18, thru Sunday, June 23.
MATINEES ON SATURDAY & SUNDAY.
Veterans Memorial Park, West Jackson St.

FIRST SHOW IN CITY IN 20 YEARS

Sponsored by Junior Chamber of Commerce.

— WANTED —

For this outstanding date and our excellent route of dates following.

CONCESSIONS: Hanky Panks of all kinds. No Alibi Stores. Will sell "X" on Derby, Taffy, Glass Pitch, etc. Outright Sales Privilege available.

SHOWS: Outstanding Grind Shows of merit. Particularly want Monkey Circus or Drome, Snake, Freak Animal or what have you.

RIDES: Want Scrambler for season, also Miller or Schiff Coaster.

HELP: Can use good Merry-Go-Round and Roll-O-Plane Foremen, also experienced Second Men for all rides. Prefer Semi Drivers.

FOR SALE: Wild Life Show, complete, 30x60 top, all animals, cages, etc. Can be seen in action on show.

All replies

D. WADE, W. G. WADE SHOWS

Telegraph & Elizabeth Lake Roads, Pontiac, Michigan, all this week.

JOHNNY'S UNITED SHOWS

Playing Brazil, Ind., annual 4th of July Celebration, then a solid route of Fairs until the last of October.

CONCESSIONS WANTED: Photo, Long Range, Custard, Ice Cream, Lemonade Shake, Hi-Striker, Fish Pond, Coke Bottle, Hit and Miss, Color Game, Break the Record, Bird Pitch and African Dip.

SHOWS: Monkey, Snake, Wildlife, Oddity and Illusion.

HELP: Second Men for Merry-Go-Round and Kiddie Rides. Agents wanted for Scale and Age. Joe Saladino wants Jimmie Rooney to contact. Also Bucket Store Agent.

All replies to **JOHN PORTEMONT, Paris, Tenn.**

Monarch EXPOSITION SHOWS

Polo, Illinois, Centennial, next week. 6 big days on the streets. Followed by a solid route of 14 Fairs.

CONCESSIONS: Can place a few more Hanky Panks, Age and Weight, Caramel Corn, Glass, Bird and Lamp Pitches, Jewelry, etc.

HELP: Can place 2 more capable Ride Men, must drive.

Address: **E. L. WINROD, Mgr.**

Rochelle, Ill., this week; Polo, Ill., next.

NORM'S DE LUXE BINGOS

1. CAPITAL CITY SHOWS | 2. HETH SHOWS | 3. OLSON SHOWS
Jim Pona, Mgr. | Marguerite Anderson, Mgr. | Norman Anderson, Mgr.
per route | Sheffield, Ala. | Decatur, Ill.

Want Callers, Checkers, Stock Men and Counter Men for all units. Especially want 3 high-class Men to train for Unit Managers for 1958 season. Expanding. Get with a winner. Write, wire, call. Slim Old, come on. Joe Curtis, join. All others with us before, let's hear from you. Jackie Hornfelt, have routes now. Where, when can I call you.

FUNLAND SHOWS

Mexico, Mo., Lions' Club Celebration, June 17-22; Eldon, Mo., June 24-29; Salem, Mo., Big Fourth, July 3-6

Can use Help on Tilt, Jenny, Ell Wheel, Mix-Up and Kid Rides. 10-Ride Show. Want Side Show Acts and People. Agents for Skillo, Count Store, Blower, Pin, Buckets, Six Cats, Ball Games, Fish Pond, Gallery and Hanky Pank Agents of all types. Will book Mug, Jewelry, String and Mitt Camp. Need Men to up and down office Concessions. All Ride Men must drive.
Contact SHOW, 3005 W. 46TH, SPRINGFIELD, MO. PHONE 6-7720.

PAGE BROS.' SHOWS #2 UNIT

RE-OPENING AT MORELAND, KY., JUNE 17 THRU 22; ERIN, TENN., JUNE 24 THRU 29; THEN THE BIG ONE, 4TH OF JULY CENTENNIAL & FAIR COMBINED, SIX DAYS AND NIGHTS ON THE SQUARE IN CENTERVILLE, TENN.
CONCESSIONS: Hanky Panks of all kinds. Legal Adjuster with Razzle, Pin Store, Percentage and a couple of Hanky Panks.
GRIND SHOWS of all kinds. Bill Porter, contact, Duke Reynolds, contact Nathaniel Gray, Jig Show Operator, Nashville, Tenn.
All replies to **C. R. LEONARD, c/o Western Union, Bowling Green, Ky.**

BIG CITY SHOWS WANT

SCOTTSBURG, IND., JUNE 10-15
SHOWS: Can place Geek Show, 5-in-1, White or Colored Girl Show.
CONCESSIONS: Want Hanky Panks of all kinds, Ball Games, Glass Pitch. All at live-and-let-live prices.
HELP: Count and Peek Store Agents, Swinger and Bucket Workers, Boys to up and down concessions. Ride Help and other useful Carnival People. Can place Agent who knows Indiana and Michigan.
All answer **JIMMY ACKLEY** or **RALPH DECKER**, Big City Shows, Scottsburg, Ind.
P.S.: Indiana and Michigan Committees, contact us for open time.

Business on Upgrade For Strates Attractions

POUGHKEEPSIE, N. Y. — Shows and rides have experienced a fine season to date on the James E. Strates Shows, and the full operation blossomed out for two good weeks in Philadelphia, at Municipal Stadium, and at Cottman and Bustleton avenues.

Washington, D. C., the season opener, drew crowds thick enough to require additional ticket booths being set up. South Plainfield, N. J., was limited by State-wide restrictions, and two weeks in Wilmington suffered, it was felt, from a disadvantageous location. Business since then has been good, however, for all concerned, and the

show entered New York State with high hopes.

Weather for the second week in Philadelphia, on the north side, was ideal, and weekend matinee and evening turnouts were heavy. Parking conditions were not the best, but the neighborhood was heavily populated and bus service went right to the lot.

The Snap Wyatt bannerline, completed and consisting of eight banners plus a center title banner, was an impressive front to the menagerie which is built around former King Bros.' Circus animals and equipment. Additional menagerie animals and other back-end units will be added up to the beginning of the fair season.

In action in Philadelphia were Frances Fornier, 5 concessions; Sam Applebaum, 4; Bill Jones' Bingo, managed by Guy Markley; Walter Cox, 8; Dorothy Anderson, 3; Louis Heiman, 2; Lagrou Brothers, short ranges; C. D. Power, long range; Al Campbell, 2 ball games; Dack Demarco, novelties; John Garrett, cookhouse; Sam Snead, Derby; Gyp McDaniels, Arcade; Alf Honker, auction; George Lewis, photo gallery; Jimmy Speaker, scales; Edson's popcorn and apples; Ernie Delabate, analysis, operated by Mrs. Jack DeMarco, and Paul Brody, rotors.

Son, E. James Strates, managed the operation toward the end of the week, over Strates being away from the lot on business.

Prell's Doing Better With Yankee Dates

ROTTERDAM, N. Y. — Fair business has been experienced by the Prell's Broadway Shows, when weather permitted. Several rain-dogged weeks were suffered following the opening May 3 in Staunton, Va.

Earnings have increased with the tour north and with the arrival of more favorable weather. Charlottesville, Va., was one of the better spots. Last week, the journey north was broken by a date in Huntington Station, on Long Island, creating a long haul to Rotterdam.

Professor Vidalia is again managing the Minstrel Show; Earl Myers runs the Side Show, and Johnny Burro, the Motordrome. Backend also features a Girl Show and a new dark ride. The show took delivery of its new Junior Hot Rod while in Long Island.

Harry Weiss has been doing okay with his Bingo, with several events having been held for the Miami Showmen's Association. The MSA is also benefiting from tip boards in Sam Prell's all-out effort for the club, Concession Manager Marxie Sharpe reports.

SLUM

10" 78 RPM Phonograph Records in factory sealed cartons, 5¢ each. Idea for give-aways, prizes, baseball pitching games, etc. Check with order. F.O.B. Prov., R. I. Minimum quantities of 500.

BEACON RECORD DIST., INC.
821 N. Main St. Providence, R. I.
Union 1-7500

WANT

LABOR DAY CELEBRATION
Have Merry-Go-Round, Ferris Wheel, Corral, Rolloplane, Paratrooper, Coaster, Train, Funhouse.
RAYMOND C. DIXEY ENTERPRISES
2130 West 44th St. Gary, Ind.
Turner 4-8806

Hub Luehr's

IDEAL RIDES

Want Wheel Foreman who can get it up and down and stay sober. Must drive. Eaton, Ind., June 10-15; Nashville (Brown County), Ind., June 17-22.
Eddie Clem, contact. Address as per route above.

RIDE HELP

Foreman for Eli #5, Second Men for Merry-Go-Round, Octopus and Roll-o-Plane. Must drive and have license. Good wages. Long season South. Contact

JOHN HANSEN

8713 South Stony Island Ave., Chicago, Illinois
P.S.: Want to buy set of Buckley Diggers.

WANT

Concession Agents for Hanky Panks. Also top wages for sober Ride Help.

CENTRAL STATES SHOWS

Kearney, Nebr., June 10-15.

PARAKEETS

75c

Birds of top quality.

Minimum Order, 40 Birds.

CAGES 50c EACH

Shipped Daily—F.O.B. Los Angeles.

—Call or Wire—

24-HOUR SERVICE

Durkee's Bird Farm

8967 E. Gallatin Rd., Pico, California

Phone: OXFORD 9-5210

Cherokee Amusement Co.

WANTS

Ride Help on Jenny, Coaster, Wheel, Chairplane and three Kid Rides. Must drive trucks.

Contact:

J. W. Mahaffey

Chanute, Kansas, June 10 to 15; then per route.

SPITFIRE WANTED

Want to buy Spitfire for cash.

Charles L. Cooper

Rainbow Motel, 239 Lake Shore Road, Toronto, Ont., Canada

CARNIVAL SECTION

Want to book or sell Trailer Grab Outfit for season. (Factory made, F-I-a-s-h-y.) Will book on show with good fair route or sell.

E. L. JENKINS

2102 Mediterranean Ave.

Virginia Beach, Va.

Phone 3937

LIONS' CELEBRATION

(Annual)

June 24 thru 29.

Rumble Rides. Concessions needed.

Contact

J. H. PETERS

Box 371

Charlestown, Ind.

STRONG'S AMUSEMENT CO.

Opening June 14—Long Season.

Want Ride Help on all Rides. Agents for office-owned Concessions. Shows and Concessions except Pop Corn and Floss. Will sell Long Range Shooting Gallery on truck and book same.

STRONG'S, Waterloo, Nebraska

CARNIVAL WANTED

With 5 or 6 Rides and 2 or 3 Shows for Annual American Legion 4th of July Celebration, Pennsboro, W. Va., July 4-5-6, on Fairgrounds. Fireworks Displays, 3-Day Rodeo and Free Acts.

Address **Nathan Doll**

American Legion Post #83, Pennsboro, W. Va. Phone 298.

WANTED

Ride Help for playing Chicago area lots.

SENS AMUSEMENTS

2130 West 44th Street, Gary, Indiana

Phone: Turner 4-8806

No collect calls or wires.

BUCKEYE STATE SHOWS

Want for all bona fide Street Celebrations; West Carrollton, Ohio, Ox Roast, June 11-15; Jeffersonville, Ohio, Community Festival, June 18-22.

Want Games and Concessions of all kinds. No racket or Mitt Camp. **WANT AT ONCE EXPERIENCED MAN FOR 8-SWEEP LIVE PONY RIDE. MUST DRIVE BUS TO HAUL SAME. GOOD PROPOSITION.** Rio, come on. No answer. Geo. Christensen, Wheel Man, contact me.

All wire as per route. **FATS VANDERGRIFT, MGR.**

LAWRENCE GREATER SHOWS

WANT FOR TWO MORE SPOTS IN ALABAMA, THEN OUR FAIRS: CONCESSIONS: Hanky Panks of all kinds. Reasonable privilege. Bingo. HELP: Foremen for Fly-o-Plane and Caterpillar, Foremen for any Major Ride. Second Men on all Rides. Truck Mechanic, Funhouse Operator, useful Show Help in all departments. Ride Superintendent and Lot Man. Man to handle Kiddie Rides and Front Gate. SHOWS: Any Grind Shows with own outfits.

All replies to **SHIRLEY LAWRENCE**, Collins Hotel, Room 202, Jasper, Ala.

P.S.: Johnny Reed wants few Grind Store Agents.



ONLY THE BILLBOARD—

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

BINGO HELP WANTED

Clerks, Callers, one assistant Manager.

J. J. HORNFIELD

Reithoffer Show, Eagleville, Penn. this week; Cementon, Penn., near Allentown next week. P.S. Jerry and Mary get in touch. Western Union.

WANTED

BIG ANNUAL CELEBRATION IN MARK, ILLINOIS, JULY 4-7

Want Novelties and legitimate Concessions of all kinds. Also want Novelties and legitimate Concessions for Dousman, Wisconsin Annual Celebration, June 28-30.

**SAM MENCHEN
LAKESHORE AMUSEMENTS**

11 W. Division St. Chicago, Ill.

Holiday Amusement Co.

Can use for one of the best Fair and Celebration Routes in this territory. Concessions: Grab, Cigarette Gallery, Roman Targets, Percentage, Milk Bottles, Ball Game, anything not conflicting. Rides: Can use capable First and Second Men on Roll-o-Plane and other Rides.

Fielding Graham

Ottawa, Kansas, this week; then per route.

WANTED

Ride Help of all kinds. Also Shows and Concessions. For St. Charles, Mo., Big 4th of July Celebration, July 4-6-7. Joint committee. ESPECIALLY WANT PHOTO MACHINE.

MOUND CITY SHOWS

1417 Grafton St. St. Louis 4, Mo.

WANTED

Fun House and Glass House Operator. Must be able to drive semi.

WILLIAM T. COLLINS SHOWS

801 E. 78th St. Minneapolis, Minn. (Phone: Union 9-5097) No Collect Calls.

BETTY BROADBENT

Call

MURRAY HILL 2-2662, N.Y.C.

Photo publicity deal for you.

WILSON FAMOUS SHOWS

WANT

Foreman for 32 ft. Merry-Go-Round, also Foreman or Second Man for Wheel and General Ride Help who drive. Can place a few more Hunky Pank Concessions. This week North Chillicothe, Ill.; next Ottawa.

W. B. J. SHOWS

Want Concessions such as Lead Gallery, Basketball, Guess-Your-Weight, Buckets, Hoop-la, Photos, Dish Pitch, Bear Pitch. Write per route.

WANT

Dependable Ferris Wheel Operator for Baltimore City only. Year around job, good salary. Apply at once.

SUPERIOR NOVELTY CO., INC.

22 S. Fulton Ave., Baltimore 23, Md. Phone: Edmondson 4-3730

WANTED

Advance Agent for 2 day fairs. Capable of advance sales. Contact Show en route.

Carthage, Tenn., June 12-13; Hartsville, Tenn., 12-13; Cookeville, Tenn., 14-15.

WATER WONDERLAND SHOWS

WANT KID RIDES

Will buy or lease one more Novelty Factory Ride. WHEEL, PREFERRED. Kiddie Ride Help. Must be licensed semi drivers. Opening June 21.

JOHNNY J. JONES

Care Wm. T. Collins Shows, 801 E. 78th St., Minneapolis, Minn.

WANT

FOR SAVANNAH BEACH, GA. Reliable Ride Help, also couple of Hunky Pank Agents. Will be here until Labor Day, then Fairs. No ups or downs until Labor Day.

JACK ROYAL

Box 40, Savannah Beach, Ga.

LONG TERMS

Sentence 3 Who Robbed Dean Money

NEWBURYPORT, Mass. — Three men who kidnaped and robbed Eugene J. Dean, Salisbury Beach concessionaire, of \$18,000 in fair receipts last September were given long prison terms by Superior Court Judge Paul G. Kirk Monday (3). They were described as not being midway people.

Gordon Benjamin, 23, a twice-successful escape artist, was given 5 to 10 years. He also has a 20-year federal term for a bank robbery and a seven-year stretch awaiting him in Florida. Elphege A. Horgan, 40, of Salisbury, received 10 to 20 years and Richard J. Mandile, 19, of Malden, was given concurrent terms of 12 to 15 years.

The trio entered guilty pleas on the third day of the trial after Dean identified Mandile and Benjamin as the masked men who invaded his home, took him to the beach and made him open the safe at Dean's Amusement Center. The money taken represented receipts from the midway of the Rochester, N. H., fair. Some \$ 2,000 of the cash was recovered.

One of the three held Dean's 14-year-old son at the home while the others drove Dean to the safe. When the boy's mother and a companion arrived home they also were held at gunpoint. The prosecutor said they originally planned to force Dean's car off the road and rob him as he drove home from the fair, but abandoned the idea.

Schiavone Gets Poor Turnouts

AURORA, Minn.—Carlos Schiavone's North American Shows has found slim business since its opening at Mounds Bluff, near St. Paul. The first stand was a good one for all segments, but since then weather has hurt, Schiavone, who is the son of Rocco Schiavone, St. Paul, disclosed.

The show is scheduled to remain in Minnesota, but may head south later. It has 8 major rides, 5 kid devices and 4 shows.

Personnel, in addition to Schiavone, includes Richard Munson, secretary, and Lawrence LaLonde, lot superintendent and painter. Rosie and Melvin Larson have the pony ride; Mickey Armstrong, Girl Show, and Jean Jo-An Rendelle, Side Show. The Baby Duane two-headed baby and a Mechanical Saw Mill make up the back-end.

Front-enders include Kay Schiavone, popcorn, candy apples and foot-longs; Bill Hurdle, 5; Leo Magel, 6; Lee Moss, diggers; Betty and Dudley Hampton, Derby; Dick Munson, custard; Milton Joseph, cookhouse; Babe Rogers and George Shaw, jewelry; June Reynolds, bingo and mouse game, and Cris Bittle, fish pond.

Chicago Tribune Magazine carried an article about Brookfield Zoo's male elephant, Ziggy. . . . This Week magazine for May 12 carried an article by James Poling. Entitled "There'll Always Be a Circus," the yarn says circus business is neither dead nor sick. . . . Dr. Edward Johnson, one-time Ringling doctor, recalled his being on the show when an epidemic struck once. Chicago Tribune quoted him.

GOLD MEDAL Shows

Want for 15 big Fairs including the great State Fair of West Virginia at Lewisburg; Hagerstown, Md., Fair, and the big Fourth of July Celebration at Gary, W. Va.

CONCESSIONS

Want first-class Cookhouse that caters to Showfolks, Custard, Popcorn, Hunky Panks of all kinds. Will book one or more Grind Stores that have Hunky Panks. Also want Agents for Razzles, Roll-downs, Pin Store. Will give head of Store to right Man. Want P. C. Agents. Opening for Bear Pitch, Six Cats and Scale Agents.

SHOWS

Have complete outfits for Side Show and Girl Show. Want Managers for same. Clyde Davis and Dick Palmer, contact.

HELP

Can place A-1 Ride Help. Must be sober and drive semis. Foremen for Twin Ferris Wheels and Tilt.

RIDES

Will book live Pony Ride. Will pay cash for Spinaroo. Howard Engalls, get in touch.

Also want Builder. Tom Sharkey, answer.

DAVE FINEMAN, Bus. Mgr.

R. C. McCARTER, Conc. Mgr.

JOHNNY J. DENTON and A. C. (APIE) HILL, Co-Owners

Welch, West Virginia, now.

GLADSTONE EXPO SHOWS

Kentucky's First Fairs—Springfield, June 17-22; Greensburg, June 24-29; Central City Fair & Celebration, July 1-6. Followed by 15 Fairs in Kentucky, Tennessee and Mississippi, including several of the finest County Fairs in the South: Russell Springs, Columbia, Russellville, Hodgenville, Ky.; Gallatin, Tenn.; Jackson, Tenn.; Rosciusko, Miss. Out till Nov. 1.

WANT Hunky Panks of all kinds, Hi-Striker, Age and Scales, Jewelry, Bear Pitch, Ball Games, Novelties, Custard, Ice Cream, Basketball, etc.

RIDE HELP on Wheel, Jenny, Tilt, Octopus, Rockplane. Other useful Show People, come on. Bucket Nose Red, Fred Vermit, Bob, contact Dow.

SHOWS, with own equipment always welcome—25%. Bill Butler wants Hunky Pank Agents, Bingo Help and P.C. Dealers, also Bucket and Six Cat Help.

Ma Phillips needs Cookhouse Help, Griddle Man with own tools; Short Pockets, answer. Maurice Helman wants Hunky Pank Agents.

Contact

F. O. POOLE

J. L. OLIVER

c/o Showgrounds

Sturgis, Ky., all this week

c/o Hotel

American Canadian Route

KING REID SHOWS

Seventh Annual Tour

Wanted to join at once for the finest route in North America, including seven proven big weeks in Eastern Canada. This is exceptional territory for Concessions. Special consideration at our fairs for those joining now.

CONCESSIONS

Hunky Panks of all kinds, Photos, Custard, Novelties, Pitches, Scales and Age.

RIDES

Scrambler, Round-Up and Rolloplane.

RIDE HELP

Need Foremen for twin Wheels, Ridee-O, Chairplane (Speedy Travis, come on). General Ride Help. We pay top wages. Mechanic, A-1 Truck Mechanic with own tools. Top salary if you can produce. Billposter, want man at once with own transportation. Union scale to union man.

RIDE SUPERINTENDENT—We have an exceptional opportunity for qualified man capable of taking full charge of operation, maintenance and repair of ten show-owned major Rides. High salary and an unusual opportunity for the right man. Year round arrangement if interested.

KING REID SHOWS, Arlington, Mass., all this week.

All replies to King Reid or Charles Joyce, Hotel Avery, Boston, Mass.

NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

Want for the Bay City Centennial, Bay City, Mich. (Downtown on the City Park) June 16-22.

OPENING ON SUNDAY WITH BIG-TIME ENTERTAINMENT AND PARADES ON GROUNDS

SHOWS

Will book Grind Shows of merit. Must be in keeping with standards of this show.

CONCESSIONS

Can place Hunky Pank Concessions not conflicting. (Popcorn, etc., already sold.) LOUIE BELL wants Man who knows how to take head of Knife Rack. (Whitey Conley and Bob Rush, get in touch immediately.) Jerry Baker wants Short Range Agents and Hunky Pank Agents. Contact

C. W. (BUD) DAVIS, MGR., Battle Creek, Mich., this week

Permanent Address: P. O. Box 309, Fremont, Ohio

P.S.: All our old Ride Help, please contact.

SCOTTY McNEIL WANTS

FOR JOHNNY CARON'S NEW NITE CLUB

Girls Dancers, Strips or Couch. Wardrobe available. Tickets if I know you. Top pay plus. Write, wire or phone. 423 Bourbon St. New Orleans, La. Phone: Magnolia 8629

SONNY MYERS AMUSEMENT

Will place for St. Joseph, Missouri, this week, and the Great Trenton, Missouri, Centennial starting June 17 on the Streets.

Concessions: All pitches open except Glass. Need Photo, Hunky Panks, Roman Target, Tip Over Cakes, Age and Scales, Stock Ball Games or any legitimate non-conflicting Stock Concession. Will book any family-type Show, committee money only; especially want Snake or Fun House. These spots are followed by a proven route of Fairs and Celebrations playing two a week starting the fourth at Stauberly, Missouri. Ride Help: Can place few Second Men, must drive. Contact BILL DILLARD this week, 3012 North 10th Street, St. Joseph, Missouri, or call 26980, St. Joseph.

LAST CALL! LAST CALL!

SHOW OPENS HUTCHINSON, MINN., WATER CARNIVAL, JUNE 21

HELP: Can place sober, reliable Ride Foremen that have chauffeur's licenses. Also Second Men on all Rides, must have chauffeur's licenses. Want Carvasman. Useful Help in all departments, year-round work.

DODGEM FOREMAN FOR 16-CAR DODGEM. SALARY, \$100.00 PER WEEK.
SHOWS: Can place any good Grind Shows of merit. Want for Side Show—Freaks to feature, Bally Acts and Ticket Sellers. Salaries out of office.
CONCESSIONS: Will book Age and Scales, Novelties, Glass Pitch, Bird Pitch, Short Range Shooting Gallery, Hunky Panks of all kinds. Can place Help for Bear Pitch.

All replies **WILLIAM T. COLLINS, Mgr.****WILLIAM T. COLLINS SHOWS**

801 E. 78TH ST., MINNEAPOLIS, MINN. (PHONE: UNION 9-5097)

**BEAM'S ATTRACTIONS
MARDI GRAS, LATROBE, PA., NEXT WEEK**

Can book all types of Hunky Panks for this big event. Want Wildlife and Grind Shows. HELP—Capable Fly-o-Plane FOREMAN, also Second Men for all Rides. Cookhouse Help and Concession Agents can be placed. Always able to place capable Carnival Workers in all departments of the show.

Contact **STEVE DECKER**

D ST. SHOW GROUNDS, JOHNSTOWN, PA.

GEORGE CLYDE SMITH SHOWS

WANTED: Custard, Fish Pond, Basketball, Scales, Age, Novelties, Hoop-La, Hi-Striker, Ball Games, Swinger.

WANTED: White Girl Show, Monkey Show, Snake Show, Wildlife.

WANTED: Merry-Go-Round and Chairplane Foremen, Truck and Trailer Drivers, General Ride Help, Agents for office Hunky Panks.

All replies to **GEORGE CLYDE SMITH SHOWS**

Coalport, Pa., this week; Houtzdale, Pa., next week.

P.S.: Want Count Store, Pin Store and Bucket Agents.

**CANADA—22 BIG FAIRS—CANADA
World's Finest Shows**

WANT FOR WESTERN CANADA "B" CLASS FAIRS—
QUEBEC & ONTARIO FAIRS.
NOVELTIES, SCALES, AGE AND OTHER HUNKY PANKS
MAN & WIFE OR SINGLES. TOP SALARIES.
OFFICE OWNED.

ADDRESS PER ROUTE: **J. P. SULLIVAN** Winnipeg, Man., thru June 22;
Regina, 24-28.**SMILEY AMUSEMENTS**

WANT FOR FIREMEN'S CELEBRATION, JUNE 10-15,
GREENSBURG, PA.; HOMER CITY, PA., JUNE 17-22;
AMBRIDGE, PA., JUNE 24-29.

Can use Hunky Panks of all kinds, Custard. Agents wanted for office-owned Concessions. Can use family-type Shows. All replies to **GLASS PITCH BLACKIE**, manager of show. Wire or write per above route.

BAKER UNITED SHOWS

LINTON, IND., FOURTH OF JULY CELEBRATION

CONCESSIONS: Want Popcorn, Floss, Snow, Glass Pitch, High Striker, Coke Bottles, Lamp Pitch, Penny Pitch, Fishpond, Jewelry, Custard, Cork Gallery, French Fries, Bird Pitch, Short and Long Range, Foot Long; Grab or any clean, legitimate Concession. Will book large Cookhouse.

RIDES: Will book 2 Kid Rides not conflicting.
HELP: Can place good, reliable Ride Help on all Rides. Must drive semis.
SHOWS: 10-in-1, Class, Funhouse, Side Show, Fat and Illusion.

Contact **ERNIE ALLEN, MGR.**, Noblesville, Ind., this week.**TIVOLI EXPOSITION SHOWS**

Want for Million Dollar Payday at Chanute Air Base, Rantoul, Ill., June 17-22 and 18 Fairs to follow.

CONCESSIONS: Can place Long Range, Glass Pitch, Balloon Darts, Ball Games, Coke Bottles, Basketball, Hoop-La, Jewelry, Break-The-Record and Penny Arcade.
RIDES: Want to book Octopus immediately. Also can place Dodgem or Scrambler or any other Major Ride not conflicting. Can place first-class Pony Ride.

SHOWS: Can place Shows not conflicting. What have you?

RIDE HELP: Want reliable Help on all Rides. Must drive semis.

Wire or Write **H. V. PETERSEN, MGR.**, Edwardsville, Ill., this week; then the big payday at Rantoul, Ill., to follow.

PAN-AMERICAN SHOWS

GALAX, VA., BIG 4th OF JULY CELEBRATION; THEN CELEBRATIONS AND FAIRS UNTIL NOVEMBER 15

Want Concessions of all kinds. Bingo, Popcorn, Candy Apples, Scale & Age, Bear Pitch, Ball Games, Six Cats, Ice Cream, Custard, Nail Store, Block Pitch, Man and Wife for Cookhouse.

Sammy Sharp wants for high-class Colored Revue, Musicians, fast-stepping Chorus Girls, Dancing Comic and Talker.

Want Operators for Funhouse and Monkey Speedway. Must drive trucks. Will book Wildlife, Monkey or Animal Show, Big Snake or any other Grind Shows. Want Ride Help, Foremen for Wheel, Tilt, Octopus, Second Men on all Rides who drive. No drunks. Want first-class Mechanic with tools.

This week Junction of Highways 70 & 27, Harriman, Tenn. Phone 603-J.

GIVE TO **DAMON RUNYON CANCER FUND****Philly Circus Midway Pulls**

• Continued from page 73

lanes. The circus had a Sunday show permit and partial midway operations supplemented its performance on the two "undays of the eight-day date, beginning May 26. Memorial Day was a big one, as was Saturday, Friday night (31) was pretty good.

Longer Run Seen

The two Sunday circus days raised the possibility of a Saturday night opening in another year or two for the midway. It was Old Home Week for the Miami Showmen's Association, which was well represented. Concessions included the following:

Sydney Daniels, 10, including scales, age, hats, custard; Gabe Allinger, grab; Sam Jaffe, 2, including darts; Herman Kaplan, 3, including ball games and short range; Les Prime, Derby; Johnny and Dorothy Miller, buckets and two double cat racks; Ritchie Thomas, French fries and grab; R. Leonard, 3, including darts and basketball; Jimmy Ferenzi, cookhouse; June Tate, cat rack; Harry Modele, 9; Frances Fournier, 2, including swinger; Eddie Murray, grab; Sanford's long-range; Bob Parker, 6, including cats, buckets, bottles; George Hartley, 2, including swinger; Alton Pierson, swinger and pitch-til-u-win; Leo Connors,

pitch-til-u-win and cats; Charlie Simmons, 4, including buckets and cats.

Also, Helen Simmons, waffles; Bernie and Marie Cory, 5 pitches, including bird, glass, penny, bear; Maxie Glynn, grab; H. William Jones, bingo; John Quinn, custard and snow cones; Jack Essner, popcorn; Don Barnes, floss; Mark Lowley, jelly apples; Sammy Lee, Coke rings; H. (Doc) Dash, novelties; W. Zzy's foot-long dogs and snow balls; Mike Catto, 2; Joe Casper, swinger; Mik. Dembrosky, 5; Benny Levine, 1; Mrs. Ryan's root beer and cookhouse.

Active Bazaar Company rides and foremen were two Ferris Wheels, Joe Modawell; Coaster, Joe Levy, and Merry-Go-Round, Joe Hodge, M. D. Amusements had a Merry-Go-Round, Vince Sligok; Tilt-A-Whirl, Thomas Cannon; Octopus, Frank Willis, and Kiddie Auto, Sky Fighter and Train, Paul Merker. Other Rides were Ernie Farrow, Scrambler; Stanley's Rock-o-Plane and Roll-o-Plane, and "oxy Catto, Chairplane.

Legal work was handled by Samuel Moonblat. Office was managed by Gladys Essner and Arlene Dembrosky, and electrical work by Ronald Essner and Charlie Chavious.

Battle Creek Big for Wade

• Continued from page 73

Marshall L. Greene, secretary; George Kubat, ride superintendent; George Foth, electrician; Harry Allen, advance man; Charles Lemmon and James Blackmon, front gate.

Ride crews are: Merry-Go-round, Nate Conklin, Fred Cliff; Ferris Wheel, Cleb... McGinnis, Wayne Van Wye, Alda Cunningham; Tilt-a-Whirl, Harold Cunningham, Theodore Hawley, Cole Minor Evans, Kay Foth; Dodgem, Forrest Smith; Rocko-plane, Andre Conn, Joe Wells, Geraldine Brown; Spinaroo, Richard Green, Arnold Johnson, Mildred Green; Octopus, K. C. Garvin, owner-operator; Alfred Ferris, Steve Blasinsky, Ruth Wrigglesworth. Flying Skooter, Milo Rupp, owner-operator; Bobbie Ingalls, Corbett Wages, Bonnie Beach, Twister, James Taylor, Leopard Child, Katherine Steele, Dark Ride, W. O. King, owner-operator; Bill Lamrock, Marjorie Lamrock, Dodgem, Mr. Ingals, owner; Forrest W. Stfall, Barry Everett King, Charles Fontana, Mary Ingalls, Live ponies, Floyd Vardy, owner-operator; Mrs. Myrtle Vardy, Office-owned Kid Rides (4), Sam Hansen, Pete Burkhardt.

Along concessions row are William W. Fike, Dorothy Fike, Karan

Fike, Clarence Hutner, Billy Fike, Dave Green, Ambrose Simons, Bernard Stilger, Luther Bolden, Bobbie Reddin, cookhouse; Mr. and Mrs. William McLaughlan, photos; Joe and Rosie Bevan, scales and age; James Crafts, novelties; Gladys McGinnis, 2, with Velma Dietrich; Al Clothier, 3, with Wallace Hurst, Richard C'Dell and Phyllis Askew; Al Williamson, 10, with Roger Young, Bobby Davis, Marvin Wood, Jack Cross, Sailor Ophiplant, Sandy Watson, Bob Quinlan, Jack McArthur, Dukie Geffen, Laura Manos, Shorty Pettit, Harry Moseley, Mr. and Mrs. Buck Fortner, Don Fortner, Bab's Geffin, Evelyn Renaldi, Johnny Johnson, Pop Sullivan, Al Cohen, Mike Cassara, Joe Burns, Bill Restis and Al Renaldi.

Mr. and Mrs. Johnny Johnson, candy apples and floss; Jean and Ruth Ansel, bear pitch; Donald Duncan, French fries; Jay Frazee, Coke ring; W. O. King, long-range gallery, managed by B. Z. Lee; A. Goldberg, jewelry; Don Petralis, popcorn, with Richard Foster; John Mulder, stock wheel.

Show include Tito Marion's Wild Life, with Mrs. Geraldine Marino; F. L. Botham's Funhouse, Roland Porter's Girl Show.

WOM Debuts Colorful Show

• Continued from page 73

Taylor; Spitfire, Jimmy Blanton; Twister, Marvin Whitley; Roundup and Tilt-a-Whirl, Erby Murray; Skooter, Gennie Shinliver; Dark Ride, William (Red) Lambert; Train, Roy Varnier; Merry-Go-Round, Fred Scheinert; 10 kiddie rides, Roy Dagg; Silver Streak, Chairplane and Fly-o-Plane, Harry Hauck; Roll-o-Plane and Caterpillar.

Show Units

Show units included Funhouse, Ed Wamble, Mysteria, Marty Navarro; Wild Life, R. A. McCarthy; Side Show, Walter Wanous; Green Door, Dixie Gordon; Calypso (Night in Trinidad), David Wiles; Motordrome, George Murray; fat show, Walter Wanous; Riley's iron show; Midgets, Nate Eagles; snake show, Charley Fogel; James Dean's last mile, Bill Brooks and Bob

States; Freak and Animal Zoo, Pete Sevich; pony, Delbert Warren; Arcade, Pat Razzano.

Most staff positions remain unchanged, with Bud Sollenberger and Howard Ramsey in the office, Gerald Snellens, general representative; Ed Cenname, lot man; Bob Alston, electrician; Al Moody, train master; Harry Hauck, lot superintendent. Snellens' yearly advertising and publicity magazine was expected momentarily.

Thruout the early weeks, Bergen's crews will be pointing toward the fair season, with constant refurbishing and retouching. There was a huddle of five national showmen's association past presidents on Saturday (1); Bergen, Allen, Snellens, James E. Strates and John Weismann.

Frontier Folk

• Continued from page 73

spirits somewhat, Ritter said.

He, along with John Crifa-fulli, advertising manager, visited Monte Young Shows at Salt Lake City recently and found business there was also being clobbered by the weather.

Staff also includes C. R. Thompson as general agent. On the front end are Earl and Albert Wells, Cedar Bill, Mr. and Mrs. Jim Johnson, Mrs. Christ Christensen and Les Dingus. Ride foremen are Dick Jones, Ferris Wheel; Chris Christensen, Rock-O-Plane; Ralph Parcell, Octopus, and Kenneth Francis, Jenny. Frank Arnold manages the kiddie rides.

Mrs. Wearl Wells joined from Phoenix following the close of schools there and Mrs. Ritter came on from Tucson after their youngsters were released from school. Mr. and Mrs. Jim Barber recently visited.

E. M. Haworth

• Continued from page 73

gin Prineville, Camby, Tygh Valley, Ontario and Halfway. In Washington the show will play Moxie and in Idaho at Weiser.

Show carries 6 major and 5 kid rides, 2 shows and 20 concessions in addition to live ponies. E. M. Haworth is owner-manager; Don Haworth, ride superintendent; Bud Baker, lot superintendent, and Hap Spangler, agent.

Concessionaires include L. L. See, balloon pitch; Max Miller, dice pitch, monkey pitch and Derby; Ray Holden, six; John Hef-fel, crazy ball; J. D. Schmitt, novelties, bingo and clothes pins; Big John McKeen, cookhouse and grab; A. D. Taylor, two; Mary Ragan, jewelry; H. C. Wedge, jewelry; Baron Lombardo, Athletic Show, and Marie LaDue and Brownie, snakes.

Babcock Dates

• Continued from page 73

39 pieces of rolling stock. Two International tractors were purchased recently and sent to winter quarters, where Bob Lindsay is readying additional equipment for the fair dates.

Frank W. Babcock, owner, is back on the show after a week's business trip to Sacramento, Calif. Mr. and Mrs. Hoppy Moore joined with their new antique gun museum mounted on a 40-foot display trailer.

A photographer from Chevrolet's magazine, Friends, visited the show at Artesia and took a number of photos in which the midway was prominently displayed.

K-M Loses Three

• Continued from page 72

thruout the day. A cloudburst and high winds came during the night show, while confirmed tornados were hitting the general area but not the circus. Manager D. R. Miller decided against giving the show. Ticket money was refunded and all show personnel turned to save the big top. Performers still in wardrobe rushed props and other equipment out. The canvas was lowered hastily over the seat wagons and no damage was sustained.

Show was late getting off the Friday lot and arrived late in Levelland, the Saturday (1) stand. Here it found the only lot was flooded. A hard rain continued. Miller ordered both shows canceled, and trucks were gassed up, turned around and headed for the Sunday stand. Radio spot announcements carried news of the cancellation and stated tickets and passes would be honored at the next town. The circus then moved to Littlefield, Tex., for Sunday (2), arriving early but not setting up until later.

WANT-CONCESSIONS-WANT

- ➔ **BROWNSTOWN, IND.** On the Streets for ANNUAL HOMECOMING. Place Games only. July 15-20, Incl.
- ➔ **MADISON, IND.** ANNUAL 4-H FAIR. Can place Snow Balls and all Games. Limited space here. July 23-27
- ➔ **ELNORA, IND.** DAVIESS COUNTY FAIR. Can place Floss, Apples, Corn and All Games. July 29-Aug. 3
- ➔ **SANDUSKY, MICH.** SANILAC COUNTY 4-H FAIR. Can place all Games. Aug. 20-24

APPLY BY LETTER ONLY TO
GOODING AMUSEMENT CO.
1300 NORTON AVE. COLUMBUS 8, OHIO

HAPPYLAND SHOWS

TWENTY-FOURTH ANNUAL ELK'S FESTIVAL, PONTIAC, STARTING JUNE 11.

Wanted—Foremen for Ferris Wheel and New Dodgem. Can place small Shows at reasonable percentage. Address

HAPPYLAND SHOWS

Elks Temple, Pontiac, Michigan

JOE SCIORTINO WANTS

COLORED PERFORMERS AND MUSICIANS for finest Rock & Roll Show in business today. Need CHORUS GIRLS, must be young, experienced and attractive. Can use Specialty and Novelty Acts. Can place Blues Singer. Musicians must be neat, sober and must read. DRINKING WILL NOT BE TOLERATED. Show will open in Ypsilanti, Mich., on June 25. Rehearsals start 23. TICKET SELLERS with show experience; must drive semi. Ticket Sellers and other Working Help must join immediately in winter quarters. JACK THOMPSON and RED ROGERS, phone me. Experienced CANDY PITCHMAN for my Girl Show which is now open. GIRLS for Girl Show and Posing Show. Wardrobe furnished, top salaries paid. All answers

JOE SCIORTINO

2102 W. Waters Ave., Tampa, Fla. Phone: WEBster 4-7472
No collect wires or phones.

Want Independent Rides

For Annual Fairs, Street Celebrations, Homecomings and Old Settlers. Can use any major Rides, Kid Rides, Coaster, Concessions, no Flats, all Hanky Panks, \$15. Dollar cut-in. Starting Kingman, July 10-13. Merchants' Street Fair; Reelsville Homecoming, July 17-20; Plainville Horse Show-4-H Fair, July 22-27; Tri-County Fair, Russellville, Aug. 1-3; on streets, Aug. 8-9-10-11. Shelby Fair; Aug. 21. Old Settlers' Annual, Veedersburg, Ind.; Aug. 29-31. Annual Street Fair and Tomato Festival, Ridge Farm, Ill.; Labor Day Annual Celebration, on streets, Paragon, Ind.; Street Fair and Produce Show, Lions Club, Veedersburg, Ind., to follow. If you have any major Ride for sale cheap write us. Can place organized carnival with 8 or 10 Rides for 4th of July. Write, wire, phone us. We can keep your Rides busy. T. J. SMITH, 711 S. Main St., Greencastle, Ind. Ph.: 1154-J.



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.

CARNIVAL BALLS

Special improved String Balls offered at low quantity price of \$1.95 per doz. (f.o.b. Chicago). Other Carnival Balls also available at reduced prices.

Write Box 897

The Billboard, 188 W. Randolph St. Chicago 1, Illinois

THANK YOU

JOHNNY VIVONA
Amusements of America, for your G.M.C. Tractor purchase. "Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003

DIXIE AMUSEMENTS

Can place a few Hanky Panks. Must be legitimate Concessions. Need Ride Help on Wheel, Merry-Go-Round and Mix-Up; must drive. Contact or come on. Sedan, Kansas, June 10-15; Madison, Kansas, June 17-22; Blue Springs, Nebr., Centennial, June 27-29; July 4 Celebration, Independence, Iowa, July 1-4.
CLIFFORD DAVIS, Mgr.

CARNIVAL WANTED

75TH ANNIVERSARY CELEBRATION. Buffalo Bill Rodeo, June 21, 22, 23. Barbeque and dance on the grounds.
CLARK HORD
c/o Buffalo Bill Rodeo, P. O. Box 553, North Platte, Nebraska.

NOTICE

RIDE MEN

Wanted for Ferris Wheels, Octopus, Merry-Go-Round. Salary tops, plus bonus.
McGINNIS BLUE RIBBON AMUSEMENTS
7834 Pearl Rd., Cleveland (Berea P.O.), O.
Phone: Berea 4-9777

WANTED

One or two large Rides and some Concessions for
GLENN PANCAKE FESTIVAL
on June 28, 29 and 30.
Contact **LARRY BOLLWAHN**
Glenn, Mich.

LISA DEL MAR

Wants Dancing Girls
Playing inside army camps. Experience not necessary. Contact by Western Union, c/o Lawrence Greater Shows, Hinesville, Ga., until June 15.

CONTINENTAL SHOWS

Want for Gorham, N. H., one of the Eastern States' biggest July 4 Celebrations: Legitimate Concessions of all kinds. What have you? No exclusives.

Whitey Brown wants Grind Store Agents, one man for only Wheel on show. Also Agents for Tip Up Coke and Hanky Panks. Eight big weeks ahead.

Want one or two good Men for Rides, those I know preferred. Must drive. One Man for Little Beauty Merry-Go-Round; the whole set-up like Kiddie Ride.

CONTACT

ROLAND E. CHAMPAGNE, Mgr.
Morrisville, Vt., June 10 to 15

JOHN GALLAGAN, JR.

Due to an expansion program under way the Gallagan Concessions can place the following: Competent Bingo Managers with incentive and the ability to produce. Attractive proposition to those who can qualify, not "signify." Also Counter Men who can drive semis. Top starting salary plus bonus. Openings available for Hanky Pank Agents, preferably single. Those who join me now will be shown preference during my strong route of Southern Fairs some of which are Knoxville, Atlanta, Pensacola, Tallahassee and Savannah.

We have a large organization with a reputation for fairness and above board operation. No drunks or chasers. If you fit in contact at once. This week Warren, O., followed by Ambridge, Pa., and Johnstown, Pa.

JAMES E. STRATES SHOWS

15-BIG FAIRS FOR 1957-15

Starting July 29 at Clearfield, Pa.

WANT: Wildlife, Fat Show, Unborn, Monkey Show, Freak Animal Show or any Grind Show of merit.

Want: 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, Miniature Cage Wagons.

FOR SALE: One No. 5 Big Eli Wheel.

JAMES E. STRATES SHOWS, INC.

P. O. Box 55, Orlando, Florida Poughkeepsie, N. Y., this week.

FRONTIER SHOWS WANT

For the following bona fide Celebrations and Fairs: Prescott, Arizona, July 4; Spanish Forks, Utah, 24; Logan, Utah, Aug. 17; American Forks, Utah, Labor Day; Needles, Calif., Sept. 28; Casa Grande, Arizona, Oct. 13.

All kinds of Stock Concessions and Hanky Panks, Balloon Store, Duck Pond, String Game, Glass Pitch, Add Darts, Baskets, Bingo, etc. Also want to book good Grab for season; no one-spot propositions. Carl Pearson, contact.

All replies to J. L. RITTER, Mgr.

Richfield, Utah, June 11-15; Panguitch, Utah, June 18-22.

MOTOR STATE SHOWS #2

WANT FOR McCLURE, OHIO, STREET CELEBRATION, JUNE 12-15—DAY & NITE

Hi-Striker, Age & Weight, Photos, few more Hanky Panks.

Foreman for Merry-Go-Round.

F. DICKSON, Mgr.

GIRLS—FOR GIRL SHOW—GIRLS

Top salary. Show opens week June 17 in Midwest.

Want Semi-Truck Driver and Ticket Seller. (No drunks.)

Write, wire or call F. W. MILLER

6101 Chef Mentour, La Fonda Motel, Phone Bywater 8536, New Orleans, La.

WANT

Concessions that work for stock. No flats or gypsies. Several good Hanky Panks open. Can use one more Show. Also want Wheel Foreman. Playing the best route of bona fide Celebrations and Fairs in this territory. Come on—join per route.

WM. D. STANLEY SHOWS

Pierz, Minn., June 11-12; Mora, Minn., 14-15; Maple Lake, Minn., 17-18; then per route.

STOCK TICKETS

1 Roll	\$ 1.50
5 Rolls	4.50
10 Rolls	8.25
25 Rolls	18.75
50 Rolls	24.00
100 Rolls	44.00
Rolls 2,000 EACH		
Double Coupons		
Double Prices		
No C.O.D. Orders		
Size: Single Tkt., 1x2		

TICKETS

of every description. Wheel tickets carried in stock for immediate shipment.
THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED

Cash With Order Price	
2,000 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.20
100,000 33.00
500,000 133.00
1,000,000 250.00

PARAKEETS and CAGES
(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 Novelty, Scales and Age
Want Agents for Hanky Panks, Hustler for grandstand.
LOYD WILSON
204 South 23d St. Phoenix, Arizona

FOLEY & BURK SHOWS
WANT—Whip Foreman, #12 Ferris Wheel Foreman, top salary. Grind Show of merit.
Wire FOLEY and BURK SHOWS
Colusa, Calif., June 10-15; Pleasanton, Calif., June 17-July 4.
P.S.: Can use Assistant Train Boss.

BRASCH BROS.' SHOWS
Will book Tilt, Rock-o-Plane or Fly-o-Plane, late model, one only. Concessions: Six that do not conflict. Dan Evans and White Harris can use Agent.
Lannon, Wis., June 13 to 16; Cottage Grove, Wis., 20 to 23.

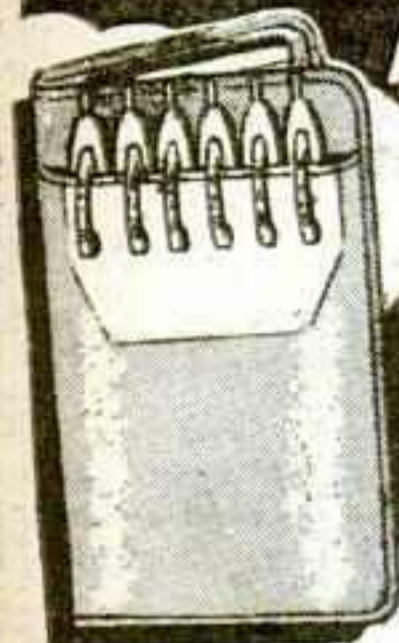
Want—RIDE SUPERINTENDENT AND CLOWN—Want
Ride Superintendent must be handy with carpenter tools and electric. Clown must do appearances and make contacts. Both to double as assistant managers in permanent Kiddieland at Sharon, Pa., and Youngstown, Ohio (Gene Bain, Johnny Anderson, if at liberty, contact.) Jack LaPearl, I need a Clown. Call after midnight. Contact
DICK DILLON, Standard Hotel, Sharon, Pa.

FLOYD O. KILE SHOWS
RIDE HELP to join now. Foreman for Caterpillar (must know Tunnel—excellent equipment); Foremen for Super Roll-o-Plane, Spitzire and Twister; also Kid Rides. Can place Second Men (if good will make Foremen out of you). Must be able to drive. Long season, good pay. Ride units open now.
CONCESSIONS: Opening July 1 in Missouri; all Fairs and Celebrations till November; Iowa, Arkansas, Louisiana. All Stock Concessions, Ball Games, Water Games, Pitches of all kinds, Novelty, Jewelry, Photos, Bingo. All replies to
FLOYD O. KILE, Fairground, Clinton, Louisiana, till June 23.
P.S.: Help, come on; will place you.

GIVE TO DAMON RUNYON CANCER FUND

REPEAT OF A SELL-OUT!

Sensational PEN Value!
Famous Guaranteed
6 WINSTON DRI-LINE PENS
Plus **POCKET SECRETARY**



Attractive leather-grained vinyl, electrically heat sealed, envelope compartment, memo pad.

\$6.90 per dz. sets
gross lots

\$7.40 per dz. sets.
Sample Sets \$1.00 each
As Advertised

SORRY, no manufacturers accommodated at this time.

LOOKING FOR SOMETHING DIFFERENT?

We'll gladly design and produce pens and novelties to your specifications at amazingly low costs.
COMPLETE LINE OF NOVELTY PENS AVAILABLE, FEATURING GLAMOROUS PICTURES AND WITTY SAYINGS

CASH IN WITH THE WINSTON PROFIT LINE TODAY!
FREE USE OF OUR MAKE VENDING MACHINES

To purchasers of WINSTON Dri-Line Pens.
200-pen size • 100-pen size • Refill dispenser.

WINSTON INDUSTRIES div. of EDCO MFG. CO., INC.
20 W. 30 St., New York 1, MU 4-3720

MERCHANDISE TOPICS

If you have never tried selling vitamins, Morton, Inc., 1625-39 North Highland Street, Department B, Memphis 8, has a deal especially designed for you. Naturalin vitamin-mineral tablets, it is claimed, contain 18 vitamins plus 13 minerals in every tablet. These are put up in a natural base of liver, yeast, alfalfa, wheat germ oil and prune powder. Each bottle contains 60 tablets, a 30-day supply, and is offered for only 50 cents per bottle. The firm makes the formula available and requests you compare it with any other product on the market. The firm says it manufactures for doctors and companies throughout the United States. Receipt of \$6 brings you one dozen bottles prepaid. On orders of 12 dozen or more the firm will be glad to imprint your name on the Naturalin label instead of its own at no extra cost. Naturalin vitamin-mineral tablets provide the following percentage minimum daily requirement of Vitamin A 125, B-2 100, C 100, D 200, B-1 300, Calcium 17.3, Iodine 100, Iron 100 and Phosphorus 13.3, the firm says.

Harris Novelty Company, 1102 Arch Street, Philadelphia, is introducing three new products it has never before offered. The first, called the "latest sensation" by the firm, is a set of two top-quality retractable ballpoint pens with gold-tone tops and a pair of fine sun glasses for men and women, put up in a simulated leather pocket savor in assorted colors. The second item is a two-tone Kool Lid foam cap made of a new insulating foam ma-

terial to give featherweight head protection in the summer. The caps are flexible, washable, fit all head sizes and come in assorted pastel colors. The third item is what the firm calls the greatest value in years—a pocket secretary set which includes six retractable ballpoint pens in assorted colors with red, green and blue inks, leather-grain vinyl pocket case handsomely styled and durable with built-in pocket for credentials, and a standard memo pad, handy and replaceable. Pens are fully guaranteed. All three items are offered at low prices. Write for details.

Muncie Novelty Company, 309 North Jefferson Street, Muncie, Ind., is a manufacturer of tips, jar games, carded deals and match books. The company has a new idea in the tax-free ticket game called Match Your Number. Players like to play this game and locations like the profits. Complete details of this fast money-maker and other ticket games will be forwarded on request.

M. K. Brody, Chicago importer and wholesaler of premiums, toys, novelties and merchandise for 42 years, has issued his 1957-'58 catalog, a 96-page book that features a wide variety of items for the retail and amusement trade. Leading articles include a wide variety of clocks, lamps, plush items, toys, fishing tackle, tools, luggage, cameras, picnic gear, household appliances, utensils, blankets, jewelry and a complete section devoted to small premium novelties.

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!

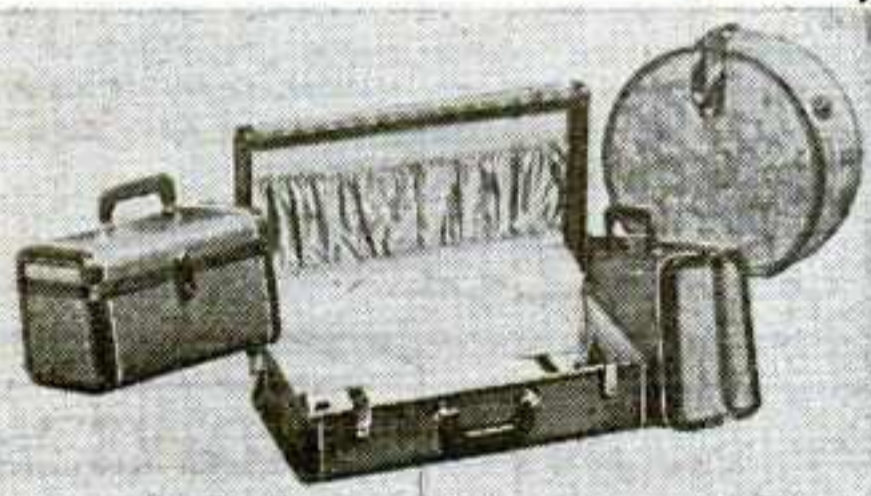
workers available

The OAK RUBBER CO.
RAVENNA, OHIO

AIRPLANE LUGGAGE

AIR-FLIGHT LUGGAGE
Exclusively by Standard

4-PC. COMPLETE SET
List \$54.95
\$15.88 EA.
set in lots of 3
Sample 4-pc. Set \$16.95



4-piece Set consists of large 26" Pullman Case, 21" Weekend Case, extra large Train Case and roomy 14" Hat Box with carrying strap. Latest nationally advertised Airplane Luggage material that resists scuffing, scratching, staining, peeling, cracking or fading. So strong you can stand on it! Newest tapered style—streamline design! Reinforced metal edging seals tightly when closed—completely dustproof and waterproof! Fully quilted rayon-lined interiors with pockets and tie-taps. Contrasting Bumper Edges. Extra strong, stitched-thru binding. Rustproof nickel-plated hardware and locks. Train Case has full mirror in lid and plastic tray. FULLY MATCHED 4-PIECE SET, both inside and out, available in Alaska White, Desert Tan or Arctic Blue.

3-Piece Airplane Luggage Set without Hat Box.
Complete Set **\$13.88** ea. in lots of 3 Sample \$14.95

Send for FREE 106-Page Name Brand Catalog and Spring & Summer Supplement. 25% dep., bal. C.O.D., F.O.B. Chicago

STANDARD INDUSTRIES 1112 So. Wabash Ave., Dept. B-N Chicago 5, Illinois

PIPES FOR PITCHMEN

By BILL BAKER

STILL... in the hospital at Temple, Tex., E. C. Pardee sent in a comment on the infrequency of pipes in the column from some of the well-known sheetwriters.

WRITING FROM... Harrisonburg, Va., Jack (Bottles) Stover reports that he encountered rough going on a recent trek thru West Virginia, Maryland and Pennsylvania. He expects to rest in Harrisonburg for about 10 days before heading for Delaware. Harry Lee Solomon was reported to be doing well in Harrisonburg.

GEORGE (PUG) STACEY... who has been working the Maryland tobacco markets for the Southern Planter, was a recent visitor on the Gallagher Shows, reports Jimmie Thomas, the show's ride superintendent. Altho tobacco was selling well, Thomas said, Stacey was the only sheetie noted at the sales. Thomas said he would like to read pipes from Jack (Bottles) Stover, Dietrich, Harvey and Mangum.

FRANK O. EARLE... the veteran sheet writer who died May 15 in Veterans' Hospital, Montgomery, Ala., of a heart attack, had a long career in outdoor show business that included early trouping with Sun Bros. Circus and later hitches with the J. J. Page Shows and King Bros. Circus. For the past three years he had been with the Capitol City Shows. Prior to his recent visit with Montgomery friends, he had been a patient in the Veterans' Hospital, Louisville. He was a member of the Elks lodge and the American Legion, both of which took part in funeral services in Louisville, followed by burial in

Zachary Taylor Cemetery there May 17. Surviving are his widow, Dorothy, and son, James.

IN CALLING... for more pipes from the fraternity, Ben (Horseback) Meyers, writing from Alton, Ill., asks for a few lines from Tom Kennedy, and the latter's favorite character, Count Seldom Skoff. Kennedy, says Ben, comes from the ranks of pitchdom's nobility and recalls the times when another illustrious character, the late Sid Sidenberg, ace white stone worker, was in his heyday. It's up to today's veterans in the field to educate the newcomers if pitchdom's traditions are to be carried on, said Ben.

THE NOELLS... Robert and Mae, former med show-folks who now operate Noell's Ark Gorilla Show, are back with the Page Combined Shows, according to word from them from Altoona, Pa. They report business to date as slow, owing in some cases to bad weather. The Noells arrived in Altoona one day late and could not catch the Hamid-Morton show. However, they were pleasantly surprised by a visit by Mr. and Mrs. Costine, who were preparing to leave for the next H-M stand in Canada with their chimp act. Other visitors with the Noells were Mr. and Mrs. Karl Annon and daughter, Alice, who have bingo at a nearby park. "We were shocked," write the Noells, "to read death notices of such well-known personalities as Morris Kahntroff, Dan Riley, Rex Ingram and Slim Milliken. Our son decided to stay on a job in Florida this year, the first time he has not been with us." In his place, however, is Mrs. Noell's brother and his wife, J. W. and Hellon Roach.

48 STUFFED TOYS
Sample Asst. \$19.25
1 dozen each of 4 following items...

- 24" TAFF CLOWN-DOLL bags, \$6.50 dz. Gr. lots.
- 10" ASSTD. DOGS-BEARS bright rayon plush..... **\$6.00** dz.
- 13 1/2" PEASANT DOLL plastic face, bright colors
- 3-4" Stuffed Dogs \$9.00 gr.

CLOSING OUT Terrific Flash!
28" PLUSH BEAR Cotton stuffed, asstd. \$16.80 colors, \$18.00 dozen. In gross lots dz.
25" MAMA DOLL All rubber, rooted hair, \$30.00 Closing out 200 dozen @ only dz.

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.

ACE TOY MFG. COMPANY
536 Broadway, N. Y. C. WA 5-2334

- **PUSHCARDS**
- **SALESBOARDS**
- **JAR GAMES**

S & S MFG. CO.
660 N. Dearborn St. Chicago 10, Ill.



LITTLE ATOM
WORLD'S SMALLEST PISTOL
Complete Your choice of LEATHER HOLSTER or CARRYING CASE
TERRIFIC DOOR OPENER!

Little Atom is available - CAPS actually shoots caps with terrific report! Also available in tie-dip and cuff links - beautifully gift packaged.
G & S Mfg. Co. DEPT. 8 NASHVILLE, TENN.

★ 4th of July SPECIALS ★

- Plastic Foam \$57.60 Gr. Dice \$5.00 Dz.
- Plastic Foam \$100.00 Gr. Hats \$8.50 Dz.
- Motorcycle \$78.00 Gr. Hats \$7.00 Dz. with Piping and Stars
- Elvis Presley 3 Inch Photo Buttons. \$2.00 2" celluloid round buttons in color. Dz.

Send for **FREE CATALOG**



25% Deposit with Order, Bal C.O.D.
KIM & CIOFFI 926 Filbert St., Philadelphia 7, Pa. Market 7-2283 Market 7-1225

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!



Hawaiian TI PLANT LOGS



Bagged in polyethylene...
KEEP LONGER, SELL FASTER!
 Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
 Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

Sherfy's
 5601 University Way Seattle, Wash.

!SENSATIONAL PROFITS!



No. 185 Full of Fire! Fire! Brilliance
\$3.25 Doz.

Gold finish. White brilliant center. Red or Green sides. **\$36.00 Gross**

PROVIDENCE RING COMPANY
 49 Westminster St., Providence, R. I.

BALL PEN REFILLS

100 FOR \$3.50 PPD.

Silver-tipped, Black, Blue, Green, Red; each in cellophane bag. Double-shot ink, guaranteed first quality. (\$31.50 PER THOUSAND.) FREE SAMPLES.

DISPLAY CARDS WITH 24 INDIVIDUAL REFILLS, \$3.60 RETAILER, ONLY \$1 PER CARD POSTPAID

NATIONAL
 2204-B FLATBUSH AVENUE BROOKLYN 34, N. Y.

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.

Natl. Ad 10-pc. Watch Sets, \$5.95; 8-pc., \$4.60
LADIES' WATCH SETS, \$5.95
 New 17 J.—His, \$10; Hers, \$9

ONCE IN A LIFETIME SALESMAN'S SAMPLE CASE, Genuine Leather Handle. Holds 25 lbs. Rounded Locked Corners. 14 3/4" x 8 1/4" x 6 3/4" deep. Light to carry but strong wood base & frame covered 1st quality ostrich pattern leathersette; 2 riveted locks & hinges, 4 rubber bumpers.
REGULARLY \$70 SAMPLE \$12.95
 Dozen or More, \$10.95 Each.

RESULT SALES (Dept. B)
 580 FIFTH AVE., NEW YORK 36, N. Y.

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 26, Ohio

SELL BIG... WHEN DEMAND IS BIG!

During July, August, September and October more than 3,000 Fairs will be held and each and every one of these Events fully expects bigger and more liberal spending attendance in 1957.

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

RESERVE SPACE TODAY AD DEADLINE, TUESDAY, JUNE 18

CINCINNATI 22, OHIO 2140 Patterson St. DUnber 1-4450
 NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800
 CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9618
 ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443
 HOLLYWOOD 28, CALIF. 1520 North Gower St. HOLlywood 9-5831

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.

HOT OFF THE PRESS—NO. 157 CATALOG

Containing everything for the ENGRAVER, FAIR WORKER, etc., such as EXPANSION & PHOTO IDENTs—HEART & DISC PENDANTS—CHAIN IDENTs—RINGS—PINS—PEARLS—CLOSEOUTS & LEATHER GOODS FOR EMBOSsing. If your copy has not been received—SEND FOR FREE COPY TODAY.

—Please state your business—

"FRISCO PETE" All Phones: FRanklin 2-2567
 226 S. WELLS ST., CHICAGO 6, ILLINOIS

A New Idea in a Tax Free Ticket Game

MATCH YOUR NUMBER

Players like to play and locations like the profits. Send for details of this fast money maker and other ticket games.

MUNCIE NOVELTY CO.
 (Mfrs. of Tips, Jar Games, Carded Deals and Match Books)
 309 North Jefferson St. (Phone: ATlas 8-8301) Muncie, Ind.

"SUMMER SPECIALS"

BLOWOUTS	\$.75 gr.	MIN. DAGGERS, COLORED HANDLES	\$ 1.25 dz.
METAL WHISTLES	.75 gr.	MED. DAGGERS	2.25 dz.
MIN. POLICE WHISTLES	.75 gr.	SM. FUR HOPPING DOG	1.75 dz.
6" PAPER FANS	.75 gr.	6" PANDA BEAR	20.00 gr.
SET RINGS	.75 gr.	10" JAP BEAR	4.80 dz.
DART BALLOONS	.75 gr.	15" JAP BEAR	10.80 dz.
RUBBER RAZZERS	.75 gr.	RONSON TYPE LIGHTERS	4.80 dz.
JAP LEIS	1.25 gr.	MEN'S LEATHER BILLFOLDS	7.50 dz.
GLASS BEAD NECKLACES	2.00 gr.	30" PLUSH BEARS, F.O.B. Okla. City	27.00 dz.
GLASS BEAD BRACELETS	2.00 gr.	F.O.B. K. C.	24.50 dz.
CIGARETTE HOLDERS	1.75 gr.		
MIN. CALYPSO HATS	3.50 gr.		
12" PEARLINE CRUCIFIX	6.00 dz.		

WE CARRY A COMPLETE LINE OF CARNIVAL GOODS AND PREMIUM MERCHANDISE.

M-G NOVELTY CO.
 17 So. Walker Street, Oklahoma City, Okla. Phone: FO 5-5884 after 5 p.m. WI 5-3874
 25% dep. with C.O.D.'s. Send sufficient amount of postage when remitting.

GIVE TO DAMON RUNYON CANCER FUND

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.
CASH WITH COPY**

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.
Minimum \$10.**

CASH WITH COPY

(unless credit has been established)

4-PC. PEARL SET
included
FREE
Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

MEN'S WOMEN'S
New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA
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 10 FOR \$69.50
Elgin, Waltham, Complete with Expansion Bands. (Sample \$9.95)

SPECIAL LOT—Men's 5-6.45 Each
Elgin, Waltham Watches
Reconditioned and Guaranteed. Expansion Bands included.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

ELGIN, BULOVA, BENRUS, GRUEN
\$6.00 WITH BAND
AMERICA'S LOWEST PRICE DEALER OF Reconditioned Watches
Call us for information (or write). We deduct price of call from first order.
SAM AGRAN
108 S. 8th St., Philadelphia 7, Penna.
Phone: LO 3-3988

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ issue

I enclose remittance of \$.....

Name

Address

City..... State.....

ACTS, SONGS & PARODIES

"COMEDY INDEX"—The NEWEST ADDITION to the Show-Biz Comedy Library. Fifty categories of up-to-date material as new as tomorrow. Hundreds of gags only \$5. Show-Biz Comedy Service (Dept. BB-21), 1613 East 29 St., Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ju24

AGENTS & DISTRIBUTORS

ASIA TRADE INQUIRIES—NEW DIRECTORY lists free Trade Guides, Journals, Directories in Japan, Hong Kong, Directory \$1 Nippon Annuai, Box 6266-1, Spokane 28, Washington. je10

ATTENTION, HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen! complete line Ladies' and Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen, slightly imperfect, Nylons packed beautiful cello bags, \$5; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. ju1

EARN EXCEPTIONAL INCOME SELLING hand-beaded names and monograms of rare beauty. Send for free brochure and catalog. Weidner, 131 West 45 St., N.Y.C. ch-je17

ELVIS PRESLEY RINGS—18K GOLD plated. Adjustable. Latest fad. Exclusive. Dozen, \$4.80 postpaid. Sample, 50¢. United Watch Co., St. Cloud, Minn.

FAMOUS MFR. CLOSEOUTS
Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Asst. Tie Slides, carded 1.00 dz.
Summer Sets, boxed 7.20 dz.
Tie & Cufflinks Set, asst. 3.50 dz.
4-Pc. Rhinestone Sets, boxed 18.00 dz.
Summer Earrings, asst. 12.30 dz.
Pearl Necklaces (domestic), 1.45 dz.
Neck & Earrings, asst., boxed 9.00 dz.
Cufflinks, carded, asst. 1.95 dz.
Necklaces, asst. 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. "Raco," XI, Boston 10, Massachusetts. ch-np

CARNIVALS, BAZAARS, CLOSEOUTS—Men's, Women's Toiletry Sets, Perfumes, Dulcet, 15 W. 17 St., N.Y.C. WA 4-1412. ch

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ju1

JOKERS FUN SHOP—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. je24

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$6.50 gross
Tie Bars, carded 3.60 gross
Charm Bracelets 7.20 gross
Stoned Pins 7.20 gross
20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I.

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. ju1

NEW, SENSATIONAL "FILM-OFF" GLASS Cleaner Concentrate, Rush (9¢ stamps) for sample pint and fast selling plans. Kneeland, 815 Harrison St., Seattle, Wash.

NEW SCIENTIFIC GERMAN GEMS, SYNTHETIC, terrific brilliance, blue-white. Hard! Cuts glass: 58 facets; true diamond cut, 1-10 kts. round and emerald shapes; unset stones, \$2 per carat. Special offer, ladies' "Tiffany" 1 1/2 kt. solid white gold, mounted with 1 kt. stone, \$15; men's heavy-weight "Gypsy" 1 kt., \$22. Add \$2 per kt. for larger rings. Send exact ring size. Unconditional money back guarantee. Mexico and Texas Gem Co., 721 N. El Paso, El Paso, Tex.

NEW YORK DRIVE-INS, PLACES OF amusement make more money, get bigger crowds and build better community goodwill when they use "Bumper Strip Ads" by Cambria. Send for free samples and prices Cambria Display Studios, 97 W. Dedham St., Boston 18, Mass.

OH, PAINTINGS—POPULAR PRICES. Landscape scenes, etc. Hand painted. Cardboard, canvas, dozen, last 50¢ lots. Studio-B, 1001 E. Main, Merrill, Wis.

PRICES SLASHED—4x7 MEXICAN FEATHER Pictures, black background, in hand-carved cedar frames. Sample, 50¢; 25 pictures, \$11.50; pictures, \$20; 10 pictures, \$37.50; 1,000 pictures, \$350; postpaid. Satisfaction guaranteed; immediate delivery. Free information on other sizes and items. Mexican Importing Co., Albany, Ore.

"WITHIT" SPECIALS

Hottest item of year! \$3 dz. Hong Kong Disappearing Fans, \$3 dz. Raincoats, (each) \$7.50. Earring, asst., \$2-\$2.50 3 dz.; Chokers, \$2.50 3 dz.; Feather Earrings, asst., \$3.40 dz.; Razor Blades, 5 in pkg., 100 blades, \$1; Cufflinks, \$7.50 dz.; Friendship Rings, sterling silver and gold plate, \$12 dz.; Queen size, \$6.50 dz.; Sterling Rings, \$8.50 dz.; Sterling Ring Guards, \$12 dz.; Electric Razors, Men's and Ladies', \$24 dz.; asst. Charm Bracelets, \$2.25 dz.; Men's Billfolds, \$6 and \$12 dz.; Watch, Cuff Link, Pen, and pencil Set, \$6 box; Ladies' Rhinestone Watch, Necklaces and Earring Set, \$10; Bubbling Boys, \$2.50 dz.; Pop Ins., \$1.50 dz.; 1,001 other items. Send for free price list. Chain Store Novelty, 19 W. 34, N.Y.C.

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ANIMALS, BIRDS, PETS

ATTENTION, SHOWMEN—BOAS, ANACON- das, Snake Dens, Monkeys, Pacas, Agoutis, Gila, Sloths, Crocodiles. Write for list. Chase Wild Animal Farm, P. O. Box 161, Biscayne Annex, Miami, Fla. je17

CANADIAN BEAR CUBS—ORDER NOW from Canada's largest exporters for immediate delivery. We ship anywhere. Write Reliable Bird Co., Winnipeg, Can. je10

COLORFUL TROPICAL BABY TURTLES, 100, \$21; 500, \$95; baby talking Mynah Birds, \$30; African Monkeys, \$35; Cinnamon-Whiteface Ringtails, \$35; Squirrels, \$20; Organ Grinders, \$40; Spiders, \$30. Bronson Birds, 149 Fort George, N. Y. 40, N. Y. Williams 2-1150. je24

FOR SALE—MINIATURE POODLE PUP- pies, little brown beauties; will turn rare cafe color; best blood lines. Four generation pedigree. Chicago: ESsex 5-9215.

OCELOTS, BOTH BABIES AND CAGE type; Canadian Timber Wolf Pups, White Tailed Deer, Ringtail Monkeys, Spider Monkeys, Silver Tipped Badgers, Prairie Dogs, Horned Toads, Iguanas. We handle all types of poisonous and non-poisonous Snakes; specializing in Giant Diamond Back Rattlers and Texas Bull Snakes. Logston's, Box 3045, Fort Worth 5, Tex. Phone Jefferson 42592.

PARAKEETS, 50¢ EACH UP; MINIMUM order 25 Birds; Cages, \$4.80 doz.; Canaries, Flash Cages, Rats, Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Missouri. je24

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SEND FOR NEW PRICE LIST OF PET Reptiles, Ros Allen's Reptile Institute, Silver Springs, Fla.

The M & B Antibiotic Vitaminized Foods are on the market, write for open territories.

Parakeets, young-old; Finches, Canaries, Cardinals, Blackhooded Red Siskins, Cockatiels, Parrots

"Sammy" the American Giant Parakeet is now on the market. Free catalog on request.

M & B BUDGIE ACRES

322 Wilson Ave., Sunnysvale, California
TWO WHITE TIMBER WOLF PUPS, TWO yearling White Tailed Deer, plenty of giant Diamond Backs, all types of harmless Snakes, Exotic Reptiles of every description, Monkeys, Prairie Dogs, Horned Toads, Silver-Tipped Badgers, Bear Cubs, Logston's, Box 3045, Fort Worth 5, Tex. Phone: Jefferson 42592.

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CAROLINA BEACH, N. C.—FOR RENT. Concession stands, suitable bingo, photo, Arcade, games, Center amusements, \$300 season. Sidney Abrams, Conway, S. C.

HAVE TOP LOCATION FOR AMUSEMENT Park. Will give attractive proposition to reliable company that can handle same. Apply: E. L. Perry, Flintstone, Md. je10

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Call Mr. R., LO 3-5771 in New York City. Or write to Curv's, Fort Lee, New Jersey.

\$100 WEEKLY SPARE TIME WITH A TAPE Recorder! Proven facts free! Dixieland Publishers, Asheboro 50, N. C. ju1

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ATTENTION! CURTAINS, BARGAINS. Red Velvet (81-x28-1), \$75; beautiful Ivory Color (81-x24), \$75; black velvet Snook Curtains (18x24), \$75; Blue Corduroy Velour (9x35), \$35; flashy colored Stripes (12x46); \$75. Cloven Suits, Costumes, Orchestra Coats, Wallace, 2453 N. Halsted, Chicago.

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CONCESSION SUPPLIES FOOD AND DRINK

PURCHASE YOUR SNOW CONE MA- chines direct from the mfr. All prices and sizes. P. O. Box 7803, Dallas, Tex. js8

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. js22

FOR SALE—CONCESSION TRAILER, LIV- ing quarters in rear. Equipped now for ice cream; can be booked on show for season. Floyd Clintman, c/o Skerbeck Shows, Ontonagon, Mich.

FOR SALE 3 SEARCHLIGHT TRUCKS

Complete with 60 inch carbon Arc Lights and 16.2 KW-DC Generator with Hercules model JXD Gas Engine Power Plant mounted on platform body type motor truck.

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THREE STANDARD METAL TYPERS, good condition, 10¢ play, ready for location, \$225 each. T. E. Beck, 7746 Broadway, F.O.B. San Antonio, Tex.

FOR SALE—FOUR HOT POPCORN SEZ Popcorn Machines and four Hot Potato Chip Machines. Best offer takes. Myron Hiltentmiller, Dyersville, Iowa.

MANGELS RIFLE GALLERY, MOVING TAR- gets and duck pond, 6 years old. Original cost \$5,000; make an offer. F.O.B. Playland, Charleston, W. Va. Phone DI 20745.

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FORMULA WITH TITANIUM, inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure. U. S. measure. Packed 4 gallon cans to carton, sold in carton lots only \$1.35 per gallon.

RICHARD'S CHROME FINISH. Ready mixed all purpose aluminum paint. Exterior, interior heat resisting. Uses: iron, steel, galvanized roofs, wood brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton, \$1.50 per gallon.

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.

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JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. 21.00
E3—Pierced Hoop Earrings, Gr. 8.50
E5—Stone E Rings, Etc., Asst. Gr. 12.00
T1—Tailored Tie Sets, Bxd. Dz. 3.50
T3—Asst. Tie Sets, Bxd. Dz. 5.75
O1—Odd Lot Neck & Braces, Gr. 15.00
B1—Bracelets, Asst. Gr. 24.00
W1—Men's 6-Piece Watch Set 5.95
W2—Ladies' 5-Piece Watch Set 6.25
WB—Men's Stone Dial Watch 5.50
P12—Men's 10-Piece Watch Set 7.50
P15—Men's 10-Piece Watch Set 7.50
R3—Gents' Stone Rings, Asst. Dz. 2.75
R104—Religious Medallions, Bxd. Dz. 6.75
2160—Stone Neck & Ears, Bxd. Dz. 7.50
2164—Stone Neck & Ears, Bxd. Dz. 9.00
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Try samples of any items at reg. prices. 20% dep., bal. COD. Free catalog.

NEW ENGLAND JEWELRY BUYERS
174 Empire St., Dept. 8, Prov., R. I.

MAKE BIG MONEY SELLING TOWELS

We've sold MILLIONS of LOW AS Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them!

100 Towels \$ 4.50
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Sample pkg. 20 Towels, only \$1.00 plus 10¢ postage.

Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT. Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. **TOWEL SHOP, Dept. 979, 519 St. Charles, St. Louis, Mo.**

ORDER NOW!

- AT THESE LOW PRICES
- PROMPT SHIPMENT
- OFFER GOOD UNTIL JULY 6

Jap Leis Gross \$1.45
13 1/2" Picture Comic Bu. Per 100 1.45
Tons
8" Celluloid Doll Dozen 1.60
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3 Dart Ballon 10 Gross for 7.50
Fins. Flying Bird Gross 7.50

T.O.S. Terre Haute—Postage Extra. Send 25% Deposit With C.O.D. Orders.

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

HAT OPERATORS! ATTENTION!

ETON CAP w/ pompon \$1.85 doz. \$21.00 gr.



FELT JOCKEY CAPS w/ pompon

\$2.25 doz. \$24.00 gr.



ALPINE ROBIN HOOD \$1.85 dz. \$21 gr.

PORK PIE (BLACK) w/pink cord & feather

\$5.25 doz. \$60.00 gr.

COWBOY Embroidered

(Black only.) Good quality with sweat band. Ass't. trims. \$5.40 doz. \$63 gr.



10 GALLON WESTERNER black \$7.20 doz. \$82.50 gr.

Terms: 25% deposit, balance C.O.D., F.O.B. Newark, N. J.

TOPS-ALL PRODUCTS CO. 12-18 Magnolia Street, Newark 3, N. J.

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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 GROSS \$28.80

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32" SUPER PLUSH BEAR Vinyl Rubber, Painted Nose. \$21.75 dz.

21" FLAPPER BEAR \$11.00 dz. 10" PLUSH SCOTTY & BEAR \$5.75 dz.

TEE JAY TOYS, INC. 48 West 20th St., NYC 11 WA 9-6865

100% Mark Up on \$2.25 Item LAWN RAZOR

Trims Grass Like a Razor Shaves A unique, lightweight folding sickle equipped with a tempered steel, razor-sharp replaceable blade and guard, or uses 9 double-edged razor blades. A fast mover at Fairs, Home Shows, Exhibitions, etc. Sales Agents wanted. Write for literature and details

North Wayne Tool Co. OAKLAND 1, MAINE

CHAIR SCALE, CHATLON, LIKE NEW, hard wood, etc. Complete, \$100. Albert Mann, 3533 Whittier Blvd., Los Angeles 23, California.

EIGHT CAR KIDNIE AUTO RIDE, \$395. Call Valley 3-8118, East McKeesport, Pa.

FOR SALE - COMPLETE PLAYLAND, eleven rides, A-1 condition. Louis Hays, 3817 Mary St., Ft. Smith, Ark. Ph. 3-2508.

FOR SALE - PARKER CAGE-TYPE FERRIS Wheel, 48 foot, in first-class condition. Can be seen set up here in park. Ike B. Tegeler, Dyersville, Iowa.

KID RIDES, PROP DRIVEN AIRPLANE, \$650; Jeep Ride, \$475; Pony Cycle, \$475; small Keo MGR, \$125; Jordan Galloping Horse, MGR \$1,000; Belly Tank Rocket Ride, \$600. 54 Chevy Tractor and 28 ft. Trailer, \$2,200. All in excellent condition; dissolving partnership. No deals. M. J. Kately, 815 W. Walnut, Kalamazoo, Mich. Fl. 3-3965.

LONG RANGE GALLERY, BEST BACK end on road. Remington automatic rifles, has rolling steel balls, kicking mule. Chevy truck, 14 ft. body, good rubber. On Georgia Amusement Shows. Quick sale for cash. Write B. J. Taylor, Gen. Del., Fairburn, Ga., or per route.

MANGELS KIDNIE ROTO-WHIP. NEWLY upholstered and painted, \$900 cash. Ride is in Baltimore. John Shaw, 86 Main St., Westernport, Md.

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TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. je10

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. je10

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BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-109 North Dearborn, Chicago, 2. np

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WANTED - 35MM. SILENT AND SOUND Portabl. Projectors and Films. Sanford Co., Gallion, Ohio.

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FOR SALE - \$6 PER ROLL. 40 125 WURLITZER Band Organ Rolls, all old tunes, in good condition. R. C. Lambert, Monticello, Iowa.

PERSONALS

REWARD FOR WHEREABOUTS OF Myrtle and J. R. McSpadden. Contact C. F. Lauther, 1533 N.W. 9th St., Miami, Florida.

WANT TO LOCATE: REX LYNWOOD Allen and wife, Rafaela Fontanez Allen. Wife uses stage name Marguerite, using snakes in act. Reward for present whereabouts. Reply Box 52, Perryman, Md. ch

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

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ALWAYS SPEEDIEST SERVICE ON QUALITY Window Cards, Three color 14x22 Posters, \$8 hundred; 17x26 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 257, Earl Park, Indiana. je24

NEW FLASHY 7x11" SIGNS, LIGHT REFLECTING, Illustrated, color blended, 2,000 varieties. Sample, 10c; 12, \$1; 100 best sellers \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. je24

SAVE MONEY ON SHORT RANGE GALLERY Targets. Send sample of those you are using for free quotation. ABC Products, Box 849, San Francisco, Calif. je17

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md. je17

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AD MATCHES SELL AMAZING DESIGNS - 10, 20, 30, 50 and 240-light book matches. Bigger profit cash commissions; every business a prospect. Low prices for high quality. Repeats Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-154, Chicago 32, Ill. np

ESTABLISHED SALESPERSON ONLY. Part time. Does \$10 weekly interest you? Sales Promotional Advertising. No investment. Substantial front money. Rapid repeats. Box 44, Department 6, Rochester 1, New York. je10

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A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. je24

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GOLD, SILVER, PLATINUM, DIAMONDS wanted. Cash immediately; highest prices; appraisals made. Information free. Wilmot's, 1067 Bridge, N.W., Grand Rapids 4, Michigan. je24

MERRY-GO-ROUND, OTHER KIDNIE Rides, buy or rent. State price and condition. Mildred E. Nielsen, secretary, Underwood, Iowa.

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

ARCADIE MECHANIC WANTED - JERSEY seashore resort. Year-round job for the right man. Coastal Amusement Company, Seaside Heights, N. J. je17

JOBBERS-PITCHMEN

NEW FOR '57

* TWO TONE, FULLY AUTOMATIC top action retractable ball pen no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED. \$15.84 per gross 10 gross lots -SAMPLE GROSS \$16.50-

* 5-PIECE POCKET SETS 3 different color ball pens with ink to match, handy comb and plastic pocket saver. \$49.50 per gross 10 gross lots -SAMPLE GROSS \$51.00-

* STANDARD GOLD CAP RETRACTABLES \$13.50 per gross in 10 gross lots -SAMPLE GROSS \$15.00-

Individually packaged SILVER TIP REFILLS \$6.48 GR. Buy the box in bulk & Save \$35.00 M

MODERN PEN MFG. CO., INC. 384 Broadway New York 13, N. Y.

WHOLESALE CATALOG

Hand-tooled Mexican Purses and Wallets * Mexican tarnish-proof Rings * Hand-painted Skirts * 100% wool Jackets * Zarapes * All sizes * Men's hand-tooled Belts * Imported Fishing and Hunting Knives * The best Merchandise at lowest prices * And many more items too numerous to mention.

PEARL SALES CO. P. O. BOX 675 EL PASO, TEXAS

Beautiful Genuine Dupont Plastic

Now! Enjoy a NEW FALSE PLATE Made from Your Old, Loose Plate! ONE-DAY SERVICE

No Impression Needed! Only \$18.95

FREE! 6 months' supply False Plate Cleaner

ALL-STATE DENTAL LABORATORIES 22 W. MADISON (Dept. 118), CHICAGO 2, ILL.

YOUR OWN Personalized DICE

Standard Size, Shape and Color, With Your Name and Serial No.

SEND \$3.00 CASH - M.O.

WESTWOOD CLUB LITTLE ROCK, ARKANSAS

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. je22

WANTED

Professional bingo game operator. Vicinity Hartford, Conn. Call Mr. R. Lo 3-5771 in New York City or write to Cury's at Fort Lee, New Jersey

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

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 1. John Burke, 5540 S. Cornell, Chicago 37, Ill. je10

MISCELLANEOUS

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va. je2 '58

NOTED MAGICIAN - WILL JOIN AGENT, Booker, Partner, Show, Sponsor, Girl in this area. Horace Rose, 412 Reservoir Ave., Meriden, Conn. je17

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. WILL locate anywhere. Good style and beat. Experienced best rinks. Address Box C-192, Billboard, Cincinnati, Ohio. je17

BASS FIDDLE - NAME, EXPERIENCE, small combo, excellent beat. Bill Reeves, General Delivery, Birmingham, Ala.

COLORED BAND FOR NIGHT CLUBS, cocktail lounges, taverns, etc.: four men, entertaining and singing. Orchestra Leader, 3519 Rhodes St., Chicago, Ill. je10

ORGANIST-PIANIST DOUBLING GOOD Violin, Jazz or Legit. Modern, sober, reliable. Write Box 263, Eureka, Calif., or phone HI 2-2673. je17

PIANIST, SINGER AND SAX TRIO-ALL Fields, Music Arranging, Copyist and Teaching; recordings made. Musicians, 1441 S. Napa St., Philadelphia, Pa.

PIANIST-EXPERIENCED, READ, DESIRES position with orchestra; prefer location. Letha Townsend, Bruce, S. D.

PIANO MAN, AFTER JUNE 12, PIANIST, 2609 E. Charleston, Apt. 3, Las Vegas, Nevada.

TRUMPET - JAZZ, DIXIE, COMMERCIAL. Available immediately. Kenny Buckles, 418 W. 3rd St., Garnett, Kan. Phone 368.

PARKS & FAIRS

AT LIBERTY - PAMAHASIKA'S PERFORMING Fox Terrier Dog; marvelous attraction. 3504 N. 8th St., Philadelphia 40, Pa. Sagamore 2-5536. je24

ATTENTION, FAIRS, PARKS, CELEBRATIONS - Baranek Kennelcade of Stars, outstanding trick and dancing dogs, now booking dates. The Baranek, 390 Arcade Bldg., St. Louis 1, Mo. je24

ATTENTION, FAIR SECRETARIES - Grandstand Attraction and Stage Septa Rock and Roll Revue. "Jump" Jackson & His Orch., five chances, singing group; Ann Butler, Baton Dancer; Guitar Gus; Benny Kelly, Comedian & M.C.; Dot & Dash, Dance Team. Full hour and a half stagershow, plus Dance music. Contact "Jump" Jackson, 5727 S. LaSalle, Chicago 21, Ill. Phone: Normal 7-4152 or Normal 7-4151.

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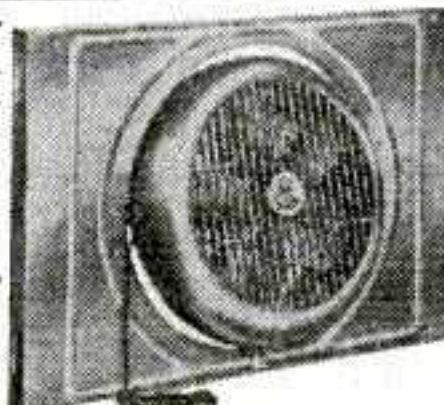
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Allen, Will
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Anderson, Marie
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Arnott, E. B. & John K.
Asher, A. B.
Ashton, Maurice & Marie
Baggett, Maxine
Baggett, Jim & Mrs. Baker, Walter
Banks, Blaine (Buddy)
Barns, Hank (Al Masters, Novelty Man)
Bartel, Slim
Beck, R.
Bergman, Leo H.
Bernard, Victor
Benson, Whitney
Biddle, Wm. J.
Bloom, Bob
Bly, Edw.
Bolenbarker, L. A. & Mrs.
Borgne, Gerald
Boyce, Virginia May
Boyer, Louis
Brady, F. J.
Brady, Thos. & Mrs.
Brod, Mrs. Ruth
Broefite, Mrs. Anna
Broefitz, H. & Mrs.
Broeffle, Soany
Brooks, Max Edw. (Carney)
Brown, W. S.
Burdige, F. H.
Burton, Howard (Gray's Greatest Show)
Byrnes, Bill
Campbell, Bill
Cannon, Thos.
Carroll, Dorothy M.
Carroll, Lucille
Case, Geo.
Catalano, Peter & W. Augie
Christy, Avory
Church, C. Maurice
Cibull, Mrs. Gertrude S.
Clark, Jimmy & Mrs. Cobb, Paul Edw.
Colman, Ray
Conlon, Pat
Conner, Herman (Beers-Barnes Circus)
Converse, Art & Midge
Cook, Madison
Cooper, H. John
Cooper Jr., Lester
Corry, Harry
Costa, Geo.
Cox, Chas. & Jean
Crandell, Mrs. Lefty
Cranden, S. K. & Mrs.
Craig, Mrs. Margo
Crowe, Charlie
Crumrine, Robt. B. (Motor Drome)
Culpepper, Mrs. Jean
Cypress, Lee
Dahl, Harvey H.
Darnell, Ray (Whitely)
Daubenspeck, Robert V.
Davis, B. & I.
Davis, Harry (Pop)
Davis, Victor A.
Deffendorf, Glenn
DeNise, Wm.
DeMar, Robt.
DeOra, Pinilo (La novia Del Aire)
Devine, Alice
Domico, Frieda
Donofio, Frank R.
Duchense, Jean
Dunmont, Maurice
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Gilk, Geo.
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Gluea, Morris-Glosser, Ben
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Harris, J. L. Mrs. & Son

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Rooks, Francine
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Ross, Nellie
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Westfall, Chas. Wm.
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Wheeler, Ray W.
White, Cracker
White, Worth
Whitlock, Eugene
Whitlock, Tex
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Janik, Stephen
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Kirma, Fred
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Langford, Billy
Lorraine, Blanche
Lunt, Murray
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Pelloni, Ermina
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Rector, George
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Burge, Lloyd
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Burt, Leon H.
Bydalk, Albert
Carroll, Simmy & Inez
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Danley, W. L.
Darnell, Rickey
Daubenspeck, R.
Davis, Noah E.
Decker, Joseph Kirkwood
Dorso, Al
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Embricks, Harold
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Fritts, W. R.
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Gazel, Edward
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Messina, Phillip
Middleton, Odell
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Moore, Ray
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Neill, Kenneth or Rita
Nelson, Harold E.
Nelson, S. D.
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Rogers, Guy
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Sable, Jack

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Vending Lauded by Industrial Leaders

Give Company Outlook at NIRA Meet; Service & Good Housekeeping Stressed

CHICAGO—Vending was given a pat on the back by industrial leaders who gathered for the 16th annual convention of the National Industrial Recreation Association here last week.

More than 1,000 delegates from American and Canadian industry gathered for the primary purpose of discussing employee recreational problems, but for the second straight year, a portion of the business sessions was devoted to a general Round Table discussion concerning vending and its use in industrial locations.

While most of the exhibits were devoted to recreational equipment used by industrial firms, vending was surprisingly well represented. Four vending machine manufacturers and three product suppliers showed a representative cross-section of their lines, with emphasis on in-plant and full-line feeding.

Chief discussion of the panel centered around the company's policies, problems and attitudes toward a vending installation in a plant, with particular emphasis on the employee relations involved.

Participating were eight executives from various large firms, all of whom headed their respective employee relations departments.

Three main points were discussed by the group.

1. Are vending machine profits best employed for an employee recreation program?
2. Does vending raise any problems of good housekeeping?
3. What are some exemplary insurance and contract arrangements with operators that a company can use?

Use of Profits

The answer to the first question was a whole-hearted "yes." Panel

members felt that employees would feel more a part of the vending program if they could share in the machine profits via some employee recreation. Another panel member added: "In this way, the people who actually patronize the machines realize the benefit thru employee services." Other speakers from the floor told how in some companies the machine operator even pays the commission direct to an employee group, letting them use the funds as they see fit.

Good Housekeeping

Commenting on good housekeeping, the group agreed that vending in their respective companies has proved to be a help in this area rather than a hinderance.

One panel member told how a vending machine installation in his

(Continued on page 95)

Rising Costs Pinch Profits: P.M. President

CHICAGO—The president of a leading cigarette manufacturing company voiced what could be a warning note that the manufacturers are facing a price squeeze and that a general cigarette price increase might again be sought by the industry.

O. Parker McComas, president of Phillip Morris, as quoted in The Wall Street Journal last week said that sales for the company are about 10 per cent ahead of last year's pace, but increasing costs are holding down profits. "We are hopeful the sales increase will continue," he said, "but unless the cigarette industry has a price increase to offset it, I foresee a constant squeeze from the cost factor."

In the first quarter of this year for instance, Phillip Morris earnings totaled 80 cents per common share, practically unchanged from 79 cents for the same period last year. This is despite a rise in sales to \$80,189,588 from \$72,218,615 in the first three months of 1956.

Grand Union Resumes Outdoor Vending Test

EAST PATERSON, N. J.—The Grand Union chain, pioneer in outdoor supermarket vending, is resuming its automatic merchandising operation at the flagship store here after a one-month interruption in the experiment.

Pilot models of the Grand Union Food-o-Mat are being tested, with and 11-machine battery scheduled to go into operation by the end of the month.

The Food-o-Mat, an invention of Lansing Shield, GU president, has been used as a non-coin device to speed the selection of goods within the store. Its principle is that of an inclined chute. When the consumer removes the bottom item, the next one slides into delivery position.

Coin Mechanism

These units are being adapted for coin operation. According to Carl Shaver, director of sales, the

"DUTCH TREAT" FROM VENDERS

SCHIPOL, Netherlands—If Gertrude Stein could visit the Netherlands today, she might write "A rose is a rose in a vending machine."

The reason: Local vending machine operators have capitalized on the European custom of greeting visitors at the end of a journey with a bouquet of flowers.

At Schipol, national airport of the Netherlands, it's become easy to follow the custom. All you have to do is drop a few guilders in a vender and out comes a fresh bouquet of Holland's famous flowers. The vender, of European design, offers a variety of up to 12 different types of bouquets.

New Venders Sell Land-Travel Policy

New Firm May Use Vending Machine Operators as Franchised Dealers

ATLANTA—A newly formed Georgia corporation proposes to sell land-travel insurance thru vending machines. According to Edward Porter, president of Insurance Automat Corporation of America, the new coverage will give protection to train, bus, automobile and truck travelers with policies non-restrictive as to age, sex, color or physical condition.

Insurance Automat Corporation holds the patents to a newly designed vending machine that will offer land travelers Insur-a-Ride policies that give \$5,000-24-hour land travel protection for 25 cents.

Principle of the unit would be similar to insurance machines in use by air travelers today.

Vending Ops

The plan of the company is to franchise dealers thruout the country who will find locations for the venders, install them and service the equipment. The firm has not decided whether existing vending machine operators would be selected as franchised dealers, but added the matter was being considered.

The operator would receive the machine on a three-year contract, and pay a rental of \$33 per year, in advance. His gross would be 7½ cents per each quarter policy. Location commission, if any, would have to come from the operator's share of the 7½ cents.

The operator would have no investment or expense in the machine. *(Continued on page 100)*

LETTERS TO THE EDITOR

NVA Member, Non-Member Rip Mfr., Distrib Sales

To the Editor: Even tho this letter is rather late, I want you to know of my thoughts on the NVA Convention, that I attended and also became a member of NVA.

It was rather amazing what I observed and undoubtedly you must be aware of; and yet you wonder what has made the NVA convention attendance such a flop.

I do not know of any other industry where the manufacturers are as envious and jealous of each other as the charm manufacturers. Each steal from one another, the distributor has indeed lost all his confidence in them.

In their greed to sell to the *(Continued on page 86)*

To The Editor: After reading the letters in answer to your NVA editorial it seems that there are about three schools of thought on the subject.

1. There is nothing wrong with NVA.
2. There is something wrong with NVA, but let us hope that if we don't see it, it will go away.
3. The manufacturers are stealing all the distributors' customers when they come to the convention and the NVA won't be all right until this is stopped.

On the first two items, I am no authority as I am not a member and have never attended a meeting. But on the third I have had some experience. When the distributors give a little more service and a little less competition to the operators they are serving there will be less cause for them to worry about the manufacturers stealing their customers.

As long as the distributors pursue the policies of having a different price for every operator, operating in open and direct competition with their customers, setting up routes for the purpose of selling them and usually on a good many of their customers local. *(Continued on page 86)*

ABT Closing Plant, Offices August 2-19

CHICAGO—ABT Manufacturing Corporation will close its plant and offices for a two-week period starting August 2 and will remain dark until August 19.

George Kozy, sales manager, said that during that period all plant and office activities will be discontinued.

Shapiro, Lourie To Continental Sales Posts

WESTBURY, L. I., N. Y.—The Continental Vending Machine Corporation has named Bernie Shapiro Ohio sales representative, while Will Lourie will cover Northern California, Northern Nevada, Utah and Colorado from San Francisco.

Shapiro has been in the vending business for 15 years in Western New York State. Lourie was formerly with R. F. Jones Company. Dan Carr, Continental sales manager, said the firm is still field testing its self-brew coffee machine, with first deliveries expected sometime this summer.

He added that the firm's plant addition will probably be completed in July. Meanwhile, the company is working two shifts on the Corsair cigarette machine, with weekly production ranging from 510 to 525 units, Carr said.

Wico Set New Price for Hot Food Vender

Add New Cabinet Design; Increase Plant Facilities

CHICAGO—Wico Corporation has announced a new price of \$495 for its Model 168 hot canned food dispenser. The unit, which was formerly priced at \$595, has also been given a new cabinet design so that cans to be vended are displayed in series of illuminated compartments in the front of the machine.

Dennis F. Parsons, sales manager, added that the firm has completely reorganized its plant production facilities for increased output. Wico has also leased additional production facilities in Herscher, Ill., to accommodate the step-up.

The vender has a capacity of 168 cans and cold storage for another 192 cans. The machine can be purchased with a four-price totalizer or a one price change-maker.

Wico has also made available a financing plan for the purchase of one or more of the venders.

Strauss Named F. Hebel Distrib

NEW YORK—Walter Strauss, veteran Long Island vending operator, has been named a distributor by the Fred Hebel Corporation. His exclusive territory will include New York City, Long Island and Connecticut.

The area had formerly been covered for Hebel by Nat Hochman of Uneeda Vending. Strauss will handle the firm's ice cream and hot food machines.

Strauss was formerly a partner in the Tri-Vendo operation, a full-line route in Long Island. The operation was sold to Harold Roth a couple of years ago.

Recently Strauss bought a cigarette route in Queens, which he operates from his headquarters in Westbury, L. I.

Apco Self-Brew Coffee Vender In Production

NEW YORK — After three months of location testing, Apco, Inc., is currently making deliveries on the new self-brew Coffee Shoppe. Some 35 machines were involved in the location tests.

According to Mel Rapp, Apco executive vice-president, the tests resulted in about six or seven minor modifications, which were incorporated in the production models.

The test models had reservoirs which were bolted in place. The production models retain the reservoirs with clip locks, making them easier to remove for cleaning.

Hand Adjustments

Also, the production models have hand adjustments for water temperature, with a range of from 190 to 206 degrees. Another hand adjustment for strength of drink has been added, making it possible for the operator to tailor the drinks for the individual location taste preferences.

The production models have a complete hot water washout in the creamer valve after each drink is dispensed.

Rapp said that orders have been received for more than 1,000 machines, with deliveries on current orders made in from two to three weeks.

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Now You Can Ask For It By Name!

"STAR-BRITE"

Cramer's All New
210, 170, 140 BALL GUM

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7/8" Size SOLID BALL

- Brilliant Colors
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All of this adds up to TEST-TUBE QUALITY. Save by using "STAR-BRITE" at money-saving prices. Ask your distributor to stock Cramer's "STAR-BRITE" for you!

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PResident 2-2900

Schoenbach
Continued from page 85

operator as little as 1,000 charms, they have overlooked the distributor, who can make the organization a successful one, if encouraged to do so.

It is the distributor, because of his close contact with the many operators, who visit his establishment, that can sell the NVA to them.

J. Schoenbach
Brooklyn 25, N. Y.

"DAINTY RUBY DIAMOND RING"



Beautifully designed Dainty Ruby Diamond Ring that's not too large, not too small... it's just right! A most attractive looking ring now emptying machines all over the country.

VACUUM PLATED SILVER \$17.50 per M.

Labels available at your distributor or:

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55 Leonard St., N. Y. N. Y. COrtlandt 7-5147-8

Southwestern Op
Continued from page 85

tions, and holding some of the better charms while they are new so their own machines will have them first, they will be in trouble with their customers.

The distributors must learn that it is impossible for them to serve two masters and both of them justly.

If you should print this, please withhold my name as I still have to get along with the distributors down here once in a while.

An operator headquartered in the Southwest.

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER 8-COLUMN CANDY, 160 capacity, prewar model...	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model...	80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model...	165.00
ROWE 8-COLUMN CANDY, 120 capacity	60.00
ROWE CANDY MERCHANT	99.50
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb.	97.50
DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column	87.50
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Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



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DuGrenier W's \$17.50
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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.

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Consists of Six large Gimmick-Size Charms, large enough to vend without a Ball of Gum, yet vends perfectly thru all Ball Gum Wheels.
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5,000 and up	\$5.50 per 1,000
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Penny-nickel mechanism... one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip nor take washers.

Send 35c for Sample Kit of Charms

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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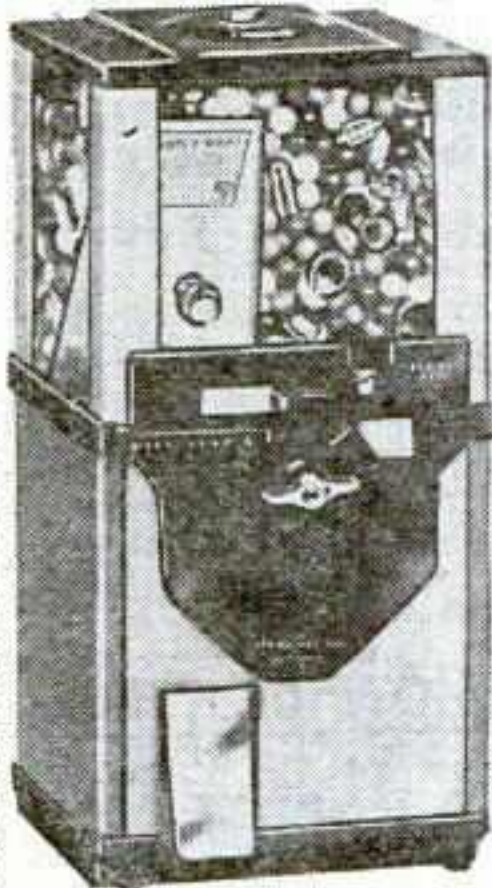
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Manufacturers of the World-
Famous Line of TOPPER Vendors

Eppy Releases 3 New Charm Lines

NEW YORK—Samuel Eppy & Company, Inc., last week released three new charm series. They are dime banks, a vacuum-metalized series and metal nutcrackers. The banks hold 10 dimes and are plastic. The vacuum-metalized series consists of electric razors, purses, barrels, fire hydrants, baby shoes and cameras. The metal nutcrackers are gilt finish and open and close.



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Holds from 4 to 10 Machines!

4-Machine Stand \$ 8.00
6-Machine Stand 12.00
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CMA to Hold Annual Outing June 21-23

NEW YORK—Cigarette operators, vending machine manufacturers, suppliers and State tax officials will meet June 21, 22 and 23 at the Laurels Country Club, Monticello, N. Y., at the annual outing of the Cigarette Merchandizers' Association, an organization of operators from the New York area.

While no formal meetings are

planned, tax officials and manufacturers plan to discuss trade problems with the operators. Several informal operator forums are on tap.

A banquet for the operators is scheduled for opening night, and a golf tournament will be held over the weekend. Golf, tennis, boating and swimming are available for the operators.

In addition, entertainment evenings are planned in the Riviera Night Club.

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LINE OF
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VENDORS
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With or without
3-tube penny
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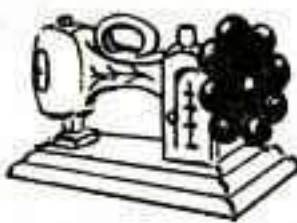
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"Sew Up" Those Locations...



with as cute a charm as
you've ever used. Excellent
detail. Movable wheel and
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Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb
Chicle Ball Gum, 130 ct. 35¢ lb
Clor-o-Vend Ball Gum 40¢ lb
Clor-o-Vend Chicks, 320 ct. 36¢ lb
Chicle Chicks, 320 & 520 ct. 37¢ lb
Bubble Chicks, 320 & 520 ct. 38¢ lb
Tab (short stick), 100 ct. \$1.90
5-Stick Gum 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
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**\$25
DOWN**
Balance \$10 Monthly
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Columbus 5c Bulk 6.50
Silver King 1c B.G. or Mdse. 7.45
ABT Guns 36.00
Acorn, 1c or 5c 8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.49
Pistachio Nuts, Large Tulip66
Pistachio Nuts, Vendor's Mix57
Pistachio Nuts, Sheik43
Cashew Whole66
Cashew Butts58
Peanuts, Jumbo32
Spanish37
Mixed Nuts57
Tobacco-Lets, 520 ct.30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gums40
Leaflets, 650 ct.50
M & M, 550 ct.43
Hershey-ets43

Rain Blo Ball Gum, 60 ct. \$.28
Rain Blo Ball Gum, 140 ct., 178 ct.,
210 ct.30
Rain Blo Ball Gum, 100 ct.32
200 lb. minimum, prepaid on all
Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct.45
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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.

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You'll hit the
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most people buy at
frequent intervals; in-
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machines which can be
economically and
quickly serviced and a
fair margin of profit.

Autumn Conversion Goal for Miss. Ops

Expect Cotton Crop Money to Help Operators Make Switch

JACKSON, Miss.—North Mississippi operators are thinking seriously of converting to dime play but feel the time is not yet ripe for the move.

Operators now feel their best chance for success will come in autumn when the cotton crop money will make tavern and restaurant patrons feel more free with their dimes.

The only city in the Northern part of the State where dime play is now solid is Columbus. Numerous operators made the change several months ago and report it is successfully established.

But for the rest of the area, the situation is dragging with only scattered signs of dime play in evidence.

Here's what a few leading operators in the area have to say about the matter.

E. E. Steed, owner of Steed Music Company at Tupelo, Miss., 100 miles southeast of Memphis, Tenn., recently converted his Highway 78 locations successfully. However, these spots are mostly better class restaurants where tourists and truck drivers stop in.

He reports the conversion is go-

ing very well, but he has not yet converted in-town locations because he doesn't feel the time is right. He expects to in coming months.

Lavaughn Johnson and D. C. Johnson, brothers who operate Johnson Amusement Company at Corinth, Miss., near the Tennessee State line, have been discussing conversion to dime play. They want to make the change, and are laying ground work for it. They feel the conversion is a certainty and only a matter of time.

Red Vandervander, owner of
(Continued on page 96)

MARCH JUKE EXPORTS HIT ALL-TIME HIGH

CHICAGO—Juke box exports climbed to an all-time high during March, as 2,921 units, valued at \$1,753,893, left the country. Previous high recorded for any one month was in December, 1956, when shipments were valued at \$1,420,535.

Belgium topped the list of countries, receiving a total of \$390,480 in juke box volume, followed by West Germany, Venezuela, Austria, Switzerland and Canada, all receiving better than \$100,000 in dollar volume.

For breakdown of total exports, including games and vending machines, see March Coin Export story in the amusement game section.

Pinball Ban Spurs 10c Play in Jukes

Music Must Pull Own Weight; N. Y. Ops Learn 5-Cent Play Is Not Always Profitable

NEW YORK—The recent ban in New York State on pinball machines is bearing strange fruit. The embargo has had the effect of stimulating 10-cent music play throughout the State.

When operators were allowed to operate pins, many of them regarded the juke box as a secondary revenue source on good game routes. As a result, they didn't push too hard for 10-cent play on the music machines, figuring that their stops brought in enough revenue on games and any price increase in music might cause them to lose locations.

In Syracuse, for example, where most of the town is on dime play, a few operators had been holding the line at 5 cents. For the most part, these operators had pretty good pinball routes, and they weren't too worried about juke box revenues.

When the raids came, these operators found themselves with only music on their locations. True, most of the operators are replacing pinballs with shuffle alleys, bowlers and pool games, but they are shelling out a lot of money for replacements. The prices they are getting for pins on a glutted market does not cover their replacement costs.

Hence, they are forced to take stock and, for the first time, are studying costs on the music end of the operation. And these studies disclose that 5-cent play is not always profitable.

Now the 5-cent diehards are coming around and converting. With pins gone, music must stand on its own feet. It stands very well at 10-cent play.

This holds true particularly on summer locations, which have been hit the hardest with the pinball ban. While some resort stops are being abandoned, most of them are running with bowlers and shuffle alleys in place of pins, and 10-cent juke box play instead of 5-cent play.

HERE'S HOW

Operator Finds Location Owner Key to Boost Sagging Profits

By BENN OLLMAN

MILWAUKEE—"The key to higher juke box receipts is almost always found in the attitude of the location owner," according to veteran Beer City music operator Harry Cisler.

"Most of the time whether a location is a good one or a bad one depends on whether or not the tavern keeper wants the machine to make money," he believes. The mission of the operator therefore, he feels, is to perform as effective an educational job on his location owners as he is able to do.

As evidence, Cisler points to a frequent occurrence in his business: "We will frequently have a location where we are barely breaking even. Perhaps it is even a money-losing spot. A new owner takes over, and almost immediately the juke box receipts start to climb, even tho the place is still being

patronized by the same clientele."

What has happened? According to Harry Cisler, the boost in receipts has been due to the more progressive attitude of the new owner.

"The new owner realizes that a juke box in his place of business gives him an opportunity to recover some of his basic overhead expenses. In order to make the space that the machine occupies in his establishment pay off, he puts in a few nickels or dimes himself when the action lags to get the music started.

"He finds out the kind of music his patrons like and passes on their requests to our routeman. Basically, he realizes that when records are spinning his tavern is a more cheerful place, and the atmosphere aids his bar action. It benefits his business all the way around."

The other side of the coin, adds

Harry Cisler, reveals a responsibility of the juke box operator as well.

Operators' Job

"As juke box operators we have to do the best we can to educate our location owners. Our own ends are best served when the locations realize that they can expect reasonable earnings from a properly operated juke box. We must also educate them to the fact that as businessmen we have legitimate and costly running expenses and need a fair margin of profit to exist and grow."

Cisler and his routemen make it a point to conduct a year-round selling job on all their locations. "Whenever we make a service call we never miss the opportunity to let them know in a friendly way that business is good; that we have to watch our overhead, and that we want them to earn money thru our equipment. Our feeling is that this kind of courteous, yet business-like attitude on our part benefits our relationships with the location owners."

Biggest hurdle facing juke box operators in their drive to improve
(Continued on page 90)

DAKOTA COMER

Op's Efforts To Up Play Sparks Route

CHICAGO — Ed Chesney, a newcomer to the Chicago area via South Dakota, seems to have caught on fast to big city coin machine operations. In fact, he's managed to double the grosses at numerous music and game locations simply by making a real effort to boost play.

The secrets to Ed's quick Windy City success, however, can undoubtedly be ascribed to his 24 years' experience in repairing and maintaining coin equipment.

In business with Nate Rothmer in City-Wide Amusement, a 94-piece music and game operation extending to North, South and West sections of the city, Ed has transformed many locations that were mediocre spots into high grossers.

In the music field he concentrates on improving the sound
(Continued on page 96)

Art Hughes Honored for Civic Work

NEW ORLEANS, La. — A phonograph distributing official who has devoted his life to curbing juvenile delinquency and helping underprivileged boys was honored at Loyola University last week when an honorary degree of Doctor of Law was conferred on him. Arthur Hughes was presented the degree for the outstanding work he has done with young boys and young men.

Hughes is vice-president in charge of sales of S. H. Lynch Company at Dallas, Tex., See
(Continued on page 90)

Nearly 400 Attend Westchester Op Fete

SCARSDALE, N. Y.—A record throng of nearly 400 packed the Holiday Inn here Tuesday (4) for the sixth annual dinner of the Westchester Operators' Guild.

The organization maintained the tradition of barring speeches and devoting the evening to food, drink, entertainment and conversation. Recording stars were on hand for the show, and the Lester Lanin Ork provided the show and dancing music.

Toastmaster chores were split between Malcolm Wein, WOG counsel, who handled the introductions, and Irv Kempner, Runyon Sales, who presented the talent.

Guest List

Guests included top names in the juke box, record and game industries, including Al Denver, Sidney Levin and Al (Senator) Bodkin, music operators of New York; Meyer Parkoff and Murray Kaye, Atlantic-New York; Harry Rosen; Oscar Parkoff, A-NY Newark branch; Abe Green, Irv Kempner and Jack Prigoff, Runyon Sales; Phil Silverman and Jack Silverman, Bruno-New York; Jim Tolisano and Mim Demario, Connecticut Operators' Guild; Al Simpson, Decca; Bernie Boorstein, Leslie Distribu-

tors, and Jerry Blaine and Elliot blaine, Cosnat Distributors.

Harry Aposteleros, Alpha Distributors; Tom Greco, New York State Operators' Guild; Joe Young, Abe Lipsky and Jenia Glenor,
(Continued on page 90)

R. McKnight New Sales Engineer For Gilchrist, Ltd.

TORONTO—The appointment of Ray McKnight, 31, as sales engineer for R. C. Gilchrist Company Ltd., Seeburg distributor, was announced by Reg Gilchrist, company head.

McKnight will travel the territory visiting operators to assist and instruct on any mechanical problems they may have. He'll work as a team with Chris Shields, another employee of Gilchrist, who will fly any parts and supplies needed in their private plane.

McKnight, one of Gilchrist's oldest employees in number of years service, has had extensive training in Seeburg schools in Chicago.

His appointment is believed to be the first of its kind in Canada, Gilchrist said.

Cancel Fire Insurance for Mid-South Ops

MEMPHIS, Tenn. — George Sammons, president of Sammons-Pennington Company, said last week he had been notified by Newfoundland American Insurance Company Ltd. that they were canceling their fire insurance coverage of phonographs.

The company's home office is Providence, R. I. Sammons is agent for the company in the Mid-South territory.

Premium to insure a juke box was \$5.25 per \$1,000. Sammons said each juke box was insured for \$1,000 by policy holders and if it was totally ruined, the operator recovered a full \$1,000.

Sammons said the company informed him that the disbursements to policy holding operators on juke boxes lost in fires far exceeded the income on premiums.

REMOTE CONTROL

Selector Box 'Gimmick' Ups Play for Op

DENVER—A highly unusual selector box installation is boosting phonograph play at the Alameda Tavern here.

Instead of mounting selector boxes along the 20-stool bar, such as is usually the practice, Doyle Wycaver, head of Midwest Music Company, has placed a single selector box on a wall behind the bar, mounted on a plywood enclosure.

This puts the selector box out where it is plainly visible to all patrons at the bar, but only the bartender on duty can operate it at the customer's request.

Under the plan, bartenders are doing an aggressive job of "selling recorded music" by suggesting specific tunes on the phonograph and then playing them for the customer, using the latter's quarters or dimes.

Small cards, distributed along the bar, with the music menu which the phonograph offers, help matters along.

Human Nature

The important point in this "remoting" the selector box so that only bartenders operate it, is that "few people pay any attention to a selector box installed at arms reach on the bar," according to Wycaver. Human nature being what it is, the average bar patron prefers to ask the bartender to play the number for him, rather than going to the trouble of pushing the buttons and dropping in the coins himself.

This is particularly true where
(Continued on page 90)

COINMEN YOU KNOW

Little Rock

By ELTON WHISENHUNT

Orell Bledso, owner of National Novelty Company at El Dorado, was in Thornton-Minor Hospital, Kansas City, Mo., recently for a check-up. He's doing okay. . . . John Bruner, partner in John-Frank, Inc., Marked Tree, Ark., reports good results with the many cigarette machines he now has on location. . . . J. W. Singleton, owner of Singleton Music Company, Marked Tree, is putting out a lot of 200 juke boxes; he says he will convert his entire route to 200's.

Nathan Wheelless, owner of Wheelless Music Company, Jonesboro, is adding a number of locations to his route. . . . Elmer Womack, Womack Music Company, Jonesboro, is doing his spring buying now that the weather is good.

Pete Adams, Adams Amusement Company, Forrest City, has been busy lately with his furniture store and Pure Oil Company distributorships, but reports he is now back in the groove with his music and game route. . . . Mrs. Dolores Bokker, Bokker Amusement Company, Forrest City, reports business is picking up now that the rain has finally stopped. . . . Fred Swan, owner of Swan Amusement Company, caught the limit fishing at Maddox Bay on the White River.

E. J. Mahfouz, Mahfouz Music Company, Stuttgart, collapsed recently. Doctors determined he had a blood clot on his brain. He was taken to a hospital in Little Rock, where he is progressing under treatment, designed to dissolve the clot.

Bill Foster, Foster Music Com-

pany, Pine Bluff, is converting his music route mostly to 200's. . . . Edward Wilcox, Baker Music Company, Pine Bluff, is doing the same. They report the big, new machines produce much higher collections than the smaller models. . . . C. O. Temple, Hope Novelty Company, suitanned from riding his horse at his ranch.

Little Rock operators report the tourist season is off to an early start with many out-of-staters passing constantly thru Little Rock. Robert Kirsipel, resident of Little Rock Operators' Association, and Kirsipel-Hollenberg Music Company, reports good business as a result.

Other Little Rock operators enjoying a pickup in business this season are Cecil Hill and Harold Dunaway, partners in Twin City Amusement; Andrew Cassinelli, Little Rock Amusement; Dutch Yancey, Arkansas Music; C. E. Craig, Arcade Amusement; Dan Levine, Levine Music; C. W. Holmes, Western Sales; J. D. Ashley, Globe Amusement, and Jeep Thomas, Thomas Amusement.

Hot Springs operators also report the rush is on. Among those busy with jingling cash registers are Phil Marks, Phil Marks Amusement; Van Ettinger, Van Ettinger Music; Duane Faull, Faull Amusement, and R. G. Jennings, Jennings Coin Machine.

Others are W. E. West, Lewis Novelty; Wilbur Green, Spa Amusement, and J. Earl Gill, Gill Amusement. . . . In Little Rock shopping from Arkansas recently were Thomas Armstrong, Armstrong Amusement, Brinkley; Guy Jones, Pine Bluff Music, Pine Bluff;

H. H. Hays, Jefferso Music, Pine Bluff; Billy Bledsoe, Licot Music, Lake Village, and Joe Colten, Louisville Novelty, Louisville.

Memphis

By ELTON WHISENHUNT

Bill Fitzgerald, manager of Music Sales Company, was a guest at Pat Boone's Coke Party at Hotel Gayoso Boone, whose Dot records Bill pushes, was in town to sing during the Cotton Carnival. . . . Edward H. Newell, owner of Ormatt Amusement Company, seen at the Osiris Cottor. Carnival Ball.

Thom s T. Blankenship Sr., route manager for Canale Amusement Company, seen placing some new phonographs on location. Blankenship's son, stationed with the Army Occupation Forces in Germany, recently visited his parents on furlough

Douglas Partee, owner of Southern Cigarette Service, and his partner in Quality Vending Service, Charles F Pugh, re putting out a lot of 5-cent gum vending machines, attaching them to their cigarette machines. . . . Parker Henderson, general manager of Southern Amusement Company, reports operating costs have been edging up some every year since the Korean War.

George Sammons, president of Sammons-Pennington Company, called on operators in Mississippi last week. . . . Bob Goad, president of Music Game Sales, reports that bowling games are doing well in his territory.

John D. J. Meyer, owner of Meyer Sales Company, reports candy vending way off, but is making up for it by putting out marj of the new 5-cent gum vendors

attached to his cigarette machines. He also picks up for the drop in candy sales with cold drink Venders. . . . Bill Forsythe, partner in Forsythe & Bailey Music Company at nearby Millington, Tenn., doing a good job as alderman, as well as managing the music and game route.

Clarence A. Camp, president of Southern Amusement Company, is president of the auto race track at nearby Lehi, Ark. . . . Edward J Newell, owner of Ormatt Amusement Company, was elected secretary of the East Memphis Lions' Club last week.

Operators from the Mid-South area spotted shopping in Memphis recently included Wayne Day, Day Amusement Company, Blytheville, Ark.; Clarence Cain, Spain Amusement Company, Tunica, Miss.; Danny Diamond, Diamond Music Company, Clarksdale, Miss.; Mahon Jones, Jones Music Company, Holly Springs, Miss.; Leroy

Williams, F.&W. Sales Company, Bernie, Mo.; Charles Keene, Keene Amusement Company, Union City, Tenn.; J. A. Butcher, Butcher Music Company, Dyersburg, Tenn.

Harold Young, Broadway Music Company, Carruthersville, Mo.; Pete Smith, Smith Bros. Amusement Company, Dyersburg; Louis Jack Berger, Berger Amusement Company, West Memphis, Ark.; Charles Schubach, Helena Amusement Company, Helena, Ark.; Lloyd Barber, Barber Novelty Company Forrest City, Ark.

D. C. Johnson, Johnson Amusement Company, Corinth, Miss.; Cy Puckett, The Music Man, Lambert, Miss.; Carlton Collins, Crystal Amusement Company, Grenada, Miss.; H. C. Cresswell, Cresswell

Music Company, Milan, Tenn.; James Howard, Dixie Amusement Company, New Madrid, Mo.; Luther White, L. & B.-Vending Company, Henderson, Tenn.; Guy Taylor, Taco Music Company, Oxford, Miss.; Frank Steed, Steed & Hearn Music Company, Clarksdale, Miss.

Jackson, Miss.

Also Lee Treft, Delta Music, Cleveland; O. H. Johnson, Johnson Music, Cleveland; Pete Manos, PM Music, Greenville; Eddie Barnes, Eddie's Music Service, Greenville; Manuel Nassar, Nassar Music, Shelby; Henry C. Smith, Dyess Music, Greenville; Danny Diamond, Diamond Music, Clarksdale; Joe Lavene, Lavene Music Center, Clarksdale, and Frank Steer, Steed & Hearn Music, Clarksdale.

Some operators in Central Arkansas dropped in on Little Rock distributors shopping for supplies and equipment last week. They included: Thomas Armstrong, Armstrong Amusement, Brinkley; C. E. Tolliver, Tolliver Music, Lepanto.

Also: Tex Dickens, Arkansas Music, Magnolia; Bill Smead, Camden Novelty; A. G. Williams, Williams Music, Monticello; W. S. Kennedy, Kennedy Music, England; Gurt James, James Music, Thornton; Eddy Boyce, Boyce Amusement, Bald Knob; James Akers, Akers Music, Harrison; H. L. Hopkins, Hopkins Music, Fordyce, and H. E. Taylor, Warren Music, Warren.

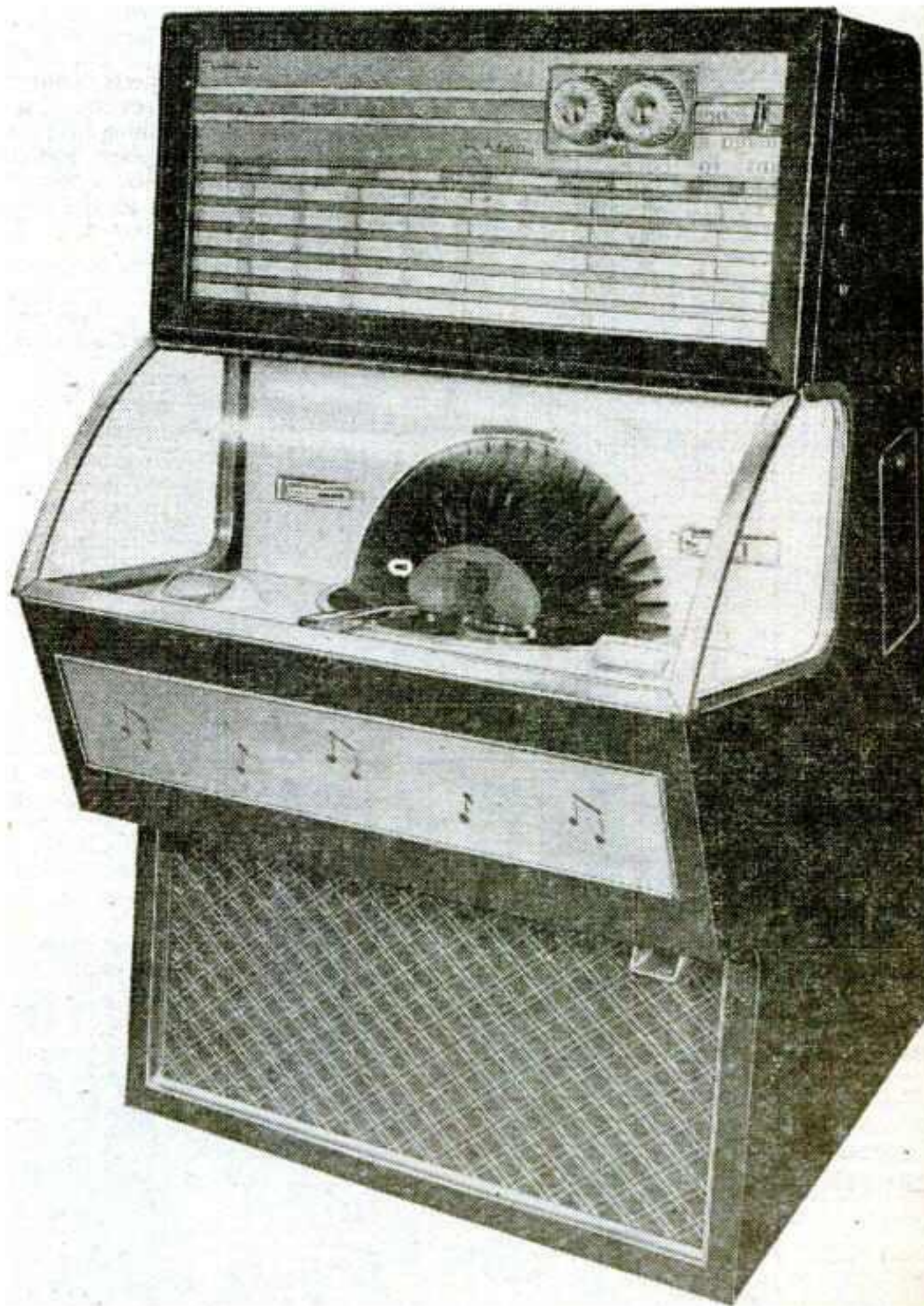
Paul Maucelli, Paul's Amusement, Greenville; Chester Richardson, Richardson Music, Greenville; John Haley, Haley Music, Canton; Bluford Taylor, Holmes Amusement, Tchula; Abe Malouf, LeFlore Music, Greenwood.

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COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

Frank Bartnik, the flying music operator, left his Banaco Music Company in good hands over the Memorial Day holiday and flew up to his hunting lodge in Canada. Disk buyer Alice Antezak, meanwhile, reports that juke box takes were holding up well. Sam Hastings reports a continued interest among operators in the new shuffle alley conversions.

The operator's service school conducted recently by the Seeburg distributors, S. L. London Company, proved a big success, according to front office manager Nate Victor. Operators from all over the State received coaching from Freeman (Woody) Woodhull, the Seeburg factory service engineer. According to Nate Victor, plans are being made for another service school during mid-summer, altho no date has been set.

Chris LeMay, of Southern Novelty, reports business holding up fairly strong, and comparing favorably with last year. . . . Another coinman viewing the current situation with optimism is Red Jacomet, of Red's Novelty Company. New routeman on the Red's Novelty staff is Gerald Poiror, a newcomer to the industry. Route foreman Ed Gronowski notes that he is busier than ever with his radio "ham" activities.

Bill Cleary, of Soo Automatic Coin Machine, Sault Ste. Marie, Mich., solved a knotty transportation problem by remembering what made Milwaukee famous. He shipped a number of shuffle alley trade-ins down to United, Inc., via a big beer

hauling truck that was headed for one of the local breweries.

Coinmen from all over the State who journeyed down to Chicago to take in the MOA show took time out to stop in at the Beer City distributors for visiting and shopping. A few who checked into the United, Inc., headquarters, were Cliff and Roger Bookmeier, Green Bay; Mr. and Mrs. Val Andreas, Oshkosh, and Olois Felix, Oconto. Both of the town's disk one-stoppers, Stu Glassman, of Radio Doctors, and Barney Kuehn, of the Music Mart, took time out to attend the MOA show.

A couple of part-time employees in the shop are proving a tremendous aid to United, Inc., according to general manager Woody Johnson. One of the lads, Roger Czerniak, is a student at Milwaukee School of Engineering, and fills in during his spare time. No newcomer to the coin machine field, Czerniak was brought up "in the rear end of a pinball game." His father is a veteran coinman in Duluth, Minn.

Art Hughes

Continued from page 88

burg distributors for the Southwest.

Speaker at the occasion was Arthur Hull Hayes, president of Columbia Broadcasting System, who was also awarded an honorary doctor of law degree for his outstanding work in his field.

Hughes, a bachelor, has helped over 100 boys get an education. Loyola University, where he has sent many boys, credits him with doing a remarkable job in the fight to curb juvenile delinquency and help the underprivileged.

Hughes has four boys now at Notre Dame University and seven at Loyola studying to be priests, as well as other youths in schools all over the U. S.

George Sammons of Memphis, president of Sammons-Pennington Company, Seeburg distributors, gave an example:

"I know of one boy 12 years old who was from a broken home. He was turned out on the street. He was sent to Juvenile Court. Mr. Hughes took him out of court, sent him to school and made a man out of him. The boy is now a senior at Notre Dame.

Here's How

Continued from page 88

relations with location owners, feels Cisler, is the commonly held belief that "everything that the juke box man takes in is profits." "By presenting the true picture with facts and figures, our reception improves as does our cooperation, and hence, our take."



Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

Ami Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan
originator of the automatic selective juke box in 1909.



ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

Westchester Fete

Continued from page 88

Young Distributing Company; Al Levine, M-G-M; Morris Price, Lou Clayman and Sid Chambers, Mercury; Bob Duffy and Ben Rosner; Vik; Art Garvey, Bally Manufacturing; Al Waner; Genco; Ted Blatt. Associated Amusement Machine Operators of New York; Tony Catonese, Rockland County Operators' Association, and Dave Lowy, M-J-L Operating Company.

Joe Fishman, Y&R Novelty; Joe Norton and Fred Campagna, Times-Columbia; Dave Greenan, Columbia; Art Dadis, AMI; Al Simon, Chicago Coin Machine; Sam Weiss, Coin Machine Employees' Union; Murray Dorf, Norm Weiland, Frank Luppino and Aaron Sternfield, The Billboard; Perry Wachtel, De Perri Advertising Agency; Len Levy and Mary Hoffman, Coral, and Sam Weiss, Coin Machine Employees' Union.

Carl Pavesi Cited

A presentation of a U. S. savings bond was made to Carl Pavesi, WOC president, since the founding of the organization, an a bouquet was presented to Mrs. Pavesi.

Recording talent included Judy Scott, Decca; Ann Leonardi, Capitol; Bernie Nee, Columbia; Mitzi Mason, Vik; Cathy Carr, Fraternity; Ted Randazzo, Vik; Don Rondo, Jubilee; Carol Hughes, Mercury; The Five Gents, Crest, and Big Chief Russell Moore.

General chairman for the event was Seymour Pollak. Other committee chairmen were Meyer Budinoff, entertainment; Carl Pavesi, tickets; James Smith, souvenir journal; Ed Goldberg, seating arrangements; Lou Tartaglia, treasurer, and Malcolm Wein, toastmaster. Perry Wachtel, of the De Perri Agency, was in charge of production of the souvenir journal.

WOC officers are Carl Pavesi, president; Harold Rosenberg, vice-president; Seymour Pollak, secretary, and Lou Tartaglia, treasurer. On the board of directors are James Smith, Meyer Budinoff, Ed Goldberg and Dick Dicicco.

Two sons of coin machine people figured prominently in the entertainment. Nat Bensky's boy, Dave, was one of the five gents, while Barney Sugarman's son, Myron, did a duet with Cathy Carr.

Remote Control

Continued from page 88

the bartender does a real job of selling, Wycaver indicated. "Where the bar customer is paying no attention to the selector box in front of him and the bartender suggests one or two titles, the result is usually immediate playing of the tunes."

"Now with the selector box on display at all times, and two bartenders making a real attempt to get the bar customers to use up the change in music, play has increased by at least one-third."

Along with the bar box itself, the tavern has 16 selector boxes in booths throuth the area. Invariably the single box mounted behind the bar and serviced by the bartender pulls many more dimes and quarters.

50 120 200 SELECTION MODELS

A

ROCK-OLA FOR EVERY LOCATION

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 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.
- July 1—Springfield Phonograph Operators' Association monthly meeting, association headquarters, Springfield, Ill.
- July 1—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.
- July 2—Washington Music Merchants' Association, monthly meeting, Seattle.
- July 2—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- July 3—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- July 3—Summit County Music Operators' Association, monthly meeting, Akron.
- July 4—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- July 4—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

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Business Opportunities

SALES ORGANIZATIONS—NEW ITEMS. 50¢ Ball Point Units, 11-column drum-type Cigarette Machines. Sold only to organizations now operating. Give full details about your operation. Factory prices. Hanlin Mfg. Co., Box 5101, Kansas City 30, Mo. Je24

Help Wanted

WANTED — PHONOGRAPH AND BINGO Mechanic: no drunks, no drifters, prefer married Man. Music Machine Co., Brunswick, Ga.

Used Coin-Operated Equipment

Candy—Cigarette—"Swami"
—1¢ Quiz Napkin Holder—
U-Select-It Candy, Mercury & Royal Cigarette Machines, Watling Scales, White's Latex & Comb Machines & refills.

Texas Associated Enterprises
P. O. Box 1068 Amarillo, Texas

80 CIGARETTE MACHINES. ALL LATE model Nationals: 60 Juke Boxes; twenty 100 Seeburgs and Wall Boxes; 10 Shuffle Alleys; 20 Maple Tables; 50 mec. Games; \$5,000 in Parts and Records. All for \$75,000, will carry one half Briscoe Novelty Co., 720 S. Locust St., Denton, Tex. Je17

FOR SALE—THREE LYON SINGLE DRINK machines, price reasonable. Coastal Amusement Co., Webster Ave. & Boardwalk, Seaside Heights, N. J. Je17

SHIPMAN DUPLEX STAMP MACHINES. 510; Triplex. \$29.50 each, like new. Folders direct factory prices. USP Co., 190 Grand, Waterbury 5, Conn. Je24

THREE STANDARD METAL TYPERS. Good condition, 10¢ play, ready for location, \$225 each. T. E. Beck, 7746 Broadway, l.o.b. San Antonio, Tex.

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; Fanned Candies; 1¢ Hershey's, 25¢ or 50¢ 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. Jy1

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 Grands, 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's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-1fa

WANTED TO BUY
EXHIBIT'S OLD AGE PENSION COUNTER GAMES.
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Popular 7-8600

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THE MUSICAL SALES COMPANY
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EXPECT SUPREME COURT PIN RULE WITHIN WEEK

WASHINGTON—The decision of the U. S. Supreme Court in the Korpan in-line pinball case is expected shortly—possibly today (10) or next Monday (17). Spokesmen for the Court cannot say definitely which day the decision will be handed down, but point out that the Court "always disposes of cases it's heard" before the end of the term in which they were heard. Current term is expected to end June 17. And since decisions are handed down only on Monday, the outcome may be known today or the 17th.

The high court heard the case April 15. At that time, government attorney John F. Davis urged the court to rule that the pinballs at issue are gambling devices. Korpan's attorney, Robert A. Sprecher, told the justices that a pinball does not become a gambling device because of the use to which it is put. (The Billboard, April 29.)

A number of government branches—as well as industry—are interested in the outcome of the Korpan case. If the court rules the pinballs are gambling devices, justice would find it easier to crack down on machines making payoffs. An appeals court decision in the Korpan case said the pinballs in question were not gambling devices—thus reversing a district court opinion. As a result, several district courts dismissed government indictments against operators in similar cases—to the chagrin of justice. (The Billboard, Feb. 2.)

The tax-writing House Ways and Means Committee is also anxiously awaiting the outcome of the case. The committee earlier this year ruled out a proposed third tax category for pinballs and decided to let the high court determine the fate of in-line pinballs. (The Billboard, March 23.) Committee staff will study the decision carefully, but there are no indications yet as to what action will be taken.

Ops on Used Games Kick, Find Shuffles Still Pull Coin

Distributors Report New Model Sales Slow; No Trend to Any One Type

CHICAGO — The market for coin-operated amusement games is a large kettle of soup with everything thrown in—shuffles, bowlers, pool, guns, rolldowns and all types of novelty games.

And the soup tastes different to every operator, depending on the types of locations he serves and the area he's in. The only stable commodity is the five-ball pinball, which remains a steady diet for operators in many areas.

While most distributors report continued sales on long bowlers and six-pocket pool games, it is apparent that the market for these games has dropped off considerably over the past several weeks, and that operators have settled back to a more even buying pace.

Used Market Hikes

Operators are currently relying on the good used games to bring

in the bulk of their week-by-week grosses, holding back on volume new game purchases.

Long bowlers and six-pocket pool games, which established high volume sales over the past months, have dropped in sales for several reasons. Both types of games take up more-than-average room at locations, and many if not most spots can't accommodate them for this reason. The long bowlers, in addition, require an unusually heavy investment, and operators generally have found themselves with little cash on hand for further expansion once their top locations were provided with the games.

The new game sales situation is harder felt in the Chicago area and other sections which received the heaviest initial coverage than in many other sections of the country,

but in time the effect is expected to be felt thruout the industry.

Bowler Grosses Vary

Operators report the long bowlers bringing in varying gross receipts which range from a weekly average of \$17 to \$25, on up to \$90, depending on the particular locations. At a \$25 average, a big bowler would pay for itself in about 40 weeks.

While such takes are much higher than average for an individual amusement game, they are not great when the investment cost

(Continued on page 94)

New United Bowler Bows Direct-Scoring

CHICAGO — United Manufacturing Company added Hi-Score, a new model, to its bowling alley line last week. Hi-Score features a direct-scoring system which adds up scores frame-by-frame as they are made.

The game is especially designed for locations where players are not familiar with bowling scoring, the direct-scoring system eliminating any possible errors by the players.

The game scores 300 points for a strike, 200 for a spare, with double scoring made in the 10th frame. With the tenth frame fea-

(Continued on page 94)

CIAA Roster Lists 95 Ops

CHICAGO — The Chicago Independent Amusement Association announced a membership of about 95 operators including the majority of game operators in the city, at its meeting June 4 at the Congress Hotel here.

The spurt in membership, which had stood at about 60 at the end of last year, can be attributed in large measure to the contract signed by the association with the International Brotherhood of Electrical Workers Union, Local 134.

While operators' dues skyrocketed following the union pact, which requires operators to pay \$3 per quarter year per machine for union stickers, union membership has apparently brought smoother and more secure route operations

(Continued on page 98)

OPS CUT DOWN GAMES TO 6 FT. GET NEW STOPS

CHICAGO — With the trend in amusement games seemingly going to longer and longer cabinets, an industrious operating firm here has pulled a complete switch and come off ahead.

Hy, Dave and Ben Polo, trio of brother operators in Hy Polo Amusements here, have cut down the length of old 8-foot Olympic and Cascade shuffle games to 6 foot, placing the revamped games in locations that just didn't have room for a game of greater length.

The Polos report they now have 20 such games spotted around town, and averaging in the neighborhood of \$10 to \$12 per week.

March Coin Exports Hit Top \$2,833,870

All-Time Monthly High Set by U. S. Game, Juke Shipments; Venders Also Strong

WASHINGTON — U. S. coin machine exports hit a new high in monthly dollar volume during March of \$2,833,870.

U. S. Department of Commerce figures show that both amusement games and juke boxes shattered their previously top monthly marks.

Games registered \$854,168 on 6,068 units shipped, eclipsing the previous high of \$454,573, recorded in November, 1956. Total number of games shipped in one month had previously come only close to 4,000.

Juke boxes set a new mark of \$1,753,893 during March on 2,921 units. Previous high for one month was \$1,420,535 in December, 1956. The 2,921 units shipped in March, however, was not far ahead of previous totals.

Biggest in History

Combined with vending machine shipments of \$225,809 (not a record, but unusually heavy) total coin machine exports during March are by far the largest dollar volume total ever registered in the history of the U. S. coin machine export trade.

The \$2,833,870 total outshines such previously high marks of \$1,

990,776 in December, 1956; \$1,940,465 in October, 1956, and August 1956's \$1,860,116. Never before have coin exports reached or passed the \$2,000,000 mark in one month.

The record high for vending machine shipments was made in October

(Continued on page 98)

Progress, 1957 Plans In NCMDA Report

Following is the text of the report by Al Schiesinger, managing director of the National Coin Machine Distributors' Association, at the association's annual business meeting May 19 at the Morrison Hotel, Chicago. The meet was attended by 34 executives representing 27 distributing firms (The Billboard, May 27).

Once again, it is a privilege to give you a report on your associa-

tion's activities. I want to begin by extending my sincere thanks and deep appreciation to our president, Gilbert Kitt, for the time and effort that he has so generously devoted to this association.

Under his leadership, we have been able in the past year to enlarge the activities of NCMDA, and to increase our membership. I would like also at this time to extend my thanks to our treasurer, J. L. Lazar, and to our secretary, Irvin F. Blumenfeld, for the splendid co-operation they have given me in helping to make this association function. To our vice-president, Milton Marmer, my gratitude and thanks for his fine support.

Also, my thanks goes to each and every member of the Board of Directors whose time and effort have contributed to the building of this association.

I also want to acknowledge with a deep sense of gratitude, the co-operation this association has received from Bob Dietmeier, coin machine editor of The Billboard, and Harvey Carr, editor of The Coin Machine Journal. They merit your thanks.

We are now beginning the third year of the re-activation of this association. I don't believe today, there is any doubt as to whether or not this association is here to stay.

At present we have the largest membership that this association

(Continued on page 93)

EYE-TO-POCKET APPEAL

Gottlieb Urges: Spruce-Up Pins, Capture More Coins

CHICAGO — Clean Machines Earn More Money. That's the theme of a newly launched program by D. Gottlieb & Company, leading five-ball pin game manufacturers, to promote clean equipment in all locations.

Gottlieb feels that a pleasing and attractive atmosphere is one of the basic fundamentals of a successful amusement machine.

According to Gottlieb, a great deal of effort is put forth at the design and manufacturing levels to create the element of visual appeal. "The effect should make a direct connection between the player's eyes and his pocket wherein lies the coins we hope he will place in the coin chute.

"A brief inspection of the routes of the top operators in the country shows they, too, recognize this eye-to-pocket connection by the clean and neat appearance of all their equipment.

"Manufacturers' life tests have proved that regular cleaning extends the useful life of machines considerably and when trade-in time comes around, this means more cash value.

"The intent of the clean machine program is to publicize the benefits operators will realize by the expenditure of just a little effort at regular intervals."

COIN MACHINE EXPORTS

March, 1957

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	700	\$ 390,480	1,350	\$164,062	600	\$ 5,675	2,650	\$ 560,217
W. Germany ..	366	295,452	358	95,062	43	4,380	767	394,868
Canada	178	111,652	1,763	111,327	1,206	159,288	3,147	382,267
Italy	87	53,985	977	233,693	1,064	287,678
Switzerland ...	179	126,173	243	59,853	6	810	428	186,836
Venezuela	186	167,585	16	4,565	37	10,848	239	182,998
Austria	227	162,463	27	5,313	3	1,800	257	169,576
Cuba	151	41,747	759	\$1,670	25	562	935	123,979
Netherlands ...	146	72,837	210	30,838	4	2,000	360	105,675
Mexico	100	54,801	5	1,230	105	56,031
France	32	19,572	6	1,200	152	30,166	190	50,938
Philippine Rep.	61	36,047	2	1,210	63	37,257
Sweden	22	16,985	48	13,291	41	5,650	111	35,926
Peru	48	28,795	48	28,795
Hong Kong	77	27,236	1	500	78	27,736
Japan	3	1,840	43	17,650	46	19,490
Other countries	558	146,243	261	33,230	171	4,130	790	183,603
TOTALS	2,921	\$1,753,893	6,068	\$854,168	2,269	\$225,809	11,278	\$2,833,870

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of June 3, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM	\$ 75.00	\$ 45.00	\$ 69.50
Model B (48) 40 sel., 78 RPM	125.00	65.00	89.50
Model C-40	150.00	109.50	125.00
Model C (50) 40 sel., 78 RPM	150.00	109.50	109.50
Model D-80 (51) 40 sel., 78 RPM	345.00	185.00	295.00
Model E-40 (53) 40 sel., 78 RPM	365.00	295.00	295.00
Model E-80 (53) 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	550.00	625.00
ROCK-OLA			
1434 (50-51) 50 sel., 78 RPM	\$300.00	149.50	225.00
1434 Fireball	275.00	275.00	275.00
1436 A-53) 120 sel., 45 RPM	295.00	145.00	250.00
1438 (54) 120 sel., 45 RPM	425.00	395.00	395.00
1442 (54) 50 sel., 45 RPM	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM	725.00	625.00	695.00
SEEBURG			
HM-100-A Hideaway	\$275.00	\$189.00	\$245.00
M-100-A (49) 100 sel., 45 RPM	245.00	150.00	225.00
M-100-B (51) 100 sel., 45 RPM	450.00	355.00	425.00
M-100-C (53) 100 sel., 45 RPM	545.00	445.00	495.00
M100G (54) 100 sel., 45 RPM	675.00	545.00	615.00
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
1100 (47) 24 sel., 78 RPM	160.00	65.00	119.50
1250 (50) 48 sel., 45 or 78 RPM	145.00	75.00	125.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	125.00	175.00
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	285.00
1700 (54) 104 sel., 45 RPM	680.00	525.00	640.00
1800 (2/55) (W)	795.00	595.00	695.00

PINBALL GAMES

BALLY			
1005 Atlantic City (5/52)	\$ 55.00	\$ 35.00	\$ 50.00
Beach Beauty (1/55)	350.00	295.00	310.00
Beach Club (2/53)	70.00	60.00	60.00
Beauty (11/52)	65.00	45.00	60.00
Big Time (1/55)	225.00	100.00	200.00
Bright Lights (5/51)	95.00	40.00	65.00
Bright Spot (11/51)	55.00	40.00	50.00
Broadway (12/55)	395.00	335.00	365.00
Dude Ranch (9/51)	65.00	65.00	65.00
Frolic (10/52)	135.00	40.00	90.00
Gayety (3/55)	125.00	45.00	110.00
Gaytime (6/55)	225.00	145.00	200.00
Hi-Fi (6/54)	95.00	75.00	75.00
Ice Frolics (1/54)	70.00	40.00	50.00
Miami Beach (9/55)	245.00	195.00	225.00
Nite Club (3/56)	475.00	385.00	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	69.50	75.00
Variety (9/54)	135.00	45.00	125.00
Yacht Club (6/53)	75.00	45.00	55.00
CHICAGO COIN			
Basket Ball Champ (10/49)	\$175.00	\$135.00	\$135.00
Home Run	195.00	125.00	175.00
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
GOTTLIEB			
Chinatown (10/52)	\$ 75.00	\$ 40.00	\$ 75.00
Coronation (11/52)	85.00	50.00	85.00
Crossroads (5/52)	75.00	70.00	75.00
Daisy Mae (7/54)	175.00	150.00	150.00
Derby Day (4/56)	225.00	175.00	195.00
Diamond Lill (12/54)	199.50	139.50	175.00
Dragonette (6/54)	225.00	125.00	175.00
Duette (3/55)	265.00	185.00	225.00
Frontiersman (11/55)	245.00	194.50	210.00
Gold Star (8/54)	200.00	150.00	150.00
Green Pastures (1/54)	145.00	75.00	130.00
Guys & Dolls (5/53)	95.00	44.50	95.00
Happy Days (7/52)	95.00	60.00	95.00
Harbor Lites (2/56)	215.00	210.00	210.00
Jockey Club (4/54)	165.00	100.00	134.50
Knockout (12/50)	49.50	45.00	49.50
Lady Luck (9/54)	190.00	134.50	155.00
Lovely Lucy (2/54)	175.00	114.50	130.00
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)	125.00	75.00	110.00
Quartette (2/52)	85.00	50.00	50.00
Queen of Hearts (12/52)	110.00	55.00	99.50
Quinette (3/53)	99.00	60.00	95.00
Score-Board (3/56)	275.00	265.00	265.00
Shindig (9/53)	120.00	55.00	85.00
Skill Pool (8/52)	75.00	35.00	75.00
Sluggin' Champ (4/55)	190.00	175.00	190.00
Southern Belle (6/55)	245.00	155.00	205.00
Stage Coach (11/54)	195.00	165.00	175.00
Sweet Add-A-Line (7/55)	250.00	165.00	175.00
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
UNITED			
ABC (2/52)	\$395.00	\$325.00	\$350.00
Cabana (3/53)	55.00	45.00	45.00
Caravan (1/56)	295.00	245.00	275.00
Circus (8/52)	50.00	40.00	50.00
Havana (2/54)	70.00	55.00	70.00
Hawaii (6/54)	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	60.00	65.00
Nevada (8/54)	195.00	50.00	125.00
Pixie (9/55)	195.00	135.00	175.00
Rio (11/53)	175.00	75.00	105.00
Singapore (10/54)	100.00	50.00	85.00
Stardust (4/56)	295.00	225.00	245.00
Starlet (11/55)	245.00	195.00	220.00
Triple Play (8/55)	150.00	125.00	145.00
Tropicana (1/55)	115.00	100.00	110.00
Tropics (7/55)	65.00	50.00	55.00
Zingo (10/51)	65.00	65.00	65.00

WILLIAMS			
C. O. D. (9/53)	\$175.00	\$ 75.00	\$115.00
Dealer '21' (2/54)	125.00	65.00	110.00
Deluxe Baseball	125.00	100.00	125.00
Disk Jockey (11/52)	75.00	40.00	75.00
Four Corners (11/52)	80.00	80.00	80.00
Grand Champion (8/53)	95.00	90.00	95.00
Gun Club (11/53)	75.00	45.00	75.00
Hayburner (6/51)	75.00	35.00	75.00
King of Swat	275.00	245.00	245.00
Lazy Q (2/54)	70.00	50.00	60.00
Major League (W) (2/54)	150.00	145.00	150.00
Nine Sisters (1/54)	135.00	59.50	115.00
Peter Pan (4/55)	225.00	134.50	175.00
Quarterback (10/49)	285.00	215.00	225.00
Race the Clock (1/55)	275.00	175.00	235.00
Rainbow 5 Ball (11/48)	125.00	80.00	110.00
Regatta (10/55)	195.00	135.00	175.00
Silver Skates (2/53)	80.00	75.00	75.00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	95.00	65.00	80.00
Spitfire (2/55)	125.00	65.00	95.00
Star Pool (10/54)	149.50	99.50	125.00
Thunderbird (5/54)	125.00	125.00	125.00
Times Square (4/53)	75.00	40.00	50.00

SHUFFLE GAMES

Ace Bowler (CC) (9/50)	\$150.00	\$ 85.00	\$110.00
Advance Bowler (CC) (5/53)	199.50	95.00	100.00

	High	Low	Mean Avg.
American Bank (American Shuffleboard)			
(5/52)	\$125.00	\$ 95.00	\$125.00
Banner (U) (8/54)	135.00	115.00	135.00
Bikini (K) (6/54)	130.00	75.00	95.00
Blue Ribbon Bowler (B)	250.00	195.00	250.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	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)	250.00	65.00	140.00
Clipper (U) (5/55)	210.00	175.00	195.00
Clipper Deluxe (U) (5/55)	425.00	225.00	325.00
Clover Shuffle (U) (1/53)	65.00	35.00	35.00
Club (K) (4/53)	50.00	50.00	50.00
Comet Targette (U) (11/54)	150.00	95.00	145.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	135.00	95.00	115.00
Criss-Cross Targette Regular (CC) (1/55)	100.00	75.00	75.00
Crown (CC) (4/53)	150.00	45.00	85.00
Diamond (K) (5/53)	160.00	160.00	160.00
Domino (K) (5/53)	60.00	60.00	60.00
Double Score (CC) (3/53)	115.00	115.00	115.00
Fifth Inning Deluxe (U) (6/55)	125.00	125.00	125.00
Fireball (CC) (11/54)	225.00	150.00	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
League Bowler (U) (1/54)	115.00	95.00	100.00
Lightning (U) (2/55)	185.00	145.00	175.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	165.00	100.00	145.00
Mars Deluxe (U)	195.00	150.00	195.00
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) (12/54)	175.00	135.00	150.00
Name Bowler (CC) (1/54)	75.00	40.00	60.00
Olympic (U) (8/54)	70.00	70.00	70.00
Pacemaker (K) (9/53)	80.00	80.00	80.00
Playtime Bowler (CC) (10/54)	175.00	175.00	175.00
Rainbow Shuffle Alley (U) (8/54)	135.00	80.00	110.00
Rocket (B) (8/54)	275.00	175.00	275.00
Royal (U) (

ARCADE EQUIPMENT

Codes: AF—Auto Photo; B—Baby; CC—Chicago Coin; E—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; N—Noovers; S—Seeburg; Se—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
ABT Challenger (5/46) .. \$ 30.00	\$ 29.50	\$ 30.00	
Air Hockey .. 325.00	250.00	325.00	
Air Raider (K) ('48) .. 150.00	125.00	150.00	
All Star Baseball (W) .. 185.00	135.00	185.00	
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	
Balloonamat Capitol P (1/55) .. 295.00	225.00	295.00	
Baseball, 2 Player (G) .. 175.00	125.00	145.00	
Basketball (G) .. 225.00	185.00	195.00	
Basketball (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 (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	100.00	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	
Goalie (CC) (1/46) .. 90.00	65.00	90.00	

	High	Low	Mean Avg.
Gun Patrol (Ex) (5/51) .. \$150.00	\$ 62.00	\$ 95.00	
Harvard Metal Ty .. 125.00	125.00	125.00	
Heavy Hitter (E) .. 50.00	35.00	35.00	
Hi-Ball (Ex) (2, 8) .. 95.00	95.00	95.00	
Hockey (CC) .. 295.00	225.00	245.00	
Home Run, 6 Payer (CC) (3/54) .. 200.00	175.00	195.00	
Jet (B) .. 105.00	95.00	225.00	
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	
Kicker & Catchers .. 25.00	18.00	20.00	
K O Fighter .. 325.00	245.00	325.00	
Lite League (W) (2/54) 75.00	75.00	75.00	
Lord's Prayer (M) (6/56) 349.50	335.00	335.00	
Mauser Pistol (Ex) .. 89.50	89.50	89.50	
Mercury Counter Gripper .. 25.00	20.00	20.00	
Midget Movies (CC) .. 145.00	125.00	125.00	
Midget Skee-ball (CC) .. 175.00	145.00	145.00	
Moon Rides (B) (5/54) .. 250.00	250.00	250.00	
Panoram (Mills) .. 325.00	325.00	325.00	
Pennant Baseball (W) .. 125.00	125.00	125.00	
Photomatic (M) (1/50) .. 350.00	295.00	350.00	
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	215.00	
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) .. 365.00	225.00	313.00	
Set Shot Basketball (Munves) (6/52) .. 295.00	225.00	275.00	
Shoe Brush Up .. 95.00	95.00	95.00	
Shoot the Bear (S) .. 145.00	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	165.00	
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	245.00	

	High	Low	Mean Avg.
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 (H) (11/54) .. 195.00	175.00	195.00	
Standard Metal Typer F S 325.00	199.00	275.00	
Submarine (K) (1/42) .. 125.00	125.00	125.00	
Super Home Run (CC) (3/54) .. 185.00	95.00	185.00	
Super Slugger (U) (7/55) 395.00	295.00	350.00	
Telequiz (1,49) (T) .. 95.00	65.00	90.00	
Treasure Cove (Ex) (6/55) 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 (1/51) (U) .. 65.00	45.00	65.00	

VENDING MACHINES

	High	Low	Mean Avg.
Acorn, 5c or 1c .. \$ 10.00	\$ 8.50	\$ 8.50	
Columbus 1c Bulk .. 8.50	6.50	6.50	
Du Grenier (11 Col.) .. 87.50	75.00	87.50	
Du Grenier Tab Gum (6 Col.) .. 15.00	14.50	14.50	
Du Grenier V D Cigarette 55.00	50.00	50.00	
Eastern Electric C-8 .. 155.00	40.00	110.00	
Electro (8 Col.) .. 95.00	95.00	95.00	
Keeney 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	7.95	
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	
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	

NCMDA Gives 1957 Report

Continued from page 91

has enjoyed since its inception in 1948. However, that does not mean that every distributor in the nation is a member. There are still some distributors who could and should be members.

During the coming year, it is our hope to enroll these distributors. Our members could help in enlightening these distributors, and I recommend that the officers elected tonight appoint a permanent membership committee to help in this task.

We have made much progress in our financial status. We now have a balance in our treasury. In the past year it has been possible to add a secretary for your director. The association has purchased a new mimeograph machine, a new electric typewriter and many other time and money-saving machines. We now receive newspaper clippings from all major newspapers in America. There has also been available money to travel and address operator groups and associations.

Your association is now a going institution, and you have made it so. In the past year we were fortunate in having the manufacturers contribute their financial support by advertising in our bulletin. In the year ahead, we are not certain that we shall continue to receive this support from all the manufacturers, because of conditions beyond our control.

Now, more than ever, there is a definite renewal of interest in what the future has in store for us in manufacturing, distributing and operating. Practically all of us agree on what we want or don't want. How to support or oppose future methods of manufacture and distribution is useless, unless we all agree as a group as to what is best for the greatest majority.

Your business enterprise has a large stake in these issues. Further, we have a stake in the various kinds of legislation that is being fought out in the representative assemblies

of our State and Federal Legislatures. The problems of tomorrow will be a challenge to all of us. We will best meet this challenge by uniting our efforts toward a common goal. This will depend on your ability to pursue within this association a course that will insure our future stability.

In the past year the steps taken by your association have been progressive and wholesome. Your association is now a source of supply to many newspapers and magazines for information about coin-operated machines and their distribution.

This association is now in a position to supply this media with a better understanding of the coin-machine industry. We have been furnished with much data from manufacturers and distributors that will go a long way in helping the public understand the manufacture, distribution and operation of coin-operated machines. While this is a great forward step, it does not under any circumstances lessen the need for a national public relations plan.

In the past year, NCMDA has had much publicity in the trade journals of our industry. They have done much to bring to the attention of our industry, our desire to acquaint other groups of our problems, and our plans for creating better conditions. A recent example of this was a news release from this association that was mailed to 28 beverage and tavern trade publications. Many of these publications not only carried our story, but also wrote editorials citing the need for better co-operation between our industries.

In the past year, in an effort to create a sales plan that would unite operators and distributors in a closer relationship, a prospectus on National Sales Days was mailed to every member.

This plan was conceived with the idea of running a national sale once a year for all our members

that we hoped would fill the void created by not having a national convention where every manufacturer exhibited his products under one roof. Twenty-two of our members were ready to go ahead with this plan, which was slated to start in April of this year, but was postponed.

In order to keep the cost at a minimum, at least 40 members were necessary to make this plan practical and inexpensive. I believe it has great potential in many ways. Discussion and planning should be done at this meeting to explore its future potentialities.

One of the important functions of this association is the publishing of our semi-monthly bulletin, Distributor's Digest. From a small three-page bulletin, it has grown into a 35-page informative and helpful guide to our members. We have tried to convey to our members, editorial comment on conditions as they appeared at the time.

We have brought to you news of conditions and situations as they appeared in various parts of our nation, so that you would have first-hand information of what was happening, and to a certain extent understand what bearing these conditions would have on other parts of the nation under similar conditions. It also has a bearing on whether or not equipment will be thrown upon the open market, causing a serious dislocation of prices.

While we cannot measure the number of sales that have been consummated by members advertising in our bulletin, it evidently has been a good medium for the buying, selling and trading of used equipment and surplus stocks. I am certain it will continue to be an important contribution in lessening the inventories carried by our members.

As we move into a new year, there are many factors that will have great significance on our future well being. It has been repeatedly asserted that the wheels of economic forces grind steadily and mercilessly, and the results in economic and industrial history

have been both beneficial and detrimental.

The industrial revolution, although it contributed to the highest standard of living the world has ever known, has made no real progress in the coin machine industry. While this industrial revolution has benefited many industries, the change in the habits of the people as a result of this revolution, have eliminated many locations, operators and distributors, because we have failed to keep pace with the changes that have been brought about.

As a consequence of this transition, when there were 20,000 operators, to approximately 7,000 at the present time, the present status of the distributor whom the manufacturer once cheerfully relied upon to use his local knowledge, sales propensities and personal influence, in persuading operators to handle and promote the sale of his products, now have been whittled down to a very dangerous point.

To further confound the distributor, he is now confronted with rising costs of maintenance and operation. The sharpness of competition forces the distributor to rely upon every resource at his command in striving to meet the ever increasing cycle of less sales and rising costs.

These things seem ironical, but they represent our situation today. In the coming year the distributor's horizon will be brighter, if we will understand the following principles:

1. Distribution comprises a multitude of activities in which the human element looms large. It might well be said that the man who will lead tomorrow's business will be a human relations expert whose constant aim will be to develop greater understanding of his products and his industry.

2. Distributors are realizing, more than ever before, an ever-expanding role in present day marketing. They are concerned with changing marketing conditions, sales forecasting, buying and credit habits of the operator.

3. Methods by which distribution may be made more efficient and less costly is of prime impor-

tance, but even more vital is its rational approach to the use of new methods. Some of the old methods of distribution are today looked upon with disfavor by the federal government.

4. The desperate need for new products. We are faced at the present time with a narrowing market for new products. The repetition of products manufactured lately, with one or two exceptions have not been conducive to large or constant sales.

These principles are not radical. They are not even new principles. They are simply the formula that two and a half decades ago created what we know today as the coin machine business. What we need is a revival of those principles.

I have placed upon the agenda tonight, suggestions and recommendations proposed by some of our members. I believe these proposals should be discussed and appraised as to what value they will have on our future well being. They are as follows:

(A) Appoint a membership committee.

(B) Create a national credit bureau.

(C) Discuss a national sales day plan.

(D) Appoint a manufacturers committee.

(E) Discuss public relations.

(F) Discuss the situation on long bowlers.

These are all vital questions and I trust you will give them the benefit of your long experience and wisdom.

In concluding this report, I want to take this opportunity to express my thanks to the entire membership for your help and co-operation. It was only because of your interest in this association that we were able to report progress in the past year. It is my hope in the coming year to continue to foster good relations between manufacturers and operators and I will use every vehicle, every medium and every facility to make all coin machine people conscious of the vital role the distributor plays in the economy of this industry.

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Ops on Used Games Kick

• Continued from page 91

and maintenance and service costs are considered. Many feel that the game must bring \$35 weekly to provide a healthy profit.

Play appeal of the long bowlers is beyond question; most operators consider the games among the best ever offered in this respect. The shortcomings must be paid largely to the limitations of the tavern business, where traffic has dropped off and game play has suffered as a result. Taverns account for the bulk of operator locations.

Shuffles Strong

In the meantime, the supply of good used games is becoming less plentiful, and operators are buying up used shuffle bowlers in large numbers. In the Chicago area routes currently consist of about 50 per cent shuffles, 30 per cent pool, 6 per cent guns and 12 to 14 per cent long bowlers.

Long-bowlers, which were averaging about \$80 to \$90 the initial five or six weeks of operation, are down to a \$17 to \$25 average in most cases, altho exceptionally high receipts are reported from some top locations. Six-pocket pool games are currently bringing about \$9 to \$11 weekly in the Chicago area.

The summer season must definitely be considered as one reason for the drop-off in receipts, and operators and distributors expect that all types of games will recover somewhat in the fall season.

Noteworthy is the fact that new game models have replaced only a small percentage of shuffle games on location—estimated at about 15 per cent. Shuffles, relegated in large numbers to the stockrooms when the bumper pool bonanza occurred, have found their way back to locations in abundance, and have not been replaced, for the most part, by long bowler installations.

While six-pocket pools have replaced the older bumper models at many spots, they have not made the headway on locations that their bumper model predecessors have. Considering that they followed in the wake of the bumper models, however, they have registered substantial sales and remain steady tho non-spectacular grossers.

Williams Ships 2 New Model 5-Ball Pins

CHICAGO — Two new five-ball pin games—a four-player and a single-player—were shipped to distributors last week by Williams Manufacturing Company.

Cay Pree, the four-player model, features bonus scores, number match and high scores. Play-field action is intensified by four bumpers, special target and roll-over, two kickers and two button-operated flippers. Cabinet is de luxe type, supported by new type metal legs. The game is available with single or twin National slug rejector coin chutes.

Hi-Hand, the single-player model, has a playing-card scoring system. It scores competitive high card hands and features the "wild joker." The game is available with nickel or dime National coin mechanisms and with the new metal legs.

GE Flash Lamps Attention-Getters

CLEVELAND — Three new flasher lamps, each with a built-in flasher unit, intended chiefly as safety and attention-directing devices, have been introduced by General Electric's Miniature Lamp Department.

Their potential as attention-getters at locations make them of interest to coin machine operators.

According to William H. Robinson Jr., marketing manager, the lamps are unique in their uniform and dependable flashing rate. They are the first domestic types that can blink off and on without a separate flasher mechanism, according to Robinson. Previously, he said, lamps were flashed by an external device which broke the circuit regularly, thus causing them to go on and off.

The lamps vary in size from the smallest, approximately the size of a pea, to one about the size and shape of a rosebud.

East Rochester, N. Y., Considers Game Ban

EAST ROCHESTER, N. Y.—A proposed law banning coin operated amusement devices will be the subject of a public hearing before the East Rochester Village Board at 7:30 p.m., June 10. The village permits such devices provided they are licensed by the village. The ban would not cover juke boxes.

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THE FOLLOWING NEW MACHINES ARE AVAILABLE IMMEDIATELY!

Auto Test, without sound	\$850.00	Wms. Crane, legal everywhere ...	Write
With sound	950.00	Wms. Baseball, best yet	\$450.00
Voice-O-Graph, 50¢ operation	1,850.00	Standard Metal Typer	450.00
Wms. Crossfire Gallery	495.00	Relaxalator, Foot Vibrator	240.00
Genco Circus Gallery	500.00	Tungo Grip Machine	195.00
Davey Crockett Kiddie Gallery ..	345.00	Bally Police Motorbike	700.00
Peppy the Clown, SPECIAL	Write		

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United Bowler

• Continued from page 91

ture permitting players to keep bowling following a strike, it is possible to score 1,800 in this one frame.

An optional play adjustment feature permits double-scoring in the eighth and ninth frames also, if desired.

Hi-Score is a six-player model available in 11, 14 and 18-foot lengths. Cabinet can be broken down for moving or shipment. Over-all construction is similar to the other United bowling alley models.

Hawaii Court Lifts Pin Restrictions

HONOLULU—The Territory's four-decades-old law on pinballs was overruled last week by the Territorial Supreme Court in a split two-one decision.

Pinballs, the ruling stated, cannot be considered a lottery. In order to be a lottery, it was held, the participant for the prize must compete against other participants for the chance of winning. In playing a pinball, the court pointed out, only one person pays a consideration for the chance of winning.

The ruling was to lift threat of police interference with the operation of pinballs. However, Governor King, in the meantime, pocket-vetoed a bill which would have exempted pinballs from the lottery and gambling laws, and his action appeared to hamper attempts to keep operation of the machines free from interference.

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Industrialists Laud Venders

Continued from page 85

plant had cut down uncontrolled food operations by the individual employees throught the plant, and had centered all eating and drinking, in a specified area. The company reported that littering of the plant with trash and uneaten food had been virtually eliminated. They stressed, however, that a vending machine installation should be adequately serviced by trash containers. Important, too, is the placement of the eating area. It should be out of the way, so that employees will feel they are in a meal-time atmosphere. The company should also establish ground-rules for use of the installation. In this way employees know just what is expected of them, as well as what they in turn may expect from the vending installation.

Regarding contracts, three main types were cited as in common usage today.

1. Installation owned and serviced by the operator.
2. Installation company owned and serviced by the operator.
3. Installation company owned and serviced, but with operator furnishing the products to the plant.

The panel agreed that the contract should be drawn with the needs of the individual company in mind, and no one was best suited for any one company.

All members agreed, tho, that insurance coverage was the sole responsibility of the operator, and a prerequisite for any vending installation.

Contracts

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Commissions

In response to a question from the floor on "what is an average commission arrangement," the panel declined to discuss actual figures. The point was made by the chairman that commissions meant nothing unless the service included in the contract was considered.

All members agreed that the last thing considered in making the installation was the amount of revenue to be derived. Far more important was the welfare of the employees and "would the operator do a job that would keep employees happy."

The suggestion was made that a vending installation should be opened for bids among operators, but that the company should consider factors of service and type of equipment used before even thinking of revenue.

Also stressed by the panel was the ease of auditing a vending installation. The fact that operators are able to furnish detailed records to the company upon request was considered a significant advantage.

Panel Members

Chairman of the group was Kenneth Kellough, recreation and welfare administrator, North American Aviation, Inc., Los Angeles. Panel members included Frederic T. Clarke, employee services consultant, General Electric Company, New York; T. G. Croft, chief of employee services, Convair Division of General Dynamics Corporation, Fort Worth; Andrew Hyde, president, Diamond Alkali Employees' Recreation Association, Inc., Fairport Harbor, O.; Charles G. Boyle, manager, personnel activities and services administrator, Northrop Aircraft, Inc., Hawthorne, Calif.

Acting as summarizer was J. C. Forney, industrial relations manager, F. G. Hough Company, Libertyville, Ill.

Vending machine manufacturers and suppliers who exhibited were ABC Vending Corporation, Automatic Canteen Company of America, Coca-Cola Company, Interstate-United Coffee Corporation, Pepsi-Cola Company; Rudd-Melikian, Inc.; Seven-Up Company.

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Rocket Ride	125.00	Exhibit's Star Shooting Gallery	50.00
Clown See-Saws (Med. Size)	125.00	Genco Sky Gunner	100.00
Exhibit Vacuumatic Card Vender	124.50	Goalie	85.00
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M 100 BL—100 Sel.—45 RPM	390.00
M 100 C—100 Sel.—45 RPM	470.00
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Seeburg V-200	\$695.00
Seeburg M-100-R	695.00
Seeburg M-100-C	495.00
Seeburg M-100-A	(45) 225.00
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Seeburg 100-R	725
ROCK-OLA 1448	645
A.M.I. Model B	125

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Very Slightly Used Six Pocket Pool Tables

Perfect condition—\$195.00

TWIN CITY NOVELTY COMPANY

Phone: Federal 6-6666



KEY WEST \$570.00

BIG TIME 200.00

MIAMI BEACH 200.00

★★★ ROCK-OLA DISTRIBUTORS ★★★

Ask For Ben Mackie or Harold Hoffman

37-26 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

PHONOGRAPH PLASTICS

STRONG AND DURABLE—EASY TO INSTALL

A. M. I.	SEEBURG	WURLITZER
MODEL A Tops, l. or r. \$ 8.95	Model 100C — Highly polished chrome tubes (replaces glass tubes). Set of 12 \$14.95	MODEL 1250 Center Dome . . . \$18.95
Centers, l. or r. 15.45	Model 144-147-148 Domes 15.95	Dome Ends, ea. 4.10
Bottom, l. or r. 11.95	Model C—Chrome Pillasters, pr. 17.50	MODEL 1400 Center Dome 13.45
MODEL B Dome 17.95	Model 100 R-100J Door Side 4.10	Dome Ends, ea. 10.50
Centers, l. or r. 8.95	Model 100C Dome Side 2.75	Bottom Sides, set of 2 14.50
Bottoms, l. or r. 8.95	Model V200 Dome Side 3.70	MODEL 1500 Center Dome 14.50
MODEL C Centers 8.95	Model 200 (100 sel. WOM) 1.75	MODEL 1015 Top Center, l. or r. 7.50
Bottoms, l. or r. 8.95	(200 sel. WOM) 1.95	Lower Sides, ea. 5.50
MODEL E-40-80-120 (metal grille for lower part of machine—eliminates cleaning plastic louvers), 2 to set 10.00	TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.	Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored . . . \$7.75

ROCK-OLA

Available to fit Models 1423-1426, 1428, 1432, 1434, 1436 and 1438.

MID-STATE CO.

2369 Milwaukee Avenue Chicago 47, Illinois Tel.: Dickens 2-3444

BINGOS

READY FOR LOCATION—GUARANTEED—COMPLETELY RECONDITIONED

BALLY	UNITED
MIAMI BEACH . . . \$195	TROPICS \$ 50
BROADWAY 335	NEVADA 65
NITE CLUB 385	MANHATTAN 115
BIG SHOW 485	PIXIE 165
KEY WEST 545	STARDUST 225
GAMES, INC.—GUNSMOKE \$365	



MICKEY ANDERSON 314 E. 11th St., Erie, Pa. Phone 5-7549

Also Other Bingos and Bowlers 1/3 Deposit, Balance C.O.D. or Sight Draft.

The Dale "BURP GUN"

("Cops & Robbers")

ONE OF OUR HITS AT THE M.O.A. SHOW!

Terrific acceptance in Taverns, Arcades and all types locations. Guaranteed Suspense! Action! Thrill!

(Plus copy on attached circular) TARGETS Masked badmen appear at windows one at a time, stay 2 1/2 seconds, then disappear.

WITH EACH HIT Target jumps up and down, a gong rings, a red light flashes and score steps up.

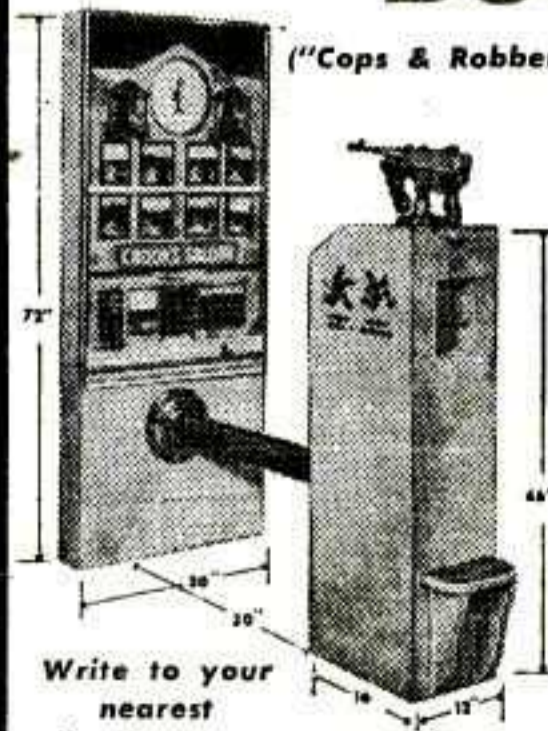
HIGH SCORE! Depends on "Cops & Robbers" marksmanship and reflex action. Welded steel tubing construction. The world famous Dale Gun Principle.

6 lb. Heavy Duty patented (no metal) barrel machine gun action.

240 shots in 40 seconds. Muffled Pistol Gaps, 100 A. B. T. Bounding coin safe, Ribbed, rubber covered step for the kiddies. Set off with chrome ball.

Sturdy built all plywood cabinet with beautiful, durable finish in Chrome Red with White Fleck.

Over-all Weight—150 lbs.



Write to your nearest distributor or:

MIKE MUNVES CORP.

577 Tenth Avenue New York, N. Y. BRyant 9-6677

Williams

Now Delivering:

- GAY PAREE 5-Ball
- HI-HAND 5-Ball with High Card Hand, "Wild" Joker!
- 1957 BASEBALL
- CROSSFIRE Gun Game
- 6-POCKET POOL TABLE

See Your Williams Distributor

Williams

MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

LOTTERY SLIPS IN VENDERS?

YOUNGSTOWN, O.—The statement, "vending machines offer a wide range of products," received a boost last week, but not in the way the vending industry would prefer to have it done.

A Youngstown woman was arrested by police when they uncovered a new hiding place she had devised for lottery slips—the inside of cigarette vending machine.

The discovery led to a chain of arrests on what was presumed to be a lottery ring operating locally.

McComas Feted At UJA Dinner

NEW YORK—O. P. McComas, president of Philip Morris, Inc., was recently presented with an illuminated globe by Paul M. Hahn, president of the American Tobacco Company, and Joseph Kolodny, executive director of the National Association of Tobacco Distributors, at a United Jewish Appeal dinner here.

The gift, from his friends and associates in the tobacco industry, was presented as a token of the "high esteem in which he is held in the community because of his many years of participation and leadership in philanthropic causes."

McComas, guest of honor at the dinner, was also presented with a special scroll from Peter Schweitzer, of the Peter J. Schweitzer Company, co-chairman of the 1957 UJA drive.

La. New Vending Firm

SHREVEPORT, La.—Jimmies Vending Company, 2009 Marsha! Street, the city, has obtained a charter by secretary of State Wade O. Martin to deal in vending machines of all kinds.

Standard Factors Changes Name to Standard Financial

NEW YORK — The Standard Factors Corporation, a factoring house specializing in coin machine accounts, has changed its corporate name to the Standard Financial Corporation and will move from 270 Madison Avenue to new offices on the 21st floor at 530 Fifth Avenue.

The firm will hold open house Tuesday and Wednesday (11 and 12) from 11 a.m. until 4 p.m., and will open for business at the new address Monday (17).

FOR SALE

Drivemobiles (post-war), Chicago Jet Space Ships, See-Saws, Merry-Go-Rounds, A-1 condition. WANT BALLY MODEL T, CHAMPION and BRONCO HORSES. Cash or trade.

UNIVERSAL DISTRIBUTING CO.
2852 Sidney St. St. Louis 4, Mo.
(Phone: PRespect 1-9982)

ROUTE WANTED!

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.

WE ARE TIRED OF LOOKING AT THIS EQUIPMENT. Let's Sell

All machines have been thoroughly cleaned

MUSIC

AMI

F-120, like new (choice of colors) \$545.00
A 35.00

SEEBURG

V-200 \$740.00
M-100R 660.00
M-100C 460.00
M-100B 380.00
M-100A 169.50

WURLITZER

2000 \$975.00
1900 875.00
1800 675.00
1700 560.00
1550AF (only 1 in stock) 245.00
1600 245.00
1650AF 285.00
1400 139.50
1100 60.00

WALL BOXES

Seeburg 100 Sel. Chrome \$ 45.00
Seeburg 100 Sel. Hammer-loid Finish 30.00
AMI 40 Sel. 1.95
Wurlitzer 4851 10.50
Wurlitzer 5204 (8 only) 12.50
Wurlitzer 3020 2.50

BINGOS

Hawaii \$ 60.00
Saddle & Turf 145.00
Yacht Club 45.00
Havana 60.00
Tropic 45.00
Singapore 75.00

BOWLERS

United Banner \$115.00
United Imperial 55.00
United Leader 85.00
United Rainbow 80.00
Bally Jets 95.00

Be sure and see the new CHICAGO COIN SUPER BOWLER

TELEQUIZ \$65.00
OXYGEN MACHINE 95.00
1/4 down, balance C.O.D.

Lew Jones Distributing Co.
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MEIrose 5-1593

- 2 1448 ROCK-OLAS, Like New \$650.00
- 1 1438 ROCK-OLA ... 395.00
- 2 1434 ROCK-OLA, 45 RPM 150.00
- 2 SEEBURG "R" with Royal 50c Units 725.00

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA

422 Wilson St., Santa Rosa CALIFORNIA

Phone Paul Speer
Santa Rosa 1498
or write for prices

GIVE TO DAMON RUNYON CANCER FUND

NOTHING SOLD AS IS

All used merchandise thoroly reconditioned—rails sanded and lacquered—equal to new. You will remember the quality long after price is forgotten.

SHUFFLE ALLEYS

25 Bally ABC Write
Bally Motorcycle Write
The Bull 275.00
Elsie the Cow 275.00
Fire Engine 295.00
Carousal 325.00
Palomino Horse 295.00
See-Saw 275.00
Donald Duck 275.00
Rudolph the Reindeer 295.00
Four-Horse Merry-Go-Round 375.00
Space Ship 295.00
Sci. T.V. Ride 295.00

RIDES

Bally Space Ship \$325.00
Bally Model T Ford, new Write
Bally Motorcycle, new Write
The Bull 275.00
Elsie the Cow 275.00
Fire Engine 295.00
Carousal 325.00
Palomino Horse 295.00
See-Saw 275.00
Donald Duck 275.00
Rudolph the Reindeer 295.00
Four-Horse Merry-Go-Round 375.00
Space Ship 295.00
Sci. T.V. Ride 295.00

CIGARETTE MACHINES

Lehigh 12 Col., new \$235.00
Eastern 12 Col., new 289.50
Eastern 22 Col., new 291.50

USED

Mercury 9 Col. 150.00
National 950 95.00
National 950 110.00
National 9 M 140.00
PX 8 Col. 85.00
PX 10 Col. 110.00
Lehigh 12 Col. 150.00
Electro 8 Col. 95.00
Electro 10 Col. 125.00

DRINK VENDORS

Spacarb 3 Drink, 3D50 \$295.00
Spacarb 4 Drink, 4D51 395.00
Bert Mills Coffee, Model 500 295.00
Bert Mills Coffee #202, With hot choc. attach. 195.00
Bert Mills Coffee, M54 365.00

ARCADE EQUIPMENT

Atomic Bomber \$125.00
Auto Photo 1,795.00
Bally Big Inning 85.00
Bally Defender 125.00
Ballonomat 295.00
2 Pl. Basketball 225.00
Boomerang 75.00
Coon Hunt 100.00
C.C. Hockey 75.00
Champion Hockey 125.00
Chester Pollard
Foot Ball 85.00
C.C. 2-Man Hockey 295.00
Dale Gun 50.00
Evans Bat-A-Score 145.00
Flash Hockey 225.00
Ex. Hi Ball 95.00
Genco Quarterback 285.00
Harvard Metal
Typer 125.00
Hayburners 75.00
Heavy Hitters 35.00
Wms. Jet Fifer 225.00
K.O. Fifer, F.S. 325.00
Keeney Air Raider 150.00
Keeney Submarine 125.00
Life A League 75.00
Liberator 75.00
Knotty Peaks 25.00
Midget Movies 125.00

MUSIC

Muto Card Vendors \$50.00
Muto Photomat 250.00
Muto Lord's Prayer Write
Muto Voice Recorder 375.00
Oracle of the Sphinx with cards 180.00
Panorams 325.00
Pitch'm & Bat'm 175.00
Pop Sez 45.00
Genco Rifle Gallery 175.00
Rock N Roll 95.00
Silver Bullets 125.00
Shoe Brush Up 95.00
Shoe Shine 150.00
Ex. Shoot's Gallery 175.00
Sidewalk Engineer 175.00
Skill Jump 45.00
Silver Gloves 225.00
Keeney Sportsman 195.00
Spear the Dragon 125.00
Undersea Raider 125.00
Foot Vibrator 150.00
Genco Wild West 250.00
Wms. Crane Write
Zodiac new 395.00
Zingo 65.00
Zodiac Vendors 89.50

BINGOS

Big Show \$495.00
Big Time 225.00
Broadway 235.00
Brazil 350.00
Double Header 445.00
Gay Time 145.00
Miami Beach 195.00
Nite Club 395.00
Pixie 175.00
Star Dust 235.00

COUNTER MACHINES

Get. Grippers \$25.00
Mercury Grippers 25.00
Kicker & Catcher 20.00
ABT Challenger 29.50
ABT Target Skill 29.50
Cast Alum. Stands 8.00
Ex. Love Meters 35.00
Pop Up 18.00

POOL TABLES

Regular \$59.50
Jumbo 79.50
Electric 99.50

150 25c COIN-OPERATED RADIOS, FLOOR MOD. \$45.00

WURLITZER DISTRIBUTOR

150 Holly Cranes \$425.00 ea.
50 Red Top Muto Cranes 195.00 ea.
Available for export only.

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715



M. S. GISSER
Sales Manager

ARE YOU READY FOR



JULY 4th ? ? ?
GET SET NOW WITH "FIRST"-CLASS EQUIPMENT!

Be "FIRST" on the 4th with FIRST!

LIKE MAGIC! EXHIBIT'S Amazing Sensation TRU-BOWLER

actually transforms your old shuffle bowling games into gorgeous new BOWLING ALLEYS!
2 SIZES: 20 FT. and 16 FT.
Only long bowler using genuine Brunswick Mineralite Duck-Pin Bowling Balls! Weight: 2 1/4 lbs., 4 1/2" diameter! Hooks and Bowling Action truly like real Bowling!

- * GOTTlieb
- * GLADIATOR \$295
- * EASY ACES 215
- * SLUGGIN' CHAMP 190
- * DAISY MAY 155
- * SHINDIG 120
- * GUYS & DOLLS 95
- * SKILL POOL 75
- * CHINATOWN 75
- * SPOT BOWLER 75
- * WILLIAMS
- * PERKY \$310
- * HOT DIGGETY 295
- * RACE THE CLOCK 210
- * GRAND CHAMPION 90
- * SILVER SKATES 87
- * FOUR CORYERS 80
- * DISC JOCKEY 75
- * GUN CLUB 75
- * CHICAGO COIN
- * BLONDIE \$295

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

GUNS

- * GENCO
- * STATE FAIR \$345
- * BIG TOP 275
- * WILD WEST 265
- * SKY ROCKET 260
- * SKY GUNNER 125
- * EXHIBIT
- * JUNGLE HUNT \$415
- * JET GUN 110
- * SPORTLAND GALLERY 140
- * UNITED
- * BONUS GUN \$245
- * CARNIVAL 185
- * SEEBURG
- * SHOOT THE BEAR \$135

ARCANE

- * Mul. LORD'S PRAYER Write
- * Mul. 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
- * Mul. 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
- * Mul. ROCK 'N' ROLL 85
- * Wms. QUARTERBACK 85
- * Wms. DL. WORLD SERIES 85
- * Sc. BATTING PRACTICE 75

POOL GAMES

- * ChiCoin HOOLIGAN POOL \$49
- * Exh. SPANISH POOL 49
- * Exh. SKILL SCORE 49
- * Wms. DIAMOND SCORE 55
- * ChiCoin CLOVER POOL 65
- * ChiCoin ADVANCE POOL 65

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—Worth twice the price! \$215 Hurry! Hurry!

FINEST SLATE TOPS FOR BUMPER POOL GAMES

Regulation size 32"x48". Rubber-backed billiard cloth. Jumbo Plastic Bumpers \$67.50

EXPORT BUYERS! SEND FOR OUR BIG NEW CATALOG!

FIRST COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke
1750 W. NORTH AVE. CHICAGO 27, ILLINOIS Dickens 2-0500

WE HAVE NEW DELUXE FISHER IMPERIAL 6-POCKET POOL
The Hit of the M.O.A. Show

WE HAVE NEW EXHIBIT TRUE BOWLER
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

—KIDDIE RIDES—

BALLY CHAMPION HORSE.....\$450
MERRY-GO-ROUNDS
(Lane, Lee, etc.)..... 400
BALLY SPACE SHIP..... 225
SEE SAW..... 195
SCIENTIFIC TV RIDE..... 195
BOATS..... 225

WANTED TO BUY:

WILL PAY CASH \$\$\$ for
WURLITZER 1800's—1500's—1700's—1500A
BALLY & UNITED BINGOS
GOTTLIEB & WILLIAMS 5 BALLS

WRITE—WIRE—CALL

CLOSEOUTS: POOL TABLES, \$50

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

WANTED

UNITED
Clipper
Lightning
Mercury
Capital
Mars
Ace

WANTED

GOTTLIEB 5 BALLS
Any Quantity

NEW EQUIPMENT

WILLIAMS
6-Pocket Slate Pool
1957 Baseball
Crossfire Gun

UNITED
Playtime
Bowling Alley
Team Bowling Alley

GENCO
'Sweet Twenty-One'
Circus Rifle Gallery
Gypsy Grandma

PHONOGRAPHS

UNITED'S Hi-Fidelity Coin-Operated PHONOGRAPH

EVERY ONE STEAM-CLEANED AND REFINISHED LIKE NEW!	SEEBURG	AMI	SEEBURG
	V200\$795.00	G200 Write	3W1 (Chrome)\$55.00
	HF100R ... 725.00	G120\$695.00	50c Conversion Kit .. 79.50
	M100C 525.00	F120 595.00	8" Wall Speakers... 8.50
	M100B 425.00	E120 395.00	WURLITZER
	HF100C ... 625.00	E40, 78 RPM 275.00	1900\$795.00
	M100A ... 225.00	E40, 45 RPM 325.00	1800 675.00

ARCADE

Star Slugger\$275.00	Deluxe Baseball\$125.00
Deco Grandma 450.00	Hi Fly Baseball 245.00
Quarterback 215.00	Zodiac 175.00
Crane 175.00	Major League Baseball. 150.00
Drivemobile 195.00	Basketball Champ 175.00
Mutoscope Photomatic (prewar) 295.00	Peppy Write
Sidewalk Engineer 70.00	2-Player Basketball .. 195.00
Derby Roll 150.00	Goatee 90.00
Muto. Football 275.00	Big Bronco 395.00
Submarine 125.00	Flash Hockey 99.50
Telequiz 95.00	Champion Baseball ... 225.00
Silver Gloves 165.00	Twin Hockey 275.00
World Series \$9.50	Round the World Trainer 425.00
Pennant Baseball 125.00	

GUNS

State Fair\$325.00	Treasure Cove 295.00
Sky Rocket 235.00	Deluxe Ranger 225.00
500 Shooting Gallery. 210.00	Carnival 185.00
Sportsman 175.00	Rifle Gallery 175.00
Sportland Gallery ... 165.00	Shooting Gallery ... 95.00
Coon Hunt 150.00	Shoot the Bear 125.00
Sky Gunner 135.00	Silver Bullets 125.00
Space Gun 95.00	Dale Gun 85.00

Special Closeout!!!
GENCO'S DAVY CROCKETT
Brand New! Write

GRAPHOSKOP
World's Finest Coin-Operated Telescope

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

March Exports

Continued from page 91

tober, 1956, when shipments hit \$228,193, slightly higher than the March, 1957, figure.

Belgium paced the record-breaking March volume with a total \$560,217 trade on 2,650 machines. West Germany, with \$394,868; Canada, with \$382,267, and Italy, with \$287,678, were the other leading importers.

Belgium Tops Music

Belgium's \$390,480 in juke box volume was tops in that category, followed by West Germany, Venezuela, Austria, Switzerland and Canada, all posting better than \$100,000 figures.

Italy continued its newly won reign in the amusement games department, hitting a \$233,693 total in March, with Belgium, Canada, West Germany and Cuba runners-up.

Canada, as usual, dominated the vending machine imports, posting a \$159,288 trade. France and Venezuela were the only other markets above the \$10,000 mark in the vending machine field during March.

Exporters report continued high volumes being shipped abroad, and expectations are that the 1957 trade will outstrip all other previous years in U. S. coin machine export.

CIAA Roster

Continued from page 91

to the majority of the city's game operators.

Sam Greenberg, CIAA president, pointed out to the approximately 55 operators attending the June meet, that operators, while covered by the union stickers, were expected to provide good equipment and good service to insure good relationships with location owners.

A number of operators voiced complaints at the meet in respect to individual location problems, sticker placement and location solicitations, but no serious problem was presented. Greenberg assured the membership that CIAA would continue to make further progress in the interests of the majority of operators.

Cigarette Manufacture

Cigarettes manufactured during March totaled \$35,215,989,612, an increase of 150,031,620 over March, 1956, according to Treasury Department. Consumption jumped 494,399,475 to a total of 35,488,470,937.

Exclusive Distributors for

AMI—CHICAGO COIN—EXHIBIT—GENCO—GOTTLIEB—KEENEY—WILLIAMS—VICTOR VENDING

MUSIC MACHINES

AMI	
Model A\$ 69.50	Model B 99.50
Model C-40 125.00	Model F-80 595.00
Model F-120 625.00	
SEEBURG	
Model M-100B\$395.00	Model M-100C 445.00
Model M-100R 650.00	Model HF-100G 545.00
Model V-200 725.00	
WURLITZER	
Model 1015\$ 39.50	Model 1250 100.00
Model 1400 139.50	Model 1500 195.00
Model 1650 325.00	Model 1800 595.00
ROCK-OLA	
Model 1434\$149.50	

WALL BOXES SPEAKERS

AMI	
WM 5c & 10c Wall Boxes\$ 9.50	W-80 Wall Boxes 60.00
W-120 Wall Boxes 65.00	40-Selection Hideaway 99.50

SMALL SPEAKERS

Silver Oak, Blond and Mahogany Cabinet. Size 12" x 10" with 8" Speaker. SPECIAL\$10.95

WURLITZER

1800 Hideaway w/Seeburg Stepper\$500.00	Chrome 48-Selection Wall Boxes 35.00
48-Selection Stepper 35.00	

SEEBURG

3 W I Wall-O-Matic Wall Boxes (Chrome)\$49.50



Miller-Newmark distributing company
42 Fairbanks, N. W. Grand Rapids, Michigan GL 6-6807
5743 Grand River Avenue Detroit, Michigan TYler 82230 — 82231

Valley
Now Delivering
6-POCKET POOLS
The Tables of "Cadillac Quality"
... built to insure years of profitable operating!
Write, Wire, Phone for Details Today!
15th YEAR OF QUALITY PRODUCTS
VALLEY MFG. CO.
333 Morton Ave., Bay City, Mich. TWinbrook 5-8587

Cleveland Coin Machine Exchange, Inc.
Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

GIVE TO DAMON RUNYON CANCER FUND

SEEBURG "JETS" HAVE LANDED

AND THEY'VE LEFT US TOP PHONOGRAPH SPECIALS



SEEBURG 3W1 100 Wall Box Special

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

\$49.50

Drug Execs to Study Vending

NEW YORK—Drug chain executives from every section of the nation took a good look at the automatic merchandising industry Monday (10) in a meeting at the Belmont-Plaza Hotel here.

The executives were members of the Chasco Corporation, a buying service for 45 drug chains with 1,000 member stores. About 150 attended the meeting.

Several vending machine manufacturers exhibited their equipment in the Moderne Room of the hotel. Among the exhibitors were Rowe, Apco, National Vendors and Lovitt Enterprises.

Speakers were Morris Auerbach, of the ABC Vending Corporation, and Tom Hungerford, of National Vendors.

SALESMEN

Leading Coin Machine Manufacturer offers excellent opportunity for capable, experienced salesmen 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, The Billboard, Chicago 1, Ill.

PHONOGRAPHS!!!

SEEBURG V 200\$795 | SEEBURG C's\$495
SEEBURG R 695 | WURLITZER 1800 595

14 FT. BOWLERS!

Write for special price

6 POCKET POOLS\$265

WANTED 5 BALLS!!!

Send list

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

GENCO'S "SWEET TWENTY ONE"

**SENSATIONAL NEW
ROLL-DOWN GAME
for 1 or 2 Players**

**EXCITEMENT, SUSPENSE GALORE!
NOTHING LIKE IT IN THE ENTIRE
COIN GAME FIELD**

Hits a new high in **BUILT-IN** competitive challenge—a thrill in every play. Ideal for every location.

- National Coin Rejector Coin Chute
- 2½" Wooden Balls
- Durable Formica Playfield
- Easy Servicing — All mechanics on back rack
- 4 exciting frames—adjustable to 3
- Bonus and double bonus features

ADJUSTABLE FOR REGULAR OR REPLAY

KEEP "ON THE GO" WITH GENCO

**CABINET
6 FT. LONG,
2 FT. WIDE
FITS ALL LOCATIONS**

SEE YOUR GENCO DISTRIBUTOR TODAY!

SEEBURG		AMI	
HF100R	\$725.00	G-120	\$695.00
HF100G	625.00	F-120	550.00
M100C	525.00	E-120	395.00
M100B	425.00	MODEL C	109.50
M100A	215.00	MODEL B	89.50

WURLITZER		ROCK-OLA	
MODEL 2000 (200 Sel., Like New)	\$750.00	1442 (Hi-Fi)	\$395.00
MODEL 1800	625.00	1438 Comet	395.00

- ★ 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

**Shaffer Music Has One of
America's Finest Service Departments**

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. MElrose 4-3571

STILL GOING STRONG!

"CIRCUS"
Rifle Gallery

Featuring Mysterious "CRAZYBALL" and "SAD SAM" Targets

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois



\$49.50

SEEBURG Wall-o-matic WALLBOXES

**CHROME COVERS—100 SELECTIONS
Special Volume Prices**

Reconditioned—Davis Guaranteed

New Selection Buttons—New Instruction Plates

Income can be doubled in many locations by adding 100-selection wallboxes

SEEBURG	
HF100R	\$725
HF100G	625
M100C	500
WURLITZER	
1700	\$525
1500AF	295
1400	175
1250	145
AMI	
G200	\$795
E120	395
D80	275

TERMS: 1/3 DEPOSIT REQUIRED

WURLITZER WALLBOX SPECIALS

5204, 104 Selection	\$19.00
5204A, 104 Selection	*5.00
5205, 104 Selection	45.00
4851, 48 Selection	25.00
4820, 48 Selection	19.00
3020, 24 Selection	9.00

WORLD EXPORT Corp.
WESTERN EXPORT DISTRIBUTING
Exclusive Seeburg Distributors
738 Erie Boulevard East, Syracuse 3, N. Y., U.S.A.
Cable Address: "DAVDIS" Phone: GRanite 5-1631

New Venders

Continued from page 85

chines outside of the servicing cost, according to the company spokesman. Blank liability insurance on the machines themselves is carried by the parent firm.

The policies, furnished by the parent firm, would be underwritten by the Federal Life & Casualty Company of Michigan.

The machine has been approved by the insurance boards in 42 States, with approval in the remaining six States expected soon.

The firm also added that national and local advertising media will be used to back the efforts of each selected franchised operator.

Immediate plans call for placing 800 machines thruout Georgia as a pilot installation, with 800 additional machines to be shipped to Miami; Charlotte, N. C., and Los Angeles. These will be placed in bus, truck and train terminals, hotels, motels, travel bureaus and filling stations for the convenience of land travelers.

According to company spokesmen, Insurance Automat Corporation has a capital structure which will provide approximately \$1 million for operation and development.

President and also director of the corporation is Edward Porter, who is also president of Massey Business College, Inc., and is associated with other business interests in Atlanta. Other officers are vice-president, Charles A. Rawson, president of Charles A. Rawson and Associates, Atlanta advertising agency; treasurer, E. B. Zachry, president of Citizens Loan & Security Company; secretary, Campbell Napier, attorney and tax consultant.

Service manager of the firm is Terry Killeit, formerly with the Insurograph Company, Birmingham, the original developers of Airport Trip Insurance Machines.

REAL BUYS

**AMI G200's
NEW
WRITE FOR PRICE**

SEEBURG V-200	\$725
SEEBURG M100B	375
SEEBURG M100C	475
WURLITZER 1800	625
AMI E120	395

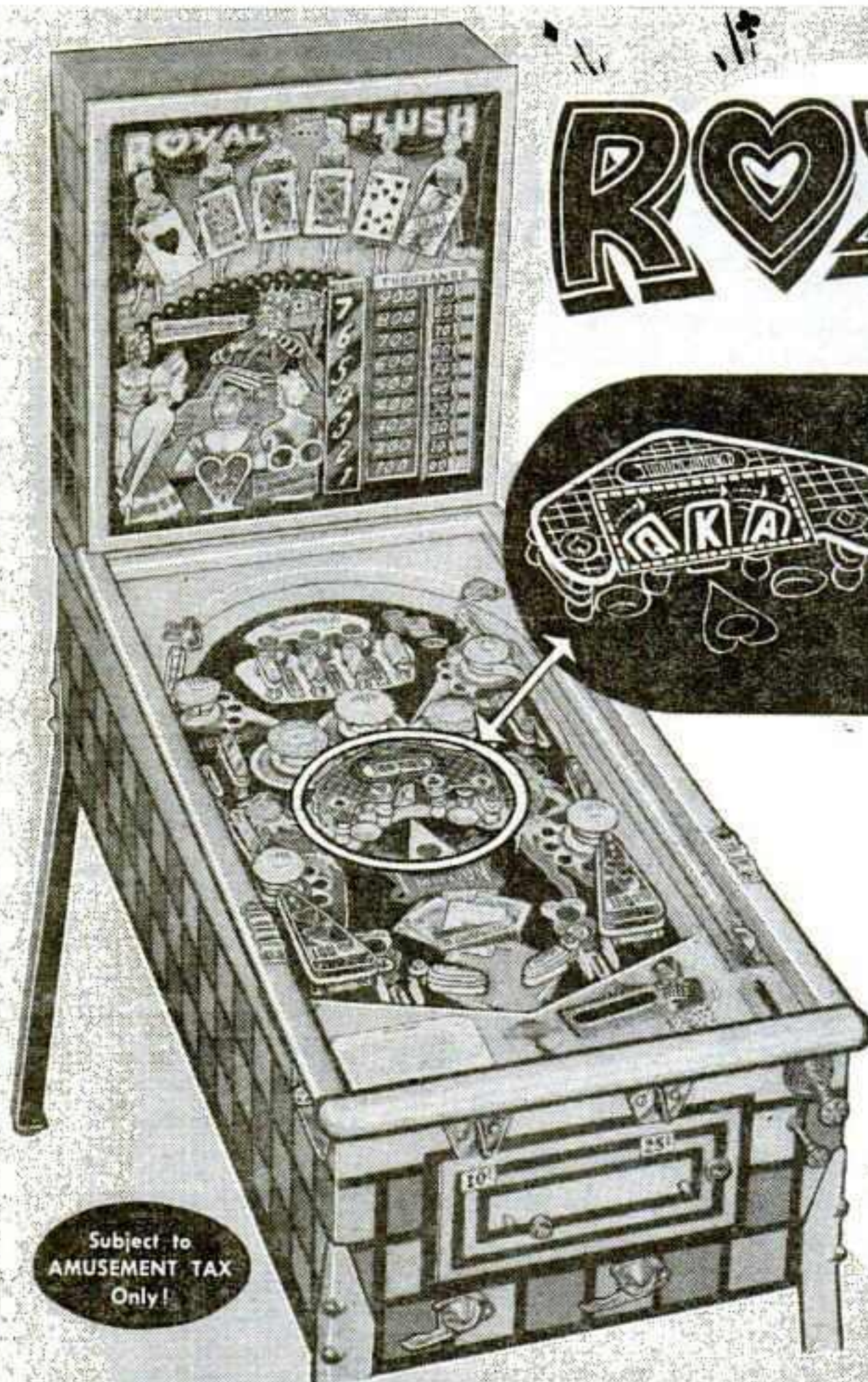
ATLAS DISTRIBUTING CO.
1024 Commonwealth Ave.
Boston 15, Mass. • BEacon 2-3870

SPECIALS

RINGER BALL	\$100.00
Gottlieb MARATHON	\$275.00
Gottlieb EASY ACES	195.00
Gottlieb SHINDIG	75.00
Chi Coin 6 PLAYER SKI BOWL	395.00
Williams 4 BAGGER	345.00
Unifed STAR SUPER SLUGGER	345.00
Genco HI-FLY BASEBALL	245.00
Genco CHAMPION BASEBALL	245.00
Genco STATE FAIR GUN	350.00
Genco RIFLE GALLERY	150.00
Keeney SPORTSMAN GUN	175.00

Coin Machine Exchange
UNIVERSITY
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



GOTTLIEB'S ROYAL FLUSH PRESENTING

A Terrific New Idea to Attract and Hold Player Interest . . .

ROTO-TARGETS!

Hitting Roto-Targets lifes cards in life box for Royal Flush. Complete Flush lifes targets for special score. Holdover feature carries lighted cards from game to game.

- ♠ Scoring Rollovers 1-2-3-4-5 Relights One of 5 Rollovers for Special.
- ♥ All New Match Feature for Extra Play.
- ♣ Super-Powered Flippers Shoot Ball Up Field at Roto-Targets.
- ♦ Available with Twin Chutes.
- ♠ High Score to 7,900,000.
- ♥ Plus All the Standard Gottlieb Play Features!

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs.

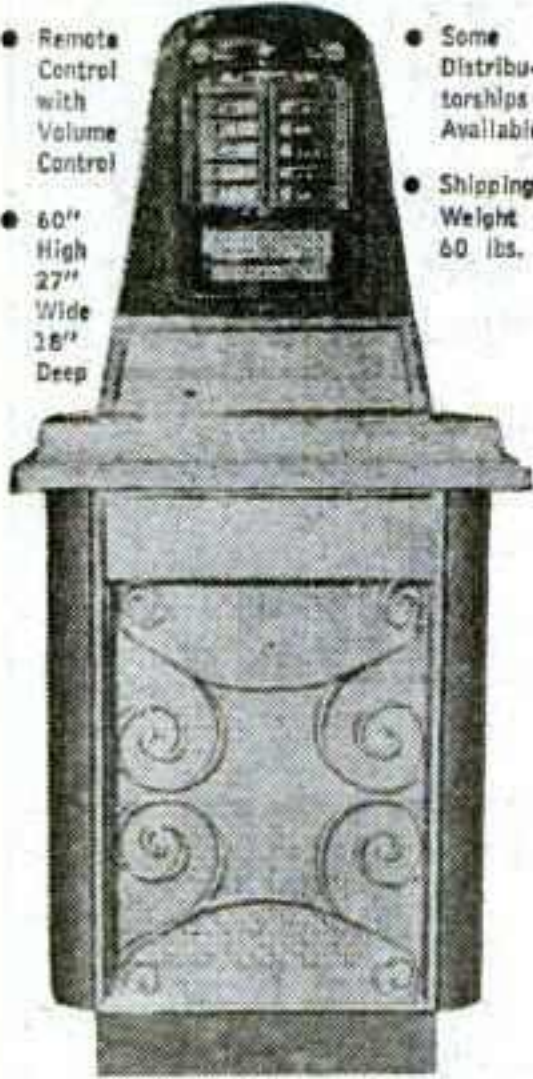
D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

"CONSOLETTTE"

Replaces from 4 to 8 Wallboxes!

- Remote Control with Volume Control
- 60" High 27" Wide 38" Deep
- Some Distributors Available
- Shipping Weight 60 lbs.



Write for Prices and Literature

REX

COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y.
Telephone: Harrison 2-8235

**White Denies
FTC 'False
Ad' Charges**

WASHINGTON — Nathan E. White, New York City, last week (4) denied Federal Trade Commission charges that he misrepresents the profits to be made from the vending machines he sells.

An FTC complaint issued late in March charged that statements made in newspapers and by salesmen for White, trading as Queen Distributing Company, contained false claims in violation of the FTC Act. (The Billboard, April 14.) In his answer, White claimed he no longer trades under the Queen name, and is not now competing with others in interstate commerce.

White further claimed that advertising cited in the commission complaint is not typical or representative of his sales program. He denied the "imputation of improper conduct" on his part and called for an opportunity to "demonstrate the propriety" of his position.

BINGO MECHANIC WANTED

**GOOD PAY
NO DRIFTERS**

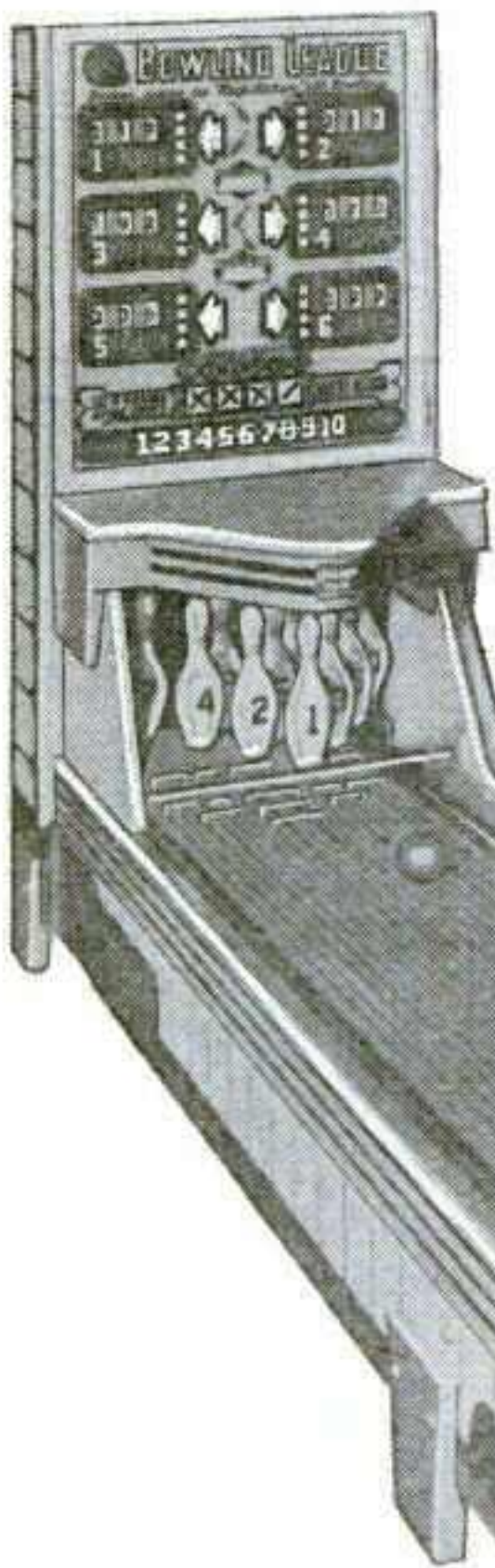


WRITE TO BOX 895

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Only chicago coin Has All 4!!



**20FT. 8IN.
MODEL**

**14FT. 8IN.
MODEL**

**12FT.
MODEL**

**All Add-Up To
BIGGER PROFITS
For You...**

and **SUPER FREE
PLAY MODEL**

BOWLING LEAGUE

Shipped In Sections
For Easy Installation
and Easy Handling

TOPS IN EXTRA FEATURES

- ◆ All Metal Roller Chain And Sprocket Ball Lift. (Eliminates Ball Jams)
- ◆ Balls Feeding On To Chain Elevator Get Agitated In The Trough, Preventing Jamming Or Ball Hang-Ups
- ◆ Scoring Handicap Control All Mechanism In The Back Rack Genuine Gutters
- ◆ New Realistic Striped Playfield! 20 Ft. 8 In. Length Bowler
- ◆ Convertible To 14 Ft. 8 In. 2 GAMES IN ONE
- ◆ Equipped With National Slug Rejector!

**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

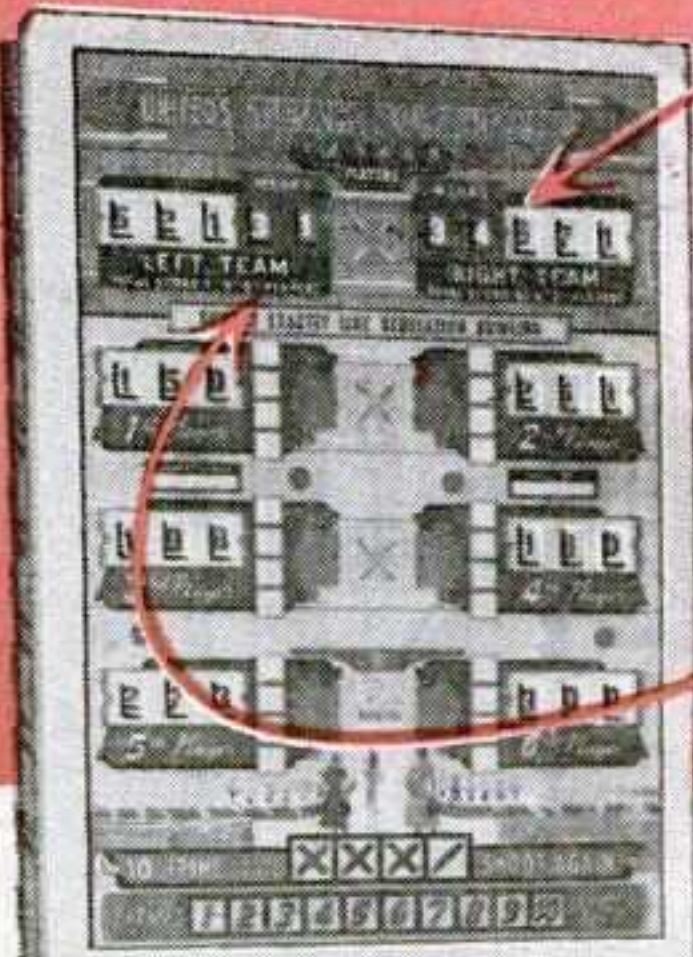


Free
TOURNAMENT
PROMOTION KIT
WITH EACH GAME

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.



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

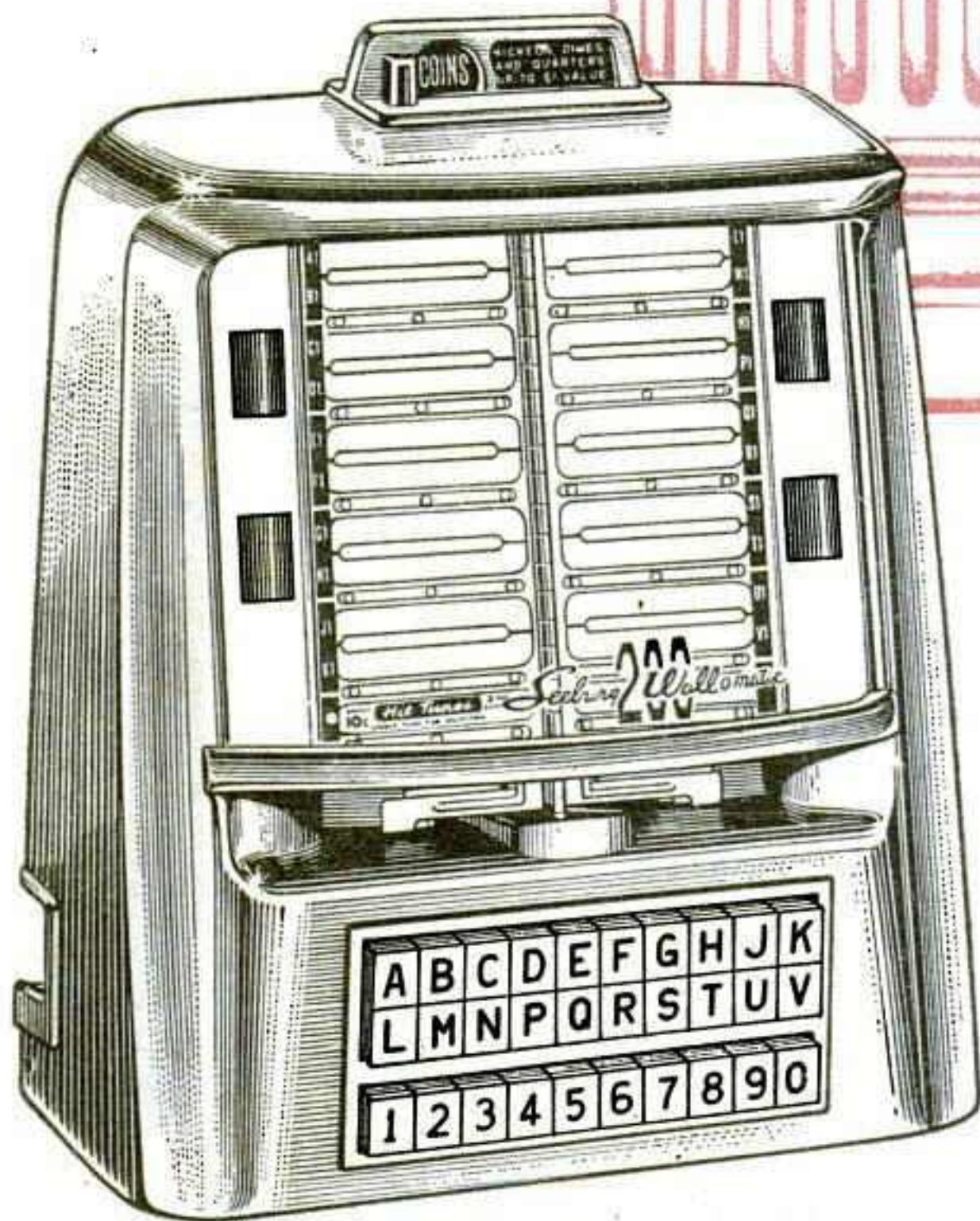
Operates Everywhere

**SEE YOUR
DISTRIBUTOR**

Seeburg..

ALWAYS FIRST

with major advancements

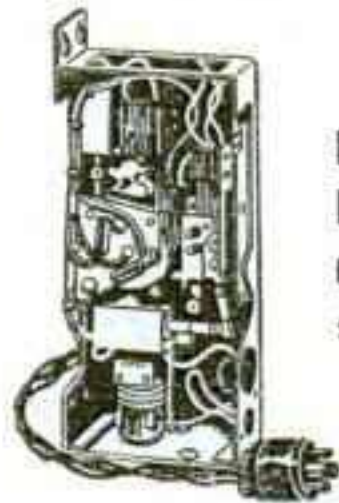


THE *Wall-O-matic*

DUAL PRICING

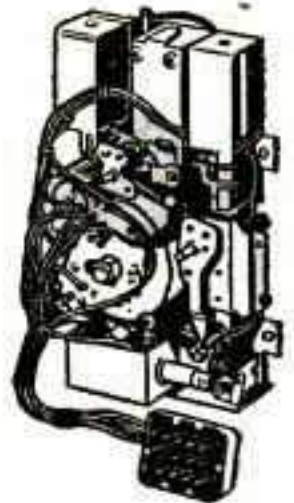
ANYWHERE IN THE LOCATION

Finest in remote control. The Wall-O-Matic brings all the advantages of modern music merchandising to any spot in the location. It catalogs 200 titles under the same musical classifications that appear on the phonograph. The Wall-O-Matic is also equipped for Dual Pricing to assure profitable as well as proper remote programming.



DUAL PRICING UNITS

Both the Wall-O-Matic and the phonograph have a Dual Pricing Unit to provide for programming single records at one price and album records (2 tunes per side) at a proportionately higher price.



*America's finest and
most complete music systems*

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated